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Training on Marketing Linkages and Government Support for Agriculture: SIGN organized two days training program on Marketing Linkage and Government Supported



Agricultural Program for the parents of sponsorship children from 9th September to 10th September, 2024 in Social Development Centre, Ranchi, Jharkhand. There were 45 participants for this training program. Dhanesh Kumar, the Project Director with Crest International Academy, who has 14 years of journey in social development sector on various thematic areas, was the Resource person for these two days training

program. On the first day the trainer dealt with the topic “Marketing Linkages in Agriculture”. Defining marketing, he said “Marketing is the process of creating, communicating, delivering, and exchanging offerings that have value for customers”. The role of marketing in agriculture is to identify target markets, develop product strategy, promote product effectively and build customer relationship. Marketing could be an effective tool for livelihood enhancement. The significance in



marketing linkages in agriculture. the Government can play key role in supporting agriculture marketing by providing subsidy and incentives, developing infrastructure, promoting export and quality control and certification. He also highlighted on four Ps

(Products, Price, Place and Promotion) refer to the main key elements of a marketing strategy. On the Second day, the trainer dealt with the topic “Government Support for Agriculture”. He explained about 23 government schemes on agriculture like Kisan Credit Card, Pradhan Mantri Kisan Samman Nidhi (PM-KISAN), Pradhan Mantri Fasal Bima



Yojana (PMFBY) and so on. He talked about each Government Schemes explaining their objective, benefits, eligibility, and how to apply. He suggested them to follow it up and take more benefits from the schemes. He also told them to use toll-free number to get correct information about the schemes. He asked one of the participants to dial the toll-

free numbers to get information about schemes whether those schemes are running or stopped. This demo in the training hour helped and made farmers confident to use in effectively access the schemes.

Anti-Drug Awareness Program: On 10th September, SIGN together with District Legal Service Authority (DLSA) organized an anti-drug awareness program called “Steps for Curbing Drug Menace” at St. Anne’s Girls Middle School, Ranchi. Fr. Bipin while introducing



and welcoming the resource persons said that Mr. Atul Ghera, a member of Life Savers, the team leader of the resource team had donated blood for more than 100 times. Thereafter Atul proceeded with introducing other members of the team and introducing the topic of the day. Mr. Atul said that we easily get attracted to celebrities and start following them. There we make mistake because sometime these celebrities promote Gutkha, Pan-Masala. In the process we also start using them. It makes our

body weak. If we want to be healthy, we should not allow intoxication to enter our body. Drug substances are illegal and often used recreationally. Examples include heroin, crack cocaine, and ecstasy. Their use can lead to severe health issues, addiction, and legal consequences. Drug addiction starts with a taste or trial in small quantity and slowly it becomes habitual. The body start craving for the drug. It causes loss of sleep and irregular breathing pattern. It affects limbic system that controls our emotions like laughing and crying. Children were told not to try any drugs given by their friends or anyone. Report any incidents to parents at home and teachers/principal in



the school. Then, Mr. Rajkumar Yadav, the Deputy Superintendent of Police, CID, the other member of the team said CID is there to prevent from any accident takes place. He said that if any of them see anything is wrong taking place, the first duty of these children is to inform their parents and to their teachers. They are always welcome to inform CID. He shared toll free emergency number 112. He said medicines are good as it is prescribed, but when we take the medicine more than prescribed, it harms the body. Drug substances used for pleasure or to alter perception. Examples include alcohol, nicotine, caffeine, marijuana, cocaine, and methamphetamine. Many of these substances can be addictive and harmful to health. After this Mr. Manohar Manjul, the Intelligence Officer from Narcotics Control Bureau came to speak. He

said, “Jitna Desh Vikas Karega, Utna hi Yuva Nasha Karega” (the more country develops, the more the youth will take drug). “Government understands the seriousness of drug abuse that is why we are here from DLSA.” He said that when we take drugs, in the beginning body rejects it. But in the second time and third time starts accepting it. Then the time comes, when we do not take it body starts demanding for it. And if do not take it, body starts reacting. He said very clearly that if any of their friends ask them to take drugs, then immediately inform their parents and teachers. He said “Nashe ko



Na Kahna, Jivan ko Han Kahna hai” (Saying NO to drugs is saying YES to Life). Then came Ms Kamaljeet Kaur, who offered her services as teacher in Loreto School, Doranda for 40 years and now a member of Life Savers, in many things the main thing she said that work to save your family from drug abuse. Finally, Mr. Rajesh Kumar Sinha, a Civil Court Lawyer and a member of DLSA came to speak. He said never to try drugs substances and the students took pledge saying NO to drugs and YES to life. The tourist places are targeted by the drug suppliers like Goa in India, Malaysia and Thailand. In Jharkhand Chatra and Khunti is known for illegal cultivation of Afim (marijuana). Students were asked to make protest against the sale of liquor and other drugs, because it destroys the family. After this there were a few questions asked by the students and resource persons answered them all. About 1000 students and 17 teachers of class 4 to class 8 attended this program. At the end of the session Sr. Jeevanlata, Headmistress of St. Anne’s Girls Middle School proposed vote of thanks.



Cultural Dance and Mausami Rag Competition: As young tribal are slowly forgetting the art of playing tribal instruments, and use of different tribal songs in different seasons, SIGN organized Tribal Song and Dance competition in two districts to promote, preserve



and protect the art of tribal song and dance. On 12th September one-day Mausami Rag and Tribal Dance competition was organized at Aru Sarna Ground, Lohardaga, where thirty teams participated in the competition. Alaudi

Nava Toli came first, Canra Team stood second and Bansiri Team came third. On 29th

September one-day Mausami Rag and Tribal Dance competition was organized at Sale High School Ground, Latehar, where seven teams participated in the competition. In dance



competition Barahi won the first prize, Karam Toli stood second and Pakri toil came third, whereas in singing competition Barahi won the first prize and second prize was given to Pakri Toli and third was

given to Karam Toli. Competition of tribal song and dance was organized, as present day's youth are more attracted towards DJ sound system and the art of playing Mandar, Nagada is slowly vanishing from tribal community. Dance is a good way to get them back.

Football/Hockey Match: On 15th and 16th September SIGN together with Biru Vicariate organized two-Day Football and Hockey tournaments at Khanjaloya Parish School, Simdega, where Sogra girls team were champion in football tournament. Runner up was Bindhaintoli and third position was secured by Tamra. In Hockey Sogda boys team became the champion. Khanjaloya were the runners up and Tamra became third. On 28th and 29th



September two-days football tournament was organized at Sale High School Ground, Latehar, where Banskarch became the Champion of the tournament. Barahi runners up and third position was secured by Regain. These football tournaments were organized among the tribal youth. The purpose of all these football tournament was to promote unity, equality, cooperation, caring and sharing among the tribals.

Orientation on sub standards 2 and 3 of Safeguarding policy: SIGN conducted orientation on sub-standard 2 and 3 of Safeguarding Policy in three Diocesan Social Service Society (DSSS) Viz. Catholic Charities, Ranchi (16th September), Catholic



Charities, Jamshedpur (21st September) and Gram Uthhan Kendra, Gumla (24th September). In the first place, Fr. Bipin went ahead explaining the participants that Standard 1 of Safeguarding policy talks about "Code of Conduct", "Children and Vulnerable Safeguarding Policy" and "Workplace Harassment",

whereas standards 2, 3, 4, and 5 deal with the Prevention part of it and standards 6

and 7 talk about response part of the Safeguarding Policy. Then with the help of a checklist he asked the respective DSSS whether the Safeguarding Policy of respective DSSS is in line with the Global standard of Safeguarding. On standard 2, he said



Standard 2 deals with Suppliers, Service Providers and Sub-recipients. It is necessary that we make clause for these because the behavior of suppliers, service providers and sub-recipients reflects on us. They represent the project, and our organization. Suppliers/service providers/sub-recipients are often given access to program participants, community

members and our staff members through agreements and contracts. Subsequently, contracts must clearly define prohibited behavior and the consequences of breaching the safeguarding clause. Then he said standard 3 deals with safe recruitment. He said that our recruitment practices should reflect safeguarding global minimum standards.

Our organization should include a question regarding previous substantiated safeguarding misconduct in reference checks for all staff and volunteer positions in direct contact with program



participants. Then it is mandatory that all selected candidates should do self-disclose if they have previously been the subject of a substantiated misconduct investigation concerning harassment, exploitation and/or abuse. A safeguarding misconduct question should be included in reference checks, for all staff and volunteer positions in direct contact with program participants