

JEEVIKA's Newsletter

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**Shilpgram Mahila Producer Company Ltd. :
A Women's conglomerate dedicated to promote
the traditional art and craft of Bihar**



Bihar having a rich culture and heritage, and the beautiful paintings and embroidery work of Bihar handicrafts has a wide market across many countries. Handicrafts industry in Bihar serves as a good business to the poor and the landless. These traditional art-forms include Madhubani Painting, Sikki Craft, Sujni Embroidery to name a few. The Stone Work of Bihar has also gained popularity in the recent years. Some beautiful specimens of stone work can be seen in cities like Gaya, Nalanda and Patna. These art forms have a high demand in the market but as the market is highly dynamic, the products need to be updated in terms of designs and quality to survive the ever changing market and fashion trends. This traditional skill set could be improvised into developing customer friendly products, decorated with traditional art to cater the market directly.

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Innovation distinguishes between a leader and a follower



BRLPS through its CBOs has collectivized around 2000 artisans into Producer Groups and has trained them to address the challenges faced by the artisans.

Rationale

Producer Groups (15-50 members in each group) that have been formed, address issues like access to finance, design training & price negotiation. The groups are still operating on a small scale. Due to the small size, it is inherently difficult for these groups to invest for leveraging backward and forward linkages on larger scale. Due to the above constraints, the units of the cluster are compelled to produce low segment products. The support provided is not enough to propel the artisans to the next level of business activity that is in terms of scale, quality, and product diversity to leverage National and International market.

A Producer company is therefore envisaged for:

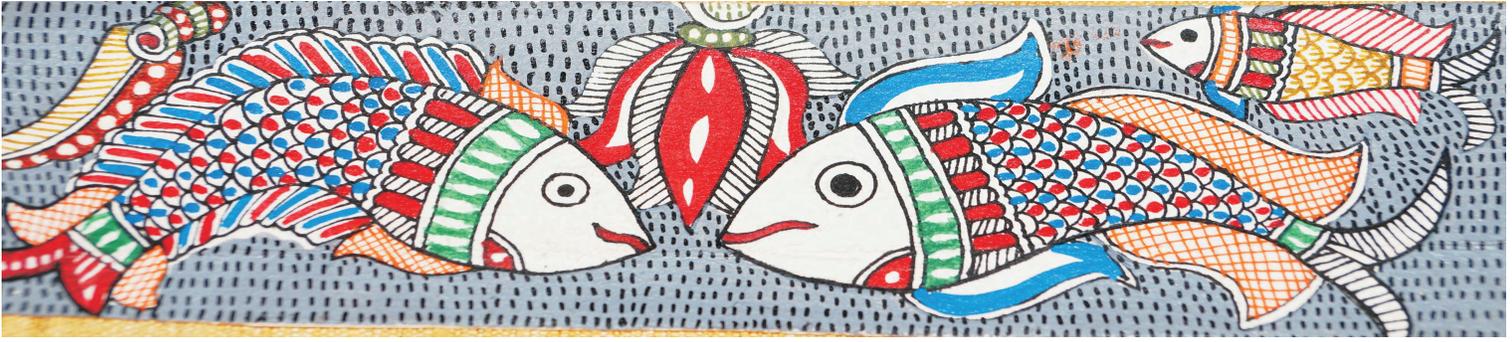
- To enable fair prices to the artisans on a sustainable basis.
- To attain better negotiation capabilities, both for procurement & pricing
- To create diverse product portfolios with contemporary designs, that are standardized and of high quality.
- To enter National/International market through various platforms.

Objective

To achieve economies of scale and help the producer groups become financially sustainable and provide them a unique platform for marketing of handicrafts and capacity building of artisans especially women working in the art and craft sector.

Keeping in view the above objectives and to satiate the needs of the community at large, an Art and craft producer company has been incorporated under Companies Act 2013 (formerly the Companies Act 1956) on 1st October 2018 at Bahedi block of Darbhanga. The company has been registered at zonal level catering nearby districts (initially Darbhanaga, Madhubani and Muzaffarpur, the presence is expected to grow with time).

Initially 13 Producer Groups spread over 3 districts (various art and crafts PGs like-Madhubani



Painting, Sikki Craft, Sujani Embroidery, Stitching and Lac bangles) have been linked with the Producer Company making the artisan-member strength to 400 expected to increase gradually.

The company has been formed bearing the name of “Shilpgram Mahila Producer Company Ltd.” Shilpgram roughly



means an art village, which signifies that the company will work in the grass roots to develop the local art-forms and give them the necessary expedition required for product enhancement, branding and development.

With the dawn of this, the foundation for this budding sector has already been laid, this foundation will not only help in drawing a parallel between the market and the artisans but will also help in creation of a conglomeration of artists who can contribute to the overall sector.



The way forward

All the Producer Companies at the helms of Jeevika has given a unique dimension to women empowerment through economic independency, Shilpgram is also expected to raise its bar and provide not only economic independence to the women running it but also lays the path for artisans who due to competition and market complexities have either left their traditional work or are only partially engaged in them. The company ensures a promising future for the traditional handicrafts of Bihar.

Jeevika apart from working on livelihood promotion through women's community based institutions is also working on raising awareness and behavioural change in the community towards Health, Nutrition and Sanitation. To expedite these efforts, a two day campaign on family dietary diversity model have been planned at the village organization level. The first day of the campaign has been dedicated to pregnant and lactating mothers along with children in the age group of 0-6 months while the second day of the campaign has been designated to mothers of children in the age group of 6-23 months. The responsibility for successful organization of the campaign relies on the village organizations that with the help of Community Mobilizers, members of the Health Sub Committee and Community Nutrition Resource Person will undertake the operations of the campaign. All the CBO members and their families will participate in these campaigns.



Preparations

Before the onset of the campaign these points are to be discussed in the meetings of the village organization as well as necessary preparations are to be undertaken:

The meeting in which the proceedings of the campaign will be discussed, have to be mandatorily attended by the members of the VO and health sub-committee members. In these meetings, the various objectives of the campaign will be communicated to the members

Family Dietary Diversity Campaign

Objectives

- ✍ To improve behavioural dimensions and dissemination of information on maternal diet and complementary diet.
- ✍ To promote the consumption of fruits and vegetables high in Vitamin A and Iron content.
- ✍ Promoting the production of fruits and vegetables high in Vitamin A and Iron through Nutri-Garden
- ✍ The programme aims to improve the dietary habits of the community members and their families alike.



Primary Activities under the campaign

1. Orientation-cum-Strategy Preparation: To give proper expedition to the campaign orientations and strategy preparation workshops are being organized at the state, district and block level. The activity is being carried out by strictly following the standard operating procedures of the campaign.
2. Listing of Targeted Families: A list of targeted families is being prepared by the community mobilizer before the onset of the campaign in their respective places. The list includes lactating mothers (mothers of children in the age group of 0-6 months) and mothers of children in the age group of 6-23 months.
3. Home Visits: All households as listed under the list need to be visited by the health sub-committee of the village organization along with the community mobilizers. The visitors will be carrying with them various charts and guidelines on food dietary diversity to make the visits more interactive and fruitful.
4. Food group exhibition on campaign day: The community co-ordinator and master resource person are delegated with the responsibility of organizing exhibition of food groups on campaign days. The selected beneficiaries have to bring food items from their homes or nutrition gardens.
5. Reporting: The reporting of this campaign will be done by the community co-ordinator and master resource person on the VO HNS application. The basis of reporting would be all the food group exhibitions.
6. Regular follow up: Regular follow up of the campaign is being done by the CBOs in their meetings and also through activities. The health sub-committee and the community mobilizer has been entrusted with the responsibility of the same.



7. Monitoring and Evaluation: Regular monitoring and evaluation of the campaign will be done by the district and block level units.

Overall, this campaign aims to reduce the vulnerabilities that have affected the growth of rural households in terms of nutrition. These gaps have not only affected the overall health status but has also had adverse effects on livelihoods too. Thus this campaign will help in building a cohesive environment and sensitize the community towards nutritional requirements and their fulfilment.



SRLM Team from Mizoram visits Jeevika

A team of 20 members from SRLM, Mizoram visited Samastipur to interact with the community based organizations to garner information on Jeevika's activities. The team was divided into groups of 10 each who visited the blocks of Tajpur and Ujjiarpur to closely understand the activities of financial inclusion in the Jeevika CBOs.

The team visited Savera Cluster Level Federation and Radha Village Organization in Ujjiarpur. Sahara CLF and Shakti VO were visited in Tajpur block. The team interacted with Jeevika didis and sought detailed information about the activities they're engaged in. The team was warmly welcomed by the Jeevika CBOs, the team asked them about the change that has come in their lives after getting associated with Jeevika. The team sought information on the activities of bank linkage, inter-loaning, credit linkage, insurance and the likes.

The team also interacted with the district team of Samastipur in a workshop to understand the operations and project management of Jeevika and other themes on which Jeevika is working, this was done via a presentation given by the district team.

Lohiya Swacch Bihar Abhiyan

Solid liquid Waste Management intervention intervention in Lohiya Swacch Bihar Abhiyan

Lohiya Swachh Bihar Abhiyan is implementing Solid Liquid Waste Management in 13 Gram Panchayat in its first phase. For development of the action plan (Detailed Project Report). LSBA is **using M-Water Application** to generate plan incorporating technological options for solid and liquid waste. As a pilot project, the first action phase has been finalized. In accordance with the same, LSBA has also developed a Flipchart Module on Solid liquid waste management that is being used for community mobilisation awareness and education, as well as dissemination of relevant information pertaining to Solid Liquid Waste Management. Pilot Demonstrations of the flipcharts are being actively carried out in Saran and Banka that will be scaled up soon.



Summer Internship Segment of BRLPS-JEEViKA

The summer internship segment of BRLPS-JEEViKA commenced on 1st week of April 2019. For the segment applications were invited from students throughout the country. More than 350 applications were received from more than 70 institutions from all corners of the country. The aims of the internship segment is varied and designed to generate ideas for research; find new innovative solution; and also to overcome many of the challenges being faced by Rural Livelihood Promotion Programme in general and its implementation in Bihar in particular. BRLPS' internship scheme is designed for young graduate (masters/doctoral degree) students.



Interns have been attached to SPMU and various DPCU offices across the states of Bihar under the overall guidance of the CEO, JEEViKA during the period of internship. Through this scheme, JEEViKA expects to benefit from the fresh insights and assistance of the young students, whereas the selected interns would gain valuable, real world experience of working on some of the most challenging developmental issues faced by the World today which would substantially compliment their academic learning and provide them an edge to enter the productive workforce after the completion of their respective academic programme. Currently 37 interns including 14 from Development Management Institute, Patna under their Enterprise Learning Module are engaged in the summer internship segment 2019 while a few more are expected to join us soon, the break-up of the same is as follows:

Theme	No. of Interns	Theme	No. of Interns
Farm Livelihoods	3	SJY	5
Non-Farm Livelihoods	14	Health & Nutrition	2
Livestock	4	LSBA	3
Financial Inclusion	3	Jobs	2
Community Finance	1	Expected to join	3

Transforming Lives

Breaking Shackles



It has been long said that if you can work hard can probably succeed. Reframe . The statement stands substantiated by Asha Kumari of Gauriharman village in Sakra Block of Muzaffarpur district. She has started a snacks factory under the brand name Chatori, a product similar to Kurkure (a rather famous name in the FMCG sector). The factory realizes sales of around Rs.5000 per day.

Asha kumari joined Jeevika in 2016. Asha is also working as a Bank Mitra at a branch of Uttar Bihar Grameen Bank (Bariyarpur). She always had an inclination towards doing business. After her marriage in 2012, she decided to start a business with her husband. She also took a trade training in Indore.

She needed money to start the business and started it with Rs. 8 lakhs that she had saved, but this wasn't adequate. More capital was needed to expand the operations. So her association with Jeevika and the bank helped her get a loan of Rs.10 lakhs while her husband took a loan of Rs. 1 lakh to expedite the business. She also after much struggle got herself a brand license under the chatori name. She now earns Rs. 8500 in a month from her factory, vegetable business and job as a bank mitra combined.

Transforming Lives

“Innovation distinguishes between a leader and a follower”

The above quote by Steve Jobs is being substantiated by Savita Devi of Rahimabad in Tajpur block of Samastipur, who is well known for her innovation. Savita attributes her success to Jeevika. Savita tells that she was married off at a tender age of 14 when she was in Class 8, but her in-laws supported her education and she subsequently graduated. She then joined Jeevika and initially worked as a community mobilizer and later on as Master Book Keeper. She helped her family with the honorarium she received. Her husband worked as a hawker in a trader's vehicle seeing which Savita thought that a similar business can be started by her too with her husband, but her finances wouldn't allow her to start such a business. She sought the help of her SHG and took a loan of Rs. 50,000 and rented a vehicle starting a business on the lines of doorstep delivery of products alike online shopping. She faced troubles initially but with time her business matured. She has now added two more vehicles to her fleet and they are operated by a salesman and a driver. The vehicles ply to villagers, whereby the onlookers buy products they need. She says that the business is healthy and she is able to earn Rs. 5000 from each vehicle after taking into account all the expenses related to operations.



May

CALENDAR OF EVENTS

May 01-30 : Summer Internship in JEEViKA

May 01-30 : Food Dietary Diversity campaigns in JEEViKA

COMING UP IN THE NEXT EDITION

- CBO's Management Information System in JEEViKA



JEEVIKA

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