



Sri Sathya Sai **SHUBHA DAYINI**



*Competencies Beyond Conventions,
Capabilities Beyond Circumstances*



*“When women are true and brave, kind and compassionate,
virtuous and pious, the world can have an era of peace and joy.”*

~ Bhagawan Sri Sathya Sai Baba

Sri Sathya Sai Shubha Dayini

Launched under the auspices of the Sri Sathya Sai Premaarpatham Foundation, the Sri Sathya Sai Shubha Dayini initiative is a noble endeavor dedicated to empowering and upskilling women in rural and tribal communities. Through this initiative, rural women are provided with comprehensive training and skill development opportunities, enabling them to produce a diverse range of items.

These handcrafted products are then marketed and sold through strategic partnerships, ensuring a reliable market for the women's creations. Not only do the participants acquire new skills, but they also gain access to an additional source of income, fostering economic independence and self-sufficiency.

The Saferwe Foundation serves as our Skill Training Partner, playing a pivotal role in equipping these resilient women with the necessary knowledge and expertise.

Why is Women's Development the Need of the Hour?

- Declining influence of women in families
- Untapped potential and lack of economic freedom

How Subha Dayini Helps?

- **Skill development workshops:** Building Sustainable Livelihoods
- **Menstrual Health & Hygiene Drives:** Fostering Preventive Self-Care
- **Building Supportive Networks:** Self-help groups

Shubha Dayini's Circle of Influence

Village Name	Distance from Vaatsalyam (in km)	Population	No. of Families
Bommasandra	20	85	23
Madiwala	20	145	36
Bennegodlu	10	408	108
Chunchi Colony	10	325	72
Hoolya Hosadoddi	10	620	120
Cheelanvadi	5	230	53
Yelagalli	5	1700	435
Uyyamballi	1	1900	450

What Shubha Dayini Women are Trained to Make:

The Impact Shubha Dayini is Making in the Lives of Rural & Tribal Women

Shubha Dayini fosters economic independence and enables these resilient women to assume their rightful role and influence within their families and society as a whole.



I have learnt to create a variety of products like necklaces, bracelets, paper bags, and boxes. I run a small shop near the temple in my village, where I plan to sell the products I have made. This programme has been such a positive experience for me and I am inspired to encourage other women in my village to join as well. I am very grateful for this opportunity.

Hemavathi, Madiwala Village



As a participant in the Shubha Dayini programme, I've learned to craft a variety of jewellery and paper products, which I can now sell. This experience has shown me that I can stand on my own two feet, leaving me deeply content. I am very grateful for this incredible opportunity.

Vijaylakshmi, Madiwala Village



Learning to craft handmade products at Sri Sathya Sai Vaatsalyam has brought me immense joy. Participating in exhibitions and learning sales techniques has also been enriching. Since joining the Shubha Dayini programme, my life has taken a positive turn, and I'm incredibly grateful for the opportunity.

Muthuraji, Bommasandra Village

A Glimpse at the Shubha Dayini Women in Action



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