



Jharkhand State Livelihood Promotion Society

# Aajeevika

## JHARKHAND



National Rural Livelihoods Mission



### Driving Change against Odds : The Success Story of Lalli Devi

At a very tender age Lalli Devi lost his father. It turned out to be very difficult for her mother to take proper care of her children. She was unable to fulfill the basic needs of the family alone. There were many days when they just drank water and slept without any food. There was no substantive change in their condition and time passed in hardship. Going through such a phase in their life, Lalli was married in a poor family too.

But Lalli was determined to change her destiny. She stood for her rights and became a member of SHG. Perhaps this was a new beginning in her life and she took her first step towards the change. Lalli was not accepted by the villagers because of her bold attitude and behaviour. She fearlessly stands for the rights of a woman. She firmly believes that there must not be any difference between women and men as they both stand equal and enjoy the same rights in the society. Keeping this thought in her mind, she dealt with every situation boldly. Lalli was very fond of farming. She herself does all the farming activities resulting in growing vegetables in 2 acres of land. She took the help of a tractor in the field for farming activities which she drove by herself. She learned driving vehicles long back and now she not only drives a tractor but also a bike which she bought for her husband from the loan taken by SHG.

Initially when she started driving tractor in her farming field, the society was totally against her. They said bad things to her, disapproved her presence in the society, boycotted her in all the events and created unpleasant situations for her. But she always asked only one question how correct it was to boycott someone from the social affairs if she being a woman drives tractor in her field for farming purposes.

But given her bold nature she was not frightened to do something which was not wrong in her view. This confidence comes in her from the SHG which teaches her to stand for one's rights. Today she fears none, things changed as she just followed her heart and never cared for *Samaj kya kahega*. This gave her the power to come forward and stand different from other woman in her village. She utilized Rs.20,000 loan taken from her SHG for farming in 2 Acres and as a result of her own hard work it made her earn Rs. 1,20,000 by selling the vegetables grown by her in the field. This boosted her confidence that she can change the world and it only requires one bold decision. This was a life changing phase for her. Though she is illiterate but she is teaching her daughter in an English medium school. Her husband is also very supportive. Now she dreams of buying her own tractor and says "The day I will buy a tractor, I will never hire a driver but I will drive it by myself."

Name	<b>Lalli Devi</b>
SHG	Ishwar Aajeevika Mahila Samhu
Village	Taisara
Block	Kolibera
District	Simdega
Total Small Loan	Rs. 5000
Total Big Loan	Rs. 26000

#### Inside Stories...

- ToT On effective communication
- Towards Financial Sustainability of Community
- Towards Financial Sustainability of Community
- Learning visit of North-East State Rural Livelihood Mission (NERLM)
- Developing Communication Skills of CRPs
- Building Strategy for Enterprise Promotion
- NEWS Brief



## ToT On effective communication



A four days' Training of Trainers (ToT) for Nodal Persons of Knowledge Management and Communication (KMC) on Effective Communication supported by ILRT took place from 3<sup>rd</sup> – 6<sup>th</sup> August, 2016 at Sambodhi Resort, Bodh Gaya.

The objective of the training was to create a pool of trainers who can further train the iCRPs on making their communication effective. KMC have already conducted a pilot where iCRPs received the training on effective communication. The response of iCRPs after the training was very positive. With this positive note, a brainstorm took place between the KMC team and ILRT which led to the preparation of module for the ToT on effective communication. This module covers the step by step session plan for training on effective communication which makes it easier for both the trainers and participants.

The session on the first day of the training started with a mutual introduction of the participants in order to familiarize the participants and create a learning environment. Three committees consisting of daily review committee, logistic committee and recapitulation committee were constituted for making this residential training productive and effective. After this the participants noted down their expectation from this training on a flash card and pasted it on the wall. Then the participants got an overall idea about the background to organize the master trainers' training on effective communication. In the next session a story game was used to demonstrate how assumption in communication creates gaps. The context was explained to the participants. Then a role play on active listening took place. This helped the participants to appreciate that only listening is not sufficient but active listening is

needed to understand what others want to communicate. Followed by understanding the impact of effective communication in Aam Sabha, where participants demonstrated a simulated meeting of Aam Sabha and existing communication skills of the participants were evaluated, the method used is known as Fish-bowl exercise. In order to break the monotony of the sessions, different games were used. In the next session some randomly selected 4-5 participants portrayed themselves as iCRPs and presented their case studies whereas other participants reviewed and provided feedback about the participants. Towards the end of the day a brief discussion about lessons learnt from each of the exercises mentioning the challenges in the communication took place followed by key learnings of each session were revisited.

On the second day, the session started with recapitulation i.e discussing about the key learning from the sessions of the first day. Then the participants were explained about what communication is through flow chart and practical examples. A power point presentation was made to explain the importance of effective communication skills using different forms of communication which included the techniques to improve verbal communication- interpersonal communication and public speaking, active listening, voice modulation as well as importance of non-verbal communication (eye-contact, body posture, facial expression) and written communication. The participants also got the opportunity to understand the characteristics of a good trainer. Then there was an open session where the participants got the opportunity to clarify their doubts about the previous sessions. Then sharing session plan of training of CRPs on effective communication began where the participants developed an understanding about the utility of the sessions, its sequencing and clarified their doubts about the same. Then the participants were acquainted of the session delivery mechanism. All the 10 sessions were discussed among participants as to how they have to conduct the session for iCRPs. Key learnings from each session were revisited. In the last session the participants got an opportunity to simulate the training of iCRPs. At the end there was an open session where the participants received the clarity about the previous session which was helpful for them to relate with the session planned.

The workshop was concluded by summing up of the training sessions and the feedback from the participants.



## Towards Financial Sustainability of Community

A Mega SHG Credit Bank Linkage was organized on 26<sup>th</sup> August, 2016 by JSLPS with the support of District Administration, Pakur. The event took place at Town Hall, Rabindra Bhawan (Pakur). The honorable guest of the event was Dr Louis Marandi, Cabinet Minister, Govt of Jharkhand.

**The key objective of this Mega Credit Camp were-**

- Creating enabling conditions for both the banks and the poor for a mutually rewarding relationship.
- Making Bankers and Government officials aware about DAY-NRLM Mission, Objectives, Activities etc
- Providing the possibility for integrated communication about financial services for social development, and will realize enhanced partnership between SHGs, Banks and government departments.
- Increasing the flow of institutional credit to the vulnerable section in future and will decide the highest degree of financial inclusion with active participation of SHGs.



The event started with a prayer and speech by Mr Ajay Anand, PM M& E. Bank Sakhi, Tablet Didi and a member of CLF shared their experiences in the event. Almost 1200 SHG members and different bankers of Pakur participated in the event. A total of 270 SHGs were given revolving fund of Rs 40.5 lakhs and 186 SHGs were given CIF of Rs 93 lakhs.

In this Mega SHG Credit Linkage Camp, a total number of 550 SHGs has been Credit Linked from different Banks worth Rs.2,75,00,000/- (Rupees Two Crore Seventy Five Lakh only). The supporting Banks were SBI, BOI, VGB, Allahabad Bank, PNB, UBI and BOB. The major success was as per the belief, where 337 SHGs has been Credit Linked in different SBI Branches only and the VGB Branches as usual has no pendency. All District Coordinators of different Bank's with RM VGB with LDM were present in this event.

## Learning visit of North-East State Rural Livelihood Mission (NERLM)



A team of 40 members from North-East State Rural Livelihood Mission (NERLM) visited Jharkhand with an eight days' visit-schedule from 11 to 18 August, 2016 for learning from JSLPS project area. The visit started with a briefing meeting where they were oriented towards the different work conducted by JSLPS for poverty alleviation. It was followed by the field-visit to the villages of Namkum and Angada blocks in Ranchi district, where they saw the meetings of women federation of Self Help Groups, Village Organization and Cluster Level Federation and also understood their functioning and rotation of money. In the due course, they also learnt the various livelihood avenues, which the SHG members are adopting after due training from JSLPS staff. JSLPS also organized classroom orientation for them by Social Mobilization and Institutional Building (SM & IB) domain.

On the last day of the visit, a de-briefing meeting was conducted, where they presented their learning and findings of the visit. Shri Bishnu C Parida along with JSLPS Social Mobilization & Institution team attended the de-briefing meeting. It was a proud moment for JSLPS where, other states are coming to Jharkhand for learning and implementing the work in their states. JSLPS is exploring possibilities of on-site support on SM & IB and financial Inclusion in NERLP states by sending its specialist team members, master trainers and community resource persons.



## Developing Communication Skills of CRPs



A one day training on Effective Communication Skills for Community Resource Persons was organized at Maheshpur, Pakur district on 31<sup>st</sup> August, 2016 by JSLPS communication staffs. The objective of the training was to improve communication skills through effective communication in order to communicate with the community efficiently.

The session started with the introduction of participants by pairing them in two, in which one member had to introduce about the other participant with name, address, group, experience and hobbies etc. Afterwards, a small video was shown to make them aware about what JSLPS has done till now and its achievements. Through this video, the participants were connected with the works they are going to do for development.

After that, a game called Chinese Whisper was played by the participants. In this game, a participant has to say a one-time phrase or statement (message) in the ear sitting next to the participant and it would be going to the next. The participant as receiver of the message couldn't ask what the first participant said as per the rule of the game. The activity aimed at making them understand about the characteristics of a good listener and messenger of the messages as how effectively he or she passes the message to others. The session move forward continuing with a role play in which some of the participants portrayed as villagers, some as CRPs and some as observers. The purpose of the activity was to enhance their inter-personal communication skills and fluency while talking to the community. In this activity, the participants shared their experiences, challenges, difficulties and problems etc. They got to know proper use of words, language barriers, problems etc. *"Talking is easy but to influence the community through your words*

*is magical"* said Konica Devi, one of the participants of the training.

The participants were oriented towards the significance of communication and the role of CRPs and their responsibilities towards the community. The participants shared their stories and learnt to use it as a powerful resource in the community for motivation to them. At the end, a feedback form was filled up by the participants to know the effectiveness of the trainers and their sessions. A total of 40 participants participated in this training programme.



### Cartoon Corner

पढी माँ बेटी को पढाए  
पुरुष श्री घर में हाथ बटाए



## Building Strategy for Enterprise Promotion



A workshop on Scaling up the strategy for Micro Enterprise Consultants was organized at Hotel Raj Residency, Ranchi from 9<sup>th</sup> Aug to 11<sup>th</sup> Aug 2016. In this workshop 19 Master Trainers MEC and 3 Mentors participated. The highlights of the workshop were the discussion about :

1. Sensitization to block, identification, scrutiny, selection camp and training strategy to new three districts.
2. Training to new MEC selected in old three districts.
3. Handhold support to new MEC.
4. Training Module for new MEC.
5. Six month action plan for training/ Training Calendar.
6. MOU:- Memorandum of Understanding;
  - Draft of MOU between MEC and CLF
  - Rate Chart of Services provided by MEC.
7. Identifying the strength as Trainers and Mentors.
8. Strategy to Roll out the PTS consistently after mentors' departure and PTS training module.
9. Zone strengthen plan.

**Strategy to Roll out the PTS:** - To roll out the PTS consistently after mentors' the following strategy was formulated :

- 4 MEC, who are expert in PTS will be selected as Internal Mentors for Rolling out the PTS in all districts.
- A PTS leader will be selected in each MEC zone, who will train and coordinate with internal PTS mentors.
- Internal PTS mentors will also support in each old and new district in orienting, training and rolling out the PTS at field level.
- A PTS training Module was also prepared.
- PTS of all the supported NME/EME in Ranchi, Pakur, and West Singhbhum, will be prepared till 3<sup>rd</sup> Sep 2016. For this, all the four PTS mentors were assigned responsibilities as it follows ;

During the workshop, Master Trainers also prepared the draft of MoU for signing with CLF. A module for CLF Orientation as well as Six month Action Plan prepared for selected CLF. Mr. Diwakar Kumar ( PE Non firm) and Mr. Rajib Mohanty ( SAP) were also present during the workshop.

### NEWS Brief

- Training of Trainers (ToT) on effective communication was held from 3<sup>rd</sup> to 6<sup>th</sup> August, 2016 at Bodh Gaya. The objective of the training was to create a pool of trainers who can further train the iCRPs on effective communication before they move in the village for the CRP drive. This will further help them in mobilizing the rural woman effectively for the formation of SHGs.
- Jharkhand SRLM is going to initiate e-learning certificate course on "Management of Community Based Institution for Poverty Eradication" for community cadres in technical collaboration with Chaitanya, Pune and academic collaboration with TISS, Mumbai. In this connection, a writeshop was conducted on 2<sup>nd</sup> to 4<sup>th</sup> August, 2016 at Hotel Le Lac, Ranchi. The objective of this writeshop was to develop and improve the course content and contextualize the course in local parlance.
- All India Radio recorded narratives of two AKMs farmer Rinki Devi and Asharam Mahto on 9<sup>th</sup> August, 2016. They mentioned how NRLM and its initiatives are changing the lives of farmers.
- 12<sup>th</sup> round Sr.CRPs Strategy Briefing meeting on 'Formation, Strengthening & Followup of VO's and CLFs in Social Action Sub-Committees" in 12 SERP supported Resource Blocks was held on 22<sup>nd</sup> August, 2016 at Saptrishi Sewa Bhawan, Tupudana.
- DMMU Pakur organized Credit Camp for SHGs in town hall, Pakur on 26<sup>th</sup> August 2016 at "Rabindra Bhawan, Pakur. Dr. Louis Marandi Cabinet Minister (Welfare including Minority Welfare, Social Welfare, Women and Child Development, Govt of Jharkhand) graced this event with her presence.
- Training on effective communication for iCRPs was conducted in different districts namely Ranchi, Simdega, Giridih and Pakur. A total number of 184 iCRPs were trained from different districts of Jharkhand.



# Glimpses of August 2016



Aajevika Pashu Sakhi using conoweeder for agriculture



Corporate film shooting in progress for JSLPS



JSLPS celebrating Independence day



Panchayatnama newspaper reaching till the grassroots



Voice recording of Aajevika Krishak Mitra for a radio show in progress



SHG meeting at Angara block in progress

## An Initiative of Knowledge Management & Communication Cell

Concept, designing and compilation by **Kumar Vikash**  
**Jharkhand State Livelihood Promotion Society**

(Rural Development Department, Government of Jharkhand)  
3rd Floor, Shanti Deep Tower, Radium Road, Ranchi – 834001

☎ : 0651-2360053/2360391 ✉ [jslps.ranchi@gmail.com](mailto:jslps.ranchi@gmail.com) 🌐 [www.jslps.org](http://www.jslps.org) 📘 [facebook.com/onlineJSLPS](https://facebook.com/onlineJSLPS)

