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## 'Adiva' | Jharkhand | 03 Nov 2021

### Why in News

- On November 2, 2021, Jharkhand Livelihood Promotion Society Limited launched Adiva, a brand of traditional jewelry to promote and provide employment to local artisans.

### Key Points

- The main **objective of launching the brand 'Adiva' is to save the heritage tribal jewelry of the state and make rural women self-employed** by connecting the state's traditional jewelry with a larger market through a new identity.
- It is an attempt to establish new dimensions of entrepreneurship by connecting the tribal jewelry made by the women of '**Sakhi Mandal**' to the larger market.
- It is known that 'Flash Brand' has been started on the initiative of Chief Minister Hemant Soren to connect the products of Sakhi Mandal with big markets, which has increased the income of rural women. In this episode 'Adiva' has also been launched.
- JSLPS teams of all the districts of the state were added online in the launch program of Adiva.

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PDF Reference URL: <https://www.drishtiias.com/statepcs/04-11-2021/jharkhand/print>