



JEEVIKA NEW

S L E T T E R

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Inauguration of Eco-friendly Sanitary Pad Production Unit at Buxar

Women face a myriad of formidable challenges worldwide, as they are deprived of access to suitable hygiene facilities for their menstrual health. The issue of menstrual hygiene constitutes a pressing concern, where women often lack adequate knowledge and awareness of water, sanitation, and hygiene (WASH) practices. Goal-III of the Sustainable Development Goals (SDG) mandates ensuring healthy living and promoting well-being for all individuals, including access to proper sanitation and health facilities. Hence, it is imperative to address the issue of menstrual hygiene comprehensively and provide equitable access to appropriate facilities for all individuals, regardless of their socio-economic status.

JEEVIKA has collectivized its intersectional approach in implementing the policies across all the 534 blocks and Women's health and well-being has always been first and foremost priority. Menstrual Health and Hygiene is a major area of concern and in spite of rapid industrialization, technological and economic



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growth, there are still some pockets which remains untouched in term of Menstrual Health. To cope-up with this anomaly, JEEVIKA's first Organic sanitary production unit has been established in Buxar with a monthly production capacity of 3 lakhs organic sanitary pads. These organic pads are eco-friendly and bio-degradable which would reduce environmental waste production caused by the used sanitary napkins. The idea of this Unit was brought to reality through Adarsh JEEVIKA Mahila Vikash Sahakari Samiti Pvt. Ltd. in the Chausa block of Buxar district. The main objective of this Organic Sanitary Pad Production Unit is to make eco-friendly sanitary pads available to its members, adolescent girls belonging to their families as well as other women easily and at reasonable prices. This Production Unit, will provide employment opportunity to the JEEVIKA Didis to cater transformative impact on the health of women and adolescent girls.

The Sanitary Napkin Production Unit at Buxar entails a multifaceted process. Firstly, a producer group comprising 10 to 15 zealous women from identified

districts, associated with menstrual hygiene, were amalgamated to form a producer collective, wherein a Memorandum of Understanding has been executed between the producer collective and the Cluster Level Federation. JEEVIKA Didis of the Producer Group are entrusted with the responsibility of manufacturing and marketing of the sanitary napkins. They have been imparted training. On completion of the training, savings account of the PG has been opened and operated in the name of the producer group associated with the Cluster Level Federation, with joint signatures of the office bearers of the producer group (chairperson and secretary). An initial project contribution fund has been transferred in the form of a grant to the producer group as a collaborative amount for setting up this venture.

A comprehensive and integrated approach has been adopted to ensure the sustainability of the project. This involve a holistic evaluation of the various factors affecting the project's success, including but not limited to the availability of resources, the efficiency of production processes, and the impact of external factors such as market trends and



Lead Story : Inauguration of Sanitary Pad Production Unit



government policies. To optimize the efficiency of production processes, cutting-edge technology equipped in a new-aged machinery having high production capacity has been leveraged, and measures will be taken to minimize waste and maximize output.

The project's human capital will be a key factor in its success, and as such, a comprehensive training and development plan will be implemented to ensure that employees have the necessary skills and knowledge to carry out their roles effectively. This will involve specialized training by industry experts on a range of topics, including machine utilization, inventory management, quality control, safety protocols, and accounting.

To ensure the effective distribution and marketing of the produced goods, a comprehensive market analysis will be carried out, including demand analysis through survey methods, with a focus on underserved communities. In addition, strategic partnerships will be established with various stakeholders, including local governments, educational institutions, and distribution channels to enhance the project's reach and impact. The marketing and sales strategy will include a focus on addressing menstrual hygiene issues in marginalized communities, particularly among adolescent girls



and women, through awareness-raising campaigns and targeted product development. Regular communication and collaboration with government departments, physical distributors, and other industry stakeholders will be established to maximize the project's potential for growth and success.

Training of Staffs on Video Production and Editing



Effective communication is paramount to the success of any institution, and JEEVIKA, being one of the largest poverty alleviation programs in Bihar, recognizes this imperative. To augment their communication efforts, JEEVIKA recently organized a training program on video production and editing for the communication managers of all 38 districts in Bihar. The objective of the training was to equip the managers with the requisite skills and tools to create high-quality videos that could be utilized for knowledge dissemination and to generate a substantial impact through social media.





JEEVIKA has achieved widespread penetration at the grassroots levels in almost all panchayats of Bihar, and the communication managers from every district have been meticulously documenting district profiles, case studies, success stories, and articles. However, with the rapid proliferation of digital and social media platforms, it was imperative to shift towards digital channels. Social media accounts were created for each district, and timely updates were posted on these platforms. Currently, JEEVIKA's Twitter account has amassed more than 12,000 followers, while the LinkedIn and Facebook accounts has 11,000 followers and 8000+ followers, respectively.

As an increasingly prevalent and potent mode of communication, video dissemination plays a pivotal role in providing vital information to vast and varied audiences. Leveraging video technology enables individuals and institutions to convey their message in a captivating and interactive manner, thereby simplifying complex ideas and facilitating comprehension. This attribute is particularly advantageous when communicating scientific or technical information that can be arduous to grasp through conventional communication methods. Furthermore, videos have the potential to evoke powerful emotions, galvanizing empathy and driving behavioral change. This quality makes them an indispensable tool for raising awareness and sensitizing individuals to pressing social, economic, and environmental concerns. Through video dissemination, organizations can disseminate information about public health issues, environmental challenges, social justice concerns, and other critical subjects to individuals worldwide.



With more than 4000+ subscribers in the official YouTube channels of JEEVIKA, Video has emerged as a pivotal tool in knowledge dissemination and communication efforts, and JEEVIKA has astutely recognized its importance. Videos are a more captivating and efficacious means of conveying information, and they can be conveniently shared across social media platforms, thereby reaching a wider audience. With the surge in internet usage in Bihar, people are more active on social media than relying solely on print media, making it an expedient way to reach the masses. Moreover, videos can be utilized to create a powerful impact, raise awareness, and exhibit the success stories of JEEVIKA. This can also be employed to educate people about the various initiatives and schemes undertaken by JEEVIKA to assist the marginalized communities. By utilizing videos, JEEVIKA can not only reach out to a broader audience but also create a lasting impact on people's lives.

JEEVIKA's training program on video production and editing is a significant stride towards amplifying the communication efforts. By using videos, JEEVIKA can reach out to a larger audience, create a potent impact, and educate people about their initiatives and schemes. JEEVIKA's endeavors to embrace technology and adapt to changing digital world.

Transforming Lives

Rafia Didi's Grocery Venture Culminates in her Self Sufficiency

Rafia Khatoon, a 12th-grade alumna who is speech and hearing impaired, takes up residence in Ward No. 11 of Basahiya Sheikh Panchayat in the Piprahi block of the Sheohar district. Her mother holds an active role in the Gulshan JEEVIKA self-help group of the JEEVIKA project, where she simultaneously acts as the group's treasurer. Following her nuptials, Rafia Khatoon settled in her "Maikey", while her spouse works as a laborer in a different city. Not with-standing her infirmity, Rafia Khatoon remained resolute in her determination to gain self-employment and, with her mother's aid, opted to establish a general store in her native hamlet. Her mother, Haseena Khatoon, already possessed a shop, and Rafia Khatoon occasionally aided in its operations. Consequently, Haseena Khatoon assented to the opening of a shop for her daughter.



Haseena Khatoon initiated a grocery and general store with a loan of twenty thousand rupees from her group, with the endorsement of all members, to establish her daughter's store. The store generated an average of 1500 to 2000 rupees in daily sales. Using the profits from this store, she repaid the group's loan in full and subsequently borrowed an additional twenty thousand rupees to upgrade the shop. At present, Rafia Khatoon procures a monthly net income of 8 to 10 thousand rupees on average, while simultaneously repaying her mother's loan. Despite her auditory and verbal impairments, Rafia Khatoon finds contentment in sustaining herself through diligent effort and with the support of JEEVIKA.

March

Calendar of Events

COMING UP IN THE NEXT EDITION

- PRI-CBO Convergence
- Bihar Diwas 2023

जीविका मेला में 382 को रोजगार

सहसा, निज संवाददाता। जीविका द्वारा शनिवार को जिले के सतरकटैया प्रखंड के सिहौल हाईस्कूल परिसर में लगाए गए रोजगार सह मार्गदर्शन मेला में युवाओं की भीड़ उमड़ पड़ी। इसमें 382 युवक-युवतियों के रोजगार के लिए सीधा चयन किया गया।

जबकि 123 युवाओं का चयन प्रशिक्षण के लिए किया गया। रोजगार सह मार्गदर्शन मेला में कुल 573 युवक-युवतियों ने रोजगार के लिए पंजीकरण कराया था। विभिन्न क्षेत्र से जुड़ी 15 कंपनियों के प्रतिनिधियों ने स्टॉल लगाकर आवेदन लिया। युवाओं का रोजगार के लिए चयन कर ऑनर लेटर प्रदान किया। रोजगार मेला का उदघाटन सतरकटैया की प्रमुख प्रमुख सिधु कुमारी, सिहौल पंचायत के मुखिया रामविलास सिंह, जीविका के रोजगार प्रबंधक नीलकमल चौधरी और प्रखंड परियोजना प्रबंधक अनेता कुमारी ने दी। जलाकर कर किया। मौके पर प्रखंड प्रमुख ने कहा कि जीविका की वजह से महिलाओं में जागृति आई है। सिहौल के मुखिया ने कहा कि युवाओं को रोजगार देने के लिए जीविका का यह प्रयास काफी सख्तनीय है। जीविका के जिला परियोजना



शनिवार को सिहौल में रोजगार मेला का उदघाटन करते जयप्रतिनिधि और रोजगार प्रबंधक।

प्रबंधक अमित कुमार ने कहा कि ग्रामीण क्षेत्र के गरीब परिवार के युवा पढ़ाई लिखाई के बावजूद सही मार्गदर्शन और रोजगार के उचित अवसर नहीं मिलने के कारण बेरोजगार रह जाते हैं। परिवार की जरूरत को पूरा करने के लिए उन्हें मजदूरी की तलाश में इधर-उधर भटकना पड़ता है। ऐसे युवाओं के लिए जीविका का ग्रामीण क्षेत्रों में लगाया जाने वाला रोजगार सह मार्गदर्शन मेला रोजगार उपलब्ध कराकर एक सुनहरा अवसर प्रदान कर रहा है। जीविका समय-समय पर विभिन्न प्रखंडों में रोजगार मेला का आयोजन कर बेरोजगारों को रोजगार उपलब्ध करा रहा है। कार्यक्रम में रवि कुमार, कुंदन कुमार,

शशि कुमार, दीपक कुमार, प्रदीप कुमार, राजेश सिंह, साकेत कुमार, नील कुमारी, रोना कुमारी, दिनेश कुमार, विकास थे। पांच से 16 हजार रुपये मासिक वेतन पर हुई बहाली: जीविका के रोजगार प्रबंधक ने बताया कि रोजगार मेला में 18 कंपनियों ने हिस्सा लिया। एचसीएल, श्री कन्सापीण मिल्स लिमिटेड, फिलपकार्ट, लासॉन एंड टूबो, एसआइएस सेक्च्यूरिटी, टाटा मोटर्स, विमस इंडिया, नवभारत फर्टिलिसर, एड्सपार्क, समृद्ध भारत, बंसल, शिवशांति, सेवेना डेवेलोपमेंट सोसाइटी, होप केयर, आर्थिक हल युवाओं का बल, एलआइसी व अन्य कंपनियों ने अपने स्टॉल लगाए थे।



Simpi Mandal - Exhibiting Leadership and Excellence

Simpi Mandal, a resident of Mirzapur Panchayat, has become a shining example of how a seemingly ordinary person can make an extraordinary impact in her community. In 2016, Simpi joined the Pramanjali JEEVIKA Self-Help Group, and was soon selected as a Pashu Sakhi through the village organization. Her exceptional leadership skills and contagious enthusiasm inspired other women in the village to start goat rearing, which resulted in a significant increase in members taking up this livelihood. Due to her unwavering dedication and commitment, Simpi was appointed as the Chairperson of the Seemanchal JEEVIKA Goat Producer Company in 2018. Today, this company provides valuable services to rural women in 17 blocks of Purnia, Katihar, and Araria, thereby enabling them to improve their livelihoods and gain financial independence. Simpi's contributions to the Seemanchal JEEVIKA Goat Producer Company are laudable, as evidenced by the significant number of members associated with the company. The PC's associated members, who currently number 17,344, receive numerous benefits, such as access to Pashu Sakhis and the demo center, which provides medical advice and medication at discounted prices. Additionally, members can utilize a common facility center to sell their goats and sheep, which offers loan facilities based on their savings to help them sustain their livelihoods. The company also provides training and technical assistance to its members, which has helped to improve their goat rearing practices. Simpi's success demonstrates how a person with passion, dedication, and perseverance can effect change and make a meaningful contribution to society. Her story is an inspiration to others, and it showcases the positive impact that a single individual can have on their community.

डीएम ने तिलकुट उत्पादक समूह व फूड इंस्पेक्टर के साथ की चर्चा जिले में अब नीरा के तिलकुट को बढ़ावा देने को लेकर हो रही प्लानिंग

चौरी संवाददाता, जयपुर

पिछले वर्ष नीरा उत्पादन व निर्यात के क्षेत्र में काफी बेहतर काम किया गया. दो हजार से ऊपर नीरा उत्पादकों को प्रोत्साहित किया है. इस वर्ष और अधिक लोगों को प्रोत्साहित करने, इस पर विशेष कार्य योजना तैयार की. सूखे में प्लांटिक के प्रतिबंध रखा गया है, इसलिए इन्वेंट्री प्रोड्यूसर बनने में बेहतर कार्य करें. उनके बावजूद डीएम डॉ. लक्ष्मण प्रसाद ने समारोह का आयोजन सभा कर में जिले के जीविका के पदाधिकारियों, जीविका नीरा उत्पादक समूह, तिलकुट उत्पादक समूह, जिला उद्योग पर्यटन, नगर निगम क्षेत्र में प्लांटिक वैन इन्फोर्मेटिव टीम के सदस्यों तथा फूड इंस्पेक्टर के साथ बैठक के दौरान सुझाव को कही. उन्होंने कहा कि नीरा उत्पादन तथा नीरा को विक्री का प्रतिबन्ध निलंबित समय अवधि में प्रस्तुत करें. नीरा उत्पादन तथा नीरा से बनने वाले खाद्य पदार्थों का चयन और प्रमाणीकरण इनके लिए अभी से ही प्रशिक्षण कार्यक्रम प्रारंभ करवाया जाये. उन्होंने कहा कि जिले में छोटे-छोटे दुकानों तथा कोल्ड स्टोर्स से संबंधित दुकानों को भी नीरा के साथ देना चाहिए. वहीं धान पर नीरा की विक्री हो सके तथा नीरा उत्पादक समूह को और बेहतर लाभ मिल सके. डीएम ने जिले में बढ़े पैमाने पर तिलकुट उत्पादन करने वाले समूहों से



बैठक में डीएम, नगर आयुक्त व अन्य.

नीरा उत्पादन में प्रथम रहा जिला

जीविका सामुदायिक संगठनों के माध्यम से सर्वोच्च दर जिले में 91 नीरा उत्पादक समूह का गठन किया गया. इन उत्पादक समूहों के माध्यम से लगभग 2500 से अधिक नीरा टैपर को जोड़ा गया. जिले में 400 अर्थात् एच स्टाई नीरा विक्री केंद्रों के माध्यम से 11 लाख लीटर नीरा का उत्पादन एच विक्री की गयी. इससे ताज़ी के विकल्प के रूप में एक पोषक प्रकृतिक पेय नीरा के उत्पादन को बढ़ावा मिला. नीरा उत्पादन एवं विक्री में जिला का स्थान राज्य में प्रथम रहा है. साथ ही सतत जीविका-जन योजना के माध्यम से पारंपरिक रूप से ताज़ी के उत्पादन एवं विक्री में जुड़े अत्यंत निम्न परिवारों को वैकल्पिक रोजगार उपलब्ध कराया गया.

राज लेते हुए बताया कि जिस तरह गन्ना जिला तिलकुट के लिए प्रसिद्ध माना जाता है, उसी में नीरा का तिलकुट को और बढ़ावा दे. नीरा पुरी तरह प्लांटिक आधार है. नीरा में काफी स्वास्थ्यवर्धक मिश्रण पाये जाते हैं. उन्होंने कहा कि तिलकुट की विक्री में जो पैकेजिंग दी जाती है, उसे और बेहतर बनाएं. प्लांटिक को कम प्रयोग करते हुए ताज़

के पत्तों से (गुथ कर) बनाने वाले टॉपिंग (टोपिंग) को और अलग-अलग बनाने वाले तिलकुट गन्ना अन्नसस को पैकेजिंग करें. तिलकुट व अन्नसस विक्रेता समूहों को बताया कि तिलकुट व अन्नसस मिश्रण में भी प्रसिद्ध हो. इसके लिए पैकेजिंग तथा मार्केटिंग पर और अधिक प्लान तैयार करना होगा. उन्होंने जिला उद्योग पदाधिकारियों को

ताड़ के पत्तों से बनी टोकरी पैकेजिंग के लिए बेहतर मुर्छा

उन्होंने फूड इंस्पेक्टर व नगर निगम के असीनरस प्लांटिक डीएम डॉ. लक्ष्मण प्रसाद के साथ चर्चा की कि जिस क्षेत्र में आप छोटी-छोटी तर के पत्तों से तैयार टोकरियों का प्रयोग करें, जिससे जीविका समूह को प्रोत्साहन भी मिलेगा तथा गन्ना जिला उद्योग विक्री में बढ़ेगा. उन्होंने कहा कि वह तैयार करवा देंगे ताड़ के पत्तों से तैयार का खाता काठो प्रसिद्ध है. तिलका का खाता भी पौष्टिक से बने है तथा ताड़ के पत्तों से तैयार टोकरियों में दिया जाता है. उन्हीं तरह गन्ना जिले में भी ताड़ के पत्तों से बनी टोकरियों का प्रयोग करें.

निर्देश दिया कि जिले के बाड़े तिलकुट विक्रेता के साथ बैठक कर पैकेजिंग तथा मार्केटिंग को और बेहतर किया जाये. इसके लिए बेहतर कर कार्य योजना तैयार करें. उन्होंने बेहतर पैकेजिंग तैयार करने के लिए उद्योगी योजना के तहत लोन उपलब्ध कराने हुए जिले में पैकेजिंग वृद्धि मशीन संस्थापन कार्यक्रम.