



Aajeevika

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Workshop on Effective Implementation of Schemes



Hon'ble Minister Shri Alamgir Alam inaugurated a two-days' workshop on the Annual Action Plan of the Rural Development Department, Jharkhand

A two-days' workshop on the successful and effective implementation of various central and state level schemes of the Rural Development Department was organized at the State Institute of Rural Development (SIRD), Ranchi. In this workshop participants discussed the important schemes under the Rural Development Department such as Pradhan Mantri Awas Yojana-Gramin, NRLM, JOHAR, Rurban Mission, Watershed, etc., their annual work plans, timely completion and how to increase their reach to the remote areas.

“Work should be done on increasing women's participation, if women are empowered, then the whole family will be empowered.” Shri Alamgir Alam, Minister, RDD.

He added, “our goal is to take the schemes of the government to the people.” Praising the schemes and works of the JSLPS and the departments involved in the Rural Development he said that through these, the work of connecting the neglected families of rural areas with the mainstream of development is going on continuously.

“Special focus on quality, transparency, and completeness of plans” Dr. Manish Ranjan, Secretary, RDD,GoJ.

While addressing the workshop, Dr. Manish Ranjan said that in this workshop, after reviewing the work done in the last financial year, as well as discussing how to take it forward in the new financial year, a plan will be prepared. He also suggested the use of data analysis and IT tools to bring out the inspirational stories of rural women as well as emphasized timely reaching the ongoing schemes to remote villages.

Along with other departments a booklet on the collection of stories of self-reliant women ‘Prerna’ was also launched during the workshop.

On the second day of the workshop, activities related to NRLM, JOHAR Project, Palash, Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), Garima Project, UDAAN Project implemented by JSLPS were discussed in detail. Development Commissioners (DDCs) of all districts, Shri Suraj Kumar, CEO, JSLPS, District Program Managers of JSLPS, representatives of various departments and women of Sakhi Mandals participated in this two days workshop.



Reviving Lac Cultivation... Improving Livelihood...



Bariatu Jagir village in Latehar Sadar, where people had left lac cultivation for more than a decade, has brought it back with the intervention of MKSP and has successfully turned lac cultivation into a profitable avenue.

Situated about 108 km away from the State capital Ranchi, Bariatu Jagir is a small village in the district of Latehar Sadar, Jharkhand where, farming and animal husbandry are the main occupations of the villagers.

The village has an abundance of Ber trees; most of the villagers here own at least two Ber trees. In July 2021, expanding the scope of lac cultivation, about 52 SHG women were provided 5 kgs of brood lac with spraying and lac cutting machines under the MKSP project of JSLPS.

Sita Devi of Janki SHG cultivated lac on her 4 ber trees and within 6 months, she got 25 kgs lac which she sold at Rs. 500 per kg. Altogether, she made a profit of about Rs. 10,000. Likewise, Neeru Devi of Durga Self Help Group and Sajanti Devi of Krishna Self Help Group made a profit of Rs.7,000 and Rs. 6,000 respectively, from lac cultivation.

Neeru said, “This is easy. We are making money at no extra cost and with less manual work. Along with this, we are involved in other income-generating activities like farming and animal husbandry.”

Deepika Devi is an Aajeevika Vanopaj Mitra of the village. She helped the rural women of her village in taking up lac cultivation scientifically, providing help like the correct time for lac cultivation, the timing of spraying and how to do the cutting. Deepika said, “Even, I was naive, However, the training received from JSLPS made me understand the process and now with a steady income, I am happily helping the rural women in reviving lac cultivation in the village.”

The SHG members were given lac brood with only one condition – they return 5 kg of lac brood after cultivation to their village organizations to be provided to other SHG members. Although Bariatu Jagir village has ample sources for lac cultivation, the villagers were not doing it for a decade. They gave it up as the traditional method of lac farming was not profitable. But after the intervention of MKSP, the villagers commenced lac cultivation again and are earning good profit.

Now, the SHG members are taking it upto the next level. About 40 rural women from the village will be trained by RSETI in lac bangle making.



MoU between 'Women on Wings' and JSLPS for Palash Branding and Marketing



The Netherlands-based organization will help Palash get better brand visibility in the market

In order to connect the products of rural women with better marketing and branding through the Palash brand, Jharkhand State Livelihood Promotion Society under Rural Development Department signed an MoU with a Netherlands-based organization 'Women on Wings'. A workshop was also organized in the presence of Dr Manish Ranjan, Secretary, Rural Development to formulate a special strategy for better branding and marketing of Palash products

On this occasion, Dr Manish Ranjan said that the Palash brand is playing an important role in the direction of poverty alleviation. Palash is an effort to provide a better market for rural products and to make rural women self-reliant by connecting them with enterprises. He said that the partnership with 'Women of Wings' would enable better market and price for Palash products, which would significantly increase the income of rural women. Terming this initiative as a positive effort, he also said that more attention should be paid to the quality of Palash products in the coming days.

The Palash brand will get technical support from the Women on Wings organization – Suraj Kumar, CEO, JSLPS.

Addressing the workshop, Mr Suraj Kumar, CEO, JSLPS said that the MoU with 'Women on Wings' will give a new identity to the Palash brand. This initiative will bring together international experts and an experienced team to make the Palash brand even better. He said that this MoU would prove to be a milestone in increasing the income of the members of Sakhi Mandal through their products.

Shilpa Mittal Singh and Ronald van Het Hoff, Joint Managing Director, Women on Wings India, gave their inputs that, "It is very important for the Women on Wings team to be associated with the latest effort like Palash. We will cooperate on better strategy, process, management, branding, marketing, etc., to make the Palash brand a better identity in the market and make its products accessible to the public".

"Palash brand is an effort to make rural women self-reliant."

***- Dr Manish Ranjan
Secretary, RDD, GoJ***



Changing lives of rural women through Sakhi Mandals

The stories of Shanti Devi, Jhuma Das and Neelu Praveen have a common thread – empowerment through their Sakhi Mandals. Today, these women are an example to others on how to come out of poverty to embrace a prosperous life.



Shanti Devi, a resident of Simra village of Deoghar district, is slowly moving towards economic and social empowerment with the help of animal husbandry and by working as an 'Aajeevika Pashu Sakhi'. Shanti is associated with Shri Ganesh Aajeevika Sakhi Mandal. It was her group from which she got the courage to improve the condition of her home. Today, with the help of the group, Shanti has taken training from RSETI and is working on deworming and vaccination of goats and other small animals as well as treating them. Shanti says, "I have already gained a lot of confidence. Now I do not need to depend on anyone for money. Working as an Aajeevika Pashu Sakhi and from rearing goats, I am earning Rs. 10,000-15,000 monthly and leading a happy life."

Today, Jhuma Das of Lahthi village in Mahagama block of Godda district has become a successful entrepreneur and managed to improve the condition of her house. A member of Mahadev Seva Self Help Group, Jhuma was dependent on her husband who was a migrant labourer. But the money sent by her husband was not enough for the education of the children as well as for fulfilling the basic needs of the family. In view of this, she thought of opening a cosmetic store by taking a loan from the group. Today, with a cumulative loan of Rs 65,000 taken in various installments from the group, Jhuma is expanding her shop and earning up to Rs 12,000 per month.



Neelu Praveen a member of Khushi Aajeevika Sakhi Mandal hails from Ondra village of Bhandra Panchayat in Sadar Block of Khunti. A daily wage labourer was her identity. She barely managed to meet her basic needs. Neelu under Jharkhand State Livelihood Promotion Society got associated with the Sakhi Mandal and received training as Aajeevika Pashu Sakhi (APS). She was first oriented with the technicalities of keeping small ruminants (Chicks, Ducklings and Goat). Till date Neelu Praveen has catered 5 batches of ruminants through hardening centres. Hardening Centre is a place where ducklings and chicks are nurtured from 0 to 15 days in order to provide fresh and healthy lot of ruminants to the marginalised farmers. This helps the farmer to increase their income and minimise their loss by low mortality rate.

In the past one and a half year, Neelu has been serving the villagers to avail doorstep facilities for small ruminants. Moreover, she has supplied more than 4000 healthy ruminants to marginalised farmers and earned a net income of 86,000 from hardening centre and approximately 25,000 from the work of Aajeevika Pashu Sakhi. She has also benefitted herself from loans availed through SHG and VO channels.



Strategic National Workshop on Personal Advancement and Career Enhancement



The multi-stakeholders workshop discussed various aspects of skill development

A two-days' strategic national workshop on Multi-Dimensional cum Strategic Workshop Approach on Personal Advancement and Career Enhancement (P.A.C.E.) and Career opportunities for new aspirants in the skill ecosystem was organized by JSLPS. The objective of the workshop was to bring the multi-stakeholders on one platform to discuss the need for skills development and to contribute towards its improvement and also to merge PACE successfully with the DDU-GKY programme.

The workshop was formally inaugurated with the lighting of lamp by the dignitaries - Dr Sandhya Gopa kumaran, Director Training, NIRDPR, Dr Nidhi Rawat, Deputy Head, PMA, Dr Elvis Francis, Director PACE, Mrs Shilpa Shrivastava from CG SRLM, Mr Kamal Kishor, Mobilization & Counselling head, Bihar SRLM, Mr Hasnain Warshi, SPM, Skills JSLPS and Mr. Akhileshwar, PM, Skills, JSLPS.

Mr. Hasnain Warshi, in his opening remarks, discussed the objective of the workshop with all the participants.

The first session of the workshop commenced with a discussion on psychology and sociology with regard to the importance of career selection. Following this, the participants were oriented on DDU-GKY and its need. Discussion on improvement in training was held, emphasizing the usage of the mother-tongue and local language of the students. Colleges can help in locating students for various trades under DDU-GKY. It was said that youth should be properly connected with the program, under which discussion was held on preparing CRP skills.

On the next day of the workshop, through Power Point Presentation topics like Personal Growth and Career Enhancement (PACE) were discussed. The participants gave suggestions on the better conduct of the DDU-GKY program in the group.



Sakhi Mandals Help Women to Traverse on the Path to Self-Reliance



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Asha Devi, Shweta Kumari, and Jaleshwari Devi are now supporting their families through various livelihoods with the help of their groups

“There’s nothing impossible when you have the zeal to do something,” says, Asha Devi, a resident of Arkosa village of Markaccho block situated in Koderma district.

Asha says, “The living condition of my family was pathetic. Meeting the expenses of the family was tough and we could hardly afford the children’s school fees.”

Asha, who was engrossed in household chores, always wanted to work to support the family. She joined Nirmala Aajeevika Sakhi Mandal in 2017, through a CRP drive that was going on in her village. Gradually, the group got into the habit of saving. After few days, there was a credit linkage done for the group, through which they got a collective loan of Rs 1 lakh. Asha decided to take a loan of some amount to start a business. Finally, she took a loan of Rs 50,000 from the group and opened a cosmetic shop. Slowly, from the shop, Asha's income started increasing. She began investing her earnings in other works. She owned some land and began investing in vegetable cultivation. This increased her income further.

Today, Asha Devi is earning around Rs 12,000 per month from her shop. She has now empowered herself and is supporting her family financially. Asha is also making efforts for the good education of her children.



Shweta Kumari, a resident of Barkhakhurd village of Ichaak Block in Hazaribagh district, once ran her household with the income earned by her husband. But today with the help of her Self-Help Group she is heading towards a better life with better income opportunities.

Soon after joining the SHG, Shweta got a loan of Rs 10,000 with which she planted paddy. She was interested in agriculture and knew the basics, due to which she was able to generate a good income. To increase their livelihood, she took another loan of Rs 10000 from the group and opened a small ration shop near the government school, from which gradually her income started growing.

Shweta says, “Today, from agriculture and the shop, I earn about Rs 6000 per month. Now, the condition of my family is better as I am also supporting them financially. I am also working independently today.”



Jaleshwari Devi, a resident of Chhotkipona village, of Chitarpur block located in Ramgarh district has emerged as a successful woman farmer with time. Before joining the Self-Help- Group she faced severe difficulties in maintaining her family. She wanted to get associated with some stable source of livelihood.

Narrating her story Jaleshwari says, “My children were young. I have a son and two daughters. My son is disabled, so I have to face a lot of difficulty in running my family. I used to think a lot about what would happen to me and my children. Though I had land, but there was no money for seeds and fertilizers.”

Due to the lack of capital, Jaleshwari was unable to think of any source to generate income. Then she saw a ray of hope after joining Deep Sakhi Mandal. When she started saving in the group, a sense of empowerment began growing within Jaleshwari. She took a loan of Rs 45,000 from the group to start organic farming.

With the help of organic manures in the Rabi season, Jaleshwari grew cauliflower, carrot and potato and sold these vegetables in the market at a good price. Today, by selling seasonal vegetables in the market Jaleshwari is earning about Rs 5000 per month.

Adopting Innovation... Cultivating Roses...

Lalita Devi, a resident of TikraToli village in Nagri block of Ranchi district, used to work in the fields of others to meet her small needs. But, today she has established herself as a self-reliant woman associated with Shiv Shankar Vikash Mahila Samuh. Before joining the group, her financial condition was not so good. Lalita desired to increase her livelihood by taking up something different, but this was not possible due to a lack of capital. Meanwhile, she got information about Micro Drip Irrigation (MDI) system under JHIMDI project from her group. With the financial help of the group and the use of drip irrigation, she started cultivating roses.

She took a loan of Rs 50,000 from the group, with which she bought 6000 Dutch variety rose shrubs and planted them in 25 decimal of land. From rose farming, she earned a good income of Rs 90,000 in two months.

Lalita says, “I always wanted to cultivate roses as I had a little knowledge about it. Today this desire has been fulfilled with the help of the group. Now in the wedding season, I am able to earn about Rs 30,000 per month. From the earnings, I am also repaying my loan.”



Women farmers are dipping their toes in floriculture too and are earning in lakhs.



DDU-GKY: Fulfilling the dreams of the youth



Getting youths ready through training in skills, to achieve their ambitions.

The training under Deen Dayal Upadhyaya Grameen Kaushalya Yojana, turning the dreams of thousands of rural youth are coming true. One such story is that of Neelam Kumari, a resident of Mandu block located in Ramgarh district. Neelam's father was a labourer and had to work hard to meet the needs of the household and maintain his family of 7 people.

Seeing the financial problems of her home, and being the eldest daughter of the house, Neelam wanted to support her father. She forwarded her resume for jobs in many places, but nothing worked out. Meanwhile, Neelam's mother came to know about free training and hostel facility under DDU-GKY in a weekly meeting of her Sakhi Mandal. Without delay, Neelam along with her sister came to Ranchi to take the training in warehouse trade at Qness Corp Ltd.

It is 4 months since Neelam started training and in 2 months, she will be eligible for placement after completing her training.

On training at Qness Corp, Neelam says, "I love being here. I brought my sister along with me and she is also taking the training. Once my course is over, I want to work to support my family, and will also provide better education to my younger brothers and sisters."



Lalki Kumari, a resident of Simaliya village in Angada block of Ranchi district, is today on the path to a stronger and better future by taking training in Phlebotomy from Apollo Medskills, Tatisilway Training Center of DDU-GKY.

Lalki is an Intermediate graduate. She wanted to work in the medical profession from the very beginning and when she learnt about the training provided by Apollo Medskills from the Job Resource Person (JRP), she came here.

Lalki says, "After the demise of my father, the expenses of the house are met by my elder brother. That's why I want to earn money so that the needs of my family never remain unfulfilled."



The New-Age Women Farmers

Sakhi Mandals help women add new dimensions to farming and providing them better livelihood opportunities.



Lodia is a village in Chakardharpur Block of West Singhbhum district. A resident of this village, Silwanti Gagrai, is helping the farmers of the village through her work as Aajeevika Krishak Sakhi. She is a member of Gyan Prakash Mahila Mandal.

Silwanti hails from a farmer family. Since childhood, she had a great love for farming. After joining the Self-Help Group, she got a chance to work on her hobby and passion when she got selected as Aajeevika Krishak Sakhi in 2018. She received training in Ranchi and Chaibasa. She started providing all kinds of information related to farming to the farmers of her village.

In 2019, she went to Israel for taking the training on Micro Drip Irrigation. Today she is working with 128 farmers of her village to whom she is giving farming-related information. Along with this, she is also motivating farmers to take up organic farming using organic manures and fertilizers through Micro Drip Irrigation.

As Aajeevika Krishak Sakhi, she is associated with better livelihood and is also taking the farmers of the village towards prosperity. The farmers in her village are happy with her services as the quantity and quality of their crops has increased with her help.



Rajda Khatoon is a resident of Jarangdih village of Bermo block of Bokaro district. She is a member of Chand Aajeevika Sakhi Mandal. Due to the weak financial condition of the family, her husband was working outside the state and was also sending limited money.

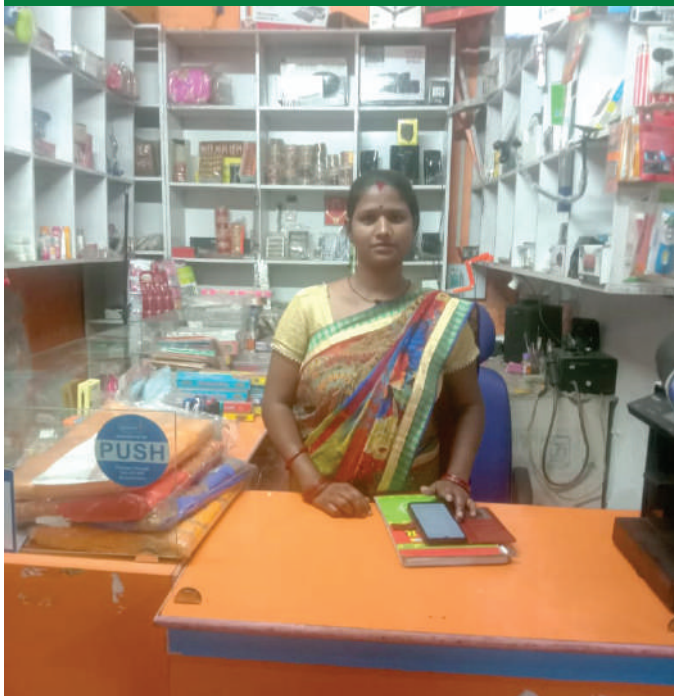
Rajda came to know about the SHG and soon became a part of it.

She took a loan of Rs 55,000 from the group and started poultry farming with Sonali Breed. From the beginning, her business was doing well. She began earning Rs 6 to 8 thousand monthly. Her financial condition improved. She is planning on expanding her farm.



Homemakers to Entrepreneurs

SHGs are transforming homemakers into successful Entrepreneurs



Rural women are proving their proficiency in every field. Today, their work is not limited to housework. But, they are proving their proficiency in various tasks outside the house as well.

Priyanka Kumari, is a resident of Bhimkanali village of Baghmara block of Dhanbad district. She is a member of Gulab Aajeevika Sakhi Mandal. There are 5 members in her family. Her family was poor. Her husband worked as a daily wage earner and was the only earning member of the family.

In order to improve her financial condition, Priyanka decided to join the Self- Help Group. In 2019, she became a member of Gulab Aajeevika Sakhi Mandal and took a loan of Rs 90,000 from her SHG. Priyanka started a cosmetic shop and electronic shop from it. Today she is earning Rs 15000 to 20,000 monthly.

Veena Devi, a resident of Baratand village of Birni block of Giridih district is writing new stories of success with the support of Self Help Group. Veena Devi got married in 2005 into a very poor family. She has 4 children, 3 girls and 1 boy. In 2016, she became a member of Vishwakarma Aajeevika Swayam Sahayata Samuh.

After joining the group, she was given the position of an active woman. Maintaining the dignity of the post, she started taking good care of all the groups in her village.

Gradually, she started taking small loans from the group to meet the small needs of her family. When the group received the CIF amount, she started a furniture shop in the village taking a loan of Rs10,000. In the beginning, she was earning Rs 4,000 to 7,000 per month from this shop. Veena decided to expand her shop by taking a loan of Rs 20,000 from the bank linkage amount received by the group. Today, she is earning Rs 10,000 to 12,000 per month.



Her success has earned her the respect of her family and villagers.



Bringing Change through Micro Enterprises



SHGs help women start small enterprises through loans, putting them firmly on the path to prosperity.

Sunita Devi of Itkhori Block of Chatra district was a housewife and her husband was a migrant labour. During the pandemic, her entire family was reduced to acute poverty in absence of work. They do not have much land for farming and were totally dependent on labour.

She became a member of Aarti Aajeevika Self Help group and began attending the SHGs meetings. She slowly gained confidence on seeing how other women of her SHG has started to bring changes into their lives with the help of the group. She too decided to take loans for her everyday needs. This helped her during the lock-down period when she had no work.

Sunita first took a loan of Rs 10,000 in March 2020 to fulfil her needs. She took another loan of Rs 1 lakh and opened a cloth shop and began making a profit. She decided to expand her shop. For this, she took multiple loans. At first, she only sold threads, needles and everyday fabrics. With the CIF loan of Rs 50,000, she expanded her shop to include ready-made garments. She has also started a ration shop along with her garments store. Her husband too helps her in the work. Now, he doesn't have to migrate to other cities to find work. They are able to work and earn well in the village itself. Sunita earns around Rs 15,000 per month from her shop.

Sujata Toppo is a resident of Chippadohar village of Barwadih block of Latehar. She belongs to a very poor family. Her family was mainly dependent on paddy cultivation. In 2015, she joined Jeevan deep Aajeevika Sakhi Mandal. From then onwards, her situation started to change.

Sujata took a loan of Rs 70,000 and started her enterprise. She bought two machines for making slippers and also raw material. One machine is used to cut rubber in the shape of the sole and the second machine is a grinder which is used to give the finishing to the slipper.

Sujata currently makes slippers in her small factory which is a room adjacent to her house. She says that she is determined to expand her factory. She also

wants to include other women in her SHG in the business, so that they too could bring changes in their life. She buys the raw material from Delhi and Kolkata and sells her produce in different blocks of Latehar. Currently, she earns around Rs 10,000 monthly from her enterprise. With the profits, she is able to send her children to good schools so that they can get a quality education. She now plans to make a pucca house for her family.





News-Brief



National Webinar: A national level webinar on “Kisaan Bhagidari Prathamikta Hamari” was organized by the Ministry of Rural Development under the Azadi Ka Amrit Mahotsav campaign. Shri N.N Sinha, Secretary, Ministry of Rural Development, Government of India was present as the chief guest in this webinar. He while addressing the webinar expressed happiness over the progress of the women of Sakhi Mandal. Along with this, various Pashu Sakhi, Udhog Sakhi, Krishi Sakhi from other states and Radha Rani an APS from Sahibganj, Jharkhand shared her experiences as well as how with proper medical training and technical support, the income of rural women is increasing.

Webinar: Secretary, RDD, Dr. Manish Ranjan discussed the successful Solar based community irrigation initiative under JOHAR in a webinar organized by World Bank India and IFRI. Participants across the countries participated to understand the JOHAR irrigation initiative.



Review: RDD, Secretary, Dr Manish Ranjan, while reviewing the programs of JSLPS, directed the concerned officers to expedite the work of Palash, producer companies and to reach out rural families with strong livelihood. CEO, JSLPS, Shri Suraj Kumar was also present during the meeting.



News-Brief



Awards: The best performing districts of FY 2021-22 and the domain wise top performers among DMMUs were felicitated and awarded by CEO JSLPS, Shri Suraj Kumar.

Visit: Shri S.C.L.Das, Director General of Hydrocarbons, Ministry of Petroleum and Natural Gas, Govt.of India, Nodal Officer from Niti Aayog visited Hazaribagh for Aspirational District and visited the CLF & FPC Office where he had interactions with the members on different schemes of Insurance, Pension, Ujwala, PMAY, MGNREGA and also visited DDU-GKY training center.



JHIMDI Review: Ms Kaori Furuyama, Representative, Japan International Cooperation Agency (JICA) India; Ms Aishwarya Mishra, Project Officer & Mr Anurag Sinha, Principal Development Specialist visited JSLPS with the objective to review the Jharkhand Horticulture Intensification by Micro Drip Irrigation (JHIMDI) Project and to assess the progress of the project in the state, to develop a way forward for the next 3 to 5 years.

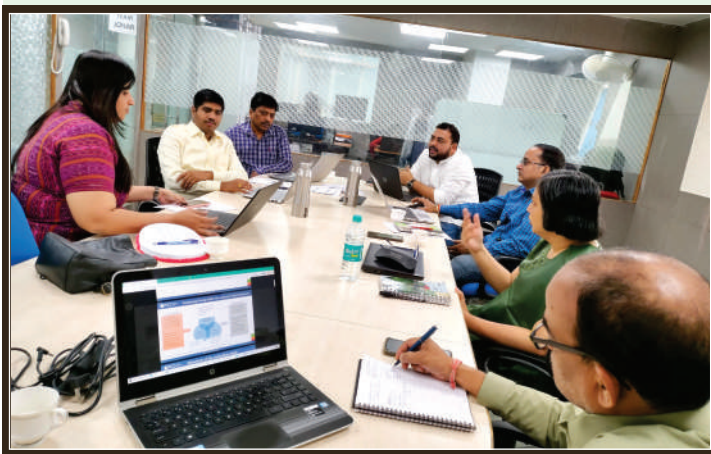


News-Brief



Delegates from Tribal Welfare Department, Govt. of Tripura were on a 4 days' Exposure visit of JOHAR project under JSLPS : The visit commenced with sharing the programme implementation strategies in various levels (state, district and blocks) at State Office of JSLPS. Domain Heads of various departments gave the power point presentations for better understanding of the projects and citing the meritorious work done under JOHAR project. The team went on field visit to Bokaro, Giridih & Khunti districts of Jharkhand to see the work on field level.

State-Level Workshop: State-level Workshop on 'Business Partnership between Input/output Companies and Farmer Producer Organizations' has been organized by JSLPS in collaboration with Technical Support Partner Synergy Technofin Pvt. Ltd. (STPL). The main objective of the workshop was to provide an opportunity to bring the FPCs and organized market actors face to face on one platform to understand the business potential and in collaboration explore avenues for win-win situations with respect to Input-Output business partnerships.



Orientation Programme: A one-day state level orientation programme on UMANG MIS Dashboard was organized at JSLPS State Office. The UMANG MIS will help in data collection, monitoring, analysis and better implementation of the overall adolescent empowerment project. The newly developed MIS will further improve from the inputs of team members.

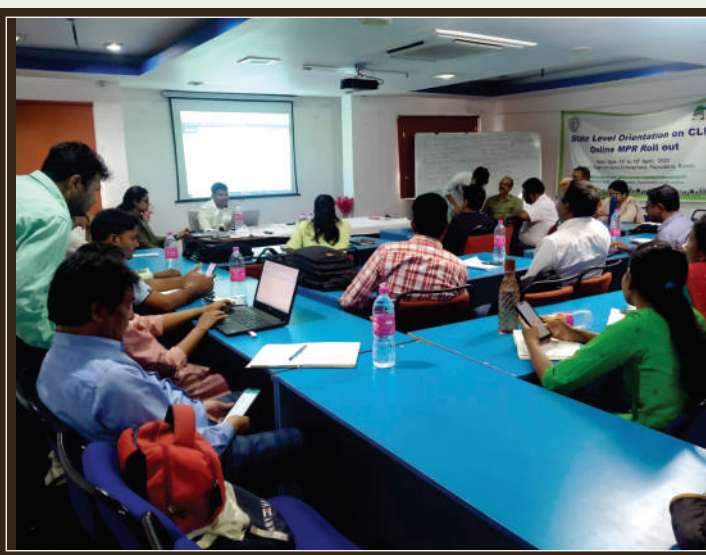


News-Brief



Workshop: A one-day workshop was organized on the integration of Producer Groups and Producer Companies under JOHAR Project. The staff of Producer Companies, Block, District & State level has participated along with team members of World Bank.

Education: The children of PVTG Pathshala were taught about Good Touch, Bad Touch and the importance of going to School at Manatu Block of Palamu district by BRP-SD and PVTG Master Change-Makers.



Orientation: A two-days' state-level joint orientation of District Managers-MIS and SMIB on the online Monthly Progress Report (MPR) of CLFs followed by review and orientation of DM-SMIB was organized. The objective of the training programme was to imbibe the use of online MPR for improving health and further strengthening of Model CLFs in the state. An online MPR format will help in collecting the authentic data on the major indicators of Model CLF.



News-Brief



Orientation cum Training Programme: An orientation cum training Program for District Programme Managers on DDU-GKY was organized at SIRD, Ranchi. The main speakers were Shri Surajit Sikdar (Assistant Director, NIRDPR) and Ms Sandhya Gopakumaran (Director T&D, NIRDPR). The objective of the program was to increase the hand-holding support of DPMs. Presentations in groups were done on topics related to Up-skilling and Re-skilling.



Pickles and papads branded under Palash: Rural women of Mukta village of Satbarwa block are moving towards entrepreneurship. 25 women of Gulab Aajeevika Women Producer Group are associated with pickle and papad making. They were trained under the Start-Up Village Entrepreneurship Program project being run by JSLPS for the venture. The training included making pickles and their packaging. After getting this residential training, these women have started production at full capacity. A total of 15 products are being manufactured under Palash in Palamu like Mustard Oil, Arhar Dal, Turmeric Powder, Sattu, etc. Six types of pickles and two types of papads will also be available under the brand, which will now take the number of products under Palash in Palamu to 17. These products will be available at all the Palash marts of the state. These items are completely handmade with no adulteration. Mango, lemon, mix, jam, jackfruit, garlic pickles, urad dal and moong dal papad were launched. Pickles will cost Rs. 130 for a pack of 400 grams and papads are priced at Rs. 50 for a pack of 200 grams.



An Initiative of Knowledge Management & Communication Cell

JHARKHAND STATE LIVELIHOOD PROMOTION SOCIETY

(Rural Development Department, Government of Jharkhand)

Itki Road, Hehal, Ranchi-834005

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