

Trickle Up & Tata Communications share the PoP app framework with Palash – Jharkhand State Livelihood Promotion Society



FOR IMMEDIATE RELEASE

Ranchi, Jharkhand, India: Trickle Up, a global poverty alleviation organization, with the support of [Tata Communications](#), announce the adaptation of the PoP (Package of Practices) app framework by Palash – Jharkhand State Livelihood Promotion Society (JSLPS), Rural Development Department, Government of Jharkhand. The strategic collaboration marks a significant milestone in leveraging technology to empower marginalised communities and drive socioeconomic development in the state.

The user-friendly, groundbreaking app – developed by Trickle Up and supported by Tata Communications—has been instrumental in empowering underprivileged women to create livelihood assets, set up their businesses and effectively manage their finances. It also offers valuable guidance on effective cultivation practices, including the optimal times for crop fertilization, sowing, watering, weeding, and harvesting. Furthermore, the application offers detailed information on livelihood options related to livestock rearing, complemented by a comprehensive cost benefit analysis for micro-business enterprises.

By harnessing the power of digital connectivity, marginalized communities can now gain access to essential resources and opportunities. Even in the remotest areas, one can access vital information on livelihood opportunities, government schemes, financial literacy, health services, and more. Finally, the PoP app supports multiple languages including English, Hindi, Odia, Ho and Santhali, ensuring accessibility and inclusivity for a wider user base.

Speaking about this momentous handover, Sushant Verma, Trickle Up's Asia Regional Director said, "We are delighted that Palash (JSLPS) is adapting our PoP app framework, knowing that it will serve as a catalyst that will drive positive change in the lives of thousands of women from Particularly Vulnerable Tribal Groups (PVTG) and their families across Jharkhand. This meaningful collaboration underscores Trickle Up's commitment to empowering women as they forge pathways out of poverty and towards sustainable development through innovative solutions. Palash – (JSLPS) is a key partner in this initiative, committed to leveraging the PoP App framework to extend the reach of its programs and services to the last mile. By integrating the app into their existing initiatives, Palash (JSLPS) aims to enhance the effectiveness of their poverty alleviation efforts in the state of Jharkhand, thus ensuring that no community is left behind.

Expressing his enthusiasm, Bishnu C. Parida, Chief Operating Officer, Palash (JSLPS), RD Dept., Govt. of Jharkhand said, "This collaborative effort aims to leverage the power of technology to empower women across Jharkhand, enhance their agricultural practices, and provide them with increased opportunities to build sustainable livelihoods.

"We are grateful to Trickle Up and Tata Communications for entrusting us with the PoP App," added Parida. "This innovative tool aligns seamlessly with our vision of creating sustainable livelihoods and improving the quality of life for women living in ultra poverty across Jharkhand. We look forward to maximizing its potential to drive positive change at the grassroots level."

Aadesh Goyal, Chief Human Resources Officer, Tata Communications said, "At Tata Communications, we are committed to the well-being of our people and the planet. While we enable the digital transformation of enterprises through our digital fabric, we also focus on leveraging our capabilities to serve the community and catalyse meaningful change. The PoP app is part of our MPowered project which empowers some of most disadvantaged and vulnerable women. Over the years, we have thus far provided

support to 2,800 women from underprivileged backgrounds. We are humbled to share this framework with the JSPLS, anticipating a collective effort to amplify the impact created. Additionally, we extend our gratitude to the Trickle Up India Foundation for their invaluable partnership in making this endeavour possible."

Suvakanta Nayak, SPC – PVTG & Ultra Poor Domain, Palash (JSLPS), RD Dept., Govt. of Jharkhand said, "PVTG communities are extremely vulnerable and remain trapped in the vicious cycle of poverty. Palash (JSLPS) is implementing the UDAAN project for the comprehensive development of approximately 24,000 PVTG families through community-based institutions promoted under DAY-NRLM [Deendayal Antyodaya Yojana – National Rural Livelihood Mission]. This PoP Application framework will be seamlessly adopted, customized in the context of PVTG communities and successfully rolled out to further accelerate the drive of PVTG participants to break the cycle of poverty by creating resilient and sustainable livelihoods."

The official handover ceremony took place at the JSLPS office in Ranchi, with representatives from Palash (JSLPS), Tata Communications and Trickle Up coming together to celebrate this collaborative achievement. As the PoP App transitions into the capable hands of Palash - Jharkhand State Livelihood Promotion Society, stakeholders anticipate its continued impact on women empowerment, poverty reduction and sustainable development across Jharkhand.

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