



Aajeevika

JHARKHAND



Issue-129



Celebration of International Women's Day - Inspires.. Inclusion..



Invest in Women.. Accelerate Progress...

The spirit of empowerment and inclusion echoed through the halls of Project Bhawan in Ranchi as PALASH, Jharkhand State Livelihood Promotion Society (JSLPS) and State Nutrition Mission, jointly organized an event to celebrate International Women's Day. The event, aimed at honouring the achievements of rural women associated with Sakhi Mandal and promoting their inclusion, was an example of determination of women in the rural areas of Jharkhand.

Shedding lights on Transformation

The celebration commenced with the lighting of lamp by Director General of State Nutrition Mission Smt. Rajeshwari B along with other distinguished guests. Among the highlights of the event was the release of the Women's Day special issue – Booklet

'Prerna,' which showcased the stories of empowered rural women. A short film on “Women Empowerment through SHGs” captivated the audience, shedding lights on the transformative impact of collective action and community support. Presentation by a team of ‘Nukkad Natak’ from Khunti, focusing on the “Garima Project” against the practice of witchcraft, served as a powerful reminder of the challenges women continue to face and the need for collective action to combat them.





Inspiring Addresses

Addressing the gathering, Women, Child Development and Social Security Secretary Shri Manoj Kumar, emphasized on the pivotal role being played by the women in nation-building. He underscored the importance of proper nutrition for women and commended the efforts of Sakhi Mandal women and Anganwadi workers in driving positive change in their communities.

Director General of State Nutrition Mission Smt. Rajeshwari B emphasized that a strong Jharkhand is possible only through the empowerment of its women. She highlighted the contributions of Sakhi Mandal in the social and economic empowerment of women and encouraged them to actively participate in every field.

The event also provided a platform for the women to share their success stories, inspiring others with tales of resilience and achievement. Kajal Das, who got employment after receiving training under DDU-GKY, shared her journey of becoming a General Duty Assistant in a private hospital showcasing the transformative power of skill development and economic independence.



Honouring Exemplary Work

In recognition to their exemplary work, community cadre, women frontline workers and community organizations from different districts of the state were honoured during the programme highlighting the collective effort behind women's empowerment. The presence of PALASH (JSLPS) and rural women associated with State Nutrition Mission, along with the participation of COO JSLPS, Shri Bishnu C Parida, and state and district employees of JSLPS, underscored the commitment of various stakeholders towards the empowerment of rural women in Jharkhand.

As the event concluded, it served as a reminder of the progress made in empowering women and continued efforts needed to ensure their full participation and inclusion in all aspects of society. Through collective action and sustained support Jharkhand's rural women are forging ahead on the path of empowerment and prosperity, embodying the true spirit of International Women's Day.



Job Fair under DDU-GKY

Empowering rural youths through Rozgar Mela



The Rozgar Mela under DDU-GKY serves as a crucial platform for rural youth in Jharkhand to access employment opportunities, acquire new skills, and contribute to the nation's growth trajectory. Through strategic partnerships and concerted efforts, initiatives like DDU-GKY are transforming lives and fostering inclusive development in rural communities.

With the primary goal to empower rural youth by providing them the opportunities for skill development and employment, by facilitating direct interaction between job seekers and employers, Palash (JSLPS) organised the Rojgar Mela under the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) in the six districts of Jharkhand namely, Khunti, Gumla, Lohardaga, Garhwa, Bokaro and Giridih.

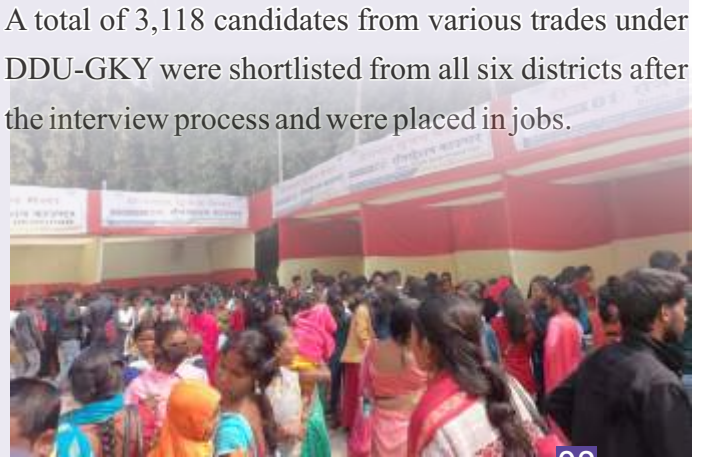
The event aimed to fast-track the process of matching skilled candidates with suitable employment

opportunities. Additionally, it sought to reflect the vision of equitable development by ensuring that the benefits of economic growth reach all parts of the country, including rural areas.

The Rozgar Mela had a significant impact on rural youth in the participating districts of Jharkhand. By connecting them with potential employers, the event created avenues for sustainable livelihoods and contributed to the socio-economic development of the region. Through workshops, seminars, and training sessions conducted during the Mela, participants had the opportunity to enhance their skills and improve their employability.

Furthermore, the event raised awareness about various industries, job roles and skill requirements among rural youth, thereby broadening their understanding of career opportunities.

A total of 3,118 candidates from various trades under DDU-GKY were shortlisted from all six districts after the interview process and were placed in jobs.



Mahila Mahasammelan : Empowering rural women



Rural women across the state gathered for a big event - the 'Mahila Mahasammelan,' organized by Palash (JSLPS). This event brought together women from SHGs from all 24 districts in the state, making them feel united and stronger.

The event took place in five different districts – Ranchi, Palamu, Hazaribagh, West Singhbhum and Dumka, creating a sense of excitement among the women for positive changes.

The primary objective of the event was to help women improve their knowledge about different government schemes and their skills in various livelihood activities. Through workshops and stalls, over 7,838 women got access to cash credit worth Rs. 238,570,000. In addition to that, 1,671 women

received cheques worth Rs 56,910,000 to help them with their businesses.

The women, who had done outstanding work in their communities, were also felicitated during the event.

Unveiling of a booklet called, 'Samuh se Samridhhi Ki Ore,' showing that there are many possibilities for the future was also done during the occasion. As the event concluded, there was a feeling of hope and determination among the women to make a better tomorrow.

During the event, 55,000 women associated with Sakhi Mandals received Rs.825 Crore for livelihood generation & enhancement. Several women shared their success stories at the event.

Several other dignitaries, along with the Secretary, RDD and CEO, JSLPS were present to grace the occasion.



Keshovati Devi's life gets transformed through lift irrigation

Inspiring others also to adopt the technique

Dumka



Life of Keshovati Devi has completely been transformed after adopting the Lift Irrigation techniques. Earlier, Keshovati Devi was doing single-crop farming on her 12-acre farm land at Jama Block in Dumka, but after adopting Lift Irrigation, she has been doing multi-crop farming all over the year due to which her income has significantly increased up to Rs 1.5 lakh.

After joining Maa Bhawani Livelihood Sakhi Mandal in her village, she also received vital assistance to

increase her farm-produce under the Lift Irrigation Project, which further gave a push to increase her income.

“I used to face challenges with my rain-fed land, but now, with the help of lift irrigation, I can cultivate vegetables every season,” said Keshovati Devi.

Besides succeeding to increase her income, Keshovati also extends her knowledge and support to other farmers in the community. Keshovati's story underscores the transformative impact of initiatives like the Lift Irrigation Project.

By adopting lift irrigation techniques and transforming her life through vegetable farming, Keshovati not only enhanced her livelihood but has also become a source of inspiration for others in the village.

Keshovati has proved that by adopting innovative approaches, how a revolution could be brought in agriculture, making it more lucrative and sustainable. With her guidance and the right resources, Keshovati epitomizes the potential for farming to thrive as a viable and prosperous occupation.

Pooja attains self-sufficiency with her bakery shop

Pooja Devi, who had earlier been struggling to meet her two ends, is now running a bakery shop and earning Rs 10,000 to 15,000 every month. Thanks to Palash (JSLPS) training program under which she was trained and also got a loan of Rs 1 lakh through which, she opened a bakery cum ration shop.

After joining Vaishnavi Aajeevika SHG, Pooja Devi saw a ray of hope when she was made aware of the employment opportunities.

According to Puja Devi, “By following the direction provided by the Sakhi Mandal, I have now become self-reliant. The earnings from my bakery shop enable me to fulfill the various needs of my family.”

Pooja's story showcases the transformative impact of self-help groups and skill-development programs. By leveraging financial assistance and training opportunities, Pooja Devi not only became financially

Latehar



Earnings from the shop enable her to fulfill needs of her family

independent but also contributes to her family's welfare.

Her journey is a testament to the empowerment potential of entrepreneurship, fostering self-sufficiency and resilience within communities.

Shanti Devi earning well through Poultry farm

Simdega



Her life took a positive turn after she started taking small loans from SHG to sustain her livelihood

Shanti Devi, a resident of Pabuda in Simdega, was once struggling to make her ends meet through farming on her ancestral land, but her life took a positive turn after she joined Pragati Aajeevika Sakhi Mandal as she started taking small loans to sustain her livelihood. Later, she purchased 50 ducks from Bano Livelihood Producer Group and started selling their

eggs for Rs 10 each. Presently, Shanti Devi owns her own duck farm, having 500 ducks in it, out of which she is earning up to Rs 1 lakh annually. "Joining the group helped me discover new employment opportunities," said Shanti Devi further adding that, "Today, I have my own duck farming centre, and I am even constructing a pond to expand this business."

Shanti Devi's journey exemplifies how the individuals in rural areas can leverage collective efforts and resources to uplift their lives and explore new avenues of economic empowerment. Shanti's story highlights the transformative power of community support and entrepreneurship which also inspire others in her village to pursue similar paths of self-reliance and prosperity. Through perseverance and innovation, Shanti has not only improved her family's financial situation but has also become a beacon of hope and inspiration for others in her community.

PJAA : A step towards respectable Livelihood

Monika Devi, a resident of Baridih village in Nagri block of Ranchi, is associated with the Jagrati Mahila Samuh since 2016. In the beginning of 2024, she availed a loan of Rs 50,000 under the Phulo Jhano Aashirwaad Abhiyan scheme to open a clothing store and also purchased a sewing machine.

Monika recalls her old days before starting this business when she used to sell country liquor (Hadiya) to sustain her family's livelihood. This endeavour subjected Monika and her family to various hardships, besides that she also faced disrespect in the society.

However, with the support of the Sakhi Mandal and through Phulo Jhano Ashirwaad Abhiyan, she ventured into entrepreneurship and her entire family's life underwent a significant transformation. They no longer have to face any humiliation from the villagers and her family leads a dignified life in society.

Monika's husband is also engaged in goat farming and

Ranchi



selling milk. With the combined income the family is now leading a prosperous life.

According to Monika, she is earning a monthly income of Rs 5,000 to Rs 7,000 from her shop and contributing to the enhancement of their lifestyle and overall well-being.

Empowering farmers through FPCS under project JOHAR

Ranchi



Company achieved a turnover of nearly Rs 2.7 crore under her leadership

Hailing from Kalta village in Nagri block of Ranchi, Asha Devi is currently serving as the Chairperson of the Sarhul Aajeevika Farmer Producer Company Limited, located in Kathitand Panchayat area. Under her exceptional leadership, the company has achieved a remarkable turnover of approximately Rs 2.7 crore this year.

The Sarhul Aajeevika Farmer Producer Company

under JOHAR project has established strong relationships with nearly 14,000 diligent farmers and 1,400 Producer Group (PG) members, ensuring them access to fair prices and markets for their produce.

Reflecting on her early days, Asha Devi remembers her initial hesitance to express herself among the members of the SHG. She, however, with the valuable guidance and support from Palash (JSLPS), has now achieved the esteemed position of Chairperson of the FPC.

As a result of which, women farmers associated with this group are now getting a significant income, further ensuring the well-being and prosperity of their families. With Asha Devi at the helm of the organisation, Sarhul Aajeevika Farmer Producer Company Limited continues to uplift and empower farmers paving way for a brighter future in agriculture.

SHGs supporting women entrepreneurs...

A resident of Padki village in Dhanbad, Parubala Devi has proved to be a shining example of resilience and determination. Parubala along with her two children used to make her two ends meet by cultivating the ancestral land of her in-laws. The scarcity of resources, however, made sustenance a challenge for her.

Parubala was shattered completely after the sudden death of her husband as she had to take care of all financial requirements of the family. But in 2019, she joined Krishna Aajeevika Self Help Group (SHG), which changed her life by providing her the required support and strength.

Parubala accessed small loans from the SHG which ultimately eased the burden of household expenses. With active participation in the group, she was also exposed to various government schemes, and with the assistance from a Business Development Service Provider (BDSP), she got a loan of Rs. 50,000.



Hotel business has brought positive changes, financial stability in her life

Making use of this capital, Parubala started a new venture – a small hotel. This hotel proved to be a turning point in her life, further bringing positive changes and financial stability. Her earnings increased significantly and now earning Rs 15,000 to Rs 20,000 per month from the hotel business alone.

Basanti's path to empowerment through farming

Hazaribagh



Basanti Devi gained access to technical advice, information on fertilizers and pesticides, besides getting the financial assistance through JOHAR project. The project also provided guidance to her on proper irrigation techniques, ensuring timely and efficient water management.

received from SHG for adopting modern farming techniques, specifically for cultivating tomatoes, okra, and eggplants.

By embracing modern agricultural techniques, Basanti Devi saw a significant increase in production which further led to an increase in her income. In the Kharif season of 2019, she planted nearly 3200 okra plants and earned a profit of Rs 35,000. Subsequently, during the 2020-21 Kharif and Rabi seasons, her earnings from tomatoes and peas amounted to nearly Rs 70,000. Increased income has enabled Basanti Devi to enhance her lifestyle. In 2021, Kharif season, she ventured into cultivating bitter gourds on 30 decimals of land. With diligent care, timely irrigation, and support of the JOHAR project, Basanti Devi successfully harvested 2.9 tons of bitter gourds. She sold the produce both in the local markets and beyond, fetching a total income of Rs 31,350 by selling them at Rs 15 per kg.

Basanti Devi, of Sarvaha village in Churchu Block of Hazaribagh like many others in her community, was deeply rooted to traditional farming practices. However, her life took an unexpected turn after she joined the Mahalakshmi Mahila Vikas Sangh in 2016. Initially, SHG helped her getting access to small loans for basic necessities and later in 2018, Basanti Devi became part of the JOHAR project run by JSLPS and joined a Producer Group. She utilized the loan

Rural women traversing on the path of resilience...

Rehana Khaton, hailing from Charhu village under Kisko Block in Lohardaga, is associated with the Roshan Mahila Mandal. Her primary livelihood is agriculture and animal husbandry.

Initially, Rehana was involved in traditional cow rearing, which required more effort but yielded less income. Therefore, getting inspiration from others, she decided to purchase a high-yielding breed of cows.

In 2022, she took a loan of Rs 50,000 from her SHG and bought a high-yield cow which led to an increase in her income, and now, she earns Rs 15,000 to 20,000



every month. She has also started sending her two children to private school.

Garima Project instills new self-confidence in Vishwasi

Khunti



Vishwasi stands as a beacon of self-reliance and empowerment, inspiring others in her community

Vishwasi Topno, a resident of Torpa Block in Khunti, was once branded a witch in her village and was being tortured physically, mentally and socially by the villagers for long, but she did not only come out of the trauma but is now creating awareness against witchcraft by joining the local SHG run by JSLPS.

Vishwasi recalls that after getting married in the village in 2002, she was branded as a witch following the death of a village youth due to some illness. As a result of which, she was endured severe social ostracism and harassment from the villagers. The unjust treatment by the villagers pushed her into a life of solitude, grappling

with the distressing circumstances.

But, a new ray of hope emerged with the formation of Sakhi Mandal in the village, which she joined along with other women. Despite lacking formal education, their involvement in the groups sparked a significant awakening among them. Looking at their active participation within the group, perceptions of people towards them began to evolve positively.

Very soon, Vishwasi assumed the role of Secretary within the village organization and was selected as the Gender CRP in her village under Garima Project. In her new role, Vishwasi diligently worked to promote gender awareness among women in the area and started organizing various activities, including art therapy, street plays, psychosocial counseling training, and legal counseling etc. Additionally, she advocated against gender discrimination and violence towards women.

Today, Vishwasi stands as a beacon of self-reliance and empowerment, inspiring other women in her community. She did not stop there but contested the local Panchayat polls and got elected as Panchayat Samiti Sadasya and is contributing in raising awareness among 55 Self-Help Groups under the 5 village organizations.

Strengthening livelihood through tasar cultivation

Arjun and Asan trees are found in abundance in Khuntapani Block of West Singhbhum which is suitable for tasar cultivation. The farmers living in the region have been practicing tasar cultivation since ages but, due to lack of proper awareness, profit was very low and hence people gradually started shifting towards other means of livelihood. With the objective to change the situation and promoting tasar cultivation through scientific methods, JSLPS implemented of Mahila Kisan Sashaktikaran Pariyojna (MKSP) in the region. Under this project, training was given to Cocoon Seed Production Unit, Tester Didi as well as the farmers.

The family of Jema Banara, residing at Ijking village under Khuntapani region, was also earning her livelihood through traditional means of agriculture. Meanwhile, BSPU was formed in her village and she started doing the work of sorting and grading of cocoons on a daily basis. There, she saw other farmers earning good income by tasar cultivation. After learning about the scientific methods of tasar cultivation, she expressed her desire to do it herself. Without wasting any time, she started with 1 DFL in the year 2022 and got a profit of Rs 10, 000 by investing just Rs 1400. Jema practices tasar cultivation twice a year, out of which, she is earning nearly Rs 30, 000. Apart from this, she also gets good income from working in BPSU. Jema has four children,

West-Singhbhum



the elder daughter is studying nursing and others are also studying well.

Earlier, she was struggling to meet her ends with the income she was making through farming, but now her financial condition has improved and is becoming self reliant.

According to Jema, “The SHG and the MKSP project have shown a new path to me. Earlier, farmers were not able to get the right cocoon and due to lack of proper knowledge to maintain them, they used to suffer huge losses. Today, the problem has been resolved. I am also getting a good income from it and I do not need to borrow money from anyone else as I am able to fulfil the day to day household requirements.”

Bank Sakhi: Kumud making rural women financially empowered

Khunti



Kumud Bhengra, a resident of Tirla Panchayat under Sadar Block in Khunti, was earlier dependent on her husband for financial support. Despite having completed her intermediate education, Kumud's aspirations were undermined due to lack of information and opportunities. However, her life took a transformative turn when she became associated with Ganga Aajeevika Sakhi Mandal.

Recognising her diligence and dedication, the SHG entrusted her with financial responsibilities within the group. Kumud's proactive approach and hard work

soon led to her selection as a Bank Sakhi, a pivotal role in providing financial information and assistance to rural women and groups. Through her role as a Bank Sakhi and engagement in other livelihood activities, Kumud's monthly income soared up to Rs 15,000. This significant increase in income not only empowered Kumud to contribute to her family's financial stability but also enabled her to invest in her children's education, further fulfilling her aspirations of providing them with better opportunities.

Kumud's journey exemplifies the empowerment that comes from economic independence and community engagement. She not only transformed her own life but also became a beacon of hope and assistance for rural women in her community. Recalling her journey, Kumud expresses immense satisfaction in being able to support her family and provide financial guidance to others which truly embodies the spirit of empowerment and self-reliance.

Sarita earning profit from strawberry cultivation

West-Singhbhum



Sarita Samal, a resident of Tantanagar Block in West Singhbhum, earlier used to do farming and animal husbandry for her livelihood and was finding it difficult to make her two ends meet. But, her life took a sudden turn after she became a member of Jyoti SHG which made her aware of the JHIMDI Project. Without giving a second thought, she discussed about it with her husband and got associated with the project. Through JHIMDI, Sarita adopted modern agricultural practices, including drip irrigation, and diversified her crops to include strawberries along with traditional vegetables. The shift not only increased her productivity but also improved the quality of her produce.

The introduction of drip irrigation, facilitated by the JHIMDI Project, proved to be a boon for Sarita. Efficiency of drip irrigation minimized wastage of water and ensured that her crops received optimal amount of water, further leading to healthier plants and higher yields. As a result, Sarita's strawberry cultivation flourished, fetching a significant income.

Moreover, Jyoti SHG provided access to loans to her at a reasonable rate, enabling her to invest in her agricultural practices. With regular financial support provided by the SHG, Sarita expanded her farming, purchased necessary equipments and implemented advanced techniques, further enhancing production

and profitability.

In the current financial year alone, Sarita earned Rs 12,000 by selling strawberries planted over 25-decimal of land, while additional income is expected from the remaining crops which are yet to be sold. Her annual income from farming, animal husbandry and other activities now exceeds up to Rs one lakh.

Sarita's success story highlights the transformative impact of adopting modern agricultural practices and accessing financial resources through community-driven initiatives. With determination and proper support, individuals like Sarita can overcome challenges, increase their income and achieve sustainable livelihoods ultimately contributing to the economic prosperity of their communities.

News-Brief

Visit: A 20-member team from Assam SRLM visited Khariyo and Brahmandiha Aajeevika Mahila Samuhik Sangathan in Dhanbad. The team focused on understanding financial inclusion aspects like financial literacy, social security, insurance claims, and banking correspondent services. Positive impacts were noted on financial inclusion and economic status of members. The visiting team also received insights on credit linkages, CIF, and insurance benefits. District program manager Palash (JSLPS) and other officials accompanied the team during the visit.

In addition to that, the team's exposure visit to Nawadih Block CLF in Bokaro included learning about various services like Saksham Center, insurance, credit linkages and witnessing insurance claim processes, along with observing other financial inclusion initiatives.



Inauguration: Godda Deputy Commissioner Shri Jishan Kumar inaugurated Palash Ajeevika Didi Cafe at the Godda Collectorate. He praised the initiative saying that, "This endeavour not only provides economic assistance to women but, also offers delicious home-cooked meals to the people." SP Shri Nathu Singh Meena, Deputy Development Commissioner, Smt. Smita Toppo, Godda DPM and state officials from Palash (JSLPS) were also present during the occasion.

Anti-Malnutrition Drive: A five-day's Anti-malnutrition drive was conducted in Palamu under the Udaan Project. The objective was to raise awareness about health and nutrition in PVTG families, facilitating institutional deliveries, reducing malnutrition, creating awareness about anaemia among the women and adolescents, besides reducing maternal and infant mortality rates. In the first phase of five-day's drive led by CRP, awareness was spread in 6 villages each in Ramgarh, Manatu, Chainpur, and Chattarpur blocks in Palamu. Additionally, baby showers were organized for pregnant women in villages like Urur, Daldaliya, and Kedal, aiming to raise awareness about proper nutrition during pregnancy.



News-Brief

Training: Under the Mahila Kisan Sashaktikaran Pariyojana in Ranchi, JSLPS initiated five batches of High-Income Natural Farming training for Aajeevika Krishak Sakhis (AKS). This collaborative effort by the Ministry of Rural Development (MoRD) and the Ministry of Agriculture and Farmer Welfare aimed to train 2395 AKS in 64 batches. Supported by Transforming Rural India Foundation (TRIF), the programme sought to empower women farmers with sustainable agricultural practices. Through this initiative, AKS gained valuable skills to enhance their agricultural productivity, contributing to the overall development of rural communities and promoting sustainable farming practices.



SVEEP: In order to enhance voter awareness for 2024 Lok Sabha Elections, Jharkhand is gearing up for various activities organized by the members of the Sakhi Mandal. These events, part of the State Voter's Electoral Enrollment Programme (SVEEP), aims to make voting clearer for everyone. They involve taking pledges, applying henna, attending Voter Awareness Observer/Chief Electoral Officer meetings, and spreading awareness through posters. Additionally, cycle rallies and Kabaddi contests are being lined up. These activities are designed to bring communities closer to the voting process, encouraging their active participation. They empower individuals to shape the future of democracy. By participating in these activities, voters gain confidence and enthusiasm for voting.

Gender Resource Center: In a significant move towards women's empowerment and combating domestic violence, the Gender Resource Center (Garima Kendra) was inaugurated in the Badkagaon Block of Hazaribagh. The inauguration saw the participation of District Legal Services Authority (DLSA), Block Development Officer, Block Pramukh and the Station in-charge, collectively inaugurating the centre. Garima Kendra aims to provide various forms of assistance to rural women in fighting against domestic violence and the evil practice of dowry. This initiative signifies a step forward in addressing gender-based issues and supporting the marginalized sections of society.






An Initiative of Knowledge Management & Communication Cell

JHARKHAND STATE LIVELIHOOD PROMOTION SOCIETY

(Rural Development Department, Government of Jharkhand)

Itki Road, Hehal, Ranchi-834005

 @onlineJSLPS |  @JSLPSlive |  @online.JSLPS |  www.jslps.in

Editor
Jyoti Rani Kumar

Contributors
Aditi | Shreya

For any feedback or Suggestion email us at :  kmc.jslps2020@gmail.com |  0651-2951915/ 2951916