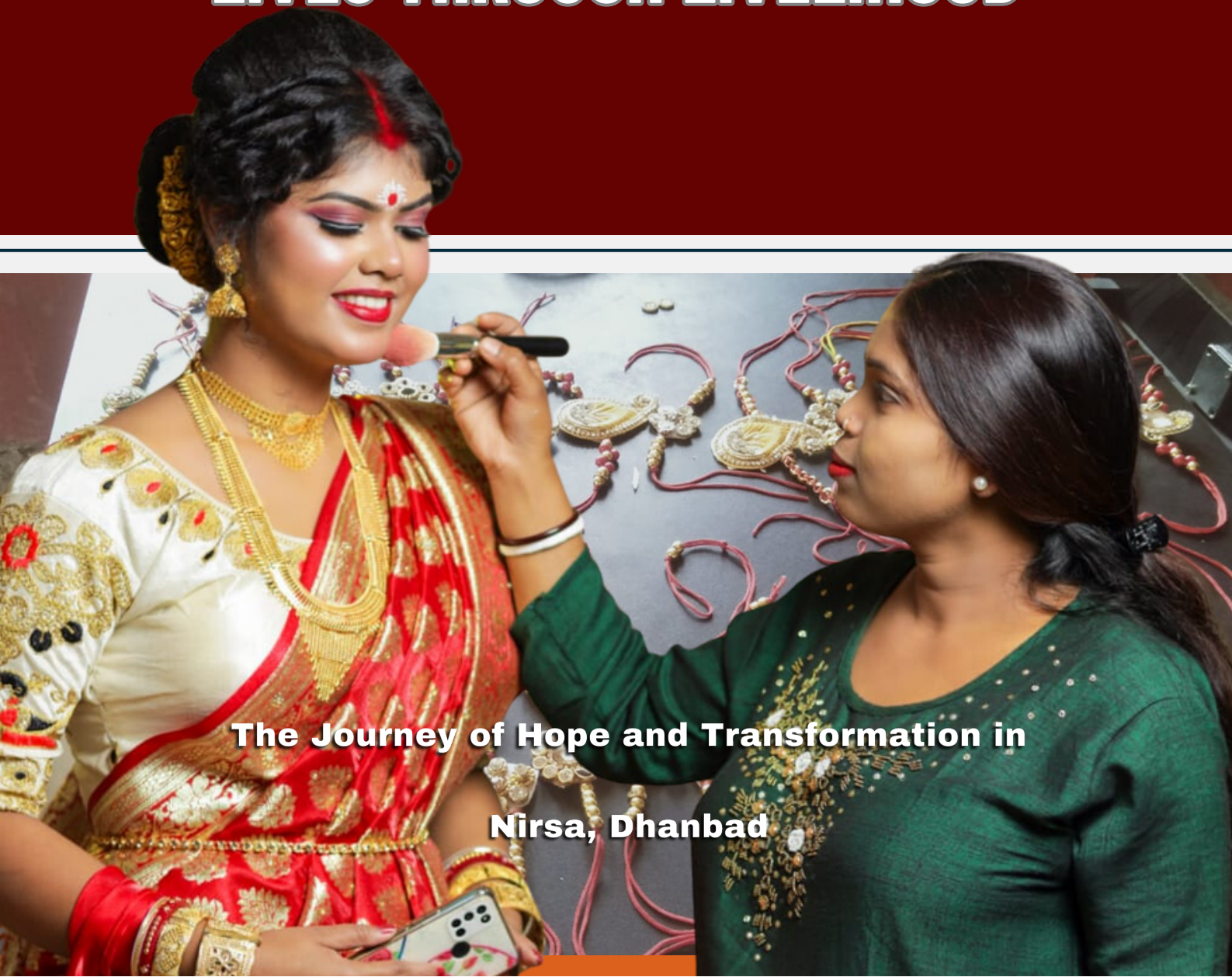


# FS INSIGHTS

FS- Insights presents

## EMPOWERING WOMEN & ENRICHING LIVES THROUGH LIVELIHOOD



The Journey of Hope and Transformation in  
Nirsa, Dhanbad



**In** the second special issue of FS Insights, we feature the pathbreaking work being done by Tata Power Community Development Trust (TPCDT), the CSR arm of Maithon Power Ltd., Nirsa, Dhanbad and how together with FINISH Society it is scripting a new chapter in livelihood generation by training and empowering young woman through Self Help Groups (SHGs). This has helped them grow wings and realise their dreams of becoming self-employed and then go on to make a difference to people's lives. Their joys and aspirations reflect the recent legislation passed by Parliament in providing 33% reservation to women in public life.

In another landmark initiative TPCDT has taken upon itself the task of identifying local sporting talent and has embarked on an ambitious task of training 1000 youth of Nirsa, to becoming sportspersons of eminence. Stories of the coaches and young achievers in the sporting arena speaks of the revolution that is sparking change in this dusty town, and the seven playgrounds earmarked by the Tata group company is abuzz with activity.

***The Nirsa FINISH Society team is led by Project Manager Abhishek Kumar,***

**Staff under Sports project:**

- **Bikaramaditya Singh-**  
Football Coach - Boys
- **Jayashree Gorai-**  
Football Coach - Girls
- **Avijit Patra-**  
Athletics Coach - Senior
- **Resham Tara-**  
Kabaddi Coach
- **Ganesh Kumar Yadav-**  
Volleyball Coach
- **Basanti Kumari-**  
Athletics Coach - Junior
- **Mahtab Alam-**  
Boxing Coach
- **Rakesh Kumar Mandal-**  
Coordinator

**Staff under SHG project:**

- **Dolan Mondal-**  
Project Manager
- **Pankaj Kumar Mondal-**  
Project Coordinator
- **Rina Sarkar-**  
Project Coordinator
- **Rajeev Paul-**  
Project Coordinator
- **Laxman Kumar Das-**  
Project Coordinator
- **Sandeep Dey-**  
Community Mobiliser
- **Samir Kumar Singh-**  
Community Mobiliser

***We also feature excerpts of an Exclusive Interview with FINISH Society COO Saurabh Agnihotri.  
Read on...***





## MR. ARUN RAMANATHAN

Chairman FINISH Society  
Former Union Finance Secretary, Ministry of  
Finance, Government of India

The discerning reader would notice the shift of content in our FS Newsletters--from dispersed narratives to specific project description and insights. We believe that this would lead to a more granular appreciation of our activities, diverse as they are. In this second issue of FS Insights, have been covered the initiatives taken by FINISH SOCIETY(FS), approved, and funded by the CSR programme of Tata Power Community Development Trust (TPCDDT), the CSR arm of Maithon Power Ltd., NIRSA- in the district of Dhanbad in Bihar.

You can read here how Rupali and Sujata with the help of handholding by FS in skill building and financing, have succeeded in structuring stable livelihoods with determination. These are examples from a multitude of modest successes where women have been empowered to repurpose their lives for the better by the programme which has adopted 133 Self Help Groups. Next, we are told how by engaging six national level coaches one thousand boys and girls are being trained to excel in those sports where they exhibit talent. Bhumika who is shaping up well in athletics, is an illustration of well-nurtured blossoming talent. A freewheeling interview follows with Saurabh Agnihotri the COO of FS which dwells upon the programmes of FS and the intended impact.

While these narratives underscore and hail the outcomes of what some have achieved and what may inspire others, they remind one of the lines in Grays Elegy: "Full many a flower is born to blush unseen. And waste its sweetness on the desert air." In other words, these stories are also symbolic of how opportunities when made available draws out latent talents and transforms lives.

Also, these happenings perhaps alert us to the coming of age of a deeper realisation of unjust inequities in society and the rising tides of change crashing on and eroding the ramparts of prejudice, practices and ego which divide us based on caste, gender and means.

Archimedes is alleged to have said over 2200 years ago that if he were given a lever long enough and a fulcrum, he could lift the earth. FS would like to assist in its own small way, all those hands, who, using the levels of dedication, perseverance, and persuasion, are trying to usher in change in rural areas. Here, impediments abound to inhibit disadvantaged women from realising their potential despite all the laws of the land.





## EMPOWERING WOMEN & ENRICHING LIVES THROUGH LIVELIHOOD:

### The Journey of Hope and Transformation in Nirsa, Dhanbad

Nirsa, a quiet and backward village in Dhanbad district of Jharkhand state, has been witnessing remarkable changes in the last two years. It is a story of empowerment, hope and incredible strength of women who not only dared to dream of a better life but also took up the responsibility of making it happen.

**➤➤➤ [READ THE WHOLE STORY](#)**

## NIRSA'S RUPALI MONDAL'S JOURNEY FROM PASSION TO PARLOUR

This is the story of Rupali Mandal. Rupali was just like any other villager, whose hopes and dreams were as bright as the star-studded sky of the village. She had only one dream, to become a skilled beautician and bring a touch of beauty to her community. However, they faced a significant hurdle – limited finances and the cost of vocational training seemed like an insurmountable obstacle.



**➤➤➤ [READ THE WHOLE STORY](#)**

## SUJATA'S INSPIRING JOURNEY FROM NIRSA'S SIRPURIA VILLAGE

There was a time when economic opportunities for women were very scarce in Sirpuria, a village in Dhanbad. Sujata Tiwari is one of these women. Sujata Tiwari, a determined and ambitious member of RAM ASM SHG group, had a dream to bring a change in her life and contribute to her family's income. She never dreamed that her journey to fulfill her dream would turn out like this with the support of FINISH Society and TPCDT.

**➤➤➤ READ THE WHOLE STORY**



**➤➤➤ READ THE WHOLE STORY**

## BREAKING NEW GROUNDS IN NIRSA TO HARNESS YOUTH POWER

**Nirsa, a small village giving wings to kingsize the sporting dreams & shaping 1000 young rural prodigies to usher in a sporting revolution**

Nirsa, is a small village in the Dhanbad district of Jharkhand. In today's digital era, like other villages in India, the children and youth of this village also have dreams of reaching the limits of the skies, TPCDT and FINISH Society are making a small effort to give wings to their dreams.

Under the Corporate Social Responsibility grant of Maithon Power Limited, FINISH Society has established playgrounds and sports training centers for children by selecting 7 grounds in Nirsa village and its surrounding areas.

# NIRSA GIRL HAS AN UNWAVERING DETERMINATION TO EXCEL

Bhumika Roy, a young and determined athlete, found herself amidst a unique journey that unfolded during the challenging period of lockdown. Her father, Biren Roy, was employed in a private company, while her mother, Laxmi Roy, devoted her time as a housewife. As the lockdown confined people to their homes, Bhumika realized the need to stay active and decided to pursue fitness. She ventured to Raj Ground, where fate had an unexpected plan in store for her.



➤➤➤ [READ THE WHOLE STORY](#)



*Our Mentors!*





## Better The Hygiene Better The Ability to Work Long Hours

*“The Development Sector has immensely contributed towards adoption of best practices in Solid & Liquid Waste Management domains. (SLWM). SLWM has created several opportunities around Circular Economy, Environment and SDG related focus areas. Organizations and Individuals working on SWM have identified several opportunities for collaborations, Innovative funding mechanism like carbon credits/ plastic credits, EPR, social enterprises along with grants. SWM has attracted several players who are either producers or brand owners who provided necessary thrust to the much-needed cause. A great investment of resources has been made around capacity building of service and value chain players.”*

**KEY DRIVER & COO FINISH SOCIETY, SAURABH AGNIHOTRI.**  
**HERE ARE EXCERPTS FROM HIS FREEWHEELING EXCLUSIVE INTERVIEW GIVEN TO T.O.P.**  
**MEDIA ADVISOR CHANDER MAHADEV**

**Q. Having made a paradigm shift from the corporate world to the development sector over a decade ago, can you trace the challenges you faced and how you overcame them?**

To begin with, we never approached any challenge with a “Particular Sector Approach. Being from a Corporate background we unlearn and learn at a brisk pace with a “goal at the center”. The Challenge was acceptability by stakeholders, the complexity of the idea of FINISH, engagement with a multitude of stakeholders (government, banks, financial institutions) and attracting talented minds and Individuals.

**Q. What makes you so passionate about your work and what are the three factors that keep you going?**

Sanitation is the most crucial Intervention and its effect on life, mortality, dignity are unparalleled. Every Rupee Invested in terms of time and Money will Evolve as Outcome more than 4 times. Improved hygiene impacts health, and affects the ability to work for longer durations. Economics aside, it can be factored with cleanliness and its effect on real estate prices in the neighborhood, confidence level of businesses as it triggers enthusiasm all around. People and businesses wanted to shift to cleaner localities and It can't be achieved without Sanitation for All!

**Q. In the past decade and more, how have you seen the safe sanitation and hygiene sector evolve? What role has Swachh Bharat Mission (SBM) played in changing the situation on Ground Zero with regard to ODF and ODF+?**

SBM has been successful on more than one count (beyond Toilets). It has created confidence and installed known how in government functionaries to mobilize resources and achieve far-reaching time bound results. It has created a pool of trained individuals in rural and urban areas, focused attention towards gaps, motivated entrepreneurs and academicians which are still busy continuing to find Solutions to plug gaps. The sanitation sector got tremendous fillip in the last decade thanks to attention and Focus given by governments across the board. More and more talented young minds have joined this Revolution, applications (apps) were made, training modules were developed, loans and funding got diverted towards rural economy. On an average each toilet constructed has created at least 10 days of direct and 10 days of indirect livelihood and income generation opportunities.



**Q. How important are Behavior change and IEC tools in bringing about change at the grassroots?**

BCC and IEC are the basis of movements like SBM to have successfully survived. Since the program targeted the age-old practices of Open Defecation, littering, dumping, and spitting, it needed collaborations from various angles. Only a well-crafted, flexible yet focused approach could have achieved the same and that was only possible thanks to BCC Campaigns, approaches like CLTS. CATS, participatory learning and ever evolving communication tools, video shows, films, skits etc.

A scheme of things which appealed equally to the elderly, the young, male/female in equal measure was developed though a well-designed and ever-absorbing mechanism of “feedbacks”.

Further, Interview, responses and research studies paved the ways for communication content and methods. Social media platforms also played a crucial role in this regard.

**Q. How have financial inclusion, sanitation bonds and the MFI sector contributed to meeting our goals of a circular economy?**

MFI/sanitation Instruments have helped beneficiaries in working a sanitation facility, water closet, bathroom etc.

Financial engineering such as these have made decision making faster and easier for the beneficiary. It has also helped in bringing costs down as economies of scale have tilted the level in favor of collective buying (MFI/ Groups/ SHGs).

**Q. Considering you are a very young sanitation expert in the field do you face any special problems from stakeholders, direct or indirect? Kindly share some interesting and humorous examples.**

I recall a particular instance of toilet pit digging where there was a fight between Daughter-in-law and mother in-law and the toilet was having 2 doors as both of them didn't want to use the door the other used. There are also instances where a beneficiary was using live radio in place of a broken door to make people aware that the toilet was in use.



**Q. Can you share with your audience as to the changes you have witnessed in the development sector with special reference to SLWM?**

The development Sector has immensely contributed towards adoption of best practices in SLWM. SLWM has created several opportunities around circular economy, environment and SDG related focus areas. Organizations and Individuals working on SWM have identified several opportunities for collaborations, Innovative funding mechanism like carbon credit/ plastic credits, EPR, Social enterprises along with Grants. SWM has attracted several players who are either producers or brand owners and provided necessary thrust to the much-needed cause. A great investment of resources has been made around capacity building of service and value chain players.

**Q. Being based in Udaipur, can you share some peculiar and interesting challenges you have faced in the past 12-13 years?**

One of the most difficult challenge in the sector is to address “perceived political populism”. In this new age more and more individuals are appreciating cleaner air,

and better surroundings but still more effort is needed to be made by policy makers in general to bring this in central focus and implement by-laws in more long term and proficient ways. Long term planning is getting widely hampered because of same.

**Q. Can you share your insights on how working in the WASH sector ushered in changes in the Indian eco system?**

The WASH Sector has ramifications on water, soil, air and flora/ fauna. It has brought the attention of general public around environment and eco systems. Young children are challenging practices of the elderly (there are several examples and stories that reflect this), Schools are adopting curriculum, courses around sanitation. Tourist are appreciating “sustainable hotels/resorts “Recycling is picking up faster pace than ever before.



**Q Can you quantify the role played by CSR partners in our social interventions and how they have approached safe sanitation and hygiene in a pan-Indian context?**

Several Corporates like ITC, DCM, PwC India Foundation, LIC Housing Finance and UN Bodies like UNICEF/ UNDP who have done great work are not only helping NGOs but going beyond CSR obligations and are invested in capacities and social sector organizations, service providers and SHGs. Corporate houses have brought business acumen to social enterprises working in the space of sanitation. Managers and employees in effect started doing volunteering sessions and bring desired element of ownership and enthusiasm. Several efforts have been made by CSR Donors to engage with a wider network of employees in their companies.



# FINISH IN NEWS



सिन्हा, गौतम कुमार दास, रिजवान अहसन, राकेश कुमार व सुबोध कुमार की महत्वपूर्ण भूमिका रही। **निरसा स्पोर्ट्स क्लब ने कोल फुटबॉल अकादमी को हराया** जिला फुटबॉल संघ की ओर से सिजुआ स्टेडियम में जिला फुटबॉल लीग मैच का उद्घाटन किया गया। निरसा स्पोर्ट्स क्लब ने कोल फुटबॉल अकादमी को 2-0 से पराजित किया। एस बास्की व विक्रम मुर्मू ने गोल किया। संघ महासचिव मृदुल बोस, कोषाध्यक्ष मो सलाउद्दीन, संयुक्त सचिव शुभंकर सरकार, उदय मिश्रा, सतीश सिंह, सुनील मिश्रा, जय होरो ने खिलाड़ियों से परिचय प्राप्त किए। निर्णायक की भूमिका बजरंग चौहान, राम अयोध्या, संजय हेंब्रम, आशीष प्रसाद ने निभायी।

**एक तरफा मुकाबले में निरसा स्पोर्ट्स विजयी**

■ **जिला फुटबॉल लीग**  
**आवाज प्रतिनिधि**

धनबाद। राष्ट्रीय खेल दिवस के अवसर पर आज जिला फुटबॉल संघ द्वारा सिजुआ स्टेडियम में जिला लीग मैच का शुभारंभ किया गया। मैच शुरू होने से पहले महासचिव मृदुल बोस ने खिलाड़ियों को हॉकी के जादूगर मेजर ध्यानचंद जी के बारे में विस्तार पूर्वक बताया। मैच में निरसा स्पोर्ट्स क्लब ने 2-0 से कोल फुटबॉल अकादमी को पराजित कर दिया। निरसा स्पोर्ट्स के सिभिल बास्की ने 26वें मिनट व विक्रम मुर्मू 89वें मिनट में गोल किया। मौके पर संघ के महासचिव मृदुल बोस, कोषाध्यक्ष सलाउद्दीन, संयुक्त सचिव शुभंकर सरकार, उदय मिश्रा, सतीश सिंह ने परिचय प्राप्त किया।

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**जिला फुटबॉल लीग का आयोजन**

धनबाद। राष्ट्रीय खेल दिवस पर मंगलवार को धनबाद जिला फुटबॉल संघ की ओर से सिजुआ स्टेडियम में जिला फुटबॉल लीग का उद्घाटन किया गया। मैच शुरू होने से पहले महासचिव मृदुल बोस ने खिलाड़ियों को हॉकी के जादूगर मेजर ध्यानचंद के बारे में विस्तार पूर्वक बताया। मैच में निरसा स्पोर्ट्स क्लब ने 2-0 से कोल फुटबॉल अकादमी को पराजित कर दिया। निरसा स्पोर्ट्स के सिभिल बास्की ने 26वें मिनट व विक्रम मुर्मू 89वें मिनट में गोल किया। मौके पर संघ के महासचिव मृदुल बोस, कोषाध्यक्ष सलाउद्दीन, संयुक्त सचिव शुभंकर सरकार, उदय मिश्रा, सतीश सिंह ने परिचय प्राप्त किया।

**निरसा स्पोर्ट्स क्लब ने कोल फुटबॉल अकादमी को हराया** : जिला फुटबॉल संघ द्वारा मंगलवार को सिजुआ स्टेडियम में जिला फुटबॉल लीग मैच का शुभारंभ किया गया। इस दौरान खेले गए मैच में निरसा स्पोर्ट्स क्लब ने 2-0 से कोल फुटबॉल अकादमी को पराजित किया।

**निरसा स्पोर्ट्स क्लब ने कोल फुटबॉल अकादमी को 2-0 से हराया**

राष्ट्रीय खेल दिवस पर धनबाद जिला फुटबॉल संघ के तत्वावधान में सिजुआ स्टेडियम में जिला फुटबॉल लीग की शुरुआत हुई। मैच शुरू होने से पहले संघ के महासचिव मृदुल बोस ने खिलाड़ियों को मेजर ध्यानचंद के बारे में बताया। इसके बाद हुए मैच में निरसा स्पोर्ट्स क्लब ने 2-0 से कोल फुटबॉल अकादमी को पराजित कर दिया। निरसा स्पोर्ट्स के सिभिल बास्की ने 26 मिनट व विक्रम मुर्मू 89 मिनट में गोल किया। इस अवसर पर संघ महासचिव मृदुल बोस, कोषाध्यक्ष मो. सलाउद्दीन, संयुक्त सचिव शुभंकर सरकार, उदय मिश्रा, सतीश सिंह, सुनील मिश्रा, जय होरो, बजरंग चौहान, राम अयोध्या, संजय हेंब्रम, आशीष प्रसाद मौजूद थे।



# FOLLOW US



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