



PILOT INITIATIVE  
FOR A PEOPLE-  
CENTRIC  
TRANSITION IN  
GIRIDIH,  
JHARKHAND





TERI in its pilot “People Centric Transition An initiative for women empowerment in India’s coal mining region” has supported 160 women from Giridih, Jharkhand, in transitioning from coal dependency by providing financial literacy, business training, and technical skill development. It was intended to promote economic diversification by empowering these women, who were between the ages of 18 and 45, to become self-sufficient entrepreneurs. We are glad to share that 49 women have established 5 successfully run businesses enterprises that specialise in the production of incense sticks, mop and wipers, handicraft cushions, cloth and jute bags, and beauty and wellness services

The 160 women selected for financial literacy training would begin these sessions with fun, interactive ice breaker sessions which helped in team building and productive brainstorming sessions later.





Financial training being imparted to the women and adolescent girls through easy-to-read workbooks in Hindi where basic financial concepts such as income, savings, loan, investment, budget preparation etc. were illustrated through images and visuals. A pre- and post- knowledge dissemination beneficiary assessment was also done.

Women during the business idea generation workshops where they came up with a list of businesses which would do well in the region. These ideas were then evaluated through a SWOT analysis and market mapping exercise to gauge their viability in the competitive landscape of the region.





Women entrepreneurs from Ganeesh Joint Liability Group (JLG) were taught to make mop to sell which would be sold at the local towns.





Women of the 'Maa Tara JLG' and 'Om JLG' involved in making incense sticks and packaging them post production.

Home decor products such as cushions as well as designer bags and potli made by these women entrepreneurs of the 'Shiv JLG' and 'Krishna JLG'.

These women were provided training by local experts and they required seed support in assembling raw material and procuring stitching machines.







2 women from each village were selected and imparted beauty and wellness training to ensure that they meet all the demands of beauty, makeup, styling etc. in the village. There was high demand for this skilling as trained professionals are hard to get in such regions while the demand is high and spread throughout the year considering festivals, marriages, functions etc.



The 49 women who subsequently began the business enterprises were made to attend a multi-stakeholder workshop which was also attended by TERI members, NABARD officials, Jharkhand State Livelihood Promotion Society members etc. This event gave them a novel experience of presenting themselves as businesswomen to the world and gave good exposure of presenting their work while honing their marketing skills.



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