



TV

UNITED NATIONS NATIONS UNIES

U.N. IN ACTION

Release Date: October 2008

Programme No. 1151

Length: 3:12

Languages: English, French, Spanish, Russian.

SUCCESSFUL FEMALE ENTREPRENEUR IN INDIA

VIDEO

ANDHRA PRADESH, INDIA, MAY
2008

PAKEERAMA SHOWING OFF HER
RICE, AND MONEY

PAKEERAMMA SWEEPING

WITH DAUGHTER, COUNTING
MONEY

PAKEERAMMA & SON, COUNTING
MONEY

PAKEERAMMA SORTING FABRICS

AUDIO

NARRATION

Pakeeramma is proud of her giant barrel of rice, a year's worth of food. It took her a long time and a lot of work to amass such a visible sign of prosperity. Pakeeramma went from cleaning toilets a decade ago – to being a business woman today. A business woman who is building four new houses next to her own, to rent. (12")

Pakeeramma has two strikes against her – she's a woman, and a Dalit, a poor caste whose members have been discriminated against for generations. (8")

About ten years ago, Pakeeramma borrowed 500 rupees from a World Bank-supported women's self-help group. She began selling vegetables door-to-door. Soon, her income doubled. She sold her vegetables to hotels....her income tripled. (15")

PAKEERAMMA ON CAMERA	<p><u>M. PAKEERAMMA</u> (in Telugu) F</p> <p><i>"I went to my mother- in- law's house when I got married and my father- in- law's business was cleaning toilets. I got 30 rupees per toilet; 10 rupees went for liquor, 20 for food. I had only one meal a day for 20 years." (15")</i></p>
BLESSING THE NEW VAN	
PAKEERAMMA SITTING/ HOUSE CONSTRUCTION AT BACKGROUND	<p><u>NARRATION</u></p> <p>Now she's a landholder with a daughter in school, one son studying for his MBA and another with a brand-new car to start up a taxi service. (8.4")</p>
CAR BLESSING	<p>The big event of this morning is a blessing for the new car. Bought with a 25 thousand-rupee loan from the self help group...a new car and a sign of still more success. (10.5")</p>
PREMEELA, (DAUGHTER), COOKING	<p>Premeela, her daughter, thanks her mother for pulling their family out of poverty. (4.15")</p>
PREMEELA ON CAMERA	<p><u>PREMEELA</u>, (in Telugu) F</p> <p><i>"Now because of her, I want to be a policewoman or a doctor." (4.5)</i></p>
CLOSE-UP/COUNTING MONEY	<p><u>NARRATION</u></p> <p>The key, according to the local self-help group leader, is capital. It seems obvious, but it takes money, Vijaya Bharathi says, to end poverty. 9.5")</p>
VIJAYA BHARATHI, LOCAL SELF- HELP GROUP LEADER, SITTING	<p><u>VIJAYA BHARATHI</u> (in English) F</p>

VIJAYA BHARATHI ON CAMERA

“Capital gives strength and confidence to the poor and the project is successful in that area. Giving seed money, the project is able to show the poor a way to reach the capital.” (13.5”)

SHOTS OF FAMILY, HUSBAND
CARRYING WATER, THE FAMILY
COMPOUND

NARRATION

Pakeeramma is from one of India’s lowest castes, and grew up in severe poverty. She says her husband used to spend most of their money on arak, the local home-brewed liquor, until she made some money and made him stop. Now it is her name on the titles to the land, and her decision to invest in the new car. (18”)

PAKEERAMMA ON CAMERA

M. PAKEERAMMA (in Telugu)

“If the country is to improve, women should be given opportunities in every aspect of life.” (6.1”)

PAKEERAMMA WITH GROUP OF
WOMEN IN A COMMUNITY
MEETING

NARRATION

Self-help groups like the one Pakeeramma belongs to are spreading throughout India....there are more than six hundred thousand such groups in Andhra Pradesh alone...and budding Pakeerammas in almost every village. (13”)

UN LOGO

This report was prepared by Alison Schafer for the United Nations. (4)