



जीविका



JEEVIKA's Newsletter

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ODF campaign in Rohtas

The campaign started with brand name 'Mission Pratishtha' under 'One Roof one toilet approach' from Sanjhouli block in July 2017. The block selected as pilot (block) for the campaign in first phase was declared ODF (in record 55 days) on 30th Aug 2017. The ODF campaign was carried in 03 phases.



Strategies Approach

The Rohtas ODF campaign was designed very strategically. The campaign precisely was carried out with 'one roof one toilet approach'. Involving all sections of the society and focussing on inter-personal communication, a community centred sanitation strategy was adopted. With a robust supply chain mechanism, training and orientation (through various stakeholders) a diverse form of social and behaviour change communication tools (CLTS etc.) were used. Sanitation leaders were identified from villages and Panchayats to form Nigrani Samitis, triggering was ensured in each village of every gram panchayats. Volunteers from community known as Satyagrahis were developed in GPs to carry out the campaign smoothly.

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To facilitate the activities Satyagrah Kendra was formed in all 245 Gram Panchayats of the district. The members of the Nigrani Samitis, the Satyagrahis were given training by experts and various agencies like UNICEF. The training and orientation was also done for SHG members, teachers, ASHA, anganwadi workers, PRIs (in each GP), vikas mitra, PRS, PTA and various other stake holders. School Children and students were also oriented on water sanitation and hygiene improvement. Morning and evening follow-ups by officials and frontline workers was also in practice to change the habits of people defecating in open.

Events & Activities

The ODF campaign in Rohtas witnessed some unique and innovative approaches ever adopted for an ODF campaign. Jeevika, ICDS, Education, Health, PHED and all other departments actively participated in various campaigns like Nukkad Natak, Songs, Ratri Choupal, School Rallies and Prabhat Pheris, Mashall Juloos, Cleanliness drives, padyatra and cycle rallies, IEC campaigns (wall painting and writing, banner, hoardings etc.) to make the entire event successful.

The events carried out not only proved to be a strong SBCC (social and behaviour change communication) tools but also an effective medium giving momentum to entire campaign and made it a voice of every person. The SBCC campaigns was generalised by unique names like Bahan Beti Samman Samaroh, Shauch Sakhi Todo Abhiyan, Zid Karo Abhiyan, Run for ODF, Shubh 11, Satyagrah Kendras, Swacch Karyalay and Swachh Vidyalay, Lota Jalao Abhiyan, Kachra Marathan, Kachran Gaon, Human Chain, Swacchta Shpath abhiyan, Sokhta Nirman Abhiyan etc.

Also competitions (based on ODF and sanitation) for students and school children, mushyara, sangoshthi, cultural nights etc. have also been organised on special events like Independence - Republic Day, Bihar Diwas, Women's Day and District establishment day. Rangoli, Wall Painting, Deep Prajwalan, Sports activities, Swacchta Deepak in gram panchayats have been some of the additional highlights.

Role of Jeevika in ODF Campaign

Having about 900 VOs and 16,000 SHGs, Jeevika, Rohtas exhibited great support and facilitation towards the ODF campaign in the district. About 12734 SHGs and 658 VOs has been declared green (every member having a toilet). About 154224 HHs have been linked with SHG, in which amount 120691 toilets have been constructed in SHG HHs. More than 11,000 groups have been



credit linked with various banks in the district in order to provide financial support for the construction of toilets by the community members. SHAN fund was disbursed in 139 VOs through which 2127 didis have constructed their individual toilets. The huge force of Community Mobilizers (CMs) and various other cadres played a key role in sensitizing process. The cadres worked in Nigrani Samitis, helped in creating door to door awareness and mobilisation, actively participated in various campaigns and IEC drives.

WASH-CRP (Community Resource Person) drive was also conducted in the district in two blocks Rohtas and Kargahar for CLTS campaign. The team came from Gaya. The drive was conducted from 28th Jan 2017 to 26th Feb 2017 in Rohtas block in which 56 CRPs participated. The 2nd batch of W-CRP drive was organised in Kargahar from 14th Feb 2017 to 9th march 2017 in which 39 CRP did the CLTS campaign.



SHG Formation Day



Jeevika is committed to including all the eligible target households into SHG fold and federates them under the umbrella of higher order CBOs. The members of CBOs are also empowered through exclusive capacity building programmes and varied exposure visits. This helps in leveraging the latent innate potential of these rural women. Drawing inspiration from the success of these women, and considering the scale at which Jeevika is operating, it was believed that it is imperative to increase the pace of inclusion as the project cannot let the poor households bear the cost of delayed services from its end. This belief led to the emergence of an innovative concept of celebrating “SHG Formation Day”. The idea was to earmark 16th of every month

Competency Enhancement

Training is an integral component for capacity building and knowledge enrichment. With the rapid pace of formation of SHGs in every month, its federation into higher order CBO is equally essential. For inculcating the practice of running standard business process continuous training are being organised. CLF Concept and Management was organised for the Area Coordinators (AC) and the Community Coordinators (CC) for strengthening the existing CLFs and also formation of new CLFs in the potential areas by including eligible SHGs and VO into its fold. In this training about 65 ACs and CCs had participated. Also training on the CBO quality and process was organised in which 35 newly joined Block Project Managers and Young Professionals working as Block Project Managers had participated.

exclusively for SHG formation. The cue was taken from few districts that had earlier embraced the idea and came out with astounding success.

A standard protocol was laid for celebrating this day. It demanded commensurate efforts from both BPIUs and DPCUs and responsibilities of involved persons were fixed.

- The person forming the SHG was also made responsible for providing it the first dosages of basic training to it.
- As the timely entry of SHG profile in MIS is also mandatory, it was decided that AC/CC will collect all the SHG profiles and BPMs will ensure its submission at DPCU Data centre by 18th of every month.
- DPMs were directed to review the timely formation of SHGs and inclusion of STs/SCs/Minorities and vulnerable households into SHGs on monthly basis.
- The provision for incentive was also made for the cadres as per the existing guidelines so that they keep themselves motivated.

Jeevika has celebrated three SHG Formation Day pan Bihar, which begins this September. Till now, Jeevika Team was successful in mobilizing more than 15000 SHGs for two consecutive such drives in September and October and a total of 40500 SHGs until November. The learning from this initiative is far from ending and it is believed a lot is still to come up which may influence the course of action in other SRLMs as well.

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World TOILET Day Celebration at TURKOLIYA Block of East Champaran



19th November is celebrated as World Toilet Day every year. This year in Turkoliya block of East Champaran the event was celebrated with great jubilation and joy for three days, from 17th November 2017 to 19th November 2017. The celebration was encouraged and supported by union secretary of Drinking Water and Sanitation Mr. Parmeshwar Iyer and Mission Director of Lohia Swachh Bihar Abhiyan & CEO of Jeevika Mr. Balamurgan D.

Mr. Parmeshwar Iyer and Mr. Balamurgan D themselves dug pits for 3 households and motivated and encouraged others as well. These 3 households were going through financial crisis thus were not opting for construction of toilet

meanwhile they were supported with SHAN fund from Suraj Jeevika SHG of Mahatma Buddh Jeevika VO. On the 18th November, the construction was done with the support of the community and all the dignitaries. Ratri Chaupal was also organized on the same day. The event started with Prabhat Pheri in which more 200 community members actively participated. The toilets of those three households were named as "Ijjat Ghar" of Taslima Khatun, Nurjahan Nesha and Munni Nesha didi, its inauguration was done by Parmeshwar Iyer, Balamurgan D and DM of East Champaran.

The event was concluded with the appreciation of Jeevika by the district administration for intensively working for Behavioural change. Jeevika's IEC activities have effective tool as more than 100 locations of panchayat Swachhta slogans were written, wall painting and "Swachhta Thela" was also used to motivate and encourage people for not to defecate in open.

Alcohol Prohibition Day celebration at Adiveshan Bhawan

Alcohol prohibition day was celebrated on 26th Nov'17 at Adiveshan Bhawan in Patna. Honorable Chief Minister Mr. Nitish Kumar and Mr. Sushil Kumar Modi Deputy Chief Minister inaugurated the program along with other dignitaries. The programme was established with the joint efforts of Alcohol prohibition dept and JEEVIKA. 25 Madhubani paintings on the theme of alcohol prohibition were displayed in the courtyard which was appreciated by the honorable Chief Minister.

110 Jeevika didis from Nalanda, Gaya and Patna attended the programme. During experience sharing, community members thanked administration for focusing on their need and laid stress on the prohibition. The thoughts and courageous efforts of the Jeevika didis were appreciated by the Chief Minister and gave all credit to didis for making the ban successful. He also requested to the audience and shared his thoughts on complete prohibition, i.e, prohibition of consuming tobacco, cigarette etc



Harihar Kshetra Sonepur Mela 2017



World famous Sonepur Mela popularly known for cattle fair was organised at the banks of river Ganga at the confluence with its tributary, Gandak. Every year during the auspicious month of Kartik Purnima, a month long fair is organised. Being one of the largest cattle fair in Asia it attract tourist and traders from all over the world.

This year it was organised by district administration along



with Jeevika from 3rd Nov to 2nd Dec. Total 37 Jeevika SHG member from 12 district of Bihar participated in the mela. The major SHG products sold in the mela was Bangles from Patna, Muzaffarpur and Gaya, Incense stick from Gaya and Muzaffarpur, Silk product from Bhagalpur, Sikki art from Madhubani, Madhubani Painting from Darbhanga. Apart from this local traditional cuisines like Maner Laddoo, Litti Chokha, Chanajor Garam was also sold by the SHG members. Milch cattle was the major attraction in the fair for cattle traders.

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Saras Mela 2017

Saras Fair is a major initiative taken by Ministry of Rural Development to promote the rural products and capacity building of Self Help Groups and other rural entrepreneurs across the country. It is organized annually to give exposure to the rural artisans to develop markets for the rural products. It also helps to create awareness among the urban consumers about the art and culture preserved in the rural areas.

This year Saras fair will be organised from 12th December to 26th December at Gandhi Maidan, Patna. The theme of the Bihar Saras 2017 is "Udhyami Mahila Unnat Rastra". Products displayed inside the premise, will showcase the theme. More than 400 stalls will be built in the fair premises for displaying products. SHG members and entrepreneurs from all over India is expected to participate in this 15 days fair. Bihar's traditional and unique handmade rural product will be the major attraction. Apart from rural product, food stalls from different parts of the country, funzone for kids and cultural program can be also enjoyed in the fair premises.



To create awareness among common masses about Saras Fair 2017 advertisement and promotional tools both through print and electronic media are in use.

Wheatamix Plant at Raushan VO



"I used to work as a labourer, now I work in our own plant" says Gudia devi, a member of Raushan Jeevika Mahila Gram Sangathan. The beaming faces of the women workers of the Raushan Jeevika Wheatamix plant express their feelings about their own entrepreneurial venture. For years these women had led the life of any other rural woman trapped in the vicious circle of social taboos and poverty. They had been performing their household duties from dawn to dusk. However, their contribution remained unrecognized.

A new dawn came in their life in year 2007 when JEEVIKA started formation of women self-help groups in their village. All the women enthusiastically participated in the process and formed their self-help groups. The SHGs were able to fulfil their smaller demands of credit. But it could not fulfil the greater demands of credit and the need for sustainable livelihood. Therefore in year 2008, 15 SHGs of the Shahadeo Khap village of Bodhgaya block formed "Raushan Jeevika Mahila Gram Sangathan." In very short period of time Raushan Jeevika Mahila Gram Sangathan became one of the best functioning Gram Sangathans of Gaya district. The repayment rate of the Gram Sangathan was very good and all the committees were functioning properly. Members of the Gram Sangathan would often discussed about the prospect of starting an enterprise. When they came to know that Jeevika, and NIDAN will facilitate community institution in setting up a food processing plant, they instantly agreed to send their proposal. Several proposals were sent from various community institutions. But Roshan Jeevika Mahila Gram Sangathan was shortlisted for the wheatamix project on the basis of their good repayment rate and good leadership.

Child malnutrition is an important public health problem in the state of Bihar. According to the National Family Health Survey 20152016, 48.3% of children are stunted, 20.8% are wasted, and 43.9% are underweight. Forty three percent of women aged 15 to 49 years suffer from lower than normal body mass index. Basic access to nutrition, health and sanitation services is poor. Various government programs

on health and nutrition are being implemented in the state to improve the status. With the objective to improve the nutritional and health status of children in the age group of 0-6 years, adolescent girls in the age group of 11-18 years and pregnant and lactating mother, Jeevika and Global Alliance for Improved Nutrition GAIN facilitated Raushan Jeevika Mahila Gram Sanagathan in setting up the plant for extruded food.

The plant is operated by 19 Self Help Group members of the vicinity. It is located in leased premises at Sahdeo Khap, Bodhgaya Dobhi road, Gaya under Raushan JEEVIKA Mahila Gram Sangathan (Village Organisation or VO). The plant is situated in area of 4500 square feet which includes space for storage and processing and a three-phase power supply. It is well lit and ventilated. The area is free from dust and good hygienic and sanitation conditions are prevalent and maintained. In beginning of three months of the project the NGO Nidan had coordinated to operate the unit and provided assistance for day to day operations and logistics support involving receipts and disbursement of materials.

GAIN had provided the entire capital investment for the unit including machinery, electrification, erection and commissioning, pre-operative expenses and working capital margin money. They trained the SHG women on operational procedures to produce a product with laid down specifications. The total cost of the project is Rs. 93.35 lakh. If full capacity of the plant is utilised per month 40 tons of food can be produced.

Product: The extruded food is obtained by extrusion cooking, a combination of wheat flour, rice flour and mung dal (green gram) flour under high temperature and pressure. Then adequate quantity of premix (vitamins and minerals) and sugar is added. The final product is packed in a laminated film and distributed to the cluster point of anganwadis for consumption by the beneficiaries. Whole production process is operated by SHG members.

Procurement of Raw Material: Every month the procurement



Wheatamix Plant

committee of Rashan Jeevika Mahila Gram Sangathan visits Gaya town for procurement of raw materials. They ask for quotations from different vendors. After analysing the different rate quotations in the procurement committee meeting they shortlist the vendors for raw materials and place their order.

Supply of Final Product : Rashan Jeevika Mahila Gram Sangathan provides the Extruded Food (Wheatamix) to ICDS Project Bodhgaya on monthly basis. The packets of Wheatamix are made available at the cluster points of ICDS. From such cluster points, the Wheatamix packets are delivered to the attached anganwadi centres.

At present this unit meets the requirements of beneficiaries in 100 to 110 Anganwadi centres covering 5662 to 6700 beneficiaries comprising 4050 to 5000 children and 1612 to 1700 pregnant and lactating mothers. Currently the extrusion capacity of plant is 80 Kg per hour. Total quantity of processed product produced per day operation is 820 kg.

Challenges: Initially, production was being done in a single shift of 8 hours. The daily production was very low for the sustainability of the plant. Meanwhile, the company received an order for the fortified food packets from ICDS for their 210 aanganbadi centres in the block. The order was so huge that they could not meet the demand in daily 8 hours production. A meeting of the VO members and the executive committee was called. After deliberations it was decided that to meet the demand of the order from now on the production will be done in two shifts of 8 hours each. From the next month, the production of the plant increased from 15 ton a month to



30 ton a month.

Impact: Sense of self-dependency and ownership among the women SHG members have boosted their self confidence. Coming out of obscurity, they are successfully running their own enterprise. Wages from the employment in the plant have enhanced their income, which in turn has enhanced well being of their family. Now they have been able to reduce their debt burden and can afford education for their children.

Way Forward: The plant is planning to scale up their production and sell their product in open market with proper branding and packaging. In addition to the fortified food mix powder form they also want to produce it in the snacks form.

Transforming Lives

Empowerment on Wings

Anjali Kumari, a resident of Tekari village in Gaya district, coming from a BPL family having 12 members in family. Despite of their poor financial status her father was always motivated to educate his children. After completing 12th, Anjali planned to continue her studies. During this time she came to know about DDU-GKY programme through her mother. Her mother is a member of SHG associated with JEEVIKA, where community mobilizer of JEEVIKA oriented the DDU-GKY training programme. She informed her daughter. Anjali decided to grab this opportunity of training and take permission from his father. Initially Anjali's family didn't not allow her to take the training as training centre was far away from their village. But with continuous efforts Anjali convinced her family for this training.

She completed her training on retail trade from Quess Crop from August to October, 2017. During training, she was interactive and was quick at learning. After her training programme she got placement in a mall in Purnia. After six months, she joined in *Cinepolis, P&M mall Patna. Last one and half year she is working*



at food corner in Cinepolis, P&M Mall and she is happily leading the independent life in Patna. Now she is able to help her family financially and helped her siblings for their education. DDUGKY programme not only change her life, she is empowered with skills which enables her to achieve her desired goal.

Transforming Lives

Securing livelihood with Dignity

It is story of Usha devi , a member of Khushboo JEEVIKA SHG, Bhumi VO of Turkaulia Block of East Champaran district. She is merely 8th pass & worked as community Mobilizer. Her husband was working in Assam for bread & butter of 6 family members. In the mean time, She came to know about poultry farming through JEEVIKA. She took orientation & provided training on backyard poultry farming & went for exposure in an adjacent panchayat where backyard poultry framing was run by JEEVIKA Didi. She visited Mother Unit. She became aware of cost benefit of running Mother Unit.

Usha devi decided to enhance her livelihood on her own land & asked her husband to leave Asam & to do poultry farming on her own land. She took General Loan of amount Rs. 30000 from Bhumi VO & established her own poultry farm of capacity 1500 chicks. She established her Mother unit to work with JEEVIKA. Usha devi initiated enhanced her income which brought smile on the faces of her family members. She also became a role model for JEEVIKA didis she motivated others to work on own land. This has also



address migration issues and continuous income repayment capacity has also increased.

Initially she purchased 300 broiler DOC(Day Old Chicks) & reared it for 40-45 days & earned profit of Rs. 10000 (approx). In 2nd cycle she purchased 500 DOC & undergone no profit no loss business. Poultry farming made her capable enough to make repayment on time. Due to her good repayment capacity VO decided to give her another loan of amount Rs 30000 as per her demand to increase her business. With this loan amount she purchased 800 Day Old Chicks & rearing birds at her farm with high expectation.

December

CALENDAR OF EVENTS

Patna Merathon-Run for Sanitation

COMING UP IN THE NEXT EDITION

- Saras Mela 2017

Pic courtesy: Abhijeet Mukharjee



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