



JEEVIKA NEWSLETTER

April 2024/ Vol. 78

Empowering Women Through Accessible Childcare: The Model Creche Initiative in Patna and Gaya

In the pursuit of gender equality and socio-economic development, addressing the challenges faced by women in balancing work and childcare responsibilities is paramount. JEEVIKA, a leading organization dedicated to empowering women in India, has embarked on a groundbreaking initiative to tackle this issue head-on. Through the Model Creche Initiative in Patna and Gaya under the SJY Urban program, JEEVIKA is revolutionizing access to childcare for urban ultra-poor households, thereby empowering women to fully participate in the workforce.

At the heart of this initiative lies a recognition of the multifaceted barriers that hinder women's economic empowerment. For many women, especially those from marginalized communities, the lack of reliable childcare options presents a significant obstacle to accessing employment opportunities. Without adequate support systems in place, women are often forced to make the difficult choice between caring for their children and earning a livelihood. This dilemma perpetuates a cycle of poverty and inequality, further marginalizing vulnerable populations and hindering overall societal progress.

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Lead Story : The Model Creche Initiative in Patna and Gaya



The Model Creche Initiative seeks to break this cycle by providing a comprehensive solution to the childcare needs of urban ultra-poor households. By establishing Model Creches in strategic locations such as Patna and Gaya, JEEVIKA aims to create safe and nurturing environments where children can thrive while their parents are at work. Operated in collaboration with esteemed partners like BRAC, PCI India, and Mobile Creche, these creches offer a range of essential services including childcare, nutrition, health check-ups, and hygiene maintenance—all free of charge to the families.

The inauguration of Mobile Creches - Palna Ghar on October 5th, 2023, represented a crucial step in addressing the needs of ultra-poor families as part of the SJY-Urban initiative. This event, led by Sri Rahul Kumar, IAS, then CEO of JEEVIKA, in the presence of Ms. Shweta Banerjee, Country Head of BRAC, and key officials, highlighted a collaborative effort to support vulnerable urban communities. The initiative's core aim is to offer holistic care for children from ultra-poor families, enabling parents, especially mothers, to participate in income-generating activities. To ensure quality care, twenty members from Self-Help Groups (SHGs) underwent specialized training to become expert caregivers. Smt. Surbhi Kumari and Smt. Mamta Devi emerged as skilled Creche Caregivers, selected to oversee the well-being of children from endorsed families in the Dhaniya Bagicha locality.

Palna Ghar currently serves 15 children, providing essential services including nutritional support, life-skills activities, and physical care. Since its inception, the impact has been notable: approximately 60-70% of mothers have been able to engage in various income-generating activities, ranging from sewing and domestic work to daily wage labor. This shift represents a tangible step towards breaking the cycle of poverty within these families.

What sets the Model Creches apart is their holistic approach to childcare. Staff members undergo rigorous training to ensure that they are equipped with the skills and knowledge necessary to provide quality care to the children entrusted to them. From infancy to early childhood, each child receives individualized attention and support tailored to their developmental needs. Moreover, the creches prioritize the well-being of the children by maintaining high standards of hygiene and sanitation, thereby creating a conducive environment for growth and learning.

Lead Story : The Model Creche Initiative in Patna and Gaya**Model Creche initiative is one of its kind as there**

Importantly, the Model Creches also serve as a lifeline for working parents, particularly mothers, who can now pursue employment opportunities without worrying about the safety and well-being of their children. With operating hours designed to accommodate the needs of working families, these creches offer parents the peace of mind they need to focus on their jobs, thereby increasing their productivity and economic independence. Additionally, the strategic placement of the creches within urban slums ensures accessibility for families residing in these areas, eliminating the barriers of distance and transportation.

Transparency and accountability are integral principles guiding the operation of the Model Creches. By establishing parents committees tasked with overseeing the functioning of the creches, JEEVIKA ensures that the voices of the community are heard and their concerns addressed. This participatory approach not only fosters trust and cooperation but also empowers parents to actively engage in the decision-making process, thereby strengthening community bonds and promoting collective well-being.

Beyond their immediate impact on women's workforce participation, the Model Creches serve as a beacon of hope and progress for urban ultra-poor households. By investing in affordable childcare, JEEVIKA is not only breaking down barriers to economic opportunity but also laying the foundation for the next generation's success. The provision of quality early childhood education and care not only enhances children's cognitive and social development but also equips them with the skills and resilience needed to thrive in an increasingly competitive world.

In conclusion, the Model Creche Initiative in Patna and Gaya represents a paradigm shift in the way we approach women's empowerment and childcare provision. By recognizing the inherent linkages between childcare, gender equality, and economic development, JEEVIKA is setting a precedent for other organizations and governments to follow. As we continue to strive for a more inclusive and equitable society, let us remember that investing in accessible childcare is not just a matter of economic pragmatism—it is a fundamental human right and a pathway to a brighter future for all.

Programs & Initiatives



Assessing JEEVIKA's SJY Impact through Monitoring and Evaluation

Monitoring and Evaluation (M&E) stands as the cornerstone of effective program implementation and sustainable development initiatives worldwide. In recent times, the significance of M&E has been underscored as organizations seek evidence-based approaches to address complex societal challenges. Recognizing this critical need, on 18th March 2024, JEEVIKA, in collaboration with J-PAL and CLEAR SA, organized a comprehensive training session aimed at deepening understanding and building capacity in M&E, particularly focusing on randomized evaluations. The training commenced with an opportunity for networking and fostering a conducive learning environment. As participants gathered, the stage was set for an enriching journey into the realms of M&E.

The morning session commenced with an introduction to the fundamental concepts of M&E and randomized evaluations. Participants were acquainted with the work of J-PAL and CLEAR SA, leading organizations in the field, setting the context for subsequent discussions. A deep dive into impact evaluation methodologies and an exploration of Transfer of Unconditional Cash Transfers (TUP) evidence provided participants with invaluable insights into the power of rigorous evaluation in shaping programmatic decisions.

Following the session, the focus shifted towards understanding the Theory of Change (ToC). Through interactive exercises and discussions, participants were guided through the process of developing ToCs for interventions, emphasizing the importance of evidence in informing program design and implementation strategies. This session fostered a deeper appreciation for the interconnectedness between theory, evidence, and action.

The day's proceedings culminated with a session on generalizability, a crucial aspect in scaling evidence-based interventions. Participants were introduced to the framework of generalizability and its role in facilitating the transition from research findings to large-scale implementation. A case study on the TUP program served as a compelling example, illustrating how evidence-driven insights can drive meaningful change at scale.

Programs & Initiatives



As the second day dawned, participants reconvened with renewed enthusiasm, eager to delve deeper into M&E practices. The morning session commenced with insights into process monitoring, providing participants with a glimpse into JEEVIKA's Monitoring Information System (MIS) and showcasing exemplary process monitoring work led by J-PAL. Practical guidelines and best practices were shared, equipping participants with the tools needed for effective M&E implementation.

Following a brief break, the session transitioned to measurement concepts, emphasizing the importance of robust data collection methodologies. Participants were introduced to best practices in designing and piloting questionnaires, laying the groundwork for sound data collection practices. In the concluding session, the participants delved into data analytics and visualization, learning how to derive actionable insights from data. An interactive exercise using MIS data further reinforced learning outcomes, enabling participants to apply theoretical knowledge to real-world scenarios. The day concluded with a feedback session, providing participants with an opportunity to reflect on their learning journey and offer suggestions for future improvements. A closing session and a heartfelt vote of thanks marked the end of the training, acknowledging the collaborative efforts that made the endeavor a success.

The training session served as a catalyst for empowering participants with the knowledge, skills, and tools needed to navigate the complexities of M&E effectively. By fostering a culture of evidence-based decision-making and continuous learning, the training has equipped participants to drive positive change in their communities. As they return to their respective roles, they carry with them a renewed sense of purpose and a commitment to nurturing impact through monitoring and evaluation.

Transforming Lives

Empowering Through Knowledge : Roshni Devi's Journey with JEEVIKA

In the vast tapestry of rural India, amidst the trials and triumphs of everyday life, stories of resilience and empowerment often emerge from the most unexpected corners. Roshni Devi's journey with JEEVIKA, spanning from the depths of despair to the heights of empowerment, serves as a poignant example of the transformative power of community-driven initiatives in bringing about positive change.



Roshni's story begins in the village of Bishnichak, nestled in the heart of rural Bihar. Four years ago, she experienced the joy of motherhood for the first time, only to be met with unforeseen challenges. Her newborn child was born with a congenital disability, presenting Roshni and her family with a daunting set of obstacles. Despite seeking medical advice, they were met with the harsh reality that the child's condition was irreversible. This revelation plunged Roshni's family into despair, as they grappled with the emotional and practical implications of caring for a child with special needs. Amidst the turmoil, a glimmer of hope emerged in the form of the JEEVIKA group, a community-led initiative aimed at empowering women and fostering socio-economic development in rural areas. One fateful day, as a JEEVIKA group meeting unfolded near her home, Roshni found herself drawn to the discussions taking place. She observed with fascination as the women exchanged valuable information on health and hygiene, facilitated by a Community Mobilizer (CM) from the group. The depth of knowledge and support being offered resonated deeply with Roshni, igniting a spark of determination within her to seek a better future for herself and her family.

Thus began Roshni's journey with JEEVIKA. In 2018, she officially became a member of the Mahadev JEEVIKA group, marking the beginning of a transformative chapter in her life. Through various training sessions and workshops conducted by the group, Roshni gained invaluable insights into essential health practices, nutrition, hygiene, and child care. She learned about the critical importance of the first thousand days of a child's life, equipping her with the knowledge and skills necessary to provide optimal care for her children. The impact of Roshni's involvement with the JEEVIKA group soon became evident in her own life and within her community. Armed with newfound knowledge and confidence, she took proactive steps to implement health and hygiene practices in her household. She diligently shared the information she had learned with her family members, raising awareness about the importance of proper nutrition, sanitation, and disease prevention. The positive changes brought about by Roshni's efforts rippled outward, influencing her entire community and fostering a culture of health-consciousness and empowerment. Today, Roshni stands as a beacon of hope and resilience in her village, inspiring others to follow in her footsteps. The transformation she has undergone—from a place of despair and dependency to one of empowerment and agency—is a testament to the transformative power of knowledge and community engagement. Through her journey with JEEVIKA, Roshni has not only improved her own life but has also become a catalyst for positive change within her community.

Roshni Devi's story serves as a reminder of the profound impact that community-driven initiatives can have on individuals and communities alike. By empowering women with knowledge and resources, organizations like JEEVIKA are not only transforming lives but are also laying the foundation for sustainable development and inclusive growth. As we reflect on Roshni's journey, let us be inspired to continue supporting and investing in initiatives that empower individuals and communities to create a brighter, more equitable future for all.

Transforming Lives**Empowering by Unity : Geeta Kisku's Journey of Resilience and Transformation**

In the rustic settings of Dhamdaha Block, under the jurisdiction of the Purnia district, resides Geeta Kisku, a 43-year-old woman from the Satmi Dhunni village in the Kundi Panchayat. She belongs to a marginalized tribal community. After the demise of her husband, her family cast her aside. Life became exceedingly arduous for her thereafter. Daily wage labor wasn't readily available, making ends meet a constant struggle. However, it was her unwavering resilience that sustained her through those challenging times.

On May 17, 2010, Geeta found solace and support by joining the Gulab JEEVIKA Self-Help Group. She was elected as its president, entrusted with leading the group's activities. The group's initiatives provided Geeta with the encouragement and financial assistance she needed to bring about a significant change in her life. While she herself couldn't pursue higher education beyond the 9th grade, she relentlessly endeavors to provide her children with better opportunities. Her three daughters are pursuing higher education—one in nursing, the second in graduation, and the third in intermediate.



Geeta's only sorrow is her inability to educate her son, who is differently abled and unable to walk. However, her association with the group empowered her to serve as a Community Mobilizer. With the honorarium she received for her role, life gradually became more manageable.

Subsequently, when the Chundari JEEVIKA Women's Village Organization and the Kranti JEEVIKA Cluster Level Foundation were formed, Geeta was elected as their chairperson. For several years, she served as the treasurer of the Renu JEEVIKA Training and Learning Centre in Purnia. She cultivates maize, rice, moong beans, and vegetables on a leased 17-acre plot of land, earning Rs. 1 lakh from farming alone in the past year. Additionally, she received Rs. 36,000 for serving as the president of the collective, Rs. 25,000 for operating the community distribution system by the village organization, and Rs. 5,000 for labor.

In total, her earnings amounted to Rs. 1,66,000 over the past year. Geeta has also contributed significantly to her community by serving as a resource person for community resources and by participating as an artist in cultural livelihoods through the Bangla Natok Dot Com platform, strengthening her financial position.

To finance her daughters' education, household repairs, and other expenses, Geeta has taken loans totaling Rs. 2,22,000 through her group. She has already repaid all her old loans, including interest. She has actively participated in campaigns against social evils, particularly raising awareness about drug addiction in the Santhal community. A large portion of her income has been spent on educating her daughters, ensuring they stand on their own feet and fulfill their dreams.

MAY

Calendar of Events

COMING UP IN THE NEXT EDITION

- Systematic Voters' Education and Electoral Participation
- Training of Young Professional

जीविका की एडिशनल सीईओ ने जीविका समूह की महिलाओं से किया विमर्श

जासं, नवादा: जीविका की अपर मुख्य कार्यपालक पदाधिकारी अभिलाषा कुमारी शर्मा (भा प्र से.) ने सोमवार को नवादा जिला के गोविंदपुर प्रखंड अंतर्गत थाली में स्थित आधार जीविका महिला संकुल स्तरीय संघ, एवं भवनपुर पंचायत के महुंगाय ग्राम में मांडवी जीविका स्वयं सहायता समूह एवं किरण जीविका महिला ग्राम संगठन के सदस्यों के साथ विमर्श किया।



इस दौरान उन्होंने दीदियों से समूह, ग्राम संगठन, एवं संकुल स्तर पर संचालित गतिविधियों के बारे में जानकारी ली। समूह से जुड़ी महिलाओं की बेहतरी के लिए कई निर्देश दिए। क्षेत्र भ्रमण के दौरान नीरा स्टाल, सतत जीविकोपार्जन योजना के लाभार्थियों, पशु सखी द्वारा संचालित गतिविधियों, ग्रामीण बाजार, ग्राहक सेवा केंद्र का अवलोकन किया। प्रखंड में जीविका द्वारा संचालित गतिविधियों की समीक्षा की। उन्होंने आधार जीविका संकुल स्तरीय संघ एवं किरण जीविका महिला ग्राम संगठन की दीदियों को मतदाता शपथ करवाकर 19 अप्रैल 2024 को मतदान करने के लिए प्रेरित भी किया।

अख्ता गांव में प्रभातफेरी निकाल किया जागरूक



प्रार्यक्रम में शामिल लोग।

भारत न्यूज़ सुष्पी

खंड के जीविका द्वारा अख्ता गांव में शोप एक्टिविटी के तहत लोकसभा नाव के लिए मतदाता जागरूकता अभियान चलाया गया। जीविका दीदियों के द्वारा मेरा वोट मेरा अधिकार, हमको यह समझना है, वोट दिल्वाना है...जैसे नारों साथ प्रभातफेरी निकालकर लोगों को मतदान के प्रति जागरूक किया

गया। वही जगह-जगह पर लोकतंत्र में मतदान विषय पर चर्चा कर मतदाताओं को इसका महत्व समझाया गया। लोगों को मतदान के दिन खुद और अपने आसपास के लोगों को भी मतदान केंद्र पर ले जाकर अपने मत का प्रयोग करने के लिए जागरूक किया गया। मौके पर जीविका बीपीएम धर्मेन्द्र कुमार, राजेश कुमार, रूबीना खातून, साल्हे आलम, शबनम आरा भी थे।



लोकसभा चुनाव से संबंधित खबरों को पढ़ने के लिए स्कैन करें

लोकतंत्र का महासंग्राम 2024



प्रभात खबर

गांगालपुर, बुधवार
24.04.2024

02

अपने प्रत्याशी की अब खुद पहचान करें, चलो मतदान करें...

प्रतिनिधि, पूर्णिया
प्रसिद्ध भारतीय शास्त्रीय संगीत एवं लोकगीत गायिका एवं चुनाव आयोग की आइकॉन मैथिली ठाकुर ने मंगलवार को स्थानीय प्रेक्षागृह में आयोजित कार्यक्रम में अपनी प्रस्तुति देकर लोगों का मन मोह लिया। जिसका प्रशंसन इस कार्यक्रम को मतदाता जागरूकता अंतर्गत स्वीय कार्यक्रम के तहत आयोजित

किया गया था. सर्वप्रथम मंच पर डीडीसी साहिला ने पुष्पगुच्छ देकर मैथिली ठाकुर का स्वागत किया इसके उपरान्त 'शोप प्रकल्पित कर कार्यक्रम का विधिवत उदघाटन किया गया. इस मौके पर मैथिली ने उपस्थित जनसमूह को देश की लोकतांत्रिक मर्यादा के तहत स्वतंत्र, निष्पक्ष एवं भयमुक्त होकर अपने नेताधिकार का प्रयोग करने की शपथ दिलाई। इसके उपरान्त मैथिली ने एक के

बाद एक गीतों की प्रस्तुति देकर सभी का मन मोह लिया. ख़ास कर मतदाता जागरूकता को समर्पित गाना "अपने वोट की कीमत को हमने अब पहचाना है, वहकावे में आ के नहीं बस बटन दबाना है".... "अपने प्रत्याशी की अब खुद पहचान करें चलो मतदान करें" तथा देश भक्ति गीत "दिल दिया है जान भी देते ए कलन तेरे लिये" को सुनकर सभी दर्शक झूम उठे. इसके बाद मैथिली ने कुछ और

देश भक्ति गीतों की भी प्रस्तुति दी. इस दौरान मैथिली ठाकुर के पिता रमेश ठाकुर भी उनके साथ हो मंच पर उपस्थित थे. अपने पिता के अलावा मैथिली अपने दो छोटे भाइयों श्रेष्ठ तथा अयाची के साथ भी अक्सर कहीं न कहीं कार्यक्रम की प्रस्तुति में नजर आती रहती है. बिहार के मिथिलांचल की इस बेटों को इसी वर्ष कच्छल एम्बेसडर ऑफ द इयर का सम्मान मिला है. चर्चा के उस्ताद बिसिसल्लाह

खान सम्मान से भी नवाजी जा चुकी हैं. मैथिली ठाकुर निर्वाचन आयोग की ब्रांड एम्बेसडर भी हैं और इस लोकसभा चुनाव में सभी मतदाताओं को अपनी प्रस्तुतियों के माध्यम से जवाब से जवाब संख्या में उपस्थित होकर मतदान करने के लिए प्रेरित कर रही हैं. इससे पहले भी वर्ष 2019 में मैथिली और उनके दोनो भाइयों को चुनाव आयोग द्वारा मधुबनी का ब्रांड एम्बेसडर बनाया गया था.

मैथिली की लय पर झूम उठे श्रोता

चुनाव आयोग की आइकॉन ने मतदाताओं को मतदान की दिलावायी शपथ



मैथिली ठाकुर का स्वागत करती डीडीसी साहिला.