



DISTRICT LIVELIHOOD POTENTIAL MAPPING

(Lakhpati Didi Initiative)

JHARKHAND



JHARKHAND STATE LIVELIHOOD PROMOTION SOCIETY
RURAL DEVELOPMENT DEPARTMENT, GOVT. OF JHARKHAND



Table of Contents

1 Overview

Foreword	04
Introduction	05
Contextual Framework	06
Guiding Principles	08

2 DLPM at Glance

Potential Mapping	10
District Resources	11
Lakhpati Didi Initiative - District Livelihood Potential Mapping (DLPM) Snapshot	11

3 Conclusion

Annexure	60
Contributors	76



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FOREWORD

The Deendayal Antyodaya Yojana-National Rural Livelihood Mission (DAY-NRLM) plays a crucial role in empowering rural women. In Jharkhand, JSLPS is the nodal agency for the effective implementation of livelihood interventions.




JSLPS has seen success in implementing large-scale initiatives, but there is still a need to further improve and scale up interventions that contribute to the higher income to the rural household. The District Livelihood Potential Mapping (DLPM) is seen as a key strategic document to support in planning of the livelihood interventions at the grass-root level.

DLPM identifies untapped potential and increases household livelihood options. It strengthens community-based organizations and prioritizes needs-driven activities instead of supply-based ones. Institutional engagement is fostered for collaboration between national, state, district, and community functionaries.

I thank all the stakeholders, especially the District Program Managers of JSLPS and PPIA Fellows deployed by Transforming Rural India Foundation who actively participated in mapping the livelihood opportunities in districts. I am sure it will be useful for the District and Block Mission units to plan and execute livelihood activities.

Best Wishes,


(Chandra Shekhar)





पलाश (झारखण्ड स्टेट लाईवलीहुड प्रोमोशन सोसाईटी) ग्रामीण विकास विभाग, झारखण्ड सरकार



Setting the Context

Jharkhand State Livelihood Promotion Society (JSLPS) actively promotes livelihoods through the Deendayal Antyodaya Yojana-National Rural Livelihood Mission (DAY-NRLM), with a specific focus on empowering women to achieve a sustainable annual income of minimum one lakh rupees. In collaboration with Transforming Rural India Foundation (TRIF), Public Policy in Action Fellows and District Mission Management Units conducted the District Livelihood Potential Mapping (DLPM) exercise in 13 resource districts. This inclusive process engaged key departments, SRLM teams, local institutions, and community members, identifying latent opportunities crucial for local growth.



From numerous possibilities, the top five potential livelihood activities for each District were summarized in the DLPM booklet. This valuable resource document facilitates household-level planning, potentially augmenting annual income and transforming lives. The DLPM will also play a pivotal role in the Lakhpati Didi Initiative and Village Prosperity and Resilience Planning (VPRP), providing member-level plans aligned with local resources, skills, aspirations, and risk-return-investment assessments.

The District Livelihood Action Plans underscore JSLPS's commitment to focused mapping, planning, and implementation at the district and block levels, aligning with meticulously crafted District and Block Implementation Plans. This booklet outlines key strategies and a comprehensive action plan, offering pathways to sustainable livelihood opportunities for rural communities in Jharkhand.

I urge Mission Units to leverage these identified opportunities for impactful livelihood interventions. This initiative reflects a dedication to empowering communities, fostering local growth, and achieving the overarching goals of Lakhpati Didi initiatives of DAY-NRLM.

Best wishes,

(Sandeep Singh)





1 Overview

INTRODUCTION

District-Level Potential Mapping aims to improve the economic capacity of communities and individuals in a sustainable manner. Prioritizing livelihood augmentation at scale to achieve long-lasting change.

Livelihood augmentation at scale is about more than just providing financial assistance or creating income-generating activities. It involves creating an enabling environment that supports sustainable economic growth and development. This can be achieved by providing access to education, healthcare, and other basic services, as well as promoting entrepreneurship and building market linkages.

The core intent of the scheme is to evolve the intervention approaches to a Value chain and Portfolio creation. In other words, developing an Entrepreneurial mindset for Self+ Sarkar + Samaj. A notable shift from a few isolated interventions to a more comprehensive approach with the entire value chain.

CONTEXT

The whole of government approach aspires to deepen, enhance and expand sustainable livelihood opportunities for SHGs across the country by:



Opportunities

Tapping opportunities in farm & non-farm and service sectors; Diversifying livelihoods portfolio such as Agriculture, High value Agriculture, Horticulture, Livestock, Fisheries, NTFP and small enterprise activities, that can yield higher income for the family.



Engagements

Focus on service-level engagement activities such as employability linkages, entrepreneurship, Franchisee options of larger enterprises, Value chain based intensive end-to-end livelihood solutions, Public Procurement Linkages, Supply chain linkages etc.



Investments

Supporting member level decisions by equipping them with livelihood prototypes detailing activity-level return-risk-investment understanding and capacity building to take up livelihood activities

PURPOSE

Top-down (emergent livelihood intensity opportunities) and bottom-up process (Village Poverty Reduction Plan / Block Implementation Plan) with members making decision choices around their resource endowments, skills, and aspirations

DLAP & BLAP

Landscape
Mapping and
Opportunity
Scanning



Member and Community level plan

Resource, Skill and
Aspirations



DIP & BIP

Implementation
Plan for
Livelihoods



GUIDING PRINCIPLES

- CLF/SHG Federation anchors the livelihood planning, implementation, monitoring processes and coordinates for convergence.
- Demand-driven livelihood activities at Household level and Market-led interventions supported by Mission units.
- Mission units at all levels act as facilitators for Macro level opportunity scanning, Convergence, Market connect and Capacity building.



Component-I

Landscape Mapping and Opportunity Scanning

To create an engaging and fun atmosphere for young people to interact with each other and learn new skills.



Component-II

Bottom up process

(CLF Anchored process to prepare Village Poverty Reduction Plan with focus on Livelihood Plan at Household level.





2

DLPM AT GLANCE



Potential Mapping |
13 Districts |
Sources of Livelihood

POTENTIAL MAPPING

Landscape Mapping

Opportunity Scanning based on Existing District Plans, Reports and Secondary Data such as NABARD PLCP, Aspirational District Plan, District Industries Profile, RKVY and District Agriculture Plan.



Implementation

Livelihood Implementation Plan for DLPM and BLPM

Community plan

Member and Community Level Resource Planning, Skill Building, and Financial Linkages.



Lakshpati Didi Initiative Resource Districts in Jharkhand



1. CHATRA

Chatra is situated in the Northern region of Jharkhand. The economic activities include agriculture, forest, animal husbandry, quarrying and mining. Around 60% of the total gross area of the district is covered by forest. The district is rich in Coal and other minerals.

There are two types of cultivable land: Upland and Lowland. The lowland situated on the banks of rivers is fertile whereas the upland is barren. The total cultivable land in the district is 1,07,568 hectares, out of which net sown area is 88,700 hectares and fallow land is 39,856 hectares. About 80% of the workforce is involved in the primary sector which nominally contributes 23% to Gross District Domestic Product.

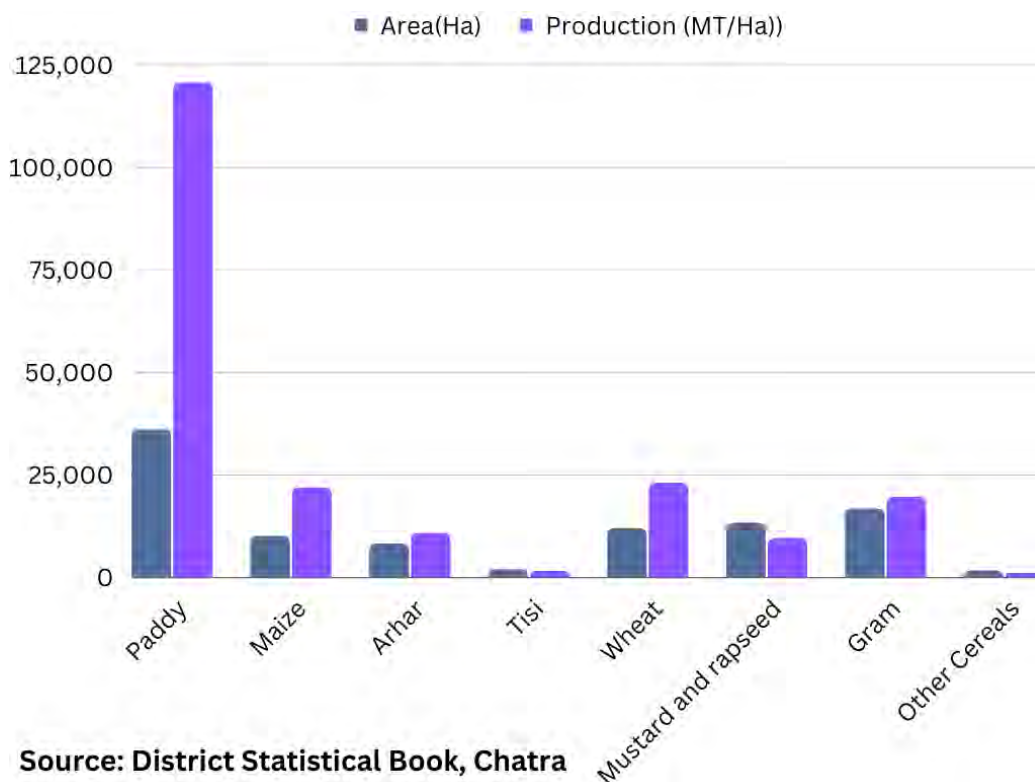
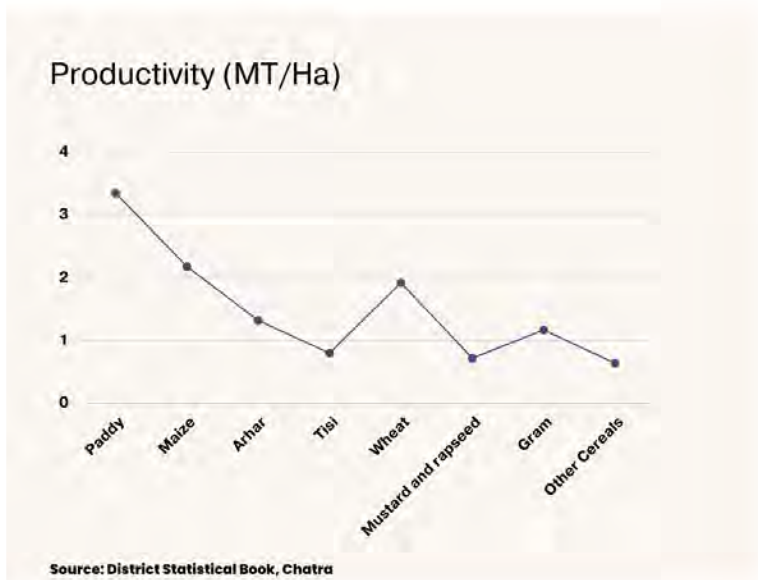
12 Blocks | 1474 Villages | 154 Panchayats

Area
3718 Sq km

| Population Density

Majority of the farmholders are marginal farmers followed by small and medium farmers.

Area, Production and Productivity



KEY INTERVENTIONS

Identified & Specific Priority - based Initiatives on suitability for Women SHGs, Favorable demand, factor conditions, and Skills



Tomato

- Promotion of low- cost Net house for Tomato and vegetable production
- Establishment of local high quality Vegetable Seedling Nursery Enterprises.
- Setting up of Processing units for Tomato by-products such as Sauce/ Puree/ Dried items.
- Establish market linkages.



Pulses

- *Pigeon pea, Chickpea & Moong.*
- Introduction of high performing varieties.
- Certification for a Quality Production system.
- Setting up of Aggregation center for sorting and grading.
- Mobile Dal processing unit at Farm gate level.
- Packaging, branding and marketing through PALASH.
- Connect with ICRISAT ecosystem of high-quality seed supplies.



Vegetables

- Introduction of irrigation, solar powered surface water irrigation systems for vegetable growers.
- Establishment of Birsa Krishak Pathshala
- Enable storage and sales facilities.
- Developing Agri-entrepreneurs for nursery raising and market linkages



Paddy

- Training on balanced plant nutrition.
- Encourage short duration varieties.
- Facilitating mini Rice Mills on Wheels.
- Value addition with a small processing unit.
- Interventions for capacity building introducing long high-yielding seeds.
- Introduction of Solar run small rice hullers to village entrepreneurs.



Maize

- Increase collection and aggregation centers through Women collectives.
- Connecting poultry feeders with the collection centers.
- Maize flour production with Milling Centres/ Mills on Wheels.
- Explore the market potential through buyer and seller meet.

KEY INTERVENTIONS



Goat Rearing

- Introduction of Kid nursery for supply of good quality rearing stock.
- Cold storage facilities for the vaccines.
- Distribution of Ice-boxes for Pashu sakhis of JSLPS.
- Facilitating Diagnostic Lab and hospitals specializing in Animal Husbandry.
- Upgrading existing sheep and goat facilities at Bhedi Farm.
- Distribution and supply of mineral mixture bricks for goat rearers.
- Shed improvement of existing traditional shed



Storage Facilities

- Provision of Solar based Cold storage warehouses with capacities ranging from 5 MT to 1000 MT for collective groups.
- Developing Aggregation centers with cold storage capacities.



Oil seeds

- *Mustard* and *Groundnut*.
- Introduction of short-duration seed varieties with high oil content. Awareness and training facilitation through KVK.
- Mustard oil processing plant using solar power.
- Packaging, branding and marketing through Palash.
- Linkages to existing Government Programs such as MDM, Anganwadi, CWCs, CHCs & PHCs.



Poultry

- Distribution of *BYP* and *Broil* Poultry chicks to PVTG groups.
- Expansion of Backyard Poultry and Chick Hardening Center.
- Introduction of new breeds/breeding centers in the region.
- Establishment of solar powered deep freezer for vaccine storage.
- Facilitating Animal Health Examination Laboratory.
- Development of hospitals specializing in Animal Husbandry.



Skill Building

- Enabling Entrepreneurial and skill-building capacities such as Creation of Enterprises, Stitching Centre Entrepreneurs, and Heavy Machine operators
- Creation of Sewing centers and Power loom units at the block level.
- Enhancing market linkages with the companies.
- Facilitating Training for Heavy equipment handling in the mining areas.
- Encourage RPL Certification and Setting up of Heavy Motor Driving Academy in the District.

KEY INTERVENTIONS



Farm facilities

- Enhancing mechanization, Soil testing laboratories and storage facilities.
- Expansion of Custom Equipment hiring centers.
- Facilitating Soil Testing Kits with Training for Agri- Entrepreneurs in collaboration with KVK.
- Construction of Community managed solar lift irrigation systems



NTFPs

- Reviewing existing NTFPs and its availability.
- Establishing unit for Karanj oil in the District.
- Research and Development Interventions in mahua and chironjee
- Exploring market linkages and initiating local supplies.



Fisheries

- Expansion of cage culture and seed stock.
- Fisheries in de-mined areas.
- Growth of Re-circulatory Aquaculture Systems/ Biofloc/ Aquaponics.



Dairy

- Supporting New breed distribution, vaccination, and Artificial Insemination.
- Developing Milk Processing, Milk chilling plants and Milk parlors.
- Creation of Dairy Cooperative such as Medha.
- Development of better cattle feed.
- Ensuring improved Animal Health Services such as TVO/ diagnostics.
- Expansion of special pastures in barren/demined areas.



Tourism

- Creation of a lucrative ecotourism model.
- Developing water/adventure sports.
- Facilitating Animal Husbandry Tourism Park.
- Curating promotional tools to attract Tourists such as Coffee Table Booklets.
- Development of tourist parks into homestays.

2 LOHARDAGA

1491 km sq area in Tribal belt of Chotanagpur plateau.

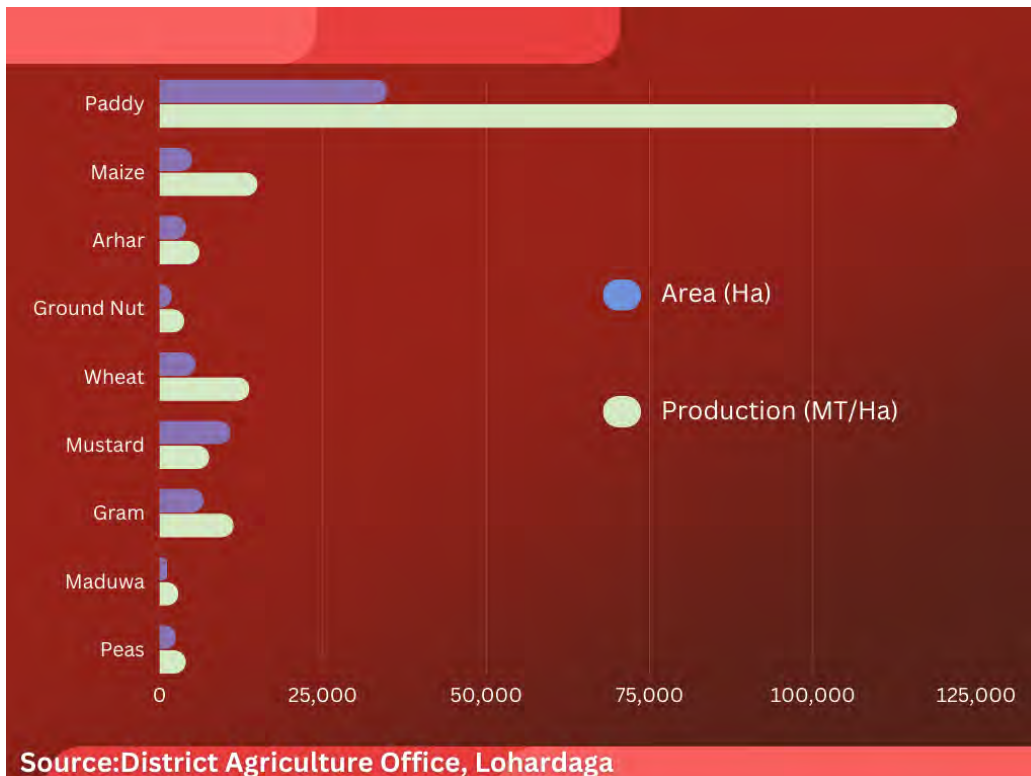
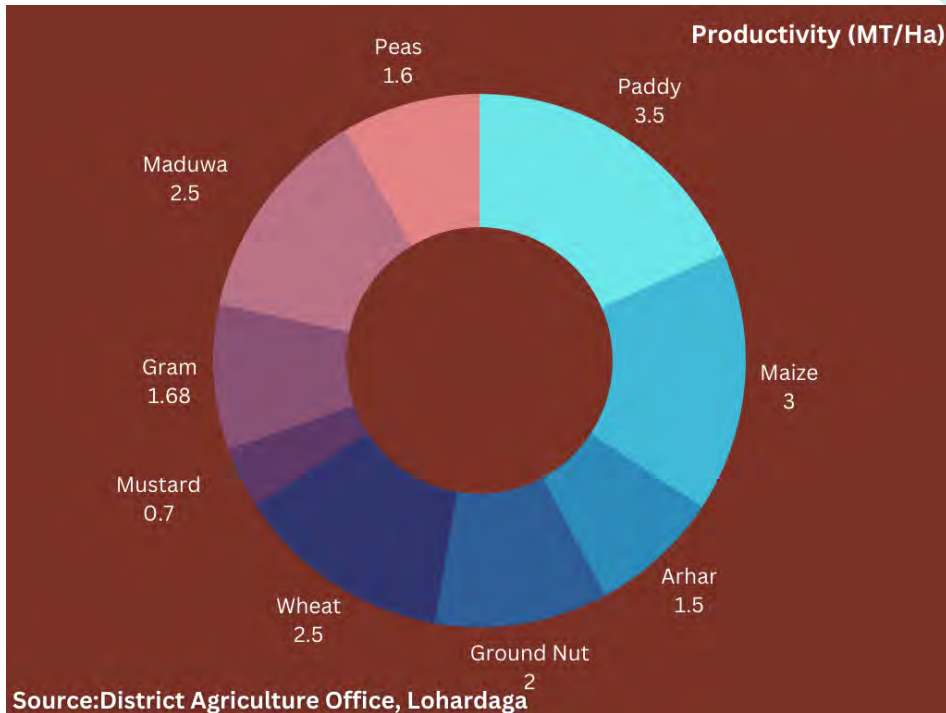
District has a number of small hill blocks covered with forests. The major part of the district is covered with Golden Alluvium, Red and Sandy and Red and Gravelly soils.

7 Blocks | 354 Villages | 66 Panchayats

Lohardaga is the least populated district in Jharkhand. With more than 33% of the land covered under forest, the district has a huge potential of livelihood generation through NTFPs.



Area, Production and Productivity



KEY INTERVENTIONS

1 Paddy

- A major crop with high demand and suitable conditions within the district.
- Interventions for introducing long high-yielding seeds.
- Development of Irrigation facilities.
- Training and Capacity Building on PoPs.
- Awareness and training on Shreevidhi of Rice farming (SRI)
- Production of *Jeeraphool/Kalajeera* Quality rice and its packaging in Kudu Block

2 Dairy

- Enhancing milk production through promotion of cattle farming.
- Ensuring Capacity building for milk-based products.
- Establishment of Milk Collection Centres.
- Establishing Market linkages for the milk by-products.
- Distributing quality breed cattle to select beneficiaries
- Encouraging SHG women to connect with Milk cooperatives.

3 Poultry

- Distribution of *BYP* and *Broiler Poultry* chicks to PVTG groups.
- Expansion of Backyard Poultry and Chick Hardening Center.
- Introduction of new breeds/breeding centers in the region.
- Establishment of solar powered deep freezer for vaccine storage.
- Facilitating Animal Health Examination Laboratory.

4 Vegetables

- Introducing High Yielding varieties for *Peas, Beans, Cauliflower & Tomato*.
- Developing infrastructure suitable for Vegetable Processing.
- Value addition through Vegetable by products like Puree, Frozen peas, ketchup, etc.

5 Fruits

- Enhancing Production and Marketing of Mango, Pears & Strawberry through Farmer Producer Organizations.
- Exporting quality fruits to other region.
- Crop intensification under Birsa Harit Yojana for Mango, Guava & Papaya.
- Promoting inter cropping like Watermelon cultivation in Mango Orchards.

6 Goat Rearing

- Promoting Black Bengal breed through Goat Breeding centre.
- Providing sheds in convergence of MGNREGA and Animal Husbandry Department.

7 Kharif crops

- Introducing new varieties for Maize and Sweet corn cultivation.
- Enhancing Micro Irrigation Systems in Maize.
- Developing Maize processing centers and optimise the value chain.
- Facilitate Training for Maize-Poultry Feed Preparation and support developing process Plant.
- Establishing market linkages.

8 Millet

- Training on millet-based products
- Production of millets through cluster and product manufacturing and Marketing

3. SERAIKELA-KHARSAWAN

The district is rich in Agricultural products, Horticulture and Forest Produce. Although there is a good presence of Industries, Agriculture continues to play a dominant role in the Rural pockets.

The scope of Non Timber Forest Produce (NTFP) in the district is abundant as bamboo, sal leaves and seeds, chironjee, mahua etc are available in the district. The hilly areas are under the cover of forest where the patches are used for cultivation areas that are known as scrap areas. The valley land present in the district is a suitable site for the use of agricultural purpose. The district of Saraikela-Kharsawan has more than 10,000 registered Self-Help Groups (SHGs) listed in the nine blocks of the district.

09 Blocks | 1148 Villages | 132 Panchayats

Area

2724 Sq km

| Population Density

Total population if 10,63,458 according to census 2011.

Major Crops

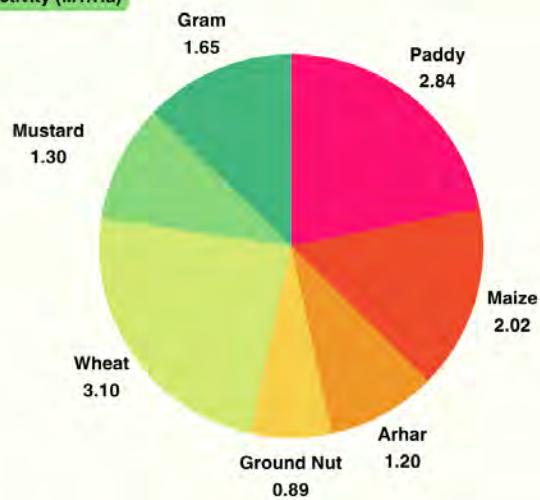
Food grains, coarse cereals, pulses, rabi pulses, and oilseeds.

| Livelihood sources

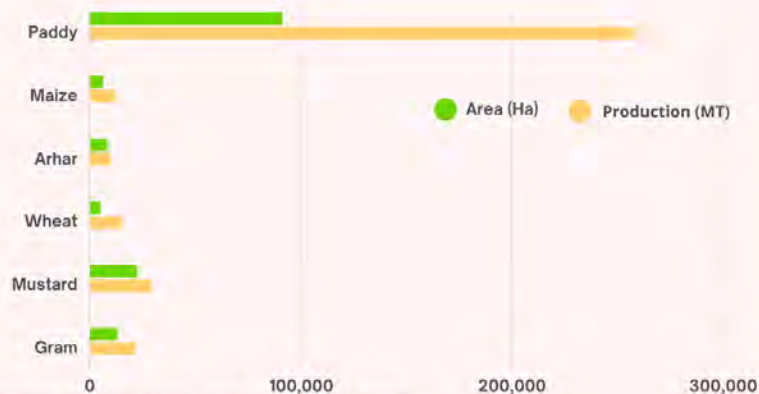
Agriculture, Livestock rearing, NTFP, Pisciculture

Area, Production and Productivity

Crop Productivity (MT/Ha)



Source: District Statistical Book, Saraikela-Kharsawan



Source: District Statistical Book, Saraikela-Kharsawan

KEY INTERVENTIONS



VEGETABLES

- Introducing High Yielding varieties for Tomato, Cabbage, Cauliflower, Onion, Gourds, Ladies finger & Brinjal.
- Developing infrastructure suitable for Vegetable Processing and marketing.
- Value addition of vegetables by establishing processing units like puree, pickle, ketchup etc.

GOAT REARING

- Introduction of Kid nursery for supply of good quality rearing stock.
- Cold storage facilities for the vaccines.
- Distribution of Ice-boxes for Pashu sakhis of JSLPS.
- Facilitating Diagnostic Lab and hospitals specializing in Animal Husbandry.
- Upgrading existing sheep and goat facilities at Bhedi Farm.
- Distribution and supply of mineral mixture bricks for goat rearers.

FISHERIES

- Expansion of cage culture for Fisheries.
- Promoting Fisheries in De-mined areas.

POULTRY

- Distribution of BYP and Broiler Poultry chicks to PVTG groups.
- Expansion of Backyard Poultry and Chick Hardening Center.
- Introduction of new breeds/breeding centers in the region.
- Establishment of solar powered deep freezer for vaccine storage.
- Facilitating Animal Health Examination Laboratory.
- Development of hospitals specializing in Animal Husbandry.

PADDY

- Promoting new high yielding varieties and SRI/SCI techniques through KVK.
- Facilitating mini Rice Mills on Wheels.
- Develop market linkages.

SERICULTURE

- Developing Infrastructure and processing plants.
- Facilitate Training and capacity building.
- Enhancing Market Linkages.

VALUE ADDITION

- Strengthening Community formed groups.
- Enabling processing of NTFPs such as Sal Leaf Plate Making, Chironjee, Forest Honey, etc.
- Skill enhancement for SHG members, Formation of FPOs.
- Enable Standard packaging for finished goods such as Plates and Bowls.

TOURISM

- Creation of a lucrative ecotourism model and promoting Tour Packages.
- Developing water/adventure sports.
- Facilitating Animal Husbandry Tourism Park.

SKILL BUILDING

- Learning opportunities for community for Handicraft, Stitching and Machine Operations.
- Supporting with RPL Certification.



4. RANCHI

Ranchi has a hilly topography and dense tropical forests. The covered forest area of the district is approximately 159.14 hectares, which accounts for nearly 23% of the total area.

The reddish soil found in this region is mainly formed by the disintegration of rocks and stones. Ranchi has a wealth of mineral resources like Mica, Fire Clay & Limestone, etc.



18 Blocks | 1311 Villages | 305 Panchayats

Area
5097 Sq km

| Population 29,14,253

A population density of 572/km², which is significantly higher than the state and national averages

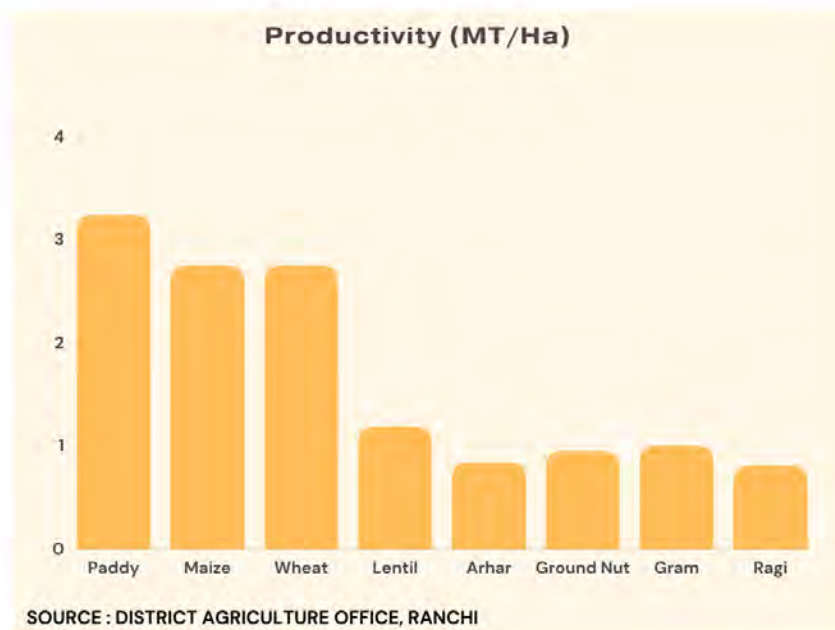
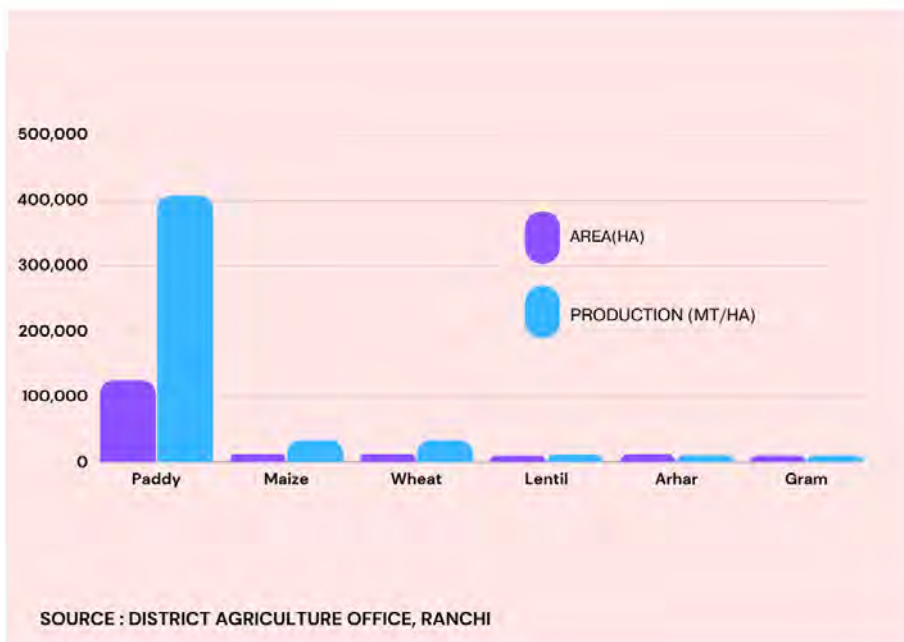
Major Crops

Food grains, coarse cereals, pulses, rabi pulses, and oilseeds.

| Livelihood sources

Agriculture, Livestock rearing, Horticulture

Area, Production and Productivity



KEY INTERVENTIONS



Fruits

- Promote high-density plantations for mango such as dwarf variety, Amrapali, Mallika, Thai guava, Kagji Lime, etc.
- Scale up production of strawberries, Dragon fruit, and apple which are in great demand



Mushroom

- Explore production enhancement opportunities.
- Organize small-scale SHG pilots and introducing emerging enterprises.



Ginger & Turmeric

- Setting up processing units for paste and powder .



Vegetables

- Capsicum, Cauliflower, Peas, Beans, Cauliflower, Gourds, Sweet Corn
- Exploring the potential to enhance production
- value addition of vegetables by establishing processing units like frozen peas, sun-dried vegetables.



Dairy

- Providing quality breed to SHG members and supporting them under Lakhpati Mahila Kisan Initiative.
- Engaging more SHG members in milk co-operatives.



KEY INTERVENTIONS



Bee keeping

- Facilitate training for Honey bee (Italian Bee) farming and emphasising floriculture.



Fisheries

- Involving SHGs in increasing Cage culture, Pen culture
- Educate people about High-value products and high demand for Rehu, Katla and Mrigal



Goat & Pig rearing

- Combine Animal husbandry Dept. and MGNREGA to provide sheds for rearing goats & pigs.
- Explore potential and scale up Meat Exports to neighbouring.
- In view of growing demand for bacon in Jharkhand (TND Pigs), stimulate re-establishment of Bacon Factories.



Millet

- Jharkhand Millets Mission soon to be launched to focus on production enhancement of Millets in the district.

5. WEST SINGHBHUM

The district of West Singhbhum mostly focuses on agriculture as the primary activity and is practised mostly in the district.

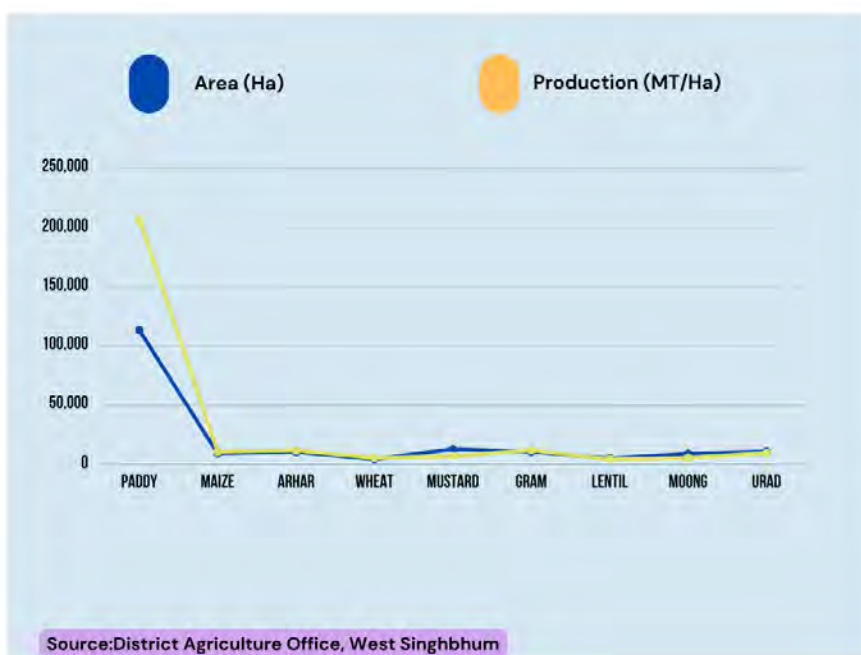
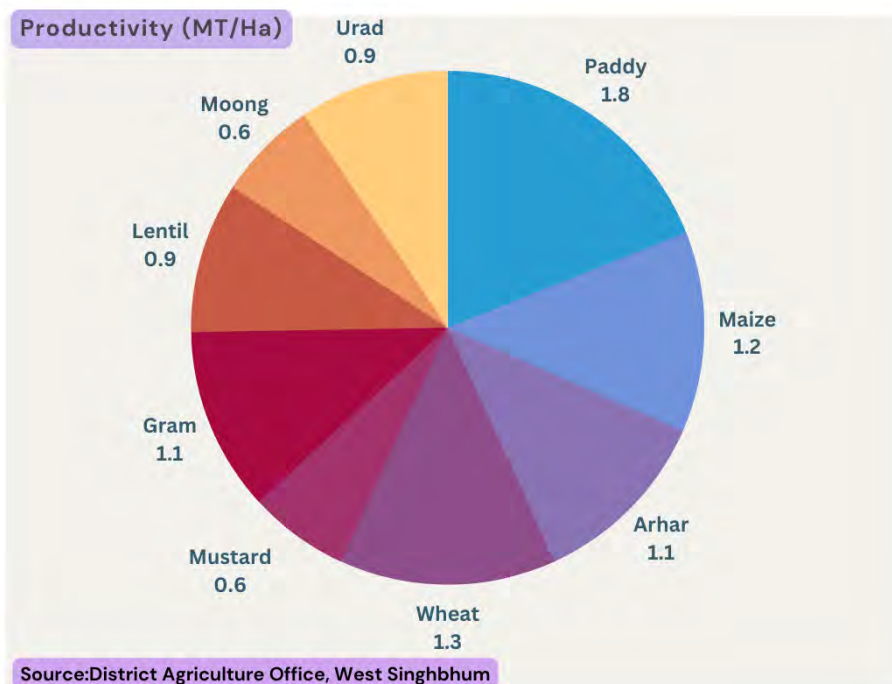
More than 40% of the district's area comes under forest area. The scope of forest products is huge in the district as bamboo, kendu leaves, teak, sal and other timber species are available in the district. The hilly areas are under the cover of forest where the patches are used for cultivation areas that are known as scrap areas.

18 Blocks | 1672 Villages | 218 Panchayats

The district of West Singhbhum has more than 15,000 registered Self-Help Groups (SHGs) listed in the 18 blocks of the district.



Area, Production and Productivity



KEY INTERVENTIONS



Vegetables

- Cabbage, Cauliflower, Peas and Gourds.
- Promotion of new varieties and nurseries with hi-technology.
- Facilitate processing units for the making of sauces, pickle, puree or dried items.
- Establish market linkages.



Poultry

- Poultry-related extension and services including the required equipment, vaccines, and freezer etc establishment in convergence.
- Strengthen FPO Formation and Marketing facilities.
- Facilitate Hatcheries to increase poultry production by various sizes and approaches viz backyard, broiler & layer.
- Enhance household level livelihood.
- Promotion of Para vets Aajeevika Pashu Sakhis.
- Creation of Model Unit for Poultry.



Rice

- Line Sewing/ SRI approach.
- Promotion and marketing of Jeera phul rice variety.



Orchards

- Encourage and identify SHGs for Mango and Guava plantation through MGNREGA.
- Storage and marketing facilities.
- Establishment of fruit processing unit, storage unit.
- Promote organic production and certification.
- Skill training, capacity building and market linkage.

Kharif

- Productivity enhancement.
- Improving sales and market potential.
- Establishment of feed unit for poultry.
- Mill on wheels/maize milling machine.



Value Addition

- NTFP: Sal Leaf plates, Lac, Tamarind, Karanj, Mahua & Dori
- Skill Enhancement of SHG members, Promotion of FPO, Packaging of Finished products.
- Awareness amongst community on sorting & grading, quality etc.
- Value addition - Aggregation, Deseeding, Processing, Packaging and Branding.
- Promotion & Marketing linkages of the product.
- Promotion of Aajeevika Vanopaj Mitra (AVM).
- Awareness amongst community on Scientific way of Lac cultivation and Production.
- Promotion of brood farm.
- Value addition - Aggregation, Processing, Packaging and Branding.
- Promotion & Marketing linkages of the product Such as Bangles.



Goatery

- Feeding, Vaccination and Medicinal facilities and freezer etc establishment in convergence.
- Marketing facilities.
- Strengthen household level / Nano level Goatery Livelihood.
- Model Unit for Goatery, Poultry and Fisheries.



Sericulture

- Training and sericulture cluster setup.
- Promotion and Market Linkages.

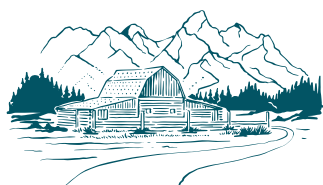
6. Khunti

Khunti comprises with hilly topography of forests and hillocks and with about one-fifth of it being covered by forest. Khunti is situated close to the state capital of Jharkhand, Ranchi (40 km), but paints a vastly different picture owing primarily to its 73.25 percent Scheduled Tribe and 91.54 percent rural population.



531,885 Population

As per census 2011 the percentage of urban population. is 8.46 percent. Out of the total population, there are 266,335 males and 265,550 females



768 Villages, 6 Blocks & 86 Gram Panchayat

Khunti has 2535 Square Kilometers of total land with 103,700 Households.



Thriving Micro Enterprises in Khunti

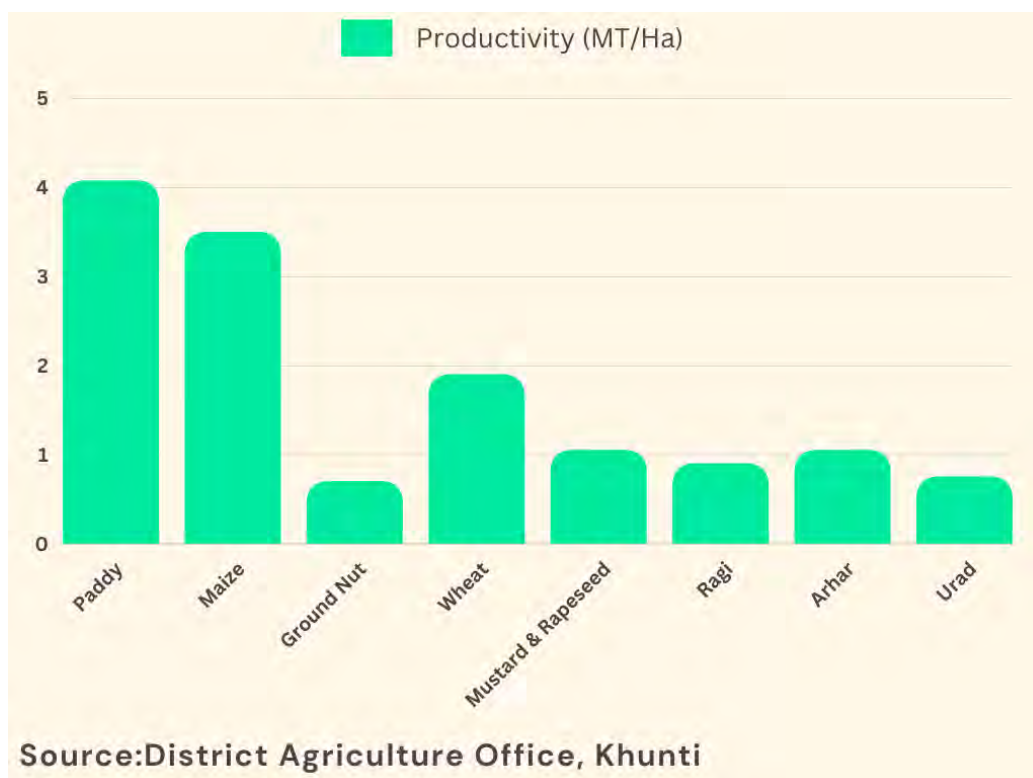
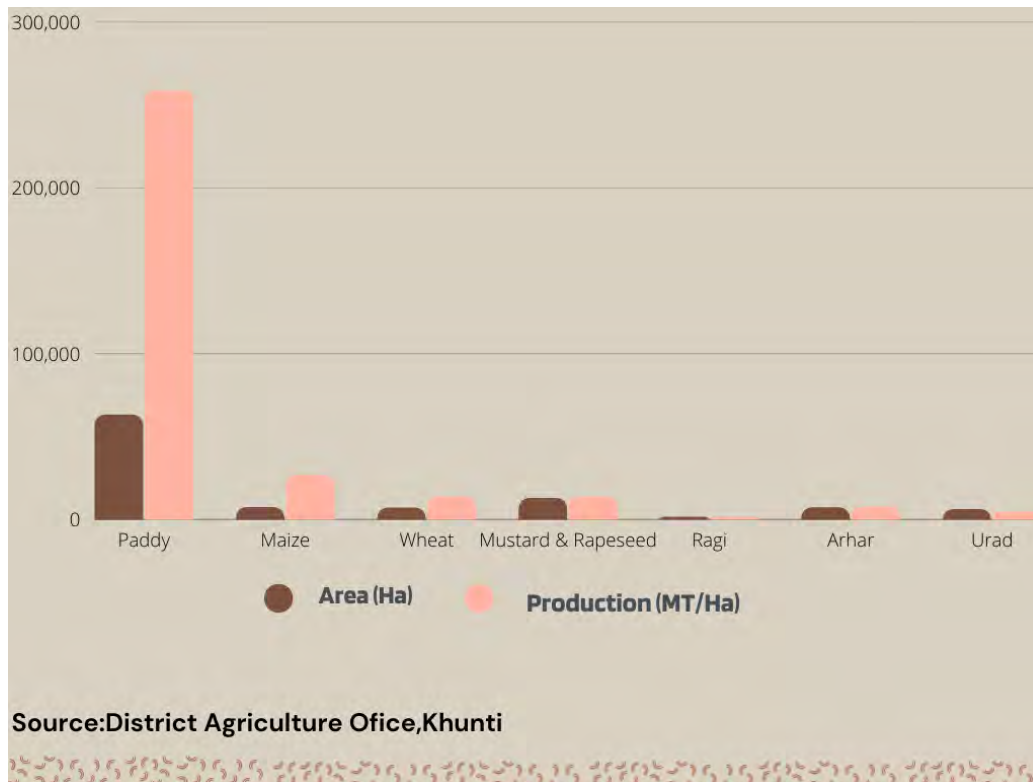
Micro enterprises that work with various non-timber forest produce, for example, Lac, owing to their relatively greater presence in the district. The district, owing to its 91.54 rural population coupled with high dependence on agriculture



Main Sources of Livelihood

Agriculture is the main occupation, and the main crops are rice, wheat, gram, rapeseed, and mustard.

Area, Production and Productivity





KEY INTERVENTIONS

NTFP

- Raising awareness amongst community on grading, quality etc.
- Mapping existing production and survey on demand for increased production from new plantations.
- Promotion & Marketing linkages and means of value addition like tamarind powder, candy etc.
- Aggregation at block level for better price realization of model CLFs.
- Value addition of wall painting, cosmetics, Fruit and furniture polishing.

Paddy

- Efforts to enhance Paddy productivity in the District.
- Introducing high-yielding varieties and supporting SRI approach.
- Promotion and marketing of local paddy varieties and setting up of a rice processing units.

Horticulture

- Scaling Production of Dragon fruit, Strawberry, Mango and Watermelon with emphasis on poly-house.
- Post-Harvest Management and Packaging and Marketing including strengthening infrastructure.
- Horticulture training to farmers focusing on the expansion of Sweet Corn production.

Kharif

- Encouraging more SHG farmers to take up marigold cultivation
- Formation of Floriculture cluster
- Capacity building of Farmers through Training.
- Ensure good quality seed distribution.
- Establish Market linkages.

KEY INTERVENTIONS

Fisheries

- Increasing production by leasing all potential ponds for Fisheries.
- Production through bio floc approach.
- Imparting required information and guidance to those undertaking fisheries.
- Enabling Fish chilling units.

Millets

- Increasing production of ragi crop facilitating Seed distribution and water irrigation facility.
- Increasing commercial production, processing and packaging.
- Value addition of ragi by-products like cakes, Ladoos, etc.
- Establish market linkage through FPO.

Poultry

- Provide Poultry-related extension and services including required equipment, vaccines and freezer etc
- Encourage FPO Formation.
- Facilitate packaging & marketing facilities.
- Increase poultry production by promoting various approaches such as backyard, broiler, layer, etc.

Goat rearing

- Strengthen household level or micro level Goatery.
- Encourage piggery for interested Households.

Skill Building

- Encourage and identify SHGs for bulk production of plates and bowls and by-products using sal leaves.
- Setting up equipment for large-scale production like press machine, cutting machines, etc.
- Prioritise Capacity and skill building along with establishing market linkages.
- Engage SHGs in managing region's retail value chain through strategic partnerships with big players.
- Product registration training on E-Naam Portal.

7. RAMGARH

The district of Ramgarh is characterized by a diversity of landscapes. It consists of hills (29%), plains (64.2%), riverside land (3%), and forests (4%). As it has vast tracts of cultivable land, agriculture is the primary source of livelihood in the district with more than 75% of workers engaged in agriculture either as cultivators or agricultural laborers.

Major Crops | Livelihood sources

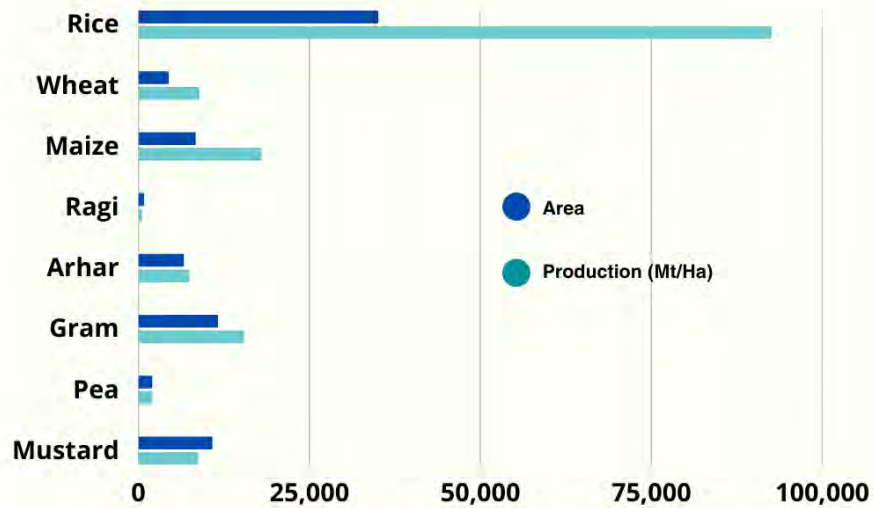
The major Rabi crops that are grown are wheat, potato, gram and mustard. Other Rabi crops include peas, masoor and onion. Among Kharif crops, ragi and maize are the most popular. Other Kharif crops include tomato, red gram, and potato.

06 Blocks | 334 Villages | 125 Panchayats

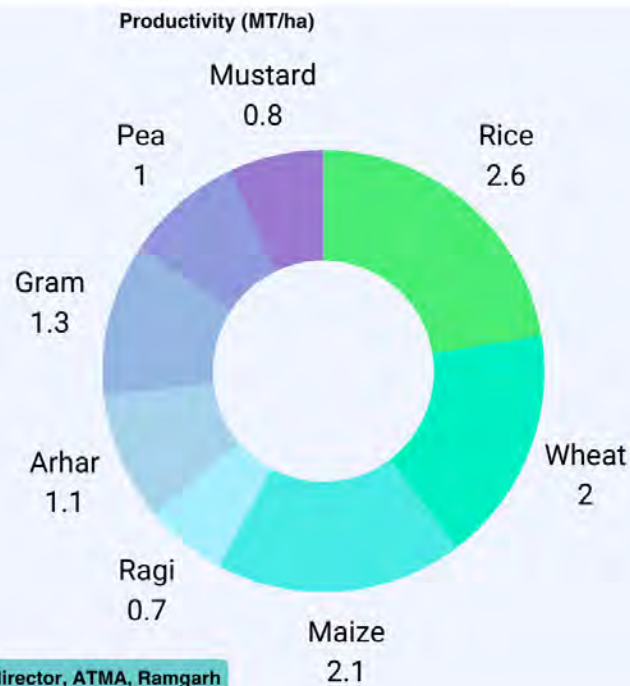
1360 Sq km Area | 599 People per Sq km



Area, Production and Productivity



Office of Project director, ATMA, Ramgarh



Office of Project director, ATMA, Ramgarh

KEY INTERVENTIONS



Goat rearing

- Establishing Goat Banks
- Capacity building and Training to goat breeders
- FPO formation & Goat lending facilities
- Marketing linkages / MoU with selected agencies for selling



Vegetables

- Facilitating Training on horticulture crops through KVK /expert
- Promote hi-tech vegetable nurseries and High-Value Crops
- Encourage organic production and certification
- Creating Storage and marketing networks e.g. MoU with various buyers



Poultry

- Creating Distribution network of chicks for PVTG groups
- Expanding Backyard poultry and Layer Bird Farming
- Expansion of Chick Hardening Centres
- Introduction of new breeds/breeding centres
- Facilitate Deep freezer for vaccines and Diagnostic Lab for health



Fisheries

- Expanding area of fish production and Cage culture by involving SHGs
- Improve Marketing facilities
- Fisheries in de-mined areas
- Awareness about High-value products and high demand for Rehu, Katla and Mrigal
- Establishing Biofloc units



Mills

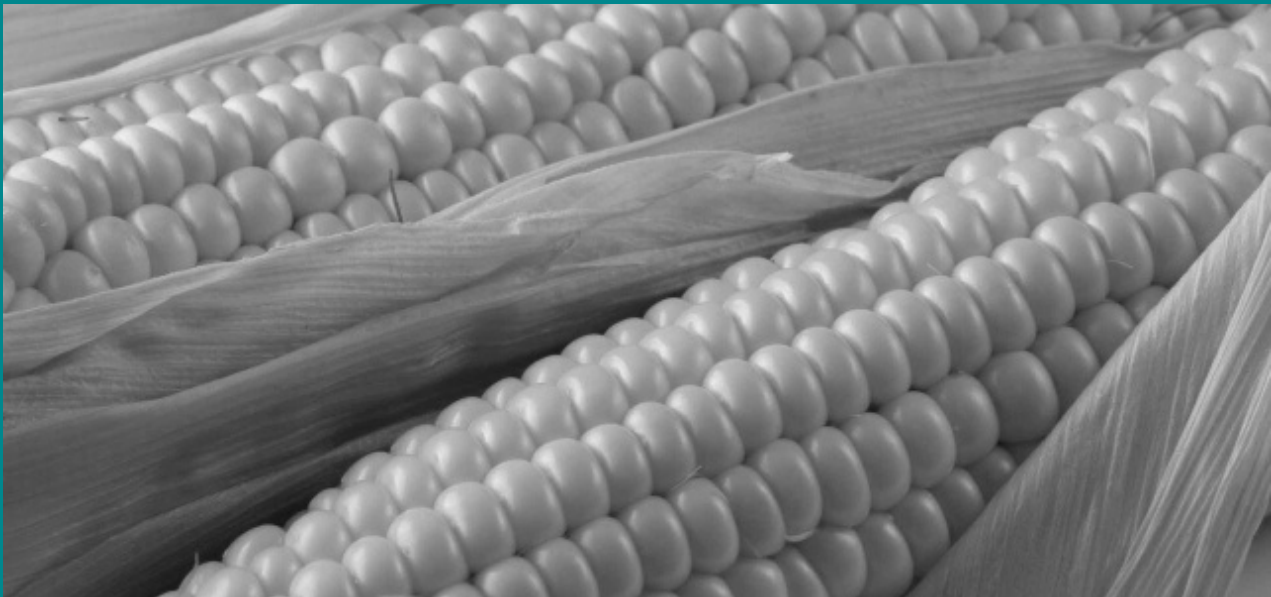
- Expanding production area of Mustard, Rice, and Wheat
- Facilitate branding/awareness / tie-ups for marketing
- Setting up Mills for further processing and value addition



Marigold

- Introduction and training of new varieties of Marigold
- Establish Aggregation Centres
- Micro lift irrigation facilities in marigold pockets
- Increasing/Facilitating year-round production
- MoU with various buyers to establish market linkage

KEY INTERVENTIONS



Organic Farming

- Awareness and Setting up infrastructure for organic farming
- Facilitate Marketing linkages & Certification of organic farming
- Formation of FPO
- Training and capacity building of Farmers and Agri-Entrepreneur



Skill Building

- Identification of agency for operation of factory
- Awareness about compliance with the norms of garment factory
- Facilitate training for SHG members
- Creating Marketing linkages
- Setting up Small-scale stitching centres and power loom units in all blocks



Maize

- Introduction and training of new varieties of Maize such as Green cob and Sweet corn for cultivation
- Facilitate MoU with various buyers to establish market linkage
- Facilitate Micro lift irrigation facilities in Maize pockets
- Exploring Potential for maize/sweet potato, value chain and processing units

8. SIMDEGA

Simdega district is situated in the south-western part of Jharkhand. It is part of the Netarhat- Ranchi plateau region, and comes under the South Chhotanagpur subdivision of the Jharkhand state.

The Chotanagpur plateau is a region of large physical inequalities and presents a rich panorama of topographical features. The general configuration of region varies from valley fills, penneplains, to structural ridges. In the district three well marked erosion surfaces are clearly discernible.

Simdega district is primarily settled by the Scheduled Tribes with 70.2 percent population, which is the highest among all the districts of Jharkhand. The area is characterized by a hilly tract with high elevation, high to medium rainfall and a non-command area. Agriculture is the mainstay of the district. The soils of upland and medium land are red and lateritic, highly permeable and coarse textured.

10 Blocks | 1474 Villages | 154 Panchayats

Area
3761 Sq km

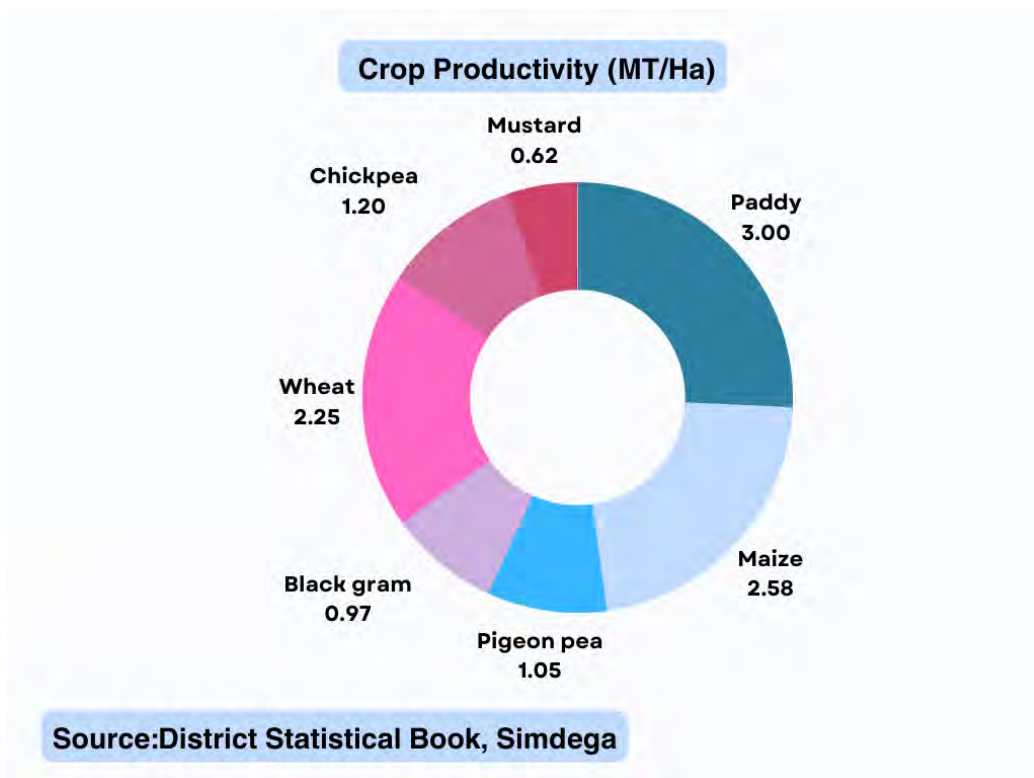
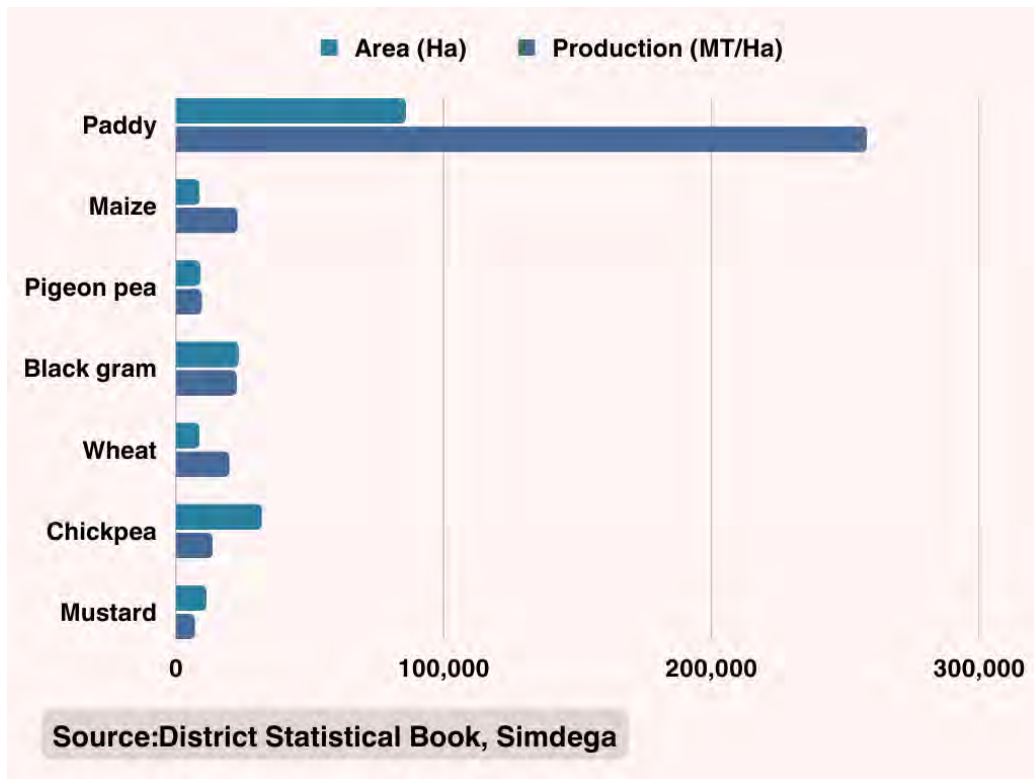
| 29% Net sown area

Agriculture is the main source of income for the rural parts of the district.

Major Crops | Livelihood sources

Oil seeds, cereals and vegetables are major crops. Other sources of livelihood include Animal husbandry, Fisheries, Minor forest produce and District Industries.

Area, Production and Productivity



KEY INTERVENTIONS



Paddy

- Operationalisation of Rice mill in Kolebira.
- Increasing crop production and crop diversity.
- Emphasis over-processing, packaging, and increasing commercial production to generate higher income
- Creating market linkage through FPO.



Rabi crops

- *Groundnut and Black gram.*
- Operationalization of Decortication unit in Pakartand.
- Increasing production of oilseeds and pulses.
- Creating market linkage (packaging, processing, branding, logistic support, forward linkage etc)



Goat rearing

- Providing Goat lending facility.
- Capacity Building and Training on best practices of goat rearingMarketing linkages and Signing of MoU with the selected agencies.
- Supporting in FPO formation.



NTFP

- Operationalization of existing processing unit.
- Identify SHG members, training for proper harvest, and exposure visits.
- Forward market linkages and transportation.
- Encourage and identify SHGs/ individual for bulk production of organic plates and bowls, using sal leaves.
- Capacity building and skill training and market linkage.
- Encouraging and identifying SHGs/farmers for production and collection of Harra, Bahera which is highly used in ayurveda.
- Setting up Collection centre/ Storage centre.



Bamboo products

- Promotion of Bamboo by-products- chairs, tables, lamps, wall hanging, house décor, etc.
- Plantation of different varieties of Bamboo to produce a variety of by-products.
- Create an efficient market linkage including transportation and logistic support to escalate the production scale in the processing unit established in Asanbera, Thetaitangar.

KEY INTERVENTIONS



Vegetables

- Intensify seed distribution and crop production.
- Water irrigation facilities.
- Capacity building and training to promote organic farming.
- Setting up storage facilities and create forward market linkage.
- Encourage SHG/ Individual to establish processing units and provide them holistic support.



Fisheries

- Expanding cage culture leads to higher production.
- Emphasis on Semi bio-floc and pond culture for higher production and subsequent income
- Stocking the cages with fish seed and providing feed.
- Training and handholding support to SHGs for successful implementation.
- Providing Forward Market linkage including logistic, storage etc.



Orchard

- Scaling Production of Mango, Guava Strawberry, these fruits being high earners and suitable climatic conditions.
- Support in Packaging and Marketing.
- Facilitate Horticulture training for farmers
- Raising awareness, training, plantation and marketing.
- Establish Processing units.



Poultry

- Encourage and identify SHG/Individual members.
- Increase poultry production by promoting various approaches such as backyard, broiler, layer, etc.
- Setting up Large hatcheries.
- Ensuring packaging, marketing facilities.

9. PALAMU

4606 km sq area

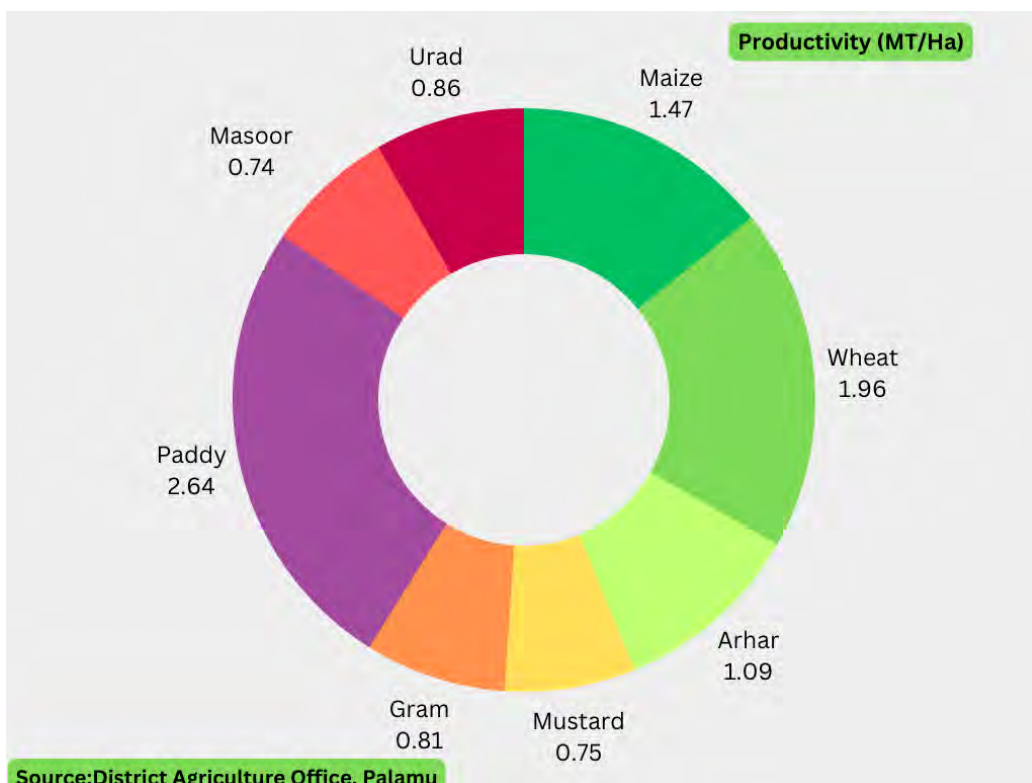
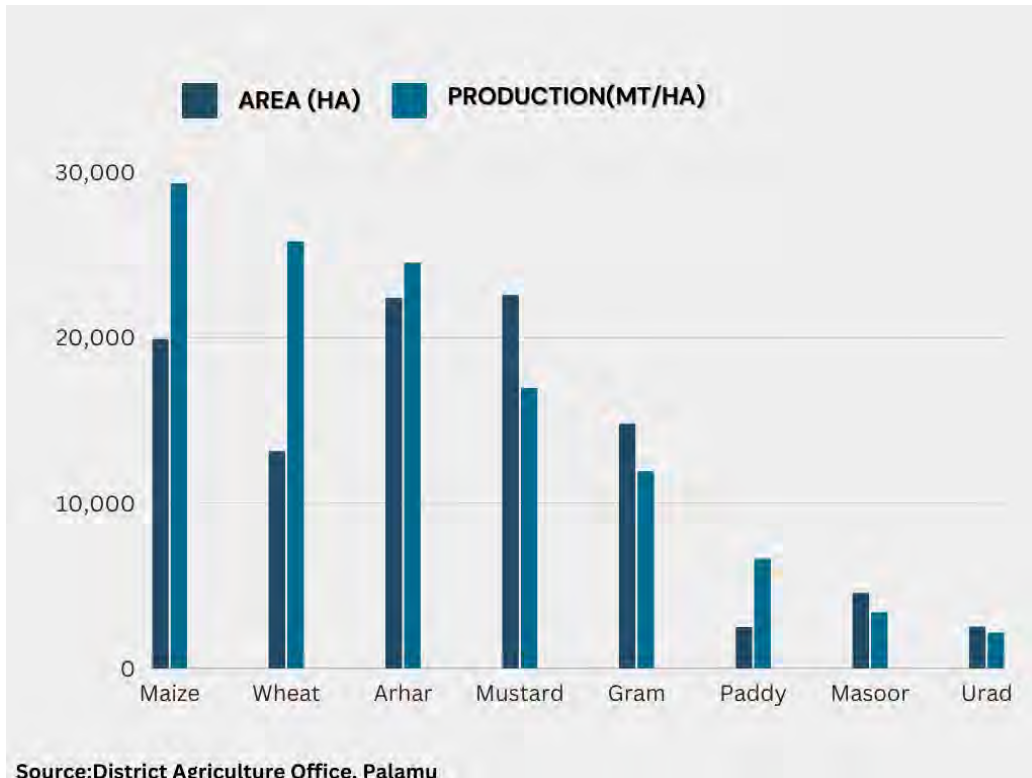
Known for its rich forests and hills. Daltonganj (Medininagar) is the headquarters of the district. Predominantly rural and agriculture dependent, Palamu is listed as one among the 250 of the most backward districts in India by the Ministry of Panchayati Raj and one among the 112 of the Aspirational districts by NITI Aayog.

21 Blocks | 1918 Villages | 283 Panchayats

Palamau district is extended over an area of 4606 km², which is full of forests, rivers and rivulets, hills and hillocks, waterfalls and streams. It has 52,133 ha. of gross area irrigated under different sources of irrigation. Tanks and ponds are the major source of irrigation.



Area, Production and Productivity



KEY INTERVENTIONS

PADDY

- Value addition through Mini Rice Mills.
- Encourage farmers to adopt High-Yielding & improved Paddy cultivation
- Facilitate high yielding Seeds, irrigation facility
- Capacity building on nutrient management
- Promote scented rice production.

MAIZE

- Encourage sweet corn cultivation.
- Improving sales and market potential, use in feeder unit for poultry.
- Mobile maize processing unit, Maize flour.
- Seed replacement - village wise seeds distribution and guidance to groups of 5-10 women.
- Facilitating Corn sheller Machine/ thresher.

DAIRY

- Enhance Milk production and establish local market network.
- Introduction of dairy products in Palash
- Establishing Milk processing plant
- Providing Dairy Equipment to Automatic Pasteurizers
- Establishing Azolla tank for feeding dairy animals

PIGEON PEA

- Processing unit for various types of pulses and Mobile dal processing unit.
- Organize Training on Packaging, branding and marketing through Palash.
- Providing market linkages of SHG produced dal in government schemes like mid-day meals, anganwadis & Hospitals.
- Establishing Processing units under Palash Palamu, FPO based aggregation and market linkages.
- Establishing sorting grading centres, mini cold storage, etc. through convergence.
- Enhancing production of Arhar daal & Encouraging entrepreneurs under SVEP.

VEGETABLES

- Facilitating market connections for potential buyers/Market linkages.
- Introducing new varieties
- Tomato ketchup production in Panki block.
- Establishing Processing unit of sauce/pickle/puree/sun-dried vegetables.
- Establishing sorting/ grading centres, mini cold storage, etc. through convergence

KEY INTERVENTIONS

NTFP

- Mahua, Lac & Sal leaves
- Exploring the intervention in storage and value addition of Mahua.
- Encourage plantation of Mahua trees to enhance production.
- Exploring market linkages and initiating local supplies.
- Introducing new products of mahua like Mahua jam, Mahua Jam, Mahua Squash etc.
- Ensuring Good quality brood Lac
- Provide storage facilities and Collectivisation Centre for Palash, and establishment of processing centre.
- Potential in Chainpur block - introducing dona pattal in local market.
- Training of SHGs and establishment of Dona pattal unit through sal leaves.

STRAWBERRY

- Taking advantage of Soil and climatic condition being favourable for strawberry cultivation
- Training and upscaling of strawberry cultivation.
- Market linkages.

SKILL BUILDING

- Facilitating Training for good quality garments making
- Improving man-power management
- Expanding sewing project into products other than masks since demand has now receded
- Tie up with different brands for demand generation

GOATERY

- Promote existing breeds of Goat
- Shed improvement and feed management
- Establishing Breeding centre for goats.
- Provision of freezer for Vaccine.

10. LATEHAR

Latehar is known for its natural environment, forest, forest products, and mineral deposits. The district has a National Park named Betla National Park and the only Tiger Reserve of the state; Palamau Tiger Reserve.

It has a heritage of hill station Netarhat which is situated in the lap of nature. It is a predominantly tribal district with almost 45.54% of the population belonging to the scheduled tribes. More than 66% of the total population comprises SCs and STs.



09 Blocks | 774 Villages | 115 Panchayats

Area
4291 Sq km

| Population 726,978
A population density of 169 per km square

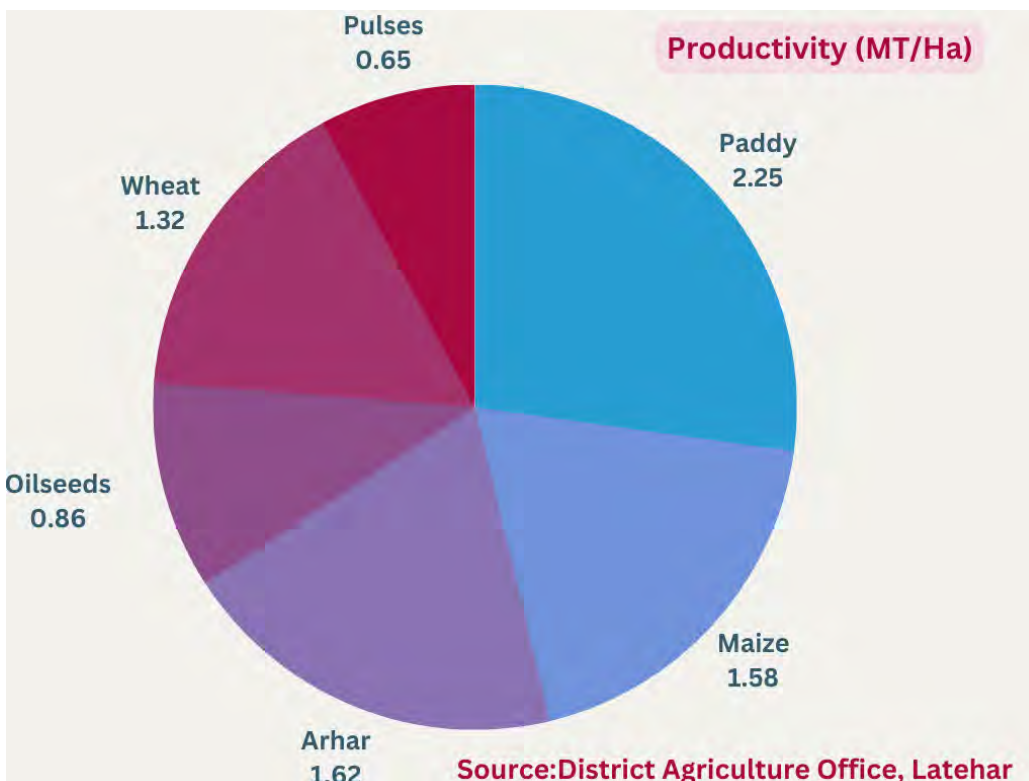
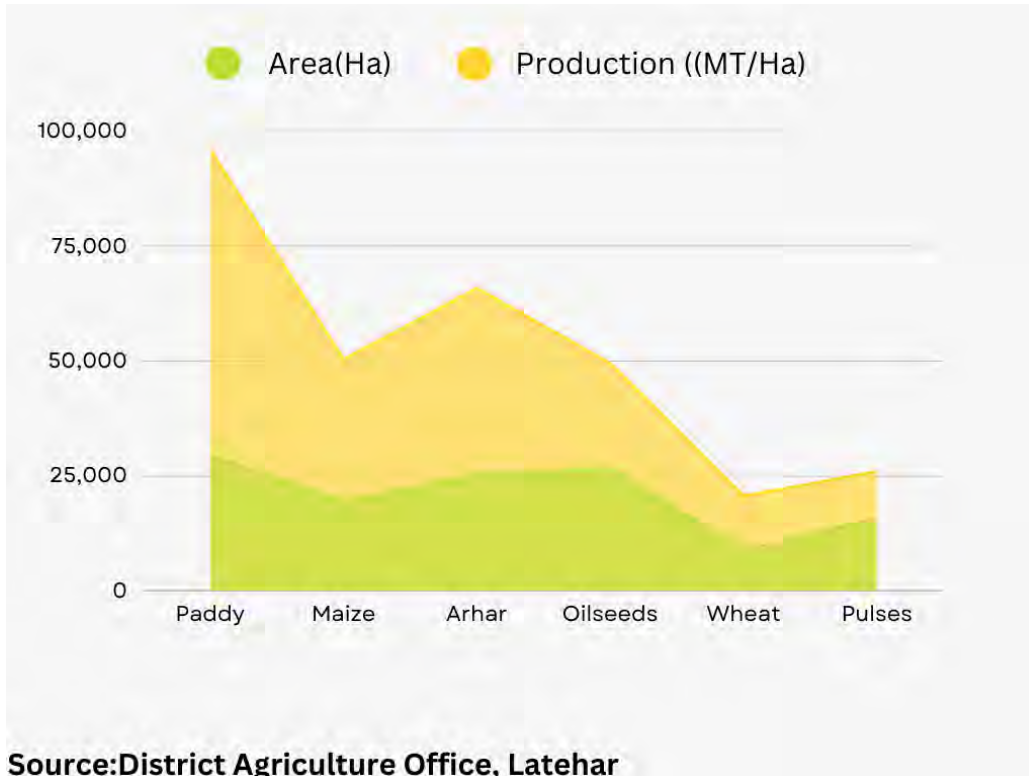
Major Crops

Paddy is dominant Kharif crop followed by Maize, Wheat in Rabi season. Miniscule presence of vegetable and oil seeds

| Livelihood sources

The economy of Latehar revolves around agriculture, mines and minerals, forests, trade and commerce, and animal husbandry.

Area, Production and Productivity



KEY INTERVENTIONS



Tomato

- Improving Package of Practices of tomato production and promoting organic farming.
- Providing storage Facilities.
- Facilitate Market linkages.
- Encourage Value addition of by-products.
- Establishing Aggregation Centres.



Paddy

- Strengthening SRI method
- Processing and Branding of Jira-ful rice
- Establishing Aggregation Centre



Pulses

- Encouraging large production of Pigeon Pea
- Facilitate Small scale processing unit by SHG members
- Creating Market Linkages for SHG dal in government schemes like mid - day meals etc.



Goatery

- Promote existing breeds of goat & introducing new breeds.
- Breed management
- Creating Distribution network of goats to PVTG groups.
- Provision of Deep freezer for vaccines & Ice-boxes for Pashu sakhis of JSLPS.
- Establishing Diagnostic Lab Animal Husbandry Referral Hospital.
- Establishing Breeding centres for goats.



Poultry

- Promoting Integrated Livestock Development centre.
- Promoting Sonali Breed.
- Distribution of chicks to PVTG groups.
- Provision of freezer for vaccine.



KEY INTERVENTIONS



Maize

- Improved POP including line sowing.
- Creating Market Linkage & Value chain.
- Procurement for poultry feed.
- Explore production and marketing of Maize flour & Chips or nachos .
- Encourage Sweet corn cultivation.



Oil seeds

- Encouraging large scale production of Mustard and Ground nut.
- Facilitate Mobile processing unit by SHG members.
- Creating Market linkage & Value addition
- Providing Storage Facilities for Groundnuts.



Mango

- Enhancing mango production across the district.
- Creating Market linkage & Value addition.
- Facilitate Processing of amchur to powder and its marketing.
- Providing Storage Facilities for Pears.



Dairy

- Systematic tie-ups with MEDHA and engaging more SHG members in milk co-operatives.
- Facilitate Milk chilling plants & Milk processing plants.

11. GIRIDIH

The economy of the district mainly depends on cultivation-related work. More than 70% of the total workers are engaged in Primary sector.

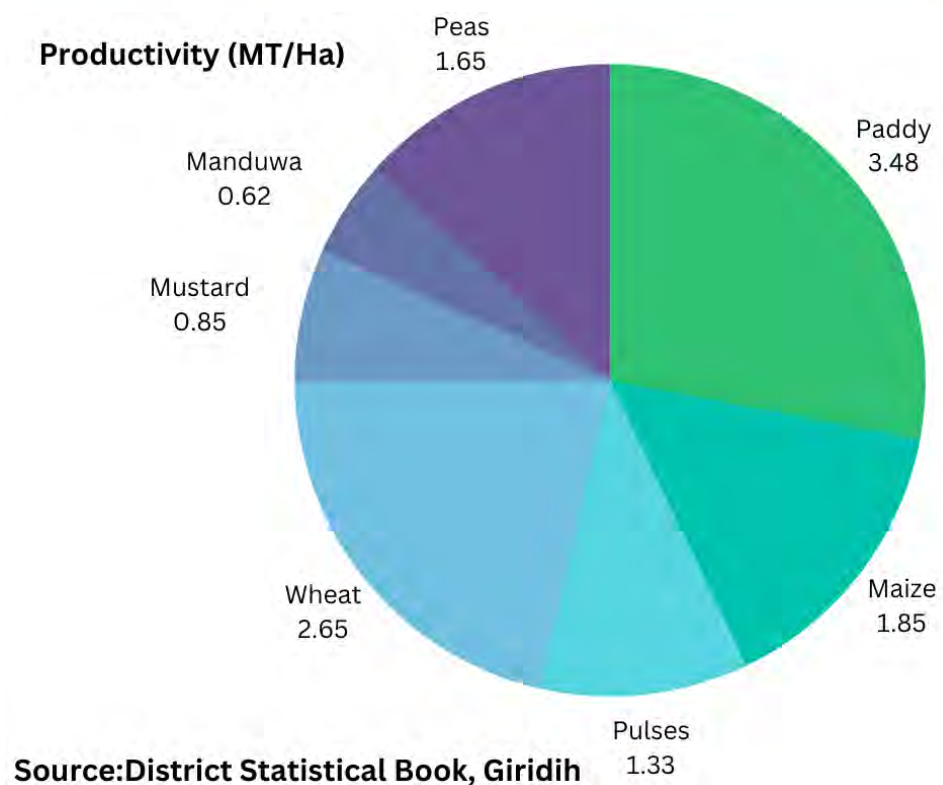
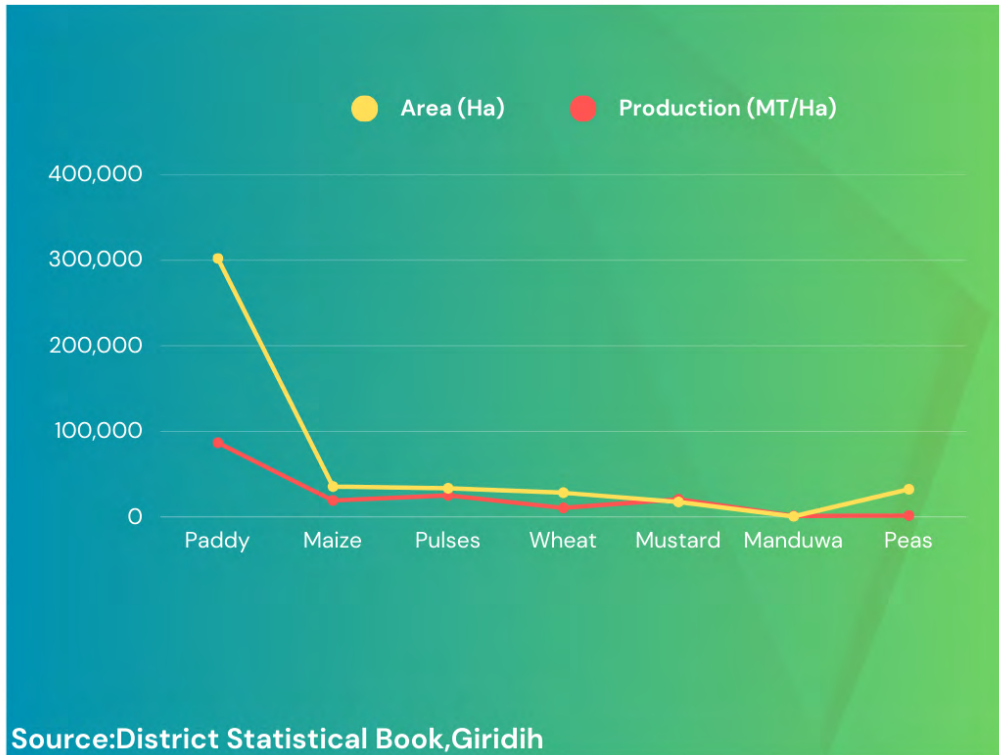
According to Agriculture Census 2015-16, there are 239893 land holdings in the district with 146112 ha of land. In these, the number of small and marginal landholdings is 226242 (94.3%). The irrigated land in the district is only 15%. 91.4% of the population in the district is rural and the economy of the district is mainly dependent on agriculture. Agriculture is nature-dependent, one crop, affected by small and marginal land holdings, micro-investment, low productivity and a weak marketing system. The area is underdeveloped and deprived of basic amenities.

13 Blocks | 2772 Villages | 353 Panchayats

Industry sector contributed about 42.2% of the GDDP primarily on account of contribution from manufacturing sector.



Area, Production and Productivity



KEY INTERVENTIONS

1 Paddy

- Facilitate Value addition through Mini Rice Mill.
- Encourage farming of High-Yielding and scented variety.

2 Maize

- Explore potential for maize value chain, small processing units.
- Explore high demand and export potential of American Sweet Corn.

3 Pulses

- Creating Value addition through small Dal Mill.

4 Vegetables

- Promote Multilayer cropping and Mixed Cropping.
- Emphasis on poly-house for off season production and price realization.

5 Poultry

- Establish commercial Layer for egg and meat production through CLF, FPO and young entrepreneurs.
- Convergence of schemes like PMEGP, CMEGP etc.
- Establishing Hatcheries and Parent Units.

6 Goat Rearing

- Feed management and shed improvement.
- Establishing commercial Goat breeding centres.
- Arranging Model demonstration at KVK.
- Promoting Goat rearing cluster.

7 Floriculture

- Enhancing production through cluster development.
- Planning a strategy to meet local demand and maintain supply throughout the year.
- Creating Poly-house to help continuous production.
- Arranging Poly-house farming model demonstration at KVK.

8 Orchard

- Intercropping in existing orchards.
- Management of orchards for enhanced production.
- Convergence of schemes like Birsa Harit Gram Yojna, JOHAR etc.

12.GUMLA

Gumla is located in Southern Chotanagpur Plateau. The district is affluent in its natural resources. 27% of the land is under forest cover, and mineral resources like bauxite, stones, and laterite (Aluminum ore) are abundant in the district. There are 23 bauxite mines, 68 stone mines, and brick-making industries, which add valuable income to the district by employing locals in the informal sector.

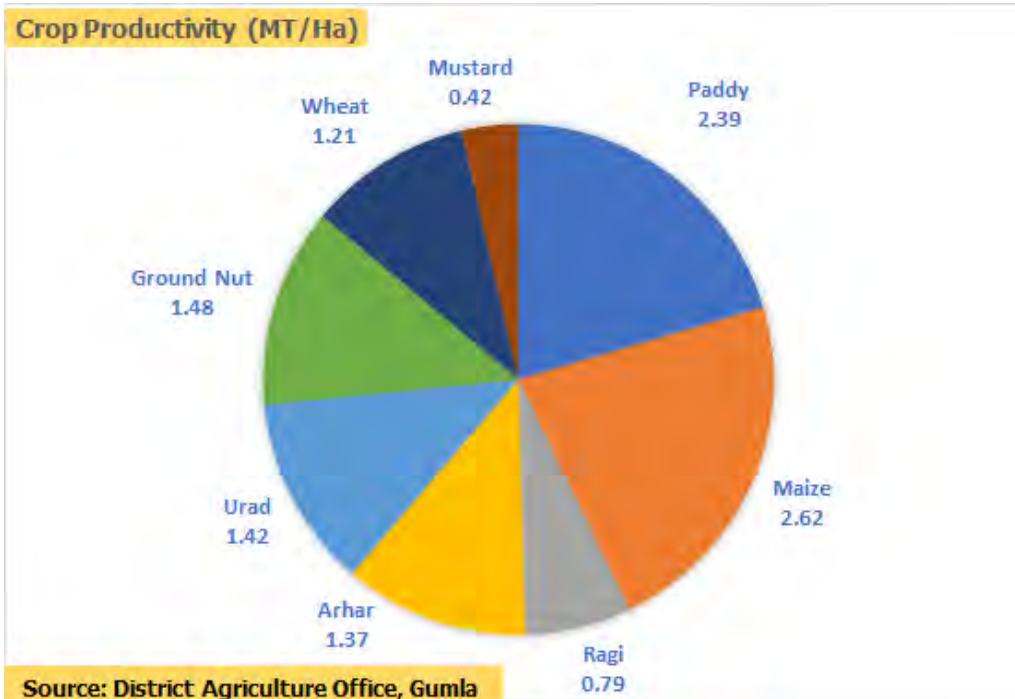
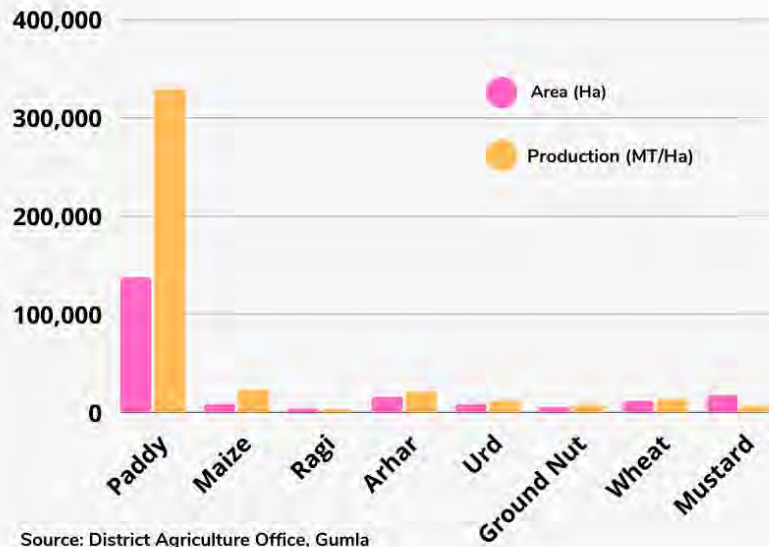
06 Blocks | 953 Villages | 159 Panchayats

The geographical area is 529548.13 hectares, which is 6.67% of the total area of Jharkhand state. Red Laterite & Alluvium Sediments (Near riverbed) type of soil is found in the district. The district receives an annual average rainfall of 1100 mm. 135600 ha under forest cover, 329600 ha cultivable area, a net cultivated area of 259419.1 ha, and total irrigated land of 67760 ha. According to the agriculture department, 33.46 % of people are farmers, and 10% are agricultural labours.

5327 Sq km Area | 93.6% Rural Population



Area, Production and Productivity



KEY INTERVENTIONS



Paddy

- Enhancing production of major crop in the district being high in demand with suitable climate.
- Facilitating long grain yield seeds, and irrigation facility.
- Capacity building of farmers on PoPs.



Maize/Ragi

- Creating production, consumption-based value chain
- Diversification in seed type, baby corn seed
- Facilitate formation, capacity building of the SHGs farmers
- Promoting ragi cultivation under millet mission
- Establishing processing unit including PVTG Inclusion
- Facilitate FPO formation and capacity building of the SHGs
- Branding under Palash Gumla for marketing
- Creating market linkage with food industry.



Orchard

- Management of orchards for enhanced production.
- Intensive plantation of Mango, and guava under Birsa Harit Yojana.
- Papaya as inter-cropping can be promoted and watermelon in Mango Orchards.



Tomato

- Enhancing vegetable production, especially green vegetables.
- Providing Cold storage facilities.
- Solving on-off-season price fluctuation issues.
- Value addition through establishment of processing unit for ketchup, puree etc.



Pulses- Black Pigeon Pea

- Establishing processing units with branding as Palash Gumla.
- Facilitate FPO-based aggregation and market linkages.



NTPF (Sal Leaf Plate)

- Taking benefit of rich presence as minor forest produces.
- Establishing Leaf plate-making units.
- Capacity building of SHGs & marketing at the block level.

13. GARHWA

Garhwa is blessed with a beautiful landscape and consist of a number of rivers and lush green forest cover within the territory. Agriculture & allied activities are the main economic activities in the district.

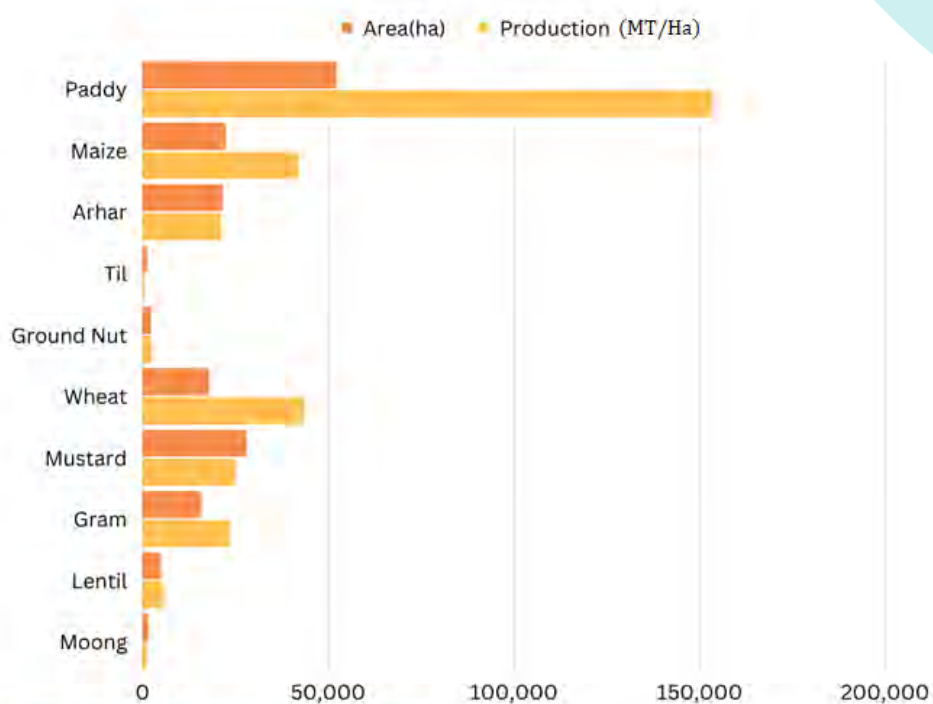
The district has poor irrigation, most agrarian families cultivate only one crop a year as agriculture is predominantly rain dependent.

The area is characterized by hilly tract with high elevation, high to medium rainfall and non-command area. The topography of the area is hilly and undulating with turbulent streams, steep slopes, high cliffs and narrow valleys.

20 Blocks | 977 Villages | 198 Panchayats

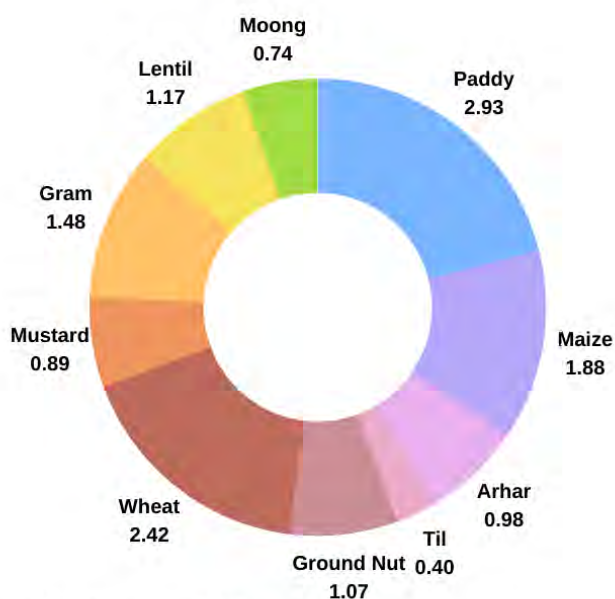
Garhwa district has a population of 13,22,784. The district has a population density of 327 inhabitants per square kilometre

Area, Production and Productivity



Source: District Agriculture Office, Garhwa

Crop Productivity (MT/Ha)



Source: District Agriculture Office, Garhwa

KEY INTERVENTIONS



Paddy

- Processing, packaging, and enhancing commercial production by providing good quality seeds from seed banks.
- Creating market linkage through FPO.
- Promotion of Seed Bank at panchayat level by FPO.
- Promoting Jeera Phool rice in the district.
- Establishment of small rice mills at village level.



Pulses (Arhar)

- Establishment of small-scale processing units by SHGs in the most productive areas of the district.
- Facilitate Seed Distribution at panchayat/village level.
- Organizing HR training and operationalization of processing unit.
- Creating market linkage through FPO (Forward and Backward linkage, procurement etc).



Goat Rearing

- Distribution of goats to PVTG groups.
- Introducing new Breed through CLF/VO/SHG.
- Providing Deep freezer for vaccines & Ice-boxes for Pashu sakhis of JSLPS.
- Establishing breeding centres & Diagnostic Lab for animal health.



Dairy

- Encouraging and identifying SHG members.
- Increasing milk production by the distribution of cows through animal Husbandry Department.
- Rejuvenating the existing milk route.
- Systematic tie-ups with Mother Dairy/ Osam and engaging more SHG members in milk co-operatives.



Maize

- Introducing/Distributing new seed & enhancing production.
- Creating market linkage through FPO. (Forward and Backward linkages).
- Creating Maize value chain (Flour).



Fruits

- Encouraging Farmers in Fruits plantation / Production.
- Creating/Rejuvenating the existing plants.
- Intercropping of Fruits orchards.
- High-density plantation for mango, guava, ber, etc.
- Establishing Fruit Nurseries.



Vegetables

- Enhancing vegetable production, especially Parwal, Cauliflower and gourd.
- Emphasis on polyhouse for off-season growth and price realization.
- Encouraging onion cultivation during kharif for high price realization.
- Establishing of Vegetables Aggregation Centre.



Skill Building

- *Skills and Enterprises - Stitching Centre Entrepreneurs, Heavy Machine operators, Handicrafts*
- Expanding sewing project into products other than masks due to receding demand of masks.
- Pilot branding and marketing of locally usable products like Women's Nighty, School Dress, Clothes Jholas (alternative to plastic).
- Facilitate certification for existing organic farming, expanding into more areas.
- Establishing nurseries for seeds and plants.
- Facilitate Farm Mechanization rentals.
- Establishing Mobile soil testing labs by SHGs.



3

CONCLUSION

Annexure |
Contributors

3 Annexure

नागेन्द्र नाथ सिन्हा, आई.ए.एस.
सचिव
NAGENDRA NATH SINHA, IAS
SECRETARY



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DO # K-11038/06/2018-19/MKSP/Misc (363957)

October 21, 2021

As you are aware that the Deendayal Antyodaya Yojana-National Rural Livelihood Mission (DAY-NRLM) aims at mobilizing the poor households in form of Self Help Groups (SHGs) and higher order collectives for their empowerment, financial inclusion, livelihood development as well as social improvement through a multitude of strategies.

2. A great deal of headway has been made both in terms of the mobilization and empowerment of the women and financial inclusion. As of now, approximately 8 crore women have been mobilized in the form of SHGs out of approximately 10 crore such women from among about 10 crore households. Similar data are available for the financial inclusion related parameters in terms of financial literacy, Bank account, access to formal credit, insurance etc. and so on. However, the livelihood development is one area where a lot of work needs to be done if the numbers reported to the Ministry/Department in terms of coverage under various livelihood tracks under the programme. On a national level, one in six women has been covered therein. It is, however, equally likely that poor households/SHG members are doing many more activities and having streams of revenue which are not being counted. To that extent, improvement in livelihood development is undercounted.

3. One of the key milestones in livelihood development of a household is when a woman/household reaches an aspirational goal of having a lakh rupee as annual income. Without monitoring of the same to understand how the programme has fared in terms of improvement in the economic condition of the households, we are deprived of a full picture. Doing so will provide a direction and impetus to the programme officials and women collectives for further efforts in this direction. It is also in sync with efforts of many organizations such as Transforming Rural India Foundation (TRIF), PRADAN etc., which have supported/encouraged SHG members/households to earn over a lakh per annum and thereby become what may be termed as "Lakhpati".

4. In this regard, it is proposed that the States/UTs gather information through self-reported incomes twice in a year from all the SHG members, whereby the SHG members are encouraged to report all their income from all such activities including agriculture, animal husbandry, fishery, sericulture, non-farm etc. If the SHG members are able to report monthly incomes, they could provide an estimate of their income during the period from last report. If the members are unable to give a precise number, then they could be requested to report their average monthly incomes in the following 4 categories: -

contd....

- (i) Less than Rs. 2,000/-.
- (ii) Rs. 2,000/- to Rs. 5,000/-.
- (iii) Rs. 5,000/- to Rs. 8,000/-.
- (iv) Above Rs. 8,000/-.

A tentative format is listed as **Appendix-I**.

5. It also needs to be emphasized that this information is only for the purposes of knowing where a household stands so that programme for livelihood improvement etc. could be drawn up and supported by SHG and higher tier women collectives as well as different livelihood collectives/programme. No other use will be made thereof. The NMMU at the national level will provide additional data fields in SHG profile to the SHG member so that the aforesaid data can be reported directly thereto.

6. In this connection, an Advisory has been drawn up which is **attached as Appendix-II** relating to Promotion of Sustainable Livelihood to SHG households so that every member household can become Lakhpati within three years' period. The action points in this regard have been shared as para 'H' of the Advisory. It also needs to be mentioned that the formulation of Village Poverty Reduction Plan (VPRP) is a critical activity for realization of the above goal, by which the livelihood aspirations of all the households and the support required by them in terms of assets, technical support, credit and marketing assistance as also the capacity building and the common infrastructure etc. could be identified and provided by the State Governments through programme sources or convergence opportunities available, both from the Departments/Schemes of the State Government as well as non-State/Civil Society efforts.

7. The NMMU will organise a sensitization programme of different SRLMs in this regard so that the modalities of the implementation of this guideline are understood and States' specific concerns addressed.

8. You are requested to kindly implement the above suggestions/advisories so that in a 3 year period all the SHG members/households can aspire to become Lakhpati households. The States may set up sizeable targets for the same and prepare a three year plan accordingly.

Yours sincerely,

sd/-

[Nagendra Nath Sinha]

encl: as above

1. All ACSs/PrI Secretaries/Secretaries of RD Deptts in States/UTs
2. All ACSs/PrI Secretaries/Secretaries of PR Deptts in States/UTs
3. CEOs/MDs of SRLMs in States/UTs

Copy to:

The Chief Secretaries/Advisors to Administrators of States/UTs

NPS

[Nagendra Nath Sinha]

प्रेषक,

राजीव अरूण एक्का,
सरकार के प्रधान सचिव।

सेवा में,

उपायुक्त,
चतरा/गिरिडीह/गुमला/ गढ़वा/खूँटी/लातेहार/लोहरदगा/
सरायकेला-खरसावाँ/पश्चिमी सिंहभूम, चाईबासा।

राँची, दिनांक -06.../01.../2023

विषय:- वित्तीय वर्ष 2022-23 में विशेष केन्द्रीय सहायता (SCA) योजना के अन्तर्गत प्रस्ताव भेजने के संबंध में।

महाशय

उपर्युक्त विषय के संबंध में कहना है कि विगत कई वर्षों से विशेष केन्द्रीय सहायता (SCA) योजना के तहत आकांक्षी जिलों में आधारभूत संरचनाओं के विकास संबंधी योजनाएँ दी गई हैं। अतएव वित्तीय वर्ष 2022-23 में जिलों द्वारा तैयार किये गये DLPM (District Livelihood Potencial Mapping) से कृषि विकास एवं आजीविका सम्वर्धन से संबंधित योजनाओं को प्राथमिकता देने की आवश्यकता है।

उक्त परिप्रेक्ष्य में दिनांक-07.11.2022 को सचिव, MoRD की अध्यक्षता में आहूत Vedeo Conferencing में स्पष्ट निदेश कंडिका-07 (कार्यवाही की प्रति संलग्न) दिया गया है कि जिला प्रशासन द्वारा ऐसी योजनाएँ ली जाय, जिससे परिवार के वार्षिक आय में गुणात्मक बढ़ोतरी हो सके।

इस आलोक में आपके जिला से ऐसे प्रस्ताव भेजने की आवश्यकता है, जिससे निम्न Indicators में त्वरित गति से सुधार हो सके:-

1. कृषि विकास एवं आजीविका सम्वर्धन
2. स्वास्थ्य एवं पोषण
3. शिक्षा
4. कौशल विकास एवं वित्तीय समावेशन

अतः अनुरोध है कि जिला स्तरीय समिति के अनुमोदनोपरांत प्रस्ताव 07 दिनों के अंदर विभाग को उपलब्ध कराने की कृपा की जाय ताकि वित्तीय वर्ष 2022-23 में प्राप्त होने वाली राशि आवंटित की जा सके।

अनु०-यथोक्त

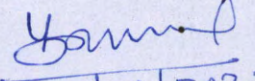
विश्वासभाजन,

सरकार के प्रधान सचिव।

ज्ञापांक-18/विविध (07) 02/2020.....89.../ राँची, दिनांक-.....06/...01.../ 2023

प्रतिलिपि:- पुलिस महानिरीक्षक (अभियान), झारखण्ड, राँची/मुख्य कार्यपालक अधिकारी (C.E.O.) Jharkhand State Livelihood Promotion Society, Jharkhand, Ranchi / State L.W.R.C. के राज्य कार्यक्रम पदाधिकारी श्री करीमुद्दीन मलिक, गृह, कारा एवं आपदा प्रबंधन विभाग, झारखण्ड, राँची को अनुलग्नक के साथ सूचनार्थ एवं आवश्यक कार्रवाई हेतु प्रेषित।

अनु०-यथोक्त।


06/01/2023

(फुलेन्द्र प्रसाद शर्मा)
सरकार के अवर सचिव।

फाइल संख्या / File No. F No: K-11067/02/2019-20/NRLM(Livelihoods)/BMGF/371180

भारत सरकार/Government of India
ग्रामीण विकास मंत्रालय/Ministry of Rural Development
ग्रामीण विकास विभाग/Department of Rural Development
ग्रामीण आजीविका विभाग/ Rural Livelihoods Division
(<https://rural.nic.in>)

सातवीं मंजिल, एन.डी.सी.सी-II भवन/7th Floor, N.D.C.C -II Building
जय सिंह मार्ग, नई दिल्ली-01 /Jai Singh Road, New Delhi-01
दिनांक/ Dated: 18th July, 2022

To,

State Mission Director/Chief Executive Officer,
State Rural Livelihood Mission,
Assam, Chhattisgarh, Jharkhand, Madhya Pradesh,
Tripura, and Uttar Pradesh

Subject: Planning for Sustainable Livelihoods of SHG women in selected districts- Reg

Madam/ Sir,

As you are aware, the DAY-NRLM is making concerted efforts to improve the socio- economic capacity of Rural women through collectivisation, access to credit and promotion of livelihoods activities. The Ministry has taken an initiative to facilitate SHG members with multiple livelihood activities to enable them to earn sustainable annual income of Rupees One lakh.

In this endeavor, National Mission Management Unit (NMMU) along with the technical partner, Transforming Rural India Foundation (TRIF), New Delhi is directed to orient Block and District Mission Staff and Community Leaders on various Livelihood Planning tools. As an initial step, this will be undertaken in 50 selected blocks of 50 districts, as attached in Annex-I. The key activities to be performed include discussions with state and districts team, demonstrating the tools and orienting the concerned staff. The activity is to be completed in 03-04 days. The key activities for are mentioned in *Annex-II*. Kindly designate the nodal officer for this activity and share his/her number with the NMMU. Shri Vivek Kunj, National Mission Manager, NMMU Farm Livelihoods and Shri Anand Shrivastav, Mission Managers NMMU Non-Farm Livelihoods will be the nodal and co-nodal person from NMMU for this activity.

You are requested to provide necessary support to TRIF team and guide them to actively engage with the District and Block Mission Units to ensure timely preparation of Livelihood Potential Mapping document. The process may be initiated by 20.07.22 and completed by 10.08.2022. The cost towards training and capacity building/ workshop with Mission units, CLF leaders are to be borne by SRLMs through the training Component of IBCB. All expenses related to TRIF's resource persons will be borne by they themselves.

In case of any clarifications please feel free to speak to the undersigned.

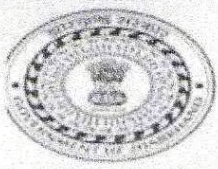
Yours faithfully,


रमन वाधवा/ (Raman Wadhwa)

उप-निदेशक (प्रशासन)/Deputy Director (Admin)

Copy for Information to:

1. PS to AS (RL)/ JS (RL), DAY-NRLM.
2. MD, TRIF, Neeti Bagh, New Delhi.
3. Shri Vivek Kunj/Shri Anand Shrivastav, NMMU.



Govt. of Jharkhand
Rural Development Department
Jharkhand State Livelihood Promotion Society



Letter No. JSLPS/2214

Date: 19-09-2022

From,

Suraj Kumar, IAS
Chief Executive Officer (CEO)
Jharkhand State Livelihood Promotion Society (JSLPS)
Rural Development Department
Ranchi- 834005, Jharkhand

To

District Programme Managers, JSLPS
Chatra/ Garhwa/ Giridih/ Gumla/ Khunti/ Latehar/ Lohargada/ Palamu/
Ramgrah/ Ranchi/ Simdega/ Seraikela-kharsawan/ West Singhbhum

Subject: Preparation of District Livelihood Potential Mapping (DLPM) under Mahila Lakhpati initiative- Mission 25 million reg.

Ref: NMMU Letter no K 11067/02/2019-20/NRLM (Livelihood)/BMGF/371180 dated 18th July 2022

Dear DPMs,

The DAY-NRLM's Mahila Lakhpati Initiative aims to enable rural SHG members to earn a sustainable annual income of One lakh Rupees through women's collectives with multiple livelihood activities. A whole of government approach is being adopted by the Mission to multiply livelihoods outreach, increase participation of SHG members in livelihood activities, and effectuate successful convergence of different government-administered livelihood programs. This approach aspires to deepen, enhance and expand sustainable livelihood opportunities. In this regard, Mapping the District Livelihood Potential becomes an essential step to understanding the status quo of livelihood engagement and identifying gaps through mapping of landscape and livelihood opportunities.

To support this universalisation of livelihoods through Mahila Lakhpati Initiative, the Transform Rural India Foundation (TRIF) has placed the Public Policy in Action (PPIA) Fellows in the district through the Department of Home, Prison and Disaster Management (Ref: Letter 18/vivid- 07/02/2020 dated 15/06/2022). In addition, JSLPS has issued a letter (Ref: Letter No JSLPS/1416 dated 22/06/2022) for the engagement of fellows in the Mahila lakhpati Initiative. The Fellows are working closely with the district on various livelihood strategies, leveraging district support through convergence and developing district action plans.

In this context and with reference to the above subject, The DMMU is requested to form a district committee consisting of DMMU and all the line departments under the chairmanship of the Deputy Commissioner. The District Mission Units will work closely with all the line departments and prepare a comprehensive document of District Livelihood Potential Mapping with the support of PPIA Fellows. We are hopeful that the DMMU and PPIA fellows' team will work together and complete the **District Livelihood Potential Mapping (DLPM) within 07 days**. In case of any support on this, kindly contact with G. Sudhakar (9403543285) and Darshan Kumar (9442024420).

Yours Sincerely,

Suraj Kumar, IAS
Chief Executive Officer (CEO)

Copy for information to:

1. Deputy Development Commissioner (DDC) for information and necessary action.
2. State Lead, TRIF for information and necessary action.

Government of Jharkhand
Rural Development Department

File No. – JSLPS/211

Ranchi, Dated - 30/01/2023

From,

Prashant Kumar, IAS
Secretary to the Government

To,

Deputy Commissioners,
(Chatra / Garhwa / Giridih / Gumla / Khunti / Latehar / Lohardaga / West
Singhbhum / Palamu / Ramgarh / Ranchi / Simdega / Seraikela-Kharsawan)

Subject: Constitution and Regular Meetings of District Livelihood Coordination Committee (DLCC) and Block Livelihood Coordination Committee (BLCC) under Mahila Lakhpati Kisan Initiative of DAY-NRLM reg.

Ref:

1. Office order no. 087 dated 16.01.2023 for Constitution of Livelihood Coordination Committee.
2. MoRD Letter No: K-11067/02/2019-20/NRLM(Livelihoods)/BMGF/371180 dated 18.07.2022

Dear Deputy Commissioners,

The Ministry of Rural Development under Deendayal Antyodaya Yojana - National Rural Livelihood Mission (DAY- NRLM) aims to enable rural SHG members to earn at least one Lakh per annum through women's collectives with multiple livelihood activities. The MLK Initiative focuses on augmenting the SHG members' livelihood through intensifying livelihood across agriculture, allied sectors, and non-farm activities.

1. The Mahila Lakhpati Kissan (MLK) initiative aims for SHG women to move up the economic ladder, JSLPS will augment the efforts from the initial mobilization phase to higher-order economic activities by connecting the SHG women to multiple livelihood activities.
2. Transforming Rural India Foundation (TRIF) is the technical partner of JSLPS to strengthen the planning process of the MLK initiatives. Under the phase -1 of the scheme implementation, 16 blocks in 13 districts have been selected in Jharkhand (Letter No: K-11067/02/2019-20/NRLM(Livelihoods - attached) for intensive implementation of MLK for evidence-based demonstration and

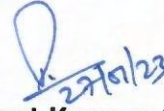


scaleup and laying down the pathways in resource blocks and create 'multiplier effects' by diversifying livelihood activities at the household level and provide 3-4 spill-over blocks which will provide models and inputs for scale-up efforts on similar lines in other blocks of Jharkhand (spill-over and scale-up blocks list attached).

3. The whole-of-government approach to the Mahila Lakhpati Kisan Initiative, where the strategies for Lakhpati initiatives are to be demonstrated in selected districts. In view of this, constitution of the District and Block level Livelihood Coordination Committees to be completed as per the notification issued and Committee Meetings should be organised every month to review the progress and to ensure necessary coordination and convergence of District Level Public Resources such as DMFT, Special Central Assistance, CSR, Central sector, Central Sponsored and State schemes to be leveraged to succeed this mission.

Therefore, it is requested to constitute and share the District and Block Committees formation notification and Minutes of the Meeting by 15.02.2023 and ensure plans for Mahila Lakhpati Initiative are integrated into the NRLM Annual Action Plans of your respective districts. Public Policy in Action Fellows placed in your districts and Technical Assistance Unit at JSLPS will support you for better planning, implementation and monitoring of this paramount initiative of the government.

Yours Sincerely,



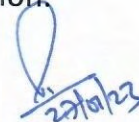
Prashant Kumar, IAS
Secretary to the Government
Rural Development Department

Memo No. JSLPS/211

Ranchi, Date 30/01/2023

Copy to:

1. Chief Executive Officer - JSLPS for information and necessary action.
2. Deputy Development Commissioners / DPMs (Chatra / Garhwa / Giridih / Gumla / Khunti / Latehar / Lohardaga / West Singhbhum / Palamu / Ramgarh / Ranchi / Simdega / Seraikela-Kharsawan) for information and necessary action.
3. State Lead, TRIF for information and necessary action.



Secretary to the Government
Rural Development Department

Government of Jharkhand
Rural Development Department

File No:- 087

Ranchi, Dated...16/01/2023

OFFICE ORDER

Subject: Constitution of State Livelihood Coordination Committee (SLCC), District Livelihood Coordination Committee (DLCC) and Block Livelihood Coordination Committee (BLCC) under Mission 25 Million livelihoods, MahilaLakshpati Initiatives under DAY-NRLM.

Ref: 1. DO # K-11038/06/2018-19/MKSP/Misc (363957) dated 21.10.2021 to CS, Jharkhand
2. Letter No: K-11067/02/2019-20/NRLM(Livelihoods)/BMGF/371180 dated 18th July 2022

The Ministry of Rural Development under Deendayal Antyodaya Yojana - National Rural Livelihood Mission (DAY- NRLM) aims to enable rural SHG members to earn at least one Lakh per annum through women's collectives with multiple livelihood activities. The MahilaLakshpati Initiative focuses on augmenting the SHG members' livelihood through intensifying livelihood across agriculture, allied sectors, and non-farm activities.

The MahilaLakshpatiKissan (MLK) initiative aims to work with the SHG women and move up the economic ladder. JSLPS will augment the efforts from the initial mobilization phase to higher-order economic activities through producer groups, FPOs, and Producer companies.

The Jharkhand State Livelihood Promotion Society (JSLPS) as the state nodal agency for the implementation of NRLM which provides platforms for poor rural households and links them with sustainable livelihood activity through various projects and convergence with other line departments. The JSLPS has made concerted efforts to converge with multiple programmes of the Rural Development Department and other departments such as NREGA, Agriculture, Animal Husbandry, Food Processing, Skill Development, etc.

The Universalization of Livelihoods with aspirational income of Rs.100,000 per member will be the focus of the engagement. Intensive demonstration of the approach will be done in 13 districts with each district having one resource block which will provide replication and immersion ground. In these 13 identified districts there would be 1 Resource Block and 3-4 spill-over blocks. This engagement will provide models and inputs for scale-up efforts on similar lines in other blocks of Jharkhand.

Basic State Profile for Livelihood Universalization: -

Basic Profile of Jharkhand	
No of Districts	24
Total Households mobilized	33,81,374
Number of HHs covered under Farm Livelihoods	19,09,174
Number of HHs covered under Non-Farm Livelihoods	3,03,059
Total Number of HHs in Livelihoods	21,28,994
Number of HHs in Average Monthly Income Range<Rs.2000	5,53,711
Number of HHs in Average Monthly Income RangeRs. 2000-Rs. 5000	7,73,079
Number of HHs in Average Monthly Income Range Rs.5000-Rs.8000	5,87,923
Number of HHs in Average Monthly Income Range>Rs.8000	2,97,520
Average no. of activities per HH with Avg income more than Rs 8000/-per month	3.2

In this context, National Mission Management Unit (NMMU) of NRLM along with the technical partner, Transforming Rural India Foundation (TRIF), will work closely with JSLPS to support in the state of Jharkhand. As an initial step, this will be undertaken in 13 districts, (Letter No: K-11067/02/2019-20/NRLM(Livelihoods) in the first phase.



S. No	State Name	District Name
1	Jharkhand	Chatra
2	Jharkhand	Garhwa
3	Jharkhand	Giridih
4	Jharkhand	Gumla
5	Jharkhand	Khunti
6	Jharkhand	Latehar
7	Jharkhand	Lohardaga
8	Jharkhand	Palamu
9	Jharkhand	PashchimiSinghbhum
10	Jharkhand	Ramgarh
11	Jharkhand	Ranchi
12	Jharkhand	Simdega
13	Jharkhand	SeraikelaKharsawan

The envisaged outcomes are:

- Women having access and control of new livelihood assets,
- Women having control of additional income-streams created from livelihood interventions,
- Women's information and knowledge on production technology and market systems would have been enhanced,
- Women's institutions such as the CLFs empowered to play anchor role in this initiative, providing long-term sustainability,
- PE-for intensive livelihoods providing livelihood services around specific value-chains.
- Supporting FPO's in building capacity of board members & market support

To bring momentum in intensifying livelihoods in the Jharkhand with the whole of government approach will bring comprehensive results. Therefore, to design, plan and monitor the activities under MahilaLakshpati Initiative it has been decided to constitute Livelihood Coordination Committees at various levels.

Composition of State Livelihood Coordination Committee (SLCC)

S. No	Designation	Role Description
1	Secretary, Rural Development Department	Chairperson
2	Commissioner, MGNREGA	Member
3	Representative from Panchayati Raj Department	Member
4	Representative from Women and Child Development Department and Social Security	Member
5	Representative from Dept. of Agriculture, Animal Husbandry and Cooperatives	Member
6	Representative from Dept. of ST, SC, Minorities, Backward Classes Welfare	Member
7	Representative from Department of Labour, Training and Skill Development	Member
8	Representative from, Department of Industries	Member
9	Chief Executive Officer, Jharkhand State Livelihood Promotion Society (JSLPS)	Member Secretary

The SLCC shall

- 1) The SLCC will develop strategy to promote and strengthen community institutions for universalization of livelihoods and share it with district and block committees.
- 2) Review the existing initiatives of JSLPS and create a roadmap for the intensification of livelihoods under the MahilaLakhpati Initiative.
- 3) Coordinate between various departments to identify, analyze, and categorize various livelihood programmes and promote interdepartmental convergence.
- 4) Review the knowledge and resource materials for training and capacity building of functionaries with the support of TRIF.
- 5) Review the progress of MahilaLakhpati Initiative and provide timely support for steps for accelerating progress
- 6) Identify bottlenecks and resolve them in time bound manner.
- 7) Identify scalable models/solutions for replication and scale them.



Composition of District Livelihood Coordination Committee (DLCC)

S. No	Designation	Role Description
1	Deputy Commissioner	Chairperson
2	Deputy Development Commissioner	Member
3	Director, DRDA	Member
4	District Project Officer, MGNREGA	Member
5	District Social Welfare Officer	Member
6	District Agriculture Officer, Department of Agriculture & ATMA	Member
7	District Animal Husbandry Officer	Member
8	District Skill Development Officer	Member
9	District Dairy Development Officer	Member
10	Director Fishery Officers	Member
11	General Manager, District Industry Centre	Member
12	Public Policy in Action Fellow	Member
13	Chief Engineer, Minor Irrigation	Member
14	Lead District Manager (LDM)	Member
15	District Program Manager - JSLPS	Member Secretary

The DLCC shall

- 1) Preparation of District Livelihood Potential Mapping Document with the support of PPIA fellows placed in the district.
- 2) Monitoring livelihood planning through VPRP and integration of GPDP-VPRP
- 3) Coordinate between various departments to identify, analyze, and categorize various livelihood programmes and promote interdepartmental convergence.
- 4) Mobilize resources for priority livelihood interventions through TADP, SCA, DMFT or any other programs in the district.
- 5) Coordinate and ensure collaboration between DMMU/BMMU/CLF and intensify the efforts for better community outreach.
- 6) Planning, supervision, direction, coordination, monitoring, and evaluation of the implementation of the DMMU & CLFs
- 7) Convergence with Public Programs and Market Actors for Service Delivery to Members
- 8) Demonstration of success and best practices by creating outlier results.

Composition of Block Livelihood Coordination Committee (BLCC)

S. No	Designation	Role Description
1	Block Development Officer	Chairperson
2	Block Project Manager, MGNREGA	Member
3	Block Agriculture Officer	Member
4	Child Development Project Officer	Member
5	Block Animal Husbandry and Co-Operative Officer	Member
6	Block Programme Officer, Jharkhand State Livelihood Promotion Society (JSLPS)	Member Secretary

The BLCC shall

- 1) Oversee all the planning of initiatives and preparation of Block Level Potential Mapping
- 2) Ensuring smooth convergence between line departments to achieve the target MahilaLakhpati initiative.
- 3) Review and monitor the progress based on the community feedback and find opportunities of credit to avail the product/service
- 4) Consultation with Cluster Level Federations (CLF) for the preparation of Livelihood plans at the cluster level.
- 5) Coordinate with PRIs and CLFs for VPRP-GPDP Integration
- 6) Monthly Consultation with Cluster Level Federations (CLF) to overcome the challenges if any & ensure the Start-ups understand community demands.

(Prashant Kumar)

**Secretary to the Government
Rural Development Department**

Memo No.- 087


Ranchi, Date - 16/01/2023

Copy to:

- 1) Director, Panchayati Raj, Commissioner – MGNREGA, Director, Women and Child Development Department and Social Security, Director, Dept. of Agriculture, Animal Husbandry and Cooperatives, Director, Dept. of ST, SC, Minorities, Backward

Classes Welfare, Director, Department of Labour, Training and Skills Development, Director, Dept. of Industry, Chief Executive Officer, Jharkhand State Livelihood Promotion Society (JSLPS) for information and necessary action.

- 2) Deputy Commissioner (Chatra, Simdega, Ramgarh, Latehar, Lohardega, Ranchi, Palamu, Khunti, West Singhbhum, Garhwa, Gumla, Saraikela, Giridih) for information and necessary action.
- 3) Deputy Development Commissioner - Chatra, Simdega, Ramgarh, Latehar, Lohardaga, Ranchi, Palamu, Khunti, West Singhbhum, Garhwa, Gumla, Saraikela, Giridih) for information and necessary action.
- 4) State Lead, Transform Rural India, Foundation.


16/11/23

**Secretary to the Government
Rural Development Department**

CONTRIBUTORS

Sr no.	Name	Designation	Organization
1	Bishnu Charan Parida	Chief Operating Officer	JSLPS
2	Praveen Kumar Singh	SPM, Farm Livelihood	JSLPS
3	Pankaj Kumar Singh	PM, Farm Livelihood	JSLPS
4	Swadesh Kumar Singh	PM, Farm Livelihood	JSLPS
5	Sanjay Bhagat	PM, Farm Livelihood	JSLPS
6	Ram Rai Banra	PM, SM&IB	JSLPS
7	Nitish Kumar Sinha	SPM, Non-Farm Livelihood	JSLPS
8	Ashok Kumar	Director	TRIF
8	Gajanan Rauta	Associate Director	TRIF
10	Md Karimuddin Malik	Associate Director	TRIF
11	Beena Gupta	Consultant	TRIF

CONTRIBUTORS

Contribution - DPM JSLPS & PPIA Fellows

Sr no.	Name of the DPM - JSLPS	Name of the PPIA fellow	District
1	Sachin Sahu	Sonali Layek	Latehar
2	Manisha Sancha	Kanchan Joshi	Simdega
3	Prakash Ranjan	Hemlata Bajaj	Lohardaga
4	Shailesh Ranjan	Amita Yadav	Khunti
5	Kumar Divydeep Singh	Manisha Toppo & Priya Shruti Gidhi	Ranchi
6	Vimlesh Shukla	Nazreen Khan & Soumen	Palamu
7	Mr. Anil Dungdung	Vedika Vyas & Ankita Shruti	Chatra
8	Gaurav Jaiswal	Shweta Verma & Bhavesh Kumar	Ramgarh
8	Sanjay Gupta	Shubham Jaiswal	Giridih
10	Suresh Singh	Ram Kumar	Garhwa
11	Shailendra Jarika	Venkatesh	Saraikela Kharsawa
12	Xavier Ekka	Abhijeet Kumar & Pallav Jain	West Singhum
13	Sujit Bari	Ramesh Kumar	Gumla



60% EXTRA

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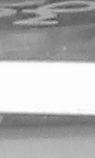
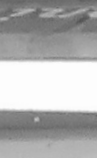
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About JSLPS

The Rural Development Department of Government of Jharkhand (GoJ) has established a separate and autonomous society named as "Jharkhand State livelihood Promotion society"(JSLPS) which works as a nodal agency for effective implementation of livelihood promotion in the state. JSLPS is also the nodal agency for implementation of National Rural Livelihood Mission (NRLM) Project in state of Jharkhand .

About TRI

A grassroots foundation deeply focused on challenges faced by marginalised communities and, in particular, women in the bottom 100,000 villages of India. TRI supports Mahalia Lakhpati Kisan, an initiative by the Government of India at the National and State levels.

