

Aajeevika

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State- Level Workshop: Organized to address Gender Based Violence & to launch Lakhpati Didi Initiative



A state-level consultation workshop on "**Addressing Gender-Based Violence and Introduction of Lakhpati Didi Initiative**" was organized with the joint efforts of JSLPS and Transforming Rural India Foundation (TRIF) under the chairmanship of Shri Chandrashekhar, Secretary, Rural Development Department, Government of Jharkhand.

The objective of the workshop was to deepen the dialogue with all relevant government departments and CSOs and focus on understanding the different forms of gender-based violence at different stages of life. The workshop also aimed to encourage reporting of gender-based violence (GBV) and create convergence to strengthen safe deterrence.

During the programme, the chief guests released a special edition of Garima e-Magazine on 'Nayi Chetna 2.0' and four booklets on Lakhpati Didi Initiative.

'Education most important weapon against violence and discrimination' -Shri Chandrashekhar

He highlighted the role of policy making and convergence and said along with the right policy there is also need to focus on ensuring that efforts for prevention of gender violence reach the needy rural

women. He praised the campaign being run by women associated with Sakhi Mandals through Nayi Chetna Abhiyan and suggested that women should be encouraged to involve themselves in studies along with work. Women who willingly want to teach should be selected to spread education among rural women in JSLPS, he said.

Secretary, Rural Development Department, asked all the line departments to come together for the Lakhpati Mahila Kisan Initiative and work together for the economic and social empowerment of women.



**JSLPS
holds
consultation
workshop
on Gender
Violence**



Women of Sakhi Mandal are becoming agents of change - Shri Sandeep Singh, CEO, JSLPS

Shri Sandeep Singh, while addressing the workshop, spoke about the issues related to domestic violence, female feticide, sexual harassment at work place at national and international level. He also explained in detail about discrimination at different levels. He appreciated the programs being run in the entire state by the women associated with Sakhi Mandals under JSLPS on gender discrimination.



Gender Champion honored for good work against gender violence

In the workshop, 10 gender champions from different districts of the state were honored for their good work against gender violence. Gender champion Anita Devi (Gender SRP) of Palamu shared her experience and said she is bringing about a positive change in her village and society after meeting the women of Sakhi Mandal.

Sandhya Rani Mehta, DIG-CID, shared her experience and spoke about women's empowerment. She also shared valuable information about POCSO and the Juvenile Justice Act. The DIG-CID said that they are continuously working to reduce the problems of delayed punishment and also the delays in hearing of perpetrators of violence against women.

The panel discussion saw officials of various departments come up with several suggestions to stop gender-based violence and ensure women's empowerment. The workshop participants were also given information about the Lakhpati Didi Initiative.

Shri Sandeep Singh, Chief Executive Officer, JSLPS, Shri Bishnu C Parida, COO-JSLPS, Shri Manish Kumar Mishra- Deputy Secretary - DALSA, Sandhya Rani Mehta, DIG-CID and other dignitaries were present in the workshop.

Additionally, under Nayi Chetna 2.0 campaign, sport activities like football and kabaddi were organized in 112 blocks of 21 districts of the state to increase the confidence of women in their fight against gender violence. Along with it street plays, candle march, gender oath, wall painting etc. were also organized across the state.



SHG Women ensure success of Viksit Bharat Sankalp Yatra



SHGs organized programs at the panchayat and block levels to spread awareness about government policies and projects

The Viksit Bharat Sankalp Yatra (VBSY) was flagged off by Prime Minister Narendra Modi on Jharkhand's Foundation Day with the objective to spread awareness about government schemes and its benefits to 2.7 lakh panchayats by January 25, 2024. Launched during 'Janjatiye Gaurav Diwas' in Khunti district, the yatra featured information, education, and communication (IEC) vans. The vans covered vast areas of the state to ensure equitable distribution of government scheme benefits to all targeted sections of the population. Women of self-help groups played a crucial role in the success of VBSY in all the 24 districts of the state. Under the JSLPS banner, these women actively organized programs at

the panchayat and block levels, spreading awareness among people on different government policies and projects that could benefit the rural population. The campaign's success was evident by the warm welcome the SHG women got everywhere. The VBSY had three key components: Shapath, which involved pledge or oath-taking ceremonies; Meri Kahani Meri Zubani - under which rural women beneficiaries shared their success stories and positive experiences and Nukkad Natak - featuring street plays to generate awareness about government projects and schemes among the rural population.

This collective effort by the SHG women showcased their pivotal role in creating awareness, empowering communities, and ensuring effective implementation of government initiatives. Their active participation in the Viksit Bharat Sankalp Yatra also underscored their importance in creating a positive change in society.



PJAA Transforming Livelihood : Saraswati's shift form liquor sales to snack shop

Dumka



In the hinterlands of Jharkhand there are numerous success stories of women who managed to transform their lives with the help and support of self-help groups.

Saraswati Devi, a resident of Durgapur village of Goipkandar block of Dumka district, is one such example. Saraswati's life transformed after she joined the Chameli Baha Self-Help Group (SHG). The SHG became her gateway to get associated with the Phulo Jhano Ashirwad Abhiyan in 2021. This pivotal moment was a turning point in her life. It marked her departure from the brewing and selling of Hadiya (country liquor), something which she did out of compulsion to make ends meet. The Phulo Jhano Ashirwad Abhiyan, led by the village organization, recognized Saraswati's potential for change and growth. She was granted an interest-free loan of ₹10,000 from her SHG. This financial assistance empowered her to break free from the shackles of alcohol trade and pursue a more respectable livelihood. With support of her SHG, a determined Saraswati channelled her efforts into establishing a snacks shop along the Dumka-Sahibganj Main Road in Durgapur. Today, Saraswati Bose earns a steady income of ₹10,000 to ₹12,000 per month. She is a symbol of financial stability and empowerment that comes with being a successful entrepreneur.

Building wealth through Livestock

Kavita Devi, a resident of Bandarchokwa village in Marakchho block of Kodarma district, embarked on a journey of transformation in 2017 after joining the Kamal Self Help Group (SHG) under the Bandarchokwa Village Organization (VO) and Murkmanay Cluster Level Federation (CLF).

Kavita Devi, who was into farming to make ends meet, faced several challenges in managing her household.

It was then that she got to know how the SHGs run by the JSLPS team was bringing about changes in the lives of several women. She participated in the weekly meetings and discussions and got aware of new avenues. Inspired, she ventured into goat rearing, a livelihood activity she had long desired. With the initial support of Rs 20,000 from the SHG as a loan, she purchased eight goats. Gradually she expanded her enterprise with another loan of Rs 40,000.

Now, Kavita manages a thriving goat farming venture

Koderma



with 125 goats, earning an annual income of Rs 3 to 4 lakh. This has brought about a remarkable change in her life. As Kavita looks ahead, she envisions scaling up her goat rearing enterprise, aiming for sustained growth and increased self-sufficiency.

Poultry farming brings Prosperity...



Simdega

Shanti Devi, a resident of Pabura village in the remote Bano block of Simdega district, is today an empowered entrepreneur. Her story of struggle and success is an inspiration for many women who face challenges in life. Shanti's family engaged in traditional farming. However, the earnings from it were so meagre that it could barely help the family meet their daily needs.

In 2014, Shanti came in association with the Pragati Self-Help Group (SHG), and then started her journey of transformation. She started with a weekly savings of Rs10, which laid the foundation for economic stability in her household. Shanti got an opportunity to excel when she became the Aajeevika Krishak Sakhi (AKS) and got ducks for breeding. Determined to make the

most of this opportunity, she purchased 50 ducks for Rs. 3,750 and embarked on the journey of duck farming. The venture turned into a success, and Shanti started earning around Rs. 20,000 through the sale of eggs and ducks. Inspired by her success, Shanti Devi mustered courage to take a giant leap forward. She started her own Hardening Center, with the objective to upscale her duck farming enterprise. Adopting advanced practices, she strategically increased the number of ducks to 500, primarily for egg production. The venture not only garnered the attention of locals but also saw a rise in her earnings, which reached approximately Rs. 40,000 to 45,000 per season. She earned around Rs. 20,000 from the sale of eggs alone. Shanti is now all set to expand her center and realise her dream of establishing herself as a prominent supplier of duck eggs in Simdega. However, this is just one part of her success story. Shanti Devi undertook the digging of a pond to enhance her duck farming operations, investing in a future that promises more productivity and prosperity. With an order for advanced machinery placed, she envisions her Hardening Center becoming a model for duck farming in the region. Shanti Devi's inspiring journey from a life of financial struggles to an empowered entrepreneur bears testimony to the transformative impact of SHGs.

JHIMDI project transforms life of Carmela

The JHIMDI Project of JSLPS has transformed the lives of many in Jharkhand. Carmela, a resident of Hiranpur block in Pakur district, is one such beneficiary. She was engaged in traditional agriculture and was dependent on rain for irrigation. However, Carmela's life changed after she joined a Self Help Group. Armed with the benefits of drip irrigation, Carmela now cultivates her 1.5-acre land around the year. Currently, she's growing strawberries and enjoying substantial earnings. Her success has inspired several other women in the village. Carmela's journey showcases the empowering impact of innovative agricultural practices and proves that resilience and adaptation can turn challenges into opportunities. "Now, we are not dependent on rain for cultivation. Last year I got training for cultivating strawberries through JSLPS and then after associating with the JHIMDI Project, we are using drip irrigation for agriculture. It involves less labor as well as saves time

Pakur



thus increasing our benefits," she says.

JOHAR's Lift Irrigation facility is paving the way to success for rural women



Suryamani Oraon's remarkable journey from financial struggle to agricultural prosperity, empowered by Jharkhand Mahila Mandal (SHG) and uplifted through JOHAR project, showcases resilience and self-reliance.

Suryamani Oraon, residing in the village of Umari, Kudu Block of Lohardaga district, found herself in constant economic hardships. Given this, she joined the Jharkhand Mahila Mandal in 2013, where her weekly savings of Rs. 10 became a lifeline for managing household expenses, including ration, school fees, and medicines. However, her family's financial struggles persisted.

In 2018, seeking to elevate her family from poverty,

Suryamani joined the Umari Utpadak Samuh, part of the Jharkhand Mahila Mandal. Recognizing her potential, the group appointed her as Aajeevika Krishak Sakhi (AKS). Around the same time, she also became associated with the JOHAR project. Under JOHAR, Suryamani received training in advanced agricultural practices. Eager to increase her agricultural productivity, Suryamani leased additional land and embraced Lift Irrigation. This allowed her to practice High-Value Agriculture, focusing on year-round vegetable cultivation. The project not only transformed her farming practices but also made her a pioneer in Soil Less farming. The first demonstration plot of cauliflower brought her earnings of approximately Rs. 70,000. In the subsequent Kharif season of 2023, Suryamani successfully cultivated chili and bitter gourd, yielding a handsome income of around Rs. 80,000. Currently, with the help of the Lift Irrigation system, she anticipates a fruitful cauliflower harvest, expecting a significant increase in both yield and income. Suryamani is now earning around Rs. 40,000 to 45,000 per season from vegetable cultivation on just 30 decimals of land, exemplifies how Jharkhand Mahila Mandal and the JOHAR project have been instrumental in her journey towards self-reliance, agricultural prosperity, and efficient farming practices.

Yashoda Devi Bringing Change in the Lives of Young Girls

In the Godda district of Jharkhand, Yashoda Devi, a dedicated Active Woman of JSLPS, emerged as a changemaker through the transformative Project Umang. Initially unfamiliar with the program's objectives, Yashoda embraced the training, which unfolded as an engaging experience, introducing complex issues like child rights and education interactively. Armed with newfound knowledge, Yashoda faced initial resistance from her community when addressing sensitive topics such as child marriage. Unfazed, she employed innovative tools learned in training—games, stories, and quizzes—to connect with the women of Saraswati SHG. Slowly, trust blossomed, and Yashoda's efforts led to a profound shift in mindset. Having completed multiple rounds of training, Yashoda now stands as a beacon of change. Her refined communication skills and heightened awareness have not only prevented six cases of early marriage but also empowered her to guide school dropout girls back to education. Yashoda's journey is a testament to the impactful transformation possible when knowledge, compassion, and determination converge.



“That’s the uniqueness of Yashoda didi. She informs us about complicated things in a much simpler manner. This helps us remember,” says Uma Devi, a member of Saraswati SHG. “We are semi-literate village women who haven’t studied science. But today we understood the concept of anaemia and malnutrition as Yashoda didi simplified it for us. For instance, she cited the example of healthy plant and dry plant – something that we could collectively relate to and understand,” adds Kirani.

SHG support transforms Upasi life



Jamtara

Upasi Devi, a resident of Sabanpur Panchayat, in Narayanpur block of Jamtara district could barely make ends meet with the meagre income that she earned from agriculture, her primary livelihood. Despite all her financial challenges, Upasi dreamt of providing quality education to her children. In 2017, Upasi took the first step to make a meaningful change

in her life when she became a member of a Self-Help Group (SHG). She took an initial loan of Rs 40,000 and established an RCM retail agency for her elder son. Despite the modest investment, the agency started operations successfully. Within six months, Upasi repaid the loan and became eligible for another one. This time around she took a loan of Rs 10,000. With this, she bolstered the working capital of her shop, which was now generating an average monthly income of Rs 7,000. Once Upasi successfully repaid the second loan, she took another leap. Upasi took a loan of Rs 100,000 and relocated her retail agency to a more prominent location and also invested in new electronic equipment. Thus slowly and gradually Upasi ingeniously created a supplementary source of income besides the money she earned from her primary livelihood of agriculture. Her younger son is now in college, pursuing his bachelor's degree. Her success story shows how women can establish alternative income streams with the active support of SHGs.

Agarbatti Making business under brand Palash : spurs economic progress

Anjana Devi, a resident of Damodi village in Bokaro district's Chandankiyari block, was a homemaker who looked after the family and helped her husband in farming. Her life was steeped in poverty not long ago, but today she is financially self-reliant. Here's a look at her journey of transformation. Like any other woman in the village, Anjana Devi too could not think beyond the four walls of her house until she became a member of Adarsh Aajeevika Sakhi Mandal. After coming into the SHG fold, she received several trainings which eventually enhanced her family income.

Anjana who could make no contribution in her family's finances, started to save and contribute to the family's income after joining the SHG. In 2021, Anjana Devi decided to take a giant leap and change the fortunes of her family. She decided to become an entrepreneur and start her own business by taking a loan from the SHG. Anjana got an initial loan of Rs. 1 lakh and started making Agarbatti. She purchased a machine from Preventa Company and also got training from them to start her ambitious project.

Today, Anjana Devi is earning up to Rs 10,000 monthly by selling her product under the Palash brand and local

Bokaro



markets of Bokaro and Dhanbad.

Anjana Devi has transformed her life and is confidently moving towards prosperity. She is happy that her children are now getting good education and the family is leading a healthy lifestyle.

News-Brief

Review Meeting: CEO, JSLPS, Shri Sandeep Singh held an online review meeting on the financial progress of all the projects implemented by the organisation. District Program Manager and state-level officials participated in the review meeting during which guidelines related to fund utilization and budget were discussed.



ADG Visit: Shambhunath Choudhary, Additional Director General in the Ministry of Information and Broadcasting and Central Supervisor of the Viksit Bharat Sankalp Yatra visited Bokaro to take stock of the work being done and the programs proposed in the coming days. He held meetings with the District Deputy Development Commissioner, Bokaro District Nodal Officer of Vikas Bharat Sankalp Yatra and other concerned officials. He also visited the Bharat Sankalp

Yatra Camp and reviewed the farming done in 25 acres of land by women groups/FPOs associated with JSLPS in farmstand of Kasmar block and Birsa Irrigation Well, Amrit Sarovar etc. under MNREGA.

MoU Inked: JSLPS, & National Institute for Micro, Small and Medium Enterprises (NI MSME), Hyderabad, signed an MoU in the presence of CEO, JSLPS and DG, NI-MSME. This collaboration is set to drive the preparation of DPR for the newly approved 9 SVEP Blocks in Jharkhand by the Ministry of Rural Development, Government of India.



News-Brief

Official Visit: Nivedita Prasad, Deputy Secretary, RL, Ministry of Rural Development, Government of India, visited the Boya Aajeevika Mahila Sankul Sangathan Swalabi Cooperative Society in Boya Panchayat of Khuntapani block in West Singhbhum.

She was welcomed by the District Program Manager, JSLPS and women of the cluster organization. Some women presented their case studies and spoke about the positive changes in their lives after being associated with NRLM. JSLPS employees and women from other cluster organizations were present during the program.



MoU Signed: An MoU has been signed between JSLPS and Grant Thornton Bharat LLP, New Delhi. This partnership will mainly focus on asset mapping, capacity building and providing essential services to foster the development of women-led FPOs under Livelihood in Hazaribagh, Ramgarh, Koderma and Bokaro districts of Jharkhand.

Review Programme: A two-day's JICA SHEP JHIMDI Exposure Review Programme was organized by Livelihood Farm domain of JSLPS. Takeshi Ikeda, Chief Advisor for SHEP Approach from Japan, and Dr Umesh Babu, SHEP Consultant, and delegates representing five states—Rajasthan, Himachal Pradesh, Haryana, West Bengal and Uttarakhand participated in the programme. The in-country study visit conducted on December 12 and 13, 2023 included a diverse range of activities. On the first day, delegates engaged in interactive sessions with market players, both buyers and sellers, at Nagri in Ranchi district. Subsequently, they proceeded to Ormanjhi, where insightful interactions with farmers took place. This was followed by a comprehensive field visit and discussion at the State office of JSLPS.



News-Brief

Online Training Session: A virtual training session on POSH Act-2013 was conducted by NMMU for JSLPS staff and rural women of Jharkhand. During the session, the participants were given orientation on how to prevent sexual harassment at workplace and what are the steps taken to tackle such cases. The JSLPS staff along with rural women from various locations across the state joined the session via virtual mode.



Training: 145 rural women trainers of Sakhi Mandal from 5 blocks were given training in natural farming at Agricultural Village Development Center, Rukka. The programme was completed in 5 different batches. The women from Sakhi Mandals, in Namkum, Bundu, Ichak, Katkamsandi and Daru blocks participated in the programme. During the 5-day's session, women were given information about the methods of natural farming, its benefits, and the savings arising from it. They were also given practical classes to show them how to do farming.

CSG Distributed: In Godda district, Deputy Commissioner distributed the Consumption support Grant (CSG) to Particularly Vulnerable Tribal Groups (PVTG). He also encouraged to enhance the usage of the Palash brand by promoting it.





An Initiative of Knowledge Management & Communication Cell

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