



# Aajeevika

## Jharkhand

Issue-112



# Poshan Maah Heralds Change in Women & Child Health



*The intensive campaigning under the program intended to bring about attitudinal changes regarding the health and nutrition of women and children using practical measures.*

Poshan Maah was celebrated throughout the country from 1<sup>st</sup> of September to 30<sup>th</sup> of September, 2022. The objective of celebrating Poshan Maah was to raise awareness among the community on food and nutrition and augment their knowledge on different aspects of food, nutritive value, the different food groups and their importance, dietary diversity and the underlying causes (immediate cause, intermediate cause and long-time causes) of undernutrition.

Despite being home to nutritious crops, Jharkhand lags when it comes to the nutritious health of its children and lactating mothers. The major cause of it is lack of awareness. So, the basic ideation of celebrating Poshan Maah in the state was to make the community conscious and appreciative of all the different aspects of food and nutrition. To improve nutritional indicators all over the state, JSLPS conducted different activities across the districts and promoted the activities under Poshan Maah.

Poshan Maah also encouraged women in particular to become aware, develop capacities on nutrition issues, augment knowledge on dietary diversity and other nutritional aspects. Further, women were encouraged to overwhelmingly participate in different initiatives to improve the nutrition status of the community through community awareness, enhancing capacities, undertaking collaborative efforts, removing information asymmetry and other initiatives. It aspires to make and sustain Poshan Maah a community-driven and community-centric initiative. The women associated

with Sakhi Mandals across the state took up the reigns of the initiative in their hands and pulled off the activities under the Abhiyaan.

The Poshan Maah was observed in convergence with National Health Mission and ICDS in the State. The activities were initiated from September 1<sup>st</sup> in all 24 districts of Jharkhand by the women of Sakhi Mandals. Across the districts and blocks, about 12,23,018 activities were conducted with a total participation of more than a lakh people. The regular meetings of SHGs, VOs, CLFs focussed on key messages and topics like early initiation of breastfeeding, complementary feeding after six months, maintaining hygiene, sanitation, the importance of identification of SAM children, and the promotion of nutrition gardens for dietary diversification throughout the year.





The issues discussed in the SHG, VO and CLF meetings focussed on maternal and child nutrition particularly, complementary feeding to children within six months, Kitchen Garden, the importance of dietary diversity, malnutrition and its effect on children and the availability of nutritious food round the year through the promotion of nutrition garden.

The women of SHGs and Setu Didis organized meetings of the CBOs and made non-members aware of the demonstrations being made. Poshan rangolis in Anganwadi centers were made at all blocks and districts of Jharkhand. In CBO meetings the Setu didis made the participating women take an oath to promote nutrition, hygiene and sanitation by incorporating the ten sutras of SHGs. Handwashing as an important component of nutrition was demonstrated in SHG, VO and CLF meetings. Setu didis with SHG members participated in the godbharai, annaprasan and poshan demonstration activities of the department of women and child development. Anganwadi workers, Setu didis and SHG members in many blocks took out rallies in villages

spreading messages about maternal and child nutrition, hygiene, and sanitation.

Muniya Devi, a resident of Lalgudwa village of Nagri Block situated in Ranchi district and a member of Saraswati Mahila Samuh in her VO meeting said, “Through the details shared by Setu didi on the importance of Tiranga Bhojan for children and lactating mothers, I learnt a lot. In our times, we were not so informed about balanced diet and its importance. I also suffered from anaemia earlier but I am glad that through the awareness created by Poshan Maah, girls and even women of our age will never go back to suffering.”



# Olive Badu: Story of Lakhpati Kisan

Khunti



*Through multiple livelihood sources, Olive Badu has scripted her story of transformation*

Women associated with Sakhi Mandals in the state successfully transforming their economic condition by engaging in multiple livelihood activities. Sakhi Mandals and other related social institutions formed in rural areas are giving a hand to these rural women in attaining financial assistance whenever in need. Earlier the presence of a vicious cycle of moneylenders and compounding debt ensured that families forever remained in debt. But now these rural women are strengthening their economic and social status through the availability of easier loans through Sakhi Mandals and other social institutions. Multiple livelihood sources are not only providing added income to them but also negate their dependency on just one primary source of income.

One such story is of Olive Badu from Rumutkel village of Murhu block, Khunti. Olive Badu is a successful “Lakhpati Kisan” today because of taking up multiple farm activities such as the cultivation of vegetables, Tasar cultivation and Lac cultivation. She earns around Rs 1.5 to 2 lakh per year through these multiple livelihood sources. Olive joined Aajeevika Mission in the year 2017 through Roshini Mahila Samiti. Initially, she took loans from her Sakhi Mandal to carry out vegetable cultivation and earned around Rs 10,000 from her first investment of Rs 3,000. Later in 2019, she joined Murudubaha Producer Group under JOHAR project of JSLPS. Through PG, she got information about Lac cultivation and Tasar cocoon farming and after a series of training provided under Mahila Kisaan Sashaktikaran Pariyojana of JSLPS, she started the cultivation of Lac and production of Tasar cocoon.

This year, in the first cycle of Lac cultivation (from February-July), Olive Badu earned around Rs 1 lakh from the sale of brood lac. She hopes to earn the same in the next cycle. Along with this, she has also earned Rs 13,000 from the sale of Rs. 20,000 cocoons till September. Recounting her story of transformation, Olive says, “Before joining Sakhi Mandal, I was confined to my family life and engaged in small-scale traditional farming done by my family. It was after I joined the Sakhi Mandal that I learnt that even by being in my village, I can earn through so many various sources. Through JSLPS, we women get training and opportunities to know about such sources and modern farming methods. Our income has increased manifold. Today, I am known as “Lakhpati Kisan” in my village and my other fellow SHG members are also progressing in their livelihood activities. Because of multiple livelihood sources, I don’t have to depend on just one source of income and I can provide for economic needs of my family even if one of the sources fails due to any reason.”



## Celebration of Aatmanirbhar Mahila Kisan Pakhwada



*Women farmers associated with Sakhi Mandals received diverse training to bolster their livelihoods.*

A 15 days' event, "Aatmanirbhar Mahila Kisaan Pakhwada", was celebrated across the state from 15th – 30th September 2022. Through this event, women farmers associated with Sakhi Mandals were given training regarding multiple ecological and sustainable mediums of agriculture. The training focused on high-end value agriculture, livestock, non-timber farm produces, organic farming, nutrition-garden, etc.

Organized under the "Azadi ka Amrit Mahotsava" initiative, around 17 lakh Sakhi Mandal women participated in various activities and training organised over the event. In Dumri block of Giridih district, an organic farming drive took place in about 25 villages of the block, covering around 750 farmers. They were provided training in organic farming methods and how to include organic farming into their traditional techniques. Hemia Devi, a woman farmer from Asurbaandh village of the block says, "I have been practising organic farming for the last 3 years and the fertility of my lands have never been better. Along with the improvement in soil health, there has also been an increment in the produce. Through training being provided under Aatmanirbhar Mahila Kisaan Pakhwada, other farmers in our village are also adopting organic farming techniques. We are also being provided with training on the manufacture of organic fertilizers which we can produce and sell, thereby, further adding to our income."

Along with farming skills, farmers are also provided with training on multiple livelihoods such as livestock. Livestock functions as a source of emergency funds in rural areas and animal rearing involve the least manual labour.

Gano Devi from Silli block of Ranchi district works as Aajeevika Pashu Sakhi and during the pakhwada, she provided training to the villagers and farmers on how to provide proper nourishment, shelter, vaccinations and care to the livestock for upgrading their health. Along with training, vaccination drives were also active to provide vaccination to the livestock for the prevention of diseases during rainy seasons.



## Project Resham: Scientific Knowledge Betters Livelihood opportunities for rural women



West Singhbhum

*The Mahila Kisan Sashaktikaran Pariyojana (MKSP) is an initiative to enhance the income of women farmers*

Jharkhand, with its ample natural resources, has the potential to encash the Non-Timber Forest Products (NTFPs). A special focus has been given to the skilling of tribal farmers in order to extract maximum from the NTFPs to enhance their overall earnings. DAY-NRLM is playing the role of the catalyst in providing livelihood to women through its Non-Timber Forest Produce Initiative.

India ranks second in terms of primary silk production across the globe. MKSP has undertaken the Resham Project across the state to facilitate the cultivation of Tasar. The project initially started in 8 districts with 25 blocks and now has spread across the state. Under the Resham Project, cocoon production is done in two categories namely Basic Seed Rearing and Commercial Rearing. During the months from July to September, basic seed production takes place. Different activities are being undertaken to produce good-quality Disease Free layerings/seeds. The Basic Seed Rearing unit (BSPU) is responsible for the production of seeds for commercial production. For basic seed production, the farmers collect the DFL with the date of hatching on it. They keep those eggs on a newspaper on a tray or plate, waiting for the eggs to hatch and the worms to come out. Once the insects start coming out, they take them to Aasan, Arjun, and Sal trees and place them on them. In order for the insect to grow, they need to eat continuously. The leaves of the Aasan, Arjun, and Sal trees serve as a good source of food and nutrition for the caterpillars to grow and reach the stage of moulting into cocoons. These cocoons form the base for seed production on a commercial basis.

The farmers undertake various activities in order to protect the insects and ensure good-quality cocoons. They first prepare for the transfer of insects into the trees by cleaning the area around the trees and spreading bleaching powder to stop any insects from attacking the silkworms. Once the insects are transferred onto the tree, the farmers keep a watch to protect the worms from ants, birds, etc. and spray Jeevan Sudha to enhance the growth of insects. In the seed processing units, testers are being trained to test the quality of the DFLs which will be produced after the butterfly comes out from the cocoon. In order to have good production for the entire year, the farmers along with other members are working in coordination with the support of JSLPS.

One such beneficiary of this project is Sitamani Devi, a resident of Tumbukal village under Rania block of Khunti district. She is today cultivating Tasar with scientific technology after taking training with the help of Sakhi Mandal.

Despite resources, Sitamani was unable to do farming due to a lack of capital. In such a situation, she joined the Lakshmi Prajlit Mahila Samiti. Here she got information about the Resham Project under MKSP. After training under the project, Sitamani started Tasar cultivation by taking a loan of Rs 10,000 from the group. She has earned an income of about Rs 60,000 in the last 2 years by cultivating Tasar.

Today Sitamani Devi is not only cultivating Tasar with the help of MKSP but is also able to earn a good income from lacquer production.

Khunti



# Social Mobilization Campaign



*The campaign focused on spreading awareness regarding the benefits of joining Sakhi Mandal and thereby encouraging women to come into its fold.*

To achieve the target of connecting rural poor and deprived families with Sakhi Mandals under the DAY-NRLM, various programs were organized by JSLPS across all the districts of Jharkhand under the “Social Organization Campaign”. As per the directive of the Ministry of Rural Development, Government of India, from 7<sup>th</sup> to 20<sup>th</sup> September, under this campaign, the women of the Self-help groups took up door-to-door awareness campaigns, rallies, etc., encouraged rural women to join Sakhi Mandal.

The goal of the Social Organization Campaign was to motivate the women in rural areas who were not associated with Sakhi Mandal by sharing the benefits of it with them. Apart from this, the objective was to strengthen the Village Organizations (Vos) by organizing them into Cluster Level Federations (CLFs).

During the campaign, special attention was given on adding PVTG families to the groups. “Koi bhi ghar chhute na, vikas ka chakra tute na” – with this slogan, women associated with Sakhi Mandals, Active Women, and other JSLPS cadres visited PVTG families through various means and worked to connect them with the group. After connecting with Sakhi Mandal, a new member is abide to open a bank account within 7 days.

Sanju Devi of Nagri block, Ranchi who actively

participated in this campaign, speaking about it said, “With the constant support and help of Sakhi Mandal I became confident and self-reliant. Just like me, I want every woman to work and support their family socially and financially. With the other women of my group, I am spreading awareness and encouraging them to join a SHG.”

Samina Khatun of Sahibganj district also said, “I along with my fellow Badtalla CLF members undertook special drives and door to door campaigns to make women aware of the benefits of joining the self-help groups.”

By joining the group, women will move towards self-reliance with easy loans, and will avail various schemes of the government and other handholding support.



## Samvaadata Sakhi Training to hone journalistic skills of rural women



*The three-days' training was packed with insights and skills to help improve grassroots reporting.*

A three days' Samvaadata Sakhi training was organized from 19th to 21st September 2022 in Saptarishi Sewa Bhawan, Ranchi. A total of 35 participants from 13 districts, consisting of women who are already working as Samvaadata Sakhi and freshers joined the training to hone their skills in basic story writing, reporting, photography, videography, etc. The training was provided by renowned journalist, Ms Neetu Singh.

On the first day of the training, the participants were provided in-depth training on the basics of news and story writing, how to identify stories around them, how to formulate one while writing, what are the basic dos and don'ts to be kept in mind while writing a story, etc. In the second half of the day, they were provided with a related assignment to practice what they learnt about story/news writing and later, a discussion round was organized where the stories written by the participants were read by the trainer and suggestions and areas of improvement were discussed.

The second day of the training involved revision of the learning of the previous day and then the participants were given a detailed lesson on how to support their stories with effective photography and videography skills. The women were trained in taking good photographs and videos with their smartphones and were told about the techniques involved in the same. A session was also taken by a panel of NMMU trainers

through virtual mode where they taught the participants how they can utilize their skills to find effective stories from rural areas and how they can upgrade their skills of reporting and writing which can further create more opportunities for them.

On the third day of the training, Knowledge Management & Communication team from JSLPS interacted with the participants and discussed with them the expected outcomes of this training. The participants were encouraged to go back after the training and regularly write and report stories, activities and events from their blocks which would be published through various channels. Along with this, the participants were also introduced to various social media channels of the organization and were briefed on how social media channels work. An online session was also taken by Mr. Rajeet Sinha from NMMU where he discussed the learnings of the entire training program with the participants and gave his input on news writing, photography, videography, etc.



# DDU-GKY has given flight to Namita's dreams

Godda



*Armed with training, she hopes to bag the job of a Sewing Machine Operator and help her family come out of poverty.*

The story of many struggles of life is hidden behind this smiling face of Namita Devi, a 27-year-old, resident of Markhan village in Godda district, who was living in extreme poverty with her husband and three children.

Due to the unemployment of her husband, it was becoming very difficult for Namita to manage the daily expenses of the house. Providing good education to the children, as they could barely manage two meals a day, was hence impossible. Namita wanted to improve the financial condition of her family and when she learnt about free training by the Job Resource Person (JRP) under Deendayal Upadhyay Grameen Kaushalya Yojana, without delay, she got herself enrolled. Today, Namita is taking training in Sewing Machine Trade at

Cotton Blossom India Pvt. Ltd., Ranchi.

She is happy and is sure that after the training from DDU-GKY, she will be able to get a good job as a Sewing Machine Operator.

She always wanted to give a better life to her family and now she is sure her dream would come true soon. Namita says, "Poverty has awakened the courage in me to live life. I had never stepped out of the house before nor stepped out of my village. My husband was also unemployed, and I had to do something for the upbringing of our children, but there was no way in sight. But today my self-confidence is growing, and I am happy that I will never have to see poverty again."

## NRETP is making rural women of Jharkhand self-sufficient.

*From an employee at a mixture factory to an entrepreneur, Dharna has come far.*

East Singhbhum



Dharna Sheet, a resident of the Dhalbhumgarh block of East Singhbhum, was once an employee at a factory. Today, she has established her own business with the help of Self Help Group.

Dharna, a member of Mangal Chandi Mahila Mandal, earlier worked with her husband in a mixture factory in Jamshedpur, but the Pandemic took away their source of income. With no regular income, it became difficult for them to run the household. Dharna took a loan of

Rs 1 lakh 30 thousand from her group to start her own mixture factory.

Today Dharna Sheet and her husband are producing about 30 quintals of different types of mixtures daily from this mixture factory. They sell their products in local wholesale shops. Dharna is earning Rs 12000-15000 monthly and is very happy.



## Multiple livelihoods leading rural women to economic independence

Ramgarh



*Kalawati Devi is a successful entrepreneur who has changed her life with multiple livelihood opportunities.*

Kalawati Devi lives in Kamta village of Gola block in Ramgarh district. She became a member of Ganga Mahila Samuh in the year 2016 and started working as a bookkeeper.

Prior to joining the SHG, the economic condition of Kalawati's family was not good. They were making a living by farming. After becoming a member of SHG, she started taking loans for her small requirements and then she and her husband took a big loan of Rs. 2 Lakh for starting their tent house business. Gradually, the business picked up the pace and began giving good

return.

Now, Kalawati is involved in multiple livelihoods. She does farming, animal husbandry and has her tent-house business too. She is also running a training centre along with four other women, where various trainings by JSLPS are organized. Presently, Kalawati's monthly earning is of Rs. 10,000-15,000.

Kalawati says, "Earlier I have never stepped out alone from my house and now I am an independent business woman, all thanks to my SHG."

## JOHAR: Sakhi Mandal paves the way to self-reliance

*From selling liquor to becoming an independent businesswoman, Asha Devi is setting an example for others to follow.*

Latehar



Asha Devi of Janho village situated in Manika block of Latehar district once sold country liquor. But after getting associated with Sarna Aajeevika Sakhi Mandal, she got to know about Phulo Jhano Aashirwaad Abhiyaan and received an interest-free loan of Rs 10,000 to start a new livelihood. Along with that under the project JOHAR, she also received training, chicks, medicine and other support for starting a poultry business. With all this support

today she has become self-reliant and earns Rs 6,000 to 7,000 monthly.

Talking about the change Asha Devi says, "After leaving the business of country liquor, I regained my self-respect and confidence. With the help of my Sakhi Mandal and the JOHAR project, I am earning a good income and sending my children to private schools for their bright future"



# News-Brief



## IFS Officers Visit

Ministry of Environment Forests & Climate Change, GoI planned a one-week refresher training course for the in-service IFS officers on Strategies for Livelihood Enhancement in forest fringe villages. A team of about 15 IFS officers from various states visited JSLPS state office to learn about the upliftment of the livelihoods of rural people through value addition to various forest products. Shri Suraj Kumar, CEO, JSLPS welcomed all the delegates in the state office.

## Review

To review the status of the Smallholder Horticulture Empowerment and Promotion (SHEP) approach funded by JICA a team from Japan was on a two-days' visit to the Ormanjhi and Itki blocks of Ranchi district. During the visit, the team distributed farm equipment to PGs and inaugurated a solar cool chamber. The delegation also visited farm plots, met with farmers and reviewed the status of the agriculture activities under the SHEP approach at the JSLPS state office. Shri Pravin Singh, COO-JHIMDI, welcomed & briefed the delegates about the project



## Showcase of Palash & Adiva Products

JSLPS showcased products of PALASH & Adiva (Tribal Jewellery) brand at Lal Bahadur Shastri National Academy of Administration (LBSNAA), Mussoorie. All the Officers appreciated the efforts of the rural women of Jharkhand. Under the umbrella of the brand PALASH, a total of 29 products are being produced, processed & packaged by women of Sakhi Mandals.



# News-Brief

## Planning Workshop

An in-house planning workshop of 2 days' was organized by JSLPS under DDU-GKY at SIRD, Ranchi. Skills Staff from all the 24 districts of Jharkhand participated in the workshop. The top 3 districts i.e., Ranchi, Dhanbad and Lohardaga, got 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> positions respectively in mobilization of candidates in the last quarter of FY 2022-23. They were awarded certificates by Bishnu C. Parida, COO, JSLPS, SPM and PM Skill & Jobs for their achievements.



## Training of VCRPs

Under MKSP, a 5 days' training program was organized for the Video Community Resource Persons (VCRPs) in collaboration with Digital green at Mass, Angara.

In this training program, a total of 15 women participants took part from 3 different districts of the state, i.e. Simdega, West Singhbhum and Gumla for taking up the video production and projecting various components and activities under the project.



## Capacity Building of UP-CRPs

A 5 days' residential training of Ultra-Poor CRPs (UP-CRPs) was organized at SIRD, Ranchi by JSLPS under the project UPAJ of PVTG & Ultra Poor development.

A total of 70 UP-CRPs participated in the training from Nawdiha Bazar and Dumariya block of Palamu and East Singhbhum districts respectively.

The objective of the training was to train them on the selection of Ultra poor households based on the PAT (Poverty Assessment Tool) survey.

After the identification of these Ultra Poor households, the interventions would be done via the graduation approach to bring them out of ultra poverty.





An Initiative of Knowledge Management & Communication Cell

# JHARKHAND STATE LIVELIHOOD PROMOTION SOCIETY

(Rural Development Department, Government of Jharkhand)

**Itki Road, Hehal, Ranchi-834005**

[f @onlineJSLPS](#) | [@onlineJSLPS](#) | [@online.JSLPS](#) | [@JSLPSlive](#) | [www.jslps.in](#)

Editor

**Jyoti Rani Kumar**

Contributors

**Ankita | Aditi | Shreya**

For any feedback or Suggestion email us at : [✉ kmc.jslps2020@gmail.com](mailto:kmc.jslps2020@gmail.com) | [☎ 0651-2951915/ 2951916](tel:0651-2951915)