



NEWSLETTER

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ASSAM STATE RURAL LIVELIHOODS MISSION





A. HIGHLIGHTS

1. SARAS 2017

Assam State Rural Livelihoods Mission (ASRLM) organized SARAS 2017 from 11th to 22nd December 2017. Chief Guest Hon’ble Minister Panchayat & Rural Development Department, Shri Naba Kumar Doley inaugurated the Assam SARAS 2017 in the presence of Commissioner and Secretary Panchayat & Rural Development, Dr. J B Ekka, Shri. A.M.M Zakir, Director SIPRD-PR, Mr. R M Pant, Director, NIRD-PR, NERC, Mrs. Nandita Hazarika, State Mission Director, ASRLM and Mr. Nayanjyoti Bhagawati, Addl. Mission Director, ASRLM.

The “Sale of Articles of Rural Artisans Society” in short ‘SARAS’ is a distinctive initiative which aims at providing a platform to the rural artisans to showcase their skills & products, raise awareness amongst urban customers on rural livelihood initiatives and also develop a market link .ASRLM organized the SARAS 2017 for the second time in Guwahati with 100 stalls of 17 States across the country .

Hon’ble Minister P&RD, Govt. of Assam in his inaugural speech emphasized that SARAS Fair is not only a platform for the SHGs to exhibit and sale their products and establish a

market linkage, but at the same time give encouragement, boost their confidence to thrive for a better livelihood. He added that ASRLM have been relentlessly working towards poverty alleviation and capacity building of rural women, so that they can work together for a better living by coming into the NRLM-SHG fold.

The products made by the SHG members not only displayed their skills and efficacy, but at



the same time portrayed their devotion and passion towards doing something that can increase their family income.



1.1 Flagging of ‘Awareness on Wheels’

A Mobile Awareness Campaign, ‘Awareness on Wheels’ was flagged of during the inauguration to reach out the people of Rural Assam spreading messages of Livelihood promotion by empowering Women and Skill Development of Youths. This vehicle is equipped with audio visual aids for demonstration of Films on Success Stories and Best Practices of SHG members and DDU-GKY trainees. Street plays, community awareness meetings and Exhibitions will be staged in all the halting locations of the vehicles.





1.2 Workshop and Interaction session with Eminent Personalities in SARAS 2017

The twelve days of SARAS Fair was not only limited to display and sales of Handloom and Handicraft items but also had interactive Sessions and Workshops related to Entrepreneurship Development, Skilling of Youth, Leadership Building, Health & Nutrition of Women and Children and Scientific Methods of Livestock Management. Prominent personalities of the field participated in the workshop and interacted with SHG Members and DDU-GKY Trainees.



(i). Economic Scenario of Rural Assam and Entrepreneurship Prospects

Mr. Ashim Kr. Das; Deputy General Manager, NEDFi, Dr. Amiyo Sharma; Director, RGVN and Mr. Mayur Bora; Faculty, IIBM spoke how Economic Scenario of Rural Assam can change for the better through Entrepreneurship.



(ii). Skill the Youth, Making the youths of the State “Job Ready”

Mr. Hanif Noorani, ACS; Assistant Mission Director, ASDM, Mr. A .S Dewan; Member of Faculty, IIE, Smt. Santa Sharma; Deputy Director, CII, and Dr. Harekrishna Deka, Technical Officer & Training In-Charge, CIPET addressed the trainees of DDU-GKY and asserted that the people of Northeast are abundant in skill and the only thing required is professionalism within themselves. They opined that the skill training imparted by various Government and Non-Government organization should be as per the convenience and aptitude of the candidates and demand of the Job Market.

(iii). Leadership is all about making others better- an insight

Mr. Bhaskar Phukan, Director of Welfare for Tea and Ex-Tea Garden Tribes and Dr. Sangeeta Goswami, President of Mind India gave some influential insight into the fact how leadership is an quality which everyone should develop within them selves. Women SHGs promoted under ASRLM are one such example of able leadership which have worked wonders in the present scenarios. They added that SHG members should belief in their own work, should be open for positive competition and should inculcate amongst themselves the art of proper time management.





(iv). Food, Nutrition, Sanitation and Hygiene for Women and Adolescent Girls

Dr. Mridu P. Borah, Pediatrician, Pratiksha Hospital, Guwahati, Manisha Choudhury, Public Health Nutritionist and Pratul Choudhury, State Coordinator, Swachh Bharat Mission (Gramin) disseminated messages on how women and children should inculcate in themselves health seeking behaviors in order to make lives and livelihoods better.

(v). Scientific Management of Livestock- Dairy, Piggery, Goatery and Poultry

Dr. Deben Sapkota, Professor, Department of Poultry Science, College of Veterinary Science, Khanapara, Guwahati, Dr. Kabin Chandra Deka, Professor, Department of Animal Reproduction, Gynaecology and Obstetrics, College of Veterinary Science, Khanapara, Guwahati, Dr. Pranab Jyoti Das, Sr. Scientist, ICAR-National

Research Centre on Pig, Rani, Guwahati and Dr. Seema R. Pegu Scientist, ICAR-National Research Centre on Pig, Rani, Guwahati explained the how scientific Management of Livestock Management can bring in profitable income with minimum efforts and expenses .





1.3 Art Competition for Children and Adults in SARAS 2017



In order to make children and youths realize the richness of Assamese rural culture and provide a platform for their creative mind, an Art Competition was organized on 17th Dec 2017 in the Venue of SARAS Fair. The competition was themed with essence of Rural lives and Handloom and Handicraft of Assam and India in general. A total 320 children of various age groups and youths participated in the Competition in four different categories. The Winners of the Art Competition were gifted with a Certificate, a trophy and Medal.





1.4 Highest Selling Stalls of SARAS 2017

After 12 days of continuous sales, sellers of SARAS 2017(SHGmembers) went back homes packing bundles of happiness and huge profit. A total of Rs.1.51 Crores of business was done in the SARAS 2017 breaking the records of previous year. SARAS 2017 recorded huge footfalls in all 12 days and hence all the SHGs members who participated earned huge profits.



The Lakhimi SHG of Chandrapur Block, Kamrup (M) from Assam was awarded the HIGHEST SELLING SHG Stall with a total sales of Rs.5.77 Lakhs. Lakhimi SHG sold various handloom items from Mekhela Chadar, Strolls, Eri and Edi Shawls. The specialty of the Handloom items of Lakhimi SHG was that they used Natural Dye made of Vegetable leaves, Haldhi etc. They were gifted with a Memento and Certificate.

1.5 Cultural Nights

SARAS Fair was a wonderful place for cultural unison of people belonging to various parts of the country and hence establishing a close bond of togetherness. Moreover, through SARAS Fair the people of Guwahati got a glimpse of the amazing lives, culture, traditions, food and livelihoods of Rural India. The Cultural Programmes in the evening hours by prominent artist highlighted this cultural diversity of the North Eastern Region of the Country.



2. JOB MELA IN JORHAT AND NAGAON DISTRICT

2.1 Jorhat

A Job Mela was held under the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) on 14th Oct 2017 at Jorhat. Inaugurating the JOB Mela the District Development Commissioner of Jorhat, Sjt. Brajen Chandra Das urged the youths of the rural poor families to come forward and reap the benefits of this skill development scheme run by DDU- GKY . CEO Zilla Parishad, Addl. Deputy Commissioner Jorhat, Dr. Jayanta Goswami and Social Worker Dr. Poran Baruah also graced the occasion with their presence.

In the Job Mela organized at Jorhat 8 Nos. of Project Implementing Agencies (PIAs) under Jorhat Zone and 14 Nos. of companies from different sectors like Banking & Finance, Health-care, Retail Sales etc with various job profiles participated in the Job Fair. 368 Nos. of trained candidates under Deen Dayal Upadhyaya Grameen Kaushalya Yojana were registered in the Job Fair out of which 69 candidates were shortlisted for placement.

2.2 Nagaon

Sri, Rajen Gohain, Union Minister of State, Railway inaugurated the Job Mela held at Nagaon on 14th Oct 2017 in the presence of Sri. Rupak Sarma, MLA, Nagaon LAC, Sri Samsher Singh, Deputy Commissioner, Nagaon and Pranab Sarma, PD, DRDA Nagaon. In the Nagaon Job Mela, 278 Candidates from 4 Project Implementation Agencies participated. 37 nos of Candidates were shortlisted for Placement in the Nagaon Job Mela.

The list of employers included brands like Kuchina, Pantaloon, Eureka Forbes, Arohan Micro Finance, Reliance Market, Vodafone etc.





B. MEETINGS:

(i). EXECUTIVE COMMITTEE MEETING OF ASRLM

The 10th Executive Committee Meeting of ASRLM was held on 17th of November 2017, under the Chairmanship of Sri.V KPipersenia, IAS, Chief Secretary, Govt. of Assam in the Conference Room of the Chief Secretary, Govt. of Assam . Some of the resolutions taken are as follows.

- A detail plan of action to involve 60,000 SHG member under the Water Hyacinth Craft Project is to be prepared in order to upscale the activities in a phased manner.
- For implementation of the 'Decentralized Solid Waste Management' project an

intensive block under ASRLM, may be identified.

- ASRLM should enter into MOU with UBI, LDRB, SBI, PNB & AGVB for SHG Bank Loan Proposals.
- Follow-Up with SBI, UBI, AGVB, PNB and LDRB is to be taken immediately for submission and disbursement of Bank Loan proposals from eligible SHGs
- For ease in Business, eligible SHG Bank Account may be transferred to those banks which have entered in MoU with ASRLM.
- All Partners who have signed MoU with ASRLM is to be included in the Executive Committee of ASRLM as a member



(ii). INTERACTION WITH JEEVIKA SAKHIS

Mr. M G V K Bhanu, Addl. Chief Secretary, P&RD Department Govt. of Assam interacted with the Community Resource Persons (CRPs) of Sonitpur and Bishwanath District who are now termed as 'Jeevika Sakhis'. Mr. A M M Zakir, Director, SIRD, was also present in the interaction session held on 10th October 2017 at SIRD, Extension Centre, Amoni.

The 'JeevikaSakhis' are the front-line workers of ASRLM who immensely contribute towards rural development by serving as a catalyst in formation of SHG and its federation, train them in all the details of SHG management and handhold them in their livelihood practices.

In the interaction the Addl. Chief Secretary, took notes on the activities and the issues related to the 'JeevikaSakhis' and through his motivational



speech he applauded their contributions towards the successful implementation of the objectives of ASRLM. He asserted that the 'JeevikaSakhis' with their leadership ability can scale new heights in rural development empowering women and strengthening their livelihood.

Another interactive session with the 'Jeevika Sakhis' of Kamrup and Kamrup (M) Districts session was also held on 27th October 2017 in the SIRD, Kahikuchi where Director, SIPRD, Mr. A M M Zakir interacted and exhorted them to thrive for the overall development of the community and promote sustainable livelihood.



3. APPRECIATION WORKSHOP ON RSETIs

An appreciation workshop on RSETI was conducted in Guwahati on 20th and 21st of November 2017. The workshop was conducted by National Academy of RUDSETI Bangalore.

The main objective of the workshop was to promote the RSETI model of Entrepreneurship Development and sensitizing the various stakeholders on their respective roles in RSETIs. 64 officials consisting of Chief Executive Officers cum Project Directors of ZP/DRDA, Executive Engineers of DRDA, Lead District Managers, Bank Nodal Executives/officers, ASOs, APOs, RSETI Director and SDRs



Shri M G V K Bhanu, Additional Chief Secretary, GoA who graced the Valedictory session of the workshop directed all the district officials to hasten the process of allotting the land to RSETIs for construction of buildings. He added



that similar workshops should be conducted at every district so that the field staff like BDOs, other SRLM officials from District and Block units and Panchayats are sensitized.

- Further the concept of the RSETI will reach to the village level. The CEOs and other district officials of the ASRLM were instructed to conduct one day RSETI appreciation workshops at RSETIs to sensitize the field level functionaries like BDOs, officials of DMMU, BMMU, LDMs. RSETI directors were instructed to ensure organizing this programme in a time bound manner.
- The role of DRDA/ZP officials had been made clear as to how they should take part actively in the RSETI movement by canvassing/mobilizing more number of unemployed youth/candidates from rural areas by involving SHG members of their respective villages/blocks.
- Team building between Bankers and State officials in RSETI matters
- Importance of having own campus for RSETIs and allotment of land for RSETIs had been envisaged.
- Sensitivity towards rural unemployed youth had been touched upon.



4. GRAM SAMRIDDHI EVAM SWACHATTA PAKHWADA

Along with rest of the country in Assam also 'Gram Samriddhi Evam Swachhata Pakhwada' was celebrated from 1st to 15th October where the SHG members spread the message of the importance of health, Nutrition and Sanitation in the lives of rural communities and their wellbeing.



A series of events took place in fifteen days of Gram Samriddhi Evam Swachhata Pakdwada where SHG members along with their federations celebrated it with grandeur. It all started with taking the Swachatta Pledge and cleaning of their own house, vicinity of house and immediate neighborhood, toilets, dwelling places of their livestock, etc.

Collectively SHG members cleaned the public places of their village like namghar, school, local market etc. Other activities included Village Organization (VO) and Cluster Level Federation (CLF) meeting with the ANM, ASHA, AWW and School Teachers where the front line workers of the line departments disseminated awareness

messages in Health, Hygiene and Nutrition. Block Level officials of Health, Social Welfare and Swach Bharat Mission were also invited by the Federations of SHG members. Video Shows were also shown to the SHG members on Food, Nutrition, Health, Water, Hygiene, Sanitation and the Importance of Grama Sabha. In some places SHG members collectively stitched, bags of cloth, jute and paper for their daily use promoting to discard the use of plastic. Hand washing, Waste Segregation, Food & Water hygiene (Cooking & Storage), Menstrual Hygiene, Solid waste management demonstration were also discussed in the SHG/VO/CLF meeting held during the Gram Samriddhi Evam Swachhata Pakdwada.

In the Grama Sabha Meeting held between 2nd Oct to 15th Oct SHG and VO members spoke out on how they can contribute towards the Development of the Village and by participating in the GPDP process and hence making the 'Amar Gaon Amar Asoni' a success. In various Grama Sabha the SHGs and their federation collectively submitted a memorandum listing out the various entitlements they are to receive from the Government and for the realization of the same at the earliest.





SI No.	List of Activities done during Grama Samriddhi Evam Swachhta Pakhwada		Nos.
1	No. of toilets for which construction started during the campaign	IHHL	392
		Community Toilets	22
2	No. of GP where SLWM plan was made		55
3	No. of SHG members participated inthe cleanliness drive		123636
4	No. of SHG members started using toilets		20524
5	No. of public palaces cleaned during the campaign		2049
6	No. of sapling planted during the campaign		5986
7	Km of public road repaired during the campaign		53
8	No. of hadwashing camps organised in schools		560
9	No. of Krishi SabhasOrganised		152
10	No. of Health Camps organised		202
11	Youth registered for DDU-GKY and RSETI in Kaushal Panajee Mobile App		556
12	Youth registered for DDU-GKY and RSETI (offline) by BMMUs/DMMUS		2200





C. TRAININGS

(i). TRAINING OF INTERNAL COMMUNITY RESOURCE PERSONS

In the month of October and November 2017, 920 ACTIVE WOMEN (SHG Members) also known as Internal CRPs were capacitated on ASRLM objectives with special reference to SHG, its various activities and its benefits for rural masses. They were oriented on SHG Management, women empowerment through collective Social Action and adherence of “Pan-chasutra”. The training were organized in 14 Intensive Districts of ASRLM in a Zonal approach. The 5 days class room training was followed by 10 days field level training which would enable them to understand the socio-economic conditions of the village, identify the poor households, understand the social issues and also the role of women in poverty reduction. This training was a way to empower them to communicate with the society on how SHG concept can make remarkable achievements towards women empowerment and play an active role in combating poverty.

After evaluation these Active Women will be registered as ‘Jeevika Sakhis’ under ASRLM





(ii). State Level Training of Trainers on Food, Nutrition, Health and WASH (FNHW)

ASRLM aims at improving quality of the life of poor families through sustained capacity building and motivation of Self Help Groups (SHG) members to access schemes and entitlements meant for them. In addition to this, the Self-Help Groups promoted under ASRLM adhere to ten core principles termed as *Dasasutra* which includes Weekly Meeting, Regular Saving, Internal Lending, Regular Repayment, Good Book Keeping, Health-Nutrition- Sanitation, Education, Active Participation with PRI, Access to Entitlements and Sustainable Livelihoods.

In this connection a Two-Day State Level ToT on FNHW was organized with District and Block



Mission level Staff on 7th and 8th November 2017. The session were conducted by Health Lead (NMMU) Dr. Isha Prasad Bhagwat, Mrs. Sureka Reddy Konduru, from NIRD- PR, Hyderabad and Silpi Das and Neeta Singh, National Resource Persons. State anchor from NMMU, Dhruv Sengupta was also present.

The basic objectives of this two-day workshop were

- To Provide a detail understanding on Food, Nutrition, Health, Water, Sanitation and Hygiene

aspects of Rural Development so that they can train up the Community Based Organizations

- To ensure the Adherence of 3 components of Dasasutri (Health-Nutrition- Sanitation, Active Participation with PRI and Access to Entitlements) by all SHGs and its Federations.
- Creating a detail understanding of the Entitlements under Line Department and formulating a Convergence Plan at District and Block level and in this way strengthening the Social Action Committee (SAC) of the Village Organizations and Cluster Level Federations



(iii).BANK MITRA TRAINING

In the month of October and November 2017, 240 Bank Mitras from all districts of Assam were trained on Financial Inclusion in 5 Batches at the Office of the State Mission Director, ASRLM Panjabari, Guwahati. The Bank Mitras under ASRLM play a crucial role in smooth coordination and facilitation with Banks on-behalf of SHG. They serve as a catalyst in facilitating the SHGs with Credit Linkage from Banks. The SHG Members, due to illiteracy, lack of knowledge and ignorance face a lot of inconveniences in attaining loan from the Banks. In order to overcome such inconveniences and open the windows of opportunities for the SHG members to enhance their livelihood through credit linkages, the Bank Mitras take the upfront approach.

In the 3 days training of Bank Mitras, they were not only given orientation of the various Government Grants provided under ASRLM like Revolving Fund (RF), Community Investment Fund (CIF), Vulnerability Reduction Fund (VRF) but are also given in-depth undertaking on Banking Sector, Interest Subvention, SHG Loan Account Transaction, Community Based Recovery Mechanism, Renewal of Bank Loan and Repeat Linkage





(iv). CAPACITY BUILDING PROGRAMME FOR MOBILIZERS OF THE PROJECT IMPLEMENTATION AGENCIES UNDER THE DDU-GKY PROGRAMME

With an objective to capacitate the Mobilizers of the Project Implementation Agencies (PIA) under DDU-GKY programme with all the details

of Social Mobilization, a workshop was organized in two batch on 4th and 5th Dec and 7th and 8th December 2017. A total of 100 mobilizers associate with 38 PIAs participated in the workshop. The session of the two days workshop enabled the mobilizers to adopt special conselling techniques and eventually select right candidate to right skill programme through usage of various IEC materials.





D. LIVELIHOOD ACTIVITIES

The progress on the Various initiative of ASRLM towards sustainable livelihoods are as follows

- *Million SoUL Project.*

Under the Solar Urja Lamp (SoUL) Project, during the third Quarter (October to November 2017) Orientation of District and Block Level Staff of the Selected blocks of the SoUL Project was held in SMMU. A five day Hands on Training was conducted for the SHG members of Dimoria Block. The SHG members from Mayong and Dalgaon Sialmari Blocks who have received training in the earlier quarter have assembled and distributed 10316 solar lamps so far.



- *Sustainable Livelihood through Water Hyacinth Craft.*

Under the Water Hyacinth Project in the third quarter 50 SHG members of two blocks namely Pub Mangaldai and Dallonghat Block were trained by NEDFi. These members after receiving training also participated in the SARAS 2017 with their products.





• *Ajeevika Grameen Express Yojana (AGEY)*

Under the Ajeevika Grameen Express Yojana in the third quarter 2 vehicles were purchased by the members of Karbi Lampi Cluster Level Federation, Rongkhan Block and Helem Cluster Level Federation Chaiduar block.



Integrated farming Model for Homestead Garden of Species

List of 600 beneficiaries are finalized and cultivation of Garlic has commenced in Sissiborgaon, Murkongselek and Dhemaaji Block of Dhemaaji District and Kakopathr and Sadiya Blocks of Tinsukia District.





DDU-GKY TRAINING CENTERS INAUGURATED

In the 3rd Quarter (October to December 2017), 21 new training centers were established by various Project Implementation Agencies of DDU-GKY programme at various locations of the country. Now the total count of the Training centers running the DDU-GKY Skill Training programme have gone up to 71 centers spreading across the State of Assam and some important locations of the country. These new 21 centres will train up 1930 candidates in various trades of Skills training in the coming days.



List of Training Centers of DDU-GKY Programme Inagurated during October - December 2017

Name of the Project Implementation Agencies	Location of the Training centers
Gram Tarang Employability Training Services Pvt Ltd	Rowta ,Udalguri
IndiaCan Education Pvt Ltd	Dhubri
Apollo Medskills Ltd (Project II)	Khetri
Thinkskills Consulting Pvt.Ltd	Lokhra
M/S Kapston Facilities Management Pvt	Panjabari
Ajmal Foundation	Hojai
M/S North East Development Consotium	Kheraikuchi, Guwahati
Margdarshak Financial Services Ltd	North Lakhimpur
Frostees	Guwahati
Safeducate Learning Pvt.Ltd	Alwar, Rajasthan
Wazir Advisors Pvt.Ltd	Tezpur
Endeavor Careers Pvt.Ltd	Panjabari
Orion EdutechPvt.Ltd (Project II)	Panbazar
RozgarVikas Education Pvt.Ltd	Maligaon
Teamlease Services Ltd.	Nursery Guwahati
Don Bosco Youth Mission	Sonitpur
Don Bosco Youth Mission	Kharghuli, Guwahati
Wazir Advisors	VIP Road, Guwahati
Empower Pragati	Sosusajai Guwahati
NRDS	Udalguri
Gram Tarang Employability Training Services Pvt Ltd	Byrnihat, Meghalaya

Photo Gallery



Mr. M G V K Bhanu , Addl. Chief Secretary, Department and Panchayat and Rural Development, Govt. of Assam , inspecting a DDU-GKY Training Centre



Formation of a Cluster Level Federation in Golaghat Central Development Block



Bal Sabha organized under the PRI-CBO convergence Project at Laukuhwa Block of Nagaon



Distribution of Revolving Fund (RF) and Community Investment Fund (CIF) to Self Help Groups and Village Organizations





Photo Gallery



Basic Livelihoods training



A Village Organization Monthly Meeting



Carpet making training for SHG members



Exhibition on ASRLM during NAMANI BARAK



Meeting with DBOs and Jeevika Sakhis in Non- Intensive Block



Inauguration of a Village Organization Office Set-up



ASSAM STATE RURAL LIVELIHOODS MISSION

Siva Nath Gogoi Path, Panjabari Road, Guwahati, Assam-781037

Phone : 0361-2330542 | Toll Free Number : 18002008998

Email : asrlms.india@gmail.com | website : <http://asrlms.assam.gov.in>

 www.facebook.com/Assam-State-Rural-Livelihoods-Mission

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