

Aajeevika

Jharkhand



Issue-117



JUTE CONCLAVE : an initiative to boost Jute Industry



The conclave saw huge participation from stakeholders not just from Jharkhand but also from other states.

National Jute Conclave, 2023, was inaugurated by Honourable Rural Development Minister Shri Alamgir Alam at Pakur. This first ever initiative was for promoting handmade and eco-friendly products of jute. The objective of this conclave was to inform the farmers about jute cultivation and motivate them to attend training in jute processing. It drew entrepreneurs and farmers from all over the country. The three-days' National Jute Festival was organized by JSLPS and District Administration. Jute products were exhibited and Big Plans were prepared for the farmers of Pakur and Sahibganj districts to develop the areas as jute clusters.

Distribution of assets and certificates among farmers

After the inauguration of the conclave, the Hon'ble Rural Development Minister distributed the assets and certificates among the farmers. The minister also inspected the stalls set up of materials produced from jute. Shri Alamgir Alam said, "that the jute fair would prove to be a better means of self-reliance and livelihood for the farmers. The government is taking all possible steps to encourage jute farmers and to increase their capacity." The minister appealed to the farmers to take advantage of the technical information given at the fair to know about jute production as well as the goods made from jute. The production of jute can increase income. Also, he announced the setting up of a jute factory in the district soon, so that people can get employment opportunities.

Rozgaar mela and agricultural exhibition

Along with the jute fair, an agricultural exhibition and a Job fair (rozgaar mela) were also organized. Different types of stalls related to this were set up. People were given many types of information related to employment. Hundreds of people got information and also applied for jobs. Apart from Jharkhand, many jute traders from West Bengal, Assam and Bihar put up stalls of their manufactured products at the jute festival.

Private companies from many states including Gujarat also had stalls at the fair. Stalls of many companies including Japan's Canon, Toshiba, Sharp, Fujifilm, Sony, KCO and Tata were also set up.

Shri Suraj Kumar, CEO, JSLPS, DC Varun Ranjan, SP Hrideep P Janardanan, thousands of farmers, officials from Ijrar, JCI and scientists were present in the conclave held at Rani Jyotirmayi Stadium, Pakur.



Celebration of International Women's Day



Skill development is paving the path for women empowerment.

On the auspicious occasion of International Women's Day 2023, Deen Dayal Upadhyaya Gramin Kaushalya Yojana (DDU-GKY) domain of JSLPS organized a women's empowerment program through skill development in Project Bhawan Auditorium. Under DDU-GKY, since 2014, about 62,000 youths have been trained in various trades, out of which 33,000 are women. Of the total, 38,000 youths are connected with employment and 27,000 have been placed.

The chief guest of the program, Honorable Member of Parliament, Rajya Sabha Dr. Mahua Maji in her address congratulated everyone on Women's Day. She said, "women present on the occasion should be so strong that in future there would be no need to celebrate women's day. She asked women to move forward despite challenges and also inspired them to enter politics."

Mrs. Rajeshwari B, Commissioner MGNREGA, Mrs. Nidhi Dwivedi, Superintendent of Police, Crime Research Department, Dr Daisy Sinha, Head of Department, Fashion Designing, Marwari College, Mrs. Preeti Srivastava, State Head UNICEF, Mrs. Tanu Sarkar Chairperson, CWC and Mrs. Harshita Lakra, Ex-Chairperson, CLF Namkum Ranchi were present at the

event.

Mrs. Rajeshwari B, Commissioner MGNREGA in her address said, "Women are working in very difficult conditions. The biggest responsibility of women is to take care of their families. If women are educated then the whole family gets educated. She said that women should speak up, as their participation is necessary. Women should be empowered not only financially but also socially. She discussed about the Gender Justice Center by JSLPS and also talked about child marriage and women's participation in sports."



Mrs. Nidhi Dwivedi, Superintendent of Police, Crime Research Department, praised the role of women in every field. She motivated women to stand on their feet so that they don't have to depend on others for every small need.

Mrs. Harshita Lakra, Former President, CLF Namkum Ranchi while addressing everyone thanked JSLPS for her journey and shared her success story. She said, "We have become so strong within the group that now there is no need to mortgage anything and now, I am able to give good education to all my children."

Mrs. Preeti Srivastava, State Head UNICEF congratulated JSLPS for organizing the event and motivated the women to keep their choices.

Mrs. Tanu Sarkar, Chairperson, CWC, said, "Our fight is not against any man but against the evil practices of the society. We should do all the work very well and learn to appreciate people."

Dr. Daisy Sinha, Head of Department, Fashion Designing, Marwari College said, "Women have come so far by joining the group that they are speaking with full confidence, the credit goes to JSLPS."

Many women who have been enriched by the group shared their experiences.

The beneficiaries of DDU-GKY, cadres, staff of JSLPS, PIAs and various community cadres were felicitated on the occasion.



Campaign to Make Rural India Financially Literate



Digital Grameen Bharat is a national initiative aimed at promoting digital financial transactions in rural India under Azadi Ka Amrit Mahotsav 2.0.

DAY-NRLM has rolled out Digital Grameen Bharat – a national campaign to promote digital financial transactions in rural India under Azadi Ka Amrit Mahotsav 2.0. Starting from the 1st of February, 2023, this campaign aims to create awareness in 50,000 Gram Panchayats by 15 August 2023. Under this campaign, various activities are ongoing at the district, block as well as village levels across Jharkhand. Its

goal is to provide financial literacy, digital transaction information and financial services among the women of Sakhi Mandal and villagers residing in far-off rural areas.

At the Cluster level “Saksham Kendra” have been started in every CLF where FLCRP are making women of Sakhi Mandal aware about digital financial services, government projects including insurance schemes such as Pradhan Mantri Jeevan Jyoti Beema Yojna (PMJJBY), PMSBY and Sukanya Yojna, etc. “Through snake ladder games and other activities, I have imparted knowledge related to financial services and how to stay away from digital fraud among the women associated with Sakhi Mandal and other villagers.” says, Geeta Devi, FI-Master Trainer, Chatra.

“I was nominated to provide all the information regarding the available government scheme such as Sukanya Yojna, Jeevan Jyoti Beema Yojna, etc., as well as how to digital transactions among the villagers. I also visit the village and interact with people and make them aware.” Bhado Devi, BC Sakhi, Dumka.

Digital Grameen Bharat is a move towards Financial Inclusion of rural India.

Sky is the Limit for Jharkhand’s Rural Women



From Sakhi Mandal Members to becoming National Resource Persons, Jharkhand’s rural women are setting new benchmarks

The 34 National Community Resource Persons (NCRPs) will train women of Self-Help Groups on the LokOS application across the nation. JSLPS organized a 12-days’ state-level residential training of e-master trainers on the LokOS application in Ranchi, from January 30 to February 10, 2023. Participants were trained on the LokOS app through practical means.

From joining Sakhi Mandal in the remote rural areas of Jharkhand to giving training at the national level these women have come a long way. They are very happy to achieve this success & are capable of imparting training

nationwide.

Damyanti Munda of Namkum block Ranchi district and one of the e-Master Trainers said, “This is just the beginning. I am very happy that I am presenting my state to the whole country. Through this, I have got a good source of income and am now ensuring the future of my children by teaching them in English medium school.”

After giving first successful training in Punjab now they are moved to Uttarakhand for another training.

Johar Ragi Laddoos : New avenues of Livelihood



Along with providing health benefits, Johar Ragi Laddoos are enriching the lives of PVTGs & SHG Women of Gumla.

In Gumla district Johar Ragi Laddoo was launched by the District Deputy Commissioner. These nutritious ragi laddoos have been made by the women of Sakhi Mandal associated with JSLPS. These laddoos are chemical and gluten-free and no preservatives have been used to prepare them. This initiative will play an important role in fighting anaemia, malnutrition and related diseases, especially among the PVTG community residing in far-off places in Gumla.

Johar Ragi laddoos will also be sent to all Anganwadi centres in the district so that all the children also consume it and remain malnutrition free. Under the "Ragi Mission," last year 20,000 kg of ragi seeds were provided free of cost to 4,500 farmers and about 65,000 kg of ragi produced by them has been purchased by the Cluster level Federation (CLF). After the success in making ragi laddoos women of Sakhi Mandal are also ready for the production of Johar Ragi Flour and Noodles.

Skill Development is Shaping the Future of Rural Youths...

Training under DDU-GKY has led to a profound transformation in the life of Jasmine Pareya.

West Singhbhum



Jasmine Pareya of Chakradharpur, West Singhbhum district used to live with her mother who makes a living by selling vegetables. Her father died when she was very young. She always dreamt of helping her mother to improve their financial condition. Through DDU-GKY, she got this chance. She was selected for the Security Guard Training Centre run by Planet Infrastructure Management Pvt Ltd in Bundu, Ranchi.

After training, firstly, she got placed in a company in Ranchi and started earning Rs 6,000 monthly. After working there for a few months she got a chance to appear for job placement in an IT company in Hyderabad and got selected at a monthly salary of Rs 16,000. This boosted her morale as well as helped her in building a new house in her village. Two months ago she joined a new company and started earning Rs 24,000 per month. Jasmine and her family are very happy today.

Sakhi Mandal giving a new direction to rural women

Lohardaga



Rural women are learning new skills and becoming entrepreneurs with the help of Sakhi Mandals.

Phulmani Aind is a resident of Navatoli village in Kuru block of Lohardaga district is a member of Jagriti Mahila Mahila Mandal. Before joining the group, she was a homemaker and her husband worked as a labourer. The family was somehow subsisting. All that

changed after Phulmani joined the Sakhi Mandal. There was a lot of improvement in the family's economic and social life. Phulmani says "In our family, only paddy and maize were cultivated and the field remained fallow for the rest of the year. The well constructed for cultivation did not help much." In 2019, after the association with the JHIMDI project, Phulmani began farming throughout the year with Micro-Drip Irrigation method and is earning up to Rs 30,000 per month.

Phulmani works as Aajeevika Krishak Sakhi in her village and is working to create awareness about the benefits of Micro-Drip Irrigation. Today a total of 46 farmers are registered as MDI farmers in Kuru through Phulmani.

Training and Knowledge Lead to changed Lifestyle

Begmati devi is a resident of Pokhariya village located in Nawadih block of Bokaro district. She works as a Setu Didi, orienting the village people about health, nutrition, food and wash-related schemes & practices.

Begmati Devi joined Puja Aajeevika Sakhi Mandal and was elected as Setu Didi of her village. She received training on various aspects of health, food, nutrition and sanitation. After receiving the training, she started informing people about the importance of health, correct nutrition and best practices to be followed during health pandemics and trained people to start agriculture in the backyard of their homes. Begmati realized while giving training to villagers about Poshan Vatika that she too has land and can start cultivating different vegetables, pulses and fruits simultaneously which are healthy for the body. She now grows various types of vegetables, pulses and fruits.

Bokaro



"Setu Didi" Begmati makes villagers aware of good health and balanced diet

Begmati says, "Being part of SHG and working as a Setu Didi has changed my life. Earlier, I used to prepare food for my family to fill our stomach, but now, after understanding how important food is and what the right amount of nutrition does to our body, I grow vegetables on my plot and also motivate my community people to do the same. It also gives me a new way of earning a livelihood."

News-Brief

PM Visited the Van Dhan Vikas Kendra Stall in Delhi



Hon'ble Prime Minister Shri Narendra Modi along with Minister of Tribal Affairs Shri Arjun Munda visited the Van Dhan Vikas Kendra (VDVK) stall set up by PVTG SHG members of JSLPS hailing from Gopikander block of Dumka, Jharkhand at the inauguration ceremony of National Tribal festival 'Aadi Mahotsav' at New Delhi.

JSLPS Participated in Kisan Mela

JSLPS participated in the two-days' Kisan Mela organised by ICAR- Institute of Secondary Agriculture at Namkum, Ranchi. The value chain intervention of MKSP was displayed. Shri Badal Patralekh, Minister of Agriculture, GoJ, visited the stall of JSLPS and appreciated the efforts and work of SHG members.



MoU Signed

JSLPS and PCI India signed MoU for the extension of UMANG Project for two more years. Based on the inter-generational transmission of empowerment from mother to daughter, UMANG Project has been capacitating women of Sakhi Mandals to stop child marriage and promote education among girls in Jamtara and Godda districts of Jharkhand.



News-Brief



Thematic Expert Visit

Shri Shiv Soni, Thematic expert, RSETI, MoRD was on a two-days' visit to Jharkhand. On his visit to RSETI Ramgarh and Ranchi districts, Shri Soni interacted with the candidates and discussed how to strengthen the state's RSETIs. On the second day of his visit, he chaired a review meeting of all the RSETIs & RUDSETIs at Ranchi. Followed by a visit to RUDSETI situated in the Silli block of Ranchi along with Shri Vipul Chandra, National Director of RSETI, NACER where they inaugurated the 30-days' women's clothing manufacturing training program.

Strengthening Skill Ecosystem

JSLPS has partnered with IPE Global Limited to take a critical step towards building a skill ecosystem under DDU-GKY in the state of Jharkhand. This initiative will bring important insights from the ground which will act as a catalyst to strengthen and reinforce the institutional structure of the skill ecosystem in the state.



Samvaaddata Sakhi Training

An orientation cum training session of Samvaaddata Sakhis was organized by the Knowledge Management and Communications domain of JSLPS at SMMU, Ranchi. The objective of this orientation was to brief them on the coverage of Mission LiFE launched by the MoRD under Azadi Ka Amrit Mahotsav 2.0 and to train them about the various communication interventions taken up by JSLPS.

News-Brief



Training of Job Resource Persons

A 5-days' residential training of Job Resource Persons was conducted by the Skill domain of JSLPS. The 3 days' in-house training included different topics of DDU-GKY and project ROSHNI followed by 2 days exposure visit to the training centre and PIAs at Ranchi. The training concluded with certificate distribution to the trainees by COO, JSLPS, Shri Bishnu C Parida.

Training of PVTG Change Makers

A residential training of 4 days' was organized for PVTG Change Makers (PCMs) on Soft Skills and Communication at Ranchi. 37 PCMs participated from different Udaan districts. The objectives of this training was to develop communication and interpersonal skills and adopt good leadership behaviour for the empowerment of self and others. This training will also help the participants to improve their inner qualities and understand their strengths and weaknesses.



Faculty Development Program

JSLPS conducted a 2-days' Faculty Development Program in partnership with Wadhvani Foundation at Ranchi. The objective of this training was to generate Employability through Skills Courses based on Digitally Enabled Learning Mode and to make the facilitators capable to act in the modern ecosystem of Skill Development and Retention of the Trainees.

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Government of India

75
Azadi Ka
Amrit Mahotsav

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Lifestyle For
Environment

G20
100
governments

Practice natural or organic farming.

Scan the QR Code to know more

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Use agricultural residue, animal waste for composting, manuring and mulching

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नागन किाने...

कचरा न फेंकाएँ
क्योंकि यह धरती आपकी संपत्ति है,
इसे स्वच्छ रखें

पर्यावरण बचाएँ
Mission LIFE को अपनाएँ

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Do not discard waste in water bodies and in public spaces.

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An Initiative of Knowledge Management & Communication Cell

JHARKHAND STATE LIVELIHOOD PROMOTION SOCIETY

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