Livelihood Opportunities

By
Green Rameswaram Trust

Case study presented to EDII

The case study highlights the transformative journey of Ushananthini from Sethu Nagar, Mandapam area, who attended an entrepreneurship training program on beekeeping and honey processing conducted by the Entrepreneurship Development Institute of India (EDII) and executed by the Green Rameswaram Trust. It showcases how Ushananthini, along with her friends, formed a Joint Liability Group (JLG) named Everest JLG and achieved financial independence through honey production.

Training and Formation of Everest JLG

Ushananthini, driven by the desire for a better life, participated in the 30-day training program along with her friends. The comprehensive program provided them with in-depth knowledge of beekeeping techniques, honey processing, and the necessary skills to establish a sustainable enterprise. Inspired and motivated, Ushananthini and her friends decided to join forces and establish a JLG named Everest JLG.

Ushananthini along with her group members showing to the other members
**Implementation and Success**

Equipped with the knowledge gained from the training program, Everest JLG began their journey in beekeeping and honey processing. They utilized the honey boxes provided during the training to set up their honey production operations. With a focus on quality and sustainable practices, Everest JLG embraced the art of beekeeping and efficiently processed honey.

The group's dedication, hard work, and commitment to maintaining high-quality standards paid off. Within a short span of time, Everest JLG started to witness remarkable success. They not only produced premium quality honey but also established a strong market presence.

**Economic Empowerment and Income Generation:**

The success of Everest JLG in beekeeping and honey processing brought about significant positive changes in the lives of its members. Ushananthini and her friends experienced a substantial increase in their income. Earning a consistent monthly income of Rs.2000 and above, they achieved financial stability and improved their standard of living. This newfound economic empowerment uplifted not only the JLG members but also their families and the entire community.

**Socio-Economic Impact:**

Everest JLG's success story extended beyond economic gains. The group's achievements inspired and encouraged other individuals in the community to explore entrepreneurship opportunities. Their achievements became a catalyst for socio-economic development, motivating others to adopt similar ventures and uplifting the overall community's well-being.

**Green Transport**

E-Autos reached out to 10311 pilgrims. Out of which, we have provided free services to Senior citizens 205 nos., children 160 nos. and differently-abled 96 nos.