



Aajeevika

JHARKHAND



Rural Development Minister visits Project Area

Union Minister of State for Rural Development Shri Ramkripal Yadav, arrived to the Capital City of Jharkhand on 16th February, 2017. On the first day of his arrival Minister reviewed the work of Rural Development Department, Government of Jharkhand. He has opted to see the project activities in very next day, where he has taken the essence of NRLM, PMAY and IWMP in Angara block, Ranchi.

The visit was started with Janum village of Angara block. Honorable Minister interacted with the community members and ensured to provide every possible support for their growth and development. Then he saw agricultural practices done through drip irrigation. He met a farmer named Govardhan Munda who had done drip irrigation on his land for cultivation of fruits and vegetables. He even witnessed the cultivation of green chilies, tomato, peas, broccoli etc. done through drip irrigation. The team members of JSLPS done a detailed description about drip irrigation and organic farming. Honorable Minister even complimented the taste of the peas grown through drip irrigation. Moreover he also talked about the possible arrangements to be made for market linkage of the crops and vegetables produced by the farmers. Here honorable Minister communicated with the women of the village who were present there and asked them about their job cards and wage payments. He was also informed about vermi-compost and other organic compost like *Nimastra*, *Agnimastra* etc. as well as witnessed the nursery model. Honorable minister also met one of the cadres

of JSLPS there who is popularly known as Aajeevika Krishak Mitra, she informed in detail about her work which was highly encouraged by the Minister and he even pleased her work a lot saying to keep the good work keep going on.

Afterwards the Honorable Minister along with the team moved to Rajadera Panchayat of Tirlakocha where they witnessed the irrigation done through gravity under Watershed. The residents of Tirlakocha discussed about the organic farming and Lac cultivation. Honorable Minister Shri Neelkanth Singh Munda said that in the state of Jharkhand there is a great possibilities for cultivation of Lac, this will help in removing poverty and will provide employment opportunities to the poor.

After visiting Tirlakocha, Ministers along with the other officers went to Getalsood where he laid the foundation of the house for the beneficiary named Kamal Mahto under Prime Minister Rural Housing Scheme. Then the ministers along with the team went to Getalsood Panchayat Bhawan for meeting the members of Aajeevika Sakhi Mandal and knowing about the work they are doing in Jharkhand. The various cadres of JSLPS like Aajeevika Sakhi Mnadal, Aajeevika Krishak Mitra, Bank Correspondent agent etc. shared their experiences. Aajeevika Pashu Sakhi sharing her experience said that we have received the training for treatment of small livestock like goat, poultry etc. Now we can easily do the treatment of small livestock, we even perform worming and de-worming as well as give vaccinations to these livestock as a result the mortality rate has been come down in these few year. Aajeevika Bank Correspondent agent also sharing her experience said that JSLPS have equipped us with POS machine and also provided the training regarding this which helps us in easily opening of bank accounts for the members of Aajeevika Sakhi Mnadal and we are even helping them in various financial transactions. By this they have put their first step forward towards making the dream of Prime Minister for a cashless village true. Honorable Minister provided a cheque of bank linkage to five Aajeevika Sakhi Mandals. He was highly impressed by the work done by the members of Aajeevika Sakhi Mandal and even encouraged them to carry forward their work and make a happy and healthy environment for living.



Environment and Social Assessment Report Sharing Workshop on JOHAAR Project



A State level workshop on the learning and findings of environment and social assessment of Johaar project was conducted by Jharkhand State Livelihood Promotion Society (JSLPS) at Capitol Hill, Ranchi on February 15, 2017 with an objective to share the environment and social assessment report with the participants and get constructive suggestions from various stakeholders.

Shri N.N. Sinha, Principal Secretary, RDD, GoJ in his address said, “We should work together and some crucial issues need to be addressed properly. The project’s objective should also be to see the climate resilient issues and tackle them tactfully. Many more things are needed in varietal selection in the package of practices. We should focus more on community approach rather than environmental approach; like community approach can be use in raising nursery. Joint commitment of GOAL Development Department and State Department is needed.”

Afterwards, Dr. Alka Awasthi made presentation on Social Assessment, in which she shared the methodologies, key social issues, potential risks, adverse impacts, social management framework, targeting and social inclusion, consultation, participation, gender & women’s empowerment, strategies for LWE areas, citizen’s engagement, social impact screening, tribal development framework, grievance redressal and implementation arrangements.

After the productive discussion, the next presentation was given on **Environmental Assessment** by **Dr. Dalbir Singh**. Commencing with sharing the objective, Dr. Dalbir told that the project comes under category “B”. He further told about the environmental aspects, assessment and management framework. He presented the findings stating that there is 30% fallow land in Jharkhand, 16% uncultivable land, 28% ground-water; which is quite good, the pasture land proportion is also good,

irrigation facilities are not upto the mark and also threw the light on livestock, fishery, NTFP, PESA, value addition activities and EMF implementation plan.

Ms. Vaneeta from World Bank discussed the eco-friendly measures to be adopted in the project implementation.

Afterwards, the participants gave their feedback and suggestions on environmental assessment.

After the end of the presentations and discussions, **Shri Paritosh Upadhyay, CEO, JSLPS**, gave the concluding remarks. He started with the **social assessment** and said, “Existing platform of CBOs will be leverage for the project. Poorest of the poor will be included and the marginalized farmers will be given priority. For PVTGs, small pilot will be done within the project. For women empowerment, woman should be promoted as the leader of the Producers’ Group. For LWE areas, participatory approach will be adopted for keeping transparency and seeking confidence of people. Local youths will be engage in marketing and can work as a service provider. MIS should be developing for effective tracking of work. Community Based Monitoring System should be introducing for better participation. For land transfer issues the traditional head of the village and women members should be involved. Under FRA, mapping should be done to get inputs for knowing the availability of irrigation facilities.

On **environmental assessment**, his views were efficient water usage through drip irrigation, doing soil-testing before the use of fertilizers so that instead of excessive; optimum use of fertilizers will be done. The usage of chemical fertilizers should be minimized, to reduce their negative impact. In livestock, fodder and feed management should be done and in NTFP a sustainable harvesting should be adopted. Package of Practice should start from the very beginning and he concluded by advocating for environmental auditing.



Campaign on Witch-hunting & Human Trafficking



Jharkhand State livelihood Promotion Society (JSLPS) in collaboration with Hindustan Media commenced a month long campaign on raising awareness about Witch-Hunting and Human Trafficking, which are the two major social stigmas that the state is facing.

For combating the problem, street-plays and *chai-chaupal* in various villages of six districts were conducted with the objective to raise awareness among the communities on Human Trafficking, for foiling bids of being trapped in the hands of brokers, and to raise awareness regarding witch-hunting, which is a social curse and punishable offense under the law.

The campaign was flagged off by Shri Sanjay Kumar, Principal Secretary to the Honorable CM of Jharkhand on 28 January 2017 and a conclave was organized on 30 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 were present. They shared their concerns over these social issues and discussed what could be done to eradicate the problem.

In field, the campaign commenced from Gumla and Simdega district respectively. During the campaign, a van of Hindustan moved in the selected clusters of six districts, which are Ranchi, Khunti, Gumla, Palamau, Simdega and West-Singhbhum. As a part of the activity, two *chai-chaupal* were conducted in two different villages of a cluster in a day. The local correspondent of Hindustan along with JSLPS staff conducted the *chai-chaupal* in the presence of the important people of the village with the community.

The community was informed that witch-hunting is nothing but a myth. It does not exist in reality but in the minds of the people. People often target widow and single women and declare them witches, because it is easy to suppress them. Sometimes, it is also done for

property and sexual assault of women. The discussion concluded with the remark that witch-hunting is a result of illiteracy and also lack of medical facilities. For easy means, people go to such people like *Bhakat* for treatment and these *Bhakats* misguide people for their own benefits.

Women of the village also shared their experiences of Witch-hunting, Usha Kerketta a resident of Palkot block, Gumla, told, that she herself had been a victim of witch-hunting. Due to some personal problems, few people of her village declared her as Witch and beat her and her family members and also tried to kill her. She had a narrow escape. Her case was reported to the local police and was also called for counseling by the Block Development Officer.

Like witch-hunting, awareness was also raised on Human Trafficking. During the *chai-chaupal*, people of the community were informed about how people of Jharkhand are targeted, fooled and in the name of employment are taken to other places and then sold for money. Often girls and young women are lured for money and then sold as domestic help, sent in flesh trade or married in lieu of money.

Along with discussion the other communication tools like jingles were played in the van and pamphlets were distributed among the communities. For reaching a wider range of audience, street plays were also organized in the villages of the clusters where *chai-chaupal* activity was conducted. In a day, four street-plays were organized comprising of both Human trafficking and witch-hunting.

Street-play proved to be a big crowd puller and prompted immediate reactions and played as an eye-opener for the community members. The entertainment factor attached to it makes it popular and handy in disseminating messages effectively.

The impact of the campaign was found to be very positive. The activities were covered in Hindustan Hindi Newspaper. People participated actively in the campaign. The objective of imparting the message to the masses was achieved to a great extent. Women also talked about other social evils like alcoholism and discussed about health issues also. The month long campaign against witch-hunting and human-trafficking was concluded on 25 February 2017. A conclave was organised at Maplewood, where the learning and findings with some success stories were presented. Mrs. Sampat Veena, IG, Mrs. Mahua Manjhi, Shri Bishnu C Parida, COO, JSLPS, Government Staff, NGO members and JSLPS staff were present at the event. During this campaign 75 villages of 14 blocks from 6 districts were covered.



Aajeevika Krishak Mitra's Contribution in 'Annapurna' Model



The half acre crop present model Annapurna's is being demonstrated by AKM of Mahila Kishan Shashaktikaran Pariyojna with the support of JSLPS at KGVK (Krishi Gram Vikas Kendra) at Rukka, Ranchi. This model provides all essential nutrition, which are required for health such as vitamins, proteins, carbohydrates etc. It is one such system of crop cultivation or farming for providing sustainable, safe and secure food for a family every day. It provides an opportunity to cultivate fruits, vegetables, cereals etc at one time in same field.

There are Aajeevika Krishak Mitras from Sakhi Mandal who do the agricultural work. Agriculture is the AMK's primary income generating activity and employment. They have good knowledge in farming activities. Therefore, AKMs are being selected to get trained for the practice.

The aim of the Annapurna model is not only to increase the earnings of the farmers and food security but also to generate surplus, which can be sold out in the market. There are various systems of farming for cultivation involved in it such as traditional farming, modern farming, and natural farming. The model is eco-friendly and pro-nature and its implementation is a good sign for the eco-balance in nature, as the waste materials such as cow's dung, buffalo's

dung, goat dung etc are being used.

Annapurna's role in Sakhi Mandal

AKMs of Sakhi Mandals are increasing their income and getting empowered through their active participation. Annapurna with such advantages not only provides benefits but also caters to the employment opportunities for them. The model follows the same rule of NRLM. Firstly, women farmers make a group. Then they choose President, vice-president and treasurer for the group with the consent of all members. They discuss about the crops like fruits, vegetables, cereals etc to cultivate. Then they choose a small land for cultivation and starts farming.

These AKMs are getting trained with this new crop cultivation and after that they will be sharing this practice to other AKMs of Sakhi Mandal. The AKMs harvest different types of crops in a year besides ensuring soil moisturizer in the summer for horticulture plants and the growth of the plant. The AKMs use cow dung, goat waste etc as fertilizer instead of using chemical fertilizer. The rain-fed Annapurna model generates an estimated amount of 50,000- 1, 00,000 per annum.

Only farming is not required they have to give good treatment to crops to avail healthy and safe food to eat. They earn profits too after selling the surplus crop in the market and save a portion for their own & family.

Significant Impact

- AKMs advocates for solving social and economic issues and monitor the activities
- Collective strength and power
- Production, processing and marketing of their produce.
- Reduction in migration, improves food security, nutritional and healthy security etc.
- Healthy environment through natural use of fertilizer
- Healthy food



Catering aspirations of Rural Youths

Deen Dayal Upadhyay-Grameen Kaushal Yojna is a part of the National Rural Livelihood Mission (NRLM), tasked with the dual objectives of adding diversity to the incomes of rural poor families and cater to the career aspirations of rural youth. Jharkhand State Livelihood Promotion Society is the nodal agency for implementing DDU-GKY. It aims to skill rural youths who are poor and provide them jobs having regular monthly wages. Honorable Shri N. N Sinha, Principal Secretary, Rural Development Department, Government of Jharkhand visited one of the training centre (IL&FS) under DDU-GKY on 15th February, 2017 at Ratu, Jharkhand. More than 200 students are getting skills training here under different trades which are Industrial Sewing Machine Operator, Hospitality, Welder and Fitter and General Duty Assessment. Shri N.N Sinha, Principal Secretary, Rural Development,

Govt. of Jharkhand interacted with the students. He even monitored the centre and hostel facilities. He also distributed the welcome kit to the newly joined trainees. The students presented a demo to depict their learning. 51 candidates from the above mentioned training centre are recruited for Royal Classic Pvt. Ltd., Tripur, Tamil Nadu. Shri N.N Sinha also distributed the offer letter to these candidates and encouraged them with positive thoughts.





Financial Literacy Training

One day's training on Financial Literacy was held on 17th January 2017 in Tetebandha village, Silli. The training was conducted by Mrs. Laxmi Devi who is a master trainer and a resident of Silli itself. The main objective of the training was to aware villagers about the insurance.

In this training, Mrs. Laxmi discussed what is insurance and what are its benefits. It was Laxmi's fourth training. Earlier she already had conducted three trainings in which she discussed:

- First Training- financial training, unwanted expenses, savings, earnings etc.
- Second Training- bank account opening, its benefits, Prime Minister's Jan- Dhan Yojna, Bank Mitra, CSP etc.
- Third Training- CC loan, term loan. Sources of loan etc.

In this fourth training, she discussed about *Pradhan Mantri*

Surakha Bima Yojna and *Pradhan Mantri Jeevan Jyoti Yojna*. First of all, she gave a gist of Insurance. Insurance is a means of protection from any financial loss. It is a form of risk management primarily used to hedge against the risk of contingent, uncertain loss.

Earlier people used to approach agent of LIC for insurance. Now, it is very easy to get insurance just by filling a form and linking it with your bank account. The money will automatically be deducted from the account and given to the nominee after the death of the policy holder. Laxmi showed various videos from Pico Projector related to insurance- what is it and why it is needed? According to *Pradhan Mantri Suraksha Bima Yojna* scheme-1, it is a government accident insurance scheme in India. Eligibility- Policy holders should be between 18-70 years of age with bank accounts.

Policy Period- The cover shall be for one year. Every year it has to be renewed. Premium- Rs 12/- Payment Mode- The amount will be automatically debited from the account. Risk Coverage- In case of accident death or full disability, the payment to the nominee will be Rs 2 Lakh and in case of partial permanently disability 1 lakh. *Pradhan Mantri Jeevan Jyoti Bima Yojna* scheme 2 for Life Insurance says:

Eligibility- Policy holders should be between 18-50 years of age with bank accounts. Policy Period- The cover shall be for one year. Every year it has to be renewed. Premium- Rs 330/- Payment Mode- The amount will be automatically debited from the account. Risk Coverage- Sum Assured of Rs. 2 Lakh on death of the insured member for any reason is payable to the nominee. All the participants showed positive response to get insurance.



Gareeb Kalyan Mela

Gareeb Kalyaan Mela was organized by DMMU Giridih at Harla Cluster of Peertand Block on 11th February 2017.

The idea behind this Gareeb Kalyaan Mela was to bring the area legging behind from availing facilities (naxal affected areas) into mainstream of development by informing them about different development schemes. A total of 31 villages are identified as naxal affected areas under the *Parasnath Action Plan* out of which 20 villages are from Peertand and 11 villages are from Dumari. There were many stalls of different department like health, electricity, agriculture, education, aadhar enrollment, out of which the second

stall was of JSLPS about DAY-NRLM.

Almost 8000 villagers visited the mela and their problems were solved on the spot. Community resource persons were also present to explain the concept of NRLM in JSLPS stall. A total of 224 unemployed youth completed the registration process under DDU-GKY was also featured in a stall by ICAN and CAP who will further give counseling and training to these registered youth.

Sakhi mandal received the certification by DC and DDC of Giridih regarding different funds (RF, OTMC, Module Training etc.) which were transferred into their bank accounts.

Interesting thing about this Gareeb Kalyaan Mela was that honourable Ravindra Kumar Pandey (member of Parliament of Jharkhand) and the Superintendent of Police decided for night stay in government school of Harladih cluster with minimum facilities to make the local people realize that they are not alone and the district administration is with them. During night stay street play was also performed on issues like Sakhi Mandal formation, Human trafficking and Alcoholism by Kala Jatha "Street Play" team.



NEWS Brief

- The distribution and orientation of IFFCO Green sim card took place on 6th and 7th February, 2017 at Khunti district. All together around 400 sim cards were distributed among different cadres of JSLPS.



Briefing/De-briefing

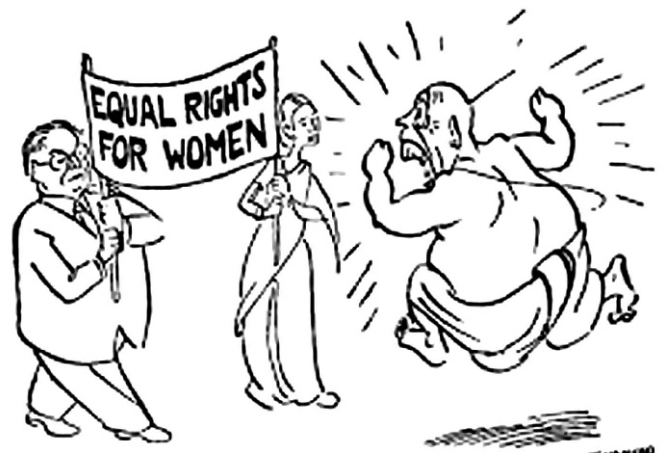
- 5th round of internal-CRP drive started at Thakurgagti block of Godda district which has been taken under intensive block strategy under DAY-NRLM where group formation has been done through internal community resource person of Litipara block, Pakur district. In this regard a briefing meeting was held on 4th February, 2017 at Vivah Bhawan, Godda.
- 2. Internal- CRP round under NRLM program of Manika and Mahuadarn block of Latehar district was successfully completed. The second drive was of 90 days and a de-briefing meeting on the same was held on 17th February, 2017 at CMTC building, Latehar block. A total number of 142 SHGs were formed in Manika block and 159 SHGs were formed in Mahuadarn block.
- A meeting on Resham project was organized at JSLPS office on 14th February, 2017 in the chairmanship of Shri Paritosh Upadhayay, CEO, JSLPS. Mr. Arif M. Akhtar made a presentation on Resham project and shared the project background, intervention, successive year planning, strategy, marketing, coverage and exit strategy of the project. The participants gave suggestions for the implementation of the project such as increasing the number of blocks in West-Singhbhum district, about eggs transportation and

cocoon preservation. Shri Paritosh Upadhayay concluded the meeting by suggesting that the infrastructure issue can be tackled through convergence. The proposal should soon be forwarded to the Project Approval Committee, MoRD and their inputs should be taken regarding the convergence and about the utilization of Cocoon Banks.

The Chief Representative of India office of Japan International Cooperation Agency (JICA) visited the project areas of JSLPS on 15th February, 2017. He visited the Janum village of Angara Block, Ranchi District. He saw the drip irrigation model along with the team of JSLPS moved to Getalsud Panchayat Bahwan where he interacted with Aajeevika Pashu Sakhi and Aajeevika Krishak Mitra. He also interacted with other different cadres of JSLPS and took the details about the work done through Village Organization. Shri N.N Sinha, Principal Secretary, Rural Development, Government of Jharkhand presented a memento and gifted a as a token of remembrance.



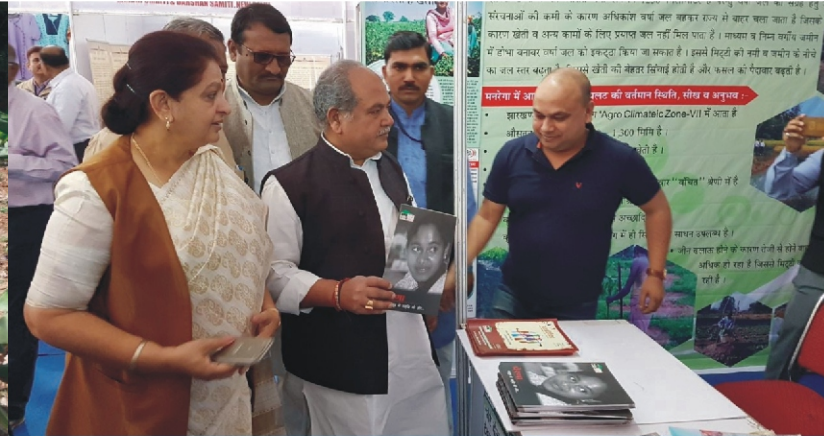
Cartoon Corner



Glimpses of February 2017



Aajeevika Krishak Mitras training on Banana Cultivation at Angara



The Union Minister of Rural Development Department Mr. Narendra Singh Tomar visited the stall of JSLPS in Chitrakoot fair.



Masonry training provided to the members of Village Organizations by JSLPS



Step towards making the members of Aajeevika Sakhi Mandal Digitally Empowered



Street Play against Witch Hunting and Human Trafficking



18th round CRPs briefing meeting with 42 CRPs teams from NRO APSERP

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 🌐 www.jslps.org 📘 facebook.com/onlineJSLPS



Contributors : Sonam Sahu, Jyoti Rani, Neha Pandey, Saba Perween & Pooja Garg For any feedback or suggestions email us at : kmc@jslps.in

