



Jharkhand State Livelihood Promotion Society

# Aajeevika

## JHARKHAND



National Rural Livelihoods Mission



"When NRLM showed up in their village and formed Sakhi Mandal they were privileged to reunite once again"

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## Enriching Lives through Sakhi Mandal

This is an incredible story of reunion of a group of women from Sarubeda Village of Jaldega Block, Simdega District who got an opportunity to have a reunion after ten years. A group of 25 women used to run a group in 2006 where they saved money on monthly basis. The Group was neither formed by SGSY nor did any of the Banks initiate the process. The village being in the border of Odisha & Jharkhand was abandoned from benefits & they never thought of such intervention of NRLM. "When NRLM showed up in their village and formed Groups they were privileged to reunite once again" states a member of Sakhi Mandal. Unfortunately the group faced trust issues which initially created a breach, but NRLM initiated transparency and accountability in Self Help Groups which changed the mindset of people in building trust gradually. These women are true inspiration and motivation to our community as they united 10 years ago and still hold the same enthusiasm. The Self Help Groups start with many obstacles posed on its survival by the family and most of the times by husbands. Still Sakhi Mandal women have raised themselves to overcome such hurdles and proved themselves to be equal to men and indeed have travelled a more mile than a man. This group was not a wonder in this regard. One of the members, Basmati's husband gave suggestion to start saving and the 25 women travelled a long way from there since then. He guided them in intervals but today he is in need of medical support and the group could not help him because of limited money. On interaction with these women, it was very obvious that the money they saved was not sufficient to fulfill their needs, and the maximum loan they took was Rs 500/-. Being an independent group with no support from Government or any other organization they were deprived of availing any Government Schemes and isolated from other information too. Poor network and isolation had made their life difficult and challenging. Digital India is a distant dream for them. Before forming their Sakhi Mandal, the group members felt helpless to support the ailing man but now SAPNA Sakhi Mandal gives them confidence in taking over the challenge. By joining hands with JSLPS, they are now able to stand strong socially, and financially. SAPNA Sakhi Mandal feels very motivated and wants to inspire others to unite again.



## Learning Exchange Program on Women's Livelihood and Graduation Program



Trickle Up and Jharkhand State Livelihood Promotion Society (JSLPS) have come together for development of the extremely poor and vulnerable population of Jharkhand. Twenty four Government officers and Development Professionals from 6 countries namely USA, Zambia, Burikana Faso, Guatemala, Mexico and India visited JSLPS project area, Jharkhand with support from the World Bank and Trickle Up from 8<sup>th</sup> to 10<sup>th</sup> Nov. 2016. The objective of the visit was to gain first hand experience of NRLM activities, learn about the best practices, understand scale and impact of program, and build networking for development interventions. The learning visit commenced with the orientation of the participants on JSLPS and NRLM structure; which also included the framework of financial inclusion. After that the participants put forward their questions and cleared their doubts. Later, the participants in a group of two visited Angara and Namkum blocks of Ranchi district, where they visited the Community Based Organizations i.e. Village Organizations (VOs) and Cluster Level Federations (CLFs). They met the community cadres and understood their way of working, how they implement work at field level and what are the hurdles and challenges they face during the course of their work.

The second day of the visit was scheduled to Manoharpur Block of West Singhbhum district, where the team saw the different livelihood activities adopted by the rural women after their association with Aajeevika Mahila Mandal.

On the third and the last day of their visit, the team went to Raidih block of Gumla district, where the team interacted with PRADAN team members and the members of the women federation. The members were briefed on mango cultivation and how to do the marketing, followed by their exposure to poultry farming. During the interaction, they get to know that the women are not only working for themselves but are also socially very active and are encouraging education of the children in their villages by providing scholarship opportunities. At the end of the day, a de-briefing meeting was held at Ranchi, where the learning and findings were shared. Afterwards, the team interacted with different Government Officials, including Shri N.N. Sinha, Principal Secretary and also put their questions to Shri Paritosh Upadhayay, CEO, JSLPS. At the end of the programme, the team was felicitated by the Principal Secretary and Shri Bishnu C Parida, COO, JSLPS, gave vote of thanks to the participants for their visit to JSLPS project areas.

## Igniting Minds Through Community Library



Belsiagarh Aajeevika Gram Sangathan members created a library in their village in Raniya block of Khunti district which has a huge impact on the lives of hundreds of women of the village in many ways, from eliminating illiteracy to developing reading habits among didis. Now library opened by Balseriya Gram Sangathan has significant impact on attitude and positive behavioural changes in the village. Women of this village are visiting the community library regularly and borrowing and returning the books frequently. VOA of Gram Sangathan, Ahilya Devi is the manager of the library, who keeps written records of books borrowed by didis. She encourages women to visit library regularly. She also helps didis

who cannot read and write, in writing during their monthly meeting. Due to this initiative, many didis can sign in Hindi as well as read printed letters.



## Celebration of Empowerment



Rampur Aajeevika Cluster Level Federation (CLF) of Namkum Block, Ranchi district organized its very first Annual General Meeting on 4<sup>th</sup> November, 2016 at Namkum Block. The members of Rampur Aajeevika CLF celebrated the power of empowerment on this day. They gathered together and shared their story of success where by becoming a member of Aajeevika Sakhi Mandal helped them in changing their life socially as well as economically. The members discussed about the annual progress in the meeting. This meeting created a sense of transparency among each and every member of CLF.

The meeting started with a prayer followed by a welcome song. In this meeting a detailed description about the CLF was presented. The yearly income and expenses of the CLF was discussed in the meeting. Few members of Sakhi Mandal from different cadre narrated their success stories and exclaimed with joy about their empowerment. Rampur Aajeevika Cluster Level Federation (CLF) was formed on 30 June 2015 which includes 377 SHGs, 24 Village Organizations covering almost 20 villages, 4876 SHG members coming from 5760 House Holds under NRLM. Rampur Aajeevika CLF have received a bank linkage amount of Rs. 1 crore 16 lakhs.

The members of Rampur Aajeevika Cluster Level Federation have done an excellent work by maintaining a timely rotation of loans. The members have taken various amounts of loan in helping themselves in coming out of poverty. 1065 members

have taken loan for agricultural purposes, 380 for starting poultry farm, 1160 for goat rearing, 970 for pig rearing, 130 for opening shops, 14 for starting their own small moving shops, 75 started their motels, 180 started stitching business, 500 got involved in lac cultivation, 450 started vegetable cultivation and 1900 for other purposes. They have also taken initiatives for social work like prohibiting the consumption and sale of alcohol, creating awareness against prohibiting witch hunting and gambling. Rampur Aajeevika CLF has also put their step forward towards making their villages clean, keeping Swachh Bharat Mission in mind. They have also joined hands in constructing roads and making transportation easy for the villagers and outsiders. Not only this but also the federation is involved with various Government Schemes like Yojna Banao Abhiyan, Bima Jan Dhan Yojna, Toilet Construction, Indra Awas Yojna etc. These are the few reasons from many to select Rampur Cluster level Federation as the model Federation in Jharkhand.

In this meeting best Village Organization was selected through grading system. The best VO was awarded to Chenhe Aajeevika Village Organization for securing A++ grade. The cheque of Rs. 1 lakh awarded by Hon'ble Chief Minister in SHG divisional meet was also handed over to Rampur Aajeevika Cluster Level Federation which was awarded for its performance.



## Apperance of iCRPs in AamSabha after training on effective communication



A training programme on effective communication to iCRPs was conducted at two resource blocks of District Palamau that is Chattarpur and Satbarwa in the month of October 2016. The main objective of this training was to hone communication skills of iCRPs and making them effective during CRP drive. During this training, iCRPs were trained to strengthen their verbal and non-verbal communication skills through different activities and role-

plays. This training was conducted before the starting of the CRP drive in November in different blocks of the district for Sakhi Mandal Formation. iCRP cadres also got an opportunity to brush up their communication skills and clarify their doubts with other cadres in the training.

After this training the different rounds of CRP drive were attended by the KMC team at different villages on 12 November 2016. The communication strategy of iCRP during *aamsabha* was to interact with the community and explain them about how an Sakhi Mandal works and how they can get benefits out of creating Sakhi Mandal Groups in their villages. They also focused on the style of sharing case study in brief and effective manner.

The significant point was to keep an eye on their gestures, verbal, and body language while communicating in *aamsabha*. The most remarkable observation was that the enthusiasm in CRP cadres has increased and they now have an idea about the strategy and process which they have to adopt in *aamsabha*. iCRPs showed gratitude towards KMC team for providing them this ardent training and making them vigorous and dynamic cadres of JSLPS.

## Community Participation in Video Production

“Technology gives employment” a famous saying has now been justified by the first Video-CRP cadres in Jharkhand State Livelihood Promotion Society. A step taken by JSLPS and Digital Green to create Video Cadres for community has given a new opportunity to create a source of income generation for themselves, not just income generation but a change in the employment generation provided by JSLPS to their cadres. The idea has been adopted to take a step towards women empowerment by providing them with knowledge about technology and helping them entering the field of video production. This process started with the identification of women from Self Help Groups of Palamau and Giridih Districts. After the selection of nine cadres, they got training at Ranchi under a six days' residential training from 14 November to 19 November 2016.

The training contained :

- Basic idea of handling camera with the other technical parts.
- Basic camera shots; Long shot, Mid shot, Mid Close, Close, Extreme Close, OTS.
- Making Story Board through drawing and sketching shots and dialogue writing on paper.
- Taking video with the all technical considerations.

The nine cadres were divided in two groups and instructed to shoot rough shots, then after as a final production they did shooting in Lodhma Village of Ranchi District with two different topics which were Sanitation and Girl Education through Sakhi Mandal. During the shoot, cadres were monitored by the experts from Digital Green and KMC Anchor persons.

At last, the cadres were cheered up with a feeling that they are the first community V-CRPS of JSLPS and are the enthusiasts who can challenge the outside world with their talent and knowledge. Soon V-CRPs will start working on their projects and they will get a fair remuneration for their projects. Right now they are just doing hard work and soon their hard work will be paid off. “Success is the result of perfection, hard work, learning from failure, loyalty and persistence.”



## NEWS Brief

- A JSLPS stall was put up on the foundation day celebrations of Jharkhand state on 14<sup>th</sup> and 15<sup>th</sup> December, 2016 at Morabadi Ground, Ranchi.
- Briefing of VO leaders on “Exposure-cum-Training program on functioning of elderly Sakhi Mandals” took place on 10<sup>th</sup> November, 2016 at KIMDS, Namkum, Ranchi.
- Residential training for Video- CRPs for 6 days was held from 14<sup>th</sup> -19<sup>th</sup> November, 2016 at Hotel Ashoka, Ranchi. The participants got a clear understanding about scripting, preparing story board and video production.
- Refresher training of Scientific Lac Cultivation was held from 16<sup>th</sup> to 18<sup>th</sup> November, 2016 at ILRG.
- MDP training on M&E by IRMA was conducted from 16<sup>th</sup> to 21<sup>st</sup> November, 2016 at Gaya.
- The 4<sup>th</sup> round i-CRP drive started in Thakurgangti block of Godda district under intensive block strategy under DAY-NRLM, where group formation is been done through iCRP of Litipara block, Pakur. In this regard a briefing meeting was held at Bunkar Bhawan, Godda on 18<sup>th</sup> November, 2016 in order to motivate and raise the confidence level of iCRPs.
- The 3<sup>rd</sup> and 4<sup>th</sup> batch Excel training was held at hotel Le Lac from 22<sup>nd</sup> -24<sup>th</sup> November, 2016.
- The 17<sup>th</sup> round eCRPs strategy implementation briefing meeting on “Formation and Strengthening of new CLFs and VOs was held on 19<sup>th</sup> November, 2016 at Saptrishi Sewa Bhawan.
- The 4<sup>th</sup> round iCRP drive briefing meeting was held on 19<sup>th</sup> November, 2016 at Bandhdid Panchayat Bhawan, Palojori where Palojori block of Deogarh district have been taken under intensive block Strategy under DAY-NRLM where group formation was done through iCRP of Litipara block, Pakur.

### JOURNEY FROM VILLAGE TO MALL

Nothing can be tougher for the rural women entrepreneurs of today who are chartering unknown places fearlessly. They are proceeding with gumption and unbridled enthusiasm to change the world around them, and give rise to new sustainable livelihood. The members of Johar Aajeevika Mahila Samuh of Ratu block have traveled a journey to reach from a small village to a popular mall in Ranchi. They have started their first new cafeteria named "Aajeevika Didi Cafe" at Galaxia Mall, Ranchi. The cafeteria was inaugurated on 30<sup>th</sup> November, 2016 by Shri Navin Jaiswal, MLA and Shri Paritosh Upadhyay, CEO JSLPS.



I am a woman.  
I don't need  
anything more.

Cartoon  
Corner



I am **Strong**  
I am **Capable**  
I am **Intelligent**  
I am **Caring**  
I am **Beautiful**



# Glimpses of November 2016



5th batch multi thematic block resource person training in 6 parallel batches



Excel Training Organised by HR team at Hotel Lee Lac, Ranchi



Members of Aajeevika Sakhi Mandal explaining about NRLM to the visitors in the stall at an event



Members of Sakhi Mandal reading Panchayatnama



On the occasion of Jharkhand Foundation Day a stall of JSLPS was placed at Morabadi Ground



Sakhi Mandal member putting up her stall at weekly market Hatgamarhia in West Singhbhum

## 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://www.facebook.com/onlineJSLPS)

