

Conclave on Organic Crops and Millets



Challenges and opportunities in millet discussed by experts and officials.

A two-days' conclave on organic crops and millets was organized by Mahila Kisaan Shastikaran Pariyojnana (MKSP) domain of JSLPS, under the chairmanship of Shri Suraj Kumar, CEO, JSLPS at Project Bhawan Auditorium.

The year 2023 has been declared as the "International Year of Millets" hence, the conclave was organized to increase the utility of millets. The program was inaugurated by lighting of lamp by the dignitaries.

State Program Manager, MKSP, Md. Arif Akhtar welcomed everyone and shared the objective of the conclave.

Shri Suraj Kumar in his address appreciated the work of JSLPS. He said, "The year 2023 has been declared as "International Year of Millets & JSLPS has organized several awareness programs at the district and block level to make the villagers aware of the use of millets and its benefits. Appreciating the work of SHG members, he said that every woman of SHG is an inspiration for us, they have achieved success by facing challenges and are playing an important role in village development. He also threw light on the project 'Farming the sustainable way for an evergreen tomorrow: Rolling out organic clusters in Jharkhand', which is being implemented by the Value Chain and Women Farmer Empowerment Project under JSLPS. He explained that the program will be implemented during three financial years i.e., from FY 2022-23 to FY 2024-25. Work will be done to develop 176 organic clusters in 22 blocks of 10 districts of Jharkhand. The project aims to promote 176 organic clusters in 1056 villages, where 2640 clusters will be formed, benefitting a total of 42,240 farmers. A Farmer Producer Company is also to be formed under this scheme. Farmer Field School will be established for training on a large scale".

The Farmer Producer Organizations that did a good job were felicitated on the occasion.

Post the ceremony, the dignitaries visited the stalls set up by SHGs where food products made from millets were displayed.

In the later sessions, panel discussions were held on various topics including "Jharkhand's Perspective of Organic Crops and Millets", 'Promotion of Organic Crops and its Use as Alternative to Daily Consumption Food-Opportunities and Challenges', 'Scope of Promotion and Biofortification of Millets in Jharkhand'.

During the second day of the programme, 'Biofortification on Millets and its Impact', 'Role of TSA in Promotion of Organic Crops in Jharkhand', 'Importance of Millets in Jharkhand', 'TSA in Promotion of Millets in the State in terms of Scope and Production Support Action, and Startups and NGO's roles were discussed.

The program was attended by Dr. Jairam Killi, Farm Lead, NMMU, MoRD, GoI, through virtual mode, Dr. Arun Kumar, Scientist, BAU, Mr. Surjit Chakraborty, DGM, Switch On, State and district officials of JSLPS and members of SHGs.



Jharkhand Women Shine at Saras Aajeevika Mela

Delight visitors with their jewellery, journalism skills and products.



Saras Aajeevika Mela, with a focus on art, craft, and culture, was organized at Noida Haat. Saras Mela is an initiative by the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) under the Ministry of Rural Development, Government of India. Hon'ble Union Minister of Rural Development, Shri Giriraj Singh inaugurated the SARAS Aajeevika Mela along with Secretary MoRD and other delegates. During the inaugural ceremony, he welcomed all skilled artisans. Over 300 women artisans from different states across the country present their creative works at the fair. With the help of these Saras Melas, women SHGs are not only creating livelihood opportunities but are also presenting a great example of women's empowerment in front of the country.

Vocal For Local

The focus of the Saras Mela is on art, craft, culture, and cuisine under the 'vocal for local' theme. The fair offered a mix of handloom and handicrafts - Bihar's Sikki, Chhattisgarh's bell metal products, dori work from Gujarat, Haryana's terracotta, and tribal jewellery from Jharkhand. Over 85 cultural programs showcased the diversity of the tribal culture at the fair. Regional cuisines like Telangana's chicken, Punjab's mustard greens, Bengal's fish curry, and Rajasthani Kaer Sangari were also served at the fair. While a millet feast was held from March 1 to 5 during the fair, natural food products like bajra and jowar laddu, and biscuits from Haryana, Karnataka, and Andhra Pradesh were also on display.

PALASH was a hit.

Women of Sakhi Mandals from Jharkhand participated in the mela and showcased their products under the umbrella of the PALASH brand. A variety of products were put up for sale at the SARAS Mela such

as mustard oil, honey, ragi, spices and soaps, which were all in great demand. Pickles made of bamboo, and mahua were the centre of attraction for the visitors.

Adiva, a tribal traditional jewellery brand.

Stall operator Parvati Soni, a resident of Jharkhand, said that silver jewellery is traded both at her maternal home and her in-laws' place. But it is now that women have got the means to go out and grow their businesses through government schemes. Happy to have got a chance to take our specialties to other states through the fair. By joining SARAS through Mahila Mandal, she became self-reliant. Her stall had products ranging from Rs. 1500 to 7,000.

Patrakar Didis & BC Sakhis provided services at SARAS Aajeevika Mela.

MoRD specially invited two Patrakar Didis (Samvaaddata Sakhis) and a BC Sakhis from Jharkhand for their services at the SARAS Mela. Patrakar Didis Usha Devi from Hazaribagh, and Mamta Devi of Garhwa district participated in the Mela to cover the entire show. In coordination with the media team of MoRD, both Patrakar Didi contributed content for the official social media of MoRD and JSLPS. They also got letters of appreciation from the Ministry of Rural Development. BC Sakhi Kiran Devi from Bokaro district of Jharkhand participated and extended banking services at the mela. She provided basic banking services like transfer, withdrawal, and deposit of money to the artisans and visitors.

The MoRD and NIRDPR have been organizing the Saras Mela across different parts of Delhi-NCR for the past 24 years. This has provided employment opportunities to lakhs of rural women who in turn have learned marketing skills to sell their products.



Poshan Abhiyan Becomes a Jan Aandolan for Public Health



Through sustained initiatives under Poshan Pakhwada the message of balanced diet and nutrition was drilled home among the people.

With the theme of 'Nutrition for All: Together Towards a Healthy India' the 5th Poshan Pakhwada was celebrated throughout the country from 20th of March to 3rd of April, 2023.

With the declaration of 2023 as the International Year of Millets, this year the focus of Poshan Pakhwada was popularised as 'Shree Anna'- the mother of all grains, as a valuable asset to address malnutrition.

The basic objective of celebrating Poshan Pakhwada through Jan Andolan and Jan Bhagidari was to raise awareness among the community on food and nutrition and augment the knowledge of the community on the different aspects of food, their nutritive value, the different food groups, and their importance, dietary diversity and the underlying causes (immediate cause, intermediate cause, and long-time causes) of malnutrition.

Despite being home to nutritious food and crops, Jharkhand lags when it comes to the proper nutritious health of Children and lactating mothers. The major

cause of this is lack of awareness. So, the basic ideation of celebrating Poshan Pakhwada 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 of Poshan Abhiyan.

Poshan Abhiyan/Pakhwada also encouraged women in particular to become aware, develop capacities on nutrition issues, augment knowledge on dietary diversity and other nutritional aspects and overwhelmingly participate in 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 Abhiyan a community-driven and community-centric initiative. And hence, the women associated with Sakhi Mandals across the state took the reign in their hands and pulled off the activities under the Abhiyaan.

The Poshan Pakhwada was observed in convergence with National Health Mission and ICDS in the State. The activities were initiated from March 20th in all 24 districts of Jharkhand by the women of Sakhi Mandals. 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 other women aware of where the demonstrations were made, Poshan rangolis in Anganwadi centers were made at all blocks and districts of Jharkhand. In CBO meetings, the Setu didis motivated women to take oath to promote nutrition, hygiene and sanitation incorporated as ten sutras of SHGs. Hand-washing as an important component of nutrition was demonstrated in SHG, VO and CLF meetings. Setu didi with SHG members participated in the God bhara, annaprasan, and poshan demonstration activities of the department of women and child development. Anganwadi workers, Setu didi and SHG members in many blocks took out rallies in villages spreading messages about maternal and child nutrition, hygiene, and sanitation.

Sonu Kerketta, a resident of Kulhai village of Rania Block situated in Khunti district and a member of Gulab Samuh in her VO meeting says that “through the details shared by Setu didi of my village on the importance of Tiranga Bhojan in children and lactating

women I got to learn a lot. Earlier, we were not so informed about taking a balanced diet and its importance. I suffered from anaemia but I am glad that through the awareness of Poshan Abhiyan now, girls and even women of our age will never go back to suffering.



Jamtara



Project Umang is a multi-pronged initiative to attach social evils against girl child in the rural areas. In this case, a mother fights social evils to ensure her daughter's dreams come true.

A young girl's aspirations were about to get trampled by early marriage, when Umang came as a ray of hope and supported her mother to confront the social evil. This is the story of the emancipation of both mother and her daughter.

Sweetie Das comes across as a bright, ambitious girl with a promising future. At the young age of 20, she is already financially independent, working with an IT company in Ranchi, Jharkhand. She holds a diploma in computer science engineering and aspires to study B-Tech with her own hard-earned money. Along with being self-reliant, she is also supporting her family, comprising her parents and a younger sister, who live in Kundangal village in the Jamtara district of Jharkhand.

However, this was not the case three years ago when Sweetie was being forced into an early marriage by her family. Her father Porimal Das, who runs a small grocery shop in the village had succumbed to societal pressure, where child/early/forced marriage (CEFM) of girls is a social norm, and had started looking for a matrimonial match for his eldest daughter. Subsequently, Sweetie was forced to discontinue school in 11th grade. This was especially heart-breaking for the girl who had always been a meritorious student and had dreamed of having a career.

Umang Brings Hope

Sweetie had been a school topper in her 10th board exams (Deoleshwar High School, Bhandarbera village,

Jamtara) and was preparing dedicatedly to score well in her 12th grade as well when her education was suddenly stopped. "That was the lowest point for me. It seemed as if my life was over," recalls Sweetie. Just then, as a ray of hope, her aunt who had recently got associated with a new project called 'Umang' as a Master Book Keeper (MBK) resisted the idea of Sweetie's marriage. Being implemented by JSLPS with technical support from PCI India since 2019, Umang has been working towards the prevention of CEFM and promotion of girls' education in the Jamtara and Godda districts of Jharkhand.

It was her aunt who explained to Sweetie's mother, Jharna Das, about the ill impact of child marriage on Sweetie's health and future. She also encouraged Jharna to start attending Umang sessions during Self-Help Group (SHG) meetings (Jharna is a member of Jai Maa Kali SHG, Kundangal). The sessions made her aware of the Prohibition of Child Marriage Act 2006 and the Protection of Children from Sexual Offences (POSCO) Act, 2012. They also made her realize the significance of girls' education and the power and influence she possessed as a mother in shaping the future of her daughters.

Apart from imparting awareness, Umang sessions also capacitated the mother with communication and negotiation skills offering alternative narratives against child marriage, which empowered her to convince her husband to delay Sweetie's marriage for the time being and focus on her education instead.



Jharna Das says, “Convincing my in-laws against child marriage wasn’t easy initially. This is because child marriage is deeply ingrained in our community. We have all grown up witnessing this practice as a social norm, so much so that many of us could never question it or realize its ill-effects despite being victims of it ourselves.” Jharna had been a child bride too as she was married off at 14 years of age as her family was poor. “However, things are changing now. Umang sessions were an eye-opener for me. They also helped me gather the courage to speak against the system,” adds the 35-year-old mother of two daughters.

Road to Liberation

It took Jharna many rounds of discussions with her husband before the latter got thoroughly convinced to scrap Sweety’s early marriage. The next challenge was arranging finances for Sweety’s higher education who had completed entrance exam for diploma in computer science engineering and wanted to pursue the course from polytechnic in Dumka, which is 80-90 km away from their village. Jharna was barely able to make ends meet with the dismal income from their shop. Hence, she took loan of around Rs 50,000 from the SHG (twice of Rs 17,000 and Rs 30,000 respectively) to pay Sweety’s fee. “Luckily, accommodation was free for Sweety at the polytechnic,” says Jharna.

“We faced a lot of resistance from the family and community against my going out to study. As my parents didn’t have a male child and we had a poor financial status, my mother’s bold steps that were challenging social norms triggered hostility from the community. However, I am immensely grateful that

she trusted me thoroughly and stood by me throughout,” says Sweety.

Counselling Service

Maintaining her good academic record, Sweety completed her diploma as a top ranker among girls and secured a job with an IT company in Ranchi during campus placement. She has been working since August 2022 and is now paying back the loan that her mother had taken for her education.

Meanwhile, during one of her holidays, Sweety also received career counselling from Kishori help desk – a component introduced under Project Umang that offers counselling to adolescent girls and their parents on educational pathways, career choices, life skills, and SRHR (Sexual & Reproductive Health & Rights). “The counselling gave me clarity on how to grow further after my diploma. Based on the guidance from the help desk, I have decided to pursue B-tech,” informs Sweety. She has also recently secured a job as a computer science teacher at Jharkhand Aawasiya Balika Vidyalaya under Jharkhand Education Project Council.

Ripple Effect

Sweety’s journey of empowerment has started to show a ripple effect in the form of an attitudinal shift among community members towards child marriage and girls’ education. “There has been a big difference in the mindset of people in the last three years. The very same people who would taunt my parents now consider me a role model for other adolescent girls in my village,” says Sweety. This has also paved an educational pathway for her younger sister, Suman Das, who is now in 11th grade and is free from the pressure of CEFM.

Parallely, Jharna has grown in her own capacity under Project Umang from a SHG member to VO (Village Organisation) member and now as a SAC (Social Action Committee) member of her CLF (Kundangal Ajeevika Mahila Sankul Sangathan) where she has been working since June 2022. She now helps strengthen the capacities of other mothers in nurturing their daughters’ aspirations at the household level and addresses social issues such as gender-based violence, child marriage, etc., at the community level.

The mother-daughter duo is considered an inspiration in Kundangal. “I owe all my independence and success to Project Umang which instilled courage and skills in my mother to confront the social evil of child marriage. Had she not stood up for me, I would have been married off at 17 and ended up as a young bride and probably as an adolescent mother too,” says Sweety.

One day Insurance Claim Awareness Day



On 17th March 2023, Insurance Claim awareness day was celebrated all across the state. With the continuous effort of JSLPS, the women of Sakhi Mandal and their family members across the state have been linked with social security insurance schemes like Pradhan Mantri Suraksha Bima Yojana, Pradhan Mantri Jeevan Jyoti Bima Yojana, etc.

Recently, at the CLF level in the presence of Insurance Sakhi, the bank branch manager, Block Development Officer, Police Station In-Charge, village head, and JSLPS personnel, women of Sakhi Mandals and villagers were made aware of the benefits of insurance. People were given important information regarding insurance claims such as necessary documents for the insurance claim, how to stay away from fraud, where to reach out to when important information needed, etc.

Banking Correspondent Sakhi (BC Sakhi) Julekha Khaton from Bermo block of Bokaro district shared, "During the campaign, I filled about 100 forms of PMJJBY, PMSSY as well as Atal Pension Scheme. I have made the women and other villagers aware of the insurance benefits, criteria, process of claim settlement, etc."

Rural people in Jharkhand are actively adopting social security insurance schemes thanks to the Sakhi Mandals.

Sakhi Mandal Leads Women on the Path to Self-Reliance

Deepa Kumari becomes a businesswoman with help from her self-help group.

Deepa Kumari, a resident of Aralgaraya village situated in Dhanbad Sadar block is a member of Maa Vaishno Aajeevika Sakhi Mandal and earns her livelihood from a ration shop and cosmetic store in her village.

Deepa is a simple and courageous woman. Before she joined the group, her family was facing financial constraints. The lack of money and the constraints thereof made her unhappy & compelled, It was difficult for her to manage the house. She had always wanted to help her husband.

So, in January 2018 she joined the group. Gradually, she learnt about the systems and processes of the group. She wanted to establish her own business, but the lack of



capital was an impediment.

She received full support from her group in her endeavour and set up a cosmetic shop. She also stocks cosmetics, beauty and grooming products, chocolates, chips, etc., and earns about Rs. 8 to 10 thousand a month.

She wants to expand her shop and increase the profitability of her business.

Self-Help Groups are paving path for Rural Entrepreneurs



Ramgarh

Doli Devi defeated poverty to become a self-made entrepreneur.

Doli Devi of Ramgarh district made Sakhi Mandal a medium to change her life. Doli's husband is a daily wage worker and his income was insufficient to fulfil family's need. Finances became a major reason for the quarrels in her family. Doli was eager to do something to change this situation and she got hope from Dolly Self Help Group.

With the loan from the group, Doli started a bag unit. Today, she is successfully running her business and earning up to Rs. 10,000 a month. Doli says, "My financial condition is better than before and I'm giving proper education to my children. After bags, now I'm planning to start a clothing business."

Project Umang: Saving Children from Social evils

Jamtara



An Active Woman, Lakhivilash Murmu is a member of the Gulabbaha Self Help Group. She is playing an instrumental role in preventing child marriage in the Gediya cluster situated in Nala block of Jamtara district.

Lakhivilash Murmu is one of the cadre and woman activists associated with Project Umang, who works to

facilitate behavioural change within the community to end child marriage and promote girls' education.

Lakhivilash had witnessed disparity around her between boys and girls and their rights and entitlements. She always raised her voice against it but often was ignored. After becoming associated with the Self-Help Group, today, she is actively intervening in cases of gender disparity in her community. She says, "Many times parents try to get their teenage daughters married quietly, despite knowing that child marriage is a punishable offense. Herein comes our role to convince the families not to marry their girl child in forced marriages."

Lakhivilash has successfully resolved many cases of child marriage in her block.

Project Umang is being implemented in Jamtara and Godda by JSLPS with technical support from PCI India, which is addressing child marriage through the collective empowerment of women. Since its inception in 2019, UMANG has enabled over 1,300 active women so far.

Phulo Jhano Aashirwad Abhiyan: The gift of a dignified livelihood

Hunger forces a person to do all that which even their conscience does not allow. Such is the story of Pushpa Samad of Kolebira block situated in Simdega district of Jharkhand. Poverty and the struggle to manage even two meals a day, forced her to take up selling country liquor.

Pushpa is a resident of Takwa village. She lives here with her extended family of six members, her husband, two children, and her in-laws. To support the family, Pushpa used to work as a laborer in others' fields. However, her earnings were insufficient to run the household. On top of that, the medical expenses of the elderly members were draining the family.

To make ends meet, Pushpa reluctantly started brewing and selling liquor and hadiya, along with other women of the village. It is not an easy task for a woman to sell liquor in one corner of the market, as you have to face abuse. However, Pushpa had no alternative.

Sakhi Mandal and Phulo Jhano Ashirwad Abhiyan come to the rescue.

Today Pushpa is running her own tea-snack shop and gets respect from all. This change was brought into Pushpa's life with the help of her Sakhi Mandal and Phulo Jhano Aashirwad Abhiyan. In 2021, during the 'Sarkar Aapke Dwar Program', Pushpa came to know about this campaign. The members of Sakhi Mandal made her aware of the side effects of Daru-Hadiya and told her how interest-free loans can be availed by joining this campaign. By taking it, she can connect with other

Simdega



Pushpa Samad quit the business of selling country liquor and is today campaigning to motivate other women to follow in her footsteps.

respectable means of livelihood. Pushpa decided to quit the work of liquor selling and do something different. Through the campaign, she took a loan of Rs 10,000 from her Sakhi Mandal and started a tea-snack shop.

Today Pushpa is earning an income of Rs 10 to 15 thousand a month by selling tea, idli, gram, etc., in the market. Along with this, she is also earning additional income by rearing ducks and goats.

Pushpa says, she has now understood that the loss to society and the family is more than the profit made by selling liquor and hadiya. Now Pushpa is spreading awareness about this to other women in the trade and motivating them to leave the country liquor business and come under the fold of Phulo Jhano Aashirwad Abhiyan.

Sakhi Mandals are Turning Women into Exemplars

Bokaro



Didi Fresh Atta Chakki is not just the name of a business. It stands as an institution that inspires others.

Sunita Devi of Tejswani Mahila Sangh in Jaridih Block of Bokaro District is a member of Shubh Shree Swayam Sahayata Samuh. Today, Sunita is a successful entrepreneur. But this was not the case earlier.

Sunita belonged to a poor family. She was married off at an early age. Staying with her in-laws, she used to be busy with daily household chores. All the expenses of the family were borne by her husband. However, the income wasn't sufficient to manage the needs of the entire family. In this situation, Sunita decided to work and support her family.

Sunita became a member of Shubh Shree Swayam Sahayata Samuh in the year 2018. From here, her journey of saving and success began.

In her SHG meetings, she came across different business ideas like flower garlands, paper plates, etc. Sunita realized she already has a 20-year-old atta-chakki machine at home. Through her SHG, she took a loan of Rs. 5,000 and repaired the machine to start work on it. Additionally, Sunita took a loan from her VO and invested it in purchase of raw materials. Initially, she faced challenges in setting up a market for her business. She finally began her business with just 2-3 customers and soon set up a profitable market for her product. Sunita took a loan of Rs. 1 lakh from her CLF and purchased two more machines. Today, she sells atta at Rs. 40/kg at local markets within the district and earns Rs. 6000 monthly. She has also started selling sattu at Rs. 110/kg.

Sunita says, "My SHG became my backbone and proved to be a father figure for me. I didn't know much about business. Earlier I was solely dependent on my husband's income. Through JSLPS, the association with SHG solved the problem of financial scarcity. Earlier, I was known by my husband's name, but today I have my own identity. Today, I am known as 'Didi Fresh Atta Chakki'. Whenever I go out or attend family functions people recognize me and my business. JSLPS has given me the opportunity to increase my confidence, prove myself and build my identity in society."

Mishan Soy's skills got wings through DDU-GKY

Many youth of Jharkhand have learnt new skills and are bettering their lives with well-paid employment.



Mishan Soy hails from a very poor family and lives in Baramshal village of Kharsawan block in Saraikela Kharsawan district. His father worked as a farmer and the income was seasonal. At a very young age, he lost his mother and he had to drop out of school to work as a labourer for living.

But, his desire to study and work were fulfilled when he met the Job Resource Person (JRP) under DDU-GKY. After getting information about the whole program he agreed to take training. He took residential training in Sewing Machine Operator (SMO) trade where apart from sewing he learnt English and basic computer operations. The training helped him improve his soft skills, communication skills as well gave him confidence.

The months of hard work paid off and he got placed at Rs. 15,000 per month. After that he got his second job in the

same role at Rs. 19,420 per month. Currently, Misan Soy is working as a trainer and mobiliser in DDU-GKY program for which he gets a salary of Rs. 20,000 per month. He says, "My social and financial situation has changed a lot now. I have my own pucca house and a bike. JSLPS has supported me all the way and made me capable of becoming what I am today. I also want to help people like me who are from poor background, have low income and do not have the proper skills. Training through DDU GKY can change their life for the better."



PJAA: Leading to Dignified Life...

Sakhi Mandal Supporting Women to Adopt Respectable Livelihood.

Lohardaga



Geeta Devi, a resident of Kurse village in Lohardaga district, is earning a good income from animal husbandry today, instead of selling country liquor, thanks to the Phulo Jhano Aashirwad Abhiyan (PJAA).

Geeta is a member of Saraiphool Aajeevika Sakhi Mandal. She has started cow rearing by taking a loan of Rs 30,000 from the group and the cooperation amount of Rs 10,000 received under the project (PJAA). Today she is earning up to Rs 15,000 per month by selling 18 to 20 liters of milk per day to the dairy farm near her village.

Geeta says, “Earlier due to lack of cultivable land, I used to sell country liquor under compulsion. However, the income was too meagre to fulfil the needs of the family. There was also no respect in society because of my profession of selling country liquor. Association with the group brought to us many benefits through different projects and schemes of the government. Now, I can stand respectfully among people. I am also earning good income linked to strong livelihood.”

Community-Based Organizations encouraging the usage of organic manures.

Babita Kumari, a resident of Chouparan block of Hazaribagh district and a member of Chameli Aajeevika Sakhi Mandal is now engaged in the preparation of organic pesticides and manure in her village.

Before joining the group, Babita was a homemaker. It was not possible for her to take time out for herself and to take up some livelihood due to lack of capital as well as knowledge.

But, after getting associated with Sakhi Mandal, she started attending the meeting of her SHG, Village Organization and Producer Groups. Soon after acquiring knowledge about organic manures, Babita began making them too. She also advised other farmers to prepare organic manures. She told them about the harmful impact of chemical fertilizers on crops and human health and how organic farming is best for health and crop production. After the orientation by her, farmers agreed to prepare and use organic manures & due to the constant effort of Babita, farmers have also become interested in adopting organic cultivation using organic manures and pesticides, herbicides, and fungicides.

Hazaribagh



Babita Kumari not only learnt manufacturing organic manures, but also went a step ahead to convert fellow farmers to adopt it and has become it's supplier.

From this work, Babita is earning an annual income of Rs. 50,000.

Babita Kumari manufactures organic pesticides and manures like Agniashtra, and Ghanjeevamrit with the help of SHGs members. She sells it to the farmers and also uses it by herself. Apart from this, she is planning to open an organic manure shop in the village.

News-Brief

Placement Hon'ble Minister of Rural Development and Panchayati Raj Shri Giriraj Singh distributed appointment letters to 5 female candidates of DDU-GKY at an event organized by MoRD in New Delhi. The candidates have got training in the Sewing Machine Operator trade under Roshni project from Shahi Exports, Jharkhand.



Adiva Jewellery Showcased JSLPS showcased Adiva-Oxidized Jewelry and Lac Bangles under the Palash brand at G-20 Shilpgram at Ranchi. Here delegates from different countries including Indonesia, Saudi Arabia, South Korea, South Africa, Turkey, Germany, the US, UAE, Spain, Singapore, Italy, Brazil, and France visited the stalls and appreciated handcrafted tribal jewellery, Lac bangles etc

Virtual Skill Conclave A "Virtual Skill Conclave" under the chairmanship of Shri Suraj Kumar, CEO, JSLPS was organized by Skill domain of JSLPS with the objective to discuss, DDU-GKY in context of emerging trends and Industry 4.0, the role of the SRLMs in mitigating shortage of skilled manpower and to develop strategies to improve placements and retention of DDU-GKY beneficiaries. Shri Suraj Kumar, in his address talked about the invitation to captive employers for increasing the placement and retention opportunities and about the importance of long term career growth of rural youths.





Visit Mr. Abhishek Joshi, Country Lead -Strategy and Central Project Management Unit (IA-MoRD-FDRVC) was on a three-days' visit to Jharkhand with the objective to do a quick review of the Farmer Producers Organisations (FPOs) and discuss the way forward for strengthening of FPOs. He visited Itki (Ranchi), Bharno (Gumla), Itkhori and Simaria (Chatra) and interacted with the BOD members, CEO and accountant of Farmer Producers Organisations. On the last day of his visit, he met State Team and discussed CSS Formation and Promotion of 10,000 FPO. JSLPS is acting as Cluster Based Business Organization (CBBO) and promoting exclusive women led FPOs in Jharkhand.

Ultra-Poor Development A team from Bangladesh Rural Advancement Committee visited JSLPS and had a discussion with CEO, JSLPS, Shri Suraj Kumar and PVTG & Ultra Poor Development team regarding the expansion of Ultra Poor Graduation Approach with one lakh ultra poor families. JSLPS is implementing a special pilot project named UPAJ (Ultra Poor Graduation Approach in Jharkhand) in which 4000 ultra poor families have been identified from 3 districts of Jharkhand namely Palamu, Godda and East singhbhum. A roadmap has been prepared to identify one lakh ultra-poor families and project implementation.



Patrakaar Didis Visits LBSNAA Patrakaar Didi, Priti Kumari and Rani Mistri, Gayshri Devi from Jharkhand were invited as Guest Speakers at LBSNAA, Mussoorie. On the first day, they participated in an interactive session (about their work at ground Zero) to the trainee IAS officers of 2022 batch. On the second day, Hon'ble Governor of Uttarakhand interacted with them at Governor's House, where they shared their experiences working in their respective fields. Hon'ble Governor appreciated their work and felicitated them with mementos.



Training of Patrakar Didi Successful completion of the two-days' residential training of Patrakar Didi took place at Saptrishi, Ranchi. The objective of this training was to orient them on different aspects of journalism especially on photography and videography for capturing quality visuals. The participants were briefed about the Mission LiFE, news sense, social media, news fact checking, etc. The participants also shared their valuable experiences at the end of the training. These Patrakar Didis will share valuable information and impactful stories from the rural areas.

Promoting Rural Action and Team Innovation for Better Human Action Award

Promoting Rural Action and Team Innovation for Better Human Action Award (Pratibha Award), recognizes good practices for transformative rural actions and innovations. Since 2017, Pratibha Award has been recognizing pre-eminent practices which have positive impacts on society under various projects implemented by JSLPS.

This year, a total of 34 nominations were received from 16 districts of the state. These nominations were then judged based on their

concept, the outcome of the innovation, cost-effectiveness, sustainability, and scalability. The nominees were undergone several rounds where the nominations were scrutinized several times.

Out of 34, 3 best practices were chosen and had been awarded at Project Bhawan by Shri Suraj Kumar, CEO, JSLPS.

- ✓ **Winner:** Integrated Sustainability Development Approach for Rural Tribal – Naresh Kumar, BPM – Khunti.
- ✓ **First Runner up:** Multidimensional Approach towards Gender Health Nutrition Hygiene Augmentation – Nishikant Niraj, DPM – Deoghar.
- ✓ **Second Runner up:** A Multiplier Effect on Livelihoods through strawberry cultivation – Bharat Rathore, DLM – West Singhbhum.





An Initiative of Knowledge Management & Communication Cell

JHARKHAND STATE LIVELIHOOD PROMOTION SOCIETY

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