

Thanjai Janaseva Bhavan is a voluntary organization, the main object of the organization is to elevate the status of the women's health and economy. It was registered under societies act on 14 August 1991. registration number is 47/91.

The organization had so far formed 1008 SHGs in Orathanadu, Budhalur, Thanjavur & Kumbakonam. The aim of the organization is to create SHG. Opening, Bank A/c for SHG, training them for their account maintenance, help to give the revolving fund and skill upgradation training. The main concept of the group formation is to develop individual skills & economic status of women in our society.

(In the year 2005-2006 the organization formed 142 New SHG's) The SHG's have availed revolving fund, Economic activity, from SGSY and TAHDCO, Nabard, Direct Linkage with the guidance of the organization.

158 SHG's are successfully functioning in 30 panchayats of Budhalur Panchayat Union. In Orathanadu Panchayat Union there are 603 SHG's for Women and 30 SHG's for men and 6 physically challenged groups & Artisans groups are also functioning.

In Thanjavur Panchayat Union 63 SHGs for women 5 SHG's for men and 3 Artisans SHG's are successfully functioning.

In Thanjavur Municipality area 119 SHG's for women and 15 SHG's for men are successfully functioning in all wards.

### *Panchayat Level Federations*

The organization organized 40 SHG's Federations in Panchayat level. The Organization laid down Panchayat Level Federations for the group development & panchayat development simultaneously.

## *Trainings*

The women self help group members were trained through various training programs. With the technical guidance and grants of various institutions we have trained the SHG's women such as Member training, Animator & Representative Training, Entrepreneur development training, Skill up gradation training and Vocational training program.

## *Associating Agencies*

**Mahalir Thittam (Tamil Nadu Women Development corporation**

**District Rural Development agency (DRDA)**

**Tamilnadu Adidravida Housing Development corporation(TAHDCO)**

**District Industrial Centre (DIC)**

**National Science and Technology Entrepreneur Development Board (NSTEDB)**

**The Energy Resources Institute (TERI)**

**National Bank for Agriculture and Rural Development (NABARD)**

**Tamilnadu Veterinary and animal sciences university research and development center**

## *The following trainings were furnished*

**Greetings Cards Preparation**

**Ornamental fishery**

**Embroidery**

**Mini Dairy**

**Thanjore Painting works**

**Goat rearing**

**Thanjavur Art Plate preparation**

**Fresh water fishery**

**Terracota preparation**

**Rabbit rearing**

**Vermi compost preparation**

**Sanitary Napkin repacking**

**Turkey rearing**

**Eco friendly Paper Plate**

**Two Wheelers, Three Wheelers and LMV driving training**

## *Agriculture in Leased Land*

Mahalakshmi SHG for women Vadakkur

### *Rabbit Rearing*

Valarpiraiye Va SHG for women Ayyampatti

Annai SHG for women Thogur

### **Low Cost Bead Ornaments preparation with Narikuravars Community peoples**

Roja, Malligai SHG for women Mela Ulur

### *Paddy Threshing and Ploughing*

Thamarai SHG for women Thekkur

Cholanadu SHG for women Kannathangudi West

### *Fresh water fish rearing and Rasi Computer Centre*

Angalaprameshwari SHG for <sup>women</sup> Ambalapattu West

### *Bus stand Contract*

Panchayat Level Federations, Thogur

### *Primary Area(s) of Focus*

- Social mobilization
- Capacity building
- Rural infrastructure development
- Indigenous technologies
- Networking

## *SHGs exclusively for the disabled*

Thanjai Janaseva Bhavan, is planning to raise self help groups exclusively for disabled persons like physically challenged, mentally challenged and so on.

Forming SHGs for normal persons is not a big thing. But creating one exclusively for disabled persons with a variety of challenges of physical and mental is a challenging task.

Orathanadu Block in Thanjavur district had large number of disabled persons. They have been brought under four categories namely mentally ill, mentally retarded orthopaedically handicapped and polio affected, the last mentioned accounting for a majority of the cases.

TJSB would raise the SHGs for the disabled 18 Panchayats in Orathanadu block and the work of identifying them was in progress. The type of disability has to be identified and then the family status has to be ascertained before forming the groups, these identifications would help in deciding type of activity suitable for the group to pursue. Activities like paper cup making, Herbal products, Wax and candle making, Thanjavur plate making, raising nursery and cover making those that do not involve much physical strain would be ideal.

As disabled people often feel that they are a burden to their families, the launching of SHGs would create a sense of self confidence among them.

*Thanjai Janaseva Bhavan have strong working relations with other organizations, peoples group, movements and government agencies, nationalized banks, and with proven experience in grassroot level development work.*

## *Turkey Rearing*

Sirpi SHG for women Sidhayal Village Rayandur Panchayat,  
Thanjavur Panchayat Union Ilanthendral SHG for women Kollankarai  
Panchayat Thanjavur Panchayat Union.



Poverty struck agriculturists of Thanjavur district were deeply disappointed due to monsoon failure for the past three years. Considerable number of people who previously worked in the field are now choosing different kinds of occupation.

Women self help groups were now formed in the length and breadth of the country thanks to the Government policy and its incessant support to women self help groups. One such women self help group SIRPI consisting of 20 self help group women members started in the last year with a few birds and now the number is 83 birds and ten chicks. The president of this self help group Tmt. Panchavarnam attended the training conducted by the Veterinary University Training and Research Centre, Thanjavur, she has also attended 3 days training on women empowerment at Maraimalai Nagar, Chennai. Tmt. Shyamala, Secretary of Thanjai Janaseva Bhavan, NGO is giving all-round support to this self help group. This self help group started with a loan amount of Rs.18,000 received from NABARD. Till date they have promptly repaid to the bank. A bird weighing about 4 to 5 kgs is sold for Rs.380 -Rs.475. Poults are costlier than grown ups. Great care is given to poults upto 45 days and they are also selling the eggs at a cost of Rs.10 each. When monsoon failed we were searching for other alternative work. Now turkey farming created hope in our minds. More women are interested to join in our turkey farming through which we can stand on our own legs, cheerfully said Tmt. Panchavarnam.

## *Paper Plate preparation*

Thapiramullai SHG for women Pudupattinam Panchayat, Thanjavur Union.

Andhimalar -SHG for women Sidhayal Village Rayandur Panchayat, Thanjavur Union.



## *Multipurpose Store*

Sirumalar SHG for women Budhalur

## *Restaurant and Catering contract*

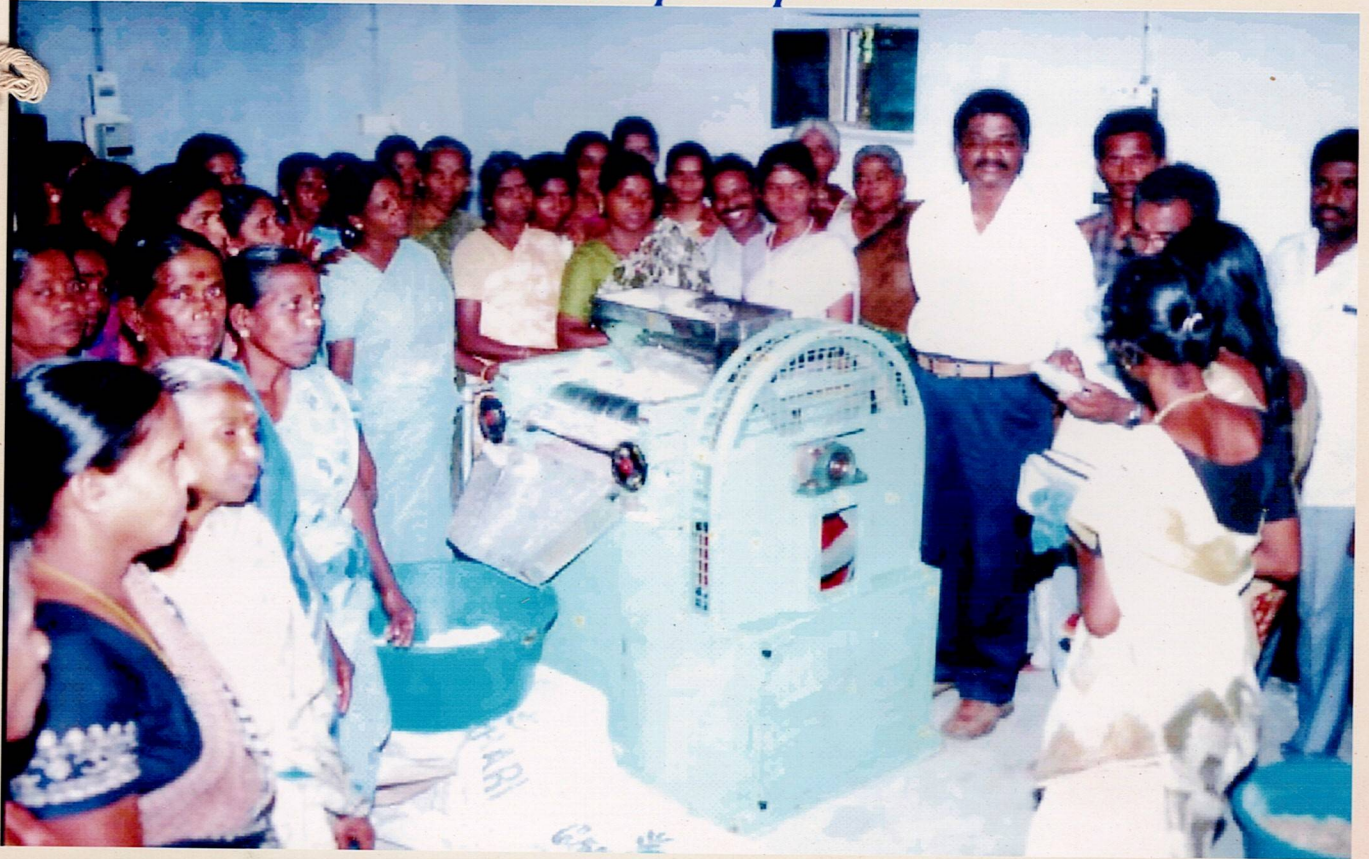
Annaitherasa SHG for women Kannathangudi West

**Fibre reinforced plastic (Fibre Glass Sanitary pans preparation)**



*Venmani SHGs for women Neelagiri Panchayat of  
Thanjavur Panchayat Union  
Products : FRP – Sanitary pans, Doors, Roofing materials.*

*Herbal Soap Preparation*



*Kathiravan SHGs for women and Malar SHGs for women  
Herbal Soap Preparation  
Marketing : Rohini Global P.Ltd.,*

## *Income Generation activities*

The trained SHG's have received financial assistance with subsidy in SGSY and TAHDCO. The following economic activities are functioning.

### *SHGs plan to set up eco-friendly kiln*

Self-help groups of Thohur in this district plan to make bricks with eco-friendly technology.

Eleven groups have formed a panchayat-level federation for the venture. Land has been identified for setting up a vertical shaft brick kiln.

The Thanjavur main branch of the State Bank of India has sanctioned a loan of Rs.33,23,100, with a subsidy of Rs.13,75,000 from the District Rural development Agency.

P. Jagadeesan, Assistant General Manager, SBI told The Hindu that the groups were doing a good job of collecting toll from vehicles entering the Grand Anaicut near their village. "We are satisfied with their managerial skills. Hence, we decided to sanction the loan."

The women were taken to Bangalore for gaining a first-hand knowledge of the vertical shaft brick kiln.

M.A. Nambi, Project Co-ordinator, Science Technology Entrepreneurship Development (STED), Department of Science and Technology, who took them to bangalore, said the Swiss Agency for development and Co-operation (SDC) launched the technology in the country in 1995 to introduce sustainable production systems for construction materials. The aim was to assess the potential, demand, economic viability, energy efficiency and eco-friendliness of the technology in the Indian context.

Pilot kilns demonstrated energy savings of up to 40 per cent and a cut in air pollution by the factor of five.

Mr. Nambi said the Central Pollution control Board certified that vertical shaft brick kiln was one of the cleanest brick production systems. It was adopted for production of 15 to 35 lakh bricks a year. Profitability was more even during monsoon. The firing process would take only 24-30 hours.

The kiln consisted of one or more shafts for making bricks of various sizes. The cross-section of the shaft was one metre x two metres, with a production capacity of 1,35,000 bricks a month.

Gone are the days when women SHGs were only involved in money-lending business as a means of income generation. The newly awakened and determined womenfolk have stormed into areas once considered a male bastion.

Eleven women SHGs of Thohur near Grand Anicut have come together to form a Panchayat Level Federation (PLF) and ventured into running a modern brick kiln based on a Chinese technology, the Vertical Shaft Brick Kiln (VSBK)

According to the Science and Technology Entrepreneurs Development Board (STED) project co-ordinator M.A.Nambi, the Rs.33 lakh innovative project has been funded by the State Bank of India while the technical support is being provided by The Energy Research Institute (TERI) formerly TATA Energy Research Institute – in Bangalore.

“After the Union Ministry of Environment banned the emission of smoke as a measure to control air pollution in 1992, Swedish Development Corporation (SDC) designed this energy efficient and low cost Chinese technology to help the small brick kilns in the country”, Nambi said.

“The VSBK technology is economically viable, energy efficient and eco-friendly technology ideally suited for Indian conditions. The inside surface is a brick wall lined with refractory bricks which conserves heat and saves fuel. There is no smoke as no fire wood is used. VSBK helps fast production of bricks and after two days of firing the bricks can be sold. Since this kiln has double shafts, 8,000 bricks can be produced per day. Compared to the production of country-made bricks, the fuel consumption is only one third which result in the saving of fuel. Production can be done throughout the year, even during rainy season, with enough storage of green bricks”, Nambi told express.

According to him, it is the first time in the country that SHGs are running the VSBK.

A four-member team comprising PLF secretary J.Roopavathy, Joint secretary G.Sahayaselvi, V. Ramani, G.Manimekalai went on a week-long exposure visit to various kilns in Bangalore during February 2005 to have a first-hand knowledge of production.

Now, a team comprising five members have been undergoing the one-week-training on firing technique in Bangalore since July 20, Thanjai janaseva Bhavan Secretary Shyamala Sathyaseelan told Express.

This is not the first time that the PLF has ventured into an innovative project, Earlier, the PLF has set an example by successfully running the Thohur bus stand. The federation comprising 13 SHGs took part in the auction for maintaining the bus stand and the panchayat awarded the contract to the PLF (the highest bidder) for one year – from October 1, 2004 to September 30, 2005.

The members collect entry fee from vehicles coming to the grand Anicut as Thohur is at its entrance and the rent from shops in the bus

stand are also collected by them. The total collection till June is about Rs. 1.50 Laksh.

“ The PLF members have now purchased a land to the extent of about 1.5 acre required for the construction of the Vertical Shaft Brick Kiln at Thohur village at a cost of Rs. 4 lakh with the profit they earned through running the bus stand in addition to the amount they had saved”, Shyamala said and added that they were planning to commence brick production from Aug 15.

It was a dream come true for the women self-help groups of Thokur village near grand Anicut in Thanjavur district. Within a fortnight, the Vertical Shaft Brick Kiln (VSBK) put up by them will fire 1,35,000 bricks a month thus crediting them with the “first of its kind brick industry run by women Self Help Groups in the State”.

All is set for the launching of the brick industry at Thokur. The VSBK is nearing completion while the trained members of the 13 members of are cutting clay bricks for the firing in VSBK.

“We need at least two lakh clay bricks to launch the production as after starting the firing we will continuously need clay bricks” the women said.

It is no doubt a success story of women entrepreneurship. It has proved that success is certain with collective effort, an innovative bent of mind and above all the will that women can do anything.

The groups organized by janaseva Bhavan, a Non-Governmental Organisation, thought of the idea of putting up a modern brick kiln after they were exposed to the techniques involved in it by the Science and technology Entrepreneurship Development Board (STED), Nambi,

Even a small reduction in specific consumption of fuel per kilogram of brick will have a significant impact on the energy scenario of the country”  
Mr.Nambi said.



arranged for an education tour of the SHG members to Bangalore where they learnt about the kiln at the Tata Energy Research Institute.

Having learnt the expertise they submitted a project to State Bank of India for putting up a VSBK and manufacture building materials. The bank sanctioned Rs.33 lakhs as loan for the project thanks to S.Jagadeesan, Assistant General Manager of SBI Main branch, Thanjavur. The loan included a subsidy component of Rs.13 lakhs from the District Rural Development Agency.

The groups pooled their savings and purchased land (1.5 acres) for putting up the kiln and brick industry at Thokur at a cost of Rs.4 lakhs.

“VSBK is an advantage for us. We can go on producing bricks irrespective of the weather. We can produce bricks even if it rains. The bricks will also be of high quality. We hope to repay the loan before the stipulated time of 72 months and make profits,” say Manimehalai, Coordinator fo the PLF comprising of 13 women self help groups of Thokur.

According to Nambi, project coordinator of STED, VSBKs help in energy savings of a least 30 to 40 per cent in comparison to the best existing kilns. It is also pollution-free. Wastage is less when compared to traditional kilns. VSBK technology is suitable for production of 15 to 35 lakhs of bricks in a year. The firing process takes only 24 to 30 hours compared to nearly a week in traditional kilns.

“The net contribution of burnt bricks towards energy consumption plays a significant role in the economy as it presently accounts for 27 per cent of the total energy consumption in the production of construction materials.