

**Rural Empowerment for National Enlightenment**

**(RENE Foundation)**

# **CASE STUDY**

**Submitted To**



## **National Jute Board**

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## **Introduction**

In the heartlands of rural India, where tradition meets the challenge of modern living, the RENE Foundation has been a beacon of change since 2011. This case study delves into their successful implementation of the Jute Rural Craft Promotion Centre (JRCPC) scheme, a project aimed at empowering rural women through the art of jute crafting.

## **The Genesis: From Vision to Reality**

RENE Foundation's vision of uplifting rural women found a concrete path through the JRCPC scheme. What began as a tailoring unit on April 9, 2023, gradually transformed into a hub for jute product manufacturing. The seed of this transformation was sown when the tailoring trainees expressed a keen interest in learning jute crafts. This interest was nurtured and developed into a full-fledged proposal, which, after rigorous reviews and approvals, was launched on June 10, 2024.

## **Objectives of Rene Foundation:**

1. To Empower women in Socio, Economic Wellbeing
2. To Provide skill training with the local resources
3. To Create employment opportunities to the rural women

## **Previous Project**

1. Environmental Protection Project
2. Children support Project
3. Hygiene kit and WASH project
4. Skill Development Project
5. Agriculture Training Project
6. Disaster Management Project

## **Ongoing Project**

1. Skill Training Projects
2. Women Entrepreneurs Development Program
3. Cybercrime Awareness Program
4. Children Support Program
5. Environmental Protection Program

## **Collaborating Agencies of RENE Foundation for other projects**

1. National Green Crops, MSME - Thoothukudi
2. DCW Pvt Ltd –Arumuganerl Thoothukudi,Sathya Agencies
3. Nila Sea Foods- Thoothukudi and Sahayamatha Salterns Pvt.Ltd-  
Thoothukudi
4. The Banyan, Chennai

## **A Dream Come True**

Entrepreneurship Development among the rural /downtrodden village women is a long time vision of Rene foundation. This has been materialized by startup of a Tailoring Training unit at Nattarkulam village karunkulam block on 9th April 2023.The project was launched in the presence of Shri.APCV Shanmugam Secreatry VOC Educational Society Thoothukudi ,Rev.Fr.Joshuva Nattarkulam and the village people .The village women were utilized the opportunity and learned with an enthusiastic manner.

## **The Journey from Tailoring to Jute Made ups**

The Tailoring Training beneficiaries addressed their wishes for learning Jute products and made ups and it has been taken in to consideration by Rene foundation. Accordingly the detailed project proposal has been sent to National Jute Board, after several follow ups done by the organization, an inspection was conducted by Shri.T.Ayyappan (Marketing NJB) on 25-08-2023 .Group discussion and one to one interaction has been done for the sustainable of the project .The Trainees were enthusiastically interact with the Inspection team and showed there interest to learn the project .

### **Photos of Tailoring Inauguration**







## Photos of NJB Inspection



## **Beneficiaries Selection**

Focus group discussion was conducted among the Tailoring Trainees and the beneficiaries selected according to the interest of the candidates. Registration was made with the basic documents of the beneficiaries. After the consent of candidates, the list was accorded approval from the local Panchayat President. Finally, the list was approved by NJB .

## **Beneficiaries of NJB-JRCPC Project**

There were twenty-four numbers of Beneficiaries selected for the First batch Jute Training. The details are attached below.

## **Appointment of Master Trainer and Designer.**

There was a correspondence /Communications made with the list of Master Trainers and Designers available in the NJB list finally the organization luckily got the reputed and well experienced Master Trainer Smt.Uma Raj .from Chennai as Master Trainer for Basic and Advance Training and Shri .Malay Kanti Dey from Calcutta as the Design Training. He is the Master Trainer /Designer and consultant of Jute Leather, Handy Crafts ,Paper products etc and has the vast experience in Jute manufacturing in India and also he has visited several foreign countries for training jute made ups.The master trainer and Designer take over the responsibilities of jute training with the respective durations



## Launching of JRCPC Training

The scheme was launched on 10 -06-2024 in the presence of local panchayath President Jayapathi , Manager Gramodaya and Master Trainer Smt.Uma Raj.An elaboration of the project given to the beneficiaries .Importance of Jute products .Scope of the products , Marketing opportunities of Jute products Global demand of Jute made ups ,Environmental effects of the products were taught to the beneficiaries







## Activities from 10<sup>th</sup> June 2024 to August 4<sup>th</sup> 2024

The Training activities categorized in three phases vis Basic, Advance and Design. The details of the products manufactured by our beneficiaries are mentioned.

### Production and Activities

From June 10 to August 4, 2024, the center was a hive of activity. The women produced a diverse range of jute products, including bags, pouches, and household items. The period was not just about production; it was a phase of learning, experimenting, and innovating.

S.No	Date	Activities	No of Products Made
1	10-06-2024	Introducing Interaction and briefing of Jute Products manufacturing	
2	11-06-2024	Pencil Pouch	50
3	12-06-2024	Travel Pouch	15
4	13-06-2024	Purse	5
5	14-06-2024	Purse	10
6	15-06-2024	Ladies bag	3
7	16-06-2024	Sunday	
8	17-06-2024	Ladies Bag	4
9	18-06-2024	Shopping bag	5
10	19-06-2024	Shopping bag	5
11	20-06-2024	Shopping bag	5
12	21-06-2024	Ladies Slim Bag	8

S.No	Date	Activities	No of Products Made
13	22-06-2024	Ladies slim Bag	6
14	23-06-2024	Sunday	
15	24-06-2024	Travel Bag	2
16	25-06-2024	Small ladies shoulder bag	5
17	26-06-2024	Water can Gazette	4
18	27-06-2024	Check book holder	3
19	28-06-2024	Sling Bag	5
20	29-06-2024	O ring Bag	2
21	30-06-2024	Sunday	5
22	01-07-2024	Thambulapai mini	5
23	02-07-2024	Beach Bag	1
24	03-07-2024	Kalam kari Bag	4
25	04-07-2024	School Bag	1
26	05-07-2024	School Bag	1
27	06-07-2024	Executive Bag	2
28	07-07-2024	Sunday	
29	08-07-2024	Lunch Bag	4
30	09-07-2024	Letter holder	4
31	10-07-2024	Wall hanger	2
32	11-07-2024	Door Mat	1
33	12-07-2024	Door Mat	1
34	13-07-2024	Mini bag	4
35	14-07-2024	Sunday	
36	15-07-2024	Mini bag	4
37	16-07-2024	Beach bag	1
38	17-07-2024	Laptop bag	1
39	18-07-2024	Laptop bag	1

S.No	Date	Activities	No of Products Made
40	19-07-2024	Introduction of Design Bag	
41	20-07-2024	Theory class about Types of Bag	
42	21-07-2024	Sunday	
43	22-07-2024	Folder	3
44	23-07-2024	Folder	3
45	24-07-2024	Laptop bag	1
46	25-07-2024	Laptop Bag	1
47	26-07-2024	Fancy Purse double racks	2
48	27-07-2024	Fancy purse	3
49	28-07-2024	Sunday	2
50	29-07-2024	Fancy Ladies Bag	2
51	30-07-2024	Net Bag double color	2
52	31-07-2024	Travel Bag	5
53	01-08-2024	Shopping bag	8
54	02-08-2024	Document Holder	8
55	03-08-2024	Duffle Bag	1
56	04-08-2024	Sunday	
57	05-08-2024	Valedictory Function	
		<b>Total Product</b>	<b>220</b>

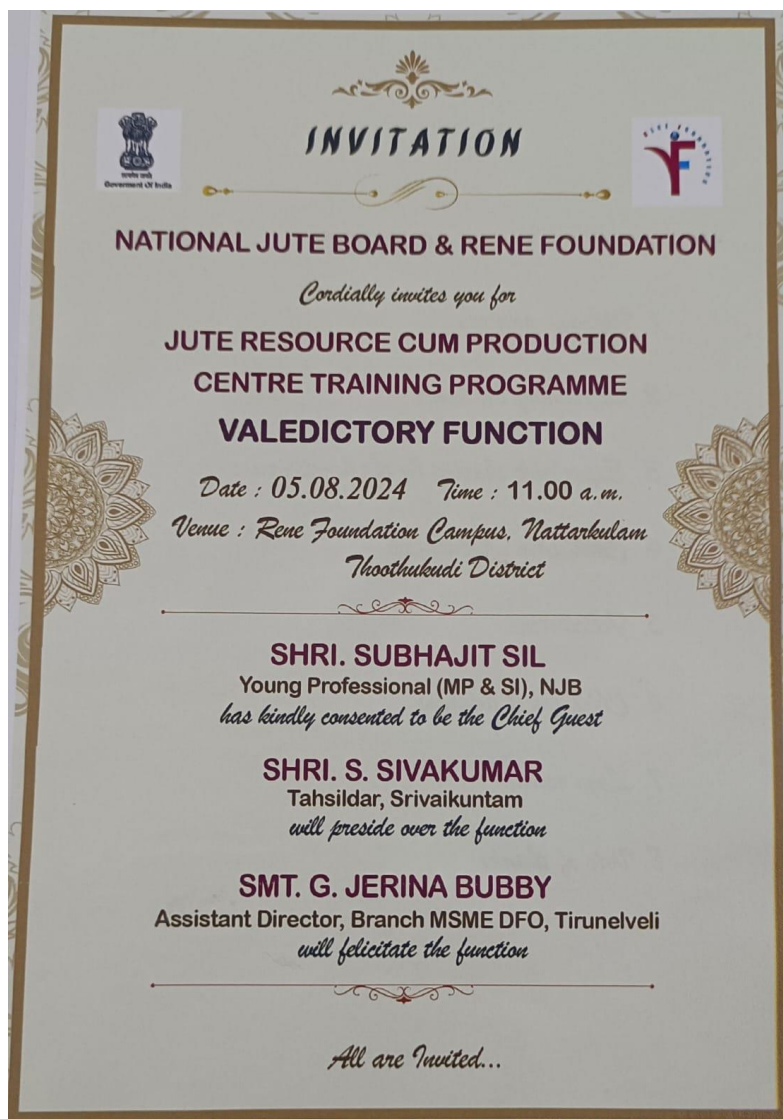
## Training Photos





## Valedictory Function

During the last day of Design training we have conducted the valedictory function on 05-08-2024













## Expanding Horizons: Showcasing Jute's Potential and Commitment to Sustainability

Our participation in the NEITHAL FEST, organized by the District Administration of Tamil Nadu, was a resounding success. It provided a vital platform to connect with a diverse audience, from artisans and small-scale entrepreneurs to large-scale businesses, showcasing the versatility and benefits of jute products. Over three days, our stall attracted 5,000 visitors, generating sales of Rs. 25,000. We were honored to host esteemed guests, including Thoothukudi Constituency parliamentary member Smt. Kanimozhi Karunanidhi, Minister Smt. Geetha Jeevan, and other distinguished personalities.









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## Global invest Karnataka meet 2025 photos

Building on this momentum, we participated in the Global Invest Karnataka 2025 in February 2025. This event facilitated valuable connections with traders and investors, opening up potential avenues for expanding our market reach both nationally and internationally.





## **Pechiyammal's Transformation: A Beacon of Hope**

Pechiyammal, a mother of two from a humble background, faced the daily struggle of a limited income. Her husband's wages as a daily laborer were insufficient to meet their family's needs. Determined to create a better future, Pechiyammal seized the opportunity to join the JRCPC Jute Products Manufacturing Training. She diligently completed all three phases of the program, mastering the craft of jute product creation.

Empowered by her newfound skills, Pechiyammal established her own small production unit at home. Her dedication quickly translated into income, bringing a sense of pride and financial independence. "I am overjoyed," she shared, "because of the income generated from my jute bag manufacturing unit." She effectively utilized the local market, "Santhaiadi," as a launching pad, expanding her sales from her street to the wider township. Today, Pechiyammal confidently provides for her children, a testament to her hard work and the transformative power of the training.

Pechiyammal's story is a shining example among the twenty-four beneficiaries, with 90% reporting that the training served as a pivotal turning point in their lives. They express deep gratitude to RENE Foundation and the National Jute Board for providing this life-changing opportunity.

## **RENE Foundation's Growth and Impact**

The JRCPC scheme has been instrumental in the growth of RENE Foundation. As a rural, village-based organization, we are profoundly grateful to the Government of India, the National Jute Board, and the JRCPC Scheme. This program has instilled in us a renewed confidence to empower rural women across every village. We are now more certain than ever that our vision of holistic rural development is achievable.



The opportunity to participate in the NEITHAL FEST, organized by the District Administration of Tamil Nadu, further expanded our reach. We connected with a wider audience, selling products worth Rs. 25,000 in just three days. The event also provided valuable exposure, with visits from dignitaries like Smt. Kanimozhi Karunanidhi, Smt. Geetha Jeevan, and the District Collector.

Furthermore, our participation in the Global Invest Karnataka meet 2025 has opened doors to potential traders and investors, paving the way for expanded marketing both domestically and internationally. This exposure has significantly boosted our organizational growth and our ability to fulfill our mission.

### **Our Commitment to a Green Future**

At RENE Foundation, environmental stewardship is a core mission. By promoting jute products, we offer a sustainable and eco-friendly alternative to plastics, contributing to a greener, healthier environment. Through these initiatives, we not only empower rural communities but also play a crucial role in environmental conservation.