



# Aajeevika

## Jharkhand



Issue-125



# JSLPS : Raising Hopes... Realizing Dreams...



*JSLPS established as a state nodal agency for the effective implementation of livelihood promotion in the state. The society was formed to serve as a special purpose vehicle for smooth implementation of poverty reduction strategies, pro-poor schemes and programs in Jharkhand especially for disadvantaged groups.*



Commenced with Social mobilization and institution building, where rural women were brought together to form SHGs in villages. These SHGs then collectively formed Village Organizations, which led to the formation of Community Level Federations, Block Level Federations and eventually District Level Federations. The vision of poverty-free society is impossible without Financial Inclusion. Working in tandem, all the SHGs under the tutelage of JSLPS are linked with banks which are adhering all the rules and regulations and operating efficiently. For steady income and a better future, the SHG women are also exposed to different Livelihood activities like Goat farming, doing agriculture using scientific techniques, developing as entrepreneurs and many more. Additionally, under DDU-GKY, JSLPS is providing skill development training to the youths of the state and providing them with adequate placement opportunities.



JSLPS is also implementing NRETP, special projects of MoRD, GoI, namely Udaan, Garima, Shram Samman, Upaj, Jashn, vegetable value chain, integrated farming cluster, organic and honey project under MKSP. External aided projects such as JOHAR ( world bank funded) and JHIMDI ( JICA funded) are also being implmented by JSLPS.



The indigenous products manufactured by SHGs women in Jharkhand got a brand name called 'Palash'. More than two lakh rural women entrepreneurs are manufacturing, processing, packaging and selling their products under the Palash brand across the state and in many International Trade Fair.



JSLPS is also implementing special projects named Phulo Jhano Aashirwaad Abhiyaan (PJAA) initiated by Hon'ble Chief-Minister of Jharkhand, Shri Hemant Soren with the objective to ensure the identification, selection and counselling of women associated with liquor brewing business and taking them under the fold of SHG.



JSLPS has outreached to 32.94 lakh rural poor families through 2.89 lakhs SHGs.

Issue 125th of e-bulletin covers stories from the various projects and initiatives of JSLPS.



# Nayi Chetna-Pahal Badlaav Ki 2.0 inaugurated



The Nayi Chetna-Pahal Badlaav Ki 2.0 campaign was inaugurated by Hon'ble Minister of State for Rural Development, Consumer Affairs, Food and PDS, GoI, Sadhvi Niranjana Jyoti at Sushma Swaraj Bhawan, New Delhi on November 25, 2023.

This national campaign aims to eliminate gender-based violence with the slogan *chhupitodenge* and will run from November 25 to December 22, 2023.

The event was graced by the presence of Shri. Fagga Singh Kulaste, Hon'ble Minister of State for Rural Development & Steel, Government of India, as the chief guest. It commenced with the ceremonial lamp lighting and featured experiences shared by Gender Champions regarding Nayi Chetna 2022. The event also marked the launch of the Gender Play Book, the Nayi Chetna 2022 Report and a Coffee Table Book.

At the State level, under the chairmanship of COO, JSLPS, Shri Bishnu C Parida activities such as oath-

taking and a signature campaign to eradicate Gender-Based Violence were conducted. All the participants pledged to take a stand against violence in their communities and surroundings. The campaign garnered enthusiastic involvement across Jharkhand.

Representatives from Jharkhand, including women of SHGs across all the 24 districts, actively participated through online platforms. Staff members from the State, district and block levels also joined the event online.



## Palash Is giving Wings to the Dreams Of Rural Women Entrepreneurs of Jharkhand



Palash, a brand championed by JSLPS, is empowering women entrepreneurs through a series of impactful events. Recently it showcased its prowess at prominent events, empowering rural SHG women entrepreneurs. One noteworthy occasion was the World Food India 2023 exhibition in New Delhi, held from 3rd to 5th November, in collaboration with the Department of Industry. Inaugurated by Jharkhand's Agriculture Minister, Sri Badal Patra, the event witnessed overwhelming appreciation for Palash's natural and organic food products, captivating visitors and resulting in substantial sales over the three days. Additionally, the Jharkhand IAS

Wives Association (JIASOWA) Diwali Mela 2023 in Ranchi saw the participation of 66 SHGs members occupying 28 stalls. Notably, 19 stalls received support from the district administration, emphasizing the collaborative effort. This event, held from 2nd to 6th November, further highlighted the growing success of Palash products.

Expanding its reach, Palash was featured at the Lal Bahadur Shastri National Administrative Academy (LBSNAA) in Mussoorie during the 98th foundation course exhibition and workshop. Partnering with SHGs like Jeewan Jyoti Mahila Mandal, Naya Sawera Sakhi Mandal, Kajri Cotton Mahila Samiti and Pragati Mahila Mandal, the event showcased traditional Adivasi jewellery, wooden jewellery, herbal products and Kajari cotton handloom sarees. The enthusiastic response from administrative and trainee officers resulted in a remarkable sale of approximately 3.85 lakh over the two-day exhibition. In essence, Palash is not merely a brand but a catalyst for economic empowerment, spotlighting the achievements of women entrepreneurs and their exceptional products across diverse platforms.

## Aajeevika Saras Mela: A confluence of dedication and courage of rural women

The National-level SARAS Aajeevika Mela was inaugurated by Minister of State for Rural Development, Sadhvi Niranjana Jyoti. Around 800 women of Self-Help Groups from 28 states displayed their varied range of products like handicrafts, handlooms and natural food items from rural areas across the country. SARAS Mela is an initiative by the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) of the Ministry of Rural Development to bring the rural women Self-Help Group members under one platform to showcase their skills, sell their products and help them build linkages with potential market players.

Several women from Jharkhand also put up stalls at the fair of various edible and non-edible products under the Brand Palash and traditional jewellery of Jharkhand under the Adiva brand of JSLPS. Sumaiya Nigar, a resident of Itki block of Ranchi district, says, "I got training on how to make necklaces, chokers, earrings, bangles, handbags, bed covers, etc. during a 15-days training under RSETI. I made good earning from my stall of handmade jewellery at SARAS fair." Like her, Kajal



Jadupatiya of Dumka district, sold items made of Dokra crafts in her stall at the Saras Mela. Kajal says the Saras Mela has increased her sales and has also provided an opportunity for her goods to reach far and wide. 2 Patrakar Didis and 2 Banking Correspondent Sakhis also went to the SARAS mela to cover the event and provided digital banking services to the people visiting the fair.

## JOHAR Project changing the face of agriculture in Jharkhand

**Bokaro**



In the village of Khutri Tola, resides Sumitra Devi, a successful farmer who has transformed not only her life but the lives of those around her. Sumitra Devi's journey towards success began when she became an integral part of the Maa Kaali SHG and Khutri Aajeevika Producer Group, both of which have played a pivotal role in changing the fortunes of the villagers.

Sumitra Devi recalls, "Being a part of these groups has changed our lives for the better. Moreover, we are very thankful to the JOHAR project as it has given us a platform to build and change our lives, which we never expected." The JOHAR project's intervention became the catalyst for an extraordinary transformation in the lives of the people in Khutri Tola. Sumitra Devi, along with four other dedicated SHG members, collectively manages and cultivates a four-acre farming land. Together, they have ventured into the world of agriculture, a practice that has been passed down to them

through generations. However, the farming they once knew did not involve modern techniques or a broad knowledge of cultivating a diverse range of vegetables.

With the guidance and support of JOHAR project, Sumitra and her group members received comprehensive training in agricultural practices, from planting to harvesting. They learned about various techniques, crop rotations, and the benefits of diversifying their produce. This newfound knowledge sparked a revolutionary change in their farming methods.

Today, Sumitra Devi has dedicated a portion of her 20-decimal land to the cultivation of tomatoes. She has successfully completed 4 harvest cycles, reaping the rewards of her hard work. Each cycle of tomatoes brings her a profit ranging from 35,000 to 45,000 rupees, a substantial income that has significantly improved her family's financial stability. The synergy of the group extends across the entire four-acre land. Each member cultivates different types of vegetables, ensuring that the land is put to the best possible use. This collaborative approach not only maximizes their earnings but also strengthens the bond within the community. With pride in her voice, Sumitra Devi says, "We may not have the highest qualifications, but today, what we are doing has given us recognition in our community. It has become our source of livelihood and earning, and we love our work."

## Transforming Lives through Diet Diversity

It is possible to get a nutritious meal even from your backyard, it's the message that is going viral in Jharkhand rural areas. In Gari Panchayat, within the surroundings of Kasmar Block in Bokaro District, lives a dedicated homemaker named Parvati Devi. Parvati Devi owned a small piece of land, where she used to grow a limited variety of vegetables, primarily for selling in the local market. For her family's consumption, she relied on purchasing additional vegetables from the market. Little did she know that a simple interaction with a Setu Didi would lead to a remarkable transformation in her life. Through her conversations and guidance, Setu Didi shared the importance of incorporating a diverse range of vegetables into their daily meals according to the changing seasons. Parvati Devi realized that by growing a broader variety of vegetables, not only could she enhance the health and nutrition of her family, but she

could also increase her profits from selling the produce. With newfound determination, Parvati Devi decided to embark on this journey towards diet diversity. Parvati Devi began experimenting with her land, planting a wide array of vegetables that thrived

according to the season. She understood the value of not just leafy greens but also different pulses, fruits and various vegetables. Her commitment and dedication were evident as her small piece of land blossomed into a vibrant and diverse vegetable garden. Her farm now boasts a rich assortment of vegetables, including potatoes, radishes, peas, coriander, spinach, fenugreek, eggplants, tomatoes, papaya and green bean.

**Bokaro**



## Rajeshwari Devi's Inspiring Journey with **Phulo Jhano Ashirwad Abhiyaan**



Simdega

In the remote village of Kakel, nestled in the Kerasai block of Simdega, a remarkable transformation took place, thanks to the Phulo Jhano Ashirwad Abhiyaan.

At the heart of this change stands a resilient and determined woman named Rajeshwari Devi.

Rajeshwari Devi hails from a family of seven. Financial struggles were a constant companion; despite their best efforts, they struggled to make ends meet. The weight of their challenges often led to stress and mental tension. To manage the family's basic needs, Rajeshwari looked around and opted to sell Hadiya (country liquor) as her

livelihood. But, in this profession, she started facing disrespect and became a point of mockery among her neighbours.

She wanted to earn a respectful earning and given this luck rolled out for her. She got identified under the Phulo Jhano Ashirwad Abhiyaan and got associated with 'Puja Aajeevika Swayam Sahayata Samuh'. Under this scheme, Rajeshwari got interest-free financial assistance of rupees 10,000.

Rajeshwari and her family learned about various financial support, including CIF and Cash Credit Linkage, through the SHG. They realized there was a way to escape the cycle of financial hardship. She began taking small loans from the group, which allowed them to slowly stabilize their financial footing.

With her husband's support and the confidence, she had gained from her SHG, she ventured into starting a small business of Manihari ornaments.

Today, Rajeshwari and her family have seen significant improvements in their lives. They have become financially self-reliant and are earning a steady income. She now earns over 8,000 rupees per month.

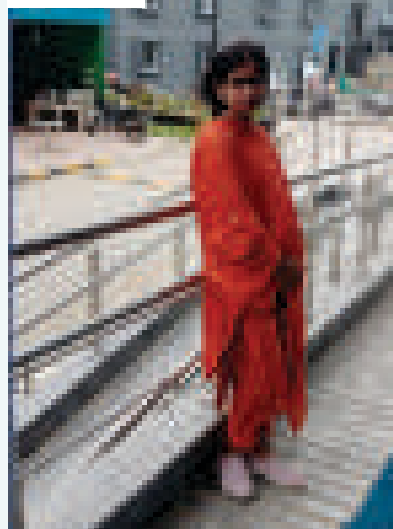
## **DDU-GKY** helping rural youths unleashing their potential

Tarana Khatoon's journey is a remarkable example of sufficiency and determination. Hailing from Ranchi, Jharkhand, she faced the challenges of poverty and lack of opportunities. With an intermediate qualification and a family of five to support, her future seemed uncertain. However, Taran's life took a turn when she heard about the DDU-GKY program in her area. She later attended a mobilization camp by Safeducate Learning Pvt Ltd, where she learned about the program and its courses. Convinced that this was her chance to change her life, she decided to pursue a career in documentation.

Tarana joined the Documentation Assistant course at Safeducate Learning Pvt Ltd. She dedicated herself to her studies and seized the opportunity to complete her higher education, which illuminated the path to a brighter future. After successfully completing her training, she found a placement as a Warehouse Associate at Akash Ganga Manpower Service in Sricity. Today, Tarana is no longer burdened by the financial struggles that once weighed her family down. She proudly earns a monthly income of Rs

13,500 and is able to support her parents and siblings. Her story bears testimony to the transformative power of education and vocational training. She has shown that with determination and the right opportunities, one can overcome adversity and achieve their dreams. In her own words, "I am very thankful to the DDU-GKY program and hope that this scheme will be helpful in the success of the youth of our country, which, for some reason, has left the right balance and a better future. Thank you, Safeducate Learning Pvt Ltd Training Center and thank you DDU-GKY."

Ranchi



## JHIMDI : Drip Drop Way of Reaping profits

**Ranchi**



*JHIMDI is raining prosperity on Jharkhand's farmers.*

Sushila Devi, a resident of Kurum Village in the Ormanjhi block, has scripted an inspiring success story through her association with the Rajni SHG. Sushila's source of livelihood was agriculture. But due to dependency on rain for cultivation she along with her husband were forced to work as a daily wage labourer to make her ends meet. However, a turning point came in her life when she joined a SHG Group and was introduced to the Jharkhand Horticulture Intensification by Micro Drip Irrigation (JHIMDI) project funded by JICA. This opened up a world of opportunities as her

traditional agricultural practices were replaced with modern, efficient techniques. Under the JHIMDI project, Sushila switched to Micro drip Irrigation (MDI) system for cultivation. She not only adopted innovative techniques in her farming but also embraced the role of an Aajeevika Krishi Sakhi, spreading knowledge and techniques with other farmers of her village. Sushila reaped remarkable success, earning a substantial 1.5 lakh rupees only through the cultivation of watermelons. Buoyed by the returns, she expanded her horizons and diversified her crops to include beans, gourds, peas and more throughout the year. To further boost her farming enterprise, Sushila took a bold step by taking a loan of 2 lakh rupees at a reasonable interest rate through Self-Help group and invested in drip irrigation. This investment increased her productivity and income significantly. Sushila Devi's journey from a traditional farmer to a successful, progressive agricultural entrepreneur is a success story that showcases the transformative power of SHGs, projects like JHIMDI and also the determination of individuals. Her story exemplifies how empowerment, knowledge, and access to resources can lead to happiness, prosperity, and a brighter future for one's family and community.

## Lakhpati Kisan Premlata Devi scripted her own story of success

Premlata Devi, a resident of Rajmahal block in Sahibganj district, underwent a remarkable transformation from a modest farmer to a Lakhpati Kisan, all thanks to her association with the Maa Santoshi Aajeevika Sakhi Mandal. Her journey is a testament to the impact of SHGs in rural empowerment. With the support of the SHG, Premlata Devi took her first step towards financial independence.

Initially, she took a loan of Rs 10,000 to invest in the cultivation of chilies and brinjal. Her dedication and hard work paid off, leading to a successful harvest and repayment of the loan. Undeterred by challenges and fuelled by her newfound confidence, Premlata Devi embarked on a path of diversification. She again took two loans of Rs 25,000 and ventured into fishery and goat rearing. These additional income streams not only enhanced her earnings but also provided her family with a more secure livelihood.

But Premlata Devi had bigger dreams and she was determined to fulfil them. With her increasing income and expanding entrepreneurial spirit, she gradually increased her agricultural land from 2 bighas to a substantial 1 acre. This allowed her to cultivate a variety of crops and further

**Sahibganj**



boost her income. Today, Premlata Devi has transformed into a "Lakhpati Kisan," earning an impressive annual income of Rs 1,80,000. Her journey from a small-scale farmer to a successful and financially independent entrepreneur is not only an inspiration to her community but also a shining example of the impact of SHGs and access to financial resources.

## MKSP: Empowering women through Scientific Lac Cultivation

West-Singhbhum



Mini Gagrai of Banjira village in West Singhbhum was a housewife who supported her husband in his farming endeavours. Their focus was on cultivating paddy and millets. However, the income from farming was

modest and it often left Mini worried about the future of her children. She wanted to send them to a good school so that their future could be secured. In 2022, Mini embarked on a remarkable journey of empowerment and transformation, thanks to MKSP. She immersed herself in the project, visited the Lac Processing unit at Khunti and then participated in technical training programme for Resham. The project offered her the much-needed essential support, providing all the necessary Resham equipment at her doorstep - from medicines to cutters and DFL. Her dedication and hard work began to bear fruit as

her income increased significantly. In the year 2021-22, she took 100 DFLs from BSR, with an investment of Rs 1400, and her total income reached Rs 16,000. This was the beginning of the improvement in her family's financial condition. In the following year, she took even greater strides, taking 100 DFLs from BSR and 300 from CSR, leading to a remarkable total income of Rs 52,283. Mini is now planning to reinvest some of her profits into new ventures in addition to repaying loans she took from the SHG. Her future plans include expanding into lac cultivation on five Kusum trees, cultivating lemongrass on barren land, and further investing in Resham cultivation to double her income. Mini Gagrai has shown that with hard work and the right support, women like her can become agents of change and prosperity in their communities. Mini's journey is a shining example of how empowerment programs like the MKSP can lead to brighter futures and financial independence for women in rural India.

## Umang Project: Protecting the rights of young girls

In the heart of rural Jharkhand, a ray of hope shines bright in the form of Rita Kumari Rai, a dynamic 27-year-old woman dedicated to transforming her community. Rita, an active member of the Lakshmi Aajeevika Mahila Gram Sangathan, has made it her mission to combat child marriage and champion the cause of girls' education in her village Hidaljodi in Jamtara. Rita's journey as a changemaker began during an ordinary cycle ride back home from a field visit. Along the way, she encountered a group of adolescent girls returning from school who shared a troubling revelation - some of their friends were at the risk of being married off at a young age. This information ignited a fire within Rita to take action.

As the chairperson of her Village Organisation she organized an event called "Maa-Beti Kaaryakram," bringing together mothers and daughters for open discussions about the perils of child marriage, the importance of girls' education, and their economic independence. It was during these discussions that she discovered four cases of potential child marriages, all involving school dropouts. Rita's first step was to counsel the mothers, emphasizing the negative consequences of child marriage on their daughters' health, education and financial autonomy. She also informed non-SHG mothers about the legal implications under the Prohibition of

Jamtara



Child Marriage Act, 2006, and the POCSO Act.

But this was just the beginning of the battle. Rita then embarked on home visits to engage with the girls' families, focusing on the fathers. Through persistence and persuasive discussions, she successfully averted early marriages for three girls. However, one family remained adamant about marrying off their 16-year-old daughter, Kalpana. But Rita did not give up. She roped in Lakshmi VO, whose president and secretary joined her efforts to dissuade the parents. Ultimately, they involved CHILDLINE, a child emergency service, which intervened and secured a written commitment from Kalpana's parents to not marry her off before reaching the legal age of marriage.

Rita's unwavering dedication and action sent a powerful message to her community.

## Flying high with Project Udaan

**Pakur**



*Vishwanita Pahadin, a member of the Mal Pahadiya community, has achieved remarkable financial success through her involvement with the Udaan project.*

Vishwanita from Amrapara block of Pakur district, is a member of Saraswati SHG. She and her family faced many economic challenges, with their primary source of income being farming.

During discussions in her group, Vishwanita always expressed a keen interest in starting her own business. Once she obtained credit linkage for her SHG from a bank, she decided to invest her own savings wisely. She took a loan of Rs 70,000 and purchased an auto-rickshaw. She now rents out the auto-rickshaw and earns a steady income of 6,000 to 7,000 rupees per month. This not only brings her happiness but also allows her to fulfil her dreams and support her family. Vishwanita also received 5 kilograms of lobia (black-eyed peas) seeds, which she harvests annually to earn extra income. She is thankful to her SHG and the Udaan project for transforming her into a confident, independent, vigilant and self-sufficient individual.

## Empowering rural women through Financial Inclusion

Kavita Devi's life was once filled with hardships and struggle. Born into a modest family in Markaccho block of Koderma district, Kavita faced day-to-day struggle to make her ends meet. But she faced these adversities with utmost resilience. She was determined to make her future better, not just for herself but for her entire family.

In her quest to improve her family's living conditions, Kavita joined the Radha SHG. This simple decision proved to be the turning point in her life. The SHG, under the umbrella of the Day NRLM, offered her an opportunity to empower herself and her community.

With the support and guidance of the SHG, Kavita started her journey towards a brighter future. She attended meetings, learned about financial management and collaborated with fellow SHG members to save money. As her group's savings grew, they established a Common Service Centre (CSC) in their village, bringing financial stability and hope to their community. The SHG also provided Kavita with the necessary resources and knowledge to access a loan. She used this loan wisely, investing it in a small agricultural venture. Over the years, Kavita's hard work and dedication bore fruit and her income gradually increased. Through her sheer determination and valuable support from her SHG, Kavita not only managed to repay her loans but also diversified her income streams. Today, her annual income stands at a remarkable Rs 90,000. Kavita's success cannot be measured just in terms of her financial prosperity. Her involvement in the SHG has also brought about a positive change in her community.

**Koderma**



## News-Brief

### RD Minister facilitated skill training & distributed certificates under DDUGKY & RSETI

Rural Development Minister, Government of Jharkhand, Shri Alamgir Alam sent 100 unemployed youths from Pakur district to Ranchi and Raipur for training under DDU-GKY. The minister inspected the training center of FLCRP Didis running in RSETI and also distributed training kits and certificates to them for financial inclusion.



### JHIMDI Project reviewed

Shri Sandeep Singh, CEO, JSLPS took stock of the ongoing Jhimdi project in Muro village of Malti Panchayat of Itki block, Ranchi. He spoke to the women of the group, discussed the challenges at hand and the benefits of the project. Dr. Praveen Singh, Chief Operating Officer JHMDI along with State and District team of Livelihood were present.



### Visit of joint secretary MoRD

Ms. Tanuja Thakur Khalkho, Joint Secretary and Shri Shailesh Kumar, Director Finance, MORD GOI, visited the state office of JSLPS. The Central team was briefed about the various projects implemented in the state by Shri Sandeep Singh, CEO, JSLPS. Shri Bishnu C Parida, COO and all the state employees, were present during the meeting. Ms. Khalkho lauded the efforts of the JSLPS for upliftment of rural women and appreciated its various schemes for poverty alleviation and social upliftment. She also took a tour to Nagri and Namkum blocks of Ranchi district, where, she saw the various remarkable initiatives undertaken in the two blocks and engaged with the local community. On the next day, she visited the CABIC under MKSP in Namkum and the Aajeevika Didi Cafe at the DC Office Campus in Ranchi.



## News-Brief

### CEO JSLPS visited DDU-GKY Training Centre

CEO JSLPS, Shri Sandeep Singh visited Roshni Training Centre of M/s. Shahi Exports Private Limited under DDU-GKY. In his address to the candidates, he motivated them to work hard to achieve their dreams. He also interacted with the staff and discussed the various aspects of DDU-GKY program. SPM Skills with State team were also present during the visit.



### World Bank Team Visit

A team of World Bank visited Jharkhand to see the progress and the outcomes of the JOHAR Project. Along with JSLPS officials, they visited Bero block of Ranchi district. They also held a meeting with the multi-stakeholders at Nepal House. On the second day of their visit, the team visited Khunti district and interacted with the beneficiaries of the JOHAR Project.

### A-HELP' Launched

Shri Badal Patralekh, Hon'ble Minister, Department of Agriculture, Animal Husbandry and Cooperation, Government of Jharkhand launched the 'A-HELP' (Accredited Agent for Health and Extension of Livestock Production) training program in the state. On this occasion, a training module was released for the Pashu Sakhis and 'A-Help' kits were also distributed among them. The Pashu Sakhi trained under the 'A-Help' program will make an important contribution in prevention of various infectious diseases in animals, artificial insemination under Rashtriya Gokul Mission (RGM), tagging of animals and animal insurance.

Sulekha S.L, Assistant Commissioner (Agriculture and Animal Husbandry Department, Government of India), Abubakkar Siddiqui, Secretary (Agriculture, Animal Husbandry and Cooperative Department), Shri Lalit Prasad Karan, Senior General Manager (NDDDB), Rajiv Ranjan, Chairman (Gau Seva Aayog), Shri Aditya Ranjan, Director, Animal Husbandry, Government of Jharkhand etc. were present.



## News-Brief

### MoU Signed

JSLPS and the Jharkhand Rajya Gramin Bank (JRGB) signed a Memorandum of Understanding on individual financing of SHG members for enterprise promotion and income generating activities. This is a special initiative by JRGB exclusively designed for the SHG members. They can take loan from a minimum amount of Rs.75,000 to up to Rs 5,00,000 lakh. Over a period of two years, minimum 15,000 SHG members could avail the loan facility. Shri Bishnu C Parida, COO, JSLPS and Shri Rajkumar Gupta, GM, JRGB signed the MoU at JSLPS state office in the presence of SPM-FI, PM- FI, state level FI staff and AGM, JRGB.



### Swachhta Pakhwada Celebrated

Women of Sakhi Mandal across the state participated in the Swachhta Pakhwada. They organized cleanliness drive, rallies and various other activities in their areas to make people aware about clean environment and its benefits. At some places, people took oath to keep their environment clean.



### Exhibition-cum-Workshop

Women of SHGs from Jharkhand participated in an exhibition cum workshop organised as part of the 98th foundation course at Lal Bahadur Shastri National Academy of Administration, Mussoorie. Traditional Adivasi jewellery, wooden jewellery, herbal products & Kajari cotton handloom sarees were displayed at the stall. The PALASH and Adiva products were greatly appreciated by the administrative and trainee officers of the LBSNAA.



## News-Brief



### Planning Meeting

A one day strategic cum Review planning meeting has been organised with District Nodals of Phulo Jhano Ashirwad Abhiyan at JSLPS State Office, Ranchi.

In the meeting, a strategy was chalked out to cover all the left-out beneficiaries of Phulo Jhano Ashirwad Abhiyan and future training plan for the existing beneficiaries was also discussed. Also, the meeting focused on the visibility of the scheme across the state. COO-JSLPS, State team of PJAA & KMC domain and the district Nodals of PJAA were present during the meeting.

### Didis Bring Laurels

Didis of Sakhi Mandal of Deoghar district won second place for good sales at Saras Mela organized in Bhopal, Madhya Pradesh. The Jharkhand team was led by Didi Rita Devi of Sakhi Mandal associated with Bhojpur Iron Industry of Deoghar.



### Review-cum-exit planning workshop

A two-days' review-cum-exit planning workshop under the Startup Village Entrepreneurship Programme (SVEP) was organized under the chairmanship of CEO, JSLPS at SMMU by non-farm domain in association with NRO Kudumbashree from Kerala. The first day was graced by the Joint Secretary, and Director, MoRD, GoI. The second day

focused on assessment methodologies and strategic planning by NRO Kudumbashree. In the session, the FI domain also discussed individual financing and the integration of non-farm and FI interventions in the SVEP blocks.



An Initiative of Knowledge Management & Communication Cell  
**JHARKHAND STATE LIVELIHOOD PROMOTION SOCIETY**  
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