

## Empower women to become agents of change

Company's Durg unit under its flagship livelihood & income generation program "JK Lakshmi Aajivika" has inaugurated its first Saheli Centre to financially empower women and provide livelihood opportunities to women in plant nearby communities.

The women and girls in villages have very few places to shop for their day-to-day personal need items, there are very few tailoring & draping shops in villages for women and few or no beauty parlors in the village. Women are hesitant to go to shops run by males for purchasing their personal need items, tailoring shops etc. Keeping this in view Company's Durg unit initiated Saheli Centre. This centre will be run by women and for women. Under this group 3-5 women are formed and then they are financially supported to open this centre. This centre is one stop shop for all the needs of women. The centre has a shop selling day to day personal need items for women, beauty parlour for women, tailoring shop, dress material shop etc. all shops run by women only. Any type of trainings if required for running the centre and starting production, selling of any new product or service will also be provided



### SAHELI stands for

S	Strengthening
A	Access to
H	Hygiene
E	Empowerment
L	Ladies
I	Income

This intervention will help these women not only have financial independence & adding to family income but also gain selling skills, become self-confident, improve their self-esteem. This has helped them in building and fostering an entrepreneurial mindset amongst Saheli Entrepreneurs.

One of the entrepreneurs at the centre says " I always wanted to have a sustainable income and dreamt of opening a small boutique in my hometown and the JKLC team helped me to open a tailoring & draping shop at Saheli Centre and are now they are guiding me for expanding & running the same too. Now I am also able to use my skills, earn money and support my family in all the expenses and lead a happy & satisfied life. I am grateful to JKLC for making my dream come true."



"I and many other women & girls of this village are thankful to JKLC team for understanding our issues and providing solution for our personal needs. Earlier we have to go to nearby villages for shopping or has to wait for melas and have to look for someone to accompany us for the same but now this Saheli Centre is easily accessible to us we can go there independently and purchase items & receive the services we need."