



Aajeevika

JHARKHAND



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CM Lauds Sakhi Mandals, Celebrates Women Power...

Jharkhand Chief Minister Shri Raghubar Das announced a slew of measures to empower women of the state on the occasion of International Women's Day.

Addressing a gathering of over 5000 women who had assembled for the Aajeevika Mahila Mahasammelan (Women's mega conference) organized by the Jharkhand State Livelihood Promotion Society, the honourable Chief Minister said "Woman power was the actual power of the nation which needs to be respected".

The theme of the mega conference, organised at Jawahar Stadium in the state capital, was 'Sakhi Mandal se Sanwarta Jharkhand'.

Greeting the women on the occasion, Shri Raghubar Das said, "Women in the Indian society have always been

strong. However, in the course of time, their strength had decreased. Now time has come to make the womenfolk economically strong and the government and society should work together to ensure this."

The Chief Minister said he wanted to see women in the State as owners of land and property and hence his government had started registry in the name of women at a token money of Re 1.

He appealed to the Sakhi Mandal members of Aajeevika Mission to make people aware about the government schemes and become a partner in the nation's development.

"Sakhi Mandals under the NRLM are playing an important role in the development of villages. The state government will do everything to promote the institutions of the poor so

that the rural women can work for a poverty-free rural Jharkhand," the Chief Minister said. He also stressed the need for placing women at a higher position in society as enjoyed by them in ancient India.

Urging the Sakhi Mandal members to participate regularly in Gram Sabha and other panchayat activities, Shri Raghubar Das said "I am hopeful that your participation will make the working of Gram Panchayats more effective. State Government's development dreams can be achieved only if the women of the state are developed as women power is the actual power of the nation."

During the programme, a book 'Shakti Path' was released. The book details the changing face of Jharkhand due to the effective interventions made by the Sakhi Mandals.

A tamarind product 'Jharswad' was also launched on the occasion. The Chief Minister said that the tamarind product could be exported to at least four countries located adjacent to India. He said that the banks have been directed to provide loans to Sakhi Mandals and assured the members that there would be no dearth of funds for their activities.

To promote sweet movement in the State, the Chief Minister announced that 2.5 lakh bee boxes will be distributed free of cost to the farmers and women of Sakhi Mandals. He



told them not to worry about the market as the Government will buy all their produce.

Shri Raghubar Das further announced that Sakhi Mandals that want to work in the field of fishery will be given ponds on lease by the State Government for a token amount of Re 1. "They only have to give their proposals to the concerned department," the CM said.

The Chief Minister also said that warehouses will be constructed at block levels for storage of farmer's products by the farmers and the Sakhi Mandals. Cold rooms are also being set up by the Government at block level, he added.

Jharkhand's Rural Development Minister Shri Neelkanth Singh Munda also addressed the huge gathering of Sakhi Mandal members. He urged the rural women to work with enhanced focus on eradication of stigmas like dowry, witchcraft, etc. "Without eradication of these social evils we will not become a part of a good

society," he said.

Sharing the details of development work done through the rural development department, the minister said "More than one lakh fifteen thousand Sakhi Mandals have been formed in the State." He appreciated the efforts of the Jharkhand State Livelihood Promotion Society in terms of community mobilisation and livelihood promotion among rural women. He also appealed to the rural women to join hands with Sakhi Mandals and the JSLPS to strengthen their livelihood opportunities.

An exhibition was also organized on the occasion to showcase the various activities under the Deen Dayal Antyodaya Yojana - NRLM and DDU-GKY in the state of Jharkhand. The exhibition was inaugurated by the honourable Chief Minister. Community cadres shared their experience from the dais and highlighted how NRLM had helped them to come out of poverty. The most

innovative experience shared was by a community journalist. Ruby Khatun, trained as a community journalist by the JSLPS, discussed her journey from being a village girl to a rural journalist.

Addressing the Aajeevika Mahila Mahasammelan, Principal Secretary Avinash kumar appreciated the effort of the Sakhi Mandals in implementation of various government programmes. He made a special mention about the Swachh Bharat Mission. "Under SBM, Sakhi Mandal members are doing an incredible job in construction of toilets as well creating awareness among the community," he said and appreciated the efforts of JSLPS.

Mr Paritosh Upadhyay, CEO, JSLPS addressed the rural women and thanked them for their participation. He appealed the Sakhi Mandals to keep doing good work for the development of society and the State.



First Pratibha Award Held

Recognises Best Practices in various districts



The Jharkhand State Livelihood Promotion Society (JSLPS) organized its first Pratibha Award function to recognize and award the Best Practices in various districts. The District Mission Management Units and the Block Mission Management Units were invited to submit their Best Practices to the state office.

A total of eight entries were received. These included Effective Communication Training to Internal Community Resource Persons from Palamau, Community Procurement

from Khunti, Community Managed Training Centre from Pakur, Aajeevika Café Didi from Pakur, Women Mason Training from Ranchi, Low-cost Family Insurance from Ranchi and Community Managed Sustainable Agriculture from Pakur. The teams made their presentations on March 19, 2018 at Le Lac, Ranchi in front of a 7-member jury team comprising the CEO, the COO and the Domain Heads of the JSLPS.

The first prize was bagged by Community Procurement from Khunti. Community Managed Training Centre from Pakur and Aajeevika Café Didi from Pakur were the first and second runners up. All the 8 teams got awards for participating and were also awarded a Management Development Programme.

Shri Paritosh Upadhyay, CEO, JSLPS, congratulated all the participants and appreciated their initiative. He stressed the need to make this effort a continuous process and suggested a similar method to assess and reward the individual performances of JSLPS staff either quarterly or half yearly.

Meet on Modalities of Forming Producer Groups under JOHAR Project



A meeting to brief about the modalities for the formation of Producers Group under the Johar Project was organized on March 6, 2018, at block office Jhinkapani in West Singhbhum.

Block Development Officer, Jhinkapani chaired the meeting, which was attended by Block Up-pramukh, BPM-JSLPS, BPO-JOHAR,

DLM-JSLPS, Community Coordinator along with the Sakhi mandal members. Mr. Bimlesh Kumar was present in the meeting to give technical inputs.

Johar project is a flagship programme of the Jharkhand government, which aims to provide livelihood to the poor families residing in rural areas and at least

double their income in the next 6 years. Jhinkapani Block of West Singhbhum district has been selected under the Johar project in the first year. In the coming years, the project will be expanded to cover Tonto, Hatgamahriya, Sadar Chaibasa, and Mnjhgaon blocks.

The project promotes activities like fishery, advance agriculture, small forest produce, poultry, goatry and piggery.

District Livelihood Manager explained that the project will be implemented by the Jharkhand State Livelihood Promotion Society by forming Producer Groups at the village level of the identified blocks. A total of 68 blocks in 17 districts have been identified for the project. Producers Groups are expected to work as a catalyst in doubling the income of the farmers.

E-learning course for SHG Members Launched



The course is a proud first in Jharkhand

Adding another feather to its cap, the Jharkhand State Livelihood Promotion Society on March 28, 2018, successfully launched an innovative e-Learning Certificate Course on “Management of SHG & Federation”.

The course aims to build capacities of rural poor, especially women and youth by providing them a platform to enhance their knowledge and skill base. It has been designed to fast-track the process of their development and also sustain it so that participants enhance their earning and improve their living standards.

The course has been developed in collaboration with the prestigious Mumbai-based Tata Institute of Social Science (TISS) and Chaitanya, a MoRD empanelled national-level capacity building organization based in Pune. On successful completion of the course, participants would be given a certificate by TISS.

The 6-month online course is in simplified Hindi with the minimum qualification being only matriculation so that maximum number of people can benefit from it.

The course fee of Rs 10,000 has to be paid in two installments by the students directly to Chaitanya. The

course is to be conducted in two batches every year - first batch from March to August and the second from September to February.

A grand curtain-raiser was organised at Project Bhawan in the presence of the 50 students who have enrolled in the first batch of the course. Sri Paritosh Upadhyay, Special Secretary, Rural Development Department, Government of Jharkhand cum CEO-JSLSP, unveiled the brochure and prospectus at the function. He also launched a website www.shgelearning.com designed especially for the course to share not just the details but also facilitate online enrollment.

The other dignitaries who were present on the occasion included Managing Director, Chaitanya-WISE Ms. Kalpana Pant, Asst. Professor, TISS- Mumbai Ms. Lata Das, Chief Operating Officer-JSLPS, Sri Bishnu C Parida Project Director JOHAR, Sri Bipin Bihari Prasad, and State Coordinator - State Resource Cell, JSLPS cum Course Director Sri Arindam Mishra.

Course structure

i. The course has two levels - basic and advance. The basic course has 5 modules on institution building and its

operational issues under financial, social and development aspects whereas the advanced course has 3 modules on Management, Governance and sustainability issues.

- ii. The course has a total of 20 credits – 14 for theory and 6 for field work. 2 to 3 days of classroom sessions will be conducted every month in SIRD to clear doubts and other course area work where students need guidance from empaneled and trained faculty members.
- iii. The study module includes tools like short videos, animation, calligraphy and story-telling to make the course more appealing to the students.
- iv. 50% of the course evaluation is to be based on performance during the course which includes field work. The students would be expected to upload videos of SHG, cluster and federation meetings, etc. The rest 50% of the evaluation would be based on the final examination, which the students would have to take at a centre.

A domestic violence-free village in Jharkhand



Jonko Shasang village in the West Singhbhum district of Jharkhand has a unique distinction. The village is 'domestic violence free', a tag that would seem almost impossible to achieve at a time when violence against women is generally on the rise.

According to the National Crime Bureau's 2015 report, there are 1,654 cases of domestic violence registered in Jharkhand state every year.

To achieve this feat in such a scenario is indeed remarkable. And the credit for this goes to the Jonko Shasang Women Village organization, formed under Deen Dayal Upadhyay, National Rural Livelihood Mission.

The village has approximately 200 houses. Of these, not even a single house faces the scourge of domestic violence. Village Organization President Shanti Jonko says it was impossible to even think of such a situation a few years back. "But then in 2016 an incident happened with a Sakhi Mandal member that changed everything and ushered in a new phase for the village," she says.

Recounting her experience that eventually became the catalyst for change, Sakhi Mandal member Malti said "I was attending a training session on social issues and the ways

to redress them. Domestic violence was among the several issues that came up for discussion. A play was staged to show how unity among Sakhi Mandal members could go a long way in countering many of these social evils. We were all very happy and I could not think, even in my wildest dreams, that I could one day be at the receiving end of any such thing."

"But to my utter surprise, the moment I returned home after the training, my drunken husband started beating me up for not taking his permission before stepping out of the house," said Malti, adding, "In this hour of

sudden distress, I found support from my Sakhi Mandal, which stood beside me like a rock."

A day after this incident, all the members of the Women's Village Organization held a meeting with the village panchayat. In the meeting it was decided that strict action would be taken against all the men of the village who indulged in domestic violence.

It was also decided that a fine of Rs 5,000 and one quintal of rice would be imposed on the men who commit violence against their wives. These measures had a positive impact. The men of the village feared that if they did anything wrong, the matter would be reported to the Sakhi Mandal and would eventually lead to trouble for them.

All the women of the village, including Shanti Jonko (President), Babita Lohari (Secretary), Sukarmani Jonko (Treasurer) and Basanti Devi feel that the Sakhi Mandal has empowered them like never before. "Today if we could muster courage to speak against domestic violence and other such social evils, it is because of the strength we draw from the Sakhi Mandal," they said and thanked the Jharkhand State Livelihood Promotion Society for acting as an important contributor in their empowerment.



Jharkhand's rural women showcasing their skills at Saras Aajeevika Mela



Rural products directly from villages win hearts

A 10-day Saras Aajeevika Mela was organized by the Ministry of Rural Development, Government of India, from March 23 to April 1 at Pragati Maidan in New Delhi. The objective of the event was to showcase rural products and provide a platform to the rural entrepreneurs to market them.

Union Minister of Rural Development Shri Narendra Singh Tomar inaugurated the Saras Aajeevika Mela and welcomed all the skilled artisans from across the country. *"The Aajeevika Mission is bringing huge socio-economic transformation in the lives of rural women,"* the minister said in his inaugural speech.

24 women from Sakhi Mandals across Jharkhand participated in the mela and showcased their handmade products in 12 different stalls. Women associated with Sakhi Mandals in Jharkhand are already working as successful rural entrepreneurs with training and support from the Jharkhand State Livelihood Promotion Society. But to be able to showcase their skills and products at such a big platform in the national capital was an entirely different experience and feeling for the 24 who participated in the Mela.

The national stage not just motivated them, but also provided a very good platform for business and cross learning. Some of the major products

showcased during the mela included bamboo crafts, traditional jewellery, Garu honey, Kashi Ghass products, Madhubani painting, footwear, pickles and herbs. These products brought directly from the remote villages of Jharkhand won a lot of appreciation from the visitors at Aajeevika Mela.

Suraj Devi and Babita Devi, residents of Garu block, did profitable business with their product 'Garu honey'. Showcased at several national and state events, Garu honey is already an established brand in the market and has become considerably popular in a very short span of time.

Anupa Kujur from Namkum block showcased her handmade traditional jewellery. Her products included various types of metal and wooden jewellery. The jewellery on display were made by a group of 24 women from various Sakhi Mandals.

Rita Devi from Bokaro district displayed Madhubani paintings on paper, canvas and clothes at the Mela. Madhubani paintings are theme-based paintings that depict a story. The paintings done on saree and stole were in high demand. The paintings on sale were created by 16 women of a Sakhi Mandal in Chass block. For these women, making these paintings is not just a passion but also a means to earn their livelihood.

Sunita Devi and Sukhdeo Mahali from Chandil block of Saraikela district showcased a wide range of products made from bamboo. Their products, which included table lamps, fruit trays, flower pots, pen stands and other decorative items, received a lot of appreciation. Sunita and Sukhdeo not only did good business but also got many advance orders for their products.

Basanti Sabar and Ranjan Sabar from Nimdi block of Saraikela district showcased products made of Kashi grass. Their stall was one of the star attractions at the Aajeevika Mela. Visitors couldn't resist the temptation of taking a selfie with the hat made of Kashi grass. Basanti and Ranjan also got some advance orders for their products. Cultural programmes and workshops were also organized for artisans and visitors during the Aajeevika Mela. At these workshops, participants were told about ways to enhance their soft skills as well as improve their skills in packaging and managing consumers, etc.





JSLPS felicitates 7 community cadres for good work

The Jharkhand State Livelihood Promotion Society (JSLPS) in collaboration with Hindi daily Prabhat Khabhar recognized and appreciated the work of its seven community cadres working at different roles as Aajeevika Vanajupaj Mitra, Banking Correspondent Sakhi, Aajeevika Krishak Mitra, Swachhta Sakhi, Aajeevika Pashu Sakhi and Community Reporter. Honourable Governor of Jharkhand

Srimati Draupadi Murmu felicitated the seven cadres - Sarina Bibi, Sita Devi, Rukmani Devi, Nirmala Devi, Neelam Devi, Sushila Gudia and Ruby Khatun from Pakur, Ranchi and West-Singhbhum district respectively - for their good work at a function organized on March 10, 2018 at Rims Auditorium in Ranchi. Shri Bishnu C Parida, COO, JSLPS and Shri Kumar Vikash, PM-KMC, Ms. Jyoti Rani Kumar, PE-KMC along with other JSLPS staff were present at the

event. At the district level, the Aparajita Award ceremony 2018 was organized in Dhanbad and Giridih, where 10 community cadres were awarded for their good work.



Glimpses of Media Coverage





Film shooting by SHG Members at Giridih



Sakhi Mandal Members raising awareness on Village Organisation



Agri-equipment usages training



Café Didi inauguration at Mandu, Ramgarh



Workshop on SBM



Film making on BC Sakhi

An Initiative of Knowledge Management & Communication Cell

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National Rural Livelihoods Mission

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