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Aajeevika

Jharkhand

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Connecting SHG Women through Social Media Campaign

In an inspiring move to empower rural women across Jharkhand, JSLPS launched a statewide social media campaign involving members of SHGs. The initiative aimed to connect women directly with JSLPS's official social media platforms, enabling them to access real-time updates, government schemes, success stories, and various livelihood opportunities.

To achieve this, awareness meetings were conducted in all districts with active participation from SHG members. During these sessions, the women were introduced to the importance of social media in today's world and how it can be used as a powerful tool for knowledge sharing and networking. Many of the women, who were previously unaware of digital platforms, learned how to use mobile phones and apps like WhatsApp, Facebook, and YouTube to stay informed and inspired.



The campaign not only provided them access to information but also gave them a voice to share their own journeys and achievements. Women were encouraged to follow JSLPS pages, share success stories, and stay updated on training opportunities, livelihood programs, and state or central government schemes.

This digital connection has empowered many women to start thinking about new ideas for income generation and community development. It is also helping to build a stronger sense of community among rural women by showcasing the accomplishments of their peers and motivating them to dream bigger.

The campaign marks a significant step towards digital inclusion and grassroots empowerment. By leveraging social media, JSLPS is creating a bridge between rural women and development resources, helping them become agents of change in their families and villages.

This simple yet impactful step is shaping a more aware, connected, and self-reliant community of women in Jharkhand.



JSLPS Joins Statewide Anti-Drug Campaign to Promote a Safer, Drug-Free Jharkhand



On 10th June, JSLPS has actively joined the state's Anti-Drug Campaign to build a drug-free and safer society. The campaign was officially launched at Project Bhawan, Ranchi, marking the beginning of a multi-departmental awareness initiative that will continue across the state till June 20, 2025.

In each district of Jharkhand, the campaign has been inaugurated by the respective Deputy Commissioners. This ensures strong administrative support and widespread community engagement at the grassroots level. Representatives from JSLPS across districts are participating in awareness rallies, community meetings, and educational drives alongside various stakeholders.

The campaign's key objectives include strengthening inter-departmental coordination, enhancing awareness at the community level, accelerating proactive measures to curb substance abuse, and promoting audio-visual outreach for impactful public education. Through these activities, the aim is to educate people—especially the youth—about the harmful

effects of drug use and the importance of choosing a healthy, productive life.

By uniting with state authorities and local communities, JSLPS is committed to creating an environment where awareness leads to action and prevention. Together, we aim to safeguard future generations and nurture drug-free, healthier communities across Jharkhand.



Palash Soap & Handwash Center : Empowering Women of Poraiya CLF

The Palash Soap & Handwash Center is the heart of Poraiya Aajeevika Mahila Cluster Level Federation (CLF). Located in Yogaidih and Chingipahari villages of Poraiya Panchayat in Dumri block, Giridih district, this center reflects rural women's determination and innovation.

Formed under JSLPS on 3 February 2017, Poraiya CLF serves five panchayats and 34 revenue villages. Over 314 SHGs and 21 village organizations came together to promote livelihoods.

During the COVID-19 crisis, CLF members stitched masks, helped survey migrant workers, cooked for quarantine centers under the CM Didi Kitchen scheme, and arranged loans for returning laborers. Their active spirit earned them the NRETP model CLF status, and with special central assistance, they proposed the Palash Soap & Handwash Center project.

Women learned to operate automatic soap, detergent, and handwash machines in just seven days. When three-phase electricity proved unreliable, they purchased a silent generator and rewired the CLF building. A production manager was chosen by consensus to oversee operations, quality, and output.

Today, Parwati Devi, Radha Devi and Anjani from Jai Maa Santosi SHG, Poonam Kumari and Khushbu Devi from Jai Maa Laxmi SHG etc, and approx 20 SHG members work daily at the center. Each earns about ₹200–₹250 per day. The Palash brand soaps, detergents, and handwashes are sold through SHG-run village shops, Palash Marts across Jharkhand, and are praised by customers for quality and affordability. Plans are underway to list these products on online platforms like Amazon and Flipkart.



The center has strengthened Poraiya CLF's finances and boosted women's incomes. It has also inspired many other SHGs to explore small-scale manufacturing. The success of the Palash Soap & Handwash Center shows how training, shared vision, and community support can transform rural livelihoods.

With continued JSLPS support and their own resolve, these women will take the Palash brand to every corner of the state, proving that rural entrepreneurship can be both sustainable and empowering.

A Journey from Struggles to Stability through Dairy Farming

Anita Devi lives in Lachharagarh village of Kalebira block in Simdega district. She became a member of the Maa Shakti Self Help Group under JSLPS in 2015. In the beginning, she regularly attended meetings and started saving small amounts through the group.

Joining the group gave her easy access to loans for her needs. In 2018, Anita received training in cow rearing from Dhurwa, Ranchi. Soon after, she took a ₹20,000 loan from her SHG and bought her first cow. With support from the SVEP scheme, she received ₹75,000 to expand her business. Later, she also availed a bank loan of ₹2 lakhs and purchased four more cows.

Today, Anita owns 10 cows and 5 calves. Six of the cows give milk regularly. She sells 50 to 60 litres of milk every day at ₹50 per litre. This gives her a stable annual income of 5-6 lakhs.



Simdega

With her earnings, Anita has stopped taking loans from local moneylenders. She has given her children good education, arranged her daughters' weddings respectfully, and helped her sons become self-reliant. Anita says her life changed because of the SHG and JSLPS support. She now lives with pride and financial security.

Livestock Rearing : A path to Sustainable Livelihood

Empowered by Training and Support, Bahalen Bhengra Builds a Steady Income through Duck, Poultry, and Goat Farming.

Bahalen Bhengra lives in Nidhiya village situated in Karra block of Khunti district. In 2017, she joined the Prem Mahila Mandal. Even before joining the group, she used to rear animals. But due to lack of proper



Khunti

care and knowledge, her animals often died, causing her financial loss.

After joining the group, Bahalen received training in duck rearing. She also took a loan of ₹50,000 and started rearing ducks, hens, goats, and cows. With proper care, timely vaccination, and nutritious feed, the animals started growing well. Today, she has 50 ducks, 22 desi hens, 8 goats, and 2 cows. She also sells milk and eggs, earning up to ₹1,00,000 annually.

Bahalen says people from her village buy ducks, hens, and goats from her during festivals or events. Seeing her success, many women in her village are now inspired to start duck rearing too. Her efforts have made her self-reliant and a role model for others. Her story is a strong example of how training, support, and determination can lead to a better life and livelihood in rural areas.

Gudia Devi's Journey as a Progressive Woman Farmer

Once unable to cultivate even her fertile land due to dependence on rainwater and lack of capital, Gudia Devi from Chandwa block of Latehar district is now recognized as a strong and progressive woman farmer.

Her journey began in 2016 when she joined the Gulab Sakhi Mandal. Through the group, she not only gained access to low-interest loans but also became aware of various government schemes for improved farming. Determined to build a better future for her family, she took a loan of ₹40,000 from the SHG and invested it in seeds and fertilizers to begin farming on 2.5 acres of land.

Though the initial returns weren't as expected, Gudia received guidance from the village's Aajeevika Krishak Mitra. She and her husband were trained in modern farming techniques, and in 2023, with the help of the Agriculture Department, she received a drip irrigation system on subsidy. This helped reduce issues related to weeds, labour, and irrigation.

Today, Gudia raises nursery plants and grows a variety of crops throughout the year, including watermelon, pumpkin, tomato, chilli, sponge gourd, bitter gourd,



maize, and wheat. Due to the quality of her produce, she doesn't even need to go to the market—traders come directly to her farm to purchase in bulk. Farming now brings her an annual profit of over ₹1 lakh.

She shares, "Just a few months ago, I invested ₹20,000 in pumpkin farming and earned a profit of ₹60,000–70,000." Gudia is now planning to start livestock farming as well. Providing higher education to her children remains her top priority. She proudly says, "Being part of the SHG has changed everything for us."

Empowered by SHG's Support : Way towards Self-employment

Isha Rani Rajak, a resident of Gamharia block of Seraikela-Kharsawan district, is a shining example of how SHGs can empower rural women towards financial independence. Belonging to a family of four, Isha's life was full of challenges before joining



the SHG. Her husband worked at a local factory and earned barely ₹6,000 per month, which was not enough to meet the family's needs or support their children's education.

In 2019, Isha became a member of Maa Mansha Sakhi Mandal. With active participation in group meetings and guidance from JSLPS, she began learning about livelihood opportunities. Gradually, she built the courage to take a loan from her SHG. In multiple installments, she borrowed a total of ₹70,000 and used it to start goat rearing, a livelihood that matched her resources and environment.

With consistent care and effort, her goat-rearing initiative flourished. Today, Isha earns more than 1 Lakh annually from selling goats, which has significantly improved her family's financial condition.

A story of Self-Reliance and Empowerment

Khushboo Verma, a member of Maa Santoshi Sakhi Mandal in Palojori block of Deoghar district, is an inspiring example of how self-help groups can change lives. She lives with her family of six and used to struggle as her husband's private job earnings were not enough to meet all household needs.

After joining the SHG, Khushboo saw a new ray of hope. She took a loan of ₹90,000 through her Village Organization and ₹45,000 from the One Stop Facility (OSF) under NRETP. With this support, she opened a general store, a cosmetic shop, and a small beauty parlour. She also works as a Job Resource Person (JRP) under the DDUGKY and now earns more than ₹2.5 lakh annually.

Khushboo doesn't stop at her own success, she motivates other women and encourages youth in her area to take up skill training. Her children now



Deoghar

study in a good private school. She even used the Maiyyan Samman amount to buy a sewing machine and earn extra income. Her next dream is to open a BC (Banking Correspondent) point in her village.

DDUGKY – From a Small Village to a Stable Career



Bokaro

Munmun Kumari from Chandanakiyari block of Bokaro district belongs to a financially weak family of eight. Her father was the sole earner, she always dreamed of supporting her family and living a better life.

Her journey took a new turn when she enrolled in the DDU-GKY and received training as a Sewing Machine Operator at Shahi Exports Pvt. Ltd., Pirra, Ranchi. With full dedication, Munmun completed her training and was placed at Shahi Exports, Unit-46, in Bangalore, where she now earns ₹13,523 per month.

Despite initial challenges of moving out of her village and adapting to city life, Munmun faced every obstacle with determination. Now, she supports her family and helps fund her younger brother's education along with her sister.

Munmun aims to continue improving her skills and inspire other rural girls to pursue similar opportunities. Her journey reflects how the right support and training can transform lives.

Bringing Banking to the doorstep of Rural Households

Sahodari Devi, a resident of Bekobar South village in Koderma Sadar block, once struggled to support her family of seven through farming. Despite being educated till matriculation, her family's financial condition was very weak. She always dreamed of doing something better to improve their livelihood, but had no guidance or support.

In 2018, when JSLPS began forming SHGs in her village, Sahodari joined the Maa Santoshi Aajeevika Sakhi Mandal. Because of her education, she was selected as the group's bookkeeper. She started attending weekly meetings, maintained the group's records, and saved regularly.

Through the group, she gained awareness about various government schemes and low-interest loans. She also received free training from JSLPS. With new confidence, Sahodari took a ₹1,00,000 loan and opened a BC Point. She also bought a sewing machine to restart her stitching work.



Koderma

Today, Sahodari runs both her BC Point as a BC Sakhi and tailoring work efficiently. She earns ₹5,000 to ₹8,000 per month and her family now lives a stable life. Her annual income is between ₹1,20,000 to ₹1,50,000.

She is proud of her journey and thankful to JSLPS for helping women like her to become financially and socially empowered.

Building a better future through Machine Repairing and Tailoring

Sudeept Mahapatra from Maa Lakshmi Aajeevika Sakhi Mandal in Gamharia block, Seraikela Kharsawan district, has transformed her life through determination and support from her SHG. She joined the group in 2023 during a time of crisis when her husband had lost his job. With two daughters and no steady income, the family faced many hardships.

Sudeepta decided to take charge. She took a ₹1,00,000 loan through her group and opened a small machine shop in the market. With just four to five machines for sale, she began her journey. She learned machine repairing from her husband and started repairing machines in the local area. Gradually, the shop gained popularity, and people from nearby villages began visiting to buy and repair machines.

Today, Sudeepta runs the shop with her husband. Along with selling and repairing sewing machines, she also stitches clothes and teaches others to sew. She now earns about ₹30,000 per month, which adds up to ₹3,60,000 per year. With this income, she is teaching her daughters in an English medium school and creating a strong identity for herself. Her story inspires other women to take similar steps toward self-reliance.



Seraikela Kharsawan

News-Brief

Shri Ananya Mittal, IAS takes charge as CEO of JSLPS

Shri Ananya Mittal, IAS, took charge as the new CEO of JSLPS at the State Office. He was welcomed with a bouquet by the Chief Operating Officer in the presence of senior JSLPS officials. He also paid a courtesy visit to the Hon'ble Chief Minister of Jharkhand Shri Hemant Soren.



Mushroom Cultivation Training under RSETI

10-day's mushroom cultivation training for 35 rural women of SHGs were organized in RSETI Simdega. The training covered different varieties of mushrooms, techniques of production, care, marketing, and selling. Trainers explained that mushroom farming requires low investment and can be a good source of steady income. This initiative aims to empower women economically and promote self-employment in rural areas. At the end of the training, participants were awarded certificates.



Scaling Livelihoods, Empowering Women

A Collaborative Pathway workshop of JSLPS & PRADAN held in Ranchi. During two days, experts and stakeholders discussed strategies for scaling livelihoods and empowering women in collaboration. COO, JSLPS emphasized the importance of regenerative agriculture and diversifying livelihood options for sustainable impact. SPM Livelihood highlighted the need to promote Farmer Producer Organizations (FPOs) and Producer Groups (PGs) as business entities and strengthen the Palash brand. Representing PRADAN, Shri Manas Satpathy, Shri Kirti Bhusan Pani and Shrimati Bala Devi Ningthoujam discussed empowering women in Jharkhand through collaborative efforts. The dignitaries also unveiled a booklet, "Voices of Change," featuring success stories from rural Jharkhand. The workshop included sharing learnings from district representatives and a panel discussion on strategic goals and measurable outcomes. The event aimed to foster partnerships and drive economic growth, particularly for women in Jharkhand and was attended by the employees of JSLPS and PRADAN.



News-Brief

Celebrated World Environment Day

On the occasion of World Environment Day, SHG women across Jharkhand actively participated in tree plantation, rangoli making, oath-taking, and poster exhibitions. They not only planted saplings but also pledged to protect them. Through these creative and meaningful activities, they spread awareness about the importance of protecting the environment. Their efforts played a vital role in promoting environmental responsibility and encouraging rural communities to contribute to a greener and healthier future.



Inauguration of Didi Cafe

In Ichagarh block of Seraikela-Kharsawan, the Palash Aajeevika Didi Café was inaugurated by local MLA Smt. Savita Mahato and the Block Development Officer. This café will be managed by women from SHGs supported by JSLPS. A total of 11 women, from Swarnrekha Mahila Samiti, will run the café. The café will offer clean and tasty traditional Jharkhandi food and snacks at affordable prices. This initiative will create new livelihood opportunities for women in the block and help them become self-reliant. JSLPS representatives and other dignitaries were present at the inauguration ceremony.



International Menstrual Hygiene Day

On the occasion of International Menstrual Hygiene Day, awareness rallies and programs were organized by SHGs in various blocks and districts of Jharkhand. The aim was to break myths related to menstruation and to spread awareness among rural women and adolescent girls. Women were informed about safe and hygienic menstrual practices. Topics like personal hygiene, reusable sanitary pads, proper waste disposal, and nutritious food were also discussed in detail.



SHG women across Jharkhand celebrated International Yoga Day with enthusiasm

On the occasion of International Yoga Day, SHG women across Jharkhand actively participated in yoga sessions organized in villages, schools, and community spaces. Guided by local trainers and supported by JSLPS, SHG women gathered to perform asanas and breathing exercises, embracing yoga as a path to better health and well-being. The event reflected growing awareness among rural women about self-care and mental wellness.



मादक पदार्थों पर रोक के लिए पूर्णतः संकल्पित झारखण्ड सरकार... **Resist!**

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(24x7)
यह संख्या हमारे लिए है

नशा से छुटकारे के लिए तुरंत संपर्क करें

शिवपुर, राँची डीपीय नशीबंदीय सल्लाह, राँची
राँची जलवायु अनुसंधान संस्थान, राँची जिला सरकार के कार्यालय (राँची) परामर्श कक्ष राँची

तुम पीयर प्रेशर से ज्यादा मज़बूत हो अपना रास्ता खुद चुनो

सुभा एवं जगन्नाथ शिबर, झारखण्ड सरकार

आपकी कहानी सबकी प्रेरणा!

JSLPS के सोशल मीडिया से जुड़िए - सीव्हीए, रासना कीजिए और आगे बढ़िए।

जिनेटिमी, झारखण्ड की सर्वश्रेष्ठ महिला सशक्तिकरण (JSLPS) अपने सदस्यों से 2021-22 में रासना कीजिए कार्यक्रम का आयोजन करेगी। इस कार्यक्रम में हम अपने जिनसे और एक-दूसरे से सीखने का पूरा अवसर देंगे - अपने जीवन की प्रेरणा को साझा करें।

JSLPS के सोशल मीडिया पर क्या मिलता है?

- SEEG ट्रेनिंगों की रासना कीजिए
- आपका रासना और आपका जिनसे जोड़ने का अवसर देंगे।
- संश्लेषण और आपका जिनसे से जुड़ी जानकारी
- सीव्हीए, सीव्हीए और रासना कार्यक्रमों की जानकारी
- एक-दूसरे से सीखने और जुड़ने का अवसर

पलाश
(झारखण्ड स्टेट लाइवलीहुड प्रमोशन सोसाइटी)
रासना विभाग, झारखण्ड सरकार

हमारे अधिकृत सोशल मीडिया चैनल

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जिनसे जुड़ें:

- अपने रासना में Facebook, Twitter (X), Instagram या YouTube खोजें
- जहाँ मिले वहाँ ID से फॉलो / लाइक / सब्सक्राइब करें
- एक-दूसरे से जुड़ें, जुड़ें और अपने जिनसे का जिनसे करें

पाठ्य रजिस्टर :
यह एक छोटी सी बकाली नहीं है, यह एक जिनसे की प्रेरणा प्रदाता है। इसे सीव्हीए, सीव्हीए और रासना कीजिए से जुड़कर एक नई रासना करें - सीव्हीए, सीव्हीए और रासना कीजिए करें।

फॉलो करें और जुड़ें।
किसी भी सवाल के लिए संपर्क करें।

Follow the JSLPS channel on WhatsApp:
<https://whatsapp.com/channel/0029VbBDG6JuyAGEFJFye2p>

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