



जीविका



JEEVIKA's Newsletter

What's Inside

**Launch of 'The Changemakers'
JEEVIKA's Magazine**

Pg-4

**Sanitation Campaign led by
Community members**

Pg-5

**Consultative Workshop on
Enterprise Survey in Bihar**

Pg-6

**JEEVIKA participated
in National Seminar**

Pg-7

**Sulekha Devi has an iconic
style of expressing herself**

Pg-7

Lohia Swachh Bihar Abhiyan (LSBA)



Pic courtesy: Kumar Abhijeet

Lohiya Swachh Bihar Abhiyan (LSBA) is a Government of Bihar initiated Sanitation mission encompassing the provisions of centrally sponsored Swachh Bharat Mission (Gramin) and Lohiya Swachhta Yojna (LSY). On 2nd October 2014, the Government of India (GoI) launched 'Swachh Bharat Mission (SBM)' with an aim to achieve *Swachh* Bharat (Clean India) by 2nd October 2019, as a fitting tribute to Mahatma Gandhi on his 150th Birth Anniversary. For the rural areas, Swachh Bharat Mission (Gramin) SBM(G), one of the sub missions of SBM,

- aims at eliminating the practice of open defecation,
- appropriate collection
- treatment & disposal of solid & liquid waste generated and adoption of hygienic practices by the communities.

Pg 4



AAPCL won Krishi Pragati Awards, 2017

Pg 6



Crossing Borders for Knowledge Exchange

Pg 8



Sold a goat bought Dignity

The Government of Bihar has adopted SBM (G) with a vision of 'Swachh Bihar' to make rural Bihar Open Defecation Free (ODF) and clean by 2019. Rural Development Department (RDD) is implementing this scheme through Bihar Rural Livelihoods Promotion Society (BRLPS).

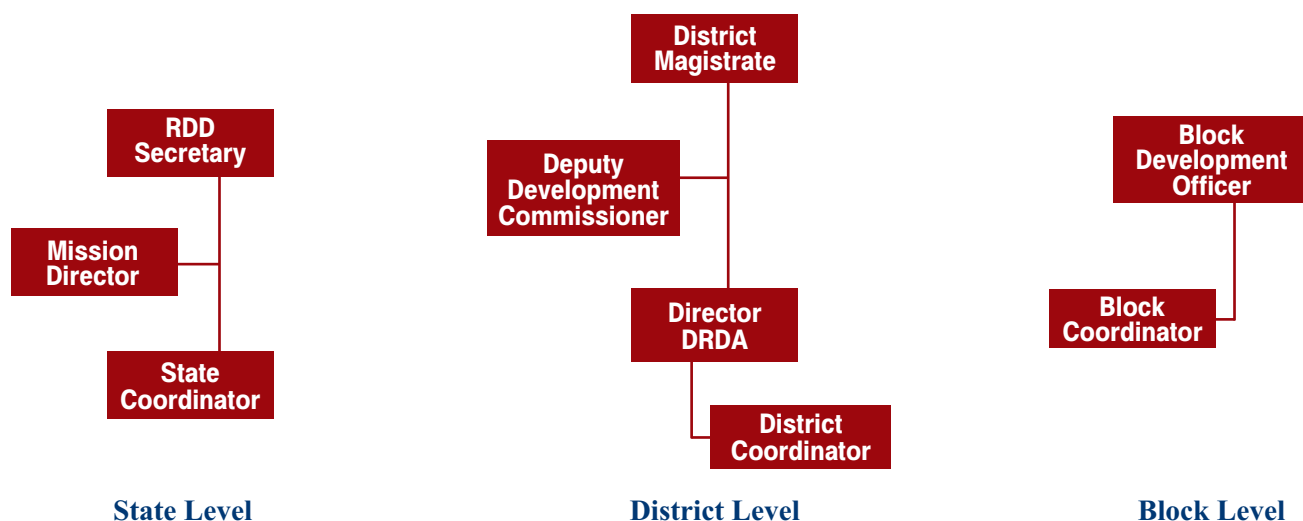
SBM(G) in Bihar envisages rural Bihar as 'Swachh Bihar' by adopting 'community-led and people-centred' strategy. Under the strategy, emphasis is given on collective behaviour change through Advocacy and Communication Campaign with emphasis on Inter-Personal Communication (IPC). The Advocacy and Communication campaign for promoting sanitation facilities at community level will be intensified through Front Line Workers (FLWs) and Community Based Organisations (CBOs). The Lohia Swachh Bihar Abhiyan (LSBA), aims at open defecation free (ODF) Bihar by October 2, 2019 by incorporating the provisions of the Centrally sponsored Swachh Bharat Mission (Rural) (SGM-G) and State-sponsored Lohia Sanitation Scheme. LSBA is targeted to facilitate construction of toilets to 1.60 crore households and create awareness for open defecation free rural Bihar. The Campaign also endeavors under the Ganga Action Plan (NamamiGange) to clean up the banks of river Ganga spread across 12 districts of the state. The major objectives of LSBA are

- Cleanliness awareness in rural areas in a time bound manner to achieve the goal of "open defecation in Bihar".
- Inclusion of various stakeholders such as representatives of Panchayati Raj Institutions, village organizations, self help groups, disabled self help groups, various government departments and NGOs through activities of cleanliness campaign.
- To adopt Community Based Total Sanitation (CLTS) strategy to ensure mass behavioral change on cleanliness
- Implementation of Solid and Liquid Waste Management (SLWM) to ensure community based complete hygien

In order to achieve the ultimate goal of being ODF by 2nd October 2019, 1.6 Cr toilets needs to be built across 38176 villages of 8369 Gram Panchayat spreading across 534 blocks of 38 districts in Bihar. LSBA has undertaken several systematic initiatives which include a dedicated institution and its capacity for an effective implementation of the mission. As behavior change is the core of this mission, focus has been given on Behaviour Change Communication activities and a cadre of motivators has been trained to do the same. Although this program is not only about toilet construction, yet aspects like deployment of trained mason in each district and establishment of rural sanitary marts has been the key focus areas of intervention. All these initiatives are explained in detail as follows:

• **Implementation Structure**

A robust implementation architecture has been formulated at the State, District & Block to expedite the implementation in mission mode.



• **Capacity Building :**

A capacity Building framework has been formulated which includes,

- Sensitization of DMs and DDCs
- Training of Block Development Officer, District Coordinators and Block Coordinators
- Training on MIS(Integrated Management Information System)
- Motivator Training of motivators and masons

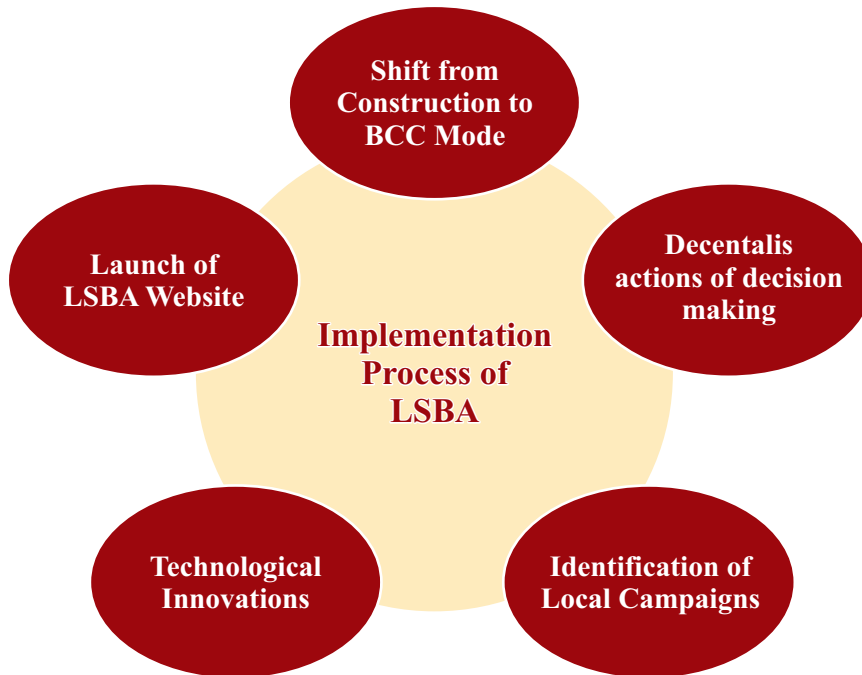
ADMINISTRATIVE
<ul style="list-style-type: none"> All DMs/DDCs trained More than 245 BDOs, DCs and BCs trained

MOTIVATOR
<ul style="list-style-type: none"> More than 15000 trained More than 10000 deployed

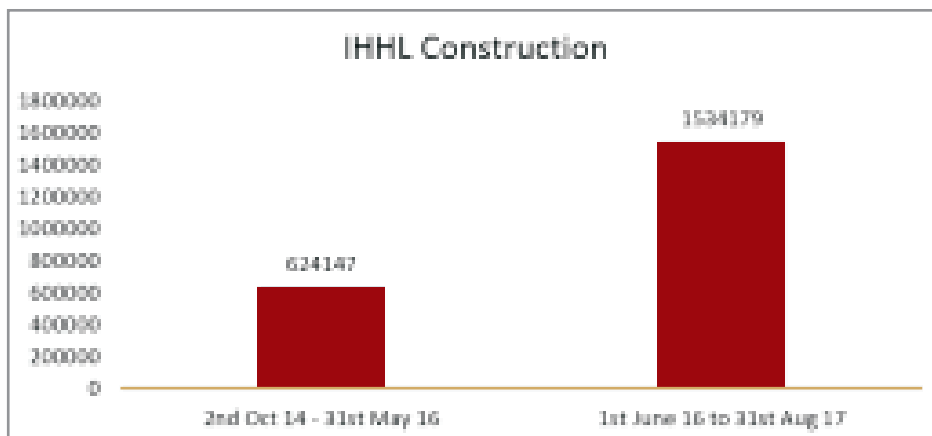
MASON
<ul style="list-style-type: none"> More than 14000 trained More than 12000 deployed

Training Synopsis

- Implementation Process since 2016 in LSBA



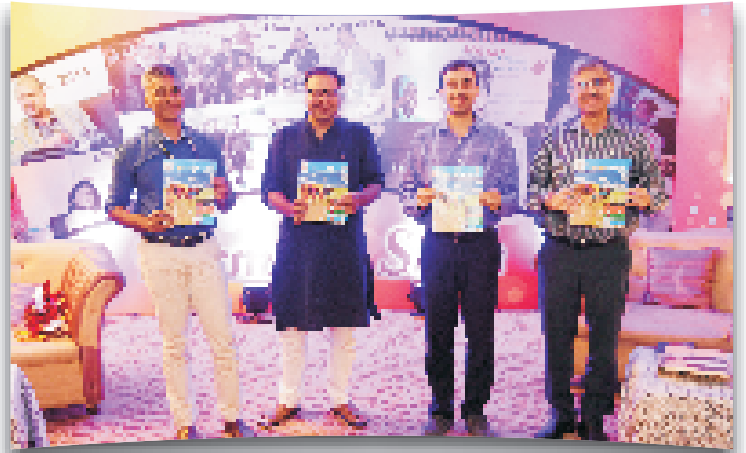
- Process till Now :** Following graphs shows that from 2nd Oct 2014 to 31st May 2016, 624147 toilets were built while since 1st June 2016 to 31st August 2017 1534179 toilets were built. This means that during a lesser time period LSBA has constructed more than 250% toilets in recent times.



All the activities are being monitored through the MIS system of SBM (G) and LSBA. Apart from this, monthly and weekly reviews are being done on the same. This helps the mission is being proactive. Mission has initiated innovative measures and is determined of making Bihar ODF by 2nd Oct 2019.

Launch of 'The Changemaker' JEEViKA's Magazine

Jeevika launched its bilingual magazine, 'The Changemakers' on 30th August 2017. The magazine was unveiled in an august function graced by Mr. Arvind Kumar Choudhary I.A.S Secretary Rural Development Department, GoB, Mr. Balamurugan D, I.A.S, CEO BRLPS, Mr. Parmesh Shah World Bank, Mr. Vinay Vutukuru, World Bank. It's a quarterly magazine which aims to bind the organization within its concise pages. It's a tool for dissemination of information, activities and events of the organization to one and all. It is an attempt to reach out to various stakeholders and development organizations to adopt the unique practices for upliftment of social and economic conditions of community, adopted and practiced by the organization. The magazine will try to expand the goodwill and brand value of JEEViKA in the development sector.



(Left to Right) Mr. Balamurugan D, Mr. Vinay Vutukuru, , Mr. Arvind Kumar Choudhary Mr. Parmesh Shah

Award and Recognition

Aranyak Agri Producer Company Limited (AAPCL) won Krishi Prgati Awards 2017

It was a beginning of a new chapter in the Agricultural trades on 7th September 2017 at "The Taj Mahal Hotel, New Delhi" when NCDEX, the leading agricultural commodity exchange of India started a new journey an recognised the stakeholders in agricultural trades in order to celebrate their contribution towards catalyzing growth in farm incomes. NCDEX announced the winners of "KRISHI PRGATI AWARDS,2017" the first of its kind. JEEVIKA promoted Aranyak Agri Producer Company Ltd, Purnea, bagged the trophy which was handed over to its Treasure Samshida Khatun by Hon'ble Cabinet Minister of Government of India for Consumer affairs, Food and Public Distribution, Mr. Ram Vilas Paswan and Union Minister of State in Ministry of Water Resources, River Development & Ganga Rejuvenation and Parliamentary Affairs in Government of India, Mr. Arjun Ram Meghwal.



Sanitation Campaign led by Community Members



While access to toilets in itself is an important aspect, it is not enough to reach the goal of total sanitation without focusing on **behaviour change among individuals, households and the community**. The Bihar Rural Livelihoods Promotion Society (JEEVIKA) has taken a step beyond poverty reduction by empowering communities better utilize available resources and encourage them to adopt recommended health, nutrition and sanitation behaviours. JEEVIKA has been following decentralized process and has involved its vibrant platform of community institutions intensively right from the initial stage of implementation. The Community Based Organisations (CBOs) are being extensively involved in mobilization and demand generation from the community.

The project has developed a cadre of 2,799 Water and Sanitation Hygiene (WASH) Community Resource Persons (CRPs) and has adopted Community Led Total Sanitation (CLTS) approach for triggering the community to adopt improved sanitation practices. To bridge the gap of demand and supply of construction materials, the project has emphasized on aggregation of demand at Cluster Level Federation (CLF) level and has established 15 Rural Sanitary



Marts. The project has facilitated multiple financing support to the community for construction of toilets, of which Sanitation Health & Nutrition (SHAN) fund forms the major part. A total of 3,592 Village Organisations (VO) has till date received INR 89.80 Crores as SHAN Fund.

Competency Enhancement

Consultative Workshop on Enterprise Survey in Bihar

A consultative workshop on Enterprise Survey was organized on 25th Aug'17 at Hotel Panache, Patna. Team from World Bank, Jeevika and Model Resources Service Pvt Ltd participated in the workshop. The main objective was to analyze the questionnaire prepared and plan for conducting the survey to identify potential entrepreneurs. The survey will be conducted in 3 phases. In the 1st phase identification of households and enterprise in each ward will be conducted. The identification study will be shared by the World Bank team and the selection of the second ward for the survey will be finalized. In the 2nd phase our partner agency Model Resource Service pvt Ltd. will conduct Key Informant Interview (KII) in the selected wards. Lastly in the 3rd phase individual interview with the entrepreneur will be conducted. Findings from enterprise survey conducted by the Jeevika during March'17 to May'17 was also presented in the workshop.



Crossing Borders for Knowledge Exchange

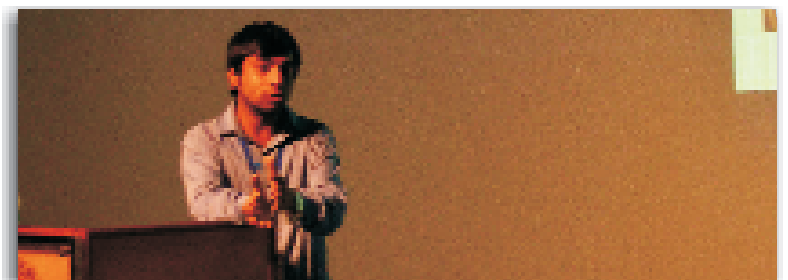
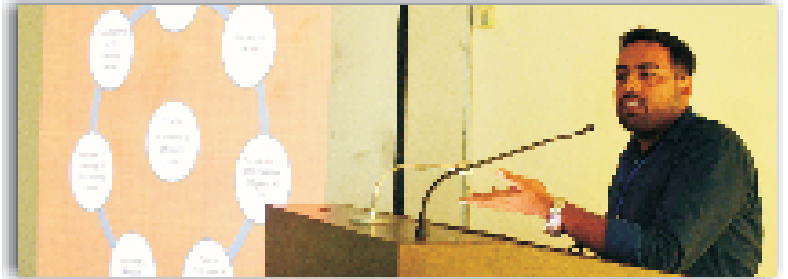


A Training workshop was organized from 5th Aug'17 to 14th Aug'17 in Madhubani where 20 community members from Nepal Poverty Alleviation Fund groups were trained by the members of JEEVIKA promoted Producer Group Shilpsangh. Technical expertise was provided by the partner organization Asian Heritage Foundation. The training was planned during the exposure visit of Nepal Poverty Alleviation Fund groups with the Chairman of the project Dr. Y.B. Thapa. The workshop provided an enriching experience for the SHG members of both the countries.

National Seminar on Promotion of Skills and Technologies for Sustainable Rural Development of India

National Institute of Technical Teachers Training and Research had organized a seminar to present papers at the institute's Golden Jubilee National Seminar on Promotion of Skills and technologies for Sustainable Rural Development in India.

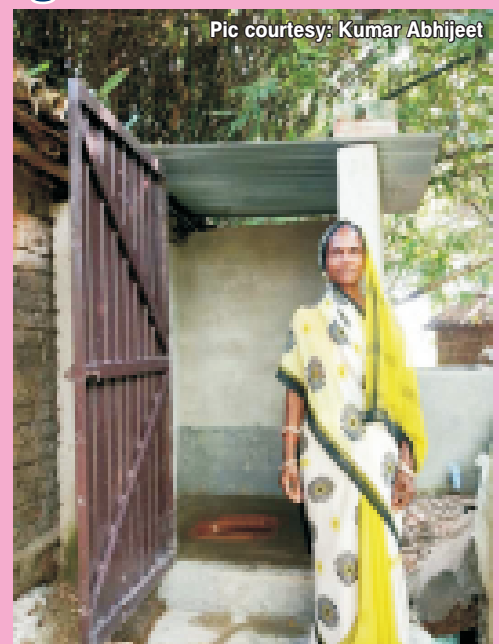
The seminar was attended by more than 250 professionals which included rural development experts, scientists, dignitaries, students, environmentalists, as well as by professionals who have brought impactful changes in the rural areas ranging from dairy, social forestry, horticulture, farming and the likes. 53 presentations based on the initiatives and technologies were made across 6 technical sessions over a period of two days. Young professionals, Pratyush Gaurav, Shubha Srishti and Abhijeet Mukherjee presented four papers on Jeevika's initiatives on Mahila Kisan Sashaktikaran Pariyojna, Sustainable Livelihood and Adaptation to Climate Change, Din Dayal Upadhaya Gramin Kaushal Yojna (DDU-GKY) and Solar energy promotion initiatives. The presentations were well received and lauded by the experts.



Transforming Lives

Sulekha Devi has an iconic style of expressing herself

Sulekha Devi, despite facing difficulties in expressing her thoughts, she sits at the front to speak up. She says when discussion about toilet construction and the diseases that occur due to not having toilets then her age old dream and desire gets awakened again. Except a kaccha house, she didn't have enough inches of land with her, where she could have constructed a toilet even after engaging herself in deep thoughts. Counting available resources, she had a goat, a cow and her earrings. In local angika dialect she says "*Bhai jigay kenabechatiye, uhe se tayroji roti chalayrahe*" (How can I sell my cow, it is the source of my livelihood). Even after selling the remaining resources, toilet construction wasn't getting any easy for her, but the problems faced during the monsoon and saving her own dignity were the important questions still to be answered and as such she sold her goat offspring for Rs. 1500 and mortgaged her earrings for Rs. 3000 and thus by arranging Rs. 4500 she arranged the tin sheet and bricks required for her toilet, now the question of arranging for cement, sand etc. was raised. She told about her difficulties in the VO meeting, whereby it was decided that the VO will provide funding for her toilet as a loan. She was given a loan of Rs. 6000 in three installments of Rs. 2000 each. Now after having her own toilet, she has a shine on her face, she not only constructed her own toilet but also encouraged others to do the same.



Pic courtesy: Kumar Abhijeet

Transforming Lives

Sold a goat bought Dignity

Ayodhya Devi is a resident of Birsail village located at Jabe panchayat in Bhawanipur block of Purnea district. She is a member of Ganpati SHG, the President of Trianga Village Organization and Secretary of Tanya CLF. Being a board member of the community institution she had a tremendous peer pressure to construct toilet at her home but she was constrained due to her poor economic condition. Due to her ailing father in law and husband and high medical expense, toilet construction couldn't become her priority. In one of the board meetings on 18th September 2016, she was insulted for not having toilet for the same reason, She felt so ashamed and that she finally decided that she will begin the construction of her toilet after talking to her husband. She took a loan of Rs. 5000 from the SHG and

started the construction of toilet; she took a bold step by selling her goat and was able to manage Rs. 5000. Though she was in loss in terms of money awaited but she was ready to accept this loss for the sake of toilet construction. This sheer determination of Ayodhya Devi influenced the others in such a way that all the households started talking about toilet construction. Within 15 days, toilet construction began in more than 50% of the households. There are a total 135 households in ward no. 2 of Jabe Panchayat, out of which only 13 had toilets and the remaining didn't have one, 122 new toilets were constructed and on 5th January 2017 the ward was declared ODF in the ward assembly. Ayodhya Devi participated in celebration of International Women's Day on 8th march 2017 held in Gujrat.



October

CALENDAR OF EVENTS

Swachhta Pakhwara

COMING UP IN THE NEXT EDITION

- Social Inclusion initiatives by JEEVIKA

Pic courtesy: Kumar Abhijeet



JEEVIKA

Rural Development Department, Govt. of Bihar

Vidyut Bhawan - II, 1st Floor, Bailey Road, Patna- 800 021; Ph.: +91-612-250 4980

Fax: +91-612-250 4960, Website: www.brlp.in; e-mail : info@brlp.in

