



Aajeevika

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JSLPS Celebrated 73rd Republic Day across the State



As India celebrated its 73rd Republic Day, JSLPS also celebrated it with great enthusiasm all over the state. Governor Shri Ramesh Bais unfurled the national flag in the capital at Morabadi ground on Republic Day. During the event, various state government departments showcased their tableau. The Rural Development Department, JSLPS, focused on women's empowerment showcasing Palash Mart under brand Palash and Phulo-Jhano Aashirwaad Abhiyaan and bagged the third position. The tableau depicted the entire process of cultivation, collection, processing and sale of Palash products and the association of women under Sakhi Mandals. It also highlighted how the government is working tirelessly to bring the rural women involved in manufacturing and selling country liquor (*hadia*) into the mainstream by providing them



alternate means of respectable livelihood and counselling. Overall, the model showcased how the women from rural belts are on the path of self-reliance with the help of the Rural Development Department, JSLPS.

Following the celebration in the capital, various districts also celebrated it with pomp. On this

occasion, JSLPS took out its tableau showcasing women's empowerment. In the tableau, several initiatives run by JSLPS like Phulo-Jhano Aashirwaad Abhiyaan, Palash Brand, PVTG Pathsala were displayed. Cadres of Sakhi Mandal also marched in front of the tableau in the Palamu district. Many districts have also won prizes in the tableau exhibition. The tableau of JSLPS of Koderma district secured the first position, which JSLPS and DRDA jointly organised. Garhwa, Sahibganj and Dhanbad districts secured the second position in the tableau exhibition. Bokaro district secured the third position.

On the auspicious occasion of Republic Day, members of various Sakhi Mandal sunfurled the flag in various clusters and village organisations. They sang the national anthem in honour of the flag. Apart from that, youths across the state's DDU-GKY centres also celebrated the occasion with various cultural programs.



POSHAN VATIKA: An Initiative to promote better nutrition for low-income rural households



The 'Didi Badi Yojana', launched with the twin objectives of eradicating malnutrition and creating employment opportunities, is now showing positive results in the state. The Poshan Vatika being built under this initiative ensures nutritious food for low-income families and provides employment on a large scale under MNREGA.

On the 75th year of Independence, the Self Help Groups' members observed the 43rd week of Azadi ka Amrit Mahotsav as AGRI-NUTRI GARDEN WEEK from 10th January 2022 to 17th January 2022. Under the Azadi ka Amrit Mahotsav campaign, different districts of the state celebrated Agricultural Nutrition Week. This initiative is meant to encourage the members of Sakhi Mandals to promote nutritious food in their daily foods. The kitchen garden or Nutri garden is intended to encourage this at the household and the village level.

The publicity for the campaign is being done on a large scale in all the blocks through concerted efforts. Under this campaign, 128 beneficiaries from the Khunti district have been motivated to plant healthy saplings by distributing seeds. In other districts of the state, too, the women from Sakhi Mandals have played a vital role in the enforcement of the nutrition week by promoting green vegetables production and consumption throughout the village.

On the lines of Didi Badi Yojana, emphasis is being given to these beneficiaries to plant green vegetables, fruits, etc., in

1 to 5 decimal plots in the kitchen gardens of their homes and use the products at home. With this initiative, it will be easy for the villagers and children to get a diet containing proper nutrition.

Sakhi Mandals have come forward and are actively participating in the campaign to create Agri-Nutri gardens for family welfare. The campaign was celebrated in all the 264 blocks of the state with the active participation of rural women. Women were briefed about the role of different dietary components in a balanced diet. The SHG women took an oath to maintain these gardens and grow mixed vegetables, depending on the season and space.





Women of Self–Help Group are earning more profit by cultivating strawberries



It has been the endeavor of the Government of Jharkhand and JSLPS to connect rural women with sustainable sources of livelihood. Under this initiative, women are being motivated to take up modern farming techniques. Some women farmers of the state are becoming self-reliant and earning a good income by cultivating strawberries. Rural women belonging to Self–Help Groups who once cultivated vegetables using traditional farming methods are making manifold profits by growing fruits like strawberries with the help of JSLPS.

Self–Help Group women in rural areas are constantly being linked to better farming methods. One of these initiatives is the cultivation of strawberries, which has become a strong pillar of women’s empowerment.

The demand for strawberries is rising, which motivated women to take up strawberry cultivation. Strawberry production has increased due to favourable weather leading to higher profits for the women farmers. About 1000 women farmers of the state are cultivating strawberries.

Indramani Oraon, a farmer of Kuru block in Lohardaga district, earlier farmed paddy and vegetables, but the yield was not good and her earnings were low. She became associated with the JHIMDI project two years ago and started strawberry cultivation. Under the project, she was provided with a poly-house nursery, seed bed, mulch and micro drip irrigation system. With the help of these, she cultivated strawberries in the winter months.

Jaya Surin, a resident of Khuntpani Block of West Singhbhum district, says, “I began cultivating strawberries this year. Earlier, I was cultivating ladyfinger, beans and

broccoli. Strawberry cultivation is very profitable as it yields a good crop with less investment.” In December, Jaya took up strawberry cultivation in 3 decimals of land and sold them at Rs. 500 – 600 per kg. She is expecting to earn a profit of Rs.15,000/- from the crop. Like Jaya, other women farmers of the state are also earning well by cultivating strawberries.

Neelam Devi, a resident of Adhanchua in the Bengabad block of Giridih district, says that strawberry cultivation is better than any other farming because it is very profitable. Due to the high demand for strawberries, there is no need to worry about its sale.

In the beginning, the women were hesitant to take up strawberry cultivation as no one had ever heard or seen it growing. Neelam cultivated it in a small patch on a trial basis. But seeing the profits, she is now eager to do it on a large scale.

So far, about 1000 women farmers have produced 1693 kg of strawberries in 8 districts.



Phulo Jhano Ashirvaad Abhiyan Giving a new direction to life

Gurubari Devi is a resident of Devbir village of Sonua Block of West Singhbhum. She is a member of Jyoti Aajeevika Sakhi Mandal. The financial condition of her family was fragile. She always faced difficulties in meeting the needs of the family. To get rid of her financial problems, she decided to sell hadiya (local liquor). The income from making and selling liquor was sufficient to meet the family's needs. But she always wished to be associated with a respectable livelihood to lead a dignified life. In 2020, Phulo-Jhano Ashirvaad Abhiyan was started by Hon'ble Chief Minister Shri Hemant Soren to provide economic and social support to women involved in liquor making and selling so that they could be associated with a respectable livelihood. Under this campaign, she received information from the employees of JSLPS and decided to be a part of it. She received an interest-free loan of Rs. 10,000/- from which she started a small ration shop. Later, again she took a loan of Rs. 15,000/- with which she expanded her shop. Today from this shop, she is earning an income of Rs. 10,000/- every month. Gurubari says that she used to feel uncomfortable selling hadiya. People used to fight after drinking, which made

her embarrassed. But her financial needs compelled her to continue this trade. Now that she runs a ration shop, people of the village give her respect, which was absent earlier. The income from her shop is improving, and today, she is happy and proud, thanks to her respectable livelihood.



SHGs are Transforming Homemakers into entrepreneurs



Neelam Samad's journey from a homemaker to a seller of garments is an inspiration to women of her village today.

Rural women are proving their proficiency in every field. Today, their work is not limited to house work. They are proving their proficiency in various tasks outside the house as well. Neelam Samad, a resident of Gua Sai village of Noamundi block of West Singhbhum is involved in the garment business with the help of Samridhi Self-Help Group.

After joining the group, she started saving with the group.

When the group received a revolving fund, she took a loan of Rs.7,000/- to start her garment business. She sells clothes from home. As the village is small and offers a limited choice of clothes to villagers, Neelam's garment business has found many customers and is running well. She buys women's clothes from a nearby town and sells them from home. She took another loan of Rs.20,000/- to increase her inventory of clothes to expand her customer base. Today, from her shop, she earns about Rs. 5,000/- a month. She hopes to open a big shop in the village itself.

Neelam says that with the help of her Self-Help Group, she was able to start her business. Before joining the group, she was a simple housewife. She was busy with household chores. But after learning about the self-help group and joining it, she learnt about saving money and how she could increase her income. Today, with the help of her self-help group, she is able to support her family financially.

Seeing her dedication, she was elected the president of the group. Today, she is discharging responsibility as the president very well. She also regularly participates in her village organization meetings and has become a source of inspiration for other women of the village.

WOMEN FARMERS INCREASE THEIR INCOME WITH MODERN FARMING TECHNIQUES



The JOHAR Project is proving to be a learning ground for them

Swapani Alda, a resident of Betea village of Jhinkpani block of West Singhbhum, is cultivating crops with better farming techniques after becoming associated with the JOHAR project. She is a member of Sapna Ajeevika Swayam Sahayata Samuh. Most of the people of this village are farmers.

Before joining the self-help group, she was farming traditionally. By investing about Rs. 10,000 in a year, she was able to earn a profit of Rs. 20-25,000/-. The income from agriculture was sufficient to meet the needs of the family. Her family has seven members, including her husband and five children.

Swapani joined the self-help group and became a part of the JOHAR Project. She became a member of Betea Ajeevika Mahila Utpadak Samuh. After entering the producer group, she came to know about the improved farming methods. Under the Johar project, the cultivation of vegetables was first started on her farm in a demo plot. Seeing its success, she began cultivating vegetables on her entire farm. Today she is growing vegetables using better techniques of farming.

With the help of the producer group, using a capital of Rs. 12-15,000/- she is earning an income of Rs. 60-80,000 annually. She does not have to worry about selling her produce because the producer group provides a fair price for the crop, which is at par with the market rate and buys the harvest from her.

The increase in income has led to a change in the lifestyle of Swapani and her family. She has four sons and one daughter. Earlier, she used to worry about her children's future, but after joining the self-help group, her worries have subsided. With the income from farming, she is providing good education to her sons and training her daughter for a job.

Another successful farmer is Sadhana Mandi from Gurabanda village of Patamda block, East Singhbhum. Sadhana came under the fold of the Ajeevika Mission in 2017, joining Gurabanda Mahila Ajeevika Utpadak Samuh in 2018, where

she learnt about the project. Earlier, she had no technical support to aid her in agriculture. But through JOHAR, she learnt about modern farming techniques through training and modules. Joining the Producer Group gave her access to financial aid to expand her livelihood.

The result of all the support she gained through the project is that her earnings have increased from ₹40-50,000 per cropping cycle to around Rs. 2-3 lakh per cycle.

Expressing her happiness, she says, "Earlier we used to suffer huge losses due to unavailability of technical support. The situation worsened to the extent that I could barely get profit from farming and was considering quitting. But now, I have not only established myself as a successful farmer, but I am also working as Ajeevika Krishak Sakhi and working with the women farmers of my village, imparting the technical knowledge I gained to them and helping them promote their livelihood as well."

Long gone are the days when the state's women farmers faced the issue of low income from agriculture due to the lack of technical knowledge and financial aid. JOHAR project has proved to be the transforming catalyst in the lives of farmers and has helped them substantially increase their income, enhancing their livelihood.



Stories of Change

PJAA : providing respectful Livelihood opportunities to Rural Women

Himangini Hembrom a resident of Markhan village, Sadar block in Godda district and a member of Raj Baha SHG, was once forced to engage in the hadiya (country liquor) business. Today, with the help of 'Phulo- Jhano Aashirwaad Abhiyaan', she has started a small snacks stall and is now earning Rs.6000/- to Rs.7000/- monthly and moving towards a respectable occupation. Himangini says, "I never wanted to sell hadiya at all. But back then, I had no other option of livelihood. Now I have got a new direction from the group, and my dream is to give a happy and bright future to my children."



Improving earning through modern farming

Saraswati Devi is a resident of Sarwaha village under Charahi Panchayat of Hazaribagh district and is a member of the Santoshi Mahila group. Saraswati was farming and her husband, but she was not satisfied with her income. To achieve her dream of higher income, Saraswati joined the Santoshi Mahila Group, through which she became associated with the Kisaan Aajeevika Producer Group. Earlier Saraswati cultivated only on a small patch of land behind her house (*badi*). The yield from it was low and there wasn't much profit.

But soon after becoming associated with Kisaan Aajeevika Producer Group, Saraswati got training on better production methods under project JOHAR. After training and better technical knowledge, she began farming using modern techniques. Crop yield increased, and working hard with her husband, she started producing vegetables in a bigger area. Saraswati started doing all-season farming and High-Value Farming (HVA). All these led to improved income, and the family's economic condition has improved. Saraswati cultivated cabbage in 30 decimals, peas in 30 decimals, and tomatoes in 30 decimals during this cropping season. From the sale of these vegetables, her income has increased. By growing seasonal vegetables, Saraswati has improved her financial condition tremendously. Now Saraswati's annual income is about Rs.65000 - Rs. 70000/-.



Marching towards Entrepreneurship

Sunita Devi of Ratanpur village, Godda district and a member of Maa Durga SHG, opened a small grocery shop by taking a loan of Rs. 5,000/- from the group and then expanded her business by taking another loan. With another loan of Rs.50,000/-, she also helped her husband buy a Toto. Today, she earns Rs. 40,000-50,000/- annually and supports her family financially.

Providing doorstep services through CSC

Mariam Khatun, a resident of Borio block in Sahibganj, is associated with Millat Aajeevika Sakhi Mandal. For livelihood, she was earlier fully dependent on her husband, a daily wage worker. Their earnings were meagre. Meanwhile, she learnt about the Common Service Centre (CSC) from her self-help group. Mariam says, "In this centre, we provide various facilities such as Aadhar link/correction/new making, photo state, lamination, mini-ATM, etc., which is very helpful for villagers. I am also happy providing these facilities as well as earning a good income of around Rs. 15,000/- monthly."



Earning through multiple livelihood opportunities

Sangeeta Devi is a resident of Kurse village under Patrattu block of Ramgarh district and is a member of Puja Mahila Samuh. Before joining the group, Sangeeta Devi did not have a permanent livelihood. She wanted to do work to improve the family's financial condition, but due to lack of capital, none of her initiatives could be successful. After joining the group, she got a new identity aligned with opportunities. After joining the group, Sangeeta took her first loan and got her kids enrolled in a good school. She decided to take a loan again to start goat farming. She took a loan of Rs. 30,000/-. She took another loan of Rs. 1,50,000/- from the group and opened a ration shop. Using the income earned from the shop and goat rearing, Sangeeta could repay the second loan. She then started a cosmetic store taking another loan from the group. Today, Sangeeta Devi is earning an annual income of Rs. 1,10,000/- from all her businesses. Sangeeta has also received training in bangle making from JSLPS and now sells them in her shop.



SHGs spreading the scent of self-reliance

Usha Devi of Chainpur block of Palamu has been writing her story of self-reliance through Sakhi Mandal. She is the treasurer of her group, the Baurakhara Swayam Sahayata Samuh. She works as an AKM and encourages other women to do organic farming, making them aware of its benefits. She took multiple loans from her group, amounting to Rs. 90,000/-. Using these loans, she bought a machine for making incense sticks. She set up the machine in her home and has sold her first lot of incense sticks. She sold the first lot for Rs. 8,000/-. She says, "My business has been very profitable, and this has helped me come out of poverty. My husband is a farmer, and my enterprise now helps bring additional income to the family. Now we can provide education to our children. I plan to enhance my business and encourage other women to become self-reliant."



Transforming life positively

Kanti Devi of Simaria Block of Chatra is an agriculturist. She wanted to do something on her own but could not take up any initiative due to a lack of resources. When she joined Ankit Aajeevika Sakhi Mandal, she saw how other didis of her group were transforming their lives with the help of the samuh. She, too, became determined to change her financial condition, encouraged by the members of the SHG. She took a loan of Rs. 50,000/- from her group and started a shop to sell plastic. She is now running the store successfully and earning around Rs. 15,000/- per month. This has helped transform her life. She proudly says, “I earn a good income from the shop, and this has helped me provide better education to my children. I now feel empowered and encourage other women to do some work independently. My husband too helps me in my work.”



Asrita leading rural women to change their lives



The wife of a retired soldier, Asrita Beck, lives in the Bhandariya block of Garhwa district. She is a role model in her village and inspires other women to come out of poverty and live a prosperous life. She is a member of Jai Aajeevika Swayam Sahayta Samuh which comes under Sitara Aajeevika Gram Sangathan. She started her journey of change in 2018 when she took a loan of Rs.40,000/- from her SHG to buy a cow. She began selling milk. Her earning from this business is Rs. 48,000/- annually. She was also selected as an Aajeevika Krishhak Mitra (AKM). She received training on modern agricultural practices. She says, “I am indebted to my SHG, which supported me during tough times. I am now able to earn around Rs. 1.5 lakh annually. As an AKM, I encourage other women to do organic farming and promote mushroom cultivation. I am also working as Block Resource Person – Social Development (BRP-SD) so that I can help bring social development in my village along with economic prosperity.”

Transformation from a daily wage earner to a successful entrepreneur

Planned physical implementation and adequate hand holding support are key to the success of any program. National Rural Livelihood Mission has the mandate to provide at least three alternate livelihood opportunities to all the members of Sakhi Mandals joining the fold. Susari Surin hails from Karakel village in the Rania block of Khunti. Traditional farming and daily wage labour was the source of her bread and butter. Hours of hard work could fetch only a little money for her. Lack of financial sources and opportunities suppressed her innate desire to escape poverty. “Those were tough days, struggling and starving for even two meals of the day. Kamal SHG is the medium which provided me with a platform for a new beginning.” These are the words of Susari which she said while narrating her transformation story. Susari began with a small grocery store in her village. Being the only store in the locality, the footfall grew at a good pace. With an overall financial aid of Rs.40,000/-, she now owns a grocery store and a small snacks counter. She also became associated with advanced farming techniques and is growing vegetables as a part of High-Value Agriculture. Susari claims to have earnings of Rs.700/- per day from all three activities simultaneously.



PVTG Pathshalas: Initiative to continue primary education



The pandemic has affected people all over the globe, shattering the education system and many professions. Rural children and daily wage workers have been affected the most. While urban children have internet connection, smart-phones, laptops, etc., rural children are left far behind. Even among the rural children, PVTG children are at the bottom of the ladder. Arranging a smart-phone with an internet connection is next to impossible, eventually forcing them to quit studies. ‘Pathshala Change Makers’ were appointed, and pathshalas were started to stop them from dropping out of school. The objective was to continue the learning of PVTG children using technology. As many as 140 PVTG pathshalas currently run in the state's remotest areas, benefiting nearly 3,000 PVTG children. The Change Makers are appointed from the community so that the children can relate with them.

They mobilise and encourage these children to continue their education. The central focus is on strengthening primary education to ensure a strong foundation.

News-Brief

Brainstorming Workshop

A brainstorming workshop on identifying challenges in selecting suitable candidates for the right trade was conducted at JSLPS state Office, with PIAs' State Head, Center Manager, and Quality Team. A feedback session was also conducted on a framework drafted by JSLPS for quality assurance through the joint visit of JSLPS officers and PIAs' representatives.



Celebration of National Girl Child Day

National Girl Child Day was celebrated by JSLPS. It addressed the career-related questions of young girls and answered the issues faced by their parents in educating the girl child. Adolescent girls, along with the SHG members, participated in the celebration.

Placements Done

Placement of rural youths is the ultimate aim of DDU_GKY. Twenty-four candidates from Ranchi Cotton Blossom training centre got placed as Sewing Machine Operators (SMOs) at Cotton Blossom Private Limited in Tirupur, Tamil Nadu. The initial salary offered to the candidates is about Rs. 11,000/- per month.



Strawberries Cultivation

With the joint effort of the District Horticulture Department and JSLPS, farmers have started strawberry cultivation in Patna and Barharwa blocks of the Sahibganj district. For this, strawberry saplings had been provided to them free of cost. The unique initiative of strawberry cultivation is expected to increase the farmers' income.



VOCC training in Sahibganj

One day Village Organization Coordination Committee (VOCC) training is being imparted in all the cluster organisations of Barheth, Mandro, Sadar and Taljhari blocks of Sahibganj district. The purpose of this training is to make rural women and local government bodies aware of all the schemes run by the government so that all the needy rural families can take advantage of them.

Second Phase of CC Linkage

A loan fair was organised through the Bank of India in Kukru block under Saraikela Kharsawan district. Under CCL drive, 23 self-help groups were given a dummy cheque of Rs. 56 lakh loan in this fair.





An Initiative of knowledge Management & Communication Cell

JHARKHAND STATE LIVELIHOOD PROMOTION SOCIETY

(Rural Development, Government of Jharkhand)

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