



Aajeevika

HARKHAND



Inside Story :

The Rani Mistris

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MoU between Dept. of Fisheries (Dept. of Agriculture, Animal Husbandry and Cooperative), Govt. of Jharkhand and JSLPS on JOHAR project.

Fisheries project to help 34,500 SHG members

An ambitious drive to use fisheries to help nearly 34,500 self-help group members under the JOHAR project took concrete shape, as the Jharkhand State Livelihood Promotion Society signed a MoU with the Department of Fisheries, Government of Jharkhand.

“This partnership reinforces the commitment of JSLPS to the idea of convergence and holistic approach for development as results can't be achieved alone,” said CEO Paritosh Upadhyay in his opening remarks at the function organized to sign the MoU at Capitol Hill in Ranchi on April 25, 2018.

Shri Bipin Bihari, Project Director, JOHAR, gave details of the project and how the component of fisheries in it will benefit the members. “Fishery project will be implemented in 46 blocks of 13 districts benefitting 34,500 SHG members. Of them, 25,000 will be engaged in fish production, 6,000 in MGNREGA dhobha, 3,000 in seed production and 500 in cage culture,” he said, adding, “1400 Producers' Group will be formed and 1,400 Matasaya Mitra will be made.”

Speaking about the role of the Department of Fisheries, Project Director Dr HN Dwivedi said that they will ensure

that the benefit reaches all beneficiaries. “All necessary requirements for smooth functioning of the project will be ensured by the department,” he said.

Ms. Puja Singhal, Secretary, Department of Agriculture, A.H. & Cooperative, Government of Jharkhand, discussed the overall scenario of fisheries in the state. She said, “We need 1,000 crore fish seed production to stop dependency on Bengal for meeting our domestic needs. We need to make our own hatcheries for optimum stocking, in order to get maximum advantage.”

The secretary highlighted the importance of training and the need to learn from the best practices of other states. “Better propagation and proliferation and maximum sales are required,” she said, adding, “Exposure visits should be conducted for learning.” To ensure that same people do not get all the benefits, she advised mapping of SHGs to find out their engagement in various activities. Ms. Singhal concluded by saying that there should be a quantum jump.

The event ended with the signing of the MoU in the presence of JSLPS staff and media personnel.

We have all heard about 'Raj Mistris', the men who give concrete shape to our dream homes and other buildings. But in Jharkhand, this male-dominated field has been breached by the womenfolk of the state. They have successfully ventured into the field of construction and pioneered the concept of 'Rani Mistris'.

And what's more! This plunge has been for a cause – to fulfill the Swachh Bharat dream of our honourable Prime Minister Shri Narendra Modi which emphasises a healthy and clean India.

The SHG members in Jharkhand have played a key role in spreading awareness about the importance of toilets at homes.

The government on its part provides a grant of Rs 12,000 for construction of a toilet to ensure that lack of funds does not become a hurdle in this important cause. In fact, this is the first scheme of the government where the grant amount is given in advance.

There was awareness...there was money...but who would construct the toilets? The men were busy with their work and did not have time to build the toilets at home.

It was then that the womenfolk took the plunge into the field of construction. Two SHG members in Jaldega block of Simdega district



Women in Jharkhand are turning Swachh Bharat dream to reality and how!

are working successfully as Rani Mistris. Moilin Daang is a resident of Bundupani village and Eshrati Lungung lives in Kolemdega village under Konmuraella Panchayat. Moilin joined Rose SHG in the year 2016 and Eshrati became a member of Roshni SHG.

Sharing her experience, 32-year-old Moilin says, "Before joining the SHG we felt really helpless. However, now we know that there is some support for us in case of any emergency."

Speaking about her journey, Eshrati says, "Earlier men in our locality used to make fun of us and comment how women would be able to do the men's work, but now they accept that a woman can do anything."

These women were given two days' training by the Jharkhand State

Livelihood Promotion Society. They were also given equipment for free by the state government. For every toilet construction, government gives Rs 2,100 that is shared by the Rani Mistris equally. On an average, two Rani Mistris complete one toilet in a span of three days.

Moilein and Eshrati together have constructed 26 toilets till date, 9 in their own villages and the rest in other villages. In the past two months, individually, they have earned about Rs 20,000 to Rs 25,000.

Often these Rani Mistris have to stay in other villages to finish their work and in some cases where the villages have no roads they have to travel about 4 to 5 km on foot to reach there. Their good work has won them appreciation and on Women's Day they were awarded by the district administration.

The Rani Mistris are not just constructing toilets, but they are also ensuring that people use these toilets. For this, they create awareness about the ill effects of not using toilets.

The Rani Mistris love their work. They express their happiness and resolve in these words ... "kyuonki Swachh Bharat ka irada, yeh irada kar liya humne, desh se apne vada, yeh vada kar liya humne."

Helping farmers grow seedlings with Poly Nursery

Farmers can own a portable tunnel nursery of 168 square meters worth Rs 3 lakh at a subsidy of 75%.

In its pursuit to help the farmers of Jharkhand, the Horticulture Department in the state has started a grand initiative called Poly Nursery which promotes soil-less culture for growing seedlings.

Under this, farmers can own a portable tunnel nursery of 168 square meters worth Rs 3 lakh at a subsidy of 75%. In addition to the

nursery, farmers also get seedlings trays, bag of coco pit, vermiculite, paraculite, vermicompost and a unit of vermi-beds for the production of vermi-compost.

Farmers can use these units to grow seedlings of brinjal, okra, cauliflower, capsicum, etc. Quality seeds play a vital role in enhancing production. This nursery unit gives the farmers the freedom to have seedlings of their own choice and quantity. The growing materials for the seedlings in the unit

are coco pit, vermiculite and vermicompost. The fact that the entire unit is portable adds to its usefulness for the farmers as they can easily translocate it as per their need.

A total of 27 units have been distributed in the Hazaribag district till now. Training in installation was given to the beneficiaries and field staff of the JSLPS on April 12 and April 13, 2018 in the blocks of Chouparan, Katkamsandi, Churchu and Daru.

Rural Service centre established in Kalamati, Khunti



Hi-tech machines and marketing linkages to help Sakhi Mandals

In a move that would be of great help to women farmers, the Jharkhand State Livelihood Promotion Society has launched a drive to set up Rural Service Centres, equipped with high-tech machineries, across the state.

The first such centre was inaugurated on April 9, 2018 at Kalamati block of Khunti district in the august presence of Honourble Minister of Rural Development department Shri Neelkanth Singh Munda, who was the chief guest on the occasion.

The members of the Sakhi Mandal presented a traditional dance performance to welcome the guests. This was followed by the cutting of ribbon and lightening of the lamp by the honourable minister.

Speaking on the occasion, Shri Neelkanth Singh Munda said, "Rural Service Centers will not just give employment to the rural women of Sakhi Mandals but will also provide them proper market facilities so that they can sell their produce and earn a lot more."

Objective of RSC :-

To provide genuine rate of product to producers groups and

farmers.

To connect producers groups directly to the market. This will help them avoid the middlemen and hence they will make more profit.

Branding and export of tamarind cake to other states.

Equipment installed at the RSC :

Tamarind Dehuller Machine- The machine which costs Rs 1,48,000 can be used to remove the skin of tamarind. A maximum of 100kg of tamarind can be processed by this machine in one hour.

Tamarind Seed Removal Machine- Through this machine the seeds of tamarind can be removed by separating pulp in a different container. A maximum of 60kg of tamarind seeds can be removed using this machine in one hour. The cost of this machine is Rs 1,52,500.

Tamarind Seed removal Machine-Manual- Using this machine, the seeds of tamarind can be removed manually. The cost of this machine is Rs. 80,500.

Tamarind Cake making machine- This machine is used to make tamarind cake which is the final product. This machine can convert 80kg of tamarind into cake. This machine costs Rs. 2,22,000

Shrinking Packaging Machine- This machine is used to wrap up the tamarind cake with proper branding for export. This machine costs Rs 90,000.



Jayanti Devi has proved that entrepreneurship is not the sole preserve of the educated and wealthy. It is a natural instinct for some like her.

Name- **Jayanti Devi**

Bengabad block, Giridih Dist.

Small loan- 14 times

Big loan- 4 times

Enterprises & income :-

1. General Store- 10-12 thousand p.m.
2. Cosmetic centre- 2-3 thousand p.m.
3. DJ Sound equipments- 60-70K p.a.



Jayanti Devi of Bengabad block of Giridih district in Jharkhand is today a symbol of success. She is a role model for many others who want to make it big in life despite all odds.

From a homemaker who could barely make ends meet, Jayanti is today an entrepreneur with four successfully running ventures. Yes, you got it right. She runs not one, not two but four ventures.

And all this has been possible because of the valuable help provided to her by the Sakhi Mandal. The association with Sakhi Mandal transformed her life. The association gave her a new identity and immense confidence. And then began a journey to empower herself and her family in the process.

Her first venture was a general store, for which she took a loan of Rs 15,000. This store became the source of her livelihood. Jayanti fondly remembers the first income she earned from the store. Later, she took another loan of Rs 10,000 to expand the store and today she earns Rs 10 to 12,000 per month from it.

Instead of sitting over the laurels of

her first successful venture, Jayanti was soon thinking about the next business that she could start. This time she took a loan of Rs 1 lakh and bought DJ sound equipment to give it out on rent. Thus, without any extra effort and waste of time, she is now adding Rs 70 to 80,000 annually to her income. With time, her business has become established and now she receives bookings for marriage parties and other big events.

Jayanti, who was by now earning quite well, realised that there was a good demand for cosmetic items in the area and there were not many shops. This assessment gave birth to her third venture, a small cosmetic shop. This added Rs 2,000 to Rs 3,000 monthly to her income.

What was more, Jayanti was now providing employment opportunities to other needy members of the Sakhi Mandal.

With three successfully running ventures, one would have thought Jayanti would be happy and satisfied. But that was not the case. Having transformed her life, she indeed was happy. However, the urge to do something more was still very strong. And this paved the way for her fourth venture, which was a factory to make bricks.

Jayanti observed that there was a very high demand for bricks in the area. After getting the necessary information about brick making and the favourable season for it, she

thought of setting up a factory and engaging needy women of Sakhi Mandal on daily wages.

To implement her idea, she initially demanded a loan of Rs 20,000 from her SHG. Her idea of setting up a brick factory was appreciated by other members of the Sakhi Mandal and hence her loan was immediately approved. Today, she engages 3 women along with their husbands in making of bricks on daily wages. They got a total order of 3 lakh bricks from different government schemes like - Indira Awas, Goat Shed, toilet construction under Swachh Bharat Mission. However, because of rain and other natural barriers they could manage to make and supply only around 2 lakh 20 thousand bricks with a profit of more than Rs 1 lakh.

These ventures have made a big difference to the life of Jayanti. Today, she sustains her family, and provides them emotional and financial support. Before joining the Sakhi Mandal, she spent her time doing household work. Sakhi Mandal gave her the opportunity to step outside and explore the world around her. Her children are getting education in an English medium school. She is happy at the thought that their future would be bright with good education. She has purchased a bike for her husband, constructed her house and among her future plans is to buy a Bolero pickup for better service of DJ Sound equipment rental business.



Taking Financial Inclusion to the Unreached

The Jharkhand State Livelihood Promotion Society organised a Gram Swaraj Abhiyaan (GSA) to open bank accounts and to hold insurance camp for villagers of Chakradharpur and Tonto block of West Singhbhum District of Jharkhand.

The drive covered Ayodhaya, Itihasa and Chelobeda villages of Chakradharpur block and Sang Jhinkpani village of Tonto block.

The objective of the campaign was to achieve 100% saturation of three important activities under financial inclusion among the villagers in the remotest areas of these two blocks.

The activities covered during the programme included :

1. Opening of individual accounts of all Sakhi Mandal members followed by Adhaar seeding.
2. Enrollment under Pradhan

Mantri Suraksha Beema Yojana (PMSBY)

3. Enrollment under Pradhan Mantri Jeevan Jyoti Beema Yojana (PMJJY)

A day before the camp, the financial inclusion team of the DMMU, JSLPS West Singhbhum district organised an orientation programme for the Bank Correspondent Sakhis or Bank Sakhis, who play a crucial role in achieving the goal of 100 per cent saturation. The Bank Sakhis work as catalysts and expedite the process of financial inclusion in the villages.

While villagers readily agreed to open their bank accounts, most of them were initially reluctant to invest money for the government's flagship insurance schemes. It took some time and effort to convince them about the virtues of insurance. The Alternative

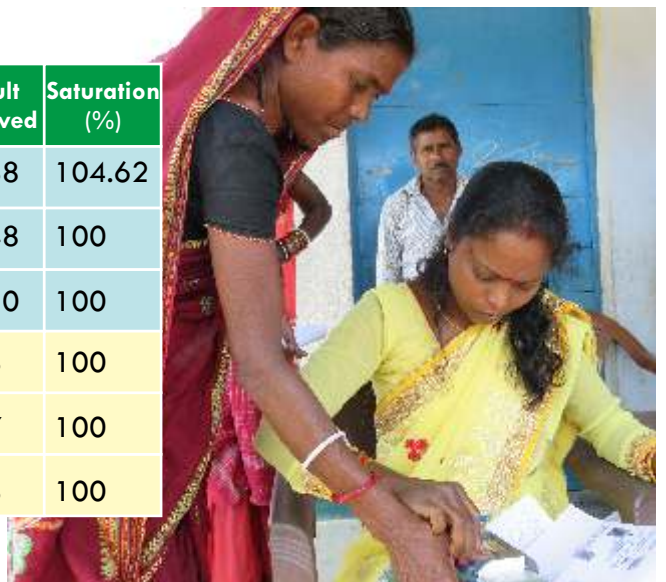
Banking Services (ABS) Consultant explained to the villagers the entire process of claiming insurance in case of any unforeseen or unfortunate eventuality.

Convinced about the advantages of insurance, Geeta Devi said, "This will be of great help to us in case of any untoward happening as most of us work in informal sector as labourers and our contractors don't provide us any insurance in case of accident at work place."

The account opening cum insurance camp also aimed to cover the beneficiaries under the Pradhan Mantri Ujjawala Yojana.

While the campaign aimed at 100% saturation, in several villages the actual saturation achieved crossed this mark.

S.No.	Name of Block	No. of villages	Name of Scheme	Target During campaign	Result Achieved	Saturation (%)
1	Chakradharpur	3	PMJDY	1040	1088	104.62
			PMJJBY	1448	1448	100
			PMSBY	1410	1410	100
2	Tonto	1	PMJDY	868	868	100
			PMJJBY	947	947	100
			PMSBY	868	868	100



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Tamarind Processing Centre at Bila village in Goilkera, West-singhbhu



BYD distribution in Ramgarh



Installation of MDI system at Mahadev Changri village, Bharno, Gumla



SHG Catering groups providing food services at Pandra Bazar, Ranchi



Training of Poly Nursery Installation at Katkamsandi block, Hazaribagh.



In the Niti Ayog Aspirational District Ranking, Ramgarh stands at 3rd position in all over India in Skill Development.



Bishnu C Parida @Bishn... 19s
New Initiate >>>

GIS Enabled Entitlement Tracking (GEET) to improve Reach, Response & Review of implementation of So. Security & other Govt Schemes

Jointly by @MoRD_GOI @UNDP_India FES and 3 SRLMs (JH, CH & OS) @RDD_Jharkhand @onlineJSLPS @DAY_NRLM #DigitalIndia



Bishnu C Parida 997 Tweets

Tweets Tweets & replies Media Likes

Bishnu C Parida @Bishn... 52s
Jt. Secy (RL), MoRD Shri Atal Dulloo visited Jharkhand today and reviewed #GramSwaraJAbhiyan & preparation for 'Aajeevika evam Kaushal Vikash Mela' scheduled on 5th May 2018 @MoRD_GOI @Gramswarajya @RDD_Jharkhand @DAY_NRLM @onlineJSLPS @dasraghubar Arunal





CEO JSLPS and DC Giridih has inaugurated ILDC Bengabad under MKSP.



Film Shooting of DDU-GKY



Capacity Building of SHG Members



SHG members taking SBM forward

Glimpses of Media Coverage

An Initiative of Knowledge Management & Communication Cell

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