



Jharkhand State Livelihood Promotion Society

Aajeevika

JHARKHAND



National Rural Livelihoods Mission

SAMUH SE SAMRIDHI

On the occasion of Republic day, JSLPS presented a tableau at Morabadi Ground, Ranchi. The tableau depicted that how the life of rural women is changing after becoming a member of Aajeevika Sakhi Mandal. Under Deen Dayal Antyodaya - National Rural Livelihood Mission the members of Aajeevika Sakhi Mandal are becoming the agents of change.

“Dus Sutra” is being followed by the members of Aajeevika Sakhi Mandal in their day to day life which is bringing a positive change in their lives.



The tableau has depicted Pashu Sakhi and Bank Sakhi. These Pashu Sakhis are referred as *Doctor didi's* in their villages. The mortality rate of small livestock has been decreased by arrival of these Pashu Sakhis in the villages. Whereas on the other hand Bank Sakhis are helping the members of Aajeevika Sakhi Mandal in bank related work. These Bank Sakhis have received a POS machine by which they are helping the members of Aajeevika Sakhi Mandal to do the cashless transactions and making the dream of Cashless India come true.

The members of Sakhi Mandals have also come up with various branches of Aajeevika Didi Café around the corners of Jharkhand and are popularizing the local dishes of Jharkhand. Thousands of rural women have come up as entrepreneurs.

Aajeevika Rural Market – In various districts of Jharkhand the members of Village Organization have started Aajeevika rural market in the local areas which is making easier for them to sell and buy goods in reasonable prices.



Republic day celebration at District Mission Management Unit JSLPS

1. District Mission Management Unit JSLPS Latehar won the first prize in Jhaki organized by the District Management.
2. District Mission Management Unit JSLPS Pakur won second prize in Jhaki organized by District Management.
3. District Mission Management Unit JSLPS Bokaro won second prize in Jhaki organized by District Management.
4. The four Village organization of Bokaro was certified by district management while preserving the good work.
5. District Mission Management Unit JSLPS Sarayakela Kharsava showcased their Jhaki.





“Mein Bhi digital”-A Digital Literacy Campaign

Two batches of 27 participants were trained from 16th to 26th January 2017 on the theme named “Mein Bhi digital” organized by MIS domain of JSLPS at Saptrishi Seva Sadan, Tupudana (Ranchi). “Mein Bhi Digital” is a Digital Literacy Campaign Initiated by MIS domain of JSLPS. The training aims to digitize Rural Women of Jharkhand, who are the part of Aajeevika Sakhi Mandals. Minimum education qualification of participants was 10th standard and most of them are working as V.O.A (Village organization Assistant) and MBK (Master Book keeper). These participants had already been trained on the basics of computer including basic training on OS (operating system), working on notepad, assembling of computer, basic training on Microsoft Excel and word as well as overview of Internet for five days in the month of November 2016.

They were not new to the world of computer but when they came across Laptop instead of Desktop on the first day of the second Training, Nileema Devi expressing her feeling said “*Jab desktop ki jagah laptop dekha to laga ki wo chalana to asaan tha ye kaise chala payenge kyunki ye to kafi padhe likhe logo ke hatho me hi dekha hai* (When I saw laptop in place of desktop, I started doubting myself that am I able to operate this hi-fi machine because I have only seen this in the hands of very educated person or the one who works in office)”.

Three days out of the four days of both the batches were focused on use of MS word and MS Excel along with Internet and one day was focused on “Cashless Transaction”. All participants keenly awaited for the session on internet, as that Session was an edutainment session for them because they would be aware of a magical search engine in the world of web called “Google” where they could search anything came across their mind.

At the end participants expressed their experiences. While expressing her feeling Anita Lakra, member of SakhiMandal said “*Mein pahle kabhi soch bhi nahi sakte the ki mein bhi computer chala sakti hun par aaj mein garv se keh sakti hun ki Mein Bhi Digital hun* (I never thought of working on a computer at this age but today after this training I can proudly say that I am also Digital)”.



Communication Skill : A Tool for Rural Women's Empowerment

A two days' training on effective communication was organized by the KMC (Knowledge Management and Communication) domain from 12th January to 13th January 2017 at Hotel Meer, Gridih. This was the third batch of eighteen iCRP (internal community resource person) who were trained on effective communication. Before this, seventy five iCRP were already trained in the month of September. This time training on effective communication was demanded by the iCRP itself as they get to know from their fellow iCRP (who have already trained) how this training is helping them in understanding of the community in a better way during the CRP Drive of forty five days (time span which CRP spend in villages to get villagers in the fold of NRLM).

Ms. Afsana Khatun, a participant from the previous batch, shared her experience of the field and said, “ Now, we can easily communicate with the community in a better and effective way even if they are not communicating with us, we can easily find out what is going on in their mind through their non verbal gestures which was not possible earlier and this is helping us in spreading objective and message of NRLM very clearly to the beneficiary”.

Participants really enjoyed the game of Chinese Whisper which taught them the importance of effective listening and confirming what they listen before they pass any message to other person. The whole training was a mixture of games such as role plays, and little bit theory of communication (verbal and nonverbal). At the end of the training Panchaytnama (fortnightly newspaper of PrabhatKhabar which consist success stories of Sakhimandal) was also distributed among participants so that they can get motivated for doing good work after read success stories of didi of SakhiMandal.



Working Towards Less Cash Economy

A one day ToT on cashless transaction was held at District Mission Management Unit, Khunti on 3rd January 2017 at DMMU-Khunti Office. The training was given by M&E and MIS- Officer. The staffs of DMMU and CCs of Rania and Khunti and representatives from Torpa and Murhu block participated in the training. The objective of training was to train the staffs on cashless transactions, so that it can percolate to the grassroots level to make Jharkhand, a cashless state.

The training was given on five ways of cashless transaction :

- | | | |
|-------------------------------|---------------------------|-----------|
| 1. *99# | 2. UPI Application (BHIM) | 3. Wallet |
| 4. Aadhar ways of Transaction | 5. Net Banking | |

Discussions :

- The method of doing transaction without internet connection by dialling *99# was taught by the trainer. The staffs learned different steps of transaction without net connection. The transfer of money using MMID and IFSC code was elaborately described by the trainer. A maximum of 5000 rupees can be transferred using this method. The participants practiced of this method on their mobile on the real time basis.
- The UPI Application i.e. United Payment Interface app was discussed in the training. The process of installing the UPI Applications of different banks was also described in the training. The short videos on the *Know-how* was also shown to the participants on projector. The participants were also exposed to the process of using Google Play Store for installing UPI App was described in detail.
- Knowledge about Wallets like SBI Buddy and wallets of different banks was imparted by the trainer through videos. The *know-how* of downloading and adding money to these wallets were also described during the training. The precaution of phishing and unwanted charges of private wallets were also described in the training.
- The Future Scheme of Adhaar-based transactions by POS machine was also described in the meeting. How just the finger prints of the consumer will be required to do the cashless transaction in the market and different public spaces, the problems of carrying multiple cards and remembering the multiple pins will be sorted out by Adhaar-based transaction in future.
- The Net Banking facilities given by the banks to their consumer, in which consumers need to fill the forms of request of opening internet banking. Through net banking, balance check, transfer, transaction statement, request for recurring deposit, fix deposit can easily and safely be done using internet banking. The banks provide user name and password to their customer.

The target was set for the training at the block and panchayat level, in which participants will be master trainer at their field.

- Till 5th January, Block level training should be completed
- Till 10th January, Panchayat level training should be completed.

At last, the trainer thanked participants for participating and deeply engaging in the training programme. He encouraged them to take this cashless movement at the grassroots level and participate in the mission of Cashless Jharkhand.



Striving for Cashless Initiatives in Villages

A one day ToT programme on Cashless Initiatives in Rural Areas was held on 3rd January, 2017 at BMMU Kharsawan. In this programme participants of six blocks which are Saraikella, Kharsawan, Ichagarh, Chandil, Nimdih and Kukru were present. The district level trainer Mr. Saryapada Tripathy gave training to the participants of different blocks of Saraikella-Kharsawan district. In the training participants learnt about different modes of cashless transactions. They were given training mainly on five modes of cashless activities.

- UPI - Unified Payment Interface
- USSD - Unstructured Supplementary Service Data
- e-Wallets - Paytm, SBI buddy, free charge etc
- AEPS - Aadhar Enabled Payment System and

V. Debit/Credit Card Payment.

Participants were told the basic things needed to start cashless. They were asked about the benefits of using cashless modes. They were taught how to upload the names of trained people in the NIRD web site.

A total of twenty participants were present in the training programme. The details of participants block-wise is given as it follows -

- Saraikella - 4,
- Kharsawan - 5,
- Ichagarh - 4,
- Nimdih - 2,
- Chandil - 3,
- Kukru - 2

Finally, all the participants were given task to train at least two persons per panchayat and upload their name and address in the nird.org.in site.



Promoting Enterprise in Villages



A three days' training (TED-II) was organized by Jobs and Skill domain for a batch of thirty MEC from 5th to 7th January 2017 at Hotel Meer, Giridih. The objective of the training was to develop capabilities of MEC (micro enterprise consultant) to choose a better occupation for villagers. Trainers took the help of videos and case studies to develop the IQ and EQ in context of entrepreneurship.

Identifying better opportunity in a village, based on the geographical and social condition, was one activity in which MEC took out the best possible opportunities to increase the livelihood of the village. Participants were divided into five teams of six members in each to present the output. On the third day of training, a short video was played to participants so that they can understand why it is important as a consultant to think about others even when they are becoming a successful entrepreneur. The video portrayed an old man's struggle for one time left over meal in a roadside Dhaba. It showed how he stands throughout the day without drinking a single drop of water. This evoked their emotion.

When participants were asked what inspired them for working as an MEC, and the answers were quite interesting when Krishna Kumar of Dumari block said, "I want a better utilization of RF (revolving Fund) and CIF given to Sakhi mandal" on the other hand Jageshwar Mahto wanted to explore new entrepreneurship opportunities in agricultural field for Sakhi mandal as most of them are dependent on primary sector (i.e. Agriculture).

At the end of training, the trainers gave an assignment to all participants, which could only be completed after regular visit and face-to-face interaction with the community so that participants can engage with the community and their work closely.

Canteen of Delicious Food



An Ajeevika didi canteen was inaugurated on 20th January 2017 at DC office, Pakur. The members of Aajeevika Sakhi Mandal came together to start up the catering group named Maa Santoshi Catering Group. The names of the members of the catering group are Putul Gorai, Rambha Devi, Reena Devi, Guria Devi and Sumanti devi. They belong to Littipara Block. They started their catering group with the support of Village Organization and were trained by the MECs. They used to serve food in all the training organized by JSLPS.

Moving forward from just a catering group to a canteen they got full support from their CLF i.e., Unnati Aajeevika Mahila Sankul Sangh, Taljhari. Their total business plan was of Rs. 2, 13,000/- of which the CLF decided to grant Rs.1, 63,000 and the rest Rs. 50,000 was their own investment. CLF has already granted Rs. 1, 20,000 for the purchase of their assets and Rs. 20,000 was deposited from their own side as the recurring money.

The DC, DDC, SP, DAO, DRDA officers and other district administrators and officials were present in the inaugural ceremony. Ajeevika didis received orders from DRDA department for providing tea at their office.



Brainstorm session on Producer Group



Jharkhand State Livelihood Promotion Society (JSLPS) organized one day round table on Producer Group (PG)- Producer Organization (PO) Architecture for JOHAR Project on 17th January 2017 at BNR Chanakya Hotel, Ranchi. The Chief Guest of the program was Honorable Mr. N.N Sinha, Principal Secretary, Rural Development Department, Government of Jharkhand.

The program commenced with the welcoming of the guests and introduction of the participants. Mr. Paritosh Upadhyay, CEO JSLPS welcoming the guests shared the objective of the program. He said that the aim of the program was to discuss the policy and welcomed suggestions as well as new ideas for changes and improvements to incorporate in the JOHAR Project. He also added that we need to come up with the best strategies and suggestion to incorporate in the existing policies.

Mr. N.N Sinha, Principal Secretary, Rural Development Department, Government of Jharkhand sharing his view said that we should be able to differentiate and find out why we need to create producer organization and producer group. He said, "Even though we get into consensus then too we should not keep our eyes closed we should be always be open to learning and experiments. In Jharkhand we need more institutions as compared to other States because the public institutions and structures are yet not sophisticated enough to take the people onto that part of economic transformation and journey. If we want to become sophisticated partners in the economic development process and intensification of their livelihood, we should be able to find good role for them in the entire business of Producer Group and Producer Organizations." He also added that we should work in progress rather than completely finalizing the things and keep it open for changes to be incorporated in the near future depending upon the changes and new opportunities and learning. Towards

the end of the event Mr. Shovik summarized the event by saying :

- Producer Group(PG) can be started with multi commodities over a interval of time they can be specialized into single commodity as per the requirement
- The size of the PG can be at the village level but the size of FPO should not freeze at this level and should be designed as per the requirement
- Whoever is interested will be part of the PG
- In context to legal format State of Jharkhand have proactive and favorable Community Act and we have to understand how it is performing, what are the issue and which legal formats we will take as per the local situations
- Financing is not a major issue today what we need today is a seed capital to initiate the activities
- Regarding the HR structure need of the hour is to have a strong set of people
- Still there is need for brainstorming regarding SVP designing structure
- Regarding TSO good supporting agencies should be hired
- It was advised that the project team should start discussion with other World Bank projects in order to understand their working and get good learning from them.

At the end vote of thanks was proposed by Mr. Bishnu Parida, COO JSLPS.



Training of State Resource Persons on Sustainable Agriculture and Livestock



An eight days' training on Sustainable Agriculture and Livestock for the State Resource Persons (SRPs) was organized from 09 to 16 January, 2017 at Kejriwal Institute of Management Studies, Namkum, Ranchi. The training was organized by Jharkhand State Livelihood Promotion Society (JSLPS) with the technical support from National Mission Management Unit (NMMU) and National Institute of Rural Development (NIRD).

Mr. Arif M. Akhtar, State Programme Manager (SPM), Mahila Kisan Sashaktikaran Pariyojna (MKSP), welcomed the participants and shared the objective of the programme, that it has been organized to train the selected SRPs across the state on the standard techniques of sustainable agriculture and livestock and after which, the SRPs will impart the training to the staff at block level, who in turn will train the direct beneficiaries. It was believed that after eight days, the participants will be at the same level.

Shri Bishnu C Parida, Chief Operating Officer (COO), JSLPS also graced the occasion and extended his best wishes to the participants for the training.

The training comprised of both, the class-room and field learning. During the training, the participants learnt about poverty and livelihood in rainfed context, perspective, factor of production, adult education, facilitation, climate/weather/change, cropping system, soil system, soil health, plant nutrition/soil fertility management/ problematic soils, plant nutrition/soil fertility management/ problematic soils, soil moisture, soil conservation, water harvesting, SEEDs and planting materials, seed production and storage, insect pest and life cycle, weed management, post-harvest management, disease control, furthering SRI based intervention in common crops and botanical concoction for soil fertility management and pest management.

In Livestock Management, topics like breeds of animals, animal breeding, housing, hygiene, casting, symptoms of

animal diseases and its management, induction of animals, young one management, animal basic physiology and anatomy, feed and fodder management, preventive measures II, disease management and ethno veterinary practices were discussed.

Around sixty participants attended the training and were given tests on their everyday learning and then on the last day, they appeared in a final exam and were awarded grades on their performance along with certificates.



Cartoon Corner



NEWS Brief

Awareness Campaign on Witch-hunting and Anti-Human Trafficking : JSLPS in collaboration with Hindustan Media has commenced a campaign on raising awareness against the two social-evils, i.e. witch-hunting and human trafficking. During the campaign Chai-Chaupals and street-plays will be conducted in Ranchi, Khunti, Simdega, Gumla, Palamau and West-Singhbhum district to inform people about these social stigmas and to adopt preventive measures. The campaign was flag off by Shri Sanjay Kumar, Principal Secretary to the Honorable CM of Jharkhand on 28th January, 2017 and a conclave was organized on 30th January, 2017 at BNR Chanakya to do brainstorming for eradicating the issues from the root. During the conclave Shri N. N. Sinha, Principal Secretary, RDD and Ms. Sampat Vina, IG, Jharkhand was present.



2. Training of Support Staff : A three days' training of support staff from 23 January to 25 January 2017 was conducted by HR domain at Le Lac, Ranchi. The trainees were trained on formal communication which included writing proper e-mail, having an adequate e-mail id, various ways of communication and requisite soft skills.

Briefing / Debriefing Meeting :

- iCRP drive in 4 cluster of Thakurgangti block of Godda district has been successfully completed from 18th November, 2016 to 2nd January, 2017. The de-briefing on the same successfully took place on 2nd January 2017 at Vivah Bhawan,

Bhagaiya (Thakugangti). A total number of 165 Sakhi Mandals were formed in this drive.

- ICRP Drive started in the month of December on 16th of December 2016 in 3 blocks of Giridih (birni, pirtand and jamua) and two blocks of Dhanbad (Tundi and Purvi tundi). After its successful completion a de-briefing meeting was held on 2nd and 3rd January 2017 at Vivah Bhawan, Giridih.
 - A briefing meeting of iCRP drive for Chouparan block was held on 17th January, 2017 at Hazaribagh DMMU office. This drive was exclusively Sanjivani SHGs, in this drive these SHGs will be brought into NRLM fold. Six CRP teams were deployed for 35 days in six clusters of Chouparan.
 - A iCRP drive in five clusters of Palojori intensive block of Deogarh district has successfully been completed from 19th November 2017 to 3rd January 2017. The de-briefing on the same was successfully held on 3rd January 2017 at Palojori BMMU office. A total of 165 SHGs were formed in this drive.
 - 240 Shows were completed in the month of December at Pirtand, Jamua, Birni, Tundi and Purvi Tundi block of Giridih and Dhanbad. A debriefing cum evaluation meeting of "Nukkad Natak" was held on 3rd January 2017 at Vivah Bhawan. On the day of debriefing four teams of Kalajatha and CC of five blocks were present to express their experience. They also shared ideas for improving the street play.
 - The 1st eCRP de-briefing meeting of Godda Sadar was held on 14th January 2017. There were five eCRP team along with BRPs presented and shared their achievements of forty five days drive.
3. Vulnerability Reduction Plan: A three days' Residential training of State Resource Person on Vulnerability Reduction Plan was organized on 10th -12th January, 2017 at Raj Residency, Ranchi.



Glimpses of January 2017



2 days non residential training on PoP of different crops for FTCs (farm)



17th round eCRPs strategy outcomes sharing de-briefing meeting in progress



CEO, JSLPS interacting with VO-OBs of Pakur and Palamu District RBs during eSr.CRPs De-briefing



Commencement of witch-hunting and anit-human trafficking campaign



Agri equipment distribution to Sakhi Mandals



Orientation of Bankers on NRLM

An Initiative of Knowledge Management & Communication Cell

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