



# Aajeevika Jharkhand



Issue - 108



# Orientation Program of CLF Office Bearers



Rural Development Minister Shri Alamgir Alam shares his vision of strengthening and expanding Model CLFs.

Rural Development Minister Shri Alamgir Alam inaugurated the state-level one-day orientation program of Office Bearers (OBs) of cluster-level organizations in the Project Bhawan auditorium on 31st May 2022. The objective of this program was to develop a strategy for strengthening the Model CLFs.

The orientation program started with an enlightening salutation by the RDD Minister. He was informed that so far about 35 lakh rural women have become self-reliant by joining 2.79 lakh groups in the state and about 45 lakh women have become beneficiaries of several state and central government schemes. The RDD Minister appreciated the role of BC Sakhis in making the banking facilities easier in the village. Hon'ble Minister, Mr. Alamgir Alam also praised the role of JSLPS under the Rural Development Department in empowering women and making them employable. He shared his goal of strengthening them financially by connecting them with more and more programs of the government.

While addressing the workshop, Secretary, Rural Development, Dr. Manish Ranjan said that through this workshop, the OBs of the cluster organization would be trained in the collection of village products, quality checks and preparation of clusters for the market system. He further added, "It is our goal to ensure the income of each woman of Sakhi Mandal reaches about Rs 10,000 to 15,000. He also focused on brainstorming for better branding, packaging and quality of the products under Palash including the tricks and benefits of the business

plan. The Rural Development Secretary advised to work on the internal complaint system for complaints and suggestions of the SHG women and stressed the use of IT tools.

Shri Suraj Kumar, CEO, JSLPS in his address said that the women of Sakhi Mandal are being trained to work in the district-wise cluster approach. In the coming days, with this initiative, the SHG members will move on the path of self-reliance and their income will increase.

In the program, Vinod Kumar, CGM of NABARD shared information about various schemes of NABARD for SHGs. In the technical session of the program, office bearers of cluster organizations were trained on cluster approach, business plan and financial inclusion.

Additional Secretary Shri Ram Kumar Sinha, RDD and other officials were also present in this workshop. On this occasion, more than 200 women of Cluster Level Federation from different districts of the state were present.



# Initiatives for PVTG Communities

Under Project Udaan several Initiatives have been taken for the amelioration of the PVTG communities.

Project Udaan of JSLPS was started for the development of PVTGs of Jharkhand to bring them out of extreme poverty. This is the first-ever initiative exclusively for the PVTGs across India. Various initiatives are being undertaken for the holistic development of PVTGs.

## Nutrition-Garden

One of the major objectives of the project is to ensure adequate nutrition in the household to avert malnutrition among family members, especially women and children. A special intervention for the promotion of Nutrition Garden has been started. Different levels of training programmes are organized at both block and village levels to strengthen the knowledge and skills around it. Field demonstration of the nutrition garden has been done at PVTG Hamlet of various districts, with the objective of ensuring nutrition security.



## PVTG Pathshala

This is a unique initiative for the education of children of the PVTG community. The children of the villages are being educated by PVTG Change Makers. In Manatu block of Palamu, the PVTG children were enrolled in schools and in Ramkanda block of Grahwa district basic education is being imparted through wall paintings.



## Self-employment

Is being promoted among the PVTG community. Candle-making training was given in Ramkanda and Bhandaria blocks of Garhwa. The candles are now being sold through the village shop. There are plans to connect them with the larger market under the Palash brand of JSLPS.



## Vaccination

In Mahespur block of Pakur district, newborn children of PVTG community were vaccinated against polio. The objective of the Udaan project is to connect the PVTG community with the mainstream development.



# Ormanjhi: Hub of watermelon cultivation



**Adopting MDI under the JHIMDI project of JSLPS women farmers are earning good profit from watermelon cultivation.**

The SHG women in the Ormanjhi block of the state capital Ranchi have done the successful cultivation of watermelon. With the help of Micro Drip Irrigation (MDI) under the JHIMDI project of JSLPS, the women have turned watermelon cultivation into a successful venture.

Sunita Devi of Jeevan Jyoti Mahila Samuh is from Chakla village. Sunita said, “It’s the third year of watermelon cultivation. Earlier, I only cultivated vegetables. The demand for watermelon rises in summer. I sold my first lot at Rs 12 per kilogram. With the help of the JHIMDI project, I was able to produce more than 1.5 tons of watermelon in about 25 decimal of land and have managed to earn a profit of Rs 20,000.”

Munni Devi who is an Aajeevika Krishak Sakhi (AKS) of Chakla village is presently supporting 100 farmers of her village to adopt modern techniques and organic farming. “Most of the villagers in my village are cultivation watermelon and have earned a fair amount. I would advise them on manure and the timing of farming. Our joint efforts fetched us better results.”

Chintamani and Basanti Devi residents of Ichadag village are sisters-in-law and members of Champa Mahila Samuh. They have done the cultivation of watermelon collectively in 50 decimal of land. Till now they have grown about 5 tons of watermelon and have made a profit of Rs 50,000 besides the cost of production.

Chintamani said, “We sold our first produce at Rs 20 per kg and due to the festival of Eid, there was a huge sale.”

Basanti said, “MDI helped us a lot. We got a poly-nursery house for seed germination and a Vermicompost bed for the preparation of organic manure. Less labour and water usage made the farming easy and enjoyable.”

“I have made a profit that is double my cost of production. I grew watermelon on four acres of land. The crop was lifted from the field by the vendors,” says Lalita Devi.

Lalita’s story is inspiring. After joining the SHG, her life took a progressive turn. With the support of her husband, she took loans from her SHG and invested in multiple livelihood avenues. Gradually, she started earning well and invested in her children’s education. Her hard work paid off. Now her son is an engineer, and her sister is working as a nurse. Lalita said, “My son is the first engineer in our family. It’s a matter of pride for us.”

Many of the rural women in Ormanjhi have been involved in watermelon cultivation through MDI and have earned good profit.





## Mahua Gets a Makeover

**Till recently, mahua was associated with country liquor. But under a new initiative of the women of Sakhi Mandals, mahua has become the chief ingredient in the manufacturing of pickles, laddoos, candies and much more. Finally, people can avail the many medicinal benefits of this beleaguered nature's bounty.**

Mahua, once used in abundance for making country liquor in the state of Jharkhand, is now being used to make delicious laddoos, candies, chutneys and pickles. Mahua, is famous for its many medicinal properties, but people were deprived of its benefits due to its use mostly in making intoxicants. But now thanks to the women associated with self-help groups under JSLPS, many benefits of Mahua are being passed on to the people in the form of delicious food items.

Jarba village, located in Charhi block of Hazaribagh district, was earlier famous for country liquor because of its high production of Mahua. Due to this people were facing many health problems. But to make people aware of the many benefits of Mahua and its medicinal properties, the women of "Jiyo Self Help Group" of this village have started making delicious pickles and different edible items from Mahua.

With the help of the World Bank, the women of the group have been successful in making pickles. For its commercial production in the old Sadar block premises of Hazaribagh, a factory for making pickles has been set up with the help of the World Bank and it is providing full cooperation for the initiative. The entire process of pickle-making has been mechanised from washing and drying mahua, to making pickle and packing it. Different machines have been installed for each stage of the process. Mahua pickles, candy and laddoos are being made in large

quantities at the factory.

Geetanjali Devi, a resident of Jarba village in Churchu block of Hazaribagh district, says, "I felt inspired to join the Gauri Mahila group, after which some of us together formed the Jiyo Mahila Mandal. We got training through the World Bank and JSLPS to make various food items like pickles, candies and laddoos. After the training, we all felt it appropriate to make pickles of traditional things, so after a lot of deliberation, we agreed on Mahua as the main ingredient. Everyone is aware of Mahua liquor, but we wanted to share its medicinal properties with all the people. The domestic use of Mahua was also in small quantities. The manufacture of country liquor in the village using mahua put women at a disadvantage. But, today 25 of us are making good income through the sale of these mahua products under the brand Palash."





**DDU-GKY:  
Making  
Dreams  
Come  
True**

## Young aspirational youths are now able to dream big



Rinki Kumari, a resident of Bada Muri village situated in Silli Block of Ranchi District has found her way to a bright future through DDU-GKY's Apollo Medskills Centre, Tatisilwai. Rinki has completed her graduation and is the eldest of her 3 siblings. Being the first born to her parents, Rinki has witnessed the problems faced by her father in managing the family. Her father works in pantry cars hence, it's difficult for him to always be available at home and send money timely for the family expenses. Rinki always wanted to support her father financially and in view of this, she joined the Deen Dayal Upadhyay Grameen Kaushalya Yojana (DDU-GKY).

Today at Apollo Medskills Rinki Kumari is getting trained in the Phlebotomy trade and aspires to do great things in this field. She says, "With the help of DDU-GKY I am getting free education and training to get a job. I am happy that with this I'll earn and will be able to complete my education with my own income. Along with it, I'll also get my siblings enrolled to get the best education."

Rubina Lakra, a resident of Dorma village of Torpa Block in Khunti district is aspiring to do something different from the crowd. Training in warehouse trade from Qness Corp Limited, Lowadih, Rubina says, "Earlier as a child when I didn't even know about the computer I was fascinated by it and there was an urge to operate it. And here at this Centre, I got an opportunity to not only operate it but also to learn its functioning. I am happy that I will be able to help my parents financially in running the family and can give my siblings a better education.

Before joining the DDU-GKY's training Centre Rubina did her Intermediate in her hometown, but due to a lack of money in the family, she couldn't study further. But now, she is keen to continue studying further.



## SHGs pave the path to self-employment for women



**Quitting country liquor sale under Phulo Jhano Aashirwaad Abhiyaan (PJAA), opened up multiple livelihood opportunities for Punita Devi.**

**While for Sapna Devi, her SHG led to a financially sound and happy life for her family.**

Punita Devi is a resident of Pandariya village of Sisai block of Gumla district. With the help of Phulo Jhano Aashirwaad Abhiyaan (PJAA), she is now associated with various means of livelihood and is leading a respectable life with her family.

Before joining the group, Punita used to sell country liquor (Hadia) to meet the needs of her family. Punita says, "I have 3 children and always wished to give them better education but due to lack of money it was not possible. Seeing other people's children go to good schools it was heart-wrenching. But I never stopped dreaming about my kids going to school.

In this process of breaking the shackles of poverty and disrespect, my biggest support was the SHG. After joining Devi Maa Mahila Mandal, Punita got Rs 10,000 as a beneficiary of PJAA, from which she started a ration shop. The shop gave her a good income and Punita took advantage of several projects of the government too. She started Pragya Kendra by taking a loan of Rs 10,000 from the group and got Micro Drip Irrigation System (MDI) for farming. She added poultry farming and goat rearing through JOHAR project to her livelihood as well. Till now, she has taken a loan of Rs 1 lakh from the group to expand her business.

With the income from all these livelihoods Punita Devi recently bought a second-hand Bolero car and is running it on rent. From these multiple livelihood activities, she is earning about Rs 30000 to 35000 monthly. Punita got multiple livelihood opportunities by quitting liquor sales. And today, she is leading a respectful life too.

Sapna Devi a resident of Badarchowkawa village situated in Markachcho block of Koderma district. She is a member of Jyoti Aajeevika Sakhi Mandal. For running her family of 12 people agriculture in her 45 decimal lands was the only source of livelihood. Despite working hard, it was difficult for Sapna to even fulfil the basic needs of her family.

While talking about her family and unemployment she says, "I wished to get some desk work and hoped to help my family financially, but it was not happening. I kept busy doing household chores and farming. We tried to make our family's future bright, and I along with my husband, started a small tea and snacks shop. However, we could not generate satisfactory income.

In between all these Sapna joined the SHG through the CRP drive and was selected as a bookkeeper for the group. She took a loan of Rs 35000 at an interest rate of 1 per cent from her group and opened a ration shop, and along with it, resumed her tea-snack shop, which increased the income of his family. Presently, from the shop, she gets an income of around Rs 5000 per month. Now the family's finances have improved, and they are satisfied and happy.



# Women Show Entrepreneurial Acumen

**Sakhi Mandals are handholding their members on the path to self-reliance and prosperity.**



**Pashu Sakhi:** Shanti Devi, a resident of Simra village of Deoghar district, is moving towards prosperity by livestock rearing and working as Pashu Sakhi. Shanti Devi is associated with Shri Ganesh Aajeevika Sakhi Mandal. With the help of her group, Shanti has taken training from RSETI and is working on deworming, vaccination of goats, and the treatment of small animals. Shanti says, “I have already gained a lot of confidence. Now, I do not need to depend on anyone for money. Working as a Pashu Sakhi, I earn an income of up to Rs 10,000 monthly.

**Respectable Livelihood:** Kavita Tudu, a resident of Ramla Santhali village of Godda district, was once compelled to run a household by selling Hadiya liquor. She is associated with Champa Aajeevika Sakhi Mandal and has started a fish shop with an interest-free loan of Rs 10,000 under Phulo Jhano Aashirwaad Abhiyaan. Kavita has now a respectable livelihood and earns Rs 6000 to 7000 a month, which helps her provide good education to her children and lead a happy life.



**Puffed Rice Mill:** Manju Devi, a resident of Pundag Bageecha Toli, Ranchi, is associated with Maa Bhavani Aajeevika Sakhi Mandal. Manju had started a puffed rice mill by taking a loan of Rs 1.5 lakh from credit linkage through the group. Today, by selling puffed rice Manju Devi is earning Rs 25,000 to 30,000 in a month. Manju says, “In difficult times, I got encouragement from the group and with its help, I have become self-reliant. I want to increase my income by increasing my offerings to include gram flour, turmeric powder, etc.”

**Pottery to the Rescue:** Razia Devi, a resident of Pindra village of Mandro block in Sahibganj district, is engaged in pottery. Razia, who is associated with Roshni Aajeevika Sakhi Mandal, had to live in poverty despite her hard work. The main reason for this was the loan taken from money lenders at higher interest. She got a ray of hope from the group. She took a loan of Rs 35,000 from the group to fulfil the order for earthen cups. Today, this has earned her profit. and she is making an income of Rs 16,000 per month by making earthen pots along with her husband. Razia says, “After joining the group, our situation has changed a lot. Now whenever we need a loan, we get it at a very low rate of interest from the group and are also able to save money”



## SHGs: Lending a Helping Hand to the Rural Women

**The Rural Women of Palamu are living a dignified life with the assistance from SHGs.**

Suryakanti Devi of Nadiyain Village of Hussainabad block of Palamu migrated with her husband to Gujarat and has lived there for years. When she returned to her village, she heard about Self Help Groups being formed by JSLPS. She stayed in her village and participated in the SHG formation. She started her journey by becoming the bookkeeper of Shivam Aajeevika Swayam Sahayata Samuh in November 2018. She went on to become the bookkeeper of her village organization, Nadiyain Aajeevika Mahila Gram Sangathan. She started taking small loans from her group and then in January 2022, she decided to open her beauty salon for which she took a loan of Rs 17,000. She opened the parlour in her house. To enhance her income, she began a CSC centre by taking a loan of Rs 35,000. Suryakanti filled the e-shram form of

around 300 people in her village and became a one-stop solution for the villagers. She has opened a ration shop too. From her shop and CSC centre, Suryakanti is able to earn around Rs 10,000 a month and is living a happy life.



### Blooming Agriculture

A member of Laxmi Mahila Swayam Sahayata Samuh, Gayatri Devi, lives near Son River in Nadiyain village of Hussainabad block of Palamu. Agriculture has been the only livelihood for her and her family for decades. She has been taking credit for agriculture from various informal sources. This has pushed her into the vicious cycle of poverty and debt trap. Gayatri came out of it after she became a member of her SHG in 2018. She first took a loan of Rs 50,000 from her SHG and invested it in agriculture. Experiencing booming growth, she again took a loan of Rs 1 lakh from SHG. With high production, she was able to repay the loans easily. Now she is no longer dependent on informal sources of credit. She even supported her

husband by taking a loan of Rs 50,000 for a pickup van. Now her husband owns two pickup vans. Collectively, they both earn around Rs 2 lakh a year. Gayatri plans to increase her agricultural productivity by incorporating more organic methods. Gayatri grows moong, vegetables and paddy in her field.



## Bridging the gap between banking services and rural masses

Rinki Devi is a resident of Dangwar village of Hussainabad Block in Palamu District. She is a member of Dhan Laxmi Swayam Sahayata Samuh. She has been working as a Bank Sakhi in her village since 2019. Before



working as a Bank Sakhi, she used to help her husband in running a seed shop in the village. They also sold hardware items in that shop. Rinki Devi wanted to be involved in other livelihood activities other than the shop. Her wish came true in 2019 when she got to work in her village's JRGB bank as a Bank Sakhi bridging the gap between the banking services and the villagers. The villagers are not educated and had difficulty in even simple tasks like making deposits and withdrawals from the bank. Since Rinki Devi has started working as bank Sakhi, the villagers find it easy to avail of banking services with her help. She earns around Rs 5000 per month from it. She has even taken a loan of Rs. Rs 80,000 from her SHG to expand her shop. Rinki feels proud that now she is able to help her husband and support the family financially.

## Finding Sustainable Livelihood Opportunities Locally



**Rural women are finding new opportunities for a livelihood by setting up puffed rice mills and taking up gerbera flower cultivation.**

Karuna Majhi is a resident of Jhadbamani village of Patamda Block of East Singhbhum. She is a member of Jhadbamani Mahila Samiti. Before joining the self-help group, her economic condition was very poor. The main source of income for her family was farming and daily wage labour. She had to depend on local moneylenders who charged a high rate of interest, whenever she was in urgent need of money. It was becoming difficult to meet the needs of the family.

In the year 2016, she came to know about JSLPS and the Self-Help Groups formed by them for the economic and social development of rural women. She became a member of Jhadbamani Mahila Samiti and started attending regular meetings. When the Self-Help Group received RF, CIF and CCL linkage money, she took a loan amounting to Rs 5.7 lakh from the SHG and started a puffed rice mill. During the initial days, she faced problems like low sales, low income and profit, no marketing, etc. But eventually overcoming all these problems, she is now earning a profit of Rs 15,000-18,000 in a month.

Karuna says that after being associated with the SHG, she has been able to overcome a lot of her problems. She wants to expand her mill and increase livelihood opportunities for other women in her village. She is also planning to sell her product through Palash Mart for better marketing.

Another SHG member, Sunita Bodra, a resident of Ulidih village of Chakardharpur Block of West Singhbhum is cultivating gerbera flowers through the micro drip irrigation system. She is a member of Sarna Mahila Samiti since 2016. She was also the book-keeper of her SHG. In 2019, she learnt about Micro Drip Irrigation and took Rs 3 lakh as a loan to prepare the nursery, seed bed, mulch and drip irrigation system in a 30 decimal area of her land. Soon Sunita, started the cultivation of gerbera flowers. In one year alone, she earned a profit of Rs 80–90 Thousand. Inspired by this profit, she decided to cultivate gerbera regularly.

She says that earlier income from farming and vegetable cultivation was insignificant. But after she started cultivating gerbera, she is able to earn a good income easily. There is regular demand from local flower sellers for gerbera. Even before the harvest, buyers line up to buy her flower produce.



# The Rural Business women

**Sakhi Mandal women are branching out into entrepreneurship with the help of small loans. They are setting up cosmetic stores and utilising their sewing skills to open tailoring units and also provide training to others in sewing.**

Asha Devi is a resident of Santhaldih village of Tundi Block of Dhanbad district and is a member of Shivji Aajeevika Swayam Sahayata Samuh. Before getting associated with the SHG, her financial condition was not good. Often there were difficulties in meeting the needs of the family. Somehow, her husband and she managed the finances of the family.

In 2017, she became a member of Shivji Aajeevika Swayam Sahayata Samuh and started taking small loans from her group to fulfil the needs of her family. She took a loan of Rs 40,000 from the credit-linkage amount and started a cosmetic shop. From this shop, today she is earning an income of Rs 4,000–5,000 per month.

Asha says that when she began the shop she was worried about where she will get the items for the store, how she would manage the finances of the shop, whether she would be able to repay the loan, etc. But today all questions have been answered. She is grateful to JSLPS and the members of her SHG who constantly supported her.



Seema Kumari, a resident of Chikanadih village of Deori block of Giridih district, is increasing her livelihood by running a sewing shop. She is a member of Dubey Aajeevika Sakhi Mandal. Seema was from a very poor family, due to which she was unable to study beyond the 10th standard. She had received training in sewing and bought a sewing machine by taking a loan from the village moneylender and started sewing work in her home. Whatever income she earned from this was used to pay off the loan. There were problems in meeting the needs of the family and in the education of the children.

In 2017, she learnt about JSLPS and the self-help groups formed by them. She decided to become a member and joined Dubey Aajeevika Sakhi Mandal. After joining, she bought 4 sewing machines by taking a loan of Rs 50,000 and established a tailoring unit. Simultaneously, she also started teaching sewing to girls in this shop. She now earns Rs 6,000-7,000 a month. She now wants to expand her services by connecting with more customers.

## Women Show the Way to Better Lifestyle



**Diverse livelihood opportunities like watermelon cultivation and running ration stores are helping rural women improve their lives.**

Uma Devi, a resident of Charo village located in Churchu block, who is associated with Durga Mahila VikasSangh, is emerging as a leading farmer by availing the benefits of the project JOHAR.

Uma Devi, who is also a member of Lakshmi Aajeevika Producer Group, of Churchu Block located in Hazaribagh prior to joining the group used to grow vegetables on a small land parcel near her house (Badi) and sold it in the market. This was the only source of income for her family. But a lot has changed in her life now by joining the SHG and getting associated with the project JOHAR under JSLPS. She has received various training in advanced farming as well as got the benefit of a lift irrigation system.

Today, Uma is producing vegetables on a larger scale producing all-season vegetables on one and a half (1.5) acres of land. This year in the season of Zaid, Uma Devi cultivated watermelon on her 1 acre of land. She has sold about 13.5 tons of watermelon through her PG at the rate of ₹ 10.5 per kg and extracted around 2 tonnes of watermelon. So far, Uma Devi has earned more than Rs 1 lakh from the sale of watermelons.

Poonam Devi, a resident of Rasda village situated in Patratu block of Ramgarh district says, “Before joining the Milan Mahila Samiti, my family’s financial condition was not good. We were constrained to fulfil our small needs. Even after working as wage labourers for the whole day, we could only earn enough to feed our family of 7. I wanted to start some work or business, but could not do it due to lack of money. We were afraid to take loans too.”

Poonam had a small shop. She thought of expanding it so that the people of her village could get the desired items in the village itself, and she could enhance her income. For this, Poonam took a loan of Rs 50,000 from the group and expanded her business. Today, Poonam manages all the needs of her family and is also able to manage her business’s capital and sales. Besides running the ration shop, Poonam is rearing cows. From both the sources of livelihood, Poonam is generating an income of about Rs 15,000 monthly.



# News-Brief



## Secretary, RDD, Visit to ICAR, Hyderabad

Dr. Manish Ranjan, Secretary, RDD, GoJ, visited the Directorate of Poultry Research of the Indian Council of Agricultural Research (ICAR), Hyderabad and discussed the opportunities for poultry and egg production in the state. He took stock of various aspects of poultry farming.

**SLBC Meeting:** Dr Manish Ranjan, Secretary, RDD, Govt. of Jharkhand and Shri Suraj Kumar, CEO, JSLPS participated in the 79th SLBC meeting held on 13 May 2022. During the meeting, Dr Manish Ranjan appreciated the best performing banks in SHG Credit Linkage (Jharkhand Rajya Gramin Bank, Bank of India, State bank of India, Canara Bank) and the execution of the RSETI program (Indian Bank, State Bank of India). He then encouraged banks to appoint SHG members as BC agents and work progressively toward claim settlement through PMSBY and PMJJBY. CEO, JSLPS Shri Suraj Kumar gave a presentation on the proposed target for SHG Credit linkage, SHG members as BC Agents, PMSBY and PMJJBY as well as the status of Individual finance to SHG members.



**Review Meeting:** A two-days' review cum planning meeting of Livelihood Farm has been organized at the State Office of JSLPS. During these two days, district and block-wise cumulative progress on livelihood farms were presented by the DMMUs. CEO, JSLPS, Shri Suraj Kumar, said, "Livelihood Trainers should be identified for achieving and replicating all farm-based livelihood activities. The focus should be on cadres rationalization and target should be set for poultry rearing unit, polynursery house development and expanding the hatchery unit for egg production."

## News-Brief

### CEO, JSLPS visited SLC Training Center, Hyderabad

Shri Suraj Kumar discussed the training and other facilities with the trainees of Jharkhand undergoing training under DDU-GKY at SLC Training Center, Hyderabad. Rural girls of the state are getting training in hospitality, CRM and BPO.



**Placements:** Under DDU-GKY, 56 candidates of Wazir Advisors trainer, 24 Candidates from Planet Infrastructure of Sewing Machine Operator (SMO) and 63 trainees from LNJ skills, Ranchi of SMO trade were placed in KPR mills, Colour Jersey in Tirupur, Tamil Nadu and in Gokaldas Exports, Bangalore.



**Interactive Session:** For exploring the career opportunities in Skill Ecosystem, an interactive session for the students of Dr Shyama Prasad Mukherjee University, Ranchi and Ranchi Women's College was organized by JSLPS. Interactive discussions were held on the need of skilled youths in the country and how the youths can be associated with the DDU-GKY programme.

# News-Brief



**Workshop:** A workshop on Palash Branding and Marketing strategy in collaboration with Women on Wing (WoW), the Netherlands-based organization was organized at JSLPS State office, Ranchi. During the 3-days' workshop CEO, JSLPS, Shri Suraj Kumar and the Joint Managing Director of WoW, India, Ms Shilpa and Mr Ronald discussed strategic planning on different aspects of the establishment of the brand Palash. The International Trainer, Ms Danelle and Ramke from the team Netherlands shared their valuable insights with the participants.

'World Menstrual Hygiene Day' was celebrated by the SHG women with the objective to take care of cleanliness during menstruation by young girls and women so that they do not fall prey to any deadly disease unknowingly. For raising awareness, in this regard, village meetings and awareness rally was organized.



**Awareness Campaign:** The awareness campaign on social security was conducted by the SHG members across the state for the annual renewal of Pradhan Mantri Suraksha Bima Yojana and Pradhan Mantri Jeevan Jyoti Bima Yojana. People were motivated and informed about the benefits of getting insurance.

# News-Brief



**Unique Initiative:** In the three-tier Panchayat elections, the women associated with the Sakhi Mandals have turned the election into an opportunity. Near polling booths, they provided delicious food at cheap rates as well as operated Palash Mart booth for essential services. This unique initiative helped these women in generating good income and has proved to be a great help for common people as well.

**Sanitary Napkin Unit:** 12 SHG members of Hussainabad block of Palamu are operating a Sanitary Napkin Making Unit near Block Office of Hussainabad. These women are from different SHGs and have come together to operate this unit. They are mainly from Khushi, Khusboo, Shiv Guru and Pawan Aajeevika Swayam Sahayata samuh. It was started with the collaboration of JSLPS and Tejaswini in July 2021. They were given two days' training on manufacturing sanitary napkins. Machines and raw materials were bought and started the manufacturing process. They sell these in the entire district and also take orders. These sanitary napkins are sold under the 'Palash' brand. They started production in August 2021 and till now they have done a total production of 37068 units of napkins amounting to 6178 packets. Of these packets, 2163 packets have been sold while 4015 packets are kept in stock. This has given them a total sale of around Rs 65,000.





An Initiative of Knowledge Management & Communication Cell

# JHARKHAND STATE LIVELIHOOD PROMOTION SOCIETY

(Rural Development Department, Government of Jharkahnd)

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