



Aajeevika Jharkhand

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Republic Day Celebration: A Glimpse of Rural Prosperity



JSLPS showcased its tableau on “Lakhpati Didis: Empowered Rural Women” at Morhabadi Ground, Ranchi

Jharkhand State Livelihood Promotion Society (JSLPS) celebrated the spirit of democracy and rural development at various levels, from community institutions to state-level tableau presentations, on the occasion of 76th Republic Day.

At the community level, SHGs, Village Organizations (VOs) and Cluster-Level Federations (CLFs) actively participated in the celebrations. Women associated with SHGs hoisted the flag and organized meetings on women’s empowerment and financial independence. Cultural events, including folk songs, skits, and storytelling sessions, were held to highlight the impact of livelihood programs and rural entrepreneurship. Many CLFs conducted awareness drives on organic farming and sustainable enterprises, reinforcing the commitment to a self-reliant rural Jharkhand.

At the district and state levels, JSLPS showcased its

interdepartmental tableau on “Lakhpati Didis: Empowered Rural Women” at Morhabadi Ground in Ranchi, depicting the value chain of rural enterprises, from farming and processing, to market linkages through Palash Mart. Hon’ble Chief Minister Shri Hemant Soren also observed the JSLPS tableau at Dumka, appreciating its role in rural entrepreneurship.

JSLPS secured 3rd position in interdepartmental tableau competition in Sahibganj, where Van Dhan Vikas Kendra and Palash food products were the key highlights. DDU-GKY training centres across the state also marked the day with cultural programs and awareness campaigns.

JSLPS remains committed to empowering rural communities and fostering sustainable livelihoods through its various initiatives.





National Khadi and saras Mahatsav 2024-25



The National Khadi and Saras Mahotsav 2024-25, organized by Jharkhand State Livelihood Promotion Society (JSLPS) and the Jharkhand State Khadi and Village Industries Board, brought together the best of rural India's skills, culture, and entrepreneurship. This 19-day extravaganza held at Morhabadi, Ranchi, not only showcased traditional crafts and cuisines but also served as a beacon of empowerment for women-led self-help groups (SHGs).



The Mahotsav began with a spectacular inauguration by Honourable Minister, Rural Development Department, Deepika Pandey Singh, Industry Minister Sanjay Prasad Yadav and Ranchi MLA C.P Singh. With over 500 stalls, representing SHGs from across India, the event provided a unique platform to display a plethora of handmade crafts, organic products and traditional foods. The vibrant folk dances, musical performances and artisanal displays offered visitors a glimpse into the richness of India's rural heritage.



Inspiring Success Stories

The Mahotsav celebrated the remarkable journeys of rural women entrepreneurs who, under Brand Palash, brought traditional skills to the forefront.

The Mandar and Nagada Makers: Soomri and Preeti from Lohardaga enchanted visitors with their handcrafted traditional drums, achieving a total sales figure of Rs 1, 34, 800. Their efforts highlighted how preserving cultural heritage can be a source of livelihood.

Iron Utensils from Deoghar: Rita Devi transformed her life through her craft, earning Rs 16,000– Rs 17,000 daily by

selling robust iron utensils. Her journey is an example of the potential of traditional skills in achieving financial independence.

Cotton Sarees by Kajri SHG: Sunita Lakra and her team from Hazaribagh earned accolades for their handwoven cotton sarees. Their intricate designs and pure fabric garnered them Rs10, 000 daily in sales, underscoring the demand for eco-friendly, high-quality clothing.

DIDI CAFÉ: MORE THAN A CULINARY EXPERIENCE

The Didi Café initiative, launched by JSLPS in 2019, was a key attraction. Operated by the SHG women, these cafés served nutritious, traditional Jharkhandi dishes such as dhuska, madua roti, balushahi etc. This year, 10 Didi Cafés collectively earned over Rs 18.8 lakh during the Mahotsav. Women like Pinki Devi from Garhwa and Shreela Devi from Lohardaga shared their stories of transformation, explaining how the initiative enabled them to achieve financial stability, while introducing their culinary heritage to a larger audience.



VOICES OF PATRAKAAR DIDIS

A unique feature of the Mahotsav was the participation of Patrakaar Didi Usha Devi (Hazaribagh), Mala Kumari (Palamu), Kanchan Kumari (Ramgarh) and Sunita Pramanik (Saraikeela Kharsawan). These women captured and documented the stories of SHG entrepreneurs, bringing their struggles and triumphs into the limelight. From Sheila's bamboo baskets to Rekha's wooden toys, their narratives showcased how rural women are breaking barriers and achieving self-reliance.

The Mahotsav concluded on January 7, 2025, with his excellency, Mr. Santosh Kumar Gangwar (Hon'ble Governor of Jharkhand) applauding the participants for their contributions to preserving Jharkhand's cultural legacy. The event broke records, drawing over 5 lakh visitors and achieving total sales of Rs. 15 crore. SHG-operated stalls alone contributed Rs 5.5 crore, underscoring the economic impact of the Mahotsav.



Recognition was given to outstanding stalls for their creativity and performance:

BEST PERFORMER STALL

- First Prize: Sobha Devi (Lakshmi SHG) for their pickles and papads under the Palash brand.
- Second Prize: Suchitra Devi (Phulo Jhano SHG) for their innovative Jadupatiya Painting.



BEST PERFORMER IN THE FOOD SECTOR

- **Second Prize: Aajeevika Didi Café (Sarn SHG)**

The National Khadi and Saras Mahotsav2024-25 went beyond being a marketplace. It



became a celebration of rural empowerment, where tradition met innovation and women entrepreneurs took center stage. With 120 SHG led stalls and a platform for cultural exchange, the event reaffirmed the transformative power of collective effort. Through this Mahotsav, rural women not only showcased their skills but also inspired countless others to follow in their footsteps, proving that the right opportunities, tradition and self-reliance can pave the way for a sustainable future.

Deepmala's revolutionary Journey as Resource Person of Project Umang

Jamtara



Facilitated re-enrolment in 30 schools and prevented over 40 child marriages in two years

Deepmala, a resident of Rampur village of Jamtara district, started her journey with JSLPS in 2019 as a bookkeeper in 'Maa Bhawani Aajeevika Sakhi Mandal.' Initially, motivated by financial incentives her perspective transformed after she got selected as a Resource Person under Project Umang in 2022.

The training exposed her to critical issues like early

marriage, gender equality and adolescent health, igniting a passion for social change.

Determined to make a difference, Deepmala worked tirelessly in Karmatar block, conducting Umang sessions at SHG, VO and CLF levels. Despite initial resistance, her persistence led to significant impact and has facilitated re-enrolment in 30 schools and prevented over 40 child marriages in the last two years.

Recognizing her dedication, Deepmala was selected as an Umang State Resource Person in 2024. She is now set to lead Umang's expansion in Giridih district, training new cadres to empower more women and adolescents.

"This journey is not just a professional growth but a mission. As a mother of two daughters, I dream of a future where every girl can pursue education and make independent choices", said Deepmala.

Resistance against Caste Discrimination; a strong message to society

Sunita Devi, is a resident of Badgaon Panchayat in Mandu Block of Ramgarh, she belongs to a lower caste. For the past six months, she had been facing severe discrimination from her neighbours, who belonged to the other caste.

Whenever Sunita Devi walked by her neighbour's house, she was insulted with caste-based slurs and threatened with physical violence and was hit with bricks and stones. This continuous abuse caused immense emotional and physical distress to Sunita. One day, the issue was raised in a SHG, and the women decided to raise their voice against this discrimination. An emergency meeting was called by the Badgaon II Aajeevika Mahila Gram Sangathan's Badlav Manch, VO (Sac) members, the ward member, and the village head. During this meeting, Sunita Devi shared the caste-discrimination she had been facing. She was also invited to the meeting. The activists and VO Sac members questioned the accused regarding her behaviour. To which she arrogantly stated, "We belong to a higher caste. When someone from a lower caste

Ramgarh



Encourages respect and equality for all within the community

passes by, it contaminates our doorstep."

The activists explained that caste discrimination is a human-made construct and that everyone has the right to live with dignity, regardless of their caste. They further warned that if the neighbour continued with this behaviour, legal action would be taken against her. After this discussion, the neighbour apologized to Sunita Devi in front of everyone. This process not only addressed caste-based discrimination but also sent a strong message of social harmony, encouraging respect and equality within the community.

Supported by Community Institutions

Rural Women moving from Hardships to Self-reliance

Hazaribagh



Anita's hard work paid off and she is earning nearly 20,000 rupees monthly

Anita Kumari, a member of 'Durga Aajeevika Sakhi Mandal in Bishnugarh Block of Hazaribagh had been facing significant challenges before joining the SHG.

Struggling with financial constraints and limited opportunities, Anita was finding it difficult to meet her family's needs.

In 2018, her life took a positive turn when she became part of the SHG. She received a loan of 40,000 rupees to support her livelihood activities. With the training and support provided by the group, Anita was able to manage her finances and improve her skills in poultry farming. This loan allowed her to expand her poultry business and achieve a steady income.

Anita's efforts paid off as her poultry farm grew with a stock of around 60 chickens, which she sold at local market earning between 300 to 350 rupees per chicken. She also gained valuable insights on managing her business and improving productivity.

Despite facing challenges like the initial learning curve and market competition, Anita's determination and support provided by the SHG empowered her to become financially independent.

Today, she is earning a monthly income of nearly 20,000 rupees from her poultry business and living a dignified life.

Gaining Recognition with Madhubani Tasar Silk Sarees

Anita Devi, from Thakurgangti Block of Godda, has earned fame for her exquisite Madhubani Tasar Silk Sarees. She is a member of 'Ekta Aajeevika Sakhi Mandal' from where she got financial support and idea to start handloom weaving, creating beautifully hand-painted sarees, suits, dupattas and more. Her sarees are priced between 1,800 to 12,000 rupees. With online and wholesale business from home, she earns nearly 30,000 rupees per month.

Anita actively participates in Saras Melas in cities like Delhi, Noida and Ranchi, showcasing her craftsmanship. Recently, her sarees received an excellent response at the Morhabadi Maidaan

Godda



With Financial Stability Anita has also gained recognition for her work

exhibition in Ranchi where she was making Rs 8,000 – Rs 10,000 every day, further cementing her reputation in the handloom industry.

Job Resource Persons: A catalyst for change

Empowering Youths, Transforming future

Ranchi



Once brewing liquor for livelihood, Sangeeta Pallavi now leading a dignified life

Sangeeta Pallavi, a Job Resource Person (JRP) from Burmu Block of Ranchi, has transformed her life through resilience and determination. She is a member of “Jai Maa Ambe Mahila Samiti”. To sustain her household, she worked as a labourer and brewed alcohol for sale, yet she couldn’t provide proper nutrition and education for her children.

Her life changed after joining the SHG. Recognizing her leadership skills, she was elected President and Book-keeper, later becoming a Village Organization Assistant (VOA). With her I.Com degree, she efficiently managed responsibilities, leading to her selection as a Job Resource Person in 2021 for Chaingaraha Cluster. Since then, she has motivated 400 youths, sending 340 for DDU-GKY training and ensuring 320 secured jobs.

For her exceptional contributions, Sangeeta was honoured at the 4th Janjatiya Gaurav Mahotsav & Rojgaar Mela. She has earned 77,000 rupees as incentives and now sustains her family through agriculture, JRP wages and incentives, leaving behind her past struggles. Today, she lives with dignity, proving that determination and support can transform lives.

Cultivating Success with Sugarcane Farming

Anita Devi, a resident of Sarauna village in Panki Block of Palamu, is a shining example of women empowerment. Earlier, she was involved in agriculture and struggling for financial support for her sugarcane farming. However, her life took a positive turn when she joined the ‘Bajrangi Self-Help Group.’

Through group meetings, Anita came to know about low-interest loans and availed a loan of 25,000 rupees from the Sakhi Mandal to cultivate sugarcane and manufacture jaggery. Her hard work paid off and she has already sold over 500 kg of jaggery at 50 rupees per kg, with another 200 kg under production.

Anita's success story is a testament to the impact of self-help groups in empowering women. The self-help group has provided her with the necessary guidance and support to become self-reliant. Today, with an

Palamu



With an annual income of over Rs 1 lakh, Anita Devi's journey is an inspiration to other women in the region

annual income of more than 1 lakh rupees, her journey is an inspiration to other women in the region, demonstrating that with determination and right support, they too can achieve their goals.

Diversifying Ways to Success: through Multi-Faceted Livelihood

Simdega



With an annual income of more than Rs 1, 60, 00, her story highlights the role of SHG in empowering women

Santoshi Devi is a resident of Kobang village at Pakartanr in Simdega. She was once struggling to make her ends meet. Her family's financial situation was uncertain, and she was finding it difficult to fulfill their basic needs of the family. Despite challenges,

Santoshi was determined to improve her condition and as eager to explore opportunities that would enable her to earn a steady income and making her financially independent.

Santoshi's journey towards financial independence kicked-off when she joined Swagat Self-Help Group. With the group's support, she availed a loan of 50,000 rupees to purchase a cow and started selling milk. Later, she also opened a grocery store and a rice mill, which significantly boosted her income. Today, her annual income is more than . Santoshi's success story 1.6 lakh rupees highlights the importance of self-help groups and government schemes in empowering women, enabling them to transform their lives and become financially independent. Her story is an inspiration to other women in the region, demonstrating the potential for economic growth and self-reliance.

Transforming Lives with SHG support

Jartamuni Soren, a courageous woman from Chitarsini village in Simdega, has transformed her life completely with the support of SHG. Due to lack of awareness and adequate knowledge, she was once involved in the 'Hadiya' (country made liquor) trade. She joined the 'HihidiPipidi Self-Help Group' and started attending the regular group meetings, which made her think about alternated livelihood options. She came to know about the Phulo Jhano Ashirwad Abhiyan (PJAA) programme, which marked a turning point in her life.

With support from JSLPS, Under the PJAA programme, Jartamuni got interest-free loan of 10,000 rupees and started a small grocery store and goat-rearing business. Her hard work paid off, earning her a steady income and financial stability. Jartamuni's new life has brought her respect and dignity. She can now provide better education and healthcare to her children. Her family's economic situation has

Simdega



With an annual income of more than 75,000 rupees Jartamuni inspires other women to shut liquor trade and adopt aternate livelihood

improved, and she is proud of her achievements.

With an annual income of more than 75,000 rupees Jartamuni inspires other women to leave the liquor trade and start new businesses. She is a role model in her community, showing that it's possible to change and start new.

Serving with Compassion: SHG Women Provide 24/7 food service at Simdega Hospital Café

Simdega



They offer healthy & affordable meal to the patients & staff

Women of Kamal Ajeewika SHG are running a successful Palash Ajeewika Didi Café at Sadar Hospital in Thethaitangar Block of Simdega. Bharti Bilung, Sheelamani Minj, Salomi Dungdung and other women from the self-help group are behind this initiative. Self-Help Group (SHG) supported by

Jharkhand State Livelihood Promotion Society (JSLPS) has played a crucial role in conceptualizing and establishing the café. The SHG provided the women necessary training, guidance and resources to start and run the café successfully. These women serve delicious, affordable, and homely food and beverages to patients and hospital staff 24/7.

By joining the group and starting this livelihood, monthly income of each of the women associated with it has increased up to Rs 12,000-15,000. This significant rise in income has strengthened their economic situation. The women are now financially independent and confident. They are proud of their accomplishment and are inspiring others to follow in their footsteps. Also, this selfless service is a huge comfort to those in need and a testament to the dedication and compassion of these women.

JHIMDI Project paving path of Prosperity for Rural Women

Rimani Devi, a resident of Jima Chatakpur village in Kuru block of Lohardaga, was earlier dependent on traditional farming and was growing only vegetables for household consumption. But, after joining 'Saraswati Mahila Mandal,' she started gaining financial literacy and access to government schemes.

Under JHIMDI Project, she was introduced to micro drip irrigation technology which revolutionized her agricultural practices.

With the support provided by her SHG, she received training in nursery management, vermicomposting, MDI bed preparation and fertilizer application using venturi. Initially she started drip farming on 25 decimals of land, but gradually expanded it to one acre, significantly reducing water usage, labour costs and soil erosion, improving the productivity at the same time.

She earns approx 40,000 rupees every season. With her earnings, she is now able to pay fee of her daughter's college education and managing the household expenses. Her successful farming model has become an inspiration, drawing exposure visits from state, district, and block officials.

Lohardaga



Rimani Devi is earning enough to educate her daughter and meet household expenses

"Before adopting drip irrigation, I never had thought of farming as a business. But today, I earn enough to educate my daughter and meet my household expenses. JHIMDI Project has shown me the path to a better future," said Rimani Devi.

Looking ahead, she plans to cultivate bitter gourd, cucumber and onions using mulching techniques, which will further strengthen her financial stability.

A Journey from Struggle to Success

Dumka



Renuka Marandi, hailing from Navsar village in Masaliya Block of Dumka, has transformed her life with the support of the 'Sasang Beda Sakhi Mandal.' Struggling for a stable livelihood, she took a loan of 40,000 rupees from the Sakhi Mandal and started a small food stall, "Didi Ka Dhaba."

Today, she earns 600-700 rupees per day, significantly improving her family's financial condition. Renuka says, "Joining the Sakhi Mandal gave me confidence and new hope. Now, I feel proud to support my family."

Attained Self-reliance through DDU-GKY Programme

Salamni Kumari from Chandwa block in Latehar underwent sewing training under the DDU-GKY programme in 2020. After gaining experience by working in Bengaluru for a few years, she decided to return home and start her own tailoring business. Along with stitching clothes, she also began training other women in her village, helping them learn valuable skills for self-employment.

Once engaged in daily wage labour, she is now self-reliant and determined to uplift others. Inspired by her own success, she wishes to enrol her sister in the same programme, ensuring more women benefit from this opportunity. Today, Salamni earns 8,000-10,000

Latehar



rupees per month, significantly improving her financial stability. Salamni's journey is an example to the power of skill development and determination in transforming lives.

Financial Independence through Sakhi Mandal

Palamu



Sushila Devi, a resident of Hussainabad block in Palamu, transformed her life through support of Gulab Sakhi Mandal. With the help of Cash Credit

Linkage (CCL), she secured a loan of 1 lakh rupees and started a small business selling groceries, eggs, and chowmein. Today, her shop provides her a stable monthly income between 10,000 -12,000 rupees and helping in supporting the family besides improving their financial condition. Sushila's journey from financial struggles to self-sufficiency showcases the impact of women's collectives in empowering rural entrepreneurs. Through her hard work and determination, she has set an example for other women in her community to take charge of their livelihoods and build a better future.

News-Brief

Smt. Kanchan Singh IAS, new CEO of JSLPS

Smt. Kanchan Singh, IAS, has taken the charge as the new CEO of Jharkhand State Livelihood Promotion Society (JSLPS). On her first day, she was welcomed by Sri Bishnu C Parida, Chief Operating Officer, and briefed on the organization's various domains. Senior officials were present during the introductory session. JSLPS begins a new chapter under her leadership, aiming to boost rural livelihoods.



MMU Synergy Workshop

A landmark partnership was established between Project Kishori Didis of Jai Sarna Aajeevika Sakhi Mandal, Dumri, and The Hans Foundation (THF) through an MoU signed at the MMU Synergy Workshop 2025 in Ranchi. Project Kishori, a sanitary pad-making unit in Dumri, Gumla, will supply 1,00,000 sanitary pads (10,000 packets) worth 2.25 lakh rupees per month to THF's intervention areas across Jharkhand, promoting menstrual hygiene and empowering women.

Meeting to Boost SHG Financing

A meeting was held at Bank of India's Hazaribagh Zonal Office to strengthen Self-Help Group (SHG) financing and financial inclusion in Hazaribagh, Chatra, Koderma, and Ramgarh districts. Chaired by the Zonal Manager, key discussions included expediting fresh SHG loans, prioritizing 1,200 pending individual loan applications, and enhancing high-value livelihood activities. Plans were made to improve loan repayment processes and ensure Branch Managers' participation in CBRM meetings. Financial support for existing entrepreneurs under OSF was also assured.



News-Brief

Vocational training of Youths

Under the DDU-GKY program, 25 youths from Dumka district have been selected for vocational training in Ranchi. They will receive training in nursing assistance, retail, and electrical assistance. Upon completion, they will be provided with employment opportunities, enabling their economic and social development. DDU-GKY aims to equip rural youth with employment-based skills, making them self-reliant. This initiative promotes skill development and employment opportunities for rural youth, enhancing their livelihood prospects.



Farmer fair and crop exhibition

A district-level farmer fair and crop exhibition was successfully executed in Shivaji Maidan, Palamu. Jharkhand's Finance Minister, Radha Krishna Kishore, inaugurated the event by lighting the lamp. He advised farmers to adopt new technologies and practice demand-based farming. Shri Kishore also appreciated the stalls set up by SHG women. The event was attended by the Deputy Development Commissioner, Agriculture Officer, and hundreds of farmers.

Interaction with trainee IAS

An interaction program was organized in Palamu between Indian Administrative Service (IAS) trainees and SHG women. 18 trainee officers from various states participated, engaging with SHG women to understand their work and experiences. The event aimed to recognize the role of SHGs in rural development and women's empowerment. This initiative promotes mutual understanding and collaboration between administrators and grassroots women's groups, fostering inclusive development.



Millet mission awareness program

A millet mission awareness program was organized in Khunti district's Fudi village. The event highlighted the health benefits of consuming millets, particularly ragi (finger millet). Around 200 families from the Cobra Battalion were sensitized. Women from SHGs presented ragi-based dishes, which received appreciation. The program was attended by CO Cobra Battalion and other officials. The event promoted healthy eating habits and encouraged the adoption of millets in daily diets.

News-Brief



Soil testing training

A one-day soil testing training was organized by JSLPS for over 150 PVTG farmers in Pakur (Gutu Galang Kalyan Trust), Gumla (Ragi Processing Unit), and Palamu (Utari Koel Farmer Producer Company Limited). Conducted in collaboration with Harvest Plus Solutions and Insoil, who provided soil testing equipment, the training aimed to enhance farmers' understanding of soil health. This initiative will not only directly benefit PVTG participants but also help improve crop productivity and quality.

Capacity-building program

A two-day capacity-building program for 26 Nav Jeevan Sakhis was organized in Jarmundi, Dumka, under the Phulo Jhano Ashirwad Abhiyan (PJAA). The training aimed to equip the Nav Jeevan Sakhis with practical knowledge and technical expertise in livestock rearing, focusing on pigs, hens and goats. It included interactive sessions, hands-on demonstrations and group discussions to ensure their active participation.



Workshop against witch-hunting

A district-level workshop against witch-hunting was held at Gumla's district collectorate. Deputy Commissioner Karn Satyarthi and Superintendent of Police Shambhu Kumar Singh chaired the event. Padma Shri Chutni Devi shared her struggles, emphasizing awareness. Dalsa Secretary informed about new strict legal provisions. The Deputy Commissioner directed a campaign at the panchayat and community levels, while the SP ordered prompt action. Officials and police administration pledged to eradicate witch-hunting practices.



An Initiative of Knowledge Management & Communication Cell

JHARKHAND STATE LIVELIHOOD PROMOTION SOCIETY

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