



# Aajeevika

## Jharkhand

### Issue 123



## Women of Jharkhand celebrated Poshan Maah with enthusiasm



*Sakhi Mandals organised a series of awareness programs to promote healthy eating habits and nutrition for all*

SHG members of Jharkhand celebrated with great enthusiasm the 6th Rashtriya Poshan Maah through the month of September.

This year, the objective was to comprehensively tackle malnutrition through a life-cycle approach. The focus of Poshan Maah 2023 is to cultivate widespread awareness concerning critical human life stages: pregnancy, infancy, childhood and adolescence. The aim was to foster nutritional understanding across India through a theme centred on “Suposhit Bharat, Sakshar Bharat, Sashakt Bharat” (Nutrition-rich India, Educated India, Empowered India).

In Jharkhand, the women of sakhi mandals took centre stage and organized a series of awareness programs, community gatherings and interactive meetings to promote healthy eating habits and nutrition for all. These events featured the importance of balanced diets and micronutrients in child growth and overall development. The sakhi mandal members actively engaged with communities to address issues related to malnutrition, anemia and child health. They also conducted door-to-door campaigns to disseminate vital information on nutrition.

The Poshan Maah celebration by the women of sakhi mandals in Jharkhand exemplifies their dedication to improving the overall health and well-being of rural communities. They are playing a pivotal role in nurturing a stronger and healthier future for the people of the state by imparting knowledge and fostering healthier dietary choices.

Kiran Kumari, a Senior Setu Didi in Daru Block of Hazaribagh district says, “ In this Poshan Maah campaign, we have undertaken a wide range of activities aimed at creating awareness, fostering better

health practices and enhancing the overall nutrition status of our community members. These activities have been conducted at various community-based organizations, including Self-Help Groups (SHGs), Village Organizations (VOs) and Community Level Federation (CLFs). We have conducted various activities like home visits, awareness camps, growth and measurement drives, demonstration of activities, sensitisation and cleaning activities of water bodies and surrounding areas, etc . Our engagement extends to Anganwadi centers, where we collaborate closely with Anganwadi workers to disseminate these activities effectively. Their support has been invaluable in reaching a wider audience and maximizing our impact.”



# Forest honey production picks up pace in Jharkhand



*9000 families  
make it a  
sweet source  
of livelihood*

Forest honey has been traditionally produced in remote rural areas of Jharkhand over the years. However, due to need of proper technology and due to lack of knowledge about the market systems, it was on the verge of extinction.

JSLPS took the initiative to train people about the scientific methods of honey production. It launched a programme under Mahila Kisan Sashaktikaran Pariyojana (MKSP). The participants were provided complete training - from the work of making boxes for beekeeping to collecting and packaging the honey and making it available for purchase in the market.

Today, 9000 families belonging to Sakhi Mandals of 183 villages in 10 blocks of four districts of the state - Ranchi, Latehar, Khunti and Simdega – are producing pure honey and earning livelihood.

JSLPS will also ensure that the pure honey produced by the women are collected through community institutions, packaged under the Palash brand and then made available in the market.

Shri Bishnu Charan Parida, Chief Operating Officer, JSLPS and Shri Khalid Hussain State Program Manager, (I/C) were present during the launch of the training programme.

## Website launched

The event also saw the launch of the Mahila Agrani Kisan Sashaktikaran (MAKS) website, [www.maksbusiness.com](http://www.maksbusiness.com) by the women of the Sakhi Mandals under the Innovative Honey Livelihood Project.

The Innovative Honey Livelihood Project is a consortium of various FPCs under the MKSP-Value Chain programme. Its objective is to provide supervision, guidance and assistance to the FPC in its successful operations. It will be chaired by BoD representatives of the FPC.

The district and the state personnel of the JSLPS, all women associated with the Sakhi Mandals, partner organizations and media personnel were present during the entire program.



## Resham Project transforms lives in Bhagaiya village

Godda



*Scientific methods of silkworm production make it a profitable venture for many*

The Resham project has come as a boon for Bhagaiya village in Thakurgangati block of Godda district. The village has been famous for its unique Bhagaiya silk from the beginning and silk work was an important livelihood. However, the villagers could not reap benefits from this as they did not know the right methods of rearing. Also, they did not have enough capital and had to depend on moneylenders to buy cocoons. This often pushed them into a debt trap from which they could not come out easily.

All that changed with the launch of the Resham project under the Mahila Kisan Sashaktikaran Pariyojana. The villagers are now rearing cocoons using scientific techniques and making handloom clothes.

They can take easy loan from self-help group to do their work without knocking on the doors of the

moneylenders. The Ekta Aajeevika Sakhi Mandal has transformed the life of Anita Devi who is associated with the Resham project. Recounting her journey, Anita says: "Even before joining the group, we used to make silk threads. However, due to lack of capital, we used to take money from moneylenders to buy cocoons and extract the thread through pots. As a result, the income was little, and the debt kept on increasing. But now by joining the group, which ensures easy loan, today I am making thread by ordering cocoons on my own."

Anita has so far taken a total loan of Rs 2 lakh from the group. Along with this, she has received 50 days training on cotton ginning from the Common Facility Centre under the MKSP. Anita has also got Buniyaad reeling machine under the project, which she uses to prepare silk thread from 300 cocoons daily.

Her success story does not end here. Anita also does Madhubani painting on these silk clothes to enhance their value and get good returns. She sells silk garments like suits, sarees, dupattas, shirts, coats on online platforms, saras fairs and other exhibitions. Today, Anita earns a fixed income of at least Rs 15,000 every month and is a self-sufficient woman. She has been able to ensure financial freedom for herself and also her family by making themselves debt free.

## Self-help groups transforming lives of rural women in Jharkhand

Savita Mahto, a resident of Dhalbhumgarh in East Singhbhum, bears testimony to the power of transformation brought about by the self-help groups. She has seen her economic condition improve thanks to her association with the Radha-Krishna women's self-help group. Remembering the difficult days of the past, Savita says, "My husband used to somehow manage the family by giving tuitions in the village. I also wanted to share his financial burden, but I did not have any options. It was then that I got to know about the facilities provided by the government through the self-help groups."

"I then joined the Radha Krishna self-help group and today I am a self-reliant woman," a proud Savita says.

Savita took loan from the group to instal a mudhi (puffed rice) machine at her home and also buy a sewing machine. She and her husband together now earn Rs 800 to Rs 1000 daily by producing mudhi and doing sewing work. "In 2022, under the CCL loan, an amount of Rs 1 lakh was sanctioned to me to purchase the

East Singhbhum



machine. I started production by installing the machine at home. After making mudhi, I started packing and selling it in the local markets and our economic condition improved a lot in no time," Savita says recounting her journey.

## A joint effort against child marriage by Village Organisation under Project UMANG

*In Sujanakita village of Godda, active vigilance of the resource person and timely intervention by the village organization collectively saved a 12-year-old girl from child marriage.*

It was a casual comment from a group of teenage boys on the roadside that alerted Resource Person Lata Jha about the child marriage of a little girl that was probably going to take place in Sujankita village in Godda district of Jharkhand.

As the resource person associated with the Umang project, Sujankita village comes under Lata Jha's jurisdiction. She immediately took information about the matter from the concerned active woman of the village who was unaware about it. But Lata could not find peace as the comments of those boys kept troubling her. So, the next day she herself went to Sujanakita, which is about 7 km from her village Sanhauili (Lata's village). On visiting there too, nobody admitted of knowing about such a marriage. Lata didn't give up though. She had sensed that the girls' parents had kept the matter confidential. Silence of community members compelled Lata to make consecutive visits to the village for the next three days, knocking at every door to find the truth. Then a village woman informed her that she had seen parents of a 12-year-old girl, Jitni Kumari, buying clothes in bulk last week. Such bulk shopping is generally associated with marriage preparations. Lata then visited Jitni's home and tried to counsel her mother, who is also a member of self-help group (SHG) Lakshmi Ajeevika Sakhi Mandal and tried to remind her about the ill-effects of child marriage and the learnings from Umang sessions at SHG meetings that emphasise on how detrimental child marriage is to a girl's future. But to her dismay, Lata was turned away by Jitni's



Godda

father.

### Collective efforts pay off

Where he accused Lata and the VO members of interfering in their family matter. Gradually, he grew aggressive. By then community members had assembled at his doorstep too. Most villagers were mute spectators. A few elders tried to mediate, but Shaligram didn't pay heed. Lata says, "We reminded the parents about the ill-effects of this marriage on Jitni's future. We also informed them about Child Marriage Act and legal repercussions involved, but it was of no avail. In fact, Shaligram grew violent."

At last, the team had to involve local authorities. The police took in writing that Shaligram (Father of Jitni) won't get his daughter married early. It was only after that the marriage could be averted. As this was the first incidence of child marriage that was being opposed by VO since implementation of Umang, it took greater efforts and involvement of authorities.

## Johar Project changing lives of rural woman in Jharkhand

Giridih



Tragedy struck Bhagiya Devi, a native of Nawadih village in Pirtanr block of Giridih district, when she suddenly lost her husband. With no source of livelihood and a family to sustain, Bhagiya felt

darkness all around. It was then that she got to know about the government's Johar Project and joined a Sakhi Mandal. And that was the beginning of a change in her life.

Bhagiya got to know about new farming techniques, good quality seeds, proper use of pesticide, and so on, which increased her yield significantly. She now combines animal husbandry and farming for a living.

Today, Bhagiya is engaged in high-value agricultural activity and earns roughly Rs 40,000 to 50,000 per month by selling her quality veggies such as tomatoes, chilli and brinjal.

## Salima's story of change

**Giridih**



Salima Khaton is a resident of Champapur village in Gandey block of Giridih district. Her husband, an auto-rickshaw driver, was the only earning member of the household. However, the family, which also included four children, could barely manage to make the ends meet with his meagre income.

This left Salima often worried about the future of their children. She wanted to provide them good education to secure their future.

Salima became a member of Muskaan Livelihood Self-Help Group and then also joined the Champapur Aajeevika Utpadak Samuh (PG) under the Johar Project. That became the turning point in her life.

Salima took training in poultry and goat rearing and she started operating a mother unit. Today, Salima is self-reliant and self-sufficient. She earns Rs 2-2.5 lakh every year from at least three cycles. Her children are studying in a good school.

She has got a hand pump installed to fix the water problem in her house and has also bought a motorcycle. Along with operating the mother unit, Salima is also working as Aajeevika Pashu Sakhi (APS) and is making women aware about the right methods of rearing poultry and goats and spreading information about the importance of using right vaccines at the right time. "Today I have my own name in the village and locality, people recognize and respect me for my work. I am happy with this and want to move forward like this and help women like me," says a happy Salima.

## Sumitra a self-reliant farmer

Sumitra Devi, a resident of Banka village in Katkamdag block of Hazaribagh district, is an example of how a little help from the government can transform the lives of rural women. Sumitra and her husband were dependent on farming for their livelihood but could not earn enough to sustain their family. They did not have enough capital and had to take loan from money lenders at high interest rate. Also due to lack of proper irrigation system, they could not do regular farming.

Sumitra then got to know about the self-help groups and joined the Pooja Sakhi Mandal. That was the beginning of change in her life. With the help of loans at reasonable interest rates, she expanded her farming business and installed a drip irrigation system. Today, Sumitra earns Rs 2.5 to 3 lakh annually by growing vegetables like gourd, cucumber, chili, tomato, cabbage, maize, etc.

Recounting her journey, Sumitra says, "Earlier we were not able to do farming for the whole year as there was no water supply system. We were also forced to take loan

**Hazaribagh**



from moneylenders at high interest rate and hence could not save any money. Now, with the help of my group, I can get capital at easy terms to expand my business. Because of the drip, both time and effort in farming has reduced."

Sumitra is all praise for her group for bringing happiness in her life. "We are now able to give good education to our children and the entire family is happy. All this has been possible only with the help from my group," says a proud Sumitra

## Phulo Jhano Aashirwad Abhiyan a blessing for rural women

*Deepshikha Oraon of tribal-dominated Lohardaga district, like many other women in her area, was involved in brewing and selling of country liquor for a living.*

A resident of Kais village of Kairo block, Deepshikha's only livelihood was seasonal farming which gave her meagre returns. She would often go out with her husband to work to make the ends meet. With no other options in hand, Deepshikha eventually turned to making and selling of country liquor (Hadiya) at home.

But then came a change in her life. Deepshikha came to know about the Phulo Jhano Aashirwad Abhiyan (Pooja Aajeevika Sakhi Mandal scheme) after being associated with a self-help group. Deepshikha left her work of making and selling country liquor and as a Navjeevan Sakhi started spreading awareness and discouraging others from doing it.

Sharing her experience, she says, "Under a survey conducted for PJAA scheme through JSLPS's Block Resource Person - Social Development, I was told about the side effects of Daru-Hadiya. After that, I decided to leave brewing and selling of Hadiya and after I got associated with the Phulo Jhano Aashirwad Abhiyan. I received Rs 10,000 under the scheme from which I bought four goats and got involved in goat rearing."



Lohardaga

Deepshikha also bought 15 Sonali hens with the same money. She later took a loan of Rs 1 lakh from her SHG from which she bought a milch cow. Today, she is also selling about 13 litres of milk to dairies every day. She now saves about Rs 6000 per month after deducting her total expenditure.

Encouraged by her success, Deepshikha took a second loan of Rs 50,000 for farming. She started cultivating chili, tomato, cabbage, cucumber, and paddy. This helped her earn an additional income of Rs 10,000 to 12,000 from each crop. Her total income from all her livelihoods is around Rs 30,000.

## Women are scripting success stories of Respectable Livelihood

Dhanbad



Sanodi Devi, a resident of Keshalpur village from Topchanchi block of Dhanbad district, could barely make her ends meet. With no source of livelihood, she took to making and selling country liquor for a living. However, the business did not improve her financial condition. Besides, she also lost social respect.

It was then that she got to know about the iCRP drive of

JSLPS and decided to join a self-help group. Sanodi became a member of the Laxmi Aajeevika Sakhi Mandal.

With the help and guidance of JSLPS personnel, their group got linked with the nearest bank. A savings account of Rs 50,000 was opened, after which the group got RF amount of Rs. 15,000, CIF amount of Rs 50,000 and CCL loan of Rs 100,000.

Sanodi took a loan of Rs 20,000 from the group and started goat rearing.

Meanwhile, Sanodi and her group got to know about the Phulo Jhano Aashirwad Abhiyan, a flagship campaign of the Jharkhand Government. They got associated with the scheme. Sanodi gave up selling liquor and got interest free financial assistance of Rs 10,000 for goat rearing.

Today, Sanodi Devi earns between Rs 6,000 to Rs 7,000 per month and leads a dignified life.

## News-Brief



**Exhibition & Asset Distribution :** An exhibition and asset distribution ceremony of the materials produced and manufactured by self-help groups was organized in the Barhadwa block office premises of Sahibganj, in the presence of Shri Alamgir Alam, Minister, RDD, GoJ. During the event, Rs. 3 crore 93 lakh was distributed among 159 Sakhi Mandals as bank credit linkage, Rs. 1,00,000 was given to 10 beneficiaries under the Phulo Jhano Aashirwad Abhiyan and Rs. 1 crore 41.25 lakh was given to 370 groups under the Community Investment Fund. Apart from this, Rs. 10 lakh was provided to 10 village organizations under VRF. On the other hand, to increase the quality of jute,

gold powder was distributed among the beneficiaries. Migrant labour cards were made available to 25 beneficiaries under the Shram Samman Yojana. Palash Aajeevika Didi Cafe was also inaugurated by the honourable Minister during the programme.

**E-Saras State Launching cum Orientation & Planning Workshop :** DC Hazaribagh Smt. Nancy Sahay, Mr. Prakash Sinha - Business Head, Foundation for Development of Rural Value Chains (FDVRC) and Mr. Ushant Krishna Procurement, FDVRC jointly inaugurated eSARAS State Launching-cum-Orientation & Planning Workshop in Hazaribagh district. The workshop aimed to introduce and familiarize participants with the eSARAS initiative along with orientation and planning sessions to ensure a comprehensive understanding of the program's objectives and strategies. eSARAS is an innovative initiative by MoRD to provide better marketing support and e-commerce opportunities for products made by the SHG members.



**MoRD Official Visit :** Mr Karma Zampa Bhutia, Joint Secretary, MoRD made a two-days' visit to Latehar district for reviewing the progress of the Aspirational District program. He visited the Phulo Jhano Ashirwad Abhiyan Canteen run by the PVTG women who were earlier engaged in the brewing and selling of country liquor.

## News-Brief

**JOHAR Workshop:** JSLPS organised a one-day workshop on “Knowledge Dissemination on the Role of Custom Hiring Centre (CHC) in Farm Mechanisation & Way Forward for Wider Adoption” under JOHAR project at SIRD, Ranchi. The objective was to spread awareness on CHC and discuss how the current model has helped women farmers to access advanced and innovative farm machinery. The participants were also told how CHC can intervene to make agriculture more remunerative for small and marginal farmers and the new services that can be offered through it. In the workshop, awards were given to the best Aajeevika Krishak Sakhi (AKS) & Farmers Producer Company (FPC) in CHC Operation as well as Best FPC for Innovative model in CHC Operation.



**Residential Training :** A three-days’ residential training programme for the CEOs and accountants of Farmer Producer Organizations (FPOs) formed under the Central Sector Scheme (CSS) was organized in Ranchi. A total of 41 CEOs and Accountants participated in the programme where they were given training on market linkage, business plans, MIS and maintaining/updating books of accounts. The Central Sector Scheme aims at the "formation and promotion of 10,000 new FPOs."

**Training of Trainers :** A six-days’ Residential Training of Trainers (TOT) for Personal Advancement and Career Enhancement (PACE) under DDU-GKY was conducted in Ranchi. In the training, 30 domain & non-domain trainers of different PIAs across the state participated. The objective of this training was to develop a national resource pool of Master Trainers by providing them with in-depth clarity and understanding of concepts and methodologies as well as giving them specific inputs on facilitation of the modules. This training will help in catering the thought processes of the students pursuing training at the DDU-GKY centres.





An Initiative of Knowledge Management & Communication Cell  
**JHARKHAND STATE LIVELIHOOD PROMOTION SOCIETY**  
 (Rural Development Department , Government of Jharkhand)

**Itki Road, Hehal, Ranchi-834005**

[www.jslps.in](http://www.jslps.in) | [@onlineJSLPS](https://www.facebook.com/onlineJSLPS) | [@JSLPSlive](https://www.youtube.com/@JSLPSlive) | [@online.JSLPS](https://www.instagram.com/online.JSLPS)

**Editor**  
**Jyoti Rani Kumar**

**Compilation**  
**Aditi Srivastava**

**Contributor**  
**Shreya Sinni**

For any feedback or Suggestion email us at : [✉ kmc.jslps2020@gmail.com](mailto:kmc.jslps2020@gmail.com) | [☎ 0651-2951915/ 2951916](tel:0651-2951915)