



JEEVIKA NEW

S LETTER

February 2024/ Vol. 76



Republic Day 2024 : Tableau Presentation at Gandhi Maidan, Patna

The vibrant spirit of India's Republic Day found its epitome in the tableau presentation at Gandhi Maidan, Patna, on the 26th of January. Among the array of splendid displays, one tableau stood out, encapsulating the essence of empowerment and progress – the tableau dedicated to Satat Jeevikoparjan Yojana, an initiative for the ultra-poor by Government of Bihar, implemented by JEEVIKA.

Satat Jeevikoparjan Yojana took center stage as JEEVIKA's key theme of the tableau presentation. This innovative scheme, spearheaded by JEEVIKA, aims at uplifting the ultra-poor by providing them with sustainable livelihood opportunities and fostering their economic independence. At the heart of the tableau presentation was the portrayal of the graduation model tailored for the ultra-poor. This model, showcased with meticulous detail, illustrated a pathway out of poverty by empowering individuals to build sustainable livelihoods and improve their socio-economic status.



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JEEVIKA's Graduation Approach for the Ultra-Poor

JEEVIKA's approach towards the graduation of the ultra-poor follows a holistic strategy, addressing not just immediate financial needs but also providing access to education, healthcare, and skill development. The program focuses on building assets, enhancing productivity, and fostering entrepreneurship among the ultra-poor. Through targeted interventions and comprehensive support systems, the graduation approach in Bihar ensures that the ultra-poor transition from a state of vulnerability to self-sufficiency. By harnessing local resources and promoting community participation, this approach fosters sustainable development and upliftment at the grassroots level. These households represent a diverse demographic facing various socio-economic challenges, as outlined below:

The ultra-poor households encompass a wide range of individuals, including those with a monthly income of less than Rs. 3000-5000, socially excluded individuals, landless or engaged in insecure occupations, predominantly female-headed families, and those with limited access to government entitlements. Additionally, they are highly vulnerable to health shocks and natural disasters, exacerbating their economic hardships. Furthermore, JEEVIKA's focus extends to marginalized communities, particularly the scheduled caste and tribal populations. These communities often face systemic barriers that hinder their socio-economic advancement, making them particularly susceptible to poverty and deprivation.

Lead Story : Republic Day 2024



Moreover, Satat Jeevikoparjan Yojana extends support to those who have lost their traditional sources of livelihood, such as those involved in toddy and country liquor businesses, due to the prohibition of selling and consumption of liquor in the state. This transition has left many families without a means of sustenance, further exacerbating their economic vulnerability. In response to these challenges, JEEVIKA has prioritized the inclusion of 1.9 lakh such households in the Satat Jeevikoparjan Yojana scheme. By targeting the most vulnerable segments of society and addressing their specific needs, JEEVIKA aims to create a more inclusive and equitable society where every individual has the opportunity to thrive.

Through targeted interventions, capacity building initiatives, and livelihood support programs, JEEVIKA empowers ultra-poor households to break the cycle of poverty, build resilience, and achieve sustainable livelihoods. By addressing the root causes of poverty and exclusion, Satat Jeevikoparjan Yojana paves the way for transformative change, laying the foundation for a more prosperous and inclusive Bihar.

The tableau presentation served as a testament to Bihar's commitment to inclusive growth and social empowerment. It echoed the state's resolve to leave no one behind in its journey towards prosperity and dignity for all. As the nation celebrated its sovereignty and unity on Republic Day, the tableau presentation at Gandhi Maidan stood as a poignant reminder of the transformative power of grassroots initiatives like Satat Jeevikoparjan Yojana in shaping a brighter future for every citizen of Bihar.

Programs & Initiatives

13th Young Professional Campus Recruitment Programme



In its continuous efforts to catalyze positive change and harness the potential of young talent, JEEVIKA launched the Young Professionals Program in 2012. This initiative aimed to recruit fresh post-graduates from prestigious academic institutions, nurturing a talented pool of development professionals committed to driving impactful change in Bihar's development landscape.

The Young Professionals Program is a competitive endeavor designed to attract motivated and talented individuals under the age of thirty who are passionate about making a difference in Bihar's development scenario. Through campus recruitment drives conducted in January 2024, JEEVIKA reached out to eight premier institutes across India, including Chandragupta Institute of



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Management, Delhi School of Social Work, Development Management Institute, Tata Institute of Social Sciences, LNMI Patna, Rajender Prasad Central Agriculture Institute (PUSA), FMS-BHU, and Azim Premji University, Bangalore.

The recruitment process garnered significant interest, with over 570 students expressing their enthusiasm to join JEEVIKA. After meticulous screening based on eligibility criteria, more than 200 students were shortlisted for the Group Discussion and Personal Interview rounds. Out of these, 187 candidates participated in the rigorous selection process, showcasing their potential, passion, and commitment to contributing to Bihar's development journey. Ultimately, 30 young professionals were chosen through the campus recruitment process, marking a significant milestone in JEEVIKA's quest to infuse fresh perspectives and expertise into its development initiatives. Furthermore, in addition to the Young Professionals selected for BRLPS, seven individuals were recruited for Jal Jeevan Hariyali, a testament to the program's impact and reach.

The Young Professionals Program serves as a bridge between academia and practical implementation, providing a platform for young graduates to apply their knowledge, skills, and innovative ideas to real-world development challenges. These professionals bring diverse backgrounds and expertise in areas such as management, social work, agriculture, and rural development, enriching JEEVIKA's multidisciplinary approach towards sustainable livelihood promotion. By tapping into the potential of young talent, JEEVIKA aims to foster innovation, creativity, and dynamism within its organization, driving transformative change at the grassroots level. These young professionals serve as catalysts for progress, working closely with rural communities to co-create solutions that address their evolving needs and aspirations.

S.No.	Institutes Visited for Campus Recruitment	No of candidates Recruited
1	Chandragupta Institute of Management, Patna	4
2	Delhi School of Social Work	4
3	Development Management Institute	5
4	Tata Institute of Social Sciences	3
5	LNMI, Patna	8
6	Rajender Prasad Central Agriculture Institute, PUSA	4
7	FMS-BHU	1
8	Azim Premji University, Bangalore	1
Grand Total		30

Transforming Lives

Empowering Dreams : The Journey of Shikha Devi with JEEVIKA



Shikha Devi, a resident of Itahri Panchayat in Jamalpur Block, Munger District, has become a beacon of self-reliance with an annual income of up to Rs. 1,00,000. Her journey serves as an inspiration for fellow members, demonstrating the transformative power of grassroots empowerment. Before joining the JEEVIKA's self-help group, Shikha Devi's family relied entirely on daily wage labor for

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sustenance. Her father toiled tirelessly, earning barely enough to put food on the table. Financial constraints stifled Shikha's dreams, forcing her to bury her aspirations and resign herself to a life devoid of opportunities.

However, everything changed when Shikha Devi became a part of JEEVIKA in 2016. Joining the collective not only altered her mindset but also paved the way for tangible improvements in her life. She assumed the role of treasurer within the group, actively participating in its management and decision-making processes. This newfound responsibility instilled confidence in her, transforming her into a vocal advocate for change within her community. Beyond mere savings, Shikha Devi actively engaged with her fellow group members, fostering meaningful discussions and sharing valuable insights. Her involvement in the group exposed her to various avenues for livelihood enhancement, igniting a spark of hope within her.

During this time, Shikha learned about the Rural Self-Employment Training Institute (RSETI), which offers free skill development courses for unemployed youth, empowering them to become self-employed. This revelation opened doors to new possibilities for Shikha, reigniting her dormant dreams. Driven by determination, Shikha enrolled in a beautician course offered by RSETI and utilized a loan of Rs. 20,000 from her self-help group to establish a beauty parlor at her home. Her active participation in village activities bolstered her clientele, leading to a significant increase in income.

Emboldened by her success, Shikha Devi expanded her business further by investing Rs. 45,000 from the group's savings into a small retail shop, catering to the needs of local women. With each venture, her earnings soared, reaching up to Rs. 6,000 to 7,000 per month, with a profit margin of Rs. 3,000 to 4,000. Additionally, leveraging the support of her self-help group, Shikha ventured into animal husbandry, purchasing a cow that yields 5 to 6 liters of milk daily. The sale of milk generates an additional income of Rs. 3,000 to 4,000 per month, further enhancing her financial stability.

Today, Shikha Devi's success story serves as a source of inspiration for other women in her community. Her journey from financial insecurity to economic independence exemplifies the transformative impact of grassroots initiatives like JEEVIKA. Through perseverance, skill development, and collective empowerment, Shikha has not only secured a better future for herself but has also become a catalyst for change in her village.

Summary of Shikha Devi's Livelihood under JEEVIKA:

- Initiated savings and group participation through JEEVIKA in 2016.
- Took up the role of treasurer within the self-help group, gaining confidence and leadership skills.
- Enrolled in a beautician course at RSETI and established a beauty parlor with group support.
- Expanded business by investing in a retail shop, increasing monthly earnings significantly.
- Ventured into animal husbandry, purchasing a cow and earning additional income from milk sales.

Sikha Devi's journey underscores the transformative potential of grassroots initiatives in empowering individuals and communities towards self-reliance and prosperity.

March

Calendar of Events

COMING UP IN THE NEXT EDITION

→ Immersion and Learning Exchange Program



From Adversity to Prosperity : The Inspiring Journey of Rudham Devi

Rudham Devi's story is one of resilience and determination, emblematic of the transformative power of government initiatives like the Satat Jeevikoparjan Yojana. Residing in the village of Nijay under the Barharia block in Lakhisarai district, Rudham Devi's life has taken a remarkable turn from economic hardship to prosperity. Four years ago, after the demise of her husband Nitesh, a daily wage laborer in the fields, Rudham Devi found herself solely responsible for the upbringing of their three children. Struggling to make ends meet, she often went hungry to ensure her children had enough to eat. Witnessing her dire circumstances, the Anant JEEVIKA Women's Village Organization extended support by recommending her for the endorsement under Satat Jeevikoparjan Yojana in May 2018. Following a micro-planning exercise, she was provided financial assistance of Rs. 20,000 to set up a Kirana shop, along with an additional 10,000 INR as Special Investment Fund. Moreover, she received a monthly instalment of 1,000 INR for seven months under the Satat Jeevikoparjan Yojana, totalling 7,000 INR.

The support received has transformed Rudham Devi's life remarkably. Her Kirana shop now sees daily sales of goods worth Rs. 2,000 to Rs. 3,000, resulting in a profit of Rs. 400 to Rs. 500 per day. The total assets of her shop amount to Rs. 1,32,000, with Rs. 19,500 deposited in the bank. With her newfound financial stability, all three of her children are now able to attend school. Rudham Devi's journey stands as a shining example of women's empowerment and self-reliance. Through the support of government schemes and collective efforts of organizations like JEEVIKA, she has not only overcome adversity but has also emerged as a beacon of hope and inspiration for others in her community.