



**JEEVIKA**

**Rural Development Department  
Government of Bihar (India)**



# **Annual Action Plan & Budget 2019-20**

**Bihar Rural Livelihoods Promotion Society**

## Executive Summary

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Bihar Rural Livelihoods Promotion Society (BRLPS), popularly known as JEEViKA, a registered society under the aegis of Rural Development Department, Government of Bihar marks a key chapter in rural development in Bihar. The objective of JEEViKA is to empower rural poor households, both socially and economically. It aims at improving the livelihoods of rural poor households through developing institutions of the women, like Self-Help Groups (SHGs) and their federations to enable them to access better services and obtain credit for creating self-employment opportunities. The BRLPS was constituted by Government of Bihar as a special purpose vehicle to expedite the poverty alleviation interventions in Bihar. JEEViKA's journey of the last decade has coincided with the changing face of Bihar. From its advent as a small-scale project in 2006, the society has transformed into a state-wide movement touching the lives of more than 98 lakh families mobilizing into 8.48 lakh SHGs by the end of Mar, 2019. In 2011, JEEViKA was notified as a nodal agency for implementation of National Rural Livelihood Mission (NRLM). From 2016, when the World Bank aided "Bihar Transformative Development project" was launched resulted into the geographical division between BTDP and NRLM. Now, the NRLM is being implemented in 234 blocks and BTDP in 300 Blocks. Out of 234 blocks, 89 blocks across 18 districts will be part of NRETP.

Government (both Central and State) is making enormous efforts to mitigate rural poverty. Multiple strategies are undertaken to facilitate the process of empowerment both on social and economic front. One of the strategies that aided the fight against poverty had been the success of Community Driven Development Projects like that of NRLM at the Central level and JEEViKA (BRLPS) at the State level. The modus operandi for such projects remains the formation of institutions of the poor in the form of Self Help Groups (Comprising of women members), investing in the capacity building of members to withstand the scrutiny of quality parameters of different stakeholders, providing hand holding and policy support so that community institutions can access resources from financial institutions and facilitate productivity enhancement along with scope for market.

The endeavors made by the government have started yielding positive impacts on **kindling of women empowerment and entrepreneurship**. It may be prudent to **scale up the work with scope of embedding learnings of the past** so that canvass of economic & social transformation may become evident over a period of time.

The scaling up with embedded learning becomes all the **more important as the model of SHGs has graduated over a period of 30 to 40 years and has gained the confidence of different stakeholders**. The centre stage of work could be the institutions of the poor with scope of diversification in approach for productivity enhancement, value addition and due marketing of the produce. This is possible only if the integrated approach is taken for elements of **institutional strengthening (strengthening of CLFs to become sustainable by facilitating effective rotation, digitization of accounting, effective working of the**

governance structure, facilitating timely repayment and enabling actions around issues of social importance), **leveraging of resources from mainstream financial institutions** for different needs of the community members (Financial Literacy in big way, lending to SHGs or higher level federations, Enterprise Lending, Accessing of capital for needs of Housing, facilitating access to other available financial products like OD facility/Pension) and **mitigating the risk component of households by rolling out the effective system for Insurance** related to life, livestock and asset insurance in progressive way. It will also be important to envisage banking foot prints in the remotest of the locations **by utilizing the new age banking solutions.**

**Development of Organic Cluster:** JEEViKA is implementing sustainable agriculture (SA) interventions in the project areas. In the next financial year, sustainable agriculture initiatives will have envisioned to next level of progression i.e. Development of Organic Farming clusters. **Value Chain Development:** The project will support the mobilization of SHG households into producer organizations (PO) in specific commodity clusters based on commercial potential and economics of scale across farm, livestock and non-farm sectors. The objective is to enable the SHG households to access high quality support services in technology, credit, extension and marketing. The Value Chain initiatives will have specific commodity focus. The project is targeting to development of 4 new Producer Companies (PC) and strengthening of existing 3 PCs.

**Rural Enterprise Development:** The entrepreneurs leveraged project benefits such as credit, skills training, backward and forward linkages to create or expand a small business that progressively grows in size and provides employment and other ancillary benefits to the local economy.

**Scaling up of Business Correspondent** model for last Mile Financial Service Delivery: The BRLPS has collaborated with several banks and corporate BCs to build a network of business correspondent agents (BC agents) who provide banking services to the unbanked rural population. With the objective of making un/under bankable areas bankable, the concept of setting up Customer Service Provider (CSP) centres has emerged as a major feasible alternative of setting up bank branches at every location.

## CHAPTER 1: Promotion of CLFs as viable Community Based Financial Institutions (CBFIs)

Bihar Rural Livelihoods Promotion Society has made enormous effort in targeting, mobilizing poor rural households into the Self-Help Groups (SHG). With a decadal effort, BRLPS has mobilized more than 95 lakh rural households and formed more than 8.25 lakh Women's Self-Help Groups in Bihar, making **BRLPS as one of largest WSHG promoting agency in the world**. The standard operational guidelines, modular trainings, and development of community resource persons have given impetus in replicating the similar practices of SHGs across the districts. Under multiple doses of trainings, the consistent efforts has been given on relevance of WSHGs in the life of rural women, standard norms and meeting processes, leadership, significance of standard book keeping for sustaining the **PANCHSUTRA**. For supporting these WSHGs, pool of **more than 65000 community mobilizers** have been selected and trained on the functions of SHGs. The strengthened base of WSHGs has given impetus in winning the faith of bankers for leveraging more credit support to SHGs.

Consistent and dedicated efforts of district training cell resulted into the development of staff resource pool for nurturing and replicating the best practices. The systemic nurturing of leadership at WSHGs provided opportunity to the President, Secretary and Treasurer (office bearers) to represent their WSHGs at the Village Organisation (VO) level. Formation and nurturing of more than 52000 VOs has supported the structure and functions of WSHGs. Furthermore, formation of Cluster Level Federations and their structured capacity building and exposures to the best practices demonstrated strong base of 875 CLFs. For supporting these VOs and CLFs, pool of **more than 8500 book keepers and 400 cluster facilitators** have been selected and trained on the functions of VO and CLF. In addition to this, special effort has been given for institutionalizing trainings of community professionals and leaders of community institutions through **District Level Training and Learning Centres**.

Considering the significance of maintaining transparent functions of community institutions and its governance system, BRLPS has introduced the systemic nurturing of community institutions (SHGs, VOs, and CLFs) for submitting their **masik prativedan, digitization of profiles of community institutions and community professionals, periodic grading of community institutions, appraisal and payment to community professionals from their institutions, and providing legal entity to VOs and CLFs under Bihar Self-Supporting Cooperative Registration Act, 1996**.

### Role of Community Institutions

Using multiple strategies for nurturing and strengthening community institutions with embedded learning and challenges, it is equally important to **focus on strengthening formed community institutions for enhancing and diversifying source of income of members in WSHGs in an integrated manner**. The graduated experiences of BRLPS have gained the confidence of different stakeholders for supporting



community institutions. Keeping SHGs' members' perspective and their aspirations at the centre, different stages of community institutions need to be strengthened with **stability in institutional structure, bringing effectiveness in their capacity building, promoting enterprises, supporting governance system of community institutions, digitization of review system, capacity building of community professionals, and development of model community institutions as best practices for sustaining the interest of members' in SHG (primary stakeholder) for long.**

Under JEEViKA, the mandate of economic transformation of SHG members can be ensured with the effective and stable role of community institutions at different level. **These dimensions for strengthening community institutions (at different stages) will play vital role for their sustenance and access to financial and non-financial services to the rural poor.**

**a) Strengthening Women's Self-Help Groups (WSHGs)**

BRLPS has its recognition **with highest number of WSHGs in India.** The spread of WSHGs is going to cover almost all habitation in Bihar. This strong pool of developed social capital needs to be further strengthening in terms of **effective Institutional Management System (within SHGs) for keeping intact members' interest in its structure and functions.** It requires preparedness for analyzing the areas which needs to be given more focus with desired results. The empirical evidence suggests that more effort will be required for building capabilities of the members of WSHGs to prepare themselves for addressing the next generation issues related to improving members' savings and attendance in meetings, awareness building of SHGs members on structure and functions of VOs and CLFs, developing competency of members on bookkeeping, regular submission of masak prativedan, addressing issues of financial transparency among members, mapping member's aspirations for entrepreneurial activities, improving banking habits and rotation of leadership. This will give impetus in the selection of suitable SHG members for promoting PG/PC.

**b) Strengthening SHGs federations (VOs and CLFs)**

BRLPS has its recognition **with highest concentration of VOs and CLFs in India.** This spread of SHG federations is addressing and supporting WSHGs covering almost all habitation in Bihar. This strong pool of developed SHG federations needs to be further strengthening in terms of **effective Institutional Governance System for keeping intact members' interest in its structure and functions.** It requires very innovative and systemic preparedness for analyzing the areas which needs to be given more focus with desired results.

For nurturing VOs, and CLFs there is developed standard bye-laws, guidelines and modular training (16). Time to time, many such policies and guidelines helped in initiating institutionalizing the processes and support in making community institutions towards their self-reliance. For

example, due to institutionalizing appraisal system of community professionals and tapering of fund, 32 percent of community mobilizers are being paid directly from their institutions in the older 9 districts without any project support. Furthermore, with regular and consistent effort, more than 70 percents SHGs and VOs are regularly submitting their *masik prativedan* to their higher institutions. Many such empirical evidence suggests that more effort will be required for sustaining the capabilities of SHG federations (VO and CLF). In addition to this, as special initiative, BRLPS has contributed in establishing 571 primary level federations and 07 central level cooperatives (first among SRLMs) under Bihar Self-Supportive Cooperative Societies Act, 1996. Special impetus has been given on timely completion of its statutory compliance (Annual Audit, AGM, and Return filing) for last two years. First time in the history of JEEViKA, 174 eligible registered primary level federations have also conducted their election through Bihar Election Authority. Thus, for strengthening SHG federations as a formal institutions and making them self-reliant, the SHG federations needs to prepared for addressing the next generation issues related to saturation of panchayats, selection of suitable community professionals and their timely institutional appraisal & payment, providing SHG federations a legal entity under suitable Act, developing effective leadership and functional Board of Directors, practice of conducting regular Annual General Meeting, rotation of leaderships through formal election, management of staffs/human resources, digitization of members' and registered federations records, digitization of *masik prativedan* and periodic grading of community professionals and community institutions. This will give impetus in strengthening SHG federations with suitable leaders and community professionals for developing **Model CLFs and in nurturing of PG/PC** as well.

BRLPS has developed pool of human resources and community professionals for replicating the best practices throughout its community institutions. For this, since inception of BRLPS, many best practices and capacity building support had been taken from different partner agencies, resource organizations and academic institutions (**SERP, APMAS, SSK, BANDHAN, IL&RT, PRADAN, J-PAL, PVP, PCI, DMI**) for induction, capacity building and development of human resources for strengthening community institutions. The networking and partnership with various national and international organization/agencies needs to be strengthen for bringing more best practices and strengthening human resources and community institutions.

It requires preparedness for analyzing the areas which needs to be given more focus with desired results. The empirical evidence suggests that more effort will be required for building capabilities of field staffs and managers for supporting community institutions and for addressing the next generation issues related to institutional systems and process, improving members' capability for entrepreneurial activities, developing effective leadership and governance in community institutions, and developing SHG federations and Training and Learning Centers as self-reliant in developing

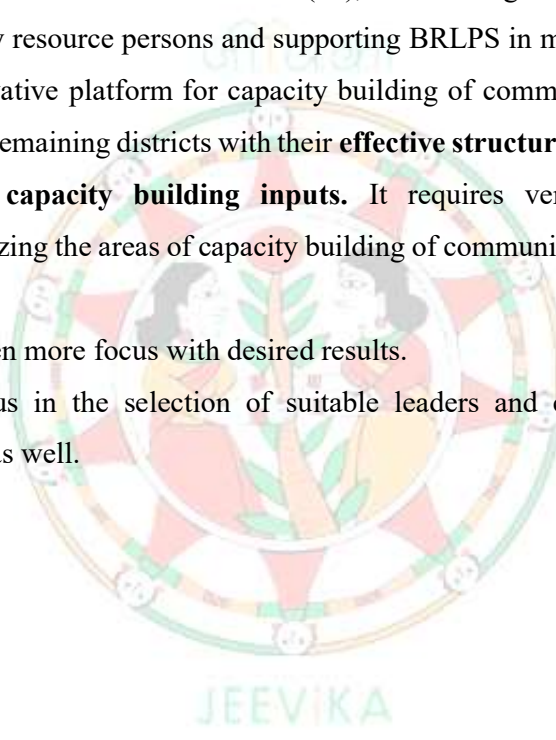
and executing their business plans. Such partnership will open up new and innovative capacity building avenue for developing human resources.

**c) Strengthening Training and Learning Centers**

BRLPS has very robust system for capacity building of community institutions and their community professional through developed standard modules and resource pool. Time to time, many modifications in module and training methods/tool helped in strengthening SHGs and their federations (VO and CLF) towards their self-reliance. For institutionalizing capacity building effort for community leaders and community professionals District Training and Learning Centers (TLCs) is playing a vital role. With a limited number (11), TLCs has given tremendous contribution in developing community resource persons and supporting BRLPS in mobilizing community in SHG formation. Such innovative platform for capacity building of community institutions needs to be further scale up in the remaining districts with their **effective structure, governance, business plan and digitization of capacity building inputs**. It requires very innovative and systemic preparedness for analyzing the areas of capacity building of community institutions and community professionals

which needs to be given more focus with desired results.

This will give impetus in the selection of suitable leaders and community professionals for strengthening PG/PC as well.



## CHAPTER 2: Digital Finance, Social Security & Financing of Farm and Non-Farm Enterprises

Any economic transformation has an important element of access to finance associated with it. **This dimension of finance occupies important place as with progress of time more care has to be taken to strength functioning of the community institutions for sustainability and leveraging of resources in perpetuity.** This is primarily because of the fact that strengthened community institutions will only withstand the scrutiny of quality parameters of different stakeholders including financial institutions. It will be immensely important that due strategy is put in place that facilitates **different components of strengthening of CLFs.** It is required that lot of emphasis is being put on addressing next generation issues of digitizing the books of accounts of community institutions, ensure proper rotation, timely repayment and prepare proposals for enterprise financing by its members. Due engagement of the team is required as **institutional strengthening is going to be the back bone of the project to leverage resources from the mainstream financial institutions and other places.**

It is important that the experience of existing project is given due cognizance and product diversifications are brought in order to acclimatize to the upcoming challenges and aspirations. It is evident that sourcing of capital from mainstream financial institutions has **acted as catalyst to build ecosystem for productivity enhancement and has provided aspirations for the entrepreneurship amongst the women members and their families.** A supporting arm is required from the project side and is inevitable for facilitating confidence of community with different financial institutions and other stakeholders. Angle of enterprise financing or value chain financing needs to be explored further as there is very little experience around it. It may also be suitable to explore the option of financing to higher level federations through financial institutions. This is possible only if due work is done around institutional framework for its strengthening. It may also be plausible to explore the option of rating of the community institutions. **It will be immensely important to include strategy for long term social security to the members in form of pension when they remain alive. It is an important tool of social security in old age.** Any civilized society has the profound duty to ensure that due cognizance is taken of this important aspect and thus strategy needs to be devised to roll out the best possible product for the women members. **As it is a long term proposition, lot of efforts are required around ensuring proper financial literacy** to the members. The effort around providing financial literacy to the members needs to be largely intensified as it will empower people to access resources and decide on the mode of transaction felt relevant for them.

It has also been felt that in this age of competition, due systems are required for analysis of the work done in quantifiable terms, convert it in to substantial scope for policy advocacy and share the same with different stakeholders. **Knowledge economy needs to have enough space and desire for data analysis and utility for management decision.** It has been felt in the existing project that **timely data analysis has stood in**



**good stead with respect to policy advocacy and management decision.** It is important that livelihoods promotion institution like that of Jeevika takes in to cognizance the importance of data analysis around Community Finance, Bank Linkage and Insurance activities within Financial Inclusion gamut. Similarly lot of data analysis and its correlation is required for aspects around promotion of MSME activities, value chain promotion, analysis of import and export data etc. It is the need of the time to **appreciate the importance of data analysis and bring in people** with inclination to work on **rural development integration.** Mechanisms also need to be developed for further investment in order to make improvement in skill sets of people working on data analysis.

The whole ecosystem of livelihoods promotion needs to work around **risk mitigation strategy as well in form of Insurance in universal way.** The experience at the state level and across the country points to the fact that lot of hand holding is required in order to bring people within fold of Insurance for life. This is a long drawn struggle as rural people are not inclined at first glance. **The reason is historical as members never got the opportunity to realize its importance from close vicinity.** The mentioned aspect provides learning that lot of spadework is required to be done in order to generate awareness about importance of Insurance. There is a need to work on strategy **“Ensure to Insure”** for the universal coverage of members. It will be prudent to have a defined strategy in the next phase of the work for effective result around Insurance. It will also be important to work on livestock insurance and asset insurance in progressive way. **Working on Livestock Insurance is critical as it can aid the process of employment generation around dairy in big way through SHG model or Producers Group Model. At present, the coverage of cattle under Insurance is very low and certainly needs tremendous improvement.** Any death of animal is an asset loss to the rural person and needs due protection against loss.

Similarly, there is a need to scale up the existing model of Bank Sakhis to facilitate access to financial services from the close quarters. **The model of “Bank Sakhis” needs to be taken to the next trajectory** as it offers opportunities for the women members to explore their entrepreneurial abilities in the arena of banking services. The model has the potential of making SHG members the face of the rural banking over a period of time in progressive way.

Some of the aspects that need due emphasis in the next phase for depicting the scenario as transformational under JEEViKA is following:

c) **Strengthening of Cluster Level Federations(CLFs):**

BRLPS (Jeevika) is going to occupy the position of **state with highest number of SHGs existing with it.** This needs **due recognition in terms of the effort required for setting up of effective system in place in terms of financial management aspects leading to institutional strengthening.** It may be prudent to make preparedness for analyzing the areas that needs more

focus and desired result. The empirical evidence suggests that more effort will be required for building capabilities of the staffs, community and cadres to prepare themselves for addressing the next generation issues related on timely maintenance of Books of Records, Rotation of Fund, Repayment and Digitization of Books of Records. It will also be important to mention that due preparedness is required to facilitate proper upkeep of the Books of Records around PGs/PCs also. At the same time, with desire and need to promote entrepreneurs in significant way.

**d) Financial Leveraging and Enterprise Promotion:**

There is a need to appreciate that state with **around 40% CD ratio and a branch serving highest number of people in the country has its own challenges in leveraging of the resources from banks**. Till now, the project has been successful in leveraging resources from the banks with due satisfaction. **However, there is a lot that needs improvement as huge potential waits further**. With mandate of economic transformation in rural areas, it is imperative that due hand hold is provided to the community institutions and members in leveraging of resources from mainstream financial institutions. The natural trajectory that seems plausible from the present situation is **addition in product financing and scaling up in institutional financing** (to both SHG and PGs). There is a need to keep a **close watch on the continuity of the SHG financing as well as the financial institutions may take some time to respond to the emerging requirement of enterprise financing or value chain financing. A lot of effort will also be required around due policy advocacy for inclusion of such kinds of finance in its portfolio by mainstream financial institutions.**

At the same time, due effort will be required for the project to make headway by utilizing the existing products available with banks and make due preparedness for the same in terms of capacity building. It has been felt in the past that **highly densely populated state like Bihar with around 40% of CD ratio needs better hand holding support in order to ensure leveraging and more importantly in servicing the same**. This is primarily because **the number gets manifold more either of the community institutions or that of the individuals** in case of state like Bihar with **high density of population**.

- e) **Risk Mitigation and Alternate Banking:** With enhanced intervention around livelihood it will be important that scale of Insurance occupies much emphatic proposition. At present, it is in the initial phase and has set in systems for 1<sup>st</sup> level of risk mitigation by facilitating coverage of SHG women members. There is an urgent need to enhance the coverage with idea to “**universalize**” **the phenomenon**. Aspects of Non-Life Insurance, Asset Insurance needs to be given due recognition as it helps in the long term prosperity and sustainability of livelihoods. **The work of Insurance needs to be taken to logical conclusion.** The Emerging elements of Insurance need to be integrated over a period of time.

Similarly in Alternate Banking, efforts are required for effective management and monitoring of the Business Correspondent Agent locations. Door step banking solutions are the need of the hour and due efforts are required for its scaling up in sustained way. It will be important to scale up the work.

It will be important to create a cadre of managers across all the districts to look after Insurance Activities along with Alternate Banking provisions. They may be named as Manager-Insurance and Alternate Banking

- f) Effecting Monitoring at the block level it is important as economy is growing and needs proper support in order to shape **the agenda of rural economic transformation and prosperity**. Institutional arrangements and its strengthening will turn important to work on the possible emerging aspects of **enterprise promotion, value chain promotion, startup ventures, education, environments, water conservation, issues of population, sanitation etc with scope to convert the rural locations into place for cultural exchange and hospitality**. Numerous aspects are still undone and thus new vision, new strength and new energy is required to take the work to the next progression. The journey of SHGs needs to be made transcendental from **Self Help Groups** to **Social Harmony Groups** in spirit as the institutional strength of SHGs can be leveraged **for economic and social prosperity**.

### g) **Digital Financial Literacy**

The project aims to empower every rural woman (community members) of Bihar with a knowledge and information about Digital Financial Literacy (DFL). For achieving the objective, the project has identified 33 master trainers from 14 districts of Bihar. These master trainers have been trained about the different concepts of digital financing by BRLPS- JEEViKA and BASIX team in 2 days residential training in Patna. These CRPs are be responsible for training community members. FI-CRP policy has been modified to identify CRPs for Digital Financial Literacy (DFL)

h) **Development of Economic zones in the Rural areas:** The entire effort for economic transformation need to keep in centre the scope for classifying areas for development as Economic Zones (Development Economic Zones or Rural Economic Zones). This means that due processes will be required to be put in place for production, financing and marketing of the produced goods. Due amount of analysis will be required for selection of identified item based on the market analysis and scope of value addition with technical inputs. BRLPS (Jeevika) needs to take a quantum leap in facilitation of establishment of MSME/Small and Cottage Industries with facilitation for adequate marketing of the products. Cohort of people needs to be put in place to understand the technology side and then lend a supporting hand in its installation and further progress. Due cognizance of the fact needs to be taken to appreciate that Bihar has all the elements that can support establishment of the industries in the state. Due analysis of feasibility along with development of technical expertise will spurt the process of manufacturing in the state. The area is unexplored and thus offers due opportunities as well.

Need to establish a **spinoff company** with stakes from community institutions to look after the production and marketing aspect for both within country and outside country. The availability of labour, infrastructure in the rural areas can be an important supporting element to have inkling about the starting of the company. 4 to 5 sectors can be identified and the sector can be worked upon in its value chain. Due analysis will be required to put senior and experienced persons for yielding results. **The cohort of people can be identified for leading the way forward around value chain.**

- i) Investment in understanding the potential of “Social Infrastructure” created in form of SHGs and their federations to take up issues of social importance around numerous aspects. Availability of such institutional framework always helps in reaching out to the people in decentralized way. The strength of the community can also be leveraged during the management of adversity that may come as a fall out of environmental degradation /climate change or some other form of natural calamity. Preparedness is the need of the hour. **Economic transformation of any place can be sustainable only when it is complemented with social cohesion and resolution of conflicts in peaceful way.**



### CHAPTER 3: Promotion of Farm Based Producer Enterprises, Value Chains and market linkage

Under livelihoods farm intervention organic farming is one of the important components which will be implemented. Under this component application of all organic formulation for soil and plant management will be used, which will not create any kind of pollution. Organic farming methods combine scientific knowledge of ecology and modern technology with traditional farming practices based on naturally occurring biological processes.

The principal methods of organic farming include crop rotation, green manures and compost, biological pest control, and mechanical cultivation. These measures use the natural environment to enhance agricultural productivity: legumes are planted to fix nitrogen into the soil, natural insect predators are encouraged, crops are rotated to confuse pests and renew soil, and natural materials such as potassium bicarbonate<sup>[36]</sup> and mulches are used to control disease and weeds. Genetically modified seeds and animals are excluded.

Organic farming relies heavily on the natural breakdown of organic matter, using techniques like green manure and composting, to replace nutrients taken from the soil by previous crops. This biological process, driven by microorganisms such as mycorrhiza, allows the natural production of nutrients in the soil throughout the growing season, and has been referred to as feeding the soil to feed the plant. Organic farming uses a variety of methods to improve soil fertility, including crop rotation, cover cropping, reduced tillage, and application of compost. By reducing tillage, soil is not inverted and exposed to air; less carbon is lost to the atmosphere resulting in more soil organic carbon. This has an added benefit of carbon sequestration, which can reduce greenhouse gases and help reverse climate change.

Organic farming encourages Crop diversity. The science of agro ecology has revealed the benefits of polyculture (multiple crops in the same space), which is often employed in organic farming. Planting a variety of vegetable crops supports a wider range of beneficial insects, soil microorganisms, and other factors that add up to overall farm health. Crop diversity helps environments thrive and protects species from going extinct.

Organic weed management promotes weed suppression, rather than weed elimination, by enhancing crop competition and phytotoxins effects on weeds. Organic farmers integrate cultural, biological, mechanical, physical and chemical tactics to manage weeds without synthetic herbicides.

Organic standards require rotation of annual crops,<sup>]</sup> meaning that a single crop cannot be grown in the same location without a different, intervening crop. Organic crop rotations frequently include weed-suppressive cover crops and crops with dissimilar life cycles to discourage weeds associated with a particular crop. Research is ongoing to develop organic methods to promote the growth of natural microorganisms that suppress the growth or germination of common weeds.

Other cultural practices used to enhance crop competitiveness and reduce weed pressure include selection of competitive crop varieties, high-density planting, tight row spacing, and late planting into warm soil to encourage rapid crop germination.

### **Process for selection of organic cluster:**

The criteria have been circulated to the SRLM vide *DO No: K11067/06/2018/NRLM (Livelihoods) /Part2 dated January 25<sup>th</sup>, 2018*. While identifying the villages and organic village clusters, the clusters of villages satisfying any of following criteria may be given preference -

- a. Areas already under implementation of MKSP or areas where SRLM has implemented farm livelihoods initiatives for promotion of agro-ecological practices
- b. Areas where Community Managed Sustainable Agriculture (CMSA) has been implemented successfully by the SRLMs
- c. Areas under Mission Antyodaya implementation
- d. Areas where the producers' groups and the producers' enterprises are keen to move to organic cultivation, certification and marketing
- e. Areas where there has been a significant creation of livelihood assets such as vermicomposting, water conservation structure through convergence with MGNREGS or otherwise.
- f. Rurban clusters
- g. Areas where village organizations have been promoted
- h. Dry land areas or rainfed areas
- i. Areas where traditionally agriculture activities are taken up with low usage of chemical/ inorganic inputs

### **Selection of clusters**

Organic village clusters would be identified by using the following criteria:

- a. An organic village cluster of 5-7 villages, which are contiguous, are to be selected for achieving scale of operation.
- b. The cluster would generate a significant marketable surplus of agriculture /horticulture produce and NTFP.

## Organic Cluster Summary Sheet Bihar

Total districts		9						
Total blocks		35						
Total MKSP blocks		15						
Total no of villages identified		332						
Total clusters		85						
Sl No	Name of District	Name of Block	No of villages in cluster 1	No of villages in cluster 2	No of villages in cluster 3	No of villages in cluster 4	Total Villages	Total organic clusters identified
1	Supaul	Basantpur	6	3	7	0	16	3
2		Chhatapur	4	7	8	0	19	3
3		Pratapganj (MKSP)	5	5	6	0	16	3
4	Purnea	Banmankhi	5	5	0	0	10	2
5		Bhawanipur(MKSP)	1	1	3	4	9	4
6		Jalgarh	4	0	0	0	4	1
7		Ruapauli(MKSP)	4	2	3	2	11	4
8		Srinagar	2	2	0	0	4	2
9	Gaya	Amas	5	5	4	0	14	3
10		Wazirganj(MKSP)	5	4	4	0	13	3
11		Gaya Sadar	6	6	5	0	17	3
12		Manpur	5	5	5	0	15	3
13		Tankuppa	4	2	5	0	11	3
14	Nalanda	Bihar Shariff	4	6	0	0	10	2
15		Nagarnausa(MKSP)	1	3	0	0	4	2
16		Rahui(MKSP)	3	2	0	0	5	2
17		Silao	2	2	0	0	4	2
18	Madhubani	Pandaul(MKSP)	2	5	2	0	9	3
19		Kaluahi	1	2	0	0	3	2
20		Jhanjharpur	4	4	4	0	12	3
21		Murliganj	3	4	0	0	7	2
22		Singheswar	3	3	0	0	6	2
23	Madhepura	Kumarkhand(MKSP)	3	3	0	0	6	2
24		Alouli(MKSP)	2	2	0	0	4	2
25		Chautham(MKSP)	2	2	0	0	4	2
26	Khagaria	Parbatta	1	0	0	0	1	1

27		Bochaha	5	16	1	0	22	3
28		Kurahani	7	8	0	0	15	2
29		Minapur	8	8	0	0	16	2
30	Muzaffarpur	Saraiya	9	3	6	0	18	3
31		Nauhatta	1	0	0	0	1	1
32		Partarghat	1	3	0	0	4	2
33		SaurBazar	3	1	4	0	8	3
34		Simari Bakhtiyarpur	5	0	0	0	5	1
35	Saharsa	Sonbarsa(MK SP)	3	3	1	2	9	4
	<b>TOTAL</b>		<b>129</b>	<b>127</b>	<b>68</b>	<b>8</b>	<b>332</b>	<b>85</b>

**Apart from organic farming following other activities would also be taken under productivity enhancement:**

In the proposed proposal, project aims to cover 1 year old VOs and support in multiple baskets of livelihoods opportunities to farmers in the area. Project aims to cover in following activities:

- Improved Practices of Paddy, Wheat Maize:** With the help of VRPs SHG members would be linked with different types of agriculture practices in which improved package of practices of different cereals crops would be imparted, through which there will be at least 20-30% increase in yield over the existing practices. Different cropping technologies would be involved such as Direct seeded rice, SRI, Zero Tillage, Maize cultivation, intercropping, pulses cultivation, maize cultivation.
- Vegetable cultivation through NPM method:** Vegetable cultivation is a very important part of income generation and for nutrition security, therefore vegetable cultivation would be included in project with different INM and IPM methods.
- Mini tool kit bank at VO level:** Mechanization is a very important part for increasing production and reducing drudgery. Therefore small mini tool kit bank will be facilitated at VO level in which different handheld and women friendly machinery would be procured by community member through dedicated fund of tool kit bank.
- Custom hiring center and CLF level:** Mechanization support at CLF level which would be tractor operated will be supported in project in the catchment radius of 5-7KM and mechanical support would be given.
- Establishment of Farmer training center:** Training and capacity building is an important part for knowledge dissemination and improving the quality of intervention, therefore continuous support of training and capacity building is required at District level in which all facilities related to training would be provided which will be operated through Solar Power and projector with smart board, table, chair, mike, computer, camera, etc.
- Development of Producer Organizations:** The sub head will support the mobilization of those SHG households that already have access to some basic financial services and productivity enhancement services into producer organizations (POs) in specific commodity clusters (based on the commercial potential and economies of scale) across agriculture, livestock and the nonfarm sub sectors. Potentially these producer organizations will be centered on high value commodities like maize, vegetables, milk, poultry, honey and some specific crafts. The objective is to enable them access to high quality of support



services like technology, credit, extension, marketing, etc. Altogether 3 PCs will be developed in the project period.

### Intervention Flow of Livelihoods Activity

<b>Livelihoods -Farm Workflow Sheet</b>				
	<b>Process</b>	<b>Participant / Implementation</b>	<b>Responsibility</b>	<b>Time Line</b>
1	Orientation on Rabi/ Kharif Plan with Manager-Lh/I/C & YP-farm, DPM, FM	DPM, Manager-LH, FM	SPM-LH, PM-LH	Oct (Rabi)/May (Kharif)
2	Orientation on Rabi/kharif with all BPMs, LHS, YP	BPM, YP, LHS	Manager-LH,DPM	Oct (Rabi)/May (Kharif)
3	Initiation of Conducting Livelihoods Mapping & Orientation to Staff & Cadres	CC,AC, VRP	LHS	Oct (Rabi)/May (Kharif)
4	Selection of Livelihoods committee in Vos where livelihoods activities	CC, AC	CC/AC	Oct (Rabi)/May (Kharif)
5	Selection of VRPs in VOs where VRP is not available or not working efficiently	CC, AC	CC/AC	Oct (Rabi)/May (Kharif)
6	Convergence with Agriculture Dept and KVKs for input support and Training support	VRP & Staff	BPM/Manager-LH	Oct (Rabi)/May (Kharif)
7	Technical Training on specific farm intervention according to season to cadres	VRP	LHS/BPM ( Under supervision of Manager-Lh)	Oct (Rabi)/May (Kharif)
8	Conducting Livelihoods MP at SHG level	VRP	CC/AC	Oct (Rabi)/May (Kharif)

	and compilation at VO level			
9	MP Aggregation at BPIU Level	LHS	LHS & BPM	Nov (Rabi)/June(Kharif)
10	Fund requisition through CLF and conducting LCM at Block level	LHS	LHS & BPM	Nov (Rabi)/June(Kharif)
11	Conducting field demonstration in selected VO about intervention	LHS	LHS & BPM	Nov (Rabi)/June(Kharif)
12	Procurement of seed and other necessary inputs in VO and convergence with Agriculture department for input support if any.	AC	LHS	Nov (Rabi)/June(Kharif)
13	Conducting weekly meeting at Village level and Fortnightly meeting at cluster level of cadres	VRP	CC/AC	Nov (Rabi)/June(Kharif)
14	Plot Verification by staff & Livelihoods sub committee	CC/AC & LH sub committee	BPM/Manager-LH/LHS	Dec on wards till harvest (Rabi)/July
15	Generation of Mahila Kisan card profile who have finally implemented the intervention	VRP	CC/AC/LHS	Dec on wards till harvest (Rabi)/July On wards till Harvest
16	Entry of Mahila Kisan card profile in MIS		Manager-LH,DPM	Dec on wards till harvest (Rabi)/July Onwards
17	Appraisal of VRP/SEW	CC/AC & LH sub committee	BPM/LHS	Regular
18	VRP payment	CC/AC	BPM/LHS	Regular
19	Yield assessment and invitation	VRP & CC	CC/AC/BPM/LHS	Feb/March (rabi)/ Oct/Nov (Kharif)

## Livestock

NRLM in its Empowered Committee Meeting dated 29th March, 2017 had approved a Dairy Value Chain (DVC) Development project to set up a Milk Producer Company to cover the districts of Saharsa, Supaul and Madhepura. For implementation of this project, Bihar-SRLM (BRLPS) has entered into an agreement with NDS and with their support the projects were conceived, proposals were prepared/approved and are under various stages of implementation. The project is planned to be implemented in 600 Villages in 30 Blocks of 3 district i.e., Saharsa, Supaul and Madhepura). Under this approval a Milk Producer Company was incorporated, namely Kaushiki Mahila Milk Producer Company Ltd on 22nd September, 2017 and has commenced its business operations from 11th October, 2018. Currently forward linkage has been done with Mother Dairy, New Delhi. Chilled Milk is being pasteurized at Anuj Dairy Plant and finally sent through refrigerated Van to Mother Dairy, New Delhi. The company has started its operations in 32 villages having 32 Milk Pooling Points (MPPs). The total number of members enrolled is 2614 of which around 80% are SHG members. The average milk procurement till 20th Nov'18 is 816 KgPD and the peak procurement volume of 857 KgPD was achieved on 30th Oct, 2018. 2 BMCs of 5 KL each have been installed at Singheshwar (Madhepura). One more BMC site at Hajipur (Supaul) is under construction and will be ready by end of Nov'18. Five more BMC sites have been identified. FSSAI license for company and BMC location has been obtained. Out of 90 approved manpower positions, 38 positions are filled up and recruitment of remaining positions is in progress as per requirement. Purchase Order has been placed for most of the capital items, worth Rs. 1343 Lakh. 20 AI technicians have been identified and trained to provide doorstep AI Delivery services. Increase in the average income of milch producing households as the average milk price has increased from Rs 30 to Rs 39 since the operationalization of MPC. The competitors mainly the unorganized players are compelled to match the producer price of MPC. This phenomenon is noticed not only in the villages where MPC is present but also in the neighboring villages as well. The fair and transparent system is helping in creating an environment of faith and trust among the member producers thereby binding them to the institutional structure. Depositing the milk payments directly into the individual member's bank accounts has helped in removal of intervention of the intermediaries and in timely/regular payments. Bank account deposit has also contributed towards inculcating the habit of saving and improving credit worthiness of member producers. Employment generation for rural youths through deployment of village level functionaries such as Sahayaks, MAITs etc which will go beyond 700 by end of project from the present level of about 150. Within a span of a month, a total of Rs 6.80 Lakh has been paid to around 1000 member's bank account.

In Goat Intervention, BRLPS is working on two main approaches, one Goat Induction in convergence with Dept of Animal and Fish Resources under Integrated Goat and Sheep Development Scheme under which 24405 Goats has been distributed to 8167 HHs in 7 Districts. and second is Service Model to benefit the community and facilitate them to take a step towards enhancement of livelihood through livestock in 8 Districts of Nalanda, Nawada, Gaya, Rohtas,

Araia, W.Champaran, Purnea and Patna. Under which Value Addition activities through trained Pashu Sakhis and Mobilization of Goat Rearers by forming the PG. Total 210 PG has been formed and 196 Pashu Sakhi has been developed to Focus on Mortality Reduction, Productivity Enhancement, Breed Improvement through Buck Entrepreneur, Market Linkage

BRLPS has started Backyard poultry intervention in May 2013 as a pilot. On success of piloting, Jeevika is implementing Backyard Poultry intervention under “Integrated Poultry Development Scheme” of GoB. Total 591 Poultry Mother Units got established by CBOs in 36 district of Bihar covering 180838 HHs of which around 34% is SC/SC population as per the Micro Planning done. Of the total members linked, 131642 members got benefitted from the project with the distribution of a total 7317471 birds.

#### Implementation Support Agencies:

To implement the livestock interventions, partnership with following agencies has been done:

1. NDDDB Dairy Services: For setting up milk producer company in Saharsa, Supaul and Madhepura.
2. Aga Khan Foundation: For implementation of Project Mesha which is proposed to work directly with over 50,000 Goat rearing women SHG members in the Musahri, Bochaha, Sakara and Muraul blocks of district Muzaffarpur and development of Pashu Sakhi for providing productivity enhancement services related to Goat.
3. The Goat Trust: For developing training architecture to build internal capacities of the project to roll out goat rearing intervention. Development of community led extension system to strengthen the goat rearing intervention.
4. JSLPS: To establish the Goat model in the selected districts and blocks of Bihar, Development of cadre base pertaining to goat related intervention in identified villages under BRLPS would be undertaken, Establishment of community institutions pertaining to goat intervention's.
5. United India Insurance Company Ltd: For insurance of Goats of members of Goat Producer Groups formed.

#### Activities to be completed or imitated:

**Dairy:** In Dairy it is proposed to organize milk producers in the potential blocks of selected districts of Bihar to form member owned, producer centric Milk Producer Company. The user owned Milk Producer Company would optimize the return to the producers by minimizing channels between milk producers and milk buyers and providing need based timely technical inputs services. The MPC would ensure transparency and fairness in the operations, objectivity and inclusiveness in Governance as well as professional management. One Milk Producer Company will be set up, which will together enroll 25,000 members from around 400 villages.

**Kaushikee Mahila Milk Producer Company:** In FY 2019-20 Jeevika has incorporated Kaushikee Mahila Milk Producer Company with technical support of NDDDB Dairy Services in



Saharsa for providing sustainable livelihood alternative through dairying to women milk producers round the year in the districts of Saharsa, Supaul and Madhepura.

The project is being implemented in about 600 villages of Saharsa, Supaul and Madhepura districts. However, in order to ensure viability of a milk routes or business operations, the company may go beyond these districts. The villages identified would be predominantly those where SHG groups are active. In these villages about 18,000 women milk producers would be enrolled as members during the project period of 24 months which will increase to 36,000 by end of 5th year of operations. It is estimated that the milk pouring from these members would reach an average of about 38,000 litres per day in the coming year of the project which by fifth year of operations will reach about 123,000 litres per day.

Under the project, the company would set up Milk Pooling Points (MPP) in villages equipped with modern milk collection and testing infrastructure to ensure fair and transparent system in milk transactions with producer members. The Company would establish an IT system to enable faster processing and timely payment to members. The milk collected at MPPs would be transported in cans to bulk milk coolers for chilling. Chilled raw milk would be sold to institutional buyers till the MPC develops capabilities for retail marketing.

To increase the productivity of cattle and buffalo leading to reduction in the cost of milk production and improving the income of producers on sustainable basis, it is proposed to provide doorstep artificial insemination (AI) through qualified and trained AI technicians in order to improve genetic make-up and encourage scientific feeding practices. Fodder development activities, such as, fodder conservation and demonstration of improved fodder varieties is also planned.

**2. Babu Dham Milk Producer Company:** NDDB Dairy Services has incorporated Babu Dham Milk Producer Company in East Champaran for providing sustainable livelihood alternative through dairying to women milk producers round the year in the districts of E. Champaran, W. Champaran and Gopalganj districts. Under the project, the company would set up Milk Pooling Points (MPP) at villages level equipped with modern milk collection and testing infrastructure to ensure fair and transparent system in milk procurement.

The Company will provide all services to the milk producers of these three districts as like in Kaushikee Mahila Milk Producer Company. BRLPS will work with Babu dham Milk Producer Company and try to ensure inroll maximum HSG members with company and to get services to

SHG members to increase milk production and their marketing. Animal health and awareness camps will be organized with focus on enhancing milk production, dealing with infertility problems, Detection and treatment of prevalent diseases and infertility problems, Providing preventive measure for prevalent diseases and awareness generation on cattle rearing that will include housing, feed and health management. These camps will be organized with collaboration of Animal and Fish Resource department, Government of Bihar and BAIF. The focus area will be Nalanda, Khagaria and Muzaffarpur where JEEViKA has already organized Dairy Cooperative Society by mobilizing the SHG members. Other than this Supaul, Saharsa, Madhepura, E. Champaran, W. Champaran and Gopalganj will be covered under the Animal health and Awareness camp.

**Goatery:** In Goatery Producers' Groups (PGs) will be formed by mobilizing 40 goat rearing households belonging to SHGs. Initially; existing goat rearers will be given priority to become part of the PG and later interested new households may be included. The main objective of the PG is to reduce mortality through vaccination & preventive measures and Improve body weight by balance nutrition along with improve rearing practices.

For Setting up of community managed extension services An active goat rearing person preferably a woman (SHG member) among the PG members will be identified, who will give time for her own capacity building and provide regular & timely support to goat rearing households in the village. She will be termed as Pashu Sakhi. Modular training programs will be organized for the Pashu Sakhi and in turn she will impart these trainings to goat rearing PG members in the monthly meetings or as per convenience of goat rearers. Apart from these; she will visit households to provide services required for goat rearing at the door step of SHG members. The services will be regular & timely. The extension services will lead to increase in body weight of the goat, timely curing of disease, reduced mortality and increased market price.

The Pashu Sakhi will record the goat status of individual households, which would help in sequence the selling of goats, which are more than 10 Kgs of weight or as appropriate. This helps in increasing the bargaining power among the goat rearers for selling of goats to buyers. In rural weekly haats, cost of goats will be fixed on the basis of their weight for better price realization to goat rearers. Collective selling of goats will also be introduced with support of Pashu Sakhi.

### **Poultry Intervention:**

BRLPS had undertaken convergence with the Department of Animal and Fish Resource, GoB under the Integrated Poultry Development Scheme with the objective of leveraging benefits pertaining to initial subsidized investments made by the participating households. This programmed having a positive impact in improving and sustaining poor farmers' nutritional

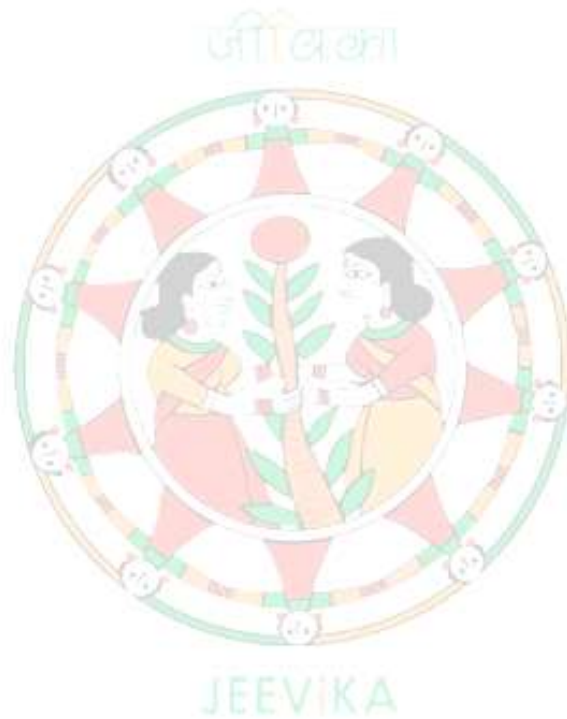
security. To ensure sustainable livelihoods model, we don't really on government subsidized schemes. We will ensure sell of birds at right age and right average weight to maximize the profit realization to rears. This will create balance between livelihoods and nutritional security to farmer and develop village level entrepreneur as well.

Based on the learning of Backyard Poultry Intervention (subsidy model) and piloting of cost to cost model of poultry in Sherghati Block, BRLPS is planning to promote Full cost model of Backyard Poultry Intervention poultry. This will be implemented in Vikramshila Region i.e. Districts Katihar, Bhagalpur & Jamui in Saran Region i.e. districts Saran, Gopalganj, E.Champaran, Sitamarhi & Siwan and district Patna under BTDP. Each district will develop one block as Cluster/Hub for backward and forward linkages of Backyard Poultry Intervention. Implementation of this Full cost model will be promoted from day one with the members those are interested to continue this intervention as a long term sustainable livelihoods option and never benefited under of integrated poultry development programme. **Sustainable Model of Backyard Poultry Intervention:** Acceptance of the rearing of Low Input Dual Purpose Birds (Backyard Poultry Intervention) is high among community and same is visible with the rapid growth over the year. **Integrated Poultry Development Scheme (Current Model) Vs Cost to Cost Model:**

Sr. No.	Point of Leverage	IPDS Model	Cost to Cost Model
1	Model	Consumption Model	Business Model
2	Focus	Distribution of Birds	Sustainable Livelihoods Creation
3	De-worming and Vaccination	Not in Regular Practice	Regular (On time)
4	Feeding Pattern	Vegetable/Food Residual and open grazing	Balanced Supplement Feed
5	Mortality Control	5-10 %	Control Mortality (Less than 5%)
6	Market	Local Sell, As per need and availability of market	Organized Market, Sell of birds at right age with right weight.
7	Cadre	Service Provider	Entrepreneurs' Model

The project will provide a PG perusal fund (including revolving fund at the PG) to ensure working capital for running the business on cost to cost basis.

The pro-producer value modeling approach was adapted to understand the value chain of backyard poultry programme followed by BRLPS, which shows the immense potential to scaling up further with the formation of producer organization. This may improve the efficiency at the input markets and facilitate the output markets and overall welfare of the producer in significant way.



## CHAPTER 4: Promotion of Non-farm enterprises and clusters

Non-Farm plays a crucial role in rural economy of Bihar especially for rural landless households who subsist on casual labour and share cropping. For landless HH non-farm economy provides a stable and reliable source of livelihood. For more entrepreneurial households, the non-farm economy is ripe with opportunity. Under National Rural Livelihoods Mission (NRLM) in the financial year 2019-20 the SRLM Bihar will encourage, promote and create conditions for poor households, in rural areas, to adopt non-farm livelihood activities.

In the next financial year BRLPS (JEEVIKA) will expand and strengthen five core non-farm interventions that have shown to be successful in the field: Rural Retail mart, Bee-keeping, Jute production, Arts & Crafts Production and Community Kitchen. For households who want to diversify their livelihood activities or set up their own businesses, BRLPS will provide district-specific non-farm opportunities. Broadly, the intervention has been organized into two tracks.

**Track 1:** Expanding Successful BRLP Non-Farm Interventions: Track-one aims to expand five non-farm interventions (through producers group)—incense stick production, bee keeping, jute production, arts and crafts production, and carpet weaving—which were shown to be successful in the World Bank supported BRLP Project. These interventions are intended to reach the poorest and most vulnerable households in the NRLM/NRETP blocks. In each of these five non-farm interventions, the project will evaluate the impact and outcomes of each intervention. Furthermore, the BRLPS will:

1. Develop Producer Organizations around each non-farm business activity
2. Identify and provide skill enhancement, new product development trainings to enable communities to produce contemporary products that reflect customer demand in mainstream markets. Jeevika will organise annual Saras Mela to market these produces and it will also facilitate craft-men/women to sell their produces in trade fairs organised in different states
3. Organize and participate in marketing events to showcase products and establish long-term community and corporate partnerships with major buyers and export houses
4. Identify and implement branding and e-commerce for select products to target buyers

**Track 2:** New Non-Farm Interventions: Track-two focuses on six new non-farm sub-sectors: rural creative industries, rural home-based industries, rural retail, rural hospitality, rural services, and rural transportation. Track-two aims to introduce a new orientation to BRLPS's work on the non-farm rural economy. Non-farm interventions will be guided by a strong end-to-end value chain approach in identified non-farm sectors. BRLPS will aim to create an ecosystem to catalyse entrepreneurial activity and strengthen MSME



enterprises in rural and peri-urban Bihar. The project will work toward this goal through a network of business incubators, business resource centres, and a strong cadre of Producer Organisations.

The methodology to be employed in track-two of the project is described below:

1. **Scoping Studies and Mapping:** A detailed opportunity assessment exercise to identify the NF opportunities in Bihar 's districts will be conducted. The key factors that will be considered as part of this process are: (a) proximity to markets and related opportunities and risks; (b) Proximity to growth clusters (c) availability of necessary infrastructure. The exercise will also assess the profile and capacity of the prevalent clusters in leveraging these opportunities. The key factors that will be considered are: (a) scale of the economic activity and number of Producer Organisations engaged (b) skill level and product mix (c) evidence of social capital at the grassroots, degree and type of organization (d) human development indicators (e) market exposure and integration.
2. **Diagnostic (Value chain analysis, market analysis, SWOT analysis, market players and market gaps):** For each of the selected sectors, a value chain analysis will be carried out, assessing all stages in the product life cycle: pre -production stage (input supply chain, input quality, access to finance); production stage (knowledge, technology usage, operational efficiency, design), post production stage (market linkage and integration across producers, whole sellers, retailers and importers) and finally the institutional support (including private and public institutions). The participating actors and the existing relationships will be identified. The margin spread (i.e. the distribution of revenues across different players in the value chain) will be plotted. Constraints and opportunities along the value chain and factors that inhibit or contribute to competitiveness will be identified as well. Potential sources of innovation in the chain will be identified.

#### **A. Start-up Village Entrepreneurship Program**

The vision of SVEP is "To help the rural poor come out of poverty by helping them set up enterprises and provide support till the enterprises stabilize" To provide them with business skills, exposure, loans for starting and business support during the first critical six months of the enterprises by using the NRLM SHGs and their federations. These skills shall be imparted by local youth who shall be trained in business management, monitoring and support using ICT and audio-visual aids. These local CRP-EPs shall also provide support to the enterprises. The SVEP has benefit the households and communities even beyond the financial gains it provides. It shall help rural people specially the marginalized sections, women, and SC and ST communities to gain a sense of dignity and self-reliance leading to great social changes. Similarly, the wealth generated in the local economy shall have a multiplier effect resulting in strengthening the local economy and reduction in distress migration. People engaged in a range of enterprises shall create further employment and improve the market. It shall also encourage new age enterprises in ICT/infotainment. It

shall promote enterprises in the field of sanitation, drinking water, renewable energy etc. This shall offer more economic opportunities for the rural areas and bring people out of poverty.

In its first phase, SVEP is expected to support creation and strengthening of about 14,400 village enterprises in 6 Blocks (Bodhgaya, Barachatti, Musahari, Muraul, Jandaha & Dhanarua ) in Bihar in the targeted four years i.e. 2015-19. This is expected to create employment for about 29910 persons. Six new block has been proposed from Bihar these blocks are Bihta (Patna), Bihar sharif(Nalanda),Bochaha (Muzaffarpur),Dobhi(Gaya), Kharik (Bhaglpur), Rajnagar(Madhubani). DPR has been prepared for these block.

### **B. Aajeevika Grameen Express Yojana (AGEY)**

The Government of India has introduced a new sub-scheme under Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM) entitled “Aajeevika Grameen Express Yojana” (AGEY) from the financial year 2019-20 with an objectives of providing an alternative source of livelihoods to members of SHGs under DAY-NRLM by facilitating them to operate public transport services in backward rural areas and to provide safe, affordable and community monitored rural transport services to connect remote villages with key services and amenities (including access to markets, education and health) for the overall economic development of the area by making use of the supports available within the framework of DAY-NRLM.

Under this scheme identified VO shall provide loan for the purchase and maintenance of vehicle to the SHG member selected by the VO/CLF. The loan provided by the VO shall be repaid within six years from the date of disbursement and this repaid amount shall be paid to the CLF by the VO in fixed EMIs. Under this scheme the beneficiary can purchase passenger vehicle only. Under this sub-scheme a maximum of Rs.6.50 lakh can be given as loan to each selected beneficiary for the purchase of new passenger vehicle. The entire amount of loan under AGEY must be repaid within 6 years from the date of disbursement.

### **C. Other Intervention**

The other major intervention in non- farm are bee keeping intervention, Incense stick intervention, Art and Craft, Silk, enterprise promotion, carpet weaving. Bee keeping intervention is in 5 district, incense stick intervention is in 2 district, Carpet weaving is in 1 district, enterprise promotion is in almost all district. Carpet weaving is done with the collaboration with Jaipur Rugs and bee keeping intervention is with Dabur India. Apart from this Saras fair is major event organized by Non-farm. SHGs members from Bihar participate in almost all Saras fair of other states. Apart from Saras SHG members also participate in other fairs like IITF, Kudumbashree food festival etc.

## CHAPTER 5: Skilling of Rural Youth

**Market linked skills development** The project will work through two broad approaches which will work in coordination with public and private companies of repute in job placements.

**Direct placement:** Partnership will be done with about 20 reputed agencies for placement of youth in organized sector. MIS data of unemployed youths will be shared with them to select the youth as per their need on regular basis. Mobilization, counseling, travel to destination and initial establishment support will be provided to candidates. In addition, “Job fair” will also be organized at block level once in a year. This job fair would give opportunity to the rural unemployed youth to get job in the organized sector.

**Placement through Skilling:** Most of rural youth lack skills required in the growing sector. Demand oriented skill training will be imparted through partners. The agencies will hand hold & ensure mobilization, training, certification, placement and post placement services. One skills training center will be established in each block.

**New Initiatives:** Some of the new initiatives, which will be piloted and further be scaled up are as follows:

- 1. Finishing School:** After completion of trainings from service provider agencies, youth will be sent for exposures and placements. They will be given training on life skill, coping mechanism in cities and other soft skills. Training will also be imparted on work readiness to cope with agency environment.
- 2. Model training centers:** Piloting will be done on setting up model training centers. 3 model training center will be established in each popular trade. Instrumental support will be arranged from under-utilized and un-utilized Govt. buildings in order to optimize the available resources.
- 3. Job Helpline Centre (JHC):** This would work 24\*7 to improve the beneficiary’s retention in training and the job. Centre would issue SMS alerts to all staffs / counsellors for monitoring and grievances, helps them finding information on skill development programs, job selection criteria, counselling and post placement support. Regular tracking to candidates will also be one of the key tasks.
- 4. Corporate Networking wings:** This would act as an external support wings in corporate linkage. In addition to placement it will work on the retention & grievance redressal and coordination with various agencies working on migration issues i.e. protection, entitlements, migrant information, reimbursement, wage information, etc.
- 5. Market survey / study / EPA:** Employability Potential Assessment will be done to know the scope & growth potential of job in local market. Market scan, migration survey & other studies will be done by YP/interns/ROs.
- 6. Mega Job fair:** A mega job fair will be organized to place nearly 10000 rural youth in single event.
- 7. Job MIS:** Job MIS will help the project in maintaining youth data base, link employer with youth. Bio metric system will improve monitoring efficiency. Post placement tracking of the candidates through MIS will reduce the attrition of placed candidates.
- 8. Coaching Center:** Rural youth lack proper knowledge about the selection process and examination patter, study material about competitive exam of entry level jobs in state and central govt. coaching facilities will support potential youth to get government job like army, police, banking clerk etc.

## CHAPTER 6: Health, Nutrition and Sanitation

Health, Nutrition and Sanitation are interlinked each other and contribute towards improvement of nutrition and other human development indicators. So it is important in livelihoods project to reduce vulnerability and to sustain livelihoods. Major focus activities of Health, Nutrition and Sanitation (HNS) will be to improve food diet diversity, agri-nutri linkages and reducing prevalence of open defecation among SHG households. To achieve this, Behavior change communication (BCC) approach will be undertaken through trained community professionals such as Master Resource Person (MRP-HNS), Community Mobilizers, Community Nutrition Resource Person (CNRP) and VO health sub committees. During this financial year HNS BCC will be scaled up in the all blocks of the state. Special emphasis would be given HNS BCC module roll out across the blocks and reinforcement of BCC through community events, periodic campaign. The project would also ensure integration of HNS intervention within existing different thematic intervention and implement through CLF, VO and SHGs. The project will also have convergence strategy on VHSND, Annaprashan Day to make effective demand generation and service delivery system for rural households. The project has also envisaged convergence with National Nutrition Mission by behaviour change training of SHGs on nutrition topics. The project would also provide support to other SRLMs states in capacity building and in preparation of implementation strategy based on the existing implementation learnings of JEEViKA.

**During the FY-2019-20 following key interventions are to be undertaken-**

### **1. Health, Nutrition and Sanitation (HNS) Behavior Change Communication:**

The project has developed standardised 4 HNS BCC modules and technical vetting of the module has already been done by World Bank, BMGF and PCI. During last FY 2018-19 the HNS BCC module roll out has been started in 352 blocks and during this FY 2019-20 all SHGs of 534 blocks will be covered by HNS BCC module roll out. Major activities would be capacity building training of staff, cadre and CBOs focussing on promotion of Minimum Dietary diversity at HH level and maternal child health and nutrition care within 1000 days window and safe sanitation behaviour at HH level. The project will also emphasize for stopping open defecation prevalence, use of toilets, handwashing, personal hygiene (Mensuration hygiene) and usage of ORS-Zink. The HNS BCC module is to be rolled through CMs during SHG meeting monthly once in respective SHGs of VO and ensure follow up and reinforcement in subsequent weekly meetings of the month. Video film and other IT tools will also be introduced in SHG to reinforce the messages and adoption of expected HNS behaviours. VO health sub-committee will ensure promotion of household level diet diversity and expected health care support at HH level especially to identified and selected pregnant, lactating and children. Community Nutrition Resource Person will be trained and placed for handholding support to VO HSC for ensuring safe health and nutrition seeking behaviours. Community Nutrition Resource Person will be developed to reinforce key messages of HNS. Mater Resource Person will be trained and placed at cluster and s/he will ensure training preparation of plans, review, convergence and monitoring activities at VO and CLF level for roll out HNS BCC module and other activities. The MRP-HNS will also provide handholding support to CMs for effective implementation of module roll out and monthly reporting of progress activities. Nutri-garden will be promoted at HHs level to ensure availability of different vegetables at HHs level for their regular consumption purpose. Community events, campaign will also be conducted at village organization level to ensure message dissemination among all stakeholders at village level who influence the HNS behaviors at HHs level. So it's crucial for integration within project with existing thematic interventions of institutional and capacity building activities of SHG, VO and CLF for overall community participation for these HNS agenda. The project will track the HNS progress through existing developed CBO MIS and VO Apps.

**2. Convergence:** Convergence is one of the focus priorities under HNS intervention. Following key area/schemes for convergence:



**2.1. Annaprashan Day:** Nutrition is one of the core interventions under HNS theme in JEEViKA and Annaprashan Day in alignment with JEEViKA nutrition intervention of the project. Hence it has been envisaged to do convergence with ICDS for effective service delivery jointly with VOs health sub-committee and AWW. Further we are planning for vetting of HNS module by National Nutrition Mission. The state convergence strategy for NNM would be finalized and implement it in the field with CBOs.

**2.2. VHSND:** As part of existing service provision of VHSND the project has planned to do convergence with respective department and down the line coordination between CBOs and primary service provider i.e. ASHA, ANM, AWW.

**2.3. SBM-G:** As currently Bihar has achieved 100% IHHL coverage in IMIS and further there is a requirement for sustainable behaviour change for usage of toilet and other safe sanitation behaviour. So Jeevika is envisaged for facilitating support at SHGs and VO ODF level to achieve sustainable ODF practices among rural HHs.

### **3. HNS Pilot & Innovation:**

The project will undertake need based various pilot project related to HNS enterprise and emerging need of social marketing. All pilot intervention will be undertaken with support of the CBOs and their cadre and as per requirement additional human resource support would be placed to look after dedicated pilot interventions. Food fortification unit will be made functional and economically viable model. To implement the above pilot intervention the project will be hired or taken services of partner agencies.

**3.1. Nutrition Enterprise:** During this FY 2019-20 two specific nutrition based food products will be launched and start marketing in rural area specially among SHG HHs. The feasibility study is already conducted by “Taru” a agency hired world bank. Nutrition specialist from Pusa, Samastipur will be hired for technical support in developing food products and technology for HH based preparation of food products. The pilot intervention will be carried on during this FY2019-20

**3.2. Social marketing Enterprise:** based on earlier learning the social marketing pilot intervention will be continued in the project especially sanitary napkin production and selling would be started as social marketing and other social items will be included in the pilot intervention as social marketing.

**3.3. Solid & Liquide Resource Management:** Jeevika has planned to undertake SLWM pilot project in the selected project blocks to demonstrate learning and experience. This pilot project will be run by SHGs and VOs/CLF. The agency will be hired for to provide capacity building support of concerned stakeholder and community.



## CHAPTER 7: Social Development and Gender

### *1. Social Development, Entitlements and Convergence*

The primal area for Social Development and Entitlements in year 18-19 will be on diversified nutritional food security & health risk mitigation, collective actions with non-negotiables, social campaigns & awareness, gender sensitization, entitlements & rights-based approach and social inclusion of elderly, disabled, widow and tribal in SHG fold. The year will also be special in terms of convergence with departments and agencies focusing on service delivery mechanism and capacity building of community members along with strengthening of institutions. These mentioned activities will be taken by the liaising with departments, MoU with agencies, development of cadres, training and capacity building of community members and their exposures. CRP drives in many interventions will also be the major area for the intensive approach to ensure the qualitative delivery to the even last households included into SHG households. Simultaneously, capacity building of staffs and cadres will be the main agenda for ensuring effective and efficient management systems.

### *1. Food Security Intervention*

JEEViKA's universal program Food Security is a community-based food management system having objective to ensure availability of food to each poorest household throughout year. Year 2019-20 will be for diversification nutritional food security to beneficiary in context to inclusion of most vulnerable, SC and ST households. Emphasis would be more on nutritional security to women and children. Being community-based food management system, need of food assessment is done by VO on regular interval and demand is generated from each SHGs for its members. Procurement of food grains and other eatable items in bulk is done by Village Organizations from local farmers, markets and provided to SHG members on interest free credit. The households are responsible for the repayment of amount within 3 to 6 months times. Food Security considering as universal program is to be implemented in all 4 months old VOs having bank account and having 40% SC and ST population households under VO fold. The criteria of 40% SC and ST will be applicable throughout the project types (JEEVIKA, NRLM, and NRETP). An amount of Rs.100000 lakh will provide to VO, as one-time grant (revolving fund) by the project.

### *2. Health Risk Intervention*

Health being the major factor for a person, the objective of this intervention is to provide low cost fund for health and medical emergencies to households included in SHG fold. Health Risk fund is also one of the universal program in which Village Organizations which are 4 months old and having bank account are eligible for receiving this fund. Being health the important factor for rural areas, health loans and savings are two components of Health Risk intervention. SHG members are mobilized to start health saving from Rs. 5 to 10 per month in their Village Organization. These savings done by SHG members' acts as an

emergency fund for health-related needs. After 3 months of regular saving, VO submit the fund requisition on which project provide one-time fund of Rs.50000 as revolving fund. The member contributing to monthly HRF savings are entitled for receiving HRF fund for health emergencies. This intervention will be implemented in all project area.

### *3. Non- Negotiable – Collective Actions*

In the year 2019-20 total of 7 norms have been finalized with printing of 6000 Non-Negotiable flip charts. These training on Non-negotiable and Collective actions will be provided to 1-year old VOs along with staffs and cadres. Collective actions are the women led initiatives which compels them to raise their voices on social issues. Collective actions in forms of awareness, rallies, mobilization, liasioning with police and administration on total prohibition has been a tremendous example. As per the plan all 1-year old VOs will be oriented to take up any 2 issues for the year and work on mobilization and awareness of local populations.

The topics of Non-negotiable collective actions are as follows:

- Alcohol prohibition and mobilization
- Education – sending children to school daily and regularly
- Entitlements and convergence (MGNREA, pensions, schemes, jobs, PDS, etc.)
- Domestic Violence and rights (widow, elderly, destitute women etc.)
- Sanitation and cleanliness by use of toilets in each household
- Girl child marriage above age 18
- Abolishment of Dowry system

Also, to improve the people's participation and motivation, total of 1000 community members/ cadres/ PRI members would be awarded for their contribution in collective action. Some of these members will be developed as CRP. Further there will be exposure of VO and CLF to other blocks/ districts best VO and CLF for learnings on collective action on non-negotiable.

### **Renewable Energy**

Access to clean, convenient and cheap source of energy solution is a prominent initiative for social development theme for many years. JEEViKA in collaboration with many departments and agencies have been providing renewable energy lighting and home solutions. JEEViKA in partnership with TERI, BREDA and IIT-Mumbai is implementing solar initiative program to provide the clean energy solution to enhance the availability and accessibility in rural areas.

- **TERI:** In partnership with TERI 15,110 households have been benefitted under this scheme in which products for lighting along with cooking stove have been provided at a subsidized cost of Rs. 4,500 till

Dec 2017. Also, in new mapping 4700 approx. households will be covered and provided with products by the end of March 2018. Thus, total of 19800 households will be benefitted under this scheme.

- **BREDA:** In similar initiative having collaboration with BREDA, total of 9900 households have been benefitted with solar lamps and home lighting solutions. In total 4900 houses have been provided Solar Home Lighting Solutions at 90% subsidized rate of Rs.1000 (600 BREDA & 400 service cost at VO). Along with it 5000 households have got free solar lanterns in LWE blocks specially focus on coverage of SC and ST households. Also, in work with BREDA 259 household have been benefitted with 1KW rooftop solar power plant, which is more than enough for running household's appliances and lighting. This system is being provided at subsidized cost of Rs. 29,980. By end of March 2018 100 more household will be covered under this scheme.
- **SOULS:** In the year 2019-20, a tri-partite MoU have been signed by JEEViKA with IIT-B and EESL under the scheme of "Million Souls Program" by Ministry of New and Renewable Energy. In partnership, total of 18 Lakhs school going students from 63 blocks throughout Bihar will be provided solar lamps at subsidized rate of Rs. 100 only. In the financial year 2019-20 it will be target to cover 10 lakhs lamps by Dec 2019 and 8 lakhs by March 2020. Apart from distribution, in this project 600 service centres will be established which will be supported by 2000 cadres working as assembler, distributor, repair – maintenance and 180 community to be developed as micro entrepreneurs. Ten lakhs lamps have to be distributed across the rural students, costing Rs.100/- to improve the quality of education. This step has been taken jointly with IIT-Mumbai. This program is known as "Million Soul Program" under Ministry of New and Renewable Energy and IIT Mumbai. Under this program, to scale the project following features of the energy interventions will be carried out by JEEViKA. In this year in new agreement with TERI and BREDA more than 30000 households will be covered under different schemes and programs providing solar home & lighting solutions.
- **UJJWALA:** Government has launched "Pradhan Mantri Ujjwala Yojna" (PMUY) for providing LPG connections to BPM families over a period of 3 years. Objective of this scheme is to provide clean cooking fuel solutions to poor households especially in rural areas. Usage of conventional fuels for cooking has serious implications on rural women and children. In order to facilitate this project for reaching to rural women, Oil Marketing companies in collaboration with JEEViKA has planned to organize 12000 LPG panchayats in SC and ST dominant areas. LPG panchayats brings together about 100 LPG customers in their living area for interactive platform to discuss about safe and sustainable usage of LPG besides bring out the left out household under UJJWALA scheme.

#### *4. Gender Sensitization*

Women Empowerment has been the main objective of JEEViKA to establish social change in Bihar especially looking into the social issues. Initially in 2014, the pilot was carried out in Kurhani, Saraiya blocks of Muzaffarpur and Wazirganj block of Gaya. The result of training was quite encouraging in terms of women became more aware & they started talking about assetization & their rights b) the women had an increased say in decision making at household level and there was a marked decline in domestic violence as well.

Hence, it has been planned that in the FY 18-19, in all the CLFs which are 2 yrs. old, 2 master trainers will be placed who will impart gender sensitization training to all the members at CLF. Similarly, all 1 -2 years old CLF will make and implement Gender Action Plan. The staffs will also be trained on gender sensitization issues by the two gender consultants hired at state level. Also 500 community members will be developed and trained who will be working as Gender CRP and master trainer who will be providing training in their own and other districts.

#### *5. Inclusion of Elderly, Disabled & Tribal*

Elderly, disabled and tribal population are the most vulnerable section of the society. Mobilisation of this vulnerable group and inclusion into the SHG fold is necessary. In FY 18-19, more than 13000 vulnerable groups will be formed specially focusing on inclusion of community like elderly, destitute, single, differently abled persons. Presently, Help-Age India Foundation is working with 863 groups of elderly persons in three districts of Bihar. All the groups of Help-Age India Foundation in Bihar will be undertaken into JEEViKA's fold. Inclusion of these groups will be done by signing of MOU between JEEViKA's and Help-Age India Foundation.

Further to work on persons with disability, MOU has been done between JEEViKA's & Sightsavers. Sightsavers will help in strengthening the capacity of persons with disability by arranging technical assistance and implementation support. Initially they will be working in 18 first phase blocks of 6 BRLP districts. Till now more than 423 SHGs have been worked upon and guidelines revised for inclusion and liasioning with financial main stream institutions for credit linkages and project funds for livelihood options. In Bihar, Scheduled Tribes form just above 1 percent of the state's total population. The Schedule tribes in the state have a distinct social and cultural identity and there are certain key social issues specific to these communities. Hence it is important to provide equitable and culturally compatible benefits to tribal people and other socially disadvantaged groups identified. In order to mobilise and include the tribal into SHG fold, we require to build CRP among these indigenous group so that the tribal population identify themselves with the CRPs. The CRPs could be from ST dominant districts such as Banka, Jamui, Purnea, Bhagalpur etc. which have a considerable tribal population or we may even take help of CRPs from



neighbouring districts such as Jharkhand. JEEViKA will also go for having partnership with different organizations working on Tribal Development.

## 6. Partnerships

**A. LANDESA:** A non-financial MOU signed between BRLPS & Landesa. The basic objective is to provide access to homestead and farmland to rural landless people & support legal rights of women & girls to land ownership. Focus of this partnership is to understand the land insecurity issues in Bihar and design projects in consultations with CBOs. Initially in the first year, program will be piloted in 3 blocks of Gaya district namely – Bodh Gaya, Manpur and Dobhi followed by 10 more blocks in 2nd year and finally to all blocks in 3rd year. In order to carry out the program successfully, 200 CRPs will be developed and trained in FY 18-19 who will be working with 25000 vulnerable households in the aforementioned blocks. The main outcomes expected of this partnership are:

- Capacity building of community members to facilitate identification of landless women and livelihoods convergence
- Establishing single window delivery mechanism for women land rights and social security entitlements
- Provision for allocation of land on lease with support from Revenue and Land Reforms Department.

**B. SIGHTSAVERS:** The project partnership with SIGHTSAVERS is to ensure that disabled persons are organized and capacitated to create sustainable livelihoods and enhance their quality of life. The partnership will strengthen the capacity of persons with disability by arranging technical assistance and implementation support. The project is currently working in Nalanda and Muzaffarpur districts covering more than 423 disabled groups. Further the project will be scaled up-to 18 first phase block of 6 districts: Gaya, Khagaria, Madhubani, Muzaffarpur, Nalanda and Purnea. After 2 years the project will be implemented in 102 blocks. The expected outcome would be:

- Livelihoods plan are created for each PwD through inclusion and formation of SHGs. Supporting skill and entrepreneurship development of persons with disability and particularly persons with visual impairment
- Developing a pool of cadres from active member's men and women with disabilities, like book keeper, community mobilizers, etc.

**C. PRATHAM:** The project partnership with PRATHAM aims to intervene with SHG members in set of districts across Bihar. Pratham one of the leading NGO having mission “every child in school and learning well”. The collaboration is a designed in a way to understand the basic reading and arithmetic



levels of their children, thus helping create awareness about the status of learning. This intervention will be carried out by community cadre (Community Mobilizers) along with the support of active SHG members. In the pilot phase, the project was implemented in four blocks Raghapur (Supaul), Dhamdaha (Purnea), Bodh Gaya (Gaya) and Rajgir (Nalanda) under 438 SHGs. Further new 6 blocks from same districts will be taken up in FY 18-19 covering approx. 15600 SHGs in regards to expansion of this project. The prime outcomes of this partnership are:

- Awareness about the status of learning.
- The jeevika didi's who have been trained to gauge the learning level of children can carry out discussions with schools and teachers on how to improve the learning levels of their children.
- Improve learning levels of their children either via their own efforts or through use of volunteers.
- Understand the basic reading and arithmetic levels of their children, thus helping create

### *7. Entitlements & Convergence*

Community based organizations developed by JEEViKA have matured enough to take responsibility of ensuring entitlement and rights of its members. In this regard, JEEViKA project is providing necessary hand holding support to its CBOs in terms of capacity building and regular orientation to community and its cadres. Project also help its CBOs in coordination and liasioning with line departments.

Mahatma Gandhi National Rural Employment Scheme (MGNREGS): Average person day's work generation in Bihar under MGNREGS has been about 45 days for last 3 years around. Our effort is to add newer workers to the MGNREGA workforce to enhance over all person day generation in the state. Each BPIU has set an annual target of ensuring minimum of 50 days' work under MGNREGS to 50 % members of 30% Village Organization of their block. In order to meet target, set in Annual Action Plan, each BPIU will identify clusters and Village organizations having high density of SC/ST communities. After identification of such Village Organizations, concerned SHG members will be mobilized and facilitated to work under MGNREGA. In this regard to carry out micro level activities like demand registration, follow up for work allotment, job card application, social action etc. one MGNREGA VRP will be placed in each Panchayat who will be incentivized as per JEEViKA's MGNREGA VRP policy. These VRPs will identified by the concerned VO and trained by the project. These trained persons will work as community professional under the supervision of Cluster Level Federation and Village Organization. Social Development Manager will provide training to staffs, cadres and community members. To provide further momentum, each districts will identify three Panchayat where it has maximum number SHG members have been elected as PRI representatives. PRI members will also be provided training to ensure the delivery of services in their area for MGNREGA implementation. These Panchayats will be developed as model Panchayat with regards to the person day's generations as well as creation of IBS (Individual Benefit Scheme) assets like poultry shed, vermin-pit, farm ponds etc.

**A. Cluster Facilitation Team:** Cluster Facilitation Team is being implemented in 25 blocks of Bihar in convergence with Rural Development Department (RDD), Bihar. JEEViKA has already placed 114 MGNREGA consultants in these blocks and further 500 MGNREGA VRPs are working under supervision of these MGNREGA Consultants. CFT team on one hand will build capacity of MGNREGA labours through necessary orientation about various processes and provision of MGNREGA and on the other hand it extends its support to block level MGNREGA functionaries in mobilizing work demand, issuing of e-muster roll, monitoring workers at work site and in Measurement Book booking. CLF will be the implementing agency of the CFT project. It will mobilize labour/ labour groups at the worksite and ensure its timely measurement by the barefoot engineers working with it. All the expenditure of MGNREGA in the CFT blocks will be made through the E-FMS system. Payments to community cadre will be made on the recommendation of nodal VO/CLF in its regular review.

In this FY 2019-20, online registration of labour group and online demand of work will be done through MGNREGA MIS. This will be ensured by CFT Consultants with the help of CLF. In addition to this, Individual Beneficiary Schemes (IBS) such as poultry shed, goatry shed, Vermi Pit, Ponds etc., creating awareness amongst the community about their right and entitlements, capacity building of all resource persons will be the key intervention area.

**State CFT Cell (SCC):** State level CFT Cell will be constituted under the chairmanship of MNREGA Commissioner to facilitate and review the performance of the CFT Block teams. This will also help in sorting out of grievances related of MGNREGA, designing new policy etc.

**B. Training Module on MGNREGA:** A training module on MGNREGA for SHG members will be developed. This training module will help in building the capacity of our SHG HHs and claiming their rights of MGNREGA. MGNREGA Sahayta Kendra: In order to better functioning of the CFT project and addressing MGNREGA related grievance a MGNREGA Help Centre (MHC) has been established by CLF in 3 blocks namely: Alauli, Barhara Kothi in Khagaria and Dhamdaha in Punrea. The Sahayta Kendra is an information and facilitation centre for people to access information and their entitlements under the Mahatma Gandhi National Rural Employment Guarantee Act. This centre is deal with all the problems of the MGNREGA Workers of that particular block.

**C. Social Audit:** Social Audit Unit (SAU) has been formed as an independent society under Department of Rural Development, Bihar to conduct social audit of MGNREGS, PMAY and PDS. As per the Standard Operating Procedure (SOP) of Ministry of Rural Development, GOI, Village Resource Person (VRP) from Women Self Help Groups members will be engaged in conducting the social audit at Gram Panchayat Level. This initiative aims to create a community cadre of Village Resource Parsons (VRP)/CRP who will be engaged in conducting social audits at the Gram Panchayat Level. By

analysing the experience of CFT and SRLM, MORD has instructed Social Audit Unit (SAU) to take the assistance of the State Rural Livelihood Mission (SRLM) particularly in identify and mobilize women SHG members from every selected Gram Panchayat. Same was communicated to JEEViKA by department of rural development as of now JEEViKA has identified about 22500 VRPs. Out of 22,500 1960 social audit VRPs have been trained in CFT blocks.

Coming financial year i.e. FY 2019-20 will be focused on rolling out social audit work such as identification and training of VRP, to do social audit of different government programme, facilitate in verification of records with primary data in all districts of Bihar in convergence with Social Audit Unit, Department of Rural Development.

**D. Mukhyamantri Koshi Mulberry Project:** Under this project, 3768 farmers have already planted Mulberry plants in their individual lands by end of Dec 2017. Farmers will be further forward linked through reeling unit, construction of rearing houses, and establishment of nodal centres, distribution of farm yards manure etc. Year 17-18 was more of taking the learning experience through visiting and getting exposure from different places where mulberry sericulture is the main stream of livelihood that includes Bangalore, Kesla, Berhampur and Kaliachak, Malda. In the year 2019-20 approx. 50000 farmers will be planting Mulberry on their lands. Apart from 557 Producer Group formed and total 100 PGs will be there to support farmers by the end of FY 19-20. These farmers will be further supported as distribution and facility of 7200 farm yard manures units along with 16187 rearing kits to be distributed. These farmers will be supported through MGNREGA, Rashtriya Krishi Vikas Yojna, Handloom and Sericulture Directorate dept. of Industry and Central Silk Board. Primarily, these departments and agencies will support in following aspects:

- Funds will be extended to support training and workshop and one-time capital funding
- RKVY will support through honorarium for VRP, trainings, exposures etc.
- MGNREGA for providing plantation, irrigation, management and farm yard manures
- Industry department state fund for infrastructure, and other funding in shortages.
- Central Silk Board will support in giving technical input.

**D. Pensions:** The Govt. have provided various types of Social and security schemes for the benefitting the poor households to reduce their vulnerability. There are large number of households which hare eligible and included under the JEEViKA SHG fold are needed to be benefitted from pensions and schemes. In current year all 1-year old VOs in 1793 panchayats selected under MISSION ANTYODAY will be saturated through 3 pensions schemed which are: Old Age, Widow and Differently abled. Identification of households that are entitled to get benefit from the social security pensions but are not accessing them, will be systematically done by VOs. Once the beneficiaries are

identified, VOs will submit their list to concern CLFs where CLF will be responsible for taking up the list to their concern block and district office and facilitate the entire process to ensure the availability of pensions.

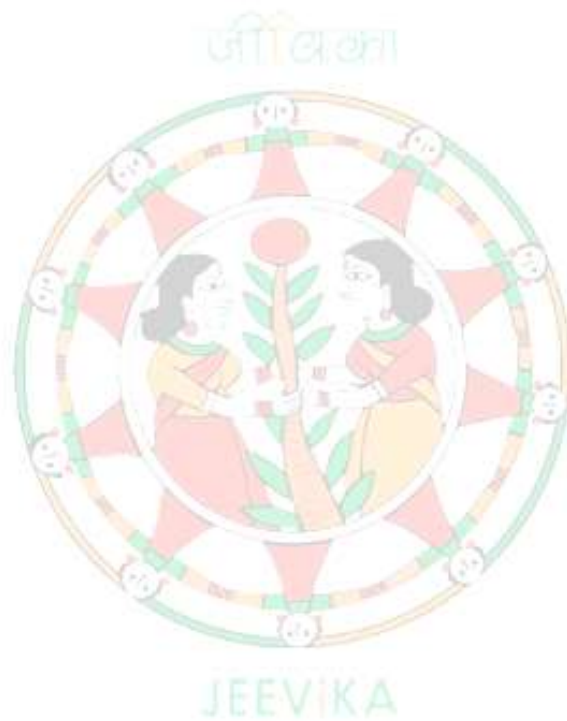
#### *8. Mission Antyodaya*

Mission Antyodaya is a state led initiative and framework developed in consultation with local and state level government, focusing to bring out rural households in selected panchayats from poverty. This approach will be taken through diversification and development of multiple livelihoods options. In partnership and consultation with local and state governments, Ministry of Rural Development embarked a platform where a gram panchayat is the main unit for monitoring the transformation and implementing the objective criteria. In country total of 50,000 GPs have been selected to reach out 1 crore households for bringing out from poverty by seeking convergence to government program and interventions with gram panchayats by following saturation approach. Under the Mission Antodaya the project will focus on linking the SHGs with Banks and providing livelihood opportunities along with the sanitation facility to each household.

Apart from the above mentioned objective criteria, JEEViKA will ensure to cover 4 core elements which are elaborated below:

- 1. Social Inclusion and Saturation:** The main focus on this indicator will be to ensure inclusion of all most vulnerable and PoP under SHG fold. Tribal development framework will also be mandate for inclusion of 100 % ST HHs under SHG fold. Saturation will be the factor under inclusion which will done through development CRPs.
- 2. Financial Inclusion and financing:** One of the important aspect is the capitalization to the CBOs from both external and internal sources like Credit Linkages and Initial Capitalizations. Efforts will be given to provide timely capitalization of groups through Bank Credit Linkages which are 6 months old. Also saving accounts of the groups will be taken up to ensure all 3 months old groups are having their own account for internal capitalization as ICF. In this financial year focus will also be given on individual bank account and insurance of the community members.
- 3. Capacity Building of CBOs/ cadres/ community members:** This year focus will be on nurturing and capacity building along with exposure of CBO to match the pace of existing institutions being efficiently managed by community members. Trainings and exposure will be planned with the support of trained field staffs and internal community professional. District and block level teams on CLF strengthening will be formed and trained. CLF and VO will be capacitated on different cadre policy so that they can own the cadre's policy.
- 4. Convergence and Entitlements:** JEEViKA is continuously working in necessary handholding support to its CBO's in terms of capacity building and orientation to its community on taking step ahead on convergence and entitlements. Our effort will be to add new members under MGNREGA

specially identifying clusters and village organizations having high density of SC and ST HHs. Also, panchayats will be identified where maximum number of SHG HHs members have been selected as PRI representatives and these panchayats will be developed as model panchayats. Project will also aim to increase the inclusion of elderly, disabled tribal population under JEEViKA fold from other agencies to provide them government run schemes and pensions. Major focus will also be given to ensure convergence with other agencies to work on land rights, clean home lighting solutions, gender sensitizations and others.





## CHAPTER 8: Pilot and Innovations

- 1. Proposal for Setting up Solar Panel factory managed by Community Members:** The project proposal outlines a vision to set up manufacturing units locally for production of small-scale solar modules and related solar product components which have important applications in off-grid and rural sectors of India. **The plant will be unique in the sense that it will be owned as well as operated by the local community.** It will be handheld by the experienced IIT Bombay team till the local team becomes capable of independent operations. The production of small solar modules is a labour-intensive process and can be effectively done by the clusters of self-help-groups (SHGs)/ locals trained appropriately. This would provide an opportunity for the local women entrepreneurs to earn a respectable livelihood, provide higher quality home lighting systems to the underserved communities and circulate the government money spent on decentralised solar in the local economy.

Such production can be undertaken by a business structured as a **company**. The exact structure of the company can be chosen to be either Private Ltd, Section 8 or Producer Company and their pros and cons have been discussed later.

A single such company can employ ~50 local people when started and thus can generate significant employment opportunities. The cost of setting up one such plant has been identified to be Rs 1.12 crore with additional initial working capital of Rs. 80 Lakhs. The additional coordination expenses of IIT Bombay will be Rs. 25 Lakhs (for 15 months). It is assumed that the land and building are provided in factory-ready condition by the local administration. The equipment and machinery costs are expected to be provided by CSR grant. The rest of the required funding needs to be arranged. The plant is expected to generate significant revenue for the community which can be ploughed back for local community development. The overall timeline of activities from initiation to handover is envisaged to be 2 years (24 months). The first 10-12 months will involve planning, pre-commissioning and commissioning activities. The next 12 months will involve Operations and handover of the manufacturing unit.

The project shall cater to the solar street lighting, home lighting, government programmes and other solar off-grid market worth Rs. 1500 crores per annum and growing at a rate of 20% per annum. The plant shall be able to significantly leverage government solar lighting projects as well CSR initiatives of several private groups. By catering to lighting requirements of government projects like Panchayat Street lights they will introduce substantial money into the local economy. **Towards this entrepreneurship network to be created locally** which will give livelihood opportunities to additional 100 people (this proposal focusses on manufacturing only, and not on entrepreneurship network). The initiative is expected to grow and incorporate other components of the decentralized solar systems from plastic & metal enclosures, to circuit boards and LED bulbs, supported by open source hardware initiative of IITB. Overall, this initiative should have disruptive and sustainable impact on the social and economic development of local communities.

## Organizational Structure

Designation	Role	Requirement
<b>Chief Executive Officer</b>	Overlook entire company's operations	1
<b>Production and Quality Manager</b>	Over-all Production Management	1
<b>Marketing &amp; Sales Manager</b>	Overall Marketing & Sales	1
<b>Finance &amp; Accounts Manager</b>	Accounting & Compliances	1
<b>Engineer</b>	maintenance & design	1
<b>Technician Grade 1</b>	Framing/Laying/Trolley	7
<b>Technician Grade 2</b>	Soldering, EVA cutting	7
<b>Operator - Grade 1</b>	Cutting, Lamination	6
<b>Operator - Grade 2</b>	Cell/Panel Testing, Maintenance	2
<b>Office Assistant</b>	(Back office) Assistant	2
<b>Quality Control</b>	Floor Supervision, Quality	2
<b>Store Keeper</b>	Inventory Management	1
<b>Accountant</b>	Book Keeping	1
<b>Office Boy</b>	Attendant	1
<b>Watchman (Day, night &amp; holidays)</b>	Security	2
<b>Sales and Installations</b>	Sales and Installations	5
	<b>Total</b>	<b>41</b>

## Financials & Projections

The investment (machinery, preoperative and commissioning expenses are 1.12 crores, with an additional 85 Lakhs required as working capital for year 1 expenses towards manufacturing only. The Table 2A indicates the required investment and its break-up. The remaining investment, toward land, etc., are given in Table 2B. It is assumed that land for the plant shall be provided free by the government or rented and no capital investment is necessary for land. Apart from this, the IIT Bombay coordinating expenses will be Rs.25 Lakhs. This is for 15 month period, for all phases; includes manpower, HRA, TA/DA, expertise consultations, trainer and handholding expenses Table 2A Requirement and Funds Breakup

Head	Description	Cost (INR)
Machinery & Equipment	Semi-Automatic Laminator, Cell Tester, Cell Scriber, Module Tester/Simulator, EL Tester, Soldering Irons, Tabbing and Stringing stations, layup stations, Al-framing machines, compressor, Vacuum Pump, Pneumatic Gluing Guns, Trolleys, Stands/Tables, Air-conditioners, Chairs, and Computers and installation	54,00,000
Equipment	Custom Duty, Taxes, Contingency, Freight and Transport	18,00,000
Pre-operative expenses	A. Registrations, compliances, CA fees (10 Lakhs) B. Consultants, manpower, meetings, office expenses, contingency (15 Lakhs) C. Raw material for pre-commissioning & training (15 Lakhs)	40,00,000
<b>SUB TOTAL</b>		<b>1,12,00,000</b>
Initial Working Capital	Raw materials, salaries, office expenses etc (assumed for one cycle in year 1 at 50% plant capacity; only manufacturing)	80,00,000 (min)
<b>TOTAL</b>		<b>1,92,00,000</b>

**Table 2B** Requirement and Funds Breakup

Other Investment		
Head	Description	Cost (INR)
Land and Infrastructure	Renovation of buildings, including Civil, Electrical (11kVA line with transformer, LT Panels, Power Load Capacitor, Meter Box, fuses, breakers, full factory wirings, etc.), water & sanitation works, lights, fans and ventilation, and safety as per required factory specifications and landscaping (Estimate only. Actuals may vary)	50,00,000
IITB Coordination Expense	Expertise consultations, manpower for trainers and handholding expenses for 15 months	25,00,000
DG Set	DG Set/ Off Grid Systems (Optional, depends on the actual electricity scenario at factory location)	10,00,000
Land Lease	<i>Not considered. Maybe needed.</i>	--
<b>TOTAL</b>		<b>85,00,000</b>

It is expected that the local shareholders will also invest some amount (say, 5 Lakhs and above) as their share equity capital. The consumables required for manufacturing small size modules of 2.5Wp along with their normalized costing are indicated in Table 3.

**Table 3** Costing of different components in a 2.5WpPV module and BOM cost per Wp

No	Material	Unit	Costing (Rs)	Material costing for 2 MWp (100% CUF) (Rs)*
1	Solar Cells	W	13/Wp	2,60,00,000
2	Low iron, tempered glass	m <sup>2</sup>	400/m <sup>2</sup>	86,40,000
3	Cu ribbons, Sn/Pb coated	Kg	760/kg	51,07,200
4	Cu bus-bars, Sn/Pb coated	Kg	760/kg	7,15,008
5	EVA	m <sup>2</sup>	70/m <sup>2</sup>	30,24,000
6	Back-Sheet	m <sup>2</sup>	105/m <sup>2</sup>	22,68,000
7	ABS Frames+ Wire	unit	25	2,00,00,000
8	Corner Keys	Nos	NA	NA
9	J-Box paste	W	NA	NA
10	J-Box-connectors, cables	unit	NA	NA
11	Flux	MI	5/module	40,00,000
12	Edge sealant	MI	3/module	24,00,000
12	Losses +non-offset GST+transport	unit	1/Wp	50,00,000
	<b>Total</b>			<b>7,71,54,208</b>

## 2. Menstrual Health and Hygiene Management (MHM) Project among Women and Girls in Bhagalpur, Bihar

**Abstract:** Menstrual hygiene has a bearing on the health of adolescent girls and women. The popular and available menstrual hygiene management (MHM) products have issues of affordability, access, sustainability, and disposal in rural and urban communities. Sustainable and correct use of these products also creates problems related to health and hygiene. This project will spread information on menstruation in order to reduce the misconceptions and taboos that menstruation is often steeped in. It will spread information on safe and healthy menstrual management practices, particularly the use of reusable cloth pads. The pilot will focus on capacity building in the region by training facilitators in disseminating this information; and by training women in the production of cloth pads so that they can supplement their income and make cloth pads readily available. If this pilot is successful, it can be scaled up and expanded to other regions.

**Introduction:** Given the advantages of using cloth pads – if used and cleaned correctly – in terms of health and hygiene, affordability, and environmental sustainability, as demonstrated by a number of studies, it is desirable and prudent to encourage the use of sustainable menstrual hygiene products among women and girls. Traditionally, cloth was used to manage menstruation and continues to be used fairly widely (albeit sometimes in ways that are harmful or unhygienic). However, the increased production of disposable sanitary napkins (DSNs), the perceived convenience and hygiene of these DSNs, and aggressive marketing strategies have combined to curb the usage of cloth. Furthermore, affordable and locally produced DSNs are now increasingly available, making their usage more ubiquitous across the country.

DSNs have certain advantages, in terms of ease of use, but their disadvantages outweigh the few advantages. The chemicals and materials used in these pads have been found to harm the user in the long-run. Not only are DSNs non-biodegradable and damaging to the environment, but without proper waste disposal mechanisms these pads pose post-use health risks as well. The social stigma attached to menstruation that continues even today results in an atmosphere of embarrassment and secrecy often leading to unhealthy menstrual and disposal practices. Even affordable DSNs may not be affordable to all, on a month-to-month basis which could lead to the overuse of a single pad (which is harmful) or the abstinence from everyday activities like playing or going to school.

Cloth pads provide a solution to a number of these problems. If washed *and dried* properly, cloth pads mitigate a number of the health risks that DSNs are known to pose. Moreover, they are environment-friendly and produce only a fraction of the waste that DSNs produce. Since they do not need to be incinerated, discarded, or flushed, cloth pads do not depend on complex waste management infrastructure. If used properly, cloth pads can last at least one year, though usually they last longer, thereby reducing costs and increasing the access to and affordability of menstrual hygiene products. The shame and taboos associated with menstruation are primarily social and cultural issues but having access to clean, comfortable, hygienic and attractive products to manage one's menstruation has a role to play in women's empowerment; being able to live every aspect of one's life – especially an aspect that is normal and necessary – with dignity plays an important role in reducing stigmas.

Finally, cloth pads are easy to produce and do not require much investment or infrastructure. In fact they can be produced locally and even at the individual/ household level.

**Proposal:** The primary aim of this project is to educate women and girls about menstruation and to present the use of cloth pads as an alternative to DSNs. Cloth pads incorporate the advantages of DSNs while



circumventing its disadvantages. Furthermore since it is possible to manufacture cloth pads locally and with little infrastructure, the project aims to train women already working in self-help groups (SHGs) to produce these cloth pads. This production could present women an additional income source, could offer local women easily available and affordable cloth pads to purchase, and transform attitudes towards menstruation. However, it is impossible to demystify menstruation without also talking about and providing unbiased, scientifically sound, and up-to-date information about menstruation. The proposed project combines capacity building with education in order to achieve the goals of sustainable menstrual health management (MHM). The pilot will apply the various facets of this project in an area decided upon together by the concerned stakeholders in order to study the efficacy of the project before it can be scaled up in the future. This proposal discusses the pilot (henceforth referred to as 'the project').

The sequencing of the project and its components are outlined here:

1. Training facilitators (ToT): this includes MRP-HNS, CNRP, CM who interact with girls and women in the community. The training will focus on how to facilitate educational workshops or sessions with girls and women, and how to support them in adopting healthy and hygienic, eco-friendly MHM practices.
2. Training SHGs: small groups of women from local SHGs will be trained in cloth pad making. This will include what materials are being used and the mechanism of the pad. They will be shown a few stylistic variations so that they can find their own preference and also cater to a variety of preferences.
3. Introduction of cloth pads: cloth pads produced by the SHGs will be introduced to a sample population of local women and girls during workshops conducted by the facilitators. These workshops will be part of the training so that facilitators get some experience and gain confidence. Additionally, they will include important information regarding pad usage and care for the sample population who will be using these cotton pads.
4. Data collection for Impact Assessment: in order to study the impact and efficacy of this project, it is necessary to collect data on each aspect of the project and from all those involved, viz. the SHG workers, the facilitators, and the population being introduced to the cloth pads. Data will include gathering information on existing menstrual practices, level of knowledge, and the products used for menstrual management. Data will also be collected during and at the end of the project period in order to understand what the changes are.

#### **MHM, a background:**

Through secondary research, the following challenges to effective MHM among rural Indian women have been identified:

- **Health:** According to a report published by National Family Health Survey<sup>1</sup> 2015-16, 31% of women in Bihar state use hygienic practices and sanitary pads to manage their monthly cycle and in urban areas its 55.6% and in rural areas its 27.3%. The trend that urban areas are more aware than rural areas is observed here too. With a direct bearing on the health of women and adolescent girls in India, there is a pressing need to focus on improving menstrual hygiene management. Investing in improving menstrual hygiene management will enable these millions of girls and women to lead safer, healthier and more dignified lives.



Adolescence is a period of major physical, psychological, and socio-emotional developments and changes. These are rapid changes that go hand in hand with an increased need for nutrition. Anaemia studies indicate that anaemia is significantly associated with regularity of the menstrual cycle. Anaemic girls are more likely to have cycles of less than 20 or more than 35 days<sup>2</sup>. One of the important factors associated with prevalence of anaemia was excessive bleeding during menstruation. This excessive bleeding leads to anaemia and severe disparities between iron requirements and actual iron intake during adolescence initiates a vicious cycle. In Rohtas, among the women in the age-group 15-49, 61.7% are anaemic<sup>3</sup>.

In Bihar, adolescent girls are exposed to early marriages and pregnancy, both of which are related to anaemia and reproductive health concerns. In Bihar, the rate of teen marriages is 42.5% and the figure for Rohtas is 38%. Hence educating girls and women on these issues become crucial when combating the same.

- **Economics:** Disposable sanitary napkins are often prohibitively expensive for poor consumers. Moreover, these products are often bought in places of other essential items such as schoolbooks. This can have far-reaching and detrimental effects.
- **Education:** Many rural women lack basic knowledge about the menstrual cycle and their intimate body processes in general. There is also a lack of knowledge about how to safely and hygienically dispose of menstrual products. And while teachers/caretakers have relatively high awareness of hygiene issues, this knowledge doesn't seem to percolate to young girls who can also benefit from the same. Additionally, washroom facilities are often inadequate for schoolgirls and female teachers to manage their menstruation, causing some girls to avoid school during their periods.
- **Culture:** Most rural Indian women experience lifestyle restrictions rooted in the prevalent cultural belief of impurity and pollution linked to menstruation. This may result in absenteeism from school and work and other forms of social exclusion such as in community participation, household activities, and decision-making.
- **Environment** – Disposable sanitary napkins/ products (DSN) in rural India add tonnes of waste to landfills, rivers and oceans.<sup>4</sup> This also can lead to air pollution and water contamination which impacts the whole community. In recent years, DSNs have become widely advertised and popularized across India. Currently, the Indian Government, under the Scheme for Promotion of Menstrual Hygiene<sup>5</sup>, is offering highly subsidized DSNs to adolescent girls (as well as to new mothers and female prisoners) who have heretofore had no access to these products. This scheme aims to make disposable sanitary napkins available to girls across the country. The first phase alone reaches 15,000,000 girls—and this is only 25% of India's menstruating *adolescent* population. We recognize that acceptance of DSNs by menstruating women and girls throughout India will inevitably produce a staggering amount of waste and air pollution; a conservative estimate is 58,500,000,000 pads per year that will be incinerated, deposited in landfills, or littered in the open<sup>6</sup>.

If accepted among rural users, washable cloth pads could have the added benefit of greatly reducing this amount of waste.

**Effective MHM requires an integrated approach** that addresses health, economics, education, culture and the environment holistically. These are inter-related influences/barriers that impact women and girls in rural India. We are especially concerned that when it comes to products, in a country like India where effective waste systems are basic, minimal or often absent altogether, MHM product options should also be non- polluting and contaminating to our water streams and earth!

Given the complexity involved in effective MHM, **one size fits all solutions are unlikely to be truly effective.** For example when it comes to advocating for certain products, local research is essential in order to understand the best options for the given context – taking into account factors such as cultural norms, access to sun and water, and local waste disposal mechanisms.

### **Intervention:**

1. Motivated by findings from secondary research, we propose to locally produce washable cloth pads for the rural user. The goal is to introduce a product that would be:

- Affordable to women with limited financial means; (final cost of product should be less, when compared to what a woman would typically spend on DSN during 1 year)
- Durable enough to last *a minimum* of 1 year, potentially saving women considerable money
- Appealing and attractive to communicate a message of holistic beauty, dignity and hygiene.
- Of a quality that would inspire women to provide the basic care (washing, drying and storage) necessary for product longevity and maintaining health and hygiene.

2. Based on secondary research it is also clear that this intervention will not be as effective without an increase in knowledge about menstruation, the propagation of healthy and hygienic menstrual practices, and the dissolution of taboos surrounding menstruation. This is possible only through education and sensitization of girls and women, their families, and their communities. For this training of facilitators is proposed.

### **Expected outcomes and deliverables of the project:**

- Skill development through pad-making workshops  
2 pad making workshops will be held, resulting in the training of up to 40 women in cloth pad making
  - 800 pads produced in the first month after the workshops
- Dissemination of unbiased and up-to-date information relating to menstruation and MHM
  - 2 ToT workshops will be held. This entails the training of 40-50 facilitators in conducting workshops with women and girls on MHM. These facilitators will, with some experience, be able to train other facilitators in different blocks/ districts
- 200 girls and women will receive cloth pads. They will also attend a workshop on menstruation and MHM which includes information on how to use and care for cloth pads
- During the project period the trained facilitators will be required to organize and deliver a certain number of workshops for other women and girls in the block/ district. These targets will be decided together with the concerned stakeholders. An estimation of the number of women and girls receiving

information from these workshops will be provided accordingly

- Impact Analysis
  - This includes publishing reports of the project, beginning with a detailed outline and justification of the study
  - Impact analysis will have two treatment groups, and a control as given below:
    1. A control group of 100 women and girls from a different block. This group will not receive cloth pads *or* educational information on MHM from facilitators. A baseline survey and end line survey will be conducted with this group
    2. A treatment group of 100 women and girls will be identified and will attend educational workshops but will not receive cloth pads. This group is important in order to study the impact of the educational workshops on menstruation and MHM delivered by the trained facilitators. The same baseline survey and end line survey will be conducted with this group
    3. A group of 200 women and girls will receive the locally produced cloth pads. They will also attend the MHM workshops conducted by facilitators. However, this group will provide feedback largely pertaining to the use of the cloth pads. A baseline, midline, and end line survey will be conducted with this group in order to understand the acceptability of cloth pads over time. These surveys will be useful to study whether the use of cloth pads has any impact on menstrual practices. The surveys will also provide feedback to the women producing cloth pads.
- By spreading education and information, disseminating technical know-how, and presenting cloth pads as a viable alternative to DSNs, the project will form a ripple effect and the targeted population will spread this information to the community at large. The local production of cloth pads will make them accessible. This is an important aspect if cloth pads are indeed to be adopted by the population

#### **Stakeholders:**

- Community Based organizations are an important stakeholder in this project. BPIU/DPCU will be required to coordinate the workshops which will be held with SHGs (pad making workshops) and those that will be held with facilitators (education and training workshops). Along with the community cadres and staff will have the responsibility of ensuring that facilitators can and do conduct educational workshops with women and girls outside the sample study. BPIU can play a role in organizing these workshops. It is recommended that AWW, ASHA also participate in these workshops to better understand the advantages of this project and sustainable MHM in general. At the scaling-up stage, the state government will play a pivotal role in coordinating between districts, sharing information, training, and procuring materials for cloth pads.
- Jeevika women
  - They will be trained to manufacture good quality reusable cloth pads, which will be used by them and the adolescent girls and women in the community
  - They required to produce a requisite number of pads (approximately 800) in the first month (which will be distributed to the sample population)
  - Other JEEViKA workers, not involved in cloth pad production, will be trained as facilitators who can conduct workshops on MHM for girls and women and be messengers of healthy, economical, eco-friendly, comfortable menstrual practices and products
- ASHA workers, Anganwadi workers, teachers, caretakers
  - Along with JEEViKA workers, this group will be trained as facilitators, or their knowledge on menstruation and MHM will be updated, so that they can educate women and girls on sustainable and healthy menstruation practices. This is important since many of these individuals attract with women and girls in the community and will be able to provide a reliable support system when it comes to menstrual

health. Furthermore, if these individuals are encouraged to use cloth pads, they in turn will be able to encourage the use of and eliminate doubts surrounding cloth pads.

- KGBV schools
  - Some girls included in the sample population, treatment group, and control group will be studying in KGBV schools. Additionally, teachers from these schools might be trained as facilitator and/ or trained facilitators will conduct workshops in these schools.
- Women and girls in the area (those part of the study and others in the community)

**Annexure – 1 :** The project will be implemented for 10 months:

Sl. No	Activities	Months									
		1	2	3	4	5	6	7	8	9	10
1.1	<b>Preliminary meetings with stakeholders</b>										
	Hiring local staff										
1.2	<b>Training JEEViKA women for cloth pad production</b>										
	Training local staff to conduct training										
	Exposure visit of SHG women to Shomota Kolkata										
	Training preparation										
	Site preparation										
	Material procurement										
	Capacity building										
	Batch 1										
	Batch 2										
1.3	<b>Production support</b>										
	Capacity building										
	Backward and forward linkages										
1.4	<b>Baseline study of menstrual practices and products used by girls and women</b>										
	Training local staff to conduct baseline and training										
	Design questionnaire for interview and FGD										
	Conduct study through interviews and FGDs										

	Data analysis												
1.5	<b>Facilitators training/ToT</b>												
	Design a facilitators' ToT session for caretakers/ Jeevika women/ASHA workers/ICDS representatives.												
	Conducting facilitators training session with caretakers/Jeevika/ASHA workers/ICDS representatives.												
	Follow-up & support to facilitators over phone												
1.6	<b>Educational workshops for students</b>												
	Design of workshop												
	Conducting workshop in schools/villages												
	Distribution of pads												
	Follow-up & support to girls and women over phone												
1.6	<b>Feedback survey</b>												
	Designing questionnaire for user feedback and post-test interview												
	Collecting user feedback (after 3 <sup>rd</sup> & 6 <sup>th</sup> month)												
	Observation of facilitators over entire study period by local staff and our staff												
	Data analysis of user feedback survey												
1.7	<b>Report preparation and presentation to stakeholders</b>												



## Annexure 2: Budget

Sl no	Head	Amount	
1	Consumables	3,00,000	Materials for production, stipend to SHG women
2	Contingency	1,50,000	
3	TA/DA	5,82,000	Travelling and lodging
4	Pay/ honorariums	8,75,000	Salary and honorarium to experts
5	Others	1,00,000	Stencil making, training material production (videos, manuals).
	Total	<b>19,37,000</b>	

### 3. Business Plan for Decentralized Fortified Food Units

**Background:** India has a high prevalence of health issues related to micro-nutrient deficiency. A lack of uniformity in food distribution and less affordability among people lead to under nutrition. Food fortification, as a strategy for improving public health, has been supported by several studies. The history of food fortification in India dates back to 1953, when the fortification of vegetable oil with vitamin A and D became a mandate.

The Government of India has recommended fortification in each of the 10th, 11th and 12th five year plans. Initiatives such as ICDS, Mid-day meal and PDS are aimed at those at the highest risk for malnutrition: pre-schoolers, pregnant and lactating women, schoolchildren, and poor and under-served sections of the population.

*Source: <https://mahyco.com/why-india-needs-food-fortification/>*

**“A third of women of reproductive age in India are undernourished, with a body mass index (BMI) of less than 18.5 kg/m<sup>2</sup>. It is well known that an undernourished mother inevitably gives birth to an undernourished baby, perpetuating an intergenerational cycle of under nutrition.**

- 38 per cent children under-five years in India are stunted.
- Stunting (inadequate length/height for age) reflects cumulative effects of intergenerational poverty, poor maternal and early childhood nutrition, and repeated episodes of illness in childhood.
- Stunting is the most prevalent form of under-nutrition, yet it goes largely unrecognized.

- Stunting prevalence varies across states. The levels of stunting in children are above the national average in Uttar Pradesh, **Bihar**, Chhattisgarh, Gujarat, Meghalaya, Madhya Pradesh, and Jharkhand. Prevalence of wasting is highest in Madhya Pradesh followed by Jharkhand, Meghalaya and **Bihar**.
- The lifelong effects of stunting are said to result in at least 10 per cent decrease in future income over the lifetime of stunted adults.”

*Source: UNICEF INDI*

## **1. Executive summary**

Good nutrition is about having the **right food** at the **right time**. The food we eat must contain enough nutrients otherwise we can become malnourished. Food fortification is one important step in making sure populations gain a balanced diet. It helps to fill micronutrient gaps where populations struggle to access nutritious foods, which is especially important as populations grow, live in more urban areas, and consume more processed foods rather than freshly grown food.

JEEViKA currently, implements a project aimed at reducing under nutrition among the target populations through age old, cost effective interventions to address micronutrient deficiencies in four blocks of three districts in Bihar state.

The project seeks to improve the quality of the supplementary food rations for children aged 6 to 36 months and pregnant and lactating women as part of the Integrated Child Development Services (ICDS) in Bihar, India. An established platform of women SHG's under JEEViKA BRLPS in Bihar have been used to implement this project. Community based organizations have been engaged to operate five food fortification units in three districts of Bihar, which produces fortified foods for targeted population through community based marketing as well as through supplementary nutrition programs in Bihar.

Whereas, Nidan and GAIN and Jeevika has entered into an agreement to implement a project in Bihar for empowering women to manufacture and distribute fortified blended foods through Integrated Child Development Services, NGOs and through other marketing strategies. The purpose is to improve the nutritional status of household specially children and women through a better product and improved delivery and marketing system. This project will ensure production of fortified blended foods for supply to the Supplementary Nutrition Program of ICDS as Take Home Rations for the ICDS beneficiaries. It will also be manufactured by women's groups. Along with it, the Community based organizations will also develop strategies for bringing about desired variation in the product and its sale in the market for earning handsome profit and making the venture sustainable resulting in increased nutrition as well as increasing livelihoods.

## **2. Business Description:-**

The fortified blended food developed at food units are named as “Wheatamix”. Wheatamix is a ready to eat food powder which does not contains any kind of added preservative, colour or flavour, so it is fit to be consumed by everyone. Nutritional value is also very high with added vitamins and minerals in it. “Wheatamix” is sold out by the Concerned Community based institutions to different Organizations, NGOs and even among the rural community through cadres.

- a. **Community Based Organisation:** This has a reasonable price that target community can easily afford and we can fight malnutrition through appropriate BCC on Nutrition needs while selling Wheatamix at different CBO Platform. Jeevika has a strong structure of the CBOs with SHG, VO, and CLF and thus “Wheatamix” can easily be marketed at such platforms through community cadre.
- b. **ICDS:** Energy Dense Micronutrient Fortified Extruded Blended Food) is to be provided as Take Home Ration (THR). Integrated Child Development Services (ICDS) scheme is world's largest community based programme. The scheme is aimed to improve the health, nutrition and education of the target community. ICDS has a huge capacity to purchase from the DFFUs as they are one of the partners who have signed tripartite MoU with the CBOs for purchasing Wheatamix produced by the DFFU which will further be given to the pregnant, Lactating and Children.
- c. **World Vision:** World Vision is child-focused humanitarian organisations. It works with children, families and communities to address issues of health, nutrition, sanitation & hygiene, education, humanitarian emergencies etc in partnership with governments and many others. As of now, world vision is purchasing Wheatamix for distributing among the severely malnourished child across six districts of Bihar. They are purchasing Wheatamix at a fair price from DFFUs and they place regular orders which create a good business scope for DFFUs.
- d. **Other:** In future DFFUs will also try to get support from other organizations, NGOs and will also implement different marketing strategies in order to increase the profit margin ensuring sustainability.

## **3. DFFU's Role in fighting malnutrition:**

India is running quite fast in the competition of growth in economy. Our government also have taken various initiatives and running various programs to eradicate the malnutrition. But it is very sad to say that the nutritional status of the children of our state is not still up to the mark. Here children are suffering from all the harmful effects of malnutrition. As of now there 40% under five children are stunted and 21% under five children are severely malnourished. These children are more likely to have diseases frequently than the children who are getting proper nutrition. Children who are suffering from under nourishment are often comes from the vicious cycle of the poverty. This under nutrition most of the time caused by inadequacy of proper meal pattern and health care in the first two years of life. Most of the time because of inadequate

source of income and less participation of women in earning leads to this poor situation. Here the DFFUs ran by JEEViKA CBOs are helping in the income source of the women which has a huge effect in a regular balanced diet. The Wheatamix contains Wheat, Rice, Pulses (Chana/ Mung Dal) and Sugar. So it's food value is rich with Carbohydrate, Fat, Crude Fiber Protein which helps in body building. Then Vitamins (A,B1, B2, B3, C, Folic Acid) and Minerals (Iron, Calcium) are fortified to it

Best for the child complementary feeding is hot cooked meal with regular used vegetables and cereals but as we see the ground reality child are not interested always to have regular foods and mothers also need good quality supplementary food with reasonable price. The product which will be ready to use. We already have in market baby food with different brands like, Nestlé, Horlicks etc. But they are quite expensive which are not affordable for the rural poor community. Here JEEViKA CBOs has an initiative to produce fortified food powder, where the factories are owned by, managed by and ran by JEEViKa Didis only.

The nutritional status is comparatively poor in Bihar, here we will focus on the condition of the population Gaya, Muzaffarpur and Khagaria in percentage.

District Name	Stunting (among children <5 years)	Wasting (among children <5 years)	Underweight (among children <5 years)	Anemia (among children <5 years)	Low birth weight (<2500 g) (WRA)	Anemia among women of reproductive age	Women with body mass index <18.5 kg/m <sup>2</sup>
Khagaria	49.8	17	42.4	63.4	-	59.8	31.1
Gaya	52.9	25.6	53.1	59	-	61.8	36.1
Muzaffarpur	57.9	17.5	42.3	58.5	-	52.4	33

[\\*https://poshan.ifpri.info/poshan-district-nutrition-profiles-bihar/](https://poshan.ifpri.info/poshan-district-nutrition-profiles-bihar/)

So, based on the above data we can see that the nutrition status is not adequate. Considering the fact JEEViKA in association with GAIN and Nidan decided to pilot this intervention across three district of Bihar by establishing five decentralized fortified food units One of our potential consumers is ICDS as they are catering the needy consumers of the product and are giving fortified food to them on regular basis. Another advantage anticipated behind ICDS as our primary customer is there regular and bulk order as

they have 56 beneficiaries (40 children and 16 mothers) in each Anganwadi centre whom “Wheatamix” is supposed to be supplied every month . The beneficiary gets the Fortified Food Powder (Wheatamix) as Take Home Ration and Anganbadi Sevika as well as Community cadre motivates them to consume it regularly as their supplementary nutrition along with their regular diet resulting in better health. We also have another consumers of Wheatamix i.e Wold Vision India. They buy the product from the JEEViKA CBOs and further distribute this to the children who are referred to NRC. Next to that we have our strong CBO web till to grass root. So, they are a huge target group and they love to get a good quality ready to eat food with a reasonable price and in these three districts there is a huge demand of Wheatamix from the CBOs. As we have this vast channel of consumers we will be able to reach maximum no of mother and child and fight the malnutrition, under-nutrition, stunting, IMR and MMR etc

#### **4. Industry Background**

There firstly JEEViKA set up three plants with joint effort of GAIN and NIDAN one extruder in Gaya and two in Khagaria, one roasting and one extruder. After that they established two more roaster units in Muzaffarpur. For Initial two months Nidan supported in operation of plant along with the capital support for the initial investments and further handed them over to the nodal CBOs. JEEViKA didis showed willingness to run the food units and they even hired technical staffs for their unitss to understand and carry on the process. They have even selected workers from community organizations and have given them ample trainings in association with Nidan and Jeevika as and when required.

#### **5. Competitor Analysis**

- **Threat of existing substitute products:** There is no other exact identical or similar product is there in the market. Because it is obviously ready to eat or drink with hot milk or water but really taste different from [Holricks](#), [Bornvita](#), [Cerelac](#) etc. Another quality is, Wheatamix doesn't contain any kind of flavour, colour and preservatives which enriches the authenticity and best quality with no side effects. Another point is one can make different regular use recipes like Halwa, Laddu, Barfi, Upma etc. with high nutritional contain which can easily be liked by anyone.
- **Threat of new potential entrants:** There are possibilities of other companies to come out in the competition of this extruded food powder for mother and child. As the business venture is not too much costly and there is a demand in the market also. If Wheatamix develop a strong market in open sector then other potential companies can think of producing similar products with better variation which can be a threat to the CBO ran company (DFFU). But the things which will surely



protect the business of DFFU are existing strong partners like ICDS, World Vision and the JEEViKA community, MOU with the ICDS department and further support from government helps in its reliability for many potential customers.

- **Bargaining quality of suppliers:** There are various positive points over which the DFFUs can bargain in market as a potential supplier as it has no chemical contain, zero side effects, easy to use, various types of recipes can be made out of this, less the price from other brands, women run business with empowerment approach.
- **Brand Value: JEEViKA** is a brand no doubt but **Holricks, Bornvita, Cerelac** etc. are popular brands in pan India. So, there is the point where the DFFUs have to earn trust to generate its own brand.

## **6. Market Analysis**

- **The industry:** If we analyse the industry background of the DFFU. JEEViKA has five units well set and all are in running condition. Our industry has partner companies like laboratory for food quality analysis, Company to supply the vitamins and minerals, Company to supply the packaging materials and the companies who set up the factories. All of them are potential partners and various ground levels partners are also there. They are working in proper faith with the company.
- **The target market:** Right now we have ICDS a government partner, World Vision, an NGO partner, CBOs, the rural community who are in JEEViKA fold. Very soon we will come into the open market with new product variations. Now we have products for only pregnant and lactating Mother and children. But soon we will go for special products like for aged and for young women. Both of this section has a requirement of iron and calcium supplements with other vitamins

## **7. Marketing Plan**

- DFFUs will continue the good faith with existing partners and the consumers for sustainability in profit making.
- DFFUs will go for product variation parallel with original Wheatamix by adding flavour, colour and preservatives to stick in the market with other competitors.
- There will be a special section of promotion and publicity and advertisements.
- Better and attractive packaging will be a strong strategy.
- Relation building will be done with other government and non-government organisations to bring new Potential partners.
- Hospitals can also be potential buyer of “Wheatamix” which could be approached in future.

## **8. Management Summary**

DFFU Management Team.

- **Team to Spearhead DFFU :** The Board Of Directors (BOD) of every company will spearhead the intervention and will monitor the work in alignment with the objective of the program. At DFFUs also, there is Management Committee actively working at every plant .committee consist of 5-6 members who are representatives of BOD and they are free to take urgent decision and coordinate all the activity of the factory from the procurement of raw material to selling of final product along with regular cleanliness, hygiene maintenance, Labour distribution, honorarium distribution to plant staffs and workers, financial transactions and to keep an eye on the proper and timely maintenance of Books of records.
- **DFFU Staffs:** Labour, technician, helper, guard, book keeper all are working as a team in DFFUs.
  - a. **Technician/ Supervisor:** He is the main key behind all the mechanical work. His duty is the plant maintenance and ensuring timely good quality production. Preferred to be an ITI qualified person aged between 20 to 50 years with good technical and management skills.
  - b. **Operating Helper:** S/He will follow the instruction of the technician and will support them in technical work, maintenance, cleaning etc. He should be aged between 18 to 40 years with physical fitness and strength.
  - c. **Labour/ Worker:** All of them will be SHG members, physically fit enough to work in plant and aged between 18 to 40 years. They should not be pregnant or lactating mothers. However, the needy one must be given priority by the concerned CBOs.
  - d. **Book keeper:** S/he should be having good understanding of book keeping, and other financial work like, tax, receipt payment, bank processes etc and should also be capable enough to move to different offices for different purposes like licence renewal, receiving purchase order etc. S/he should be Minimum graduate aged between 20 to 60 years.
  - e. **Guard:** A person who will be physically fit and able to take good care and safety of the factory at night.

### **10.1 STRENGTH:**

10.1.1 **Livelihood:** Source of livelihoods to rural women in Bihar. JEEViKA has the main objective of livelihood generation amongst poorest of the poor community. So, here you can find the role of the Decentralised Fortified Food Unit in livelihood generation. We have total five factories in Bihar and each unit has generated the following number and types of livelihood:

1. One full time skilled labour (Technician/ Supervisor)
2. One full time semi-skilled labour(Operator)
3. One unskilled male labour (Helper)

4. 10-15 Female worker (labour)
5. One full time guard
6. One trained book keeper.

**10.1.2 Lower Cost:** Lower costs lead to higher profits for **Food Fortification**. A low cost leader can undercut rivals on price. The product offers various micronutrients in a kg at affordable cost, like iron, folic acid, vitamins etc.

**10.1.3 Unique Products:** Preservative and chemical free Unique products manufactured from locally procured raw materials help distinguish **Food Fortification Products** from competitors. Can be consumed in various ways (recipe's).

**10.1.4** This product has reflected change and has inculcated a change in awareness and behaviour towards Nutrition in villages

## **10.2 WEAKNESS:**

**10.2.1** New product, new for the market.

**10.2.2** Product Wheatamix, gets huge comparison with the variety of products available in the market.

**10.2.3 Weak Brand:** A weak brand means **Food Fortification c**

**10.2.4** an't charge the same prices for goods and services as their competitors, because consumers don't value the brand.

**10.2.5 Dependency on ICDS:** The DFFU's are suffering highly due to non-availability of regular work orders from ICDS.

**10.2.6 Community Awareness:** Community still struggle to understand the need and importance for including fortified food in their diets.

**10.2.7** DFFUs still needs technical manpower and dedicated team to understand the need of the market and align the infrastructure accordingly.

**10.2.8** Lack of fund/Profit for sustainability of the factory.

## **10.3 OPPORTUNITIES:**

**10.3.1** The rising health consciousness among people has encouraged them to focus more on health benefits of enriched food supplements and products promising wellness. Spurred by these factors, the global fortified foods market is expected to showcase strong growth during the forecast period.

**10.3.2 Price Factor:** The supplementary nutritional product manufactured at DFFU's are cost effective as compared to other products available in the market in the same vertical.

**10.3.3 Innovation:** Greater innovations with the help of food specialists can help **Food Fortification** to produce unique products and services that meet customer's needs.

**10.3.4 New products:** New products can help **Food Fortification** to expand their business and diversity their customer base.

**10.3.5 New markets:** New markets allow **Food Fortification** to expand their business and diversify their portfolio of products and services. Private sector, government and foreign agencies are showing keen interest in this market.

**10.3.6 New services:** New services help **Food Fortification** to better meet their customer's needs. These services can expand **Food Fortification**'s business and diversify their customer base. This will even generate a huge scope for employment to many.

**10.3.7** Being supported by Government society there is an opportunity that different NGOs/Organizations/Local vendors may try to get associated with DFFUs.

#### **10.4 THREATS:**

**10.4.1 Intense Competition (Food Fortification):** Intense completion can lower **Food Fortification**'s profits, because competitors can entice consumers away with superior product. For example, Horlicks, Complan etc.

**10.4.2 Substitute Product:** The availability of substitute products hurts **Food Fortification**'s ability to raise prices, because customers can easily switch to another product or service.

10.4.3 A huge cost is expected to occur in order to sustain the DFFUs. DFFUs are at very novice stage for product development and marketing and thus require financial support to DFFUs for running the full-fledged business.

10.4.4 As we are supplying "Wheatamix" to ICDS anganwadi centers, there has been some clash with the field level workers i.e ASHA, Anganwadi Sevika.

### **9. Financial Planning:**

Finance is a very critical aspect for any business entity and dealing with it requires high level of planning and record keeping. Talking about the DFFUs , it has created handsome amount of business as well as branding. However, DFFUs still lack a set in market for sale as well as loyal customers. This requires dedicated team as well as financial support to upgrade the business activity by standardising the infrastructure and catering the market need by bringing about variation in the product taste. A good marketing strategy and a good branding as well as packaging can also boost the sale resulting in higher profit for the plant and thus ensuring its sustainability.

In terms of Business, in the last financial year i.e 17-18 DFFUs were successful taking orders from ICDS and have supplied 242421 Kgs of Wheatamix to Anganbadis and have done a business of Rupee

11482685 earning a profit of Rupee 1166548. Though this being the starting phase they were new in supplying bulk product to any customers but as of now they have well established themselves in the business and ready for the catering the new markets. They are now supplying Wheatamix to World Vision and earning a fair amount of profit with the business and further are preparing their community cadets who all can move down to different CBOs across districts and Block to Brand and Sale Wheatamix. A total of 280 CMs are involved in selling the product at SHG and VO platforms. In the previous quarter i.e between July 2018 to September 2018, DFFUs has been successful in doing the business. A total of 204 Kgs of Wheatamix gets delivered at one Aanganwadi. Based on this very calculations the quantity of wheatamix delivered to Anganbadies from DFFUs in this very quarter is 77574 Kgs. The sale of product at Aanganbadis has given the profit of Rs 907914/- to DFFUs this very quarter. 7418 Kgs of wheatamix was supplied to World vision by DFFUs and it contributed to a profit of Rs 383154 /- to DFFU units in total for this quarter.

Success of these will lead to great opportunity to the rural women for economic and social development. The success of these business will give livelihood to soo many people directly as indirectly which is the prime objective of Jeevika behind set up of DFFUs. The future plan for these DFFUs are very much planned and as per the projection it is estimated that DFFUs will be able to produce thousand tons of Wheatamix. To meet out our business expectation there is a need to bring about the standardization of DFFUs, there is certain expenditure that is to be made under different heads for many purposes which includes infrastructure development, capital expenditure, capacity building, Iso certification and other licensing documentations, liability clearance, running cost support for sustainability etc. In total there is a need of Rupees One crore thirty three lakhs ninety two thousand five hundred only (Rs1,33,92,500). The detail description of fund requisition and support required are chalked in the annexure no. 1. These expenses are categorised under different heads and are meant for different aspect of DFFUs infrastructural or system development :-

**a. Operating cost:**

Pallets(raw material stock)	The pallets are required in each plant for raw material stocking as touch to the ground lead to high moisture content in the material and the material gets damaged
Craters(finished good stock)	The craters are required for the same reason. If we stock the product in the ground, product quality becomes poor and the moisture content becomes high and the longevity of the product life decreases and it will be helpful in transporting the products.
Strip air curtain	It is required to protect the plant atmosphere from the outside dust and keeps the plant environment hygienic.



Automatic air packaging machine	Automatic air packaging will help in extending product life and will add a quality look in the final product and will ensure no leakage in packing.
Industrial Ink Jet Printer	This item is required for a good market look and proper maintain ace of batch no, MRP and manufacturing date. Printing quality will be high and no chance of erase and less probability of mistake than manual and less time taking process
Mini POS	Mini POS connection is required to accept the card payment from the consumers and instant final billing with no argument or error
Desktop	Desktop is required for tally entree and financial database keeping along with other formal reporting like and letter typing for governmental procedures.
Printer	For keeping a strong documentation with proves like check payments, other bill vouchers and copy of letters exchanged etc. there we need to visit other shop and it is costly. So, for cheaper way and to get immediate services as the location of the plants are at a good distance from market, it is hard to reach out every time. So, there is a requirement of printing machine
Almirah	Almirah is required to keep the valuable documents safe along with the cash in hand amount and various stationary items which need a proper storage
Table	Table will be required for the book keeper for the entire regular book keeping he needs to get done and also for the desktop.
Toilet	Toilet is required in one plant as the infrastructure was not complete previously

#### b. Capital Expenditure

Refresher Training of worker	In all the plant workers were trained long ago during the start and now we skill building.
Training of Community Resource Person for Sells	There is an urgent requirement of some dedicated community resource pers

**Liability:**

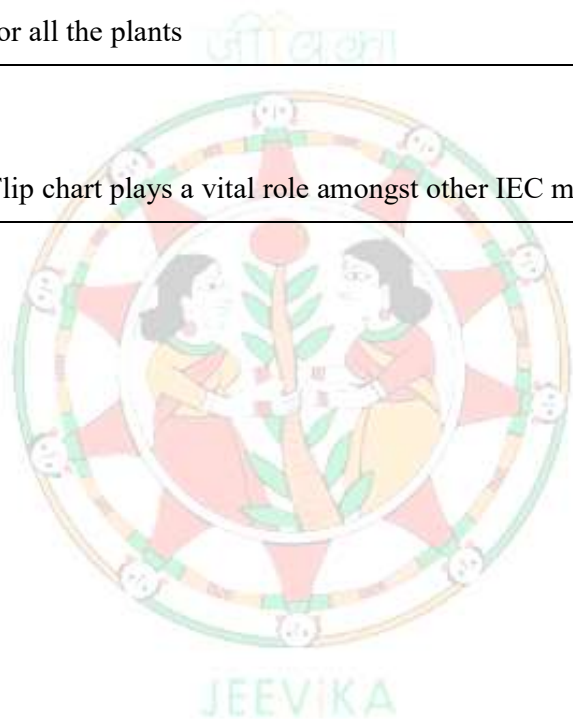
Cost of covered wire for electricity connection	There in Khagaria one plant already have submitted some amount of 13 lakh to the electricity department long ago but there was some issue and here there is a need of an extra 3 lakh for a covered wire connection to the plant.
Land Rent Due	There is a liability of land rent in a plant is Khagaria since 51 months for a late starting of the plant
Guard payment due	Guard payment of that Khagaria roasted unit is also due for long time for late starting of plant.
Loan from CLF	There is a liability of loan taken from the CLF for running cost of the plant.

<b>Indirect Expenses:</b>	
Machinery Insurance	Insurance of the machineries are very important for all the plant as machineries are quite expensive and should be protected from accidental uncertainty.
ISO Certification	ISO Certification is required for attending major parties with huge orders and a world level acceptance of the product
GST Registration	GST Registration is required for all plants as we have a turnover of more than 20 lakh annually
150 Aanganwadi centre	As the Aanganwadi centers always not willing to give the amount in advance we become unable to give the production on time. So, the one time running Cost will help in smooth running of plant

<b>DDFU staff Honorarium {(Supervisor, Operator, Helper, Book keeper, Labour)}</b>	This cost will be a support to the plant for three months as the plants are still not a profit earning venture everywhere , So, there it requires a support in human resource payment as they can sustainably proceed further
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**a. IEC Materials and Promotion:**

Design and printing packet for open market	To go to the open market in that huge competition, we need to develop attractive packaging with good quality and it requires a good amount of one time investment which the plants need in support
1. Flex	Flex will be used for promotion and behaviour change IEC material
2. Pamphlets	Pamphlets will be also used in promotion and the publicity of various recipes of Wheatamix
Flip Chart Illustration	Flip chart will be required for training of marketing CRPs and other staffs of the plant. This will be also a one-time sustainable investment and common for all the plants
Flip Chart Printing (10 pager flip chart)	Flip chart plays a vital role amongst other IEC materials for BCC Activities.



## **CHAPTER 8: SPECIAL TECHNICAL ASSISTANCE FUND under NRETP ( STAF)**

### **1. Partnership for Nurturing of CRPs**

There is a plan to develop specialized CRPs in various thematic interventions such as, food security, health & nutrition, inclusion, TSC, differently able, trainer CRPs for VOs / CLF / POs. Nurturing of CRPs will be achieved through fostering partnerships with organizations such as Sahbhagi Shikshan Kendra (SSK), Lucknow for training on Participatory Training Methodology (PTM) and Participatory Rural Appraisal (PRA), SERP, AP and Pudhu Vaazhvu, TN in development of specialized CRPs on health & nutrition, CLF, differently able, MIS etc. These ROs will also provide services for training assessment and its impact on strengthening the institutions formed.

### **2. Partnership for Training and Learning Centre**

The TLCs for Community Professionals (CPs) & CRPs will be placed at the district and is an organization that comprises of skilled community professionals. In its establishment and then operationalization, the expertise from Pudhu Vaazhvu, Tamil Nadu will be taken. The RO will help in the scoping exercise and developing systems for its establishment. The agency will support in developing TLC manual, the selection and grading mechanism for CRPs & CPs. It will also help in developing business plan & assist in developing need based training modules.

#### **Partnership for State Learning and Resource Centre**

In the establishment & operationalization of SLRC, the expertise from external agencies will be taken. There will be collaboration with ROs like Livelihood School, Hyderabad, Sahabhagi Shikshan Kendra, Lucknow, BIPARD, SERP, AP, Pudhu Vaazhuv, TN, Kutumbshree, Kerala & others in areas of-

- Development of capacity building tool kit, manuals, designing of courses, modules, methodology and program content.
- Establishment of a state information resource centre to facilitate access to development related information and to create a database in respect of the same for preparing reports, developing information tools for research and training.
- Helps in building national level resources among community resource person and staff and equip them with requisite content and skill in providing their services in other projects.

#### **Partnerships with Micro Finance Institutions (MFIs)**

It is envisaged that partnerships shall be forged with well-meaning MFIs to provide predictable and timely financial services to the poor. A detailed partnership process shall be laid out delineating the broader contours. Partnership shall be forged with 2 to 3 MFIs to provide end to end services. This set of services shall include the range of services available with them and which may be beyond their core strength also. The idea is to make the service environment not only competitive but also result oriented in terms of predictability of services and its judicious utilization by the CBOs.

It shall be ensured that interest of the community institutions is safeguarded and they utilize the services of the MFIs to diversify their livelihoods portfolio and enhance income. Timeliness and predictability of the services shall be cornerstone of the partnership. Some of the well-meaning MFI's that can be considered for partnership are BANDHAN, BASIX, CPSL, NIDAN etc. In due course of time, a dedicated team shall also be put in place to support the initiative in tracking, monitoring the process of intervention and delivering the desired results.

### **Pilots in alternative banking:**

Presently, tremendous amount of emphasis is being put on ensuring access of financial services on behest of RBI. Banks have to ensure the flow of services to the unbanked masses through Business Facilitators (BFs) and Business Correspondents (BCs) model. It is an opportunity to partner with Banks and takes advantage of the provision of BCs and BFs for the CBOs and to set the pace of financial inclusion. The partnership can help in increasing supply of quality BCs through :

- Making the investment in system updating of the VOs to become eligible and competent to act as BCs / CSPs of the BCs. This will not only empower the community as facilitator of financial services for the poor but also bring in revenue for making the VOs more sustainable.
- Strategy shall be made for a policy change for allowing SHG portfolio on alternate Platforms of BCs. At present, Govt. is implementing BC model (i.e, banking outlet for every 2000 of population). They are becoming instrumental in ensuring the opening of the individual accounts, but the model (Kiosk Model, Mobile Banking, POS machine model) is not enabled for SHGs. The account of SHGs can't be opened from BC platform. Considering the potential of SHGs in coming years, it shall be worthwhile to bring SHG portfolio on platform of alternate channels.
- Collaboration shall be made with NABARD for creating a pool of potential BFs / BCs under Financial Inclusion Fund in form of VOs and beyond. The commercial bank can use this pool for setting up banking touch points in unbanked locations on saturation basis. However the initiatives of the project shall not remain limited for exploration of funds under FIF. It has been planned that piloting shall be made with the resources under one's own fold also.
- Collaboration with NABARD and Technology Providers for creating last mile financial architecture would be explored. The VOs can act as CSPs for the banking touch points in different villages. The micro finance operations of these CBOs shall be computerized using financial technologies. These platforms can seamlessly integrate with CBS platforms allowing the CBOs to originate deposit, loaning and insurance business for the commercial banks.
- At least 200 locations shall be taken up for the alternate banking provisions. Altogether 24 VO's would take up the role of BC / CSP of BC. Vertical would be created to lead the Financial Inclusion strategy in the state. The detailed policy for the implementation shall be framed to lay out the business processes and arrangements for making VOs spearhead the Financial Inclusion strategy.
- 3-4 Regional data centers will be established at different locations to support FI activities in the district.

### **Partnership in Agriculture:**

Partnership will be forged for Productivity enhancement, Vegetable marketing, Flood based cropping pattern adoption, Carbon Financing, Alternate energy installation for irrigation and small scale rice mill functioning, PO formation & strengthening, Mobile based MIS and Digital Extension Mechanism.

### **Partnership in Dairy**

Partnership will be forged for providing for strengthening backward support services for the SHG households undertaking dairy, training to the Livelihoods Specialists and Dairy Resource Persons, Management Committee Members and AI workers.



### **Partnership in Apiculture, Goat Rearing & Poultry**

Partnership will be forged for beekeeping, honey selling through beekeepers cooperatives in the area of Apiculture. Similarly ROs would be explored for developing community managed goat breeding farm to train the Goat rearing SHG HHs to adopt & rear improved breed with strengthened backward support system to generate more income through Goat rearers' PO. In poultry, support to be taken for developing community managed brooding unit to train the Poultry rearing HHs to adopt small scale broiler farm with backward support system to generate more income through Poultry rearers' PO.

### **Pilots with Mobile phone driven web based MIS**

The VRPs will be trained to prepare video films of the best practices of agriculture and allied sector interventions and video shows will be arranged for the SHG HHs in their convenient time along with the best practicing farmers to facilitate the video shows to get increased adoption of best practices. Similarly, the SEWs will be identified and trained by expert agencies to enter the real time data through software loaded mobile to get information in the website / dashboard of the concerned to make appropriate decisions or suitable changes for better efficiency.

### **Partnership & Pilot in Knowledge Management & Communication**

Community managed information systems and fast track internal KM & communication initiatives would be introduced with wide ICT applications both at project and CBO level. This includes activities like Intra-networking, helpline centre, community managed audio video network, information support system, interactive web forum, online grievance redressal mechanism and digital filing system etc. For implementation of these new areas, partnerships would be forged with expert technical resource agencies and corporate.



## CHAPTER 9: PROJECT MANAGEMENT

### PROJECT MANAGEMENT

#### Summary

The project will pilot several initiatives in JEEVIKA. These needs to be time bound with dedicated resources (both financial and human) and clear outcomes. To strengthen the implementation and monitoring of the project outcomes, investments will be made in creating “Verticals” in the key areas like livelihood sectors, nutrition, social protection and other selected government programmes. The qualitative ME&L system and GAP will also be strengthened, both at community & project level. In order to deepen the interventions in key livelihoods sectors and entitlements related convergence activities, specific verticals with dedicated staffing from the state level up to the block / community levels. The project would also universalize e- bookkeeping and electronic data capture and make significant investments in the IT based MIS.

#### 1. Human Resource Development

Keeping in perspective the vertical deepening of various specific intervention and horizontal expansion of the core project activities across the State, the HRD would be strengthened with reformation of the organizational structure, changing the roles and responsibility with due diligence, introduction of new systems for recruitment, performance management and business processes, and governance mechanisms.

#### 2. Monitoring & Evaluation

The Project will invest in a rigorous MIS which would go beyond regular capture of transactions at the member / CBO level. Key information on existing interventions in the thematic of livelihoods, microfinance and social development will be integrated; moreover, as new interventions are tested on a pilot basis, the results from the pilots would also be integrated, to study the impacts before the intervention itself is finalized. Analytical dashboards and query based reporting would be given priority so as to encourage and information based decision making. ICT base would be tried out to understand the best fit for timely & accurate data capture. The project would invest in Process Monitoring methods to get an in depth idea; to achieve this, the project will, over a period of time, continuously monitor villages to understand the scale and scope of a) overall interventions b) pilot interventions and c) issues and challenges being identified from the field and the MIS.

#### A. Process Monitoring

The Process Monitoring will place a system of feedback loops (both horizontal i.e. across blocks/districts/states and vertical i.e. from management to field and back). Feedback loops will also be instituted at the community level and will track social and political mobilization challenges; changes in levels of empowerment, civic engagement, and political participation in gram Panchayats institutions, and social audits; and changes in aspirations, mobility and entrepreneurial capacity of members. The Process Monitoring team will also facilitate project implementation: quality, failures, successes, and challenges and the internal learning by doing. The will also document important stories of change and empowerment through digitized audio and video files.

### **3. Management Information System**

Women empower initiative has initiated a multifaceted development strategies across the world. Financial Inclusion, Social Development, Livelihood, Wage Equality has been the core stone in this effort. Management of Information System (MIS) provides another dimension of empowerment initiative. It provides an opportunity for informed decision making. With this objective JEEViKA embarked upon the journey of MIS development.

The need was felt to have an MIS model for the organization which ensure data consistency, data robustness, modular approach and reduce the lag between data punched at the entry points and reports generated for use. The current model of MIS designed has these features intact and is termed as JEEViKA Decision Support System (DSS). The current system has been structured in such a manner that the data entry point has been decentralized at the block level. It captures the activities performed within the block on various indicators and based on that customized reports has been designed. The database is growing in leaps and bounds. It is very important to have proper checks and balances regarding the digitization, validation, its usage in reviews and decision making with proper data analytics approach. It is well understood as well that proper IT infrastructure will enable timely capture of the data. In order to provide the aforesaid activities with high level of accuracy, better usage and insight into the data with proper analytics, it is important to strengthen the MIS vertical at all levels i.e. State, District and Block level.

At BRLPS, heterogeneous types of conversion programs are being conducted in Farm, Non-Farm and Livestock. The digitization of the same is also being conducted in few areas but sooner all the activities may also be proposed to be digitized. It will be huge data in future. It is very important to have proper usage of data at every level which will provide in-sight for policy framing and as well as helps in the impact analysis as well. Data analysis is very much required and has to be done very effectively and expert human resource will provide support to all themes at the state level and as well as at the district level.

### **4. Knowledge Management and Communication**

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Knowledge Management in JEEViKA intends at creating, capturing, sharing, distributing, leveraging and archiving knowledge for the organizations internal use to improve and enhance its implementation capabilities and service delivery mechanisms. The knowledge management practices also intend to reach out to a wider external domain for effective policy advocacy.

Communication is perceived as a viscous force for binding the organization and providing it direction and impetus. Balancing among the various components, facilitating and assessing progress and administering the flow of information tailored in form and hierarchy that would best fulfill the aspirations of the project is the key.

JEEViKA's communication vertical enhances and promotes its image through strategic communication. The communication team fosters innovation and synergy across and outside JEEViKA by facilitating an effective exchange of ideas and information. It has maintained consistency between all external communications, facilitated knowledge sharing and employee engagement, and ensured brand consistency within the organization.

Bihar Rural Livelihood Promotion Society (BRLPS), in its endeavor to enhance social and economic empowerment of rural poor reaches out to 9.6 million rural households through technological interventions, creating community platforms and community resource persons for knowledge exchange and promoting innovations for addressing rural poverty.

## Objectives

The main objective of Communication in JEEViKA is to develop and roll out, mechanisms and processes for effective flow of information among the primary and secondary stakeholders with policy advocacy at wider platforms. JEEViKA entails to cater to the following audiences and strategizes to reach out to all by adopting exclusive approaches for each.

- A. Communities and beneficiaries
- B. JEEViKA Officials and staff at all levels on various initiatives, implementation guidelines and tools;
- C. National, State and District Governments and related Departments
- D. Global audience for knowledge sharing.

In addition, it is also planned to create a channel for uniform knowledge management and communication (KM & C) system with integration to livelihoods options. Strategically Jeevika focusses on four components i.e., strengthening knowledge-sharing and learning processes; equipping Jeevika with a more supportive knowledge-sharing and learning infrastructure; fostering partnerships for broader knowledge-sharing; and promoting a supportive knowledge sharing and learning culture.

### Landmark Knowledge Exchange Initiatives

The two significant initiatives where BRLPS has found solution to challenges public sectors are facing to reach remote and poverty stricken parts.

- ⇒ JEEVIKA launched a unique market place called '**Bihar Innovation Forum'(BIF)** with the objective of identifying private sector and non-profit organizations with new ideas and high social impact but which are unable to scale-up due to lack of resources or poor access to public institutions. The key learning is that innovation, entrepreneurship and partnerships are increasingly important for addressing challenges related to poverty, inclusion and sustainability and brings together different stakeholders to form partnerships for customized support to inclusive innovations that enable the development of viable, scalable business models for maximum impact on livelihoods.
- ⇒ **Promoting Sustainable Agriculture Practices through video screenings at village level - Jeevika has** created Digital Library of Best Practices on Modern Agriculture Techniques, community and social mobilization processes through community video and its dissemination by local mediators. JEEViKA uses participatory content production and promotes local progressive farmers as trainers, hence reducing perception of teachers by promoting local stars. JEEViKA has introduced mediated instruction processes by using local mediators for human engagement and on demand screenings. Inspired by the success the Department of Agriculture, Government of Bihar has incorporated the initiative in the state's Agriculture Road Map

### Other Knowledge Exchange Practices include

- ⇒ **Knowledge sharing through its** dedicated website, print, seminars nationally and internationally, social media, blogs, exchange visits, field immersions, video production and dissemination.
- ⇒ **Internship Policy** wherein students from India and abroad conduct structured studies and research mentored by professionals.
- ⇒ As a **National Resource Agency** it collaborates with other states of the country and places Resource persons at Community and Management level for Knowledge Exchange.
- ⇒ **Hosting International delegates** including policy makers, researchers and academicians for knowledge exchange on community driven poverty reduction processes **Perspective Strategic Communication**

Drawing lessons from the existing best practices, specific modifications have been incorporated to achieve the following to meet the objectives

- Effective dissemination of information (print, AV and new media),



- Effective use of operation and training modules
- Enhancement in creating effective mechanisms for using human communication (developing culture as livelihoods, use of folk art forms for creating awareness etc),
- Developing learning culture through case write shops,
- Developing Jeevika Theatre Academy for effective dissemination of best practices
- Communication skill development of staff and community cadres, enhanced usage of technical mediums,
- Establishment of an effective facilitation of sharing & learning at large through development of case studies and rolling out of Community newsletters.

The strategic actions have been further categorized on the basis of audience to be catered.

### **Communities and beneficiaries**

- Emphasize on creating **AV and digital IEC materials** for dissemination of project information, package of practices, Community operation manuals & training materials
- **Institutionalizing a regular documentation process** in the form of case studies and documentary films by integrating the same in the **KRAs** of Communication Managers and as **BPIU performance indicator**
- **Use of folk art forms for awareness** - Grooming folk artists for performing their respective folk activities for sustainable livelihood, the skills of these artisans would also be effectively utilized for generating awareness, campaigns and dissemination of key information,
- **Creation of Samwad Samuh** - Development of Samwad Samuh by selecting community members with good vocal communication skills and creating functional groups, who will disseminate information and create awareness about various issues and processes.
- **Establishment of Effective Display Mechanisms at VO/ CLF level** - Timely establishment of Soochna Pataals and Signage boards to ensure accurate and adequate information dissemination and access to relevant and important phone numbers by their standardized display in CBOs.
- **Community Newsletters:** Grooming a cadre of Community Reporters who would be trained in documenting case studies and relevant information to be collated and published as **Community Newsletters** for effective sharing, learning and disseminating best practices. Collaboration with Media Houses to be established to publish a Newspaper Tabloid with exclusive pages dedicated to JEEViKA and its interventions for wider circulation.
- **Branding & publicity:** Organizing solidarity events, augmenting effective media relations through press tours, selective publicity drives, participation in relevant events and organizing state/ national level events would ensure strategic branding and publicity of our initiatives and efforts.

### **JEEViKA Officials and staff at all levels on various initiatives, implementation guidelines and tools**

- Creating a Digital Knowledge Repository of the Manuals, Operational Guidelines and Training Modules and preparation of Thematic Compendium and Primers for reference. The Repository will be available on website as a separate section for wider knowledge sharing within the organisation and with related organisations
- Translating the important operational manuals in Hindi
- Preparation of FAQs and ready reckoners of important guidelines
- Organising seminars and workshops at state and district levels for cross learning and knowledge exchange



- Multiple strategies would also be integrated for transparency and credibility.
- Identify the cultural and behavioral changes needed for implementation and training that must be put in place to bring these changes,
- Ensure cost-effectiveness by harnessing resources and efforts and integrating them into a coherent and time bound results framework.
- Learning and sharing of best practices to be augmented by establishing effective feedback systems and creating effective processes for proper documentation and collection of case studies and timely rolling out of community newsletters and its further integration into state tabloid and Interactive Web Forum.

### **National, State and District Governments and related Departments**

- Publication of District Booklets annually, capturing the initiatives of JEEViKA specific to the District and its launch in the District Establishment Day ceremony by District Magistrate and its circulation in all the line departments of the District administration for better coordination
- Publication of Monthly Newsletter and Quarterly Magazines and its strategic distribution
- Participating in the events organised by National, State and District Governments and putting up JEEViKA Pavilions and Stalls to showcase the initiatives of JEEViKA
- Participating in National Level Best Practice Workshops

### **Global audience for knowledge sharing**

- Organising Seminars and Workshops
- Academic Collaborations
- Case study / Learning Note publications and disseminations
- Social Media / Blogs/ Communication
- Launching of You-tube channel for knowledge exchange through Vlog
- Website
- Webinars focusing on Community of practices,
- Tele-serials broadcast through popular electronic media channels

### **Major Activities**

JEEViKA focusses on four components i.e., strengthening knowledge-sharing and learning processes; equipping JEEViKA with a more supportive knowledge-sharing and learning infrastructure; fostering partnerships for broader knowledge-sharing; and promoting a supportive knowledge sharing and learning culture.

#### *Strengthening knowledge-sharing and learning processes*

The three broad approaches adopted for Knowledge sharing and learning, which would be augmented further are,

#### **1.1 Knowledge Creation and Capture**

- Create a knowledge repository of the existing documents, studies, reports and manuals
- Develop, design and publish Community Operational Manuals on various themes
- Update and upgrade the existing Operational Manuals
- Develop, design and publish Annual Report, Coffee- Table Book on Transformed Women and Corporate Brochure

- Develop documentary films on the themes of Micro- Insurance, Backyard- Poultry, Art and Artisans of Women in Bihar, Young Professionals and Transformed Women/ Community Resource Persons, CHNCC
- Development of a Compendium of all guidelines incorporating all-important guidelines and processes

## 1.2 Knowledge acquisition and application

- Communication skill development of staff and community cadres,
- Conduct trainings on Photography, Graphic designing, Fundamentals of Livelihood Promotion
- Organize Learning Forums on various themes and publish learning documents
- Publish case studies, learning documents, compiled internship reports.

### *Equipping JEEViKA with a more supportive knowledge-sharing and learning infrastructure:*

- Learning and sharing of best practices by use of audio visual modes
- Creating effective processes for proper documentation and collection of case studies
- Timely rolling out of community newsletters
- Interactive Web Forum with a dedicated space for community blogs focusing on community practices.
- Decision Support Systems- Knowledge management (KM) is involved here as decision support systems can enhance the manager's knowledge through existing database. An effective decision support system thus requires that the organization: - Investigates the decisions made within their firm, compares these decisions with KM activities, evaluates any current decision support system and modify the system if necessary.
- Content Management Systems- It is very relevant to knowledge management (KM) since they are responsible for the creation, management, and distribution of content on the intranet, extranet, or on website.
- Document Management Systems - a document management system will include the following functions Capturing, Classification using metadata (data about data), Indexing, Searching & retrieval, Versioning and Administration & security.

### *Fostering partnerships for broader knowledge-sharing*

- 'Bihar Innovation Forum' (BIF) helped in identifying private sector and non-profit organizations with new ideas and high social impact. Partnership with these organizations has helped in developing result oriented framework.
- Partnering with Information and Public Relations Department of Government of Bihar and Development Communication agencies
- Krishi Bhraman- a bus to provide exposure for farmers/agripreneurs in collaboration with Agriculture universities of Bihar, Jharkhand and Uttar Pradesh. This will provide an exposure to adopt best practices and collaboration with universities for forward and backward linkages.

### *Promoting a supportive knowledge sharing and learning culture.*

- Sensitization Workshops& Exposures -Organizing sensitization workshops, case write shops and collective campaigns.
- Organizing Exposure visits and liaison between agencies with an aim to convert tacit knowledge to explicit knowledge.
- Data Visualization- This process involves representing data and information graphically so as to better communicate its content to the user. It is a way to make data patterns more visible, more accessible, easier to compare, and easier to communicate. Data visualization includes graphical interfaces, tables, graphs, images, 3D presentations, animation, and so on.
- Storytelling- Stories can be used to shape vision, to pass on knowledge and wisdom, and to shape identity and organizational culture. Storytelling is regarded as one of the most effective and influential techniques, and has been documented extensively in numerous fields.

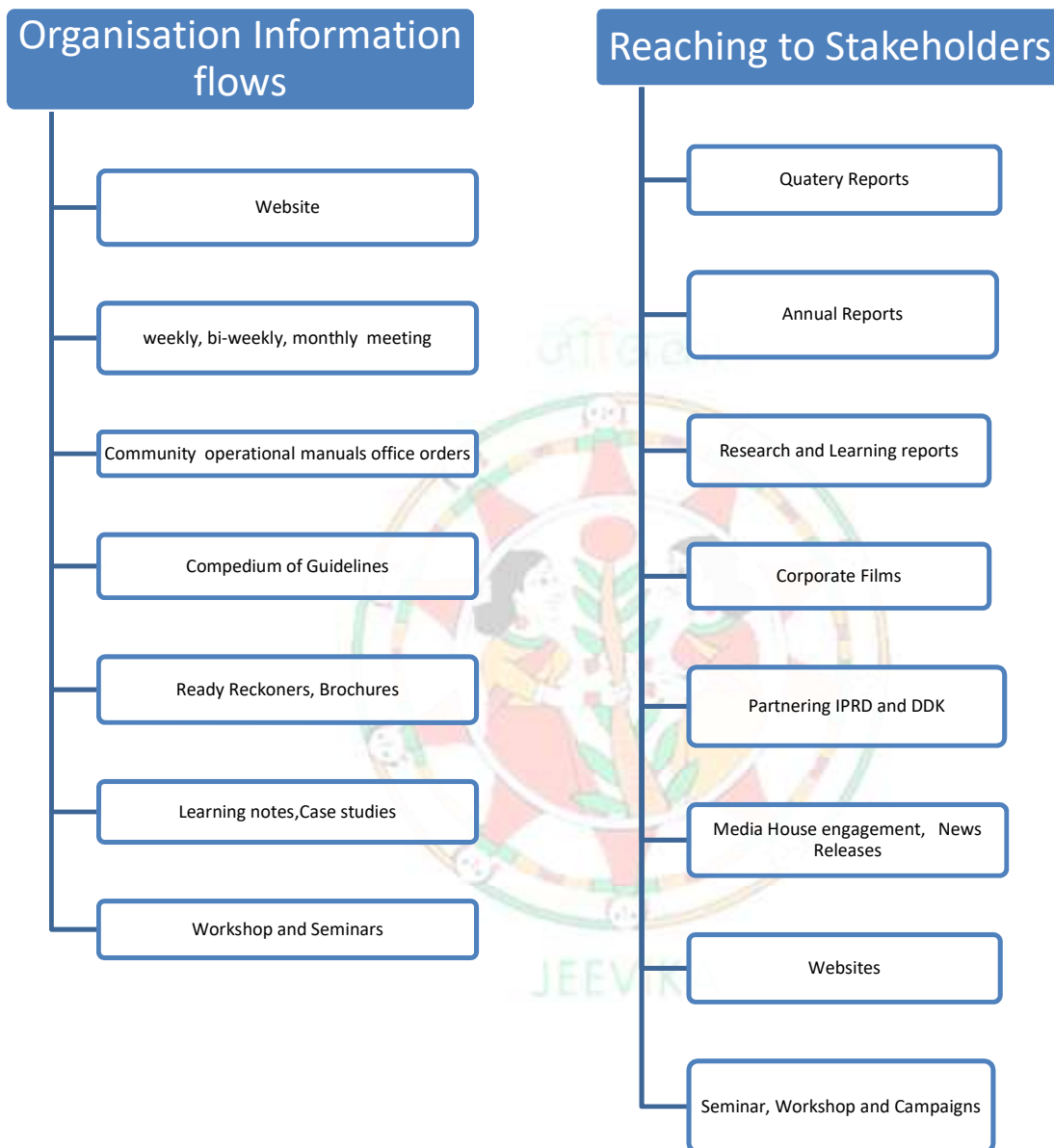
## Action Plan

Component	Activities	Actions
<b>Knowledge-sharing and learning processes</b>	Folk art forms for awareness Creating Samwad -Samuh Community Newsletters	Involve SHG members Nukkad groups (Role play groups) Orientation at district level Content designing, publishing and distribution at community level
<b>Knowledge-sharing and learning infrastructure</b>	Interactive Web Forum Decision Support Systems  Content Management Systems  Document Management Systems	Knowledge center, YP Corner and separate blog for community of practice Decision support systems to enhance the manager's knowledge through existing database Responsible for the creation, management, and distribution of content on the intranet, extranet, or on website. Capturing, Classification using metadata (data about data), Indexing, Searching & retrieval, Versioning and Administration & security
<b>Partnerships for broader knowledge-sharing</b>	Partnering with IPRD and other development communication agencies Krishi Bhraman (Farmers Tour)	To create a platform for broader knowledge sharing and dissemination Exposure for farmers/agripreneurs in collaboration with Agriculture universities of Bihar, Jharkhand and Uttar Pradesh
<b>Supportive knowledge sharing and learning culture</b>	Sensitization Workshops & Exposures  Data Visualization  Storytelling	Organizing sensitization workshops, case write shops and collective campaigns Data visualization includes graphical interfaces, tables, graphs, images, 3D presentations, animation. To shape vision, to pass on knowledge and wisdom, and to shape identity and organizational culture

<b>Social media platforms</b>	You tube channel  Twitter handle  LinkedIn Account	Organization channel to upload videos and best practices  Strategy for handling Organization twitter handle  LinkedIn Account to update ongoing activities and tie up with development sector organizations
<b>Grievance Redressal Mechanism</b>	Development of CGRM system	Establishing key guidelines and roll out
<b>Basics of Photography and Graphic Designing</b>	Hiring of agency for training	Training on basic photography skills and graphic designing to all communication managers



## Knowledge Management and Communication tools





## Reaching out to Community

weekly, bi-weekly, monthly community meeting

Community operational manuals

Flyers/Posters, Brochures

Case Study, Teachin cases

Flip charts, IVRS, Pico Videos

Case studies

Role Play

JEEVIKA thematic film and Songs

Wall Paintings, BCC

Campaigns

## Branding

Monthly Newsletter

Quartely Magazine

Social Media- FB Page, Twitter handle

Collaboration with IPRD

Corporate Films

Tableau of Republic and Independence Day

Diary, Calendar

Event such as Bihar Diwas, Foundation Day ,Regional fare, Saras fare

News Releases

Websites

## Annual Action Plan FY 2019-20

Heads	BTDP	NRLM	NRETP	BRLPS
House Holds to be mobilized into SHG Fold	680438	327146	91918	1099502
SHGs to be Formed	61858	20402	6847	89107
Village Organizations to be formed	4365	2017	815	7197
Cluster level federations to be formed	202	64	22	288
SHGs to have Bank A/c	98037	72713	22630	193380
SHGs to receive Revolving Fund	105263	54371	25218	184852
VOs to receive CIF	18248	8381	6878	33507
SHGs to be credit linked with Banks	101693	68545	43980	214218
Amount of Credit Linkage (in crores) to be leveraged from Banks	1187	800	513	2500
SHG HHs to be linked with Insurance Programme	688944	659258	181683	1529885
SHG HHs to be engaged in Agriculture Intervention	469254	401853	360498	1231605
SHG HHs to be involved in Livestock Interventions	58739	10780	3900	73419
SHG HHs to be part of Non-Farm Intervention	14304	2773	1023	18100

<b>Deen Dayal Upadhyay Grameen Kaushal Yojana</b>	
Youth Trained	35550
Youths Placed	24850
<b>Lohiya Swachch Bihar Abhiyan</b>	
Individual HHs latrines ( BPL)	450000
Individual HHs latrines ( APL)	250000
GPs to initiate SLWM	160
GPs to initiate Gobardhan Project	27 Projects in 4 Panchayats
Establishment of Community Sanitary Complex	2000
<b>Satat Jeevikoparjan Yojana</b>	
Targeted HHs to be endorsed by Village Organisation	51000
Endorsed HHs to receive productive assets	35828
Endorsed HHs to receive gap assistance fund	37955

## Budget FY 2019-20 for BRLPS

<b>DAY-NRLM FINANCIAL TARGET</b>			(Rs. In Crore)
Components	Budget for FY 2019-20	Central Share	State Share
<b>Institution &amp; Human Capacity Building - A</b>	0.92	0.55	0.36
<b>State Livelihood Support - B</b>	1202.78	721.65	481.1
<b>Innovation, Pilots , Studies – C</b>	17.40	10.44	6.96
<b>Implementation support – D</b>	5.77	3.46	2.31
<b>Marketing &amp; Infrastructure – E</b>	0	0	0
<b>Interest Subvention – F</b>	15	9	6
<b>RSETI – G</b>	8.36	5.01	3.34
<b>Total</b>	<b>1250.23</b>	<b>750.14</b>	<b>500.09</b>

<b>DDU-GKY FINANCIAL TARGET</b>			
( Rs in Crore)			
<b>Components</b>	<b>Budget for FY 2019-22</b>	<b>Central Share</b>	<b>State Share</b>
<b>Programme Cost</b>	1228.94	737.36	491.57
<b>Support Cost</b>	189.75	113.85	75.90
<b>Monitoring Cost</b>	18.43	11.06	7.37
<b>Total for 3 years</b>	<b>1437.13</b>	<b>862.27</b>	<b>574.84</b>
<b>For the FY 2019-20</b>	<b>479.31</b>	<b>287.58</b>	<b>191.72</b>

<b>NRETP FINANCIAL TARGET</b>			
( Rs in Crore)			
<b>Components</b>	<b>Budget for FY 2019-20</b>	<b>Central Share</b>	<b>State Share</b>
<b>A. Institutional and Human Capacity Building</b>			
<b>B. State Livelihoods Support</b>	<b>117.82</b>	<b>70.69</b>	<b>47.12</b>
<b>C. Innovations and Partnership Support</b>	<b>1.68</b>	<b>1.01</b>	<b>0.67</b>
<b>D. Project Implementation Support</b>	<b>0.70</b>	<b>0.42</b>	<b>0.38</b>
<b>Total</b>	<b>120.20</b>	<b>72.12</b>	<b>48.08</b>
<b>NRO Cost: 92 Lakhs only</b>			

## BTDP- FINANCIAL TARGET

(Rs. In Crore)

Components	Amount				
	Qtr1	Qtr2	Qtr3	Qtr4	Total
Community Institution Development Fund	57.21	57.40	57.75	57.62	229.98
Community Investment Fund	21.32	48	63.12	102.17	234.61
Access to Health, Nutrition & Sanitation	3.59	6.36	7.76	6.94	24.65
Innovations, Partnership and Technical Assistance	0.20	1.51	0.93	1.01	3.65
Project Management	9.91	13.98	16.27	17.34	57.50
<b>Total</b>	<b>92.23</b>	<b>127.25</b>	<b>145.83</b>	<b>185.08</b>	<b>550.39</b>

## Satat Jeevikoparjan Yojana- FINANCIAL TARGET

(Rs. In Crore)

Components	Amount				
	Qtr1	Qtr2	Qtr3	Qtr4	Total
Livelihoods Gap Financing	4.05	8.10	16.2	12.15	40.49
Livelihoods Investment Fund	15.62	31.23	62.47	46.85	156.17
Partnership and Convergence	0.23	0.46	0.93	0.69	2.31
Capacity Building Fund	2.60	5.21	10.41	7.81	26.03
<b>Total</b>	<b>22.50</b>	<b>45</b>	<b>90</b>	<b>67.5</b>	<b>225.0</b>





एक कदम स्वच्छता की ओर



**लोहिया**  
**स्वच्छ बिहार**  
**अभियान**



**1. Progress during 2018-19**

**(a) Sanitation Coverage**

	<b>Sanitation Coverage as on 1.4.2018</b>	<b>Sanitation Coverage as on 31.1.2019</b>	<b>Expected Sanitation Coverage as on 31.3.2019</b>
Rural Sanitation Coverage	57.53	100	100

**(b) Open Defecation Free Status**

	<b>Total</b>	<b>ODF as on 31.1.2019</b>	<b>Expected ODF as on 31.3.2019</b>
Villages	38693	22815	38693
Gram Panchayats	8386	4307	8386
Blocks	534	159	534
Districts	38	5	38

**(c) Physical Progress**

<b>Components</b>	<b>Annual Objective for year 2018-19</b>	<b>Achievement for the year 2018-19 (Upto 31.1.2019)</b>	<b>% Achievement against Objectives 2018-19</b>	<b>Expected Achievement as on 31.3.2019</b>
IHHL-APLs	4021664	3692318	91.81	4021664
IHHL-BPLs	2555950	2334109	91.32	2555950
IHHL-Total	6577614	6026427	91.62	6577614
Community Sanitary Complexes	4340	0	0	0

**(d) Solid and Liquid Waste Management**

**(i) Progress of SLWM Projects**

Solid Liquid Waste Management Projects has been initiated (Nos. of GPs)	Annual Objective for year 2018-19	Achievement for the year 2018-19 (Upto 31.1.2019)	% Achievement Against Objectives 2018-19	Expected Achievement as on 31.3.2019
12	697	0	0	12

**(ii) Progress of GOBARDHAN Projects**

No. of GOBARDHAN Projects undertaken (Nos. of GPs)	Annual Objective for year 2018-19	Achievement for the year 2018-19 (Upto 31.1.2019)	% Achievement Against Objectives 2018-19	Expected Achievement as on 31.3.2019
4	0	0	0	4

**(e) Financial release and expenditure**

(Rs. In Lakh)

Share	O.B as on 1.04.2018	Funds released during the year 2018-19 (Upto 31.01.2019)	Interest Earned during the Year (if any)	Total Available Funds during the Year	Expenditure during the year 2018-19 (Upto 15.02.2019)	Unspent Balance as on 16.02.2019	Anticipated Expenditure during the year 2018-19 (Upto 31.03.2019)
GOI share	45441.04	208818.38	3235.42	257494.84	203175.75	54319.09	57600.00
State Share	30294.03	137086.70	2156.95	169537.68	135450.50	34087.18	38400.00
<b>Total</b>	<b>75735.07</b>	<b>345905.08</b>	<b>5392.37</b>	<b>427032.52</b>	<b>338626.24</b>	<b>88406.28</b>	<b>96000.00</b>

(f) IEC/IPC activities done in 2018-19

Total No. of GPs	No. of GPs in which awareness activities targeted in 2018-19	No. of GPs in which awareness activities carried out upto 31.1.2019	Expected No. of GPs in which awareness activities upto 31.03.2019	No. of GPs in which triggering exercise targeted in 2018-19	No. of GPs in which triggering exercise carried upto 31.1.2019	Expected No. of GPs in which triggering exercise up to 31.03.2019
8386	8386	8386	8386	7485	7485	0

### Implementation of IEC Activities and Key Interventions

The IEC strategy has catered to the different needs of the community through the various tools used for communication to create visibility and awareness. Synchronized roll out of Inter Personal Communication has been undertaken by Lohiya Swachh Bihar Abhiyan, including mid-media, print media, mass media campaigns, outdoor and ground mobilization, with the introduction of a national campaign calendar to achieve the goal. Campaigns and competition have been implemented intermittently and IEC materials produced to cover different segment of population. In addition to capacity building, lots of focus was given on creating mass awareness about sanitation through various kinds of IEC activities in the financial year 2018-19. The year-long IEC/Communication Plan issued including activities list month-wise focus on sanitation and hygiene themes. Regular monitoring of each of the district on IEC monitoring plan is being carried out.



### Interpersonal Communication

Interpersonal communication is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages; it is face-to-face or one on one communication. The level of one's interpersonal communication skills is measured through the effectiveness of meaning transferred through the message. 60% of the budget is to utilize for Behavior Change Communication (BCC) and Inter Personal Communication (IPC) activities by intensive communication approach. IPC led by Swachhagrahis/motivators. As part of the strategy motivators were engaged at the grass root level for demand creation and taking up behavior change communication. Triggering of demand and use of toilets through social and behavioural change communication, door to door campaign, morning and evening follow up, ratri/sandhya choupal, Gram Sabhas, meeting of Nigrani Samiti on safe sanitation practices organized regularly at village level. *Lota Bahiskar and Tatti pe Mitti* initiative were also taken to start in focused way for emphasizing physical target.

## Mass Media:-

- ✓ Print Media:- Advertisement is being printed in all the leading newspapers every month to create awareness for toilet construction and its sustained use.
- ✓ The IEC team, State Project Management Unit (SPMU) has been regularly publishing advertisements in all the leading newspapers (both Hindi and English edition) transmitted in all parts of Bihar. The aim of such advertisements is not only to encourage people to adopt positive behaviour but also to raise awareness and disseminate information regarding Toilet technology, SLRM activities and awareness.
- ✓ State IEC package (Print Material developed):- State as well as districts developed brochures/pamphlet /handbills on different thematic areas as in toilet technology, BCC, SLRM etc. in local context and local language. For exhibition, flexes and standees are designed on different components.
- ✓ TV-Radio Campaign:-The programs of LSBA have always been among the areas of keen interest for development oriented programs which are being broadcast on DD Bihar. Many times it got significant slot in 'Ek Mutthi Dhoop' which is among one of the popular programs of DD Bihar. From time to time special programs on "swachhata" have also been accomplished by the 'Doordarshan'/DD Bihar and AIR. During 'Satyagrah Se Swachhagrah' and 'Swachhta Hi Sewa' event, programs broadcasted and telecasted frequently focusing the objectives. The programs focused the commitment of motivators.

## Influencer Evangelism:-

**Co-ordination with SHG Groups:-** The self help groups of Jeevika have played remarkable role in creating awareness among the rural mass. Regular community meetings, awareness rallies,' Prabhat Pheris',*Masal Julus,Candle March* and other IPC activities set pace for the timely achievement of the target of making blocks and districts ODF.

**Ground level Resource Pool (Swachhagrahis & Mason):-** More than trained 52000 Swachhagrahis are working in the state, enlightening the rays of sanitation and cleanliness. They had remarkably contributed in setting and establishing the environment of behavior change. Now they are working for ODF sustainability.

More than 70000 trained masons are working in the state making significant contribution in making Bihar free from the evil practice of open defecation.

**Community Led Total Sanitation (CLTS)/Community Approach in Sanitation (CAS) and Selection of SRPs and DRPs:-**Communities were triggered for sanitation and cleanliness through CLTS/CAS activities. State selected 32 State Resource Persons and 75 Block Resource Persons for pocket triggering in focused way. The remarkable turnaround in the sanitation fortune of Bihar has been possible because of the continuous work done by the resource persons and subsequently motivators, who continuously followed up on the work done by respective blocks and panchayats.

**School Led Total Sanitation (SLTS)** activities proved to be the unique influencing initiative, as school children pursued their parents and guardians to build toilet in their homes as Gopalganj, Jehanabad, Gaya have undertaken these activities generously with support of DRPs.

Gopalganj district mobilized the leaders of different religious groups to influence the mass for cleanliness.

Some of the **unique influencing initiatives** which proved as game changer are as under:



- ✓ Through **Lota Bahishkar campaign**, the swacchata soldiers in morning and evening follow up requested the people defecating in open to construct toilets in their home and few days after the habitual defaulters were gently threatened of social boycott if they will continue to defecate in the open.
- ✓ **Shauch Sakhi Todo Abhiyan** was conducted in Rohtas district. Under this campaign dent were made in the groups of women who were defecating in the open. Thanks to the result of regular persuasions the women in the group gradually started building toilets in their homes and in this way the existence of their group were gradually lost.
- ✓ **Satyagrah and Swachhagrah Kendras** in Gopalganj, Begusarai, Rohtas district widely spread the messages of cleanliness and contributed a lot in achieving the cleanliness target of the district.
- ✓ **Swachhta Adalat** in Rohtas and Gopalganj district has been instrumental in ensuring that the district's ODF status is achieved in totality, without any loopholes. *Community court or Swachhta Adalat* has been set up by the initiative of district administrations to monitor the sanitation status ensuring open defecation free districts. Despite the severe lag or challenges the districts brought an optimistic change in ODF status in the state and escalated performance under the Swachh Bharat Abhiyan.
- ✓ **Set up of Sampark Sahayata Kendra/ WAR Room:-** At all 38 district head quarters, Sampark Sahayata Kendra/ WAR Room have been established as Control Room as an integral part of DWSC as per directives issued from SPMU, Patna. Till date out of 534 blocks, about 420 blocks have been reported for establishment of War room. All our control room operators and supervisors manage to deliver information on all relevant component on SBMG and LSBA to beneficiaries. For grievance redressal it is also working continually.
- ✓ **Organizing Exhibition/Friendly Match of Cricket/Football/Wrestling/Kabadi:-** Usually, exhibition game /friendly match is generally a non-competitive match played between two sides .In many of districts (Rohtas, Sheohar, Gopalganj, Vaishali, Begusarai, Gaya, Patna) DWSC has organized friendly match of Cricket/ Football/ Wrestling/ Kabadi in creating awareness on sanitation for local mass.
- ✓ **Swachhta Park:-** Sanitation/Swachhta Park has been developed with an objective to create awareness on various safe toilet technological options at district head quarters of Sitamarhi (with support of UNICEF), East Champaran(with support of UNICEF), and Gaya . In Vaishali and Araria districts work is in progress. The Park demonstrates various options pertaining to toilet technologies with a brief description of these technologies. The Park also displays information regarding various interventions undertaken under SBMG and LSBA. The park presents the opportunity for the visitors and school students to understand the various components and initiatives and familiarize themselves with different technologies.
- ✓ **Swachh Festival:-**To spread the message of cleanliness drive ie thematic component of Swachh Bihar, a detailed directive /guideline was issued to all DWSCs during festival season.The organizers kept cleanliness and waste management as their theme during Durgapuja/ Deewali/Chatt / Eid /Christmas and made as Swachh Festival.

It was a unique innovative approach when on the auspicious day of Raksha Bandhan, constructed toilet was gifted to beloved sisters by brothers. In Buxer and Vaishali , such kind of contest was organized on this theme during the period of **Milkar Banayenge Swachh Bihar and Swachhta Hi Seva campaign**.

### **Ground Activation Campaign**

The Ministry of Drinking Water and Sanitation, Gol & LSBA, Rural Development Dept., GoB intermittently organize different kind of campaigns throughout the country.

- ✓ **Satyagrah to Swachhagrah-Chalo Champaran;-** To commemorate this event, Ministry of Drinking Water and Sanitation, in coordination with the Government of Bihar, worked to spread the message of Swachhata across the country by initiating the **"Satyagrah se Swachhagrah " (from insistence on truth to insistence on cleanliness)** campaign. The campaign was carried out from 3rd April - 10th April, 2018 in all 38 districts of Bihar and it concluded with a commemoration meeting in Motihari, Champaran

(Bihar) on 10th April 2018, the same town of Bihar where a century ago Gandhiji triggered a Jan Andolan that sought a better future for Indians. More than 10,000 Swachhagrahis from different parts of the country landed Bihar, where they worked along with 10,000 existing Swachhagrahis from Bihar to “trigger” behaviour change across the State and were having fan out in villages across 38 districts in Bihar to mobilize people for making their communities ODF to build momentum of the Jan Andolan further.

- ✓ **Swachhta Hi Seva (2018):-** The objective of the campaign was to intensify the focus on cleanliness and create an environment of cleanliness across the country in the spirit of a **Jan Andolan**. MoDWS organized ‘Swachhta Hi Seva’ campaign from 15<sup>th</sup> September to 2<sup>nd</sup> October 2018.

**Inauguration of SHS, 2018:-** As part of an elaborate launch event for the fortnight long movement, the Hon’ble Prime Minister interacted with a cross-section of people from 18 locations across the country, via video conferencing. On the inaugural day of “Swachhta Hi Sewa”, 15th September ’18 Hon’ble PM launched the program through video conference with main priest, Jathedar of Harmandir Sahib Gurudwara. Hon’ble Prime Minister, in a video interaction, had exhorted people to be “part of this movement and strengthen the efforts to create a Swachh Bharat.” It was a huge gathering of disciples, Swachhagrahis, school students, Jeevika Didis, local PRI members, Govt. officials and local community people. The program was well managed. Minister of RDD and Road Construction were present as guest. RDD Secretary, Mayor-Patna, DM Patna, State Coordinator-LSBA also participated in the program. After the vc, all swachhagrahis and other dignitaries joined in Shramdan program as cleanliness drive at Kangan Ghat , 2km near Gurudwara.

- ✓ **Swachh Bharat Summer Internship:-** Summer Internship organized in 24 districts in coordination with DWSC and different Academic institutions/NYKS/NSS/NCC. In Khagaria, Siwan, Bhojpur districts a number of institutions took on the program. Orientation program was organized and Swachhta Awareness Rally was taken out.
- ✓ **Swachhta Competition:-** In a unique initiative, ahead of World Toilet Day 2018, state wide intra-district competition was organized on different components as slogan writing, rangoli decoration, drawing/painting, essay writing on theme of SBMG. Inter district competition of coffee table booklet preparation and short film making on *LSBA/ODF Journey in District* was also conducted. The best scorers were awarded by State on the eve of World Toilet Day 2018 in the **Bihar Swachhta Sankalp 2018**.
- ✓ **ODF Celebration:-** Different districts of Bihar witnessed a number of ODF celebration at different level as in GP, block and district level. Masal Julus/Candle March is taken out.
- ✓ **Interactive Game/Quiz Competition on Hygiene & Sanitation:-**  
In Middle and High schools, interactive game/quiz competition has been organized on Hygiene & Sanitation

(as in Jehanabad, Gopalganj) as a part of School Led Total Sanitation

- ✓ **World Toilet Day 2018 Contest :-**

Ministry organized “World Toilet Day 2018 Contest” led by District Collectors from 9th November 2018 to 19th November 2018 across the country to reintensify the janandolan at grassroot level. State witnessed immense mass mobilization towards Swachh Bihar through sustained odf status in this period. A variety of activities related cleanliness drive and awareness were undertaken by IEC or SLRM. All districts participated enthusiastically and Jehanabad district was declared as winner by 5th position.

- ✓ **‘Swacch Sarvekshan Grameen’** campaign was also conducted from 1st August to 31st August 2018 in Bihar.

- ✓ **Swachhta Tableau:-**On Republic day and Independence day celebration, in all district head quarters tableau on 'Swachhta' theme or activities of LSBA have been displayed in parades profusely. The tablea showcase the capability and cultural and social heritage of particular region focusing the thematic area.
- ✓ **"Swachh Jeevika Swachh Bihar"** To speed up the process of making Bihar free from open defecation 'Swachh Jeevika Swachh Bihar' campaign was launched in the state from July 1 2018 till October 2018 involving all SHG members and Jeevika (BRLPS) related workforce.
  - The aim of this campaign was to ensure toilet in every houses of Jeevika community members.
  - The community members were administered Swachhata Oath.
  - Video on cleanliness were disseminated among the groups in Ratri /Sandhya Chaupal
  - Pits were dug in all houses by "Gadda Khodo Abhiyan" and construction of toilets done by focusing two leach pit toilet technology
  - Wall paintings were also done in strategic places like schools, Anganwadi centers, market places etc.
  - This campaign yielded profusely good result and contributed lot in ensuring 100% toilet coverage in all districts.
  - Construction of over 9 lakh toilets has been completed which had been initiated during the Gadda Khodo Abhiyan

✓ **Bihar Swachhta Sankalp 2018 (World Toilet Day Celebration '18):-**

On November 19, 2018, a state level special event was organized at Gyan Bhawan, Patna to commemorate World Toilet Day as **Bihar Swachhta Sankalp 2018**. It was graced by the Hon'ble Deputy Chief Minister, Bihar Mr. Shushil Kumar Modi and Hon'ble Minister for Rural Development Mr. Shravan Kumar. UNICEF Bihar Head Mr Asadur Rahman was the chief guest. Dignitaries from UNICEF, World Bank and other development partners were invited. District officials from Jeevika and all DWSCs participated in the program. Special films of Lohiya Swachh Bihar Abhiyan were screened and released depicting its journey, achievement, triggering process, outcome and community responses and reactions. Specially designed exhibition pavilion was also established depicting the journey of LSBA, toilet technology, different types of toilets suitable for different climatic conditions, MHM and contribution of Jeevika in achieving ODF mission in different districts of Bihar. LSBA Compendium and a four pager newsletter were released as LSBA guideline incorporating compilation of important letters issued from LSBA, RDD and Jeevika.

Districts Magistrates, BDOs and Director DRDA of best performing districts in different categories (such as ODF achievement, Geo tagging, incentive payment and IEC) were felicitated. Prior to the program state wide intra district completion was organized on painting, slogan writing, preparation of Coffee Table Book and shortfilm production. Evaluation committee at state level assessed and evaluated the submitted materials and based on the final nominations on all categories were rewarded. Awards to Champions and nominated scorers from districts were given in different categories like film making, wall paintings and slogan writing competition. It was highly effective one for self-motivation.





## Leverage Mid Media

It focuses on pre triggering, triggering and follow up activities. All districts of the state have successfully used this medium for creating awareness. So the activities can be carried out in other districts to stimulate collective behaviour change as well.

- ✓ **Wall painting /slogan writing** on the walls of constructed toilets, school, anganwadi centre, community hall, block office area, market place etc explore the theme aesthetically in creating mass awareness.
- ✓ **Nukkad Natak /Street play** as an important mid media tool delivers significant messages in different districts at different level throughout the last financial year.
- ✓ **Prabhat pheri/Padyatra/Rallies/Masal Julus/Candle March** –Time to time organized by GP level/ village level/district level
- ✓ Movement of **Swachhta Raths** (IEC van) at village, block and district level for awareness generation about 'swachhta' in all 38 districts. Detailed directives on Swachhta Rath deployment was issued from department including sharing of roadmap. The IEC van deployed during campaign Swachh Jeevika Swachh Bihar and Milkar Banayenge Swachh Bihar was beautifully designed having attractive pictures, slogans and messages on sanitation.
- ✓ **Fair/ Exhibition:-** Under SBMG/LSBA, the emphasis is to educate the public, create awareness among them regarding proper hygiene and safe sanitation. Occasionally Swachhta Stalls have been set up in different district/block level fairs as in Sonapur Mela at Saran, Madhepura Grameen Mela, Jehanabad Banawar Mela etc.

*Swachhta Stall* was established by SPMU of LSBA at Patna Saras Mela in two successive years focusing the objectives of SBMG/LSBA, activities of LSBA, photo gallery and set up of "Swachh Gaon".

On World Toilet Day 2018 a megaevent was organized by LSBA at Gyan Bhawan, Patna. The theme of this was "**Bihar Swachhta Sankalp 2018**". One of the major attractions of the was exhibition pavilion. The pavilion focused on different aspects of LSBA, physical status of ODF declaration, SLRM, Gobardhan Scheme, Toilet Technology, BCC, Swachh Jeevika Swachh Bihar.

## Digital Media

In this era of digital world, the significance of digital media in any mass campaign cannot be ignored. LSBA is using popular digital media platforms like Twitter, Facebook and Whatsapp to spread and intensify its cleanliness campaign to make it a mass moment. Success stories and case studies have also been uploaded at SBM-G Blog, Swachh Sangrah Portal and LSBA's website (<http://lsba.bih.nic.in>). LSBA movies, jingles have also been uploaded in LSBA google drive and on Youtube as well.

## Publications and Documentaries

- ✓ **LSBA Guideline:-** Compendium ie. a compilation of all issued guideline and important letters from department and LSBA has been developed and released" **LSBA Guideline** on the auspicious day of 19<sup>th</sup> November 2018, World Toilet Day 2018 as " Lohiya Swachh Bihar Abhiyan Antargat Swachh Bharat Missan (Grameen) and Lohiya Swachhta Yojna ki Karyanwayan Margdarshika, Gramin Vikash Bibhag, Bihar Sarkar".
- ✓ **Short Films and Video Song:-**LSBA brought out four short films (on Journey of LSBA, Mahatma Gandhi and progress on Cleanliness services by LSBA, Role and responsibilities of Swachhagrahis) four movie -shots and one video song on LSBA theme to spread positive sanitation messages to the target audience. Various audio-video productions of SBMG are also being used extensively to create awareness across the state last year.

- ✓ **Radio Jingles:-** Catchy radio jingles (12 in nos) were developed with support of UNICEF. Technical input was provided by LSBA IEC team. All were released by Hon'ble CM, Bihar and played by All India Radio to create awareness disseminating hygiene and sanitation messages. During Satyagrah se Swachhagrah campaign 4 nos jingles were also developed with support of UNICEF and broadcasted by AIR .

### Convergence

LSBA is working in convergence with other major departments like Education, Health, Social Welfare, Panchayati Raj, Information & Public Relations and Environment. These departments through persistent motivating campaigns, paved way for smoother achievement of sanitation goal well within the set timeline.

#### ➤ **“Milkar Banayenge Swachh Bihar”**

A special initiative was taken by SPMU as a statewide IEC campaign on Sanitation and Cleanliness awareness from 16<sup>th</sup> July to 15<sup>th</sup> August 2018. Later it was extended till 2<sup>nd</sup> October 2018. The was chalked out in phase wise.

- ✓ The inaugurated by one day orientation cum workshop with Swachhta Pledge at district head quarter.
- ✓ Swachhta Rally and Wall painting/slogan were conducted subsequently.
- ✓ Mehadi competition was also conducted in some districts by Frontline workers
- ✓ “Mera Panchayat Model Panchayat”, an unique intervention was undertaken by taking up a village by an official for implementing odf roadmap and make it model one.
- ✓ Mason training and update training of Swachhagrahis also conducted in this duration.
- ✓ At the last phase Swachhta Raths were run for spreading information on safe sanitation/BCC.
- ✓ During this period all line department came together and make the initiative successful
  - Micro Planning on IEC Activities was shared with Education Department, Health Department, Social Welfare Department, Panchayat Raj Department and directives was issued from Rural Development Department and the detail planning

### ODF Plus activities

- ✓ LSBA is currently focusing on decentralized solid and liquid resource management, under ODF Sustainability and ODF plus activities, in 10 districts under Low Income State (LIS Project), supported by World Bank, and in 4 ODF declared GAP villages, and also piloting of “GOBAR-DHAN” scheme in 2 districts. Other activities under currently taken as reorientation of Nigrani Samitis, maintenance of school and anganwadi toilets, hand-washing and personal hygiene, hand-washing in school, tree plantation, campaign on polythene bag ban etc. State level orientation workshop and training has been organized on SLRM component. Activities for ODF (S) and ODF + have been undertaken phase wise in 32 districts.

### (g) Training and capacity building

Total No. of GPs	No. of motivators planned to be trained in 2018-19	No. of motivators trained upto 31.1.2019	No. of motivators planned to be trained in Community process & triggering in 2018-19	No. of motivators trained in community process & triggering upto 31.1.2019
8386	20000	28000	20000	28000



**(h) Progress under World Bank Project**

<b>Activities</b>	<b>Physical Achievement upto 31.1.2019</b>	<b>Expected Physical Achievement upto 31.3.2019</b>	<b>Expenditure reported upto 31.1.2019 (Rs. In lakh)</b>	<b>Expected Expenditure upto 31.3.2019 (Rs. In lakh)</b>
IHHLs construction	0	0	0	0
Conversion of Dysfunctional toilets	0	10000	0	1200
Community Sanitary Complexes	0	0	0	0
Solid and Liquid Waste Management	0	0	0	0
Construction of School Toilet	0	0	0	2600
Construction of Anganwadi Toilets	0	0	0	0
Community retro-fitting	0	0	0	0
Faecal Sludge Management	0	0	0	0
Incinerators	0	0	0	0
IEC	0	0	0	0
Other activities	0	0	0	0

## 2. LSBA Plan for 2019-20

### (a) Sanitation Coverage

	Sanitation Coverage as on 31.1.2019	Expected Sanitation Coverage as on 31.3.2019	Expected Sanitation Coverage as on 31.3.2020
Rural Sanitation Coverage	100	100	100

### (c) Open Defecation Free Status

	Total	ODF as on 31.1.2019	Expected ODF as on 31.3.2019	Target for 2019-20	Objective for Quarter-1 (Apr-Jun 2019)	Objective for Quarter-II (Jul-Sep 2019)	Objective for Quarter-III (Oct-Dec 2019)	Objective for Quarter-IV (Jan-Mar 2020)
Villages	38693	22815	38693	0	0	0	0	0
Gram Panchayats	8386	4307	8386	0	0	0	0	0
Blocks	534	159	534	0	0	0	0	0
Districts	38	5	38	0	0	0	0	0

### (d) Summary of Physical Objectives for the year 2019-20.

Components	Total households	Total Households with toilets as on 31-1-2019	Anticipated Households with toilets as on 31-3-2019	Expected Households without toilets as on 1.4.2019 **	Objective for the Year 2019-20	Objective for Quarter-1 (Apr-Jun 2019)	Objective for Quarter-II (Jul-Sep 2019)	Objective for Quarter-III (Oct-Dec 2019)	Objective for Quarter-IV (Jan-Mar 2020)
IHHL (BPLs)	7186161	6856815	7186161	450000	450000	200000	250000	0	0
IHHL (APL)	4339598	4117757	4339598	250000	250000	100000	150000	0	0

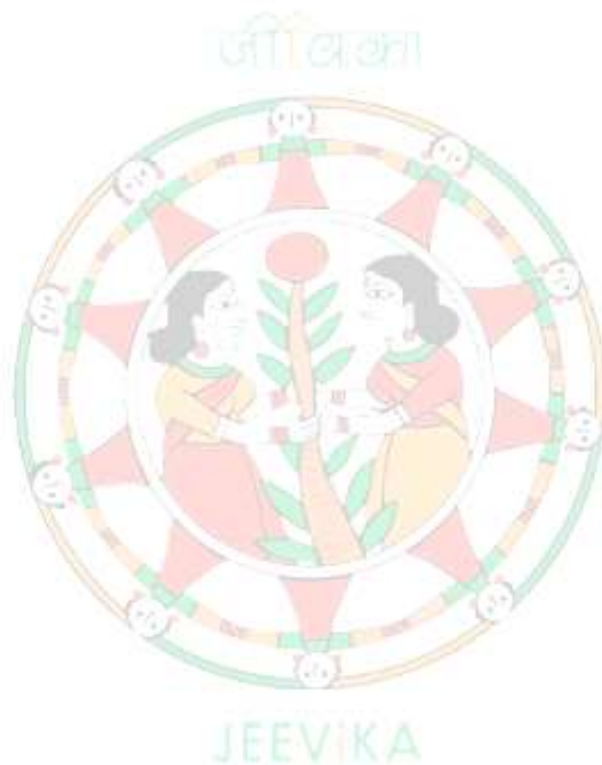
\*\* Note: Approx. 7 Lakh new HHs are available without toilet and i.e. outside from the BLS.

S.No	District Name	IHHL Total	IHHL BPL			IHHL APL						
			Total	SC	ST	Total	SC	ST	Small & Marginal Farmers	Landless Labourers with homestead	PH	Women Headed House holds
1	ARARIA	239674	216854	4082	1196	22820	230	92	386	52	4	16
2	ARWAL	58231	47881	16057	934	10350	535	23	3594	84	6	2448
3	AURANGABAD	162999	77931	26295	2139	85068	6162	736	15239	2443	22	5116
4	BANKA	129105	54336	6417	2727	74769	2442	1746	19373	2359	33	4338
5	BEGUSARAI	184807	120917	15026	1504	63890	2175	140	33837	3448	41	3464
6	BHAGALPUR	151523	103137	14205	1812	48399	19486	1688	16966	460	96	1229
7	BHOJPUR	129936	91285	13286	1110	38651	11971	383	21671	2284	16	2246
8	BUXAR	85477	31470	7041	1370	54007	2020	703	33585	1332	50	6128
9	DARBHANGA	313081	209939	44549	2961	103142	5984	440	29532	1417	32	6553
10	GAYA	230039	61293	26275	1366	168746	3643	414	70159	4574	80	83910
11	GOPALGANJ	161103	22708	3592	3821	138395	1090	2672	43080	1513	18	69909
12	JAMUI	122923	89683	35018	6002	33240	6371	930	7310	1989	27	66
13	JEHANABAD	42577	27355	5945	571	15222	886	170	9464	332	6	2978
14	KAIMUR(BHABUA)	122196	80855	27946	7361	41341	5657	1773	8737	440	16	141
15	KATIHAR	160418	77576	4244	4571	82840	1377	1216	57923	15901	236	5404
16	KHAGARIA	85529	52548	7646	491	32981	930	90	9857	241	2	7214
17	KISHANGANJ	125801	120540	3529	1291	5261	148	102	273	39	1	16
18	LAKHISARAI	64417	59350	3533	775	5067	26	1	51	18	5	12
19	MADHEPURA	180387	141615	8223	853	38772	657	58	3354	707	2	626
20	MADHUBANI	362582	279151	33892	2807	83431	6570	608	71283	72	11	874
21	MUNGER	51157	41915	6883	1913	9242	1079	285	2255	23	34	47
22	MUZAFFARPUR	306484	84015	12322	1370	222469	4491	350	152950	317	27	6424
23	NALANDA	91928	66154	16677	986	25774	2082	290	4480	2402	4	701
24	NAWADA	106481	73555	23773	907	32926	3756	137	7512	2679	22	830
25	PASHCHIM CHAMPARAN	286879	182177	27244	8533	104702	4314	1652	76880	1631	234	4406
26	PATNA	165021	77738	19302	2785	87283	3369	638	60798	9007	129	11626
27	PURBA CHAMPARAN	274728	212809	44798	9733	61919	6200	911	18251	258	9	9825
28	PURNIA	188246	115810	10516	5372	72436	1866	934	36429	10141	100	8500
29	SAHARSA	156724	119417	22929	1352	37307	3219	325	11386	1553	12	3534
30	SAMASTIPUR	308847	188043	60031	4379	120805	23794	6559	83519	247	10	5788
31	SARAN	235246	110117	8704	979	125129	5572	266	49176	81	40	29947
32	SASARAM(ROHTAS)	5754	4066	1313	83	1688	182	16	1162	243	2	80
33	SHEIKHPURA	10201	5070	332	1	5131	248	1	2943	559	4	56
34	SHEOHAR	61714	47712	8653	801	14002	122	16	6522	215	6	40
35	SITAMARHI	88553	82691	11695	1879	5862	319	26	1487	155	5	13
36	SIWAN	230685	55329	7302	1613	175356	2394	963	105234	4721	96	19538
37	SUPAUL	165293	129098	40664	6012	36195	17195	2528	8570	2553	128	326
38	VAISHALI	182142	131374	26652	1696	50768	1803	153	27010	462	35	16919
	<b>Total :-</b>	<b>6028888</b>	<b>3693514</b>	<b>656591</b>	<b>96056</b>	<b>2335386</b>	<b>160365</b>	<b>30035</b>	<b>1112238</b>	<b>76952</b>	<b>1601</b>	<b>321288</b>

**(c) Community Sanitary Complexes**

Community Sanitary Complex (Actual requirement)	Total No. of GPs	Objective for the Year 2019-20	Objective for Quarter-1 (Apr-Jun 2019)	Objective for Quarter-II (Jul-Sep 2019)	Objective for Quarter-III (Oct-Dec 2019)	Objective for Quarter-IV (Jan-Mar 2020)
8386	8386	2000	200	600	600	600

**(d) Solid and Liquid Waste Management (SLWM) projects for 2019-20**



Components	Total no. of GPs	No. of GPs in which SLWM undertaken up to 31.1 2019	Objectives for the Year 2019-20	
			Number	Amount
No. of projects	8386	12	160	3200

### SLRM - Planned District and Gram Panchayat

NNP District and Gram Panchayats 2019- 2020				
Sl. No.	District Name	No. Of Block covered	No. Of GP	Plan for SLRM in 1st Phase 2020.
1	Banka	9	12	12
2	Begusarai	8	79	23
3	Munger	4	33	07
4	Muzaffarpur	9	15	15
5	Nalanda	9	23	23
6	Nawada	6	17	17
7	Patna	10	16	16
8	Purnea	7	10	10
9	Saran	15	20	20
10	West Champaran	12	17	17
	<b>Total</b>	<b>89</b>	<b>242</b>	<b>160</b>



### Details of GOBARDHAN Projects (Rs. In Lakhs)

Components	Total no. of GPs	No. of GPs in GOBARDHAN Project undertaken up to 31.1 2019	Objectives for the Year 2019-20	
			Number	Amount
No. of GOBARDHAN Project undertaken (No. of GPs)	8386	4	27	270

### Proposed activities in 2019-20 under World Bank Project

Activities	Objectives for the Year 2019-20	
	Number	Amount (Rs. In lakh)
IHHLs construction	0	0
Conversion of Dysfunctional toilets	500000	30000
Community Sanitary Complexes	38	418
Solid and Liquid Waste Management	100	2000

### **3. PLAN FOR OPEN DEFECATION FREE (ODF) SUSTAINABILITY**

#### **3. Vision and Strategy for ODF Sustainability:**





All the 38 districts of Bihar have achieved 100 percent IHHL Sanitation coverage on IMIS. Now to sustain Open Defecation Free status (ODF-S), the need is to maintain the pace and momentum of community led mobilization for the whole year (2019-20). Post ODF interventions with well-defined implementation strategies to ensure sustained involvement of masses at all levels will be the key to constant persuasion of ODF communities, proper implementation of incentive provisions.

Bihar has launched massive movements engaging everyone to achieve ODF status. 'JEEViKA' was one of the instrumental and key platforms of the state to lead the program and ensure its reach to every household. In the year 2019-20 too, the role of JEEViKA would be crucial one as there is need of more mobilization of communities to achieve the goals of ODF-S and ODF-Plus movements.

This Annual Implementation Plan (AIP) emphasizes on ODF sustainability phase in state with clear roadmap for taking up ODF sustainability and plus activities. The AIP sets out actions, actors and resources needed to ensure sustainability of SBM interventions and benefits to the communities throughout the state of Bihar.

#### **Objectives of ODF Sustainability components:**

The key objectives envisages for the ODF sustainability (ODF S) components of SBMG are mutual reinforcing and stated as below:




-  Maintaining the ODF status of the villages, GPs, Blocks and Districts over a continued period of time
-  Ensuring continuous usage of toilet and practice of safe and hygienic behaviors by the community
-  Continued functionality of the assets created under SBM
-  Decentralized operation and maintenance arrangement for assets

**Key issues in context of ODF Sustainability:** The key issues which will govern the ODF S behaviours change interventions would be centralise across following pillars



3.1 Has the State developed any guidelines/ plan/ road map for sustainability of investment and benefits? If yes, please indicate the essential elements of ODF-Sustainability plan/guidelines/road map.



**IEC for ODFS**

-  Innovative and Inclusive IEC
-  Retention of human resources including Swachthagarhis
-  Involving Jeevika , Children and

**CAPACITY BUILDING**

-  CB on ODFS
-  Community mobilization ( CAS for ODFS)
-  Technology Retrofitting




**COMMUNITY MONITORING**

-  Strengthen local Nigrani arrangements
-  ODF verifications




**CONSTRUCTION & REPAIR OF TOILETS**

-  Retrofitting, Pit emptying, FSM, Defunct toilets, toilets construction for additional families

**PRIORTISING FOR DEVELOPMENT PROGRAMS**

-  Pipe water supply scheme
-  Solid liquid resource management
-  Other development schemes

**FINANCING**

-  Human Resource Cost
-  IEC/BCC cost
-  Reward & Recognition

### Districts and villages to be covered this year for ODF sustainability interventions

Name of the Districts	No of Blocks to be covered	No of Gram Panchayats to be Covered	No of Villages to be covered
ARARIA	2	30	120
ARWAL	1	15	60
AURANGABAD	3	45	180
BANKA	3	45	180
BEGUSARAI	5	75	300
BHAGALPUR	4	60	240
BHOJPUR	5	75	300
BUXAR	3	45	180
DARBHANGA	5	75	300
GAYA	6	90	360
GOPALGANJ	4	60	240
JAMUI	2	30	120
JEHANABAD	2	30	120
KAIMUR(BHABUA)	2	30	120
KATI HAR	4	60	240
KHAGARIA	2	30	120
KISHANGANJ	2	30	120
LAKHISARAI	2	30	120
MADHEPURA	3	45	180
MADHUBANI	5	75	300
MUNGER	2	30	120
MUZAFFARPUR	4	60	240
NALANDA	5	75	300
NAWADA	3	45	180
PASHCHIM CHAMPARAN	5	75	300
PATNA	5	75	300
PURBA CHAMPARAN	6	90	360
PURNIA	4	60	240
SAHARSA	2	30	120
SAMASTIPUR	5	75	300
SARAN	5	75	300
SASARAM(ROHTAS)	6	90	360
SHEIKHPURA	2	30	120
SHEOHAR	1	15	60
SITAMARHI	4	60	240
SIWAN	4	60	240
SUPAUL	2	30	120
VAISHALI	4	60	240
<b>Total</b>	<b>134</b>	<b>2010</b>	<b>8040</b>

### 3.2 Key ODF –S Interventions:

### 3.2.1 IEC/BCC

District Level				
Type of Interventions	Target Audience	Number	Unit Cost	Total Cost (Rs.in lakh)
Group Meeting of Village Health Sanitation and Nutrition Committee (VHSNC)/PRI /ICDS staff/Champions etc.	PRI members, SRP/DRP,DWSC members, Swachhagrahis, Community/Nigrani Samiti Members/ASHA/AWW	5000	2000	100
Wall Writing/Wally Painting/Hoardings /Banners	Rural Community	20000	2000	400
Exhibition/Mela	Rural Community	76	40000	30.4
Street Plays /Nukkad Natak	Rural Community	190	60000	114
Swachhta Raths /Micking (including handbills, audio-visual show)	Rural Community	76	50000	38
Rally/Padh Yatra/Marathon etc.	PRI members, SRP/DRP,DWSC members, Swachhagrahis, Community/Nigrani Samity Members	380	2000	7.6
Awareness cum Inaugural Workshop/District Meeting	Do	380	40000	152
School level awareness program	School students/Teachers	380	10000	38
Designing, printing & distribution of IEC materials	PRI members, SRP/DRP,DWSC members, Swachhagrahis, Community/Nigrani Samity Members	114000	2000	2280
District Manual on Best Practices	Do	38	10000	3.8
Inter/Intra district Exposure visit	Do	76	50000	38
Award/Incentive for Motivators/Champions	Do	760	5000	38
District Level War Room		38	432000	164.16
Sanitation Quiz/Debate /Essay Writing/Painting Competition on ODFS	School students/Teachers	380	8000	30.4
IEC spent statewise by the Development Partners/Support to KRC		10	1440000	144
Misc. Expenditure (Press Meet, Social Media, any other Innovative activities etc.)		38	1000000	380
<b>Total</b>				<b>3958.36</b>



State Level				
Type of Interventions	Target Audience	Number	Unit Cost	Total Cost (Rs.in lakh)
Designing and distribution of multicolored printed communication /IEC Material for distribution as Leaflet/ Handbill/flipcharts etc focusing ODF-S	PRI members/ SRP/DRP,DWSC members/Swachhagrahis/Community/N igrani Samity Members	5000	3000	150
Newspaper Advertisements	Do	24	200000	48
Publication of Newsletter	DWSC members	5	10000	0.5
Publication of Coffee Table Book		200	1000	2
Short Film/Documentaries	Do	8	400000	32
Radio spots/ jingle	Do	10	40000	4
Exhibition/Mela	Dev. partners/Community	2	60000	1.2
Awards to Champions/Swachhagrahis etc	Champions/Swachhagrahis	20	80000	16
Launching of Statewide special IEC Campaign /Workshop/Review Meeting for 'ODF-S' and elementary SLRM etc.	Devp partners/PRI members, SRP/DRP/ DWSC members/ Swachhagrahis/ Community	10	50000	5
Misc. Expenditure (Press conference, Social Media, any other Innovative activities etc.)	-			0
<b>Total</b>				<b>258.7</b>

Type of CB Interventions	Target Group	Number	Unit Cost	Total Cost (Rs. in lakh)
Retro fitting Training to Swachhagrahi- Residential at Block	Swachhagrahi	25000	450	337.5
Retro fitting Training to Mason - Residential at Block	Mason	25000	450	337.5
Retro fitting training to SRP/DRP- Non Residential at State level	SRP/DRP	100	750	0.75
Retro fitting training to DRP Mason- Non Residential at State level	TOT of Mason	50	750	0.375
Orientation on ODF-S - Non Residential at State level	District Officials	500	750	3.75
Orientation on ODF-S - Non Residential at District level	Block staff	1900	150	2.85
Orientation on ODF-S - Non Residential at Block level	PRI/Other volunteers	53400	150	80.1
Orientation on SLWM/Gobardhan - Non Residential at State level	District Officials	250	750	1.875
Orientation on SLWM/Gobardhan - Non Residential at District level	Block staffs	3800	150	5.7
Orientation on SLWM/Gobardhan - Non Residential at Block level	PRI/Other volunteers	50000	150	75
Orientation on SLWM/Gobardhan - Non Residential at State level	DM/DDCs	100	2000	2
Orientation on SLWM/Gobardhan - Non Residential at State level	BDOs	600	1600	9.6
Orientation on MIS of SLWM - Non Residential at State level	District Officials	250	750	1.875
<b>Total</b>		<b>160950</b>	<b>8850</b>	<b>858.88</b>

JEEVIKA

### 3.2.2 Converge and Coordination:

Ministries/ Departments/ Development Partners identified for convergence/c oordination	Areas of collaboration	Expected outcomes
Education Departments	Capacity building, IEC, monitoring, increasing sanitation coverage and sustainability	<ul style="list-style-type: none"> <li>• Engaging functionaries in social mobilization, quality inspection, ODF verification.</li> <li>• Active involvement of teachers, students and parents in sanitation campaign and related activities</li> <li>• Inclusion of sanitation activities in curriculum</li> <li>• Usage and promotion of BCC/IEC materials on and around school premises</li> <li>• Weekly 1day (ie. Friday)-School Rally for Mass awareness</li> <li>• Sanitation messaging, oath taking, Jidd Yatra organized by teachers for creating mass momentum</li> <li>• 2 periods in weekly one day (ie. Wednesday) can be fixed for GD/ IPC practices/Audio Visual show on Usage of Toilets</li> <li>• Training of students on SLTS</li> <li>• Set up of Unit in each school for verification of toilet usage &amp; handwashing practices</li> <li>• Incorporation of BCC on toilet usage &amp; handwashing practices in Chapter of Standard-V (focusing Awareness) to Standard-X (VII-X -Counseling &amp; GD)</li> <li>• Functional toilet facilities with water facilities in all schools</li> </ul>
Social Welfare Department	Capacity building, IEC, monitoring, increasing sanitation coverage and sustainability	<ul style="list-style-type: none"> <li>• Involving ICDS supervisors as nodal officers for Geo Tagging/ODF Verification</li> <li>• Construct/make functional child friendly toilet facility in Anganwadi centres</li> <li>• On " VHSND"-one hour discussion on sanitation practices to motivate the community people (including all the concern stakeholders) /practice handwashing. Format for monitoring to be filled at this level.</li> <li>• Involvement of Lady Supervisor (LS) –in CLTS, monitoring, follow-up, geo-tagging.</li> <li>• LS would motivate and ensure construction of toilet at all HHs whose kids are enrolled at Anganwadi Kendra</li> <li>• Wall writing/painting/slogan writing on BCC/ Toilet Technology on Wall of AWCs</li> </ul>

		<ul style="list-style-type: none"> <li>• Functional child friendly toilet facilities with water facilities in each AWC</li> </ul>
Health Department	Capacity building, IEC, monitoring, increasing sanitation coverage and sustainability	<ul style="list-style-type: none"> <li>• Roll out and scale up national initiative Kayakalp to promote cleanliness and enhance quality of public health facility</li> <li>• Active involvement of ASHA and ANM workers and their sensitization and training</li> <li>• IEC/BCC activities - wall writing/posters on health establishments</li> <li>• Promote sanitation and hygiene among the patients– sanitation messaging and use of LSBY logo &amp; slogan on OPD slips/prescription</li> <li>• On "Asha Day"-organize Sanitation oaths to be taken. Format of monitoring to be filled on this day only.</li> <li>• Awareness campaigning GD /Group Meeting /Audio Visual show focusing the sanitation issue/activities</li> <li>• Functional toilet facilities with water facilities in health establishments</li> <li>• Wall writing/painting/slogan writing/flex printing</li> </ul>
Panchatayi Department	RajCapacity building, IEC, monitoring, increasing sanitation coverage and sustainability, convergence funding	<ul style="list-style-type: none"> <li>• Political leadership, Community motivation and ownership</li> <li>• Involving and using PRIs to mobilise the community at GP level on sanitation through CLTS.</li> <li>• Involving PRIs for Geo Tagging and ODF verification</li> <li>• Ensuring piped water supply in ODF villages</li> <li>• Supporting in SLWM in ODF villages through Nali/Gali Yojna</li> <li>• Felicitation/certification of Best Ward members</li> <li>• Wall writing/painting/slogan writing on BCC/ Toilet Technology on Wall of Panchayat Office etc.</li> <li>• Involvement in SLWM GP Action plan preparation and ODF verification for new households</li> </ul>
Information and Public Relation Department	IEC/BCC	<ul style="list-style-type: none"> <li>• Undertake mass awareness campaigns through Radio and TV Spots/ad and involvement of important personalities in such campaigns.</li> <li>• Sensitize and facilitate journalists and media agencies to cover the best practices in field of sanitation and hygiene.</li> <li>• Organise panel discussions and press briefings on a regular basis on sanitation</li> <li>• Develop case studies and success stories and share with media on ODF communities.</li> <li>• Insatal hoardings and wall writings to promote ODF communities through BCC</li> </ul>

Bihar Mahadalit Mission	Capacity building, IEC, monitoring, increasing sanitation coverage and sustainability, programme convergence	<ul style="list-style-type: none"> <li>• Involving and using Vikas Mitra to mobilise the community at GP on sanitation CLTS.</li> <li>• Involving VikasMitras as nodal officer for Geo tagging and verification at GP level.</li> <li>• Empowering the VikasMitras as Master trainers and CLTS Motivators by building capacity through training</li> <li>• Promote usage and construction of toilets especially among the SC/ST with focus on Mahadalit and Musahar communities.</li> <li>• Involvement in SLWM GP action plan preparation</li> </ul>
Public Health Engineering Department	Technical assistance, programme convergence	<ul style="list-style-type: none"> <li>• Ensure linkage of ODF villages with piped water supply scheme</li> <li>• Ensure the ground water quality of ODF villages is maintained and improved.</li> <li>• Provide support on SLWM activities of ODF villages/GPs</li> </ul>
Labour Department	Capacity building and supply of skilled masons	<ul style="list-style-type: none"> <li>• Involving and using Masons to mobilise the community at GP level in sanitation through communication of appropriate toilet technology.</li> <li>• Provide training on toilet technology of the existing masons registered under the department</li> <li>• Provide certification to masons who are promoting and constructing toilets of appropriate toilet technology.</li> </ul>
Art, Culture and Youth	IEC/BCC, capacity building	<ul style="list-style-type: none"> <li>• Involving and using NSS volunteers, NYK Sangathans and Youth clubs to mobilise the community at GP level on sanitation through CLTS</li> <li>• Involving youth clubs and volunteers for geo tagging and verification at GP level</li> <li>• Empowering the youth clubs and volunteers as Master Trainers and CLTS motivators by building their capacity through training</li> <li>• Usage and promotion of BCC/IEC material in the surrounding of Youth Clubs and Yuva Kendra.</li> </ul>



### 3.2.3 Solid and Liquid Waste Management:

Type of intervention Planned	Units	Unit cost	Total cost (Rs. in lakh)
SLRM at Gram panchayat level, (Solid Waste Management at HH level and Liquid Waste initially at Household and also develop model of community disposal systems.	160	2000000	3200
Gobardhan	27	1000000	270

### 3.2.4 Awards and recognition mechanism

Type of award	Categories of awardees planned	Cost estimated (Rs. in lakh)
State awards	ODF – S /SLRM	35
District awards	ODF – S /SLRM	380

### 3.2.5 Proposed financial target

Component	Centre Share (Rs. in lakh)	State Share (Rs. in lakh)
Human Resources	2150.42	1433.62
IEC/IPC	2530.24	1686.82
Capacity Building	515.32	343.55
SLWM	1920.00	1280.00
Component	Convergence/ (Rs. in lakh)	Credit (Rs. in lakh)
New IHHLs construction	PMAY/MGNAREGA : 96000	
Operation and Maintenance		
Sustainability Monitoring		

#### 4. Synopsis of Physical and Financial Proposal for the year 2019-20

(Amount in Rs. in lakhs)

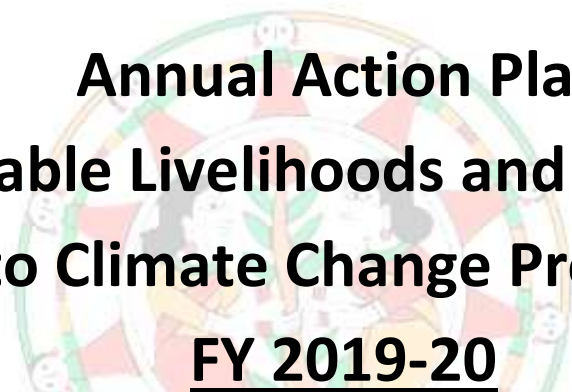
Component	2019-20				
	Unit	Amount (Rs. in lakh)			Total
		Centre share	State share	Beneficiary share	
IEC including Capacity building and start-up activities (5%)		18549.57	12366.38	0	30915.96
IHHL-BPLs	3543514	255133.0	170088.67	0	425221.68
IHHL-APLs-SC	210365	15146.3	10097.52	0	25243.80
IHHL-APLs-ST	30035	2162.5	1441.68	0	3604.20
IHHL-APLs-Small and marginal Farmers	812238	58481.1	38987.42	0	97468.56
IHHL-APLs-Landless labourers with homestead	126952	9140.5	6093.70	0	15234.24
IHHL-APLs-Physically Handicapped	1601	115.3	76.85	0	192.12
IHHL-APLs-Women headed Households	371288	26732.7	17821.82	0	44554.56
IHHL-APLs-Others	432907	0	51948.84	0	51948.84
Community Sanitary Complexes	2000	2400	1200	400	4000
Revolving Fund upto 5%	0	0	0	0	0
Solid and Liquid Waste Management	160	1920	1280	0	3200
Administrative Charges (2%)	0	7419.83	4946.55	0	12366.38
<b>Total</b>	<b>5531060</b>	<b>397200.90</b>	<b>316349.44</b>	<b>400</b>	<b>713950.34</b>

Note:

1. Total 7 Lakh new HHs added for the FY 2019-20 and rest are balance for payment from FY 2018-19.
2. CS-Central Share; SS-State Share; BS-Beneficiary Share

जीविका

**Annual Action Plan**  
**Sustainable Livelihoods and Adaptation**  
**to Climate Change Project**  
**FY 2019-20**



JEEVIKA

# 1. Climate Adaptation Diagnostic

## 1.1 Context of the State: Bihar



Bihar is situated in eastern part of India and is the 12th largest state in terms of geographical area and 3rd largest by population in the country. The state is largely agrarian and rural with almost 80 percent of the total population depending on and engaged in agricultural activities. Though the share of agriculture in the GSDP has been decreasing over the years and it remains only one-fifth of the GSDP. However, agriculture still remains the backbone of the state economy. Recently, Bihar's state GDP has recorded a very high growth (in the excess of 10%), making Bihar the fastest growing major state of India. The table below gives key demographic indicators and their comparison with pan-India numbers- (Census-2011)

**Table 1: Demographic Indicators**

S. No.	Indicators	Unit	Bihar	India
1	Geographical Area	Lakh Sq. Km	0.94	32.87
2	Population	Crore	10.3	121.02
3	Decadal Growth Rate	Percentage	25.1	17.64
4	Density of Population	Population/Sq. Km.	1102	382
5	Sex Ratio	Females/1000 Males	916	940
6	Literacy Rate (LR)	Percentage	63.80	74.04
7	Birth Rate	Per 1000 Mid-year Pop.	27.7	21.80
8	Death Rate	Per 1000 Mid-year Pop.	6.7	7.1

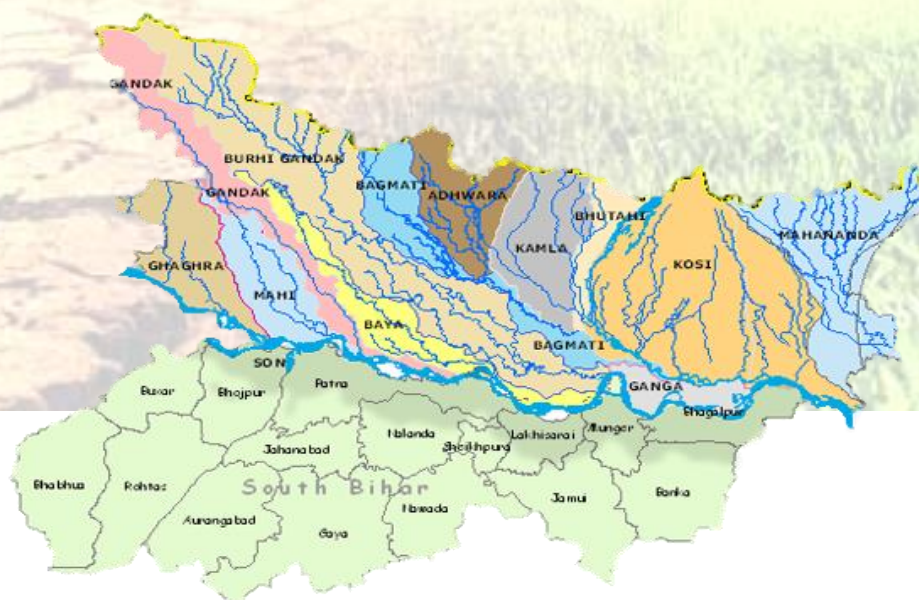


Bihar is primarily rural with almost 85% of the population residing in the rural areas. The state has high population density and a large population living below the poverty line (41%). High rate of Growing Population also create pressure on the rural economy to force migration and cause poverty. It is located in the fertile alluvial Gangetic plain and endowed with abundant water resources. The state has a sub-tropical climate and the average annual rainfall of 1176 mm. The total net sown area is 60% of the total geographical area. The average land holding size is in the range of 0.07-0.22 hectare with low mechanization and less assured irrigation.

## 1.2 Climatic risk in Bihar

Bihar with a geographical area of about 94.2 thousand square km is divided by the river Ganges into two parts, the north Bihar with an area of 53.3 thousand square km and the south Bihar having an area of 40.9 thousand square km. Bihar is known for annual floods mostly from Nepal as North Bihar lies in the foothills of Himalayan belt and all the major rivers and tributaries of “The Ganges” pass through it (depicted in map below). Floods are recurring feature in North Bihar and 76 percent of the population lives under the threat of flood devastation. Bihar is India’s most flood prone state with 73.06% of its area affected by floods. In 2013, flood affected more than 5.9 million people in 37,678 villages in 20 districts in the state. Almost 50% -100% of the gross cropped area in North Bihar is flood prone. It has been estimated that during the kharif season, about 23% of the paddy cultivation area remains waterlogged which caused low productivity.

**Figure: 1 Bihar Overview Map with Rivers**

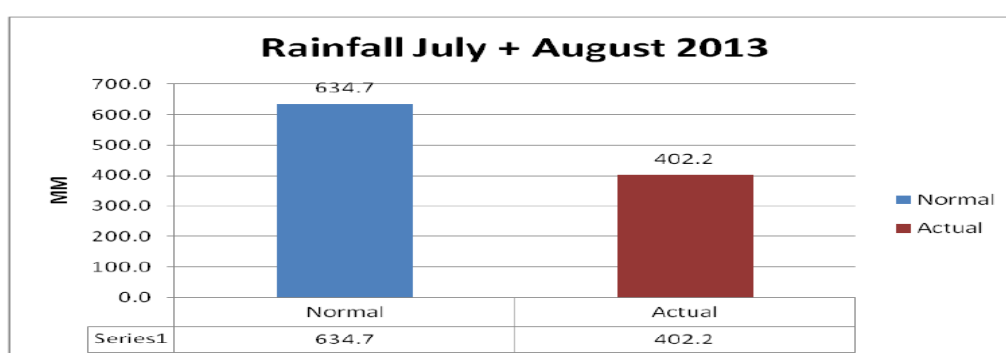


Map shows that half of the state (North Bihar) is flood affected and half of the state (South Bihar) is vulnerable to drought. Flood occur yearly or in some locations multiple times which destroys thousands of human lives, agriculture, livestock and other assets. On the other hand, drought is a famine with relatively few deaths and it’s impact on agriculture causes starvation, poverty and forces migration. The recent most notable drought occurred in the year 1966. The annual production of food grains dropped in



Bihar from 7.5 million ton to 4.3 million ton. Large areas of Bihar suffered moderate to severe drought continuously from 2009 to 2013<sup>1</sup> within a span of 4 years due to bad monsoon or erratic rainfall and long break of monsoon. The major land use is agriculture (60% of geographic area) that contributes about 38% to the state's GDP<sup>2</sup>. But in the year 2013, the State Government suspended collection of land revenue, irrigation dues, co-operative loans and electricity dues related to agriculture due to drought. The behavior of monsoon has been very erratic and irregular since 1949 in the district of Madhubani comes under North Bihar and Gaya which is in South Bihar (refer to Table 1 & 2). In the year 2013, there was huge rainfall deficit in 20 districts ranging from 9% to 85%, in the 18 districts out of which deficit being 20% and beyond. The situation worsened on the Kharif sowing season of July-August when the rainfall deficit in July was 45% and in August it was 27%; average deficit for the sowing season being 37% with no or very scanty rainfall in September in most parts of the State<sup>3</sup>.

**Figure 2: Rainfall in Bihar, 2013<sup>4</sup>**



**Figure 1: Normal and actual rainfall in Bihar during July + August**

The timing & duration of the monsoon failure which corresponded with the sowing and transplantation season of the main kharif paddy crop compounded the grim scenario in the state. Bihar is facing on account of successive droughts in 2009 & 2010 and again successive drought in 2012 & 2013 and floods almost every year during the past seven years.

**Table 2: Districts affected by Bihar**

No of Districts affected by Drought in Bihar	
Year	No of Districts
2009	26
2010	38
2012	25
2013	33

Source: Source: Bihar, DoA (2014a).

<sup>1</sup> [disastermgmt.bih.nic.in](http://disastermgmt.bih.nic.in)

<sup>2</sup> 12<sup>th</sup> Five Year Plan (2012-2017)

<sup>3</sup> <http://www.imdagrimet.gov.in/assured/Bihar>

<sup>4</sup> [http://imdagrimet.gov.in/expert/Bihar/AMFU\\_Pusa](http://imdagrimet.gov.in/expert/Bihar/AMFU_Pusa)

IMD believed that the condition warns of drought setting in Bihar in the year 2013 and hence agriculture would take severe beating. Flood of 2013 affected 20 districts in the states of Bihar. In both the cases, efforts & measures taken by the state government and the central government seem to have limited impact here. Hence, there is a need of robust mechanism to deal with the erratic climate change in the state.

### 1.3 Climate Change Impacts on Agriculture

Agriculture plays an important role in the livelihoods of the rural poor with nearly three quarters of the state's workforce dependent on it<sup>5</sup>. However, crop productivity is one of the lowest in the country except maize. One reason for the poor performance of the agriculture in Bihar is that the sector is highly vulnerable to variations in the climate and climate-hazards. The state faces both frequent and large-scale flooding due to copious rainfall during monsoon season, and severe droughts due to regional variations in rainfall as well as seasonal variability<sup>6</sup>. The plains of North Bihar are particularly vulnerable to flooding due to high volume and silt loads of a number of rivers like Kosi, Gandak and Bagmati that drain from the Himalaya Mountains in Nepal. These rivers (particularly the Kosi) frequently brings flood during the monsoon season (mid-June to September), when sharp and intense rainfall events lead to sudden increases in flow<sup>7</sup>.

Climate change in Bihar is not an abstract concept, but a current reality. According to the National Disaster Management Authority of India, Bihar is "Home of Hazards". The year 2014 was the second in a row in which less than normal rainfall due to delays in monsoon has negatively impacted the transplantation and sowing of paddy crops.

In addition, in August 2014, a landslide in Nepal blocked a mountain river (a tributary of the Kosi), leading to numerous deaths and evacuation of tens of thousands due to fears of flooding. Climate change threatens to increase the frequency and intensity of these already devastating natural disasters, intensifying the risks and uncertainties that plague the agriculture sector. The risks of inaction in the face of climate change include reduced crop yields and decreased agricultural productivity due to increasing temperatures and heightened crop water deficit, leading to reduction on food supply and increases in food prices. Bihar usually face terminal heat stress during March-April in wheat crop due to hot and dry westerly wind which cause drastic yield loss. There is an average yield loss 1.7% per day, when sown beyond optimum time (Mohammadi, 2002). Research indicated a 1°C increase in temperature alone could lead to decrease in wheat production of 6 million tonnes (mt) in the absence of adaptation. At present, due to climatic stress 1.8 mt of milk production is being lost and global warming is expected to increase the loss to 89 percent of total milk production by 2020.

The dominant agricultural livelihoods of the poor in Bihar are largely dependent on natural resources. Climatic hazards that affect the availability of these natural resources,

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<sup>5</sup>[http://www.indiawaterportal.org/met\\_data/](http://www.indiawaterportal.org/met_data/)

<sup>6</sup> National Institute of Disaster Management, Ministry of Home Affairs, Government of India. 2014. Disaster Profile for Bihar

<sup>7</sup> Dixit, A. 2009. Kosi Embankment Breach in Nepal: Need for a Paradigm Shift in Responding to Floods. *Economic and Political Weekly* Feb:70-78.

adversely affect the livelihoods of the poor by impacting production, affecting incomes and preventing building up of assets. Over the next three decades a 1.25°C temperature increase is expected to lead to a 6-11 percent decline in average per capita consumption for rural household as a consequence of a 17-37 percent reduction in average land productivity. Households exposed to repeated climatic hazards might be forced into a downward spiral of deprivation due to sale of assets, high debt burden, etc. Thus, it is clear that conventional poverty alleviation approaches alone would not suffice for the rural poor to step out of the poverty trap. It would have to be complemented with risk management strategies to contend with climate change impacts.

While climate projections specifically for Bihar are not available, regional/basin level analyses provide an indication of the following impacts of climate change at the state level<sup>8</sup>:

- Gradual widespread warming over northern India.
- Increase in temperature by an average of about 2°C by 2050 and 4°C by 2100 in the Ganges basin. 1°C increase in temperature decreases wheat productivity drastically.
- Increase/decrease in high intensity precipitation events disasters like flood and drought.
- Increase in flood events resulting in enhanced sediment erosion and reduced storage capacity of reservoirs.
- Exacerbation of drought conditions as a result of higher temperature and fewer rain days.

In addition, agricultural production may fall precipitously during major flood and drought years, leading to drastic reductions in food supply, price spikes, increased food insecurity and even famine. Climate change adaptation is therefore essential to ensure the resilience and success of the State’s agriculture sector in the 21<sup>st</sup> century.

Based on soil characterization, rainfall, temperature and terrain, four main agro-climatic zones in Bihar have been identified. These are Zone-I: North Alluvial Plain, Zone-II: north East Alluvial Plain, Zone-III A: South East Alluvial Plain and Zone-III B: South West Alluvial Plain, each with its own unique prospects. The detailed description about the agro climatic zone is as follows.

**Table3: Name of the districts under each Agro-Climatic Zone**

Sl. No.	Agro-climatic zone	Districts
1.	<b>Agro- climatic zone I ( Northern West)</b>	West Champaran, East Champaran, Siwan, Saran, Sitamarhi, Sheohar, Muzaffarpur, Vaishali, <b>Madhubani</b> , Darbhanga, Samastipur, Gopalganj, Begusarai



2.	<b>Agro-climatic Zone II (Northern East)</b>	Purnea, Katihar, Saharsa, Supaul, Madhepura, Khagaria, Araria, Kishanganj.
3.	<b>Agro-climatic zone IIIA (Southern East)</b>	Sheikhpura, Munger, Jamui, Lakhisarai, Bhagalpur & Banka.
4.	<b>Agro-climatic zone IIIB (Southern West)</b>	Rohtas, Bhojpur, Buxar, Bhabhua, Arwal, Patna, Nalanda, Nawada, Jehanabad, Aurangabad, <b>Gaya.</b>

**Table 4: Important Physiographic features of the Agro-Climatic Zone**

Sl. No.	Agro-climatic zone	Soil	pH	Total Rainfall (mm)	Temperature (°C)	
					Max.	Min.
1.	<b>Agro-climatic zone I (Northern West)</b>	Sandy loam, Loam	6.5 - 8.4	1040-1450 (1245.00)	36.6	7.7
2.	<b>Agro-climatic Zone II (Northern East)</b>	Sandy loam, Clay loam	6.5 - 7.8	1200 -1700 ( 1450.00)	33.8	8.8
3.	<b>Agro-climatic zone III (Southern East &amp; West)</b>	Sandy loam, Clay loam, loam, Clay	6.8 - 8.0	990 – 1240 (1115.00)	37.1	7.

#### **Rational for Project Area:**

The selection of project area for SLACC is based on the agro-climatic situation, topography of land, socioeconomic condition and readiness of the community organization developed under JEEVIKA project. Two districts of Bihar: Madhubani and Gaya have selected for implementation of SLACC project. Madhubani is in Indo-Gangetic plain region of North Bihar and Gaya is in the plateau region of South Bihar. Both districts are first phase districts of BRLPs where project had started in 2007. Both districts are almost saturated with SHGs, federated into village level organization and further into higher order Cluster Level Federation. Presently, JEEVIKA project has reached more than 1.6 million households that have been federated into 1,36,567 Self-Help Groups (SHGs), further federated into 8330 Village Organizations (VOs) and 161 Cluster Level Federations (CLFs). Further, 64% of project SHGs have a savings account and more than 52% of them have accessed institutional credit at least once from the banks. As part of deepening livelihood interventions, the project has mobilized more than 1262 Producer Organizations focusing on diverse activities including farm, off-farm and non-farm sectors. Project has also successfully developed and nurtured 41400 community professionals to support the community institutions at various levels aligning with the thematic interventions.

Figure 3: Map of Project Areas



**Madhubani:** The district is in Agro-Climatic Zone-I having low lying plain intersected by numerous streams and traversed also in parts by upland ridges. The maximum temperature goes up to 42 °C. Rainfall occurs between the second half of June and first half of July. The average annual rainfall in the district varies between 900 mm to 1300 mm. The high flood level is 54.017m. Whole district is under earthquake zone 5<sup>9</sup> and highly vulnerable to climate specially, flood.

In the year 2014, Bihar Government ordered immediate evacuation of people living in the embankment of the Kosi river in four district as a 10 metre high wall of water was expected to sweep down the river from Nepal. Madhubani & Supaul was among the high alert zone. In the year 2002, Madhubani was worst affected by floods. Standing crop worth Rs.100 crores was estimated to have been destroyed in the floods.

**Gaya:** The district is in Agro-Climatic Zone-IIIB having undulating terrain. It is situated near the line of Cancer and hence experiences very hot summers and winters too. The monsoon begins from July and end till September. The maximum temperature is 48°C and the minimum temperature is 6°C. In the year 2012, scanty rainfall made spectra of drought loom large over Gaya district having only 5% land under assured irrigation. 33 out of 38 districts were declared drought hit areas in 2013, when Bihar received 25% less rainfall at 686.6 mm as compared to the annual average of 892.2 mm. As a result there was a marked fall in the paddy sowing thus adversely affecting paddy cultivation. The rainfall scarcity significantly depleted the underground water table creating the drought conditions in 33 district including Gaya.

<sup>9</sup> <http://madhubani.bih.nic.in/>



## 1.3 Climate Adaptation Priorities of the State

### 1.3.1 Priority Intervention Areas

The Bihar State Action Plan on Climate Change, developed in 2012 by the Government of Bihar is still in its draft form. However, it explains high probability of increase in the frequency and intensity of climate related natural hazards due to climate change and hence increase in potential threat due to climate change related natural disasters in India, and Bihar is no exception to this. It is highly vulnerable to hydro-meteorological natural disasters, with North Bihar in general being flood prone and South Bihar being highly drought prone.

The proposed SLACC project specifically addresses the above and seeks to establish a large scale proof-of-concept on integrating community-based climate adaptation planning and implementation into livelihood support activities of the NRLM/NRLP, MKSP and MGNREGS. The SLACC project will harvest and capture the existing knowledge and best practices from the above programs in the states and the excellent work of NGOs working in various agro-climatic zones of the country. However, it provides important pointers for SLACC on the priority intervention areas for climate adaptation in agriculture. The priority intervention areas include:

- Building institutional linkages and leveraging for technical advice, capacity building, and research support. The NRLM, launched within the MoRD in June 2011, is a national program that aims at creating efficient and effective institutional platforms of the rural poor enabling them to increase household income through sustainable livelihood enhancements and improved access to financial services. Mahila Kisan Sashaktikaran Pariyojana is another projects focused on agriculture theme. SLACC will work with both of them.
- Collating, disseminating and following best management practices including those for conserving resources and increasing input use efficiency, bridging the yield gaps, improved and diversified varieties of crops (including flood and drought tolerant varieties) and livestock, promoting efficient irrigation systems, demonstration of appropriate technology, capacity building and skill development.
- Facilitating access to information and institutional support by expanding Automatic Weather Stations (AWS) networks to the Panchayat level and linking them to existing insurance mechanisms including Weather Based Crop Insurance Scheme (WBCIS) and National Agriculture Insurance Scheme (NAIS).
- Implementing measures to minimize soil and water losses through resource conservation technologies (agro-forestry, integrated watershed management, water harvesting).
- Improving irrigation efficiency.
- Promoting adoption of solar and wind power systems for irrigation and other uses.

- Strengthening weather services and early warning systems through enhanced agro-met systems.
- Integrated nutrient and pest management and promotion of conservation agriculture.
- Capacity building of stakeholders by synergizing traditional knowledge, agricultural heritage and modern technology and research.

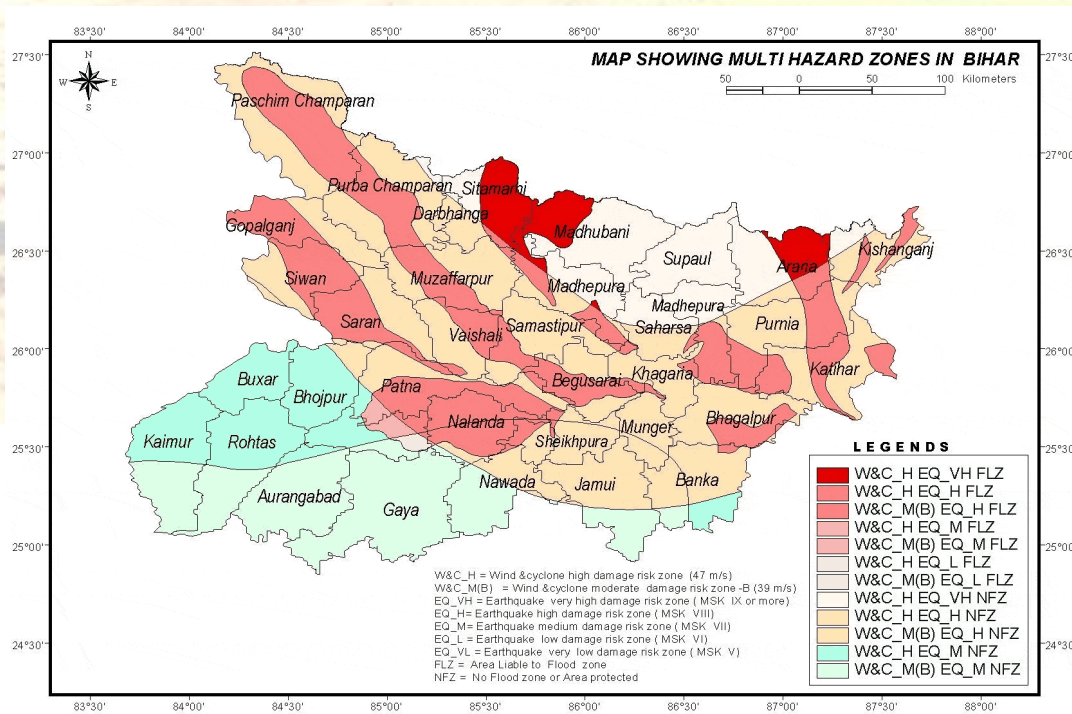
### 1.3.2 Priority Geographic Areas

SLACC is a project for demonstrating climate adaptation in agriculture based livelihoods, the successful implementation of which will lead to future scaling up in the state. Both climate vulnerability and operational feasibility are important for ensuring successful implementation. The criteria employed for selection of geographic areas for implementation of SLACC are:

- Climate vulnerability of the district (detailed in section 1.2)
- Scope for convergence between NRLP, MKSP and/or MGNREGS in the district

As detailed in section 1.2.6 districts in the state are classified as having very high climate vulnerability.

Figure 4: Map Showing Multi Hazard Zones in Bihar<sup>10</sup>



<sup>10</sup> Bsdma.org

Project SLACC is in the pilot phase being implemented in the states of Bihar & MP. To know and understand the effectiveness of the project, two extreme weather conditioned districts have been selected in Bihar. Taking into consideration the geographical location, weather condition and agro-climatic zone, selection of Gaya and Madhubani will help us successfully implement the project SLACC.

### 1.3.3: BRLP's Outreach & Contributions to the Agriculture Sector

The current outreach of NRLP, MGNREGS convergence and MKSP in Bihar is as follows:

- The NRLP reaches villages spread across 19 districts (including 3 districts of Kosi Project) and 77 blocks (including 13 blocks of Kosi project) in Bihar.
- 6 blocks in 3 NRLP districts have been identified for convergence with the MGNREGS.
- 3 MKSP projects targeting outreach to 182500 farmers are being implemented in the state, including 5 NRLP (including 3 districts of Kosi Project) districts.

BRLPS has promoted livelihood activities since the inception of the project. The major agriculture intervention in the first phase are System of Rice Intensification, System of Wheat Intensification, Natural Farming/Organic Farming and Vermi Compost Pit Making. Nearly 1.8 lakhs farmer households availed benefit from implementation of farm based livelihood interventions in JEEViKA. So far 15000 acres of land has been cultivated under SCI promoted by JEEVIKA with 315 Village Resource Persons. New Initiatives like Pheromone traps, Purchase of assets like threshers by PGs, Zero Budget Natural Farming have been adopted by a number of farmers.

With an objective to bring more focus and participation from the households towards specific livelihood activities, PGs formation is being promoted by JEEViKA. These PGs are expected to drive the next big push in the area of livelihoods<sup>11</sup>. The objective till now has been on productivity enhancement and reducing cost of cultivation under the livelihoods.

With 1333 Self Help Group (SHGs) & 120 Village Organizations (VOs) Block Gurua is a focused area for livelihoods intervention in Gaya. Similarly, the outreach in Block Khajauli is 1101 SHG and 89 VO where the project SLACC shall be implemented.

Madhubani district is highly vulnerable due to flood and earthquake zone viz-a-viz Gaya is in high damage risk zone due to dry winds and relatively lower rainfall<sup>12</sup>. If we consider the Agro-Climatic Division of Bihar, Madhubani falls under Zone-I, North West Alluvial Plain and Gaya falls under the Zone-III b, South Bihar Alluvial Plain<sup>13</sup>. Thus, the rationale behind selection of these two districts justifies the priority intervention areas of piloting the project SLACC in Bihar. The blocks and villages selection is underway.

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<sup>11</sup> Annual Report 13-14, BRLPS

<sup>12</sup> Bihar State Disaster Management/bihar hazard profile

<sup>13</sup> Draft. Bihar State Action Plan on Climate Change. July 2012. Government of Bihar.



**Table 5: Selected Blocks for SLACC Project interventions**

#	SLACC Blocks	Phase 1 VOs	Scale up VOs	Total
1	Barahchatti, Gaya	25	32	57
2	Gurua, Gaya	25	118	143
3	Rajnagar, Madhubani	25	67	92
4	Khajauli, Madhubani	25	66	91
Total		100	283	383

## 2. Implementation Plan

This section provides details on the specific activities to be undertaken at the village level in order to achieve the objective of SLACC.

### 2.1 Selection of Resource Villages

The objective of Resource Villages is to develop replicable community climate adaptation models within the state. These models will serve as immersion site for other blocks. The criteria for selection of Resource Villages are:

- The SHGs have received Revolving Fund.
- The primary federation (VO) is formed.
- The SHGs have received Community Investment Fund through the VO.

Within the villages, the key institutions that will be involved in the intervention are: self-help group primary federations and producer groups.

### 2.2 Mobilization and Capacity Building

In each of the 50 Resource Villages, the following activities will be organized for creating awareness in the community institutions (SHGs and Producer Groups) on climate change and adaptation in order to mobilize them for climate adaptation planning and action:

- Participatory local video production and dissemination
- Demonstration of climate adaptation practices by selected farmers within the village
- Exposure visits to institutions and individuals with expertise in implementation of climate adaptation actions

### 2.3 Climate Adaptation Assessment and Planning

In each of the 50 Resource Villages, a participatory rural appraisal (PRA) exercise will be undertaken to identify specific climate vulnerabilities using high resolution Google earth images to analyze landscape level changes over the last 10- 30 years. Further a science based approach will be used for aiding the villagers using weather data from the last 50 - 100 years and remote sensing will be used for analysis to develop the a Community Climate Adaptation Plan (CCAP) for various intervention. The CCAP will be downscaled to house hold level and interventions upto 5 hectare plot level for each project village and suggest alternatives for each cropping season. The household and

plot geo coordinates will be collected by the CRPs and the 5 hectre level data in addition to 0.5 ha land use land cover data, soil data, water data and analysis will be used for guiding the household level CCAP. The village level aggregated CCAP will be presented at the Gram Sabha. It will be appraised by a team of experts constituted at the district level by the District Climate Adaptation Coordinator. The project will collect ground data through CRPs and field coordinators using the smart phones to map all project and convergence assets with geo-tagged photos for transparency, collect qualitative and quantitative data from the project villages. The base line data will be integrated with the monthly remote sensing data that would provide crop water stress, macro nutrient information, crop health and estimated yields at 5 ha level. This information will guide the regular monitoring and evaluation (M&E). The project will also develop and use future climate scenarios, and crop and livelihoods modeling and will prepare climate adaptation plan covering the next 10, 20, 30 years' time horizon including crop and livelihood suitability for each project village up-to 5 hectare plot level at the end of the project.

#### 2.4 Community Adaptation Grant

Community Adaptation Grant of up to Rs. 14 lakhs (and an additional) of Rs. 2.55 lakhs for IEC, demonstrations and exposure visits) will be provided to the SHG federations/ Producer Group federations in each Resource Village, on the basis of the Community Climate Adaptation Plan. The adaptation grant will be utilized by the community institution to provide onward grant/ credit support to the member self-help groups and their constituent individuals for demand driven climate adaptation activities. Scaling up of SLACC VOs is scheduled with following per VO outlay:-

##### Scale up VO:

#	Budget head	Unit	Rate (Rs)	Amount (Rs)
1	Supplement to CIF for onward lending to SHGs	1	300000	300000
2	Demonstration of climate smart agricultural practices	1	200000	200000
3	VRP honorarium	1	35000	35000
4	CCAP	1	10000	10000
5	Exposure visit & training	1	20000	20000
6	Resource fee & TA-DA of resource person	1	25000	25000
Total				590000

#### Fund allocation plan- SLACC scale up VO plan



#	Blocks	District	Fund allocation	VO	Total amount (Rs)
1	Barahchatti	Gaya	590000	32	18880000
2	Gurua		590000	118	69620000
3	Rajnagar	Madhubani	590000	67	39530000
4	Khajauli		590000	66	38940000
Total				283	16,69,70,000

## 2.5 Implementation of Climate Adaptation Actions

The climate adaptation interventions identified through the Community Climate Adaptation Plans will be at the household level and/or at the group/community level (sub-village, village or cluster of villages) as relevant and feasible. In addition to these, the following actions will be implemented across all the 100 villages:

- Remote sensing and GIS data base integrated with M&E and MIS for assisting household level climate change adaptation planning
- Local weather based agro-advisories: Automatic weather stations will be installed in all 50 village's cluster. Rain gauges and temperature meters will be installed in all villages. Agro advisories based on local weather forecast will be disseminated to all the 50 villages through information boards and mobile services.
- Weather index insurance: Weather index based crop insurance will be piloted with 1000 farmers in SLACC blocks through partnership between SHG federations and insurance companies.

## 2.6 Target for Physical Progress in the SLACC Project

The targets for the physical progress to be achieved during the year 2018-20 is mentioned in Table 10 below.

**Table 6 : Target for Village Level Activities 2018-20**

#	Activities	Outreach (No. of farmers)
1	Soil testing	5000
2	Village tool bank in scale up VOs	10000
3	Agro-weather advisory to 100 VOs	5000
4	Irrigation set up in 100 VOs	5000
5	Advisory from IFFCO to scale up VOs	10000
6	Seed replacement for scale up VOs	10000
7	Livelihood diversification (Mushroom, Orchard, Livestock etc)	10000
8	Water harvesting technique	5000
9	Exposure and training	10000
10	Community seed bank creation	5000

11	Shed net nursery set up	11
12	Remote sensing and GIS	4000
13	Piloting of weather based crop insurance	1000

### 3. Staffing and Support Arrangements

This section describes the staffing and support arrangements for rolling out Resource Village plain including State and Cluster Level Focal Points and Community Resource Persons.

#### 3.1 Climate Adaptation Focal Points

BRLPS will establish Climate Adaptation Co-coordinator at state and cluster levels. At the state level, the team will comprise 5 professional experts in the fields of climate adaptation, knowledge management and capacity building. At the cluster level, there will be one expert for every cluster of about 10 villages.

#### 3.2 Community Resource Persons

In Resource Villages the active members of SHGs/ Producer Groups will be developed as Community Resource Persons (Climate-Smart CRPs/VRPs). These Climate- Smart CRPs/VRPs will facilitate climate adaptation planning and provide hand- holding support for implementation of climate adaptation actions. Well performing CRPs/VRP will be utilized in later years for scaling up the climate adaptations interventions to other blocks and districts.

### 4. Partnerships for Technical Support

The key partnerships from which BRLPS will source technical support for the implementation of SLACC are described in this section.

#### 4.1 National Lead Technical Support Agency (NL TSA)

The NL TSA hired by the NMMU will provide the following technical support to BRLPS for implementation of SLACC in the year 2015-16:

- Develop the Community Climate Adaptation Planning and Monitoring Tool until LTSA comes on board
- Develop the operational manual for the Community Climate Adaptation Grant
- Provide on-going technical support as required for implementation of the Community Climate Adaptation Plans
- Coordinate with the Technical Service Providers hired by BRLPS to ensure quality outputs
- Develop curriculum for training of CRPs
- Support the State Climate Adaptation Focal Points in training CRPs
- Design and deliver training to the BRLPS staff on Climate Adaptation
- Provide technical inputs for the design of the Baseline Study

## 4.2 Technical Service Providers

The project will invest in hiring the services of an agency to undertake baseline, midterm and end-of-term evaluation of SLACC implementation in both the states. For the establishment of AWS, video production and dissemination for the best practices in the resource villages.<sup>14</sup> Bihar Innovation Forum shall be referred to identify the best technical service providers. The following technical service providers will be procured by BRLPS during 2015-16:

- Technical service providers for establishment village level automatic weather based agro-advisory services to farmers
- Technical service provider for establishment of weather-based index insurance
- Technical service provider for participatory video production and dissemination

**Table 7: Target for Support Structure and Staffing 2015-18**

<b>Indicator</b>	<b>2015-18 target (no.s)</b>	<b>End of project target (no.s)</b>	<b>Remarks</b>
Number of state level personnel appointed in Climate Adaptation Focal Point	5	5	
Number of Cluster level personnel appointed in Climate Adaptation Focal Point	5	10	1 cluster coordinator for 10 villages
Number of Climate-Smart CRPs identified, trained and placed in villages	50	100	
Number of Technical Service Providers (institutions or individuals) appointed (annually)	3	12	

## 5. Capacity Building Plan

The key training programmes to be organized under SLACC in are described in this section.

### 5.1 Training of Community Resource Persons/ Village Resource Person

As the CRPs/VRPs are the key mechanism for supporting community institutions on climate adaptation, they will receive intensive training to build knowledge and skills in the following areas: community mobilization, climate adaptation planning, facilitating demonstration of climate adaptation technologies, facilitating formation and functioning of a sub-committee on climate adaptation within the community institution, monitoring implementation of climate adaptation plans, etc. The training will be provided by the State CCA Coordinator and the LTSA Climate Adaptation Expert in the BRLPS-SRLM.

<sup>14</sup> Project Appraisal Document, SLACC



## 5.2 Training of Community Institutions

The community institutions – SHG federation and Producer Groups – involved in SLACC will receive on-going capacity building on climate adaptation through regular meetings/discussions with the CRP and the Cluster Adaptation Focal Points at the cluster level. In addition to this, exposure visits will be organized for selected SHG and Producer Group members to expose them to best-practices in community climate adaptation. The sites for the exposures visits will be identified in collaboration with the NL TSA.

## 5.3 Training of BRLPS Staff in SLACC areas

The district and sub-district level BRLPS staff of the districts/blocks where the SLACC villages are located, will be trained in the community-based climate adaptation approach during the first year of project implementation 2015-16 by the NL TSA. This will enable them to effectively coordinate and converge with the interventions. In the subsequent years of project implementation, training will be expanded to also include district and sub-district level staff from areas that have not been part of SLACC.

**Table 8: Target for Capacity Building 2018-20**

<i>Indicator</i>	<i>Target (no.s)</i>	<i>End of project target (no.s)</i>
Training of CRPs	50	100
IEC events and exposure visits of SHG and Producer Group members	50	100
Number of district and sub-district BRLPS staff trained in climate adaptation	20	40

## 6. Monitoring Plan

The District and Cluster Climate Adaptation Coordinators will be responsible for regular monitoring of the implementation of the SLACC project. The data on implementation progress will be uploaded using the web-based MIS developed for the SLACC project by the respective districts. The MIS will be made compliance with the remote sensing and geographical information system application custom build to monitor the soil and water conservation interventions constructed along with changes brought in soil nutrient on the real time basis over the period of project cycle. Apart from above mentioned indicators remote sensing data will be used to monitor the changes in the intervention plots to capture the progress and implementation of the project. A database catalogue will be generated of the intervention plots with pictures of the changes depicting benefits of the interventions brought by the project and for the ready resonance of the ultimate beneficiaries. A smart phone application will be constructed to capture geo-tagged picture of the intervention plots along with data pertaining to it.

## 7. Budget

The budget for SLACC implementation for the year 2018-19 and 2019-20 is Rs. 22.8 crore as specified below.

### 7.1 Budget for SLACC Implementation 2018-19 and 2019-20

#	Particulars	Unit	Rate	Amount (Rs)
1	Scale up VOs- SLACC	283	590000	166970000
2	Training & exposure	16	100000	1600000
3	Staff remuneration	110	50000	5500000
		110	25000	2750000
4	Logistics- SPMU	120	2500	300000
	Logistics- DPCU	50	1000	50000
	Logistics- BPIU	720	1000	720000
5	Skymet	2400	4500	10800000
6	Crop In		Lumpsum	15000000
7	PRAN		Lumpsum	4500000
8	M&E		Lumpsum	2900000
9	Remote sensing and GIS			15000000
10	Servers		Lumpsum	
11	Technical partnership		Lumpsum	1900000
<b>Total</b>				<b>227990000</b>



## Budget 2018-19 and 2019-20

#	Particulars	FY 2018-19			FY 2019-20		
		Unit	Rate	Amount (Rs)	Unit	Rate	Amount (Rs)
1	Scale up VOs- SLACC	283	5,90,000	16,69,70,000	-	-	-
2	Training & exposure	Lumpsum		8,00,000	Lumpsum		8,00,000
3	Staff remuneration	60	50,000	30,00,000	60	60,000	36,00,000
		100	30,000	30,00,000	120	35,000	42,00,000
4	Logistics- SPMU/DPCU/BPIU	Lumpsum		9,20,000	Lumpsum		9,20,000
5	Skymet	1,200	4,000	48,00,000	700	3,500	24,50,000
6	Crop In	Lumpsum		50,00,000	Lumpsum		1,00,00,000
7	PRAN	Lumpsum		45,00,000	Lumpsum		45,00,000
8	M&E	Lumpsum		29,00,000	-		-
9	Laptops, All in one computer	Lumpsum		80,00,000	-	-	-
10	Servers				-	-	-
11	Technical partnership	-	-	-	Lumpsum		16,30,000
<b>Total (Rs)</b>				<b>19,98,90,000</b>	<b>2,81,00,000</b>		
<b>Grand total (Rs)</b>				<b>22,79,90,000</b>			

## 7.2 Fund Outlay

#	Particulars	Amount (Rs Crore)
1	Total SLACC fund	78.67
2	Fund outlay for Bihar	36

## 8. Work plan

#	Activity	Zaid 2018-19				Kharif 2018-19				Rabi 2018-19				Zaid 2019-20				Kharif 2019-20				Closure	
		March	April	May	June	July	August	Sept	Octo	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Octo	Nov	Dec
1	Fund disbursement to Scale up Vos																						
	Barachatti																						
	Gurua																						
	Rajnagar																						
	Khajauli																						
2	Procurement of farm machineries in SLACC CHC																						
3	CCAP report submission																						
4	UC submission from SLACC Vos																						
5	Project UC submission																						
6	Internal audit of SLACC Vos																						
7	Pre testing and finalization of research tool by TARU																						
8	Data collection for impact evaluation in SLACC																						
9	MIS format creation by TARU																						
10	Draft inception report by PRAN																						
11	Final inception report and planning with PRAN																						
12	Training of Non SLACC areas in climate resilient livelihood																						
13	Crop cutting experiment for Rabi crops																						
14	Micro planning for Zaid interventions (Mung, soil sample collection etc)																						









## 9. Contact Details of SLACC Team in SRLM

Sl. No	Name of the Livelihood head /Anchor person in SRLM for SLACC (Mention separately, if there are more than one official for different streams)	Contact Number	Fax No.	Email ID	Office Address
1	Mr. Manoj Kumar SPM Livelihood (Farm)	+91-7485094691	0612-2504960	manojk@brlp.in	Bihar Rural Livelihoods Promotion Society (JEEViKA) State Rural Livelihoods Mission, Bihar Vidyut Bhawan- II, Bailey Road Patna, Bihar- 800021
Name of the state level livelihood team members					
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