

Elambu Vertriku “Rising to Win” Working Group, India, 2015-2017
34 families, 62 total children
Partnered with the First United Methodist Churches of Hickory and
Hendersonville

The Rising to Win Group began in only the second year of ZOE bringing its empowerment model to India. The group faced start-up challenges which are typical for a new program, in addition to some hurdles specific to Indian culture. This new program also contended with unusually extreme weather and currency challenges. The group pushed through these obstacles and were able to celebrate their graduation at the end 2017. The following is the summary provided by the ZOE India staff of their progress during the three years.



A note of thanks from the Rising to Win Group:

“We love and thank ZOE for coming into our life and providing all our request and teaching us on various topics. We are very much grateful to the ZOE partners for lending their supportive hands in bringing us up to gradation in our life.”

Group Activity: This group sells rice. They procure wholesale rice bags from rice mills, repack them in small quantities, and supply to the local families and hotels. Some of the group members decide on the brand and quantity of rice to be procured, a few are involved in negotiation and procurement of rice bags. Certain members repack them into small quantity bags and few more does all selling activities.

They supply group members with rice bags at less profit. They do daily and weekly payment collection from customers. By doing this rice business the group earns around 30000 rupees (\$462) per month.

Individual Income Activities: The following are the main projects/businesses the head of household are running. Usually youth are given a small grant to start a small business of buying and reselling items or raising small livestock in their first year. After additional training and gaining experience, they receive start-up kits, grants, or low interest loans to progress to businesses that will provide greater earnings. All group members have opened savings accounts with their earnings.

- ZOE provided 25 members with 3 to 5 goats based on the breed and the requirement from the group member. These members do goat farming and sell goat milk and grown up goats to earn for their living. Each member on an average earn around 400 rupees (\$6) a day.
- One member is having a bullock cart which was provided by ZOE, he earns around 25000 rupees (\$38) a day whenever he gets a job.
- Three members started provision shops with supplies provided by ZOE. They sell small items, cool drinks, etc. They earn around 400 rupees (\$6) a day.
- Three members were provided with sewing machines, they stitch clothes for local family members and also for some garment exporters. They earn around 425 rupees (\$6.50) per day.
- One member has a fast-food stall. ZOE had supported him for buying the stove, table, chairs, and utensils for the stall. With this business he earns around 500 (\$7.7) rupees a day.
- One member was interested in owning a power tiller machine to do agriculture tilling on the land for people. On an average he earns around 1250 rupees (\$19) as and when he get work.
- One of the member has a rice shop and earns nearly 400 rupees (\$6) per day.

Vocational Training: Twenty members attended training on cattle farming. One member got himself trained in cooking at a local restaurant.

Food Security: Before ZOE, these children depended on labor for food, they go to work in homes and other place where they would get a small money or food after work. When they did not have work, they sleep without food that day. Usually they managed their living with a maximum of one meal a day.

ZOE provided group members with seeds for kitchen vegetable gardens and chickens. By doing these agricultural activities the households get nutritious meals regularly. They also sell the excess vegetables and eggs to the local vendors and neighbors and earn additional income of about \$1 per day. Now, with earnings from their business, these children and their family members have minimum of two healthy and nutritious meals a day which include rice, pulses, vegetables, fruits, chicken, fish etc.

Health: ZOE issued the group members health and hygiene packs which contained toothbrushes, toothpaste, bathing soap, washing soap, combs, towels, shampoo). They were also provided with mosquito nets, blankets, and floor mats. Eighteen latrines have been constructed with ZOE providing

bricks, cements, sand, doors and roofs. Some households shifted to rented houses which have latrine and bathrooms.

Housing: ZOE has helped the youth repair four houses which were affected in December 2015 flood and the December 2016 cyclone. ZOE provide bricks, cement bags, sand, cement roofing sheets, pipes, and the group was involved in constructing the homes.

Education: As an outcome of the personal counselling provided by the ZOE facilitators nearly all siblings of the group members regularly attend school. ZOE supported them by providing school fees (up to 50% as needed), notebooks, school bags, and school uniforms.

Faith: The group now has 16 households which attend church services regularly. Three members were born Christians and have attended church regularly with their families. Thirteen members and their siblings started attending church regularly on Sunday for worship services after three years of participating in their ZOE group. Others gather to participate in prayers during group meetings.