

JEEViKA's Newsletter

What's Inside

8th Cohort of Young Professionals join the JEEViKA family

Pg - 4

JEEViKA didis resonate the cause of climate of change on World Environment Day

Pg - 6

World Bank team visits to witness litchi harvest in Muzaffarpur

Pg - 6

Young Professional Program: Engaging Young Minds in Rural Premises of Bihar



Bihar Rural Livelihoods Promotion Society or JEEViKA in its endeavor to develop a talented pool of Development Professionals initiated Young Professionals Program in 2012 wherein fresh post -graduates from premiere academic institutes are recruited. The Young Professionals Program in JEEViKA is a competitive program targeting motivated, talented young professionals under the age of thirty committed to making a difference in development scenario of Bihar. JEEViKA recruits newly passed out post-graduates from premiere academic institutes across the country. The young professionals are recruited either through campus placement or through open market recruitment annually. The selection methodology follows test of aptitude, attitude, interest and

Page - 6



JEEViKA family bids farewell to Vinay Kumar Vutukuru

Page - 7



Rinku Made Banking a Stress-Free Affair

Page - 8



Group Farming Changing Lives

Lead Story : Young Professional Program



commitment to work with the poor. Based on requirement, campus recruitment is conducted periodically by BRLPS to get the YPs on board. Young Professionals, fulfilling the requisite qualifications, are also hired from the open market through a competitive selection process.

The YP Program aims to develop a cadre of Young Professionals who can bring in out of the box ideas into the foray of rural premises of Bihar. The program brings in fresh blood and energy from various academic disciplines and expertise with proper understanding of the verticals. The young professionals, since the inception of the programme have vitalized various livelihood activities across the state and have given vital inputs for the project. It is expected of young professionals to expedite the programs by applying their knowledge and skills at all levels of program execution. Trend of young professional recruitment over the years is put up as follows:



Salient features of the young professional programme

The YPs are initially recruited for a period of 3 years, thereafter their services are extended for another 2 years, based on their performance. YPs are supported as under in their development Journey

Lead Story : Young Professional Program

a) Graduation process of the Young Professionals

- Year 1: Leading Programme Quality Improvement for blocks
- Year 2: Rolling out thematic/verticals functions
- Year 3: Managing Verticals

b) Coaching and Support

Mentoring: the Mentoring Program aims to build an efficient partnership between management and YPs in order to help young professionals gain the knowledge and skills they require to effectively contribute and be successful in the organization.

A **“Buddy-System”**: new YPs are assigned a “Buddy” from the previous YP cohort, who serves as a source of information and support during the YP's familiarization with the organization and thematic assignment.

YP Coordination Team: is dedicated to the recruitment, training, performance evaluation and rotation management of the YP cohorts to ensure their successful completion of the Program.

YP Liaison Team (YPLT): representatives are selected from the YP cohort and act as an active link between all YP cohorts, the YPP Coordination team and the HR Department.



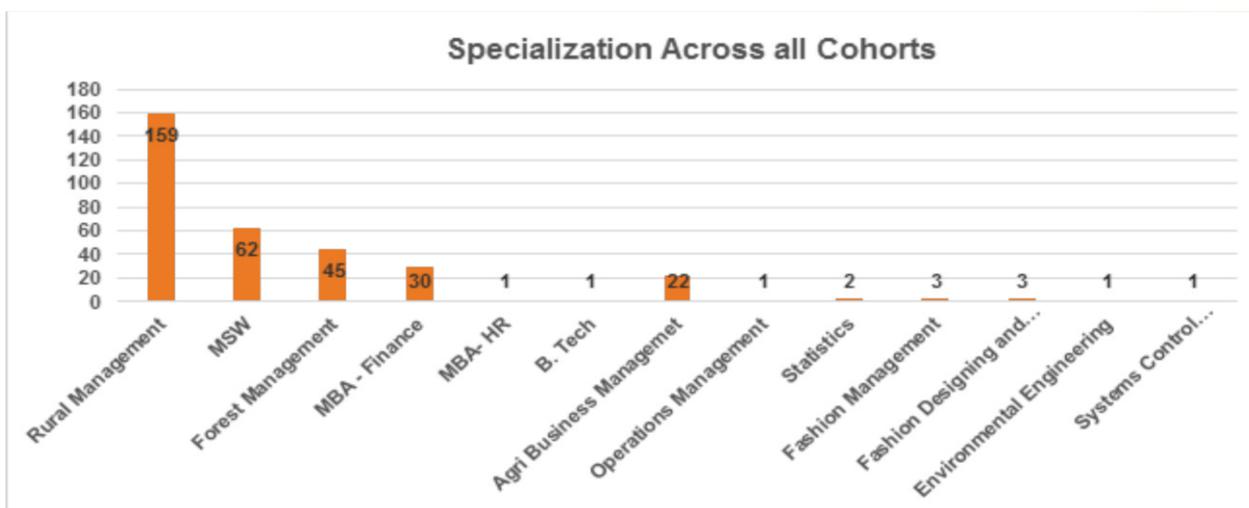
c) Trainings

| Sl. | Training Topics | Duration in Days |
|-----|---|------------------|
| 1 | Induction Training | 7days |
| 2 | Village Study and Immersion | 15days |
| 3 | Village Study Experience Sharing and Learning Workshop with Publication Outcome | 2days |
| 4 | Micro-planning | 2days |
| 5 | Record keeping of primary and secondary level institutions (SHG/VO/CLF), | 3days |
| 6 | Fundamentals of Livelihood Promotion | 5days |
| 7 | Case-write-shop with Publication Outcome | 5days |
| 8 | Procurement Procedures and Financial Management | 5days |
| 9 | Development Communication Tools and Creative Writing | 5days |
| 10 | BCC Tools and it Use | 5days |
| 11 | Livestock based Livelihood Promotion | 5days |
| 12 | Agriculture based Livelihood Promotion | 5days |
| 13 | Cooperative and Producer Company - Legal aspects | 5days |
| 14 | CLF strengthening processes | 5days |

Journey so far

The 1st and 2nd Cohort young professionals have completed their 5 years tenure. A total of 134 YPs were inducted in the 1st and 2nd Cohort, out of which 56 YPs completed their 3year tenure and 25 completed 5years tenure and positively contributed to the mission of JEEVIKA. Over the years, a total of 472 young professionals have been recruited in Jeevika across 8 Cohorts, pools of young professionals were also recruited from the open market in 2012 and 2018, bringing in experienced professionals from the development sector.

Educational qualification of the total YPs recruited till date :





8th Cohort of Young Professionals join Jeevika

The 8th Cohort of Young Professionals joined Jeevika on 10th June, 2019. This year BRLPS had recruited 52 new YP's among which 47 joined the Jeevika family. The present cohort young professionals are from 13 premier management institutes with representation from 12 states.

As the newly recruited Young Professionals enter the gamut of transforming lives with zeal their knowledge has to be upgraded. These YP's who have got the opportunity to explore their talents in Jeevika after a rigorous selection process have to be navigated through various thematic areas of the organization.



The YPs were welcomed by the Secretary Rural Development Department cum CEO JEEVIKA, Mr. Arvind Kumar Choudhary and Chief Electoral Officer, Mr. D. Balamurugan. In a short yet interactive session with the new faces, the dignitaries welcomed them to the Jeevika family, not only did they motivate them but also gave an insight into what their journey in the years ahead in association with Jeevika would be. In their speech they focused on dual-cooperation and anticipation of better performance of the organization and individuals. For the professional growth and enhancement of knowledge, YP's were encouraged to read books like *The Goal*, *One Minute Manager* and the likes which would help them to grow



professionally and help them to deal with problems better. As a white light passes through the prism and disperses into vibrant colours, after interacting with the CEO and the Secretary YP's were given an overview on various thematic interventions by the State Project Managers. The Eighth Cohort YP's were taken on a tour through various thematic experts, SPM's of all the themes of Jeevika shared their experiences since their association with Jeevika and also their working with the YP's. To substantiate their enthusiasm, the experienced YP's who have been a part of Jeevika and served as BPM shared their experiences. They not only highlighted the achievements of the block during their tenure but also their beautiful journey. The challenges faced by them and how they have not let it succumb them. They shared their journey from village immersion of knowing the community, serving the block as Block Project Manager handling the challenges and paving their path for district and thematic positions.

To facilitate the iterative process of growth, 5 days induction program had been scheduled from 11th June to 15th June, 2019. This was followed by village immersion program where all 45 YP's would be placed in villages across Bihar for 15 days to understand and empathize with the socio-economic condition in the villages.

Inauguration of Customer Service Portal

A new Customer Service Point was inaugurated in Dalsinh Sarai block of Samastipur District. The CSP is being run by Mamta Devi, a member of Gandhi Village Organization. The CSP was inaugurated by the President of Gandhi VO Munni Devi in a ribbon cutting ceremony. The aim of the CSP would be to make banking services more accessible to the rural population and cater to the financial needs of the members of community based organizations in the nearby areas. Services of savings account opening, money deposits and withdrawals can be availed from the customer service point.



Jeevika Didis Celebrate World Environment Day

Jeevika didis across the state actively celebrated the World Environment Day on 5th June, 2019. They resonated their strong voice against climate change and felling of trees. To substantiate the cause, the didis actively participated in plantation drives across the state. The Jeevika didis have a trend of playing an instrumental role in the success of such drives, the didis have enthusiastically participated in the campaigns against climate changes and are deeply committed to the cause.



World Bank team visits to witness litchi harvest in Muzaffarpur

A team from World Bank visited Minapur block in Muzaffarpur district to see the ongoing litchi harvest mechanism being executed by Jeevika didis in the area. They visited the litchi farms of Jeevika didis. The litchis from these farms have made their way to the metros and during the season almost 8 tonnes of litchi has been sent through cargo to various cities of the country. The efforts made by the didis to expedite the litchi business and make a profit out of it was lauded by the World Bank during the visit.



Jeevika family bids farewell to World Bank Task Team Leader – Mr. Vinay Kumar Vutukuru

With teary eyes, Jeevika family bid a farewell to the dynamic Vinay Kumar Vutukuru. His work with Jeevika was instrumental in putting Jeevika squarely on the impact map. His contribution to the aspects of institution building, value chain and livelihoods was unmatched. A dear friend to all, the farewell ceremony was attended by CEO JEEVIKA, Shri Balamurugan

D, members of the World Bank task team & state team officials of Jeevika. A coffee table book commemorating his association with Jeevika and a video was unveiled during the ceremony.

Transforming Lives

Rinku Made Banking a Stress - Free Affair

Rinku Kumari, resident of Noorchak Panchayat of Bisli Block in Madhubani District has been a part of the Jeevika movement since 2013 after joining the Satyaguru Self-Help Group. She had an erstwhile loan of Rs. 85000 taken from a local moneylender which was slowly becoming a financial burden for her. She had taken the loan to open a grocery shop but operational errors came in her way and she wasn't able to register as much sales as she had expected to. As a result, the profits earned were fruitless and the burden kept on burgeoning. She apprehended the juncture of debt trap and decided to take a loan of Rs. 25,000 from her SHG to ease the burden. She came to know about the forthcoming selection process of Bank Mitra to be conducted by the Cluster Level Federation and applied for the same. Owing to her education and abilities, she was selected for the position and immediately took charge of responsibilities at Noorchak branch of Uttar Bihar Grameen Bank.



She entails how working as a Bank Mitra has brought dear changes in her life by expediting her income. She is now able to return her loans and mitigate the financial difficulties. This has abetted her to become self-reliant and take her own decisions. Her children are going to school, having healthy meals and leading a good life. She says this is all she wanted and now her time has come. Her presence has also been significant in serving the CBO members in the area.

She has been guiding them in fulfilling the banking procedures. This has ensured visits paid by the CBO members to the bank aren't futile and their tenacities are served. She has acted as an anchorage in easing the banking services for the members of Jeevika by registering her bold presence as a Bank Mitra and an active member of the Jeevika movement.

Group Farming Changing Lives

Hardi-East Panchayat of Supaul sadar block is slowly turning into a vegetable cultivation hub. Wherever your eyes can take you, vast stretches of vegetable cultivation are visible. Jeevika didis here are venturing into group farming and making their lives better. The process follows five to ten Jeevika didis forming a farming group, taking a stretch of land on lease and availing loans from Jeevika to make their equal contribution that ranges from Rs.5, 000 to Rs. 10,000. They also distribute the profit among themselves equally. The practice has not only reduced the risk factor on each member, but has also increased the volume of profit for them. Group farming is now attracting more members towards it, owing to its success. The didis are cultivating cauliflower, tomatoes, peas, green chilies and the likes. Group farming has brought them the long sought redemption.



July

CALENDAR OF EVENTS

July 01 : Village Immersion of Young Professionals ends

July 03-05 : Post immersion evaluation of Young Professionals

COMING UP IN THE NEXT EDITION

- Community Grievance Management and Redressal Mechanism



JEEVIKA

Rural Development Department, Govt. of Bihar

Bihar Rural Livelihoods Promotion Society

Vidhyut Bhawan-II, Bailey Road, Patna - 800021; Ph.:+91-612-250 4980
Fax: +91-612 250 4960, Website : www.brllp.in; e-mail:info@brllp.in

