

NEWSLETTER SEPTEMBER 2023

Perspective Planning: On 4th September, SIGN facilitated Diocesan Perspective Planning of Gram Utthan Kendra, Gumla. Fr. Arvind Kujur, the Director of Gram Utthan Kendra, Fr. Cyprian Kullu, the Vice President of Gram Utthan Kendra, all the senior staff of Gram Utthan Kendra were present for the Perspective Planning. Fr. Bipin Pani, the Director of SIGN and Mr. Walter Kerketta, the Regional Coordinator facilitated the Perspective Planning Workshop. While discussing about history of Gram Utthan participants said that with great difficulty Late Fr. Marc De Brouwer, SJ established



Gram Utthan. He had keen interest in the development of the people. Till his last days, Fr. De Brower was concerned about the economic upliftment of the poor people. While setting the context of Gumla, participants talked about how the naming of the district came to be. They said there are two stories regarding naming of the district first one comes from Muda tribe. They said that in Mudari rice processing work is called "Gum-laam" meaning paddy cleaning and this area used to be monad dominated area and so they started calling Gumla. The second story is Gumla began as a hamlet. Earlier a week-long "Cow Fair (Gau-Mela) took place in the town every year. During the cow fair, people from distance places were drawn to the town to buy and sell these agriculture staples. Gradually, people started to inhabit in the small hamlet permanently and it grew into a village. The was given the name "Gumla" by the natives. Having done SWOT of Gram Utthan Kendra, and based on the socio-economic and political situation of Gumal District, participants decided on following thrust area for GUK for coming five years: a) Natural Resource Management, b) Safe Adolescents, c) Resource Mobilization, d) Safe Migration, e) Education for All, f) Health for All and g) Inter-Religious Harmony and Networking with like minded NGOs. With this strategic Planning of Gram Utthan was over and the members were determined to implement their future plan as per the strategic planning.



Training on Framers' Club Formation: There were 7 two-days Training (11-12th September at Khunti, 12-13 September at Gumla, 13-14 September at Simdega, 14- 15 September at Dokapat, Gumla, 14-15 September at Getelsud, Ranchi, 15-16 September at Simdega 21- 22 September at Kuru, Lohardaga on Farmers' Club Formation were organized by SIGN at Social Development Centre. There were 48, 69, 55, 57, 58, 63, and 41 Farmers participated in sequentially in above mentioned 7 trainings. Walter Kerketta, Elias Sureng, Cornelius Runda, Cyprian Kerketta, Roshan Bodra, Sumit were



the facilitators for these training. They started the training asking them what do the participants understand by "Farmers' Club" and what is benefit of

making Farmers Club? He said that Farmers' Club as name reveals that it is the club of Farmers, who come together to work as a team. Farmers' club helps the farmers to fight out various farming related challenges, which generally, they would not able to face alone. The first objective of Farmers Club is to support the individual farmers with different resources, knowledge and if possible financial assistance from the Government. The main Objective of Farmers' Club is Knowledge sharing, introduce new technique in farming, financial assistant, environment awareness, access to resources, advocacy, social support, skill development, linkage with the market, and women empowerment. Then he went on to speak about how to form Farmers' Club? He said get the farmers of the same village, farmers of the same thinking pattern, interested farmers and having a meeting. Then go for selecting a leader, who can convene the meeting. Have the meeting regularly. After few months select the office bearers for the Club. Eventually make the byelaws for the Farmers' Club. Then he also talked about the responsibility of the office bearers of Farmers' Club. Then he talked about benefit of having the Farmers' Club saying besides many other things it helps farmers to increase their income. Secondly it also helps them to have some control over market. He also said Farmers' Club face challenge, when the members do not cooperate each other.



Training on Entrepreneurship Development: On 25th and 26th September a training on Entrepreneurship Development was organized at Social Development Centre. There were 136 participants were present from different villages of Jharkhand. Mr. Walter and

Mr. Sujit were the resource persons for the training. The purpose of the training was a) Employment generation, economic growth of each family, enhancing the knowledge and skill on business, technology adoption and cultural preservation. He started by asking the participants what do they understand by the word "Entrepreneur". He said an Entrepreneur is someone, who sets up a business taking on financial risks in the hope of getting profit. Then the resource person said that an entrepreneur need to have following quality: a) Communication skills, b) Calculative Risk taking attitude, c) Focused on the quality of the product, d) Ability to influence and e) Problem solving skills. Resource Person also said that for any business following **4 'Ps'** are important a) Product, b) Price, c) Place and d) Promotion. Resource person said that we need to know



who needs the product and why does he need it. What does it do that no competitor's product can do? That is first P, whereas Price is the amount that consumers will be willing to pay for a product. It should not be so high that it will look costly nor should be so cheap that it will

look product is not good. Product should be sold in such a place, where it could easily accessible for the customer. Finally, Promotion is to communicate to consumers that they need this product and that it is priced appropriately. Promotion encompasses packaging, advertising, public relations, and the overall media strategy for introducing a product. With this training was over. The training was eye opener for many of the participants. The feedback of the participants was very encouraging.