



जीविका



JEEVIKA's Newsletter

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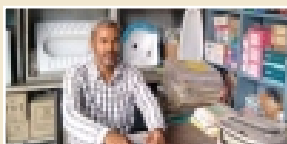
The Poorest and Excluded Communities in Bihar



Bihar presents a complex political, social land economic context for development interventions, such as JEEVIKA, which have ambitious goals and targets. With 34.4 percent of the total households living below the poverty line, Bihar lies in the Gangetic plain area of India which is not only nationally, but globally one of the deeply entrenched poverty and hunger hotspots. The situation is exacerbated with strong caste and religious inequalities, leaving some individuals and groups poorer than others.

In rural India, caste identities are still important and influence habitation, choice of occupation, marriage, and access to social, political and economic resources and opportunities. The key categories of Scheduled Castes(SCs) (also called dalits), Scheduled Tribes (ST), Other Backward Classes (OBCs)and Extreme Backward Castes(EBCs). Amongst the SCs, the Census identified some dalit sub castes as *Mahadalits*, which were destitute and ultra poor. The main caste groups are *Musahars*, *Dushads* and *Raghuvanshis* and together they comprise some of the poorest groups of the State.

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Consumption and Defecation : Act of Equal Importance

■ Key Strategies for Social Inclusion

There was continuous focus on social inclusion in the routine planning, implementation and monitoring cycle of the project. On the one hand the project evolved institutional mechanisms to integrate social inclusion in each of the project interventions and strategies and on the other, community institutions were encouraged to promote empowerment based approaches to mobilise and include poorest communities.

- **Initiating SHG Formation from Hamlets of Scheduled Caste and Scheduled Tribes :** JEEVIKA took the advantage of settlement of hamlets based on caste groups (caste-based tolas), which is prevalent in rural areas, and structured its approach to mobilization accordingly.
- **Targeting of the Poorest and Poor Communities :** While recognizing SC, ST, EBC and OBC households as the poor groups, during the course of implementation, JEEVIKA refined its focus on three main beneficiary groups according to their asset and income, consumption and well-being.
- **Evolving Institutional Mechanisms for Social Inclusion :** Despite the prioritization of poorest hamlets during mobilization, analysis of process monitoring data suggested certain households, from poorest pockets were getting left out. The project realized the need for institutional responses were likely to have uniform and sustained results. Some of these mechanisms were:
 - Transfer of responsibility for social mobilization to Village Organisations.
 - Scoping Community Resource Persons(CRPs)
 - Extending monetary incentives to the CRPs, CMs(Community Mobilizers) and VRP(Village Resource Person) for inclusion of SC/ST households.
 - Fixing of social inclusion as one of the seven 'quality indicators' for VOs (Village Organisations) performance assessment.
- **Social Mobilisation by Village Organisations :** Process monitoring was undertaken to identify the numbers and reasons for left-out households so as to make any corrective measures in the mobilization approach. This process highlighted that 1520% of the rural poor are yet to be mobilised. Many of these were extremely poor and vulnerable, migrant and households with irregular incomes and savings, etc. Based on the findings, a systematic strategy. For identifying and mobilizing left-out households through a focused campaign by involving Village Organisations was initiated across all operational blocks.
- **Social Inclusion Outcomes :** Social inclusion can be defined as the process of improving the terms for individuals and groups to take part in society. This process entails improving the ability, opportunity, and dignity of people who have been disadvantaged on the basis of their identity for such engagement. Social exclusion has roots in historical divisions along lines of caste, tribe and gender.

The social inclusion outcomes of JEEVIKA need to be viewed within the context of livelihood interventions, with a focus on addressing social exclusion issues that impacted achievement of livelihood outcomes. However, mobilizing the poorest and excluded communities was an important commitment in the project design and has led to some important achievements.
- **Increased Mobilisation of the Poor and Poorest of the Poor into Strong Community Institutions:** Overall 1,83,65,05 rural households have been mobilized in 1,54,626 SHGs and 10,445 VOs. Of these 5,49,875 are Scheduled Caste and 18,844 are Scheduled Tribe households, 8,84,675 are OBC, 2,21,420 are minorities and 1,61,805 are general households. In BRLP districts, the SC represents 12 to 33% of the total population, while in SHGs the participation of SC households varies from 26 to 67%. On an average more than 80% of all SC households in the districts have been brought under the fold of SHGs, which clearly reflects the pro-poor universal mobilization and saturation in terms of coverage of poor households.
- **Socially Inclusive Functioning of Institutions :** Systematic implementation of capacity building initiatives and strong and sustained focus on social inclusion has helped the project in successfully achieving its development objective of building “self-managed and self-reliant” and inclusive community institutions. Inclusion of the poorest and left-out households and village saturation was promoted as one of the seven quality indicators for VO performance assessment.
- **Expanding Livelihood Opportunities for Various Categories of Poor Households :** The project's livelihood interventions were spread across multiple sectors including farm, non-farm and off-farm, to ensure that such livelihood interventions are able to include all three categories of poor that it identified during the mobilisation phase.
- **Reducing Vulnerabilities for Overall Well-being :** Under its social development component, the project promoted some important vulnerability reduction measures. These are important as they allowed for more effective use and benefit from the livelihood interventions of the project.
 - *Increased access to entitlements and social security.*
 - *Addressing food insecurity and health risks*
 - *Improved knowledge and behaviours on health and nutrition.*

JEEViKA Bihar Rural Livelihoods Promotion Society Rural Development Department, GoB

To accelerate the efforts of achieving universal sanitation coverage Hon'ble Prime Minister of India launched the Swachh Bharat Mission on 2nd October 2014. The approach adopted under the SBM (G) has been Community led sanitation approach with focus on saturation in the village. Saturation approach is the key as the goal of Open Defecation Free (ODF) villages cannot be achieved without all the households and individuals conforming to the desired behaviour of toilet usage every day and every time. As the strategy revolves around behavioural change hence the emphasis has been given on awareness generation through triggering behaviour change and demand generation for sanitary facilities in Houses and places of Community congregation.

Behaviour Change and Capacity Building

In the last 4 months, 350 Cluster level federations, 28,900 Village Organisations have organized Aam Sabha by involvement of PRI representatives. In the Process of awareness creation staffs from Government Offices, Panchayati Raj Institutions and team members of JEEVIKA have actively participated.

To know the processes adopted by these Community based Organisations in the behaviour change and demand generation, a third party was engaged which selects 25 villages in each quarter to understand the behaviour change and toilet usage. The 1st quarter key findings were:

- i) Apart from PRA exercises like transect walk, drawing of Rangoli modern medium of audio-visual communications (Pico projector) has also been used in the process of awareness creation. Innovative concepts like *Ratri-Chaupal* have led to mass level awareness creation. In 94% of villages transect walk was carried out in the village during the triggering exercise. In 60% of the Villages Rangoli Mapping exercise was done at village level to locate sites with Open Defecation. Ratri Chaupal was organized in 64% of the Villages while 84% of the villages have organized Aam Sabha by involvement of PRI representatives. Prabhat Pheri was organized in 36% of the villages while in 100% of the village organisation has formed Nigrani Samiti.
- ii) From amongst the households with toilets 81% of adult females, 79% of Adult males, almost 94% of adolescent males and females and almost 70 % of children reported daily usage of the toilets.

In JEEVIKA intensive 44 blocks, 352 Project Staffs were trained on Behaviour Change Modules and Toilet Technologies and 6472 Community professionals were oriented on the behaviour change. To support the intervention, the Flip charts visuals were provided to share with the SHG members and within a week they will be provided with the Flip Charts to be shared. 63400 SHGs, 4200 Village Organisations and 93 Cluster federations were triggered.

In the entire state, 4577 WASH CRPs were identified and trained on CLTS along with the 1047 team of motivators were formed comprising of 5 members.

Rural Sanitary Mart

In the month of Oct, 2017, out of these 93 Cluster level federations, 67 Cluster level federations opened Rural Sanitary Mart. This is a platform which will run on **4 M Concept**:

1. Mobilisation
2. Masons
3. Materials
4. Money Support to the PoP.

In mobilisation, 6472 Community professionals and all the CBOs were oriented on ODF, regular follow ups are being done in 4200 Villages. 941 Masons signed the agreement with RSM and they were trained on technologies out of 1560 Masons trained. From the total Masons, 67 Master Masons were identified and they will be trained before 15th Nov. As per the work plan of the RSM, 72671 Households has given their requisition for the toilet which will be completed before 15th Dec, 2017. For this, masons number would also be increased to 5500 which will be trained by Master Masons. The RSM has also identified and displayed rate charts for various materials.

To support the RSMs, Sarva Sewa Samiti Sansthan sister concern of BASIX will provide their handhold support for one year and the knowledge partner will be Water for people. In this regard, MOU will be signed within a week.

ODF Plan of Action

In the 44 blocks, 970 Wards were declared by 30th Oct, 2017 which will increase to 1500 wards by 19th Nov on World Toilet Day. In the FY 2017-18, 2 blocks will be declared ODF on 15th Dec, 4 blocks will be declared ODF on 26th Jan, 2018, 6 blocks will be declared ODF on 22nd Feb and 10 blocks will be declared ODF on 22nd Mar (Bihar Diwas). Other than the Intensive blocks, 53965 SHGs have been declared ODF which will go upto 5 lakh SHGs till Mar, 17.

On 25th Sep, **Gadha Khodo Diwas** as part of Swachta hi Sewa Campaign was organised in which 2.42 Lakh SHG HHs have dug pits, till end of Oct, 2017, 1.12Lakh toilets were constructed and by 26th Jan 2018, all of the initiations will be converted into toilets.

Events: (Next 2 months)

19th Nov (World Toilet Day): "PANCH (5) ka DAM" Campaign

- 500 Additional Wards will be declared ODF.
- 5000 Masons will be trained.
- 50,000 HHs will have toilets.
- 5000 Swachta Grihi will be trained.
- 50,000 HHs will be geo tagged.

19th Nov 25th Nov: " Validation Week"

- Geo Tagging of the HHs for which 30 community professionals were trained per block.

- Third Party Validation (College Students) of 1500 wards.

3rd Dec, 2017: " World Disability Day"

- 191 Differently abled HHs have been identified in intensive blocks which will be converted and announced on the day.

15th Dec, 2017: " Open Defecation Free DAY"

- 2 blocks will be declared ODF along with 1 lakh SHGs.

Rural Sanitary Mart

Creating Strong Supply Chain



“Rural sanitary Mart”, ensures that along with toilet construction other requirements for creating a clean and healthy society could be fulfilled all under one roof.

To overcome the challenge of ensuring persistent availability raw material required for toilet construction in the interior areas and the sense of insecurity of community members of getting cheated while purchasing the raw materials from a seller, the concept of “Rural sanitary Mart” has been ideologues, with the rationale of providing information, consultancy and raw material needed for the construction of toilet. From past two decades “Rural sanitary Mart”, ensures that along with toilet construction other requirements for creating a clean and healthy society could be fulfilled all under one roof. Various products required for toilet construction like ceramic pan, pit cover, pipes, door can be found here along with it products like nail-cutter, soap and with other cleanliness associated products. This model facilitates for listing of materials based on local demand and supply of products. For people interested in construction of toilet the mart would function as a consultancy. It also provides the list of trained masons for the construction of toilets.

When Jeevika started playing an active role in Swachh Bharat Mission through its Community Based Organisation (CBO), it was realised that to make CBOs and villages Open Defecation Free, availability of raw material has to be ensured so that target could be achieved professionally and within the given time frame. Currently Jeevika has facilitated formation of 6.93 lakh SHG with the reaching out to 73.58 lakh households across Bihar. Jeevika aims to reach 1.25 crore household by the year 2022. If we analyse these data minutely then we will find that Jeevika has an outreach of 4-5 crore, which is almost half of Bihar's population. Jeevika's

team of skilled human resource and community cadre not only facilitate formation of SHGs but also play a major role in demand generation. Community participation is crucial element for any intervention or initiative, SHGs facilitated by Jeevika act as a platform for it. After analysing the outreach and capacity of these SHG and it's higher federations, they were given the responsibility of management of RSM

After a lot of brain-storming it was decided that Cluster Level Federations (CLF) facilitated by Jeevika would be established as Rural Sanitary Mart. After its association with toilet construction many CLFs have started functioning informally as Rural Sanitary Mart. It was only after 10th October, 2017 the functioning of CLF as RSM was formally started.

Within the parameters of SHGs CLFs have developed a different identity and high acceptance amongst the community members. Keeping these contexts in mind when CLF will start to function as RSM it would definitely reap the same benefits. Approximately 4000 new toilets have been constructed under the guidance of these CLFs. In the agenda of declaring India a Open Defecation Free society these RSM would play a major role. Through RSM at one end the community would get quality material for toilet construction at a cheaper rate and it would be possible to avail right technology of toilet construction through skilled masons. At another end it would play a crucial role in Behavioral Change of the community which is very crucial for the entire process.

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Video Documentation on Success stories of DDU-GKY candidates of Bihar



In the FY 17-18, the IEC division of MoRD has commissioned a 50 film project to NFDC for developing 10-15 min TV series on all the Rural Development schemes which would be showcased on DD National throughout the year. Out of the 50 films, Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) scheme was selected for 15 films which would showcase the success stories in a state-wise manner.

SRLM Bihar has submitted seven success stories of DDU-GKY under different trade to MoRD. Three success stories have been selected from Bihar to showcase the success of DDU-GKY programme. The shooting was scheduled in workplace of the candidates, training centre and candidate's home in Delhi and different places in Bihar. The three candidates were i) Sonam kumar ii) GhazanfarAzam and iii) Anjali Kumari, who after successfully completing their training are working in various reputed organization. The production team has already shot the success stories of the candidates in Bihar and hopefully the film will be published by this year. ● ● ●



Organized 24 JOB FAIRS during Gram Samridhi Evam Swachhta Pakhwada, Oct 2017

JEEViKA celebrated the Gram Samridhi Evam Swachhata Pakhwada from 1-15 October, 2017. During this time 24 job fairs, 2 Kaushal Vikash Shivir and 2 Community Mobilisation Drive (CMD) were organized in different districts to mobilize the eligible candidates for skill training and placement . 37127 candidates were mobilized and 12128 candidates were offered the job during these events.

Team from BMGF Visited Muzaffarpur



A team from Bill & Milinda Gates Foundation having Mr. Abu Talab Biswas from BRAC, Bangladesh; Mr. Vinay Singh from Rajiv Gandhi Trust; Mr. Joe Madaith from Gram Vikas, Odisha; Miss Pippa an independent researcher associated with Bill & Milinda Gates Foundation, United Kingdom and Upasak Das from University of Pennsylvania, USA visited Muraul Block of Muzaffarpur district on 7th November, 2017.

The agenda was to facilitate the visit in Itaha Rusalnagar Panchayat which has been declared Open Defecation Free (ODF) on 12th October, 2017. The main focus of the visit team was to understand the process which led to Open Defecation Free declaration of the Panchayat. The team also tried to comprehend the nature of challenges faced by the community and how they overcame the challenges. For ensuring an overall understanding on the Behavioral Change on Sanitation meetings were organised with different stakeholders. The team dedicated large part of their visit in interaction with Board of Directors, Members of Prgatisheel Cluster Level Federation (CLF), RGB members of Sonali Village Organisation and meeting with Panchayati Raj Institutions(PRI) members of the Panchayat. Individual households interactions were also made by the team.

E-CRP team conducts field visits under DAY NRLM



A team of External Resource Persons (E-CRP) from Bihar Rural Livelihood Promotion Society (BRLPS) along with Arunachal Pradesh State Rural Livelihood Promotion Society (ArSRLM) officials conducted a 30 days field visit for (Self Help Group) SHGs formation under the Deendayal Antyodaya Yojana National Rural Livelihood Mission (DAYNRLM). The ArSRLM had signed an Mou with BRLPS, National Resource Organisation (NRO) designated by Unoin Ministry of Rural Development for implementing resource block strategy in Pangin, Roing and Namsai CD blocks. After completion of field visit in the designated blocks, the team gave details of their visit and experiences in remote villages in the state level debriefing programme. Speaking on the occasion, Parliamentary Secretary, RD, PR & IPR, Mr.Mama Natung appreciated the efforts of E-CRP team and the ArSRLM officials in sensitizing the rural poor women and for formation of women SHGs under DAYNRLM. Appreciating the presentation of E-CRP team and officials from Block Mission Management Units (BMMU), Special Secretary (RD&PR), Nyali Ete reiterated the need for collaboration, coordination and cooperation to ensure that the benefits of development programmes reach the rural areas.

Celebration of Birth of Nanaji Deshmukh on 10th and 11th October, 2017 at IARI Pusa, New Delhi

On the occasion of birth centenary of Nanaji Deshmukh a two days exhibition was organized at IARI, Pusa, New Delhi from 10th and 11th October, 2017, on the theme "Technology and Rural Life". Different State Rural Livelihood Missions (SRLMs) and line Departments showcased the good practices and its application in the area of Livelihood in Rural areas.

Honorable Prime Minister of India, Shi Narendra Modi, inaugurated the celebration and visited the exhibition to have a look on the best practices across the Rural India. He also interacted with the rural exhibitor and gave attention on their technical implementation on livelihood enhancement.

JEEVIKA participated in the exhibition and displayed its initiatives in the field of livelihood promotion.



Transforming Lives

Consumption and Defecation: Act of Equal Importance



Rekha Devi, is a resident of Itaha Rasalnagar Panchayat. Her husband works as a Village Resource Person in Jeevika. While sharing her economic condition she says, "we managed to meet basic needs of our family with difficulties, in the midst of all the other problems we never thought about something as basic as sanitation." When Lohia Swachh Bihar Abhiyaan was launched in her Panchayat and awareness program were carried out by Jeevika Didi, then I came to know about the importance of sanitation in leading a healthy life.

Rekha Didi always feared sending her young daughter alone to defecate outside in field. They had to wait for either evening or early morning to go for defecation. Instances of eve-teasing were very common while going for defecation. Due to lack of money she was unable to construct toilet in her household premises. But after realizing the importance of toilet through awareness program she managed to take loan of Rs. 10,000 for construction of toilet from SHG. Now she has her own toilet in house premises.

Rekha Didi occasionally exchanged shy smiles while discussing the impact of toilet construction and said, "Now that we have a toilet, men cannot watch us defecate. I feel free from safety perspective of my daughter. I no more feel any shame in performing one of the basic human need daily."

Transforming Lives

Babli-Champion of Change

Once Babli seem to be one of the million happy home makers living with her two sons and two daughters in Raipur village under Warisnagar block in Samastipur district of Bihar. It was in 2014 the death of her husband due to cancer changed the world around her overnight. Facing extreme financial misery and responsibility to raise 4 children, she started working as Community Mobiliser of 14 SHGs under Ashirwad VO. Deep engagement and interaction with the various SHG members and the activities of the SHGs kept her engaged beyond her tragedy. Being vocal and blessed with good articulation skills she went under Behavior Change Communication (BCC) in Health and Nutrition module

Under the JEEVIKA Technical Support Programme (JTSP) a new initiative was taken where all the Front Line Workers (FLWs) namely AWW, ASHA and ANM will attend monthly meeting of VO and will do a micro-plan for better health and nutrition outcomes at the SHG members. Babli was very excited at the opportunity and she took lead in organizing the meeting at the VO. Inspired from one such meeting she prepared a list of 14 pregnant women and 42 new born babies below the age of 2 years among the members of Ashirwad VO. Her initiative was highly appreciated by the ANM



and it also helped in reaching the beneficiary who was in need of health related services. Babli continued to follow up and facilitating the SHG members for availing health related services. Her efforts raised awareness towards health related services and she is known as the champion of change in her community. She has inspired other community members to work tirelessly as catalyst to bring change in the society.

December

CALENDAR OF EVENTS

Saras Mela 2017
Celebration of World Toilet Day

COMING UP IN THE NEXT EDITION

- ODF Journey of Rohtas District

Pic courtesy: Kumar Abhijeet



JEEVIKA

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