



JEEVIKA's Newsletter

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Every rugs tells a different story



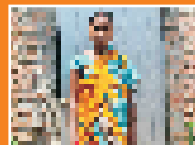
P.C- Anand Vikram

Non-farm is a vibrant and diverse sector that serves as a source of additional income for many rural households of Bihar. This sector was incorporated in JEEVIKA with a central objective to enhance the opportunities for SHG households engaged in art & craft so as to increase their share in the market. The rural communities linked to this sector majorly belonged to the landless group of scheduled caste households. In the operational districts of the project, it was identified that madhubani painting, sujni art, khatwa art, tikuli art, handicrafts, textiles and incense sticks were the existing non-farm sector activities. The project aimed to capitalize on the comparing advantage so that the producers would be able to increase their share in the market. The project helped in realizing the importance of working as a cluster and working as business groups. The formation of producer groups helped them have a better control on inputs and quality of finished products thereby increasing their bargaining power. JEEVIKA attempted to develop a sustainable model for the Non-farm livelihood promotion in five region specific sectors -Art & Craft-Madhubani painting, Sikki, Sujni, BaawanBooti etc, Incense Stick, Bee-keeping, Jute products, Carpet weaving.



**Swachh Bihar,
Swachh Jeevika**

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**The Toilet
Crusader**

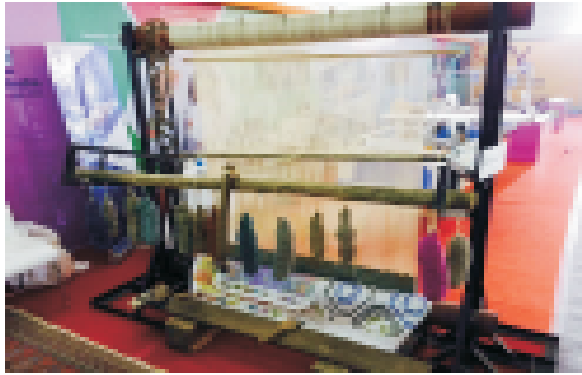
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**Creating
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JEEVIKA promoted Producer Groups to establish strategic partnership with key market players for forward linkage. The capacity building of members led to quality enhancement of products, standardization of production practices, management of business operation and also better price realization. Value addition and continuous innovation product development is an essential aspect for augmenting profit. Mechanized rolling and scenting units for incense stick has been set up. Several

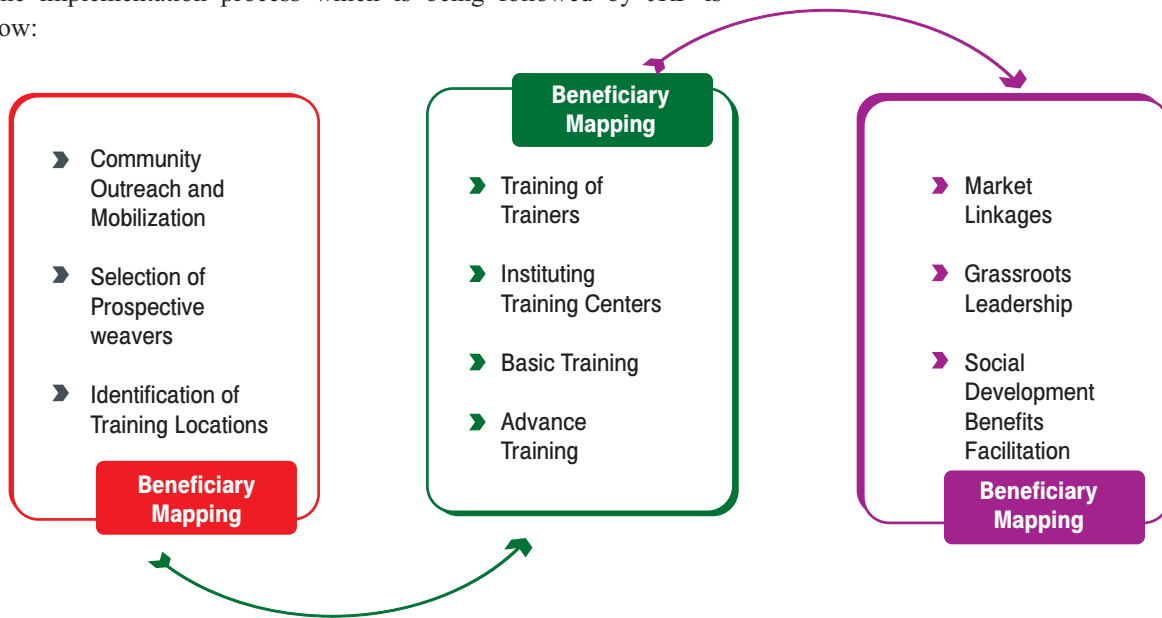


new initiatives for creating marketing channel for the non-farm produce are being taken. The concept of e-commerce portal has been initiated in partnership with Amazon.

“Every rug tells a different story” is the main USP of the weavers engaged in carpet weaving at Gaya district. JRF (Jaipur Rugs Foundation) is a partner agency of JEEVIKA for implementation of carpet weaving intervention in Gaya district. They operate under a Buy-Back arrangement, under which



they provide the raw materials and take the finished goods as well. Standardised labour charge is used to make sure that the community receives fair payment. Currently 262 members are engaged in the trade and have earned an average of Rs 4200/- month which would increased with enhanced scale of production. The implementation process which is being followed by JRF is mentioned below:



JEEViKA Didis in Flood Relief

Floods in Bihar are a recurring disaster which on an annual basis destroys thousands of human lives apart from livestock and assets worth millions. This year 19 districts are severely affected with flood. During this disastrous situation the community members of JEEViKA has demonstrated self-help in true sense. Village Organisations and Cluster Level Federations have set up community kitchens and are organizing health camps for the flood affected victims. Hundreds of didis each day are participating in cooking and distribution of food. Food packets having dry food items were prepared for the victims. 225 Community Kitchens were set up, Village Organisations extending daily meals to over 66,000 victims. Village Organisations pooled in their own Community Investment Funds (CIF) to help the flood victims. Over 40,000 women participated in the relief activities.



P.C- KMC Archive

Swachh Bihar, Swachh JEEVIKA

On a mission to make Bihar open defecation free, over 80 lakh Jeevika didis of 6.50 lakh SHGs have taken the initiative of making their societies open defecation free under Lohia Swachh Bihar Abhiyaan (LSBA). Communication plan has been developed for transforming the thoughts of the people. It aims at creating awareness towards the usefulness of constructing toilets at home and its use to end open defecation. This includes “swachhata rallies, wall writings and wall painting, dissemination of sanitation related videos through pico projectors and erection of swachhta dwars” to inform and aware the community for corrective actions against open defecation.



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Independence Day Tableau

Bihar Rural Livelihood Promotion Society (JEEViKA) participated in the celebration of 71st Independence Day on 15th August 2017 in Gandhi Maidain. On this occasion all govt. departments had represented their work through tableau. The theme of JEEViKA's tableau was "Sauchalay Nirman- Ghar Ka Samman" There has been a significant contribution of JEEViKA didis in creating awareness and motivating communities for the construction of toilets at their households. The tableau portrayed various initiatives taken by Jeevika didis for safe sanitation. They demonstrated the triggering tool of Community Led Total Sanitation (CLTS) for Behavior Change Communication (BCC).

A model of twin pit technology with its applicable specifications was displayed to inform about the technical specifications. About 30,000 masons have been trained so far for accelerating the construction. JEEViKA is implementing the Lohia Swachh Bihar Abhiyaan since 2016, as a result of which over 16 lakhs toilets have been constructed. In the last quarter over 6,000 toilets have been constructed.



P.C- KMC Archive



Brightening the lives

Solar Urja Lamp Scheme

JEEViKA is leading the intervention of introducing the concept of renewable energy among the community. As the Ministry of New and Renewable Energy (MNRE) has launched 'Solar Urja lamp Scheme' wherein 70 Lakhs Solar Study Lamps will be made available to the school children in the states of Assam, Bihar, Jharkhand, Uttar Pradesh and Odisha by 31st Dec 2018. The lamps will be distributed only through schools and unit of intervention will be blocks. MNRE has engaged EESL(Energy Efficiency Services Limited) and IITB(Indian Information of Technology, Bombay) to implement the project in collaboration with Jeevika in Bihar. 18 Lakh school children would be benefitted in the program in Bihar.

The objective of the scheme is to create livelihood for Cluster Level Federation (CLF) members assembling & repair works of the solar lamps.

- To ensure high quality solar lamp for school going children with assured repair & maintenance services.
- To ensure the livelihood of 3000 HH by giving opportunity to run enterprise with turnover of 13.10 Cr and enhance skill for productive solar project.
- Setting up community based enterprise and factory for manufacturing and sales of solar PV module.

Implementation Plan: A zonal office will be setup in Gaya to implement the project in 4 districts (Gaya, Nawada, Aurangabad, and Vaishali). In these 4 districts the project will be implemented in 37 blocks having a distribution target of 10 Lakh solar study lamps. Initially, the project will be taken up in these 4 districts and will gradually expand to other districts.

Till date 4 centres has been opened in Gaya and first round of distribution has been completed where about 200 Solar lamps has been distributed to the school going children.



Binita Kumari & Shraddha Aggarwal



Competency Enhancement

Designing our Future : National workshop on Spatial Analytics

JEEViKA has always adopted latest information technology for effective management of its projects. Over the time one area which has engaged serious attention is the use of the tools and techniques for acquisition and management of data relating to Spatial Analytics- Geographic Information System (GIS). Relating to the use of GIS in the development sector, a National Workshop on Spatial Analytics was organized from 26th July to 28th July'17 in collaboration with NRLM and World Bank.

Participants from other SRLMs such as Jharkhand, Uttar Pradesh, West Bengal and Maharashtra shared their learnings on the growing importance of technology in development sector. Mr Vivek Prasad, World Bank introduced Spatial Analytics in JEEViKA. Mr Parmesh Shah, Global Lead Livelihoods World Bank and Mr Nagaraja Rao Harshdeep, Lead Environmental specialist and Global lead Watershed, World Bank provided valuable inputs to the workshop.



P.C- KMC Archive

Creating Multiplier Effect : Workshop on Strategic Communication



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Well-designed communication programs are essential for sharing an organisation's strategic plan and providing goals and objectives, priorities, products and services. Communication becomes strategic when it is completely consistent with an organisation's mission, vision, values and is able to enhance its strategic positions.

A workshop was organized on 17th Aug'17 on Strategic Communication, Mr. Masud Mozammel World Bank, introduced the concept of creating multiplier effect through communication, need & importance of the strategic communication were highlighted. Also the significance of messaging and audience segmentation was discussed

Bringing Opportunities at the door step

Job fair is common recruitment channels that present several potential benefits to the companies. It also gives employer access to large pools of candidates. The events give employers the chance to recruit employees who are eligible and fulfill their specific criteria. JEEVIKA has been organizing job fairs for rural youth thus bringing opportunities for them at their door steps where they get an opportunity to interact with the companies and know their future aspects. Job resource persons (JRP) play a significant role in motivating and mobilizing eligible candidates during these fairs.

Recently 2 Job Fairs has been organized in Patna and Gaya, achievement are as follows.

DISTRICT : PATNA

- Total number of Employers 12
- Total number of Registration - 1362
- Selection of candidates for direct job and training 260

DISTRICT: GAYA

- Total number of Employers 12
- Total number of Registration - 1200
- Total Number of participating PIA 03
- Direct Placement - 372
- Skill Training - 382



P.C- KMC Archive

The Toilet Crusader

Manorama Devi (40), mother of 6 children from Chainpur Village of Chinpur panchayat in Sampatchak block has been using a twin pit-toilet since 2010. Becoming the toilet crusader wasn't easy for her and that's when she joined Jeevika to scale up her fight against open defecation, and also render herself a voice to vocalize this issue to the upfront. Jeevika not only helped her scale up the fight, but also trained her and gave her the necessary tools, techniques and strategies to overcome the miserable status of open defecation in her village. Constantly adamant to alleviate open defecation, she also faced some losses with her agricultural ventures as she couldn't give them proper time, even the losses didn't help with her being resolute. Her village has approximately 250 households, and with an exception of just 5 household, the rest now have toilets and 90% of them have doors, and all of this work had been done over a period of just 18 months. She also says that a lot of work is left to be done too, as she hasn't been properly able to mobilize the elderly, who still prefer defecating in the open.



Transforming Lives

“DDU-GKY programme has brought happiness in my family, and I am indeed very happy that I am able to do something for my mother who struggled and sacrificed so much for us. I can say that after the training in Centum WSI, through the concept of life skills I got a second chance in my life towards bright career. I have empowered the skill of living with self-confidence” said Neelu Kumari. Neelu belongs to Tehta village of Jehanabad district. Neelu's mother runs a small sewing shop in Tehta Bazar which was the only source of income for their family.

Neelu was well aware of her conditions and was dedicated towards her studies. During this time, Neelu's mother came to know about DDU-GKY programme under JEEVIKA through a Job Resource Person (JRP- a trained Community Person responsible for mobilization and counseling of youths for skills training) and informed her daughter. Neelu got enrolled in the retail course run by Centum Work Skills India Ltd in Tehta. During her three month training, her skills were enhanced as retail executive and also enhanced know-how on soft skill, retail, English and IT. After the training she got her placement in Dominos Pizza outlet at P & M mall Patna as Team Member. Now she has been promoted to next level and she currently earns Rs.7300/- per month. She now is able to help her family financially. DDUGKY programme not only changed her life, but has also enhanced her skills which enables her to achieve her desired goal.



September

CALENDAR OF EVENTS

Sept. 1 : National Workshop on Promotion of Skills & Technologies for Sustainable Rural Development

Sept. 5-14 : International Workshop on Rural Art & Craft organised with joint approach of Shilp Sangh & World Bank funded Nepal Poverty Alleviation Program

COMING UP IN THE NEXT EDITION

- LSBA in JEEVIKA



Abhijeet Mukherjee



JEEVIKA

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