

WOMEN LEAD THE PATH IN THIS BANK

-Pritha Roy Choudhury

SHARING THE FINANCIAL BURDEN...

Supriya Nargawa, a woman in her mid twenties from Kukeria Village in Alirajpur districts in Madhya Pradesh grins lovingly and with confidence when asked about the change in her life style and Financial Status in the past one year.

Kudos to Narmada Jhabua Gramin Bank, (NJGB) in Madhya Pradesh which functions under Regional Rural Banks having its Head Office at Indore. NJGB, through its project "Sakhi Samaveshan" approaches to Achieve Sustainable Financial Inclusion for rural women.

"Sakhi Samaveshan", is a joint collaboration of Narmada Jhabua Gramin Bank (NJGB) and GIZ-NABARD under RFIP (Rural Financial Institutions Programme). The pilot was launched in May 2014 in Indore district and was subsequently extended to a few other districts of the Bank.

Elated with the elevated financial status of her family, Supriya is very happy as she has effectively reduced the financial burden of her parents.

"I love the work I am doing now. I started as a Bank Sakhi, a year back and now I am heading a centre wherein I am responsible for opening Bank accounts for women in around five villages in the same district," said Supriya.

One amongst the six siblings, the annual income of the family hovered around 30 to 40 thousand annually. Today she contributes a handsome amount and takes care of the educational expanses of her younger brother and sister.

"Apart from sitting in the kiosks and helping out women for opening their accounts, I also visit the households and make them aware of the financial services that the Bank provides," added Supriya.

Supriya was identified by Narmada Jhabua Gramin Bank while she was pursuing her Bachelors degree. She was also a member of the local Self Help Group of Kukeria Village. "We identified her as she had interest in this finances and had the confidence. After two successive trainings, we noticed that she is able to convince people and bring the deliverables to the table. Today she became is the Business Correspondent of the region," said Pramod Kumar Pandey, Chief Manager, IT & FI, Narmada Jhabua Bank.

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