



# Aajeevika

## JHARKHAND



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## Job Fair Generates Huge Response

*20,000 youth turn up  
8,000 register for training &  
1,200 get job on the spot*

The Jharkhand State Livelihood Promotion Society (JSLPS) organized 10-days' job fair from December 13 to December 23, 2017 in various districts of Jharkhand under the Deen Dayal Upadhyaya Grameen Kaushal Yojna. The Deen Dayal Upadhyaya Grameen Kaushal Yojna is a submission under the NRLM. It has evolved out of the need to cater to the occupational aspirations of the rural youth who are poor and to diversify incomes of the rural poor.

DDU-GKY gives young people from poor communities an opportunity to upgrade their skills and enter the skilled work force in growing sectors of the economy. Training and

placement schemes are run in partnership with public, private, non-government and community organizations. Strong relationships are being built with industry associations and employers under the programme.

The 10-days' programme started from Ranchi and after covering the districts of Gumla, Hazaribagh, Pakur, Deogarh, Giridih, Jamshedpur concluded in Palamau. The objective was to provide employment opportunities to the youth of Jharkhand and to help them learn, perform and earn. The response to the job-fair was immense with about 20,000 youths showing interest. Out of them, around 1,000 to 1,200 got jobs at the spot. They got placement in various trades like in automobile, electronics, ISMO, hospitality and

many other sectors. They were offered approximately Rs 8,000 as monthly salary and other fringe benefits. The rest aspirants showed keen interest in getting training. About 8,000 to 10,000 youths got registered in various trades, where they will be trained for 3 months and then will be offered jobs at the end of the course. The event was a huge success, where the dreams of the rural youth got their destination.



## Making Dreams Come True

*From Churiwali to the owner of a popular shoe store, Sheetal has come far*



Living in a remote village of Jharkhand, not many would dare to dream of starting one's own enterprise and earn big sums from it. But 32-year-old Sheetal Jarika, a resident of Kendulota village (Matkobeda) of Khuntpani block in West Singhbhum district, was different. She was determined to translate her dreams into reality.

From being a small-time "Churiwali" who would barely earn Rs 1000 to Rs 2000. Today, Sheetal is the proud owner of two shops, including the famous "Jarika Shoe", and earns Rs 30,000 to Rs 35,000 from her enterprise.

Sheetal, like many other women in Jharkhand, found a helping hand in the Sakhi Mandal, formed under DAY-NRLM and run with the assistance of the Jharkhand State Livelihood Promotion Society.

Sheetal joined the Sakhi Mandal in 2013. It was the beginning of an association that would eventually change her life.

Unhappy with the sobriquet of "Churiwali", Sheetal decided to expand her business and establish a new identity for herself. She took a loan of Rs 20,000 from the Sakhi Mandal and turned her small shop of bangles into a big one of cosmetics at a monthly rent of Rs 700.

Initially, her husband did not support her. But as her earning started increasing he realized his mistake and started taking interest in her business.

After running the cosmetic shop with great success for six months, Sheetal thought of opening a shoe shop adjacent to her existing one. But for this venture, she needed at least Rs 50,000 as investment, which was a huge amount.

Since she had already a loan of Rs 20,000 from the Sakhi Mandal, Sheetal decided to approach a bank for her new loan. But the moment they went to the bank, they realized the worth of the Sakhi Mandal. Not only was the rate of interest at bank very high, they also asked for so many

papers and formalities that the couple decided to drop the idea of a bank loan.

Just when her hopes were fading, the Village Organization (VO) of her village extended a helping hand to her. After returning the amount of her previous loan, Sheetal took the loan of Rs 50,000 from the VO and once again started a new journey to accomplish her dream and opened her new shop "Jarika Shoe".

"Jarika shoe" is today a popular shoe shop in Pandraasali Chowk market of Matkobeda cluster. Anyone can find their favorite pair here starting from minimum Rs 80 to the best ones priced at Rs 800.

Sheetal Jarika is now the president of "Singba Mahila Samooh" Sakhi Mandal. It has been almost three years and she has been successfully running both the shops along with her husband in Pandraasali market of Matkobeda cluster. Her monthly income out of the venture is Rs 30,000 to Rs 35,000. Her earnings spike to around Rs 45,000 during the "Mange Parv", a local festival.

Sheetal has till now taken a loan of Rs 4 lakh from the Sakhi Mandal and the VO. Of this, she has returned Rs 3 lakh 84 thousand on time. Her cosmetic shop not just takes care of the beauty needs of the ladies, but also helps them with health and hygiene. It is the only shop in the area from where women can easily buy sanitary pads.

Going forward, Sheetal wants to shift her shops into her own building in the same market. She wants to open a shopping complex and build a training center for the Sakhi Mandal on the first floor of the building.

Given her grit and determination, one is sure that one day she would translate even these dreams into reality.



## Farmers' School on Fishery Become Operational in Kolhan Region

Set up on the demand of Sakhi Mandal In Pre Budget Consultative Meeting chaired by Chief Minister Jharkhand



Jharkhand Chief Minister Shri Raghubar Das visited Seraikela Kharsawan on December 11, 2017 to attend a pre-budget consultative meeting with various sections of people.

In this meeting, Sakhi Mandal members were also invited to present their expectations from the state budget.

Deepa Mahali, a Sakhi Mandal member representative selected by the JSLPS, raised the need for a training school on fish rearing for woman members in the Kolhan region

and informed that all identified blocks of JOHAR project in the three districts of the region - East Singhbhum, West Singhbhum and Seraikela Kharsawan – have fishery as one of the activities.

In the absence of a local centre, members have to visit the centre at Dhurwa in Ranchi for training in fish rearing, she informed the Chief Minister during the interaction. Deepa requested the setting up of the training school at Chandil sub-division with all the essential resources.

The government immediately fulfilled the demand of the Sakhi Mandal members. An interim arrangement has been made at the Chandil Dam sub-station for starting the Sakhi Mandal farmers' schooling on fishery till a permanent facility is in place.

District Fishery Office started training the first batch of Sakhi Mandals from January 5, 2018. A total of 27 Sakhi Mandal members of around 4 to 5 nearby villages of Chandil block are being trained on fish rearing. An important fact is that almost 80-85 per cent of the Sakhi Mandal members being trained are from focus area villages.

## Workshop on JOHAR held in Gumla

A one-day workshop on Jharkhand government's ambitious JOHAR project was organized in Gumla on December 21, 2017. The Rs 900 crore JOHAR project aims to double the income of the targeted families of Sakhi Mandals through agricultural activities in 6 years. The World Bank has provided Rs 600 crore for the project as loan while the rest Rs 300 crore of expenses will be borne by the state government.

The project will be implemented in 68 blocks of 17 districts in Jharkhand. 7 blocks of Gumla i.e. Raidih, Palkot, Bishnupur, Basia, Gaghra, Sisai and Gumla will be benefitted by the project.

Under JOHAR, special work plan will be made for the economic growth of the targeted rural families, which

would be selected after a survey in association with NGOs and the allied government departments.

During the workshop, specialists from different areas gave detailed presentations on fisheries, agriculture, irrigation, organic manure, forest products and animal husbandry.

It was decided that the assistance should be made available from the top-level management and the secretaries of all the concerned departments should participate actively in the programme.

Speaker Dr Dinesh Oroan said, "JOHAR is the most ambitious project of the state government. During the time frame of 6 years, the income of the target families, i.e. the members of Sakhi Mandals and the farmers

has to be doubled by involving them in economic activities. There are ample opportunities in fisheries, agriculture, irrigation, organic manure, forest products, animal husbandry and lac cultivation in the state of Jharkhand. The farmers will adopt scientific methodology for doing farming."

Shri Paritosh Upadhyay, CEO, JSLPS, members of district administration and several NGOs were present during the workshop.

*Roadmap to the ambitious World Bank funded programme outlined*

## She Leads - Women entrepreneurs conclave



*Incubator of women entrepreneurs*

From working in the fields to successfully running a business, the rural women of Jharkhand are breaking barriers to prove their potential in every field. Their endeavours have contributed in a big way to the government's efforts for rural upliftment in the state.

To create more avenues for such woman entrepreneurs, Department of Information Technology & E-Governance along with the Jharkhand State Livelihood Promotion Society (JSLPS) organized the "She Leads - Women Entrepreneur Conclave 2017" on December 16.

Minister of Rural Development, Shri Nilkanth Singh Munda was the chief guest at the programme, organized under the Jharkhand Startup programme at Hotel Radisson in Ranchi.

Experts from various fields along with over 400 woman entrepreneurs of the various Sakhi Mandals formed under DAY-NRLM attended the programme.

Shri Parthiosh Upadhyay, Chief Executive Officer of JSLPS, in his welcome speech shared the objective of the programme and said that the event will focus on incubates, incubators, startups, academic institutions in building further entrepreneurs, and promoting innovation with special reference to

women's development and the role of governance in entrepreneurship. "The platform shall provide an unparalleled opportunity for incubators, startups, corporate and policy makers in eastern part of the country to come together and find synergies," he said

Addressing the participants, IT Secretary Satyendra Singh said that the programme is not only about producing good quality products but also finding the best market place to sell them for becoming a successful entrepreneur. "For this, women should also be aware of e-commerce (marketing through internet)," he said. The IT secretary shared how his department had introduced an

initiative called "Amazon Saheli" with Amazon Company to help entrepreneurs with online marketing of their products.

The honourable chief guest Shri Neelkanth Singh Munda appreciated the efforts of the Sakhi Mandals in the field of micro-enterprise and said "Our Sakhi Mandals are doing great work in every field and we want that she also emerges as a successful entrepreneur. Honourable Prime Minister also believes that the Sakhi Mandals are the best way to ensure development. He also urged the members of the Sakshi Mandals to use the smart phones (which were given to them under the CM Smart Phone Yojana) to promote their business".

During the event several successful entrepreneurs like Poonam, who runs a café on Ranchi highway and Suman Tirki, who is earning well from her venture of processing and packaging tamarind, shared their journey of transformation with the experts present.

Mr Srinivasan, founder of Global Business Incubator, Hyderabad, announced a financial assistance of Rs1 lakh for Asha Tigga and Shubhani Tigga of Manoharpur in West Singhbhum after he heard about their unique effort of running a little angel play school.



## Breaking the shackles of patriarchy

*Jharkhand women empower themselves, take on lead roles in their farms*



The face of villages in Jharkhand is changing. Gone are the days when you would only see the men working in the fields on their farm lands. Today, the women of the state are breaking the shackles of patriarchy by actively engaging in activities traditionally led by men. You can see women in large numbers ploughing their fields and engaging confidently in all agricultural activities, and that too, with a great amount of success.

This transformation has come around because of the MKSP (Mahila Kishan Sashaktikaran Pariyojana), a programme supported by the Jharkhand State Livelihood Promotion Society (JSLPS).

Agriculture has been the mainstay of rural economy in the state for years. But, traditional farming did not justify a farmer's hard labour as the productivity and profit was very less

compared to the amount of hard work and engagement involved.

However, with the help of MKSP (Mahila Kishan Sashaktikaran Pariyojana), women are now getting training and motivation to contribute on their farms for better production.

The primary objective of the MKSP is to empower women farmers in agriculture, livestock & NTFP by making systematic investments in community-based organizations to enhance their participation and productivity, as also to create and sustain agriculture-based livelihoods of rural women. The project aims to increase income of small and marginal women farmers through capacity building around sustainable agriculture as majority of farmers are involved in subsistence farming, using indigenous technologies which results in low yield and high labour

cost.

Story of change through MKSP...

Life of Somwari Kui is a case in point. Her success story can motivate other women to become a farmer. Somwari belongs to a remote village Jhilruwa, which is about 25 km away from Goilkera block of West Singhbhum district. The only source of income in her family is farming. But since the plot of land that the family had was very small, it didn't contribute much to their family income. The fact that they practiced traditional farming methods did not help.

Somwari then joined the 'Sawarsati Mahila Sakhi Mandal' and she got to know about the MKSP programme. She decided to become a farmer and got training with the help of JSLPS. The training helped her know about the scientific ways of farming. She had 6 ber trees and 3 kusum trees, but did not know anything about lac cultivation.

JSLPS started the first lac intervention in 2014, with the help of technical support agency (Udyogini). Somwari Kui was also selected for scientific Lac cultivation programme. In this intervention, farmers were trained with the help of Udyogini and 5 kg Brood Lac was provided to them. Along with the Brood Lac, sprayers and pesticides were also provided to the village organization as a grant. After six months of intervention, brood lac matured and the results were surprising. Somwari got a total production of 35 kg lac, which was 7 times the brood lac she had cultivated. She learnt the process of scientific lac cultivation and is now implementing it with great success to get more productivity and profit.



Inauguration of Didis' Café at Sadar Hospital, Giridih

Secretary DWS Ms. Aradhana Patnaik had a visit to Purio village of Ratu block for seeing SBM-G



BC Sakhi Leela Mahto, rendering her services at cashless village Chandri, Chakradarpur

Dr. Louis Marandi participated in District Job Fair at Dumka & Godda

सरस महोत्सव में गुमला के जामुन सिरका, पाउडर व मधु की धूम

Glimpses of Media Coverage



मूलक। रांची के मेहराबादी मैदान में आयोजित छठी एवं सत्रस महोत्सव में इस उपलक्ष्य को भजवा है। इस बीच सरस के तबलाव दिन में स्टॉल नंका 41 में दुकान मिलने के जर्ने दुसरदीह का सबंधी स्वयं सहायता समूह के द्वारा लवण, मू, उपलव पर आयोजित विविधन प्रकाश के जतर लैवे करी, जामुन, वनरा, का मधु एवं जामुन सिरका प्रकाश को जड़ी बूटी गोरोपी को चय रही है। सबंधी खरब चोला समूह के उपलव राव बिना उपलवका के उपलव सहाय जम सिरका एवं जामुन कोक तुर्न लोचने में कायेंने इनामा कर रहे और विजिले दिने दिादी के प्र मेयन में लवण मू, सरस मेला थी इकाका कायेंने अयथा इकायन

An Initiative of Knowledge Management & Communication Cell

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National Rural Livelihoods Mission