



JEEVIKA NEW

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JEEVIKA's Data : Driven Revolution through Strategic Utilization of Data 2024 (SUD-24)

In the vast expanse of rural Bihar, where the rhythm of life beats to the tune of tradition and agrarian livelihoods, Bihar Rural Livelihoods Promotion Society (BRLPS), fondly known as JEEVIKA, stands as a beacon of hope and progress. Since its inception, JEEVIKA has embarked on a transformative journey to uplift marginalized communities, alleviate poverty, and foster sustainable livelihoods. As we stand on the cusp of a new era, JEEVIKA introduces a groundbreaking initiative: the "Strategic Utilization of Data - 2024" (SUD-24).

Introduction to JEEVIKA: A Catalyst for Rural Development

At the heart of JEEVIKA's mission lies a profound commitment to rural development. Established in 2007 under the aegis of the Bihar Government and the World Bank, JEEVIKA seeks to empower rural communities through a multifaceted approach encompassing livelihood promotion, social mobilization and capacity building. With a focus on women's empowerment and community-driven development, JEEVIKA has spearheaded initiatives across various sectors, including agriculture, livestock, microfinance, and skill development.

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Lead Story : Strategic Utilization of Data 2024 (SUD-24)

Over the years, JEEVIKA has garnered widespread acclaim for its innovative approaches and tangible impact on the ground. By leveraging a combination of social mobilization, capacity building, and institutional strengthening, JEEVIKA has succeeded in catalyzing transformative change in Bihar's rural landscape. From strengthening self-help groups to promoting sustainable agricultural practices, JEEVIKA's interventions have touched the lives of millions of rural households, offering them a pathway out of poverty and vulnerability.



The Imperative of Data in Rural Development

In an increasingly interconnected and digitized world, data has emerged as a powerful tool for driving development outcomes. Recognizing the transformative potential of data, JEEVIKA has embarked on a journey to harness the power of information for effective decision-making, program monitoring, and impact assessment. At its core, the Strategic Utilization of Data - 2024 (SUD-24) initiative represents a paradigm shift in JEEVIKA's operational framework, placing data at the forefront of its development agenda.

Data holds the key to unlocking a myriad of opportunities for rural development. From identifying areas of intervention to measuring program impact, data-driven decision-making enables organizations like JEEVIKA to optimize resource allocation, enhance program effectiveness, and maximize social impact. By leveraging data analytics, visualization tools, and predictive modeling techniques, JEEVIKA aims to transform raw data into actionable insights, thereby shaping the course of its development interventions.

The Strategic Utilization of Data 2024: Empowering Rural Development Through Data-driven Strategies

In today's digital age, data has emerged as a transformative asset with immense potential to drive informed decision-making, optimize resource allocation, and measure impact across various sectors. Recognizing the importance of harnessing data-driven approaches in rural livelihood development, JEEVIKA has organized the "Strategic Utilization of Data 2024" event. This event signifies a strategic initiative aimed at exploring, discussing, and leveraging data analytics, insights, and monitoring mechanisms to revolutionize rural development efforts in Bihar, India.

The event revolves around several key themes and objectives that highlight the multifaceted nature of data-driven strategies in rural development. Firstly, it delves into the realm of data analytics for informed decision-making, showcasing how analytics tools can derive actionable insights and optimize program design in rural initiatives. Secondly, technological innovations such as IoT, AI, and blockchain are explored for their transformative potential in addressing rural challenges and enhancing service delivery. Thirdly, discussions on data governance, privacy, ethics, and security ensure the responsible and ethical use of data in development interventions. Moreover, the event emphasizes capacity building, partnerships, and collaborative networks to strengthen data literacy, promote collaboration among stakeholders, and foster knowledge exchange in the development sector.

Through interactive sessions, panel discussions, case studies, and workshops, the event aims to achieve several outcomes that are pivotal for advancing rural development through data-driven strategies. These outcomes include

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enhanced data literacy among participants, showcasing innovative solutions that address key challenges faced by rural communities, fostering collaborative networks and partnerships among stakeholders, generating policy-relevant insights for evidence-based advocacy, and empowering rural communities with data-driven tools for participatory decision-making and monitoring of development initiatives.

Key Objectives of SUD-24

The Strategic Utilization of Data - 2024 (SUD-24) initiative is guided by a set of overarching objectives aimed at harnessing the power of data for rural development. These objectives include:

- **Informed Decision-Making:** By leveraging data analytics and visualization tools, JEEVIKA seeks to make informed decisions based on real-time insights. Whether it's identifying priority areas for intervention or assessing program impact, data-driven decision-making ensures that JEEVIKA remains responsive to the evolving needs of rural communities.
- **Targeted Interventions:** With granular data at its disposal, JEEVIKA aims to tailor interventions to suit the specific needs of different communities. By understanding demographic trends, socioeconomic indicators, and market dynamics, JEEVIKA can design targeted programs that address the root causes of poverty and inequality.
- **Enhanced Program Monitoring:** Through robust data management systems, JEEVIKA seeks to monitor the progress of its initiatives with unprecedented granularity. From tracking the performance of self-help groups to measuring the impact of agricultural interventions, real-time monitoring ensures that JEEVIKA remains accountable to its stakeholders and maximizes program effectiveness.
- **Evidence-Based Advocacy:** By compiling and analyzing data on key development indicators, JEEVIKA aims to advocate for policy reforms and resource allocation at the state and national levels. Armed with compelling evidence of its impact, JEEVIKA can influence decision-makers and mobilize support for rural development initiatives.

Potential Impact

The "Strategic Utilization of Data 2024" has the potential to catalyze transformative change and drive positive impact in various dimensions of rural development. Firstly, it can lead to improved program effectiveness by optimizing resource allocation and ensuring targeted interventions based on data-driven insights. Secondly, evidence-based advocacy can be strengthened, leading to informed policies, investments, and interventions aligned with the needs of rural communities. Thirdly, technological leapfrogging in rural areas can bridge digital divides and unlock new economic opportunities. Additionally, empowered stakeholders can drive a culture of data-driven decision-making and innovation, ensuring long-term sustainability and scalability of rural development initiatives.

The event represents a significant step towards leveraging data as a catalyst for rural transformation in Bihar. By embracing data-driven strategies, fostering collaborations, and empowering stakeholders, JEEVIKA sets a precedent for excellence in rural development and paves the way for inclusive and sustainable growth in rural areas. Through this event, JEEVIKA reaffirms its commitment to leveraging technology and data for the betterment of rural livelihoods and communities, marking a new era of data-driven excellence in the field of rural development.

Policy implication

This pioneering approach has garnered attention nationwide, reflecting the state's commitment to digital transformation in its developmental interventions. Leveraging data has become imperative in modern development strategies, and JEEVIKA has embraced this ethos wholeheartedly, epitomizing the adage that 'knowledge is power'. Through collaborative efforts

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with GEO Technosoft and other partners, JEEVIKA has embarked on the Strategic Utilization of Data (SUD-24) initiative in 2024, marking a significant milestone in its journey towards effective data utilization. JEEVIKA's foray into data-driven solutions is not merely a trend but a necessity, aligning with global paradigms of development. The utilization of data holds immense potential in transforming rural landscapes, fostering sustainable livelihoods, and driving inclusive growth. With access to comprehensive data insights, decision-makers within JEEVIKA can gain a nuanced understanding of local challenges, identify key opportunities, and tailor interventions to address specific needs effectively. Moreover, by adopting a thematic approach, as outlined in SUD-24, JEEVIKA can delve deeper into crucial aspects such as monitoring, reporting, and program evaluation, ensuring a more holistic and targeted approach towards rural development.

Drawing insights from other sources on data technology in rural development further underscores the transformative impact of data-driven approaches. Various studies and reports have highlighted the role of data analytics, geographic information systems (GIS), and digital platforms in enhancing the efficiency and effectiveness of rural development initiatives. For instance, a study by the International Food Policy Research Institute (IFPRI) emphasizes the importance of data-driven decision-making in agriculture and rural development, citing examples of how data analytics have facilitated precision farming, market forecasting, and resource optimization. Similarly, initiatives like the Digital Green project, which utilizes technology to disseminate agricultural best practices through videos and mobile platforms, exemplify the potential of data technology in scaling up knowledge dissemination and capacity-building efforts in rural communities. In the context of JEEVIKA, the integration of data technology offers multifaceted benefits across various program components. For instance, in the domain of livelihood promotion, data analytics can aid in identifying high-potential sectors, assessing market demand, and designing tailored skill development programs. Likewise, in social mobilization and community empowerment, digital platforms can facilitate real-time communication, knowledge sharing, and participatory decision-making processes. Moreover, in financial inclusion and microenterprise development, digital payment systems and mobile banking solutions can enhance access to financial services, promote savings behavior, and stimulate entrepreneurship among rural households.

However, realizing the full potential of data technology in rural development requires concerted efforts on multiple fronts. Building technological infrastructure, enhancing digital literacy, and addressing concerns related to data privacy and security are essential prerequisites for successful implementation. Furthermore, fostering partnerships with tech-savvy organizations, academia, and government agencies can facilitate knowledge exchange, capacity-building, and resource mobilization efforts. Ultimately, by harnessing the power of data and technology in conjunction with community-driven approaches, JEEVIKA can unlock new pathways for sustainable rural development, ushering in a brighter future for Bihar's rural populace.

The Road Ahead: Collaborative Action for Change

As we convene for the Brainstorming session of SUD-24, we invite stakeholders from across sectors to join us in this transformative journey. Together, let us harness the power of data to shape the future of rural development in Bihar. Through innovation, collaboration, and a shared commitment to progress, we can build a more prosperous and equitable future for all. In conclusion, the Strategic Utilization of Data - 2024 (SUD-24) initiative represents a watershed moment in JEEVIKA's journey towards empowering rural communities and fostering sustainable livelihoods. By embracing data-driven approaches, JEEVIKA seeks to unlock new opportunities, drive impactful interventions, and create lasting change in the lives of millions of people across Bihar's rural landscape. As we embark on this journey together, let us reaffirm our collective commitment to building a brighter future for generations to come.

Programs & Initiatives

Exploring Sustainable Livelihoods: A Glimpse into Bihar's SJY Programme



In a significant step towards alleviating poverty, Bihar's Satat Jeevikoparjan Yojana (SJY) has been at the forefront of transformative change. This pioneering initiative, launched in 2018 by the Government of Bihar, aims to uplift the most marginalized households, providing them with access to various development opportunities. Recently, the SJY programme welcomed esteemed delegates from the Government of Ethiopia, marking another milestone in its journey towards international recognition and collaboration.

Shri Shrawan Kumar, the Hon'ble Minister of the Rural Development Department, emphasized Bihar's strides in poverty eradication during his address to the visiting delegates. He highlighted the remarkable success of the SJY programme, which has already impacted 1.94 lakh households in Bihar. Such recognition at the national and international levels underscores the effectiveness of SJY in addressing extreme poverty.

The Immersion and Learning Exchange (ILE) programme, a collaborative effort between JEEVIKA, BRAC International, and Bandhan Konnagar, serves as a platform for knowledge exchange and learning. Delegates from various countries, including South Africa, the Philippines, Indonesia, and now Ethiopia, have embarked on visits to Bihar to understand the nuances and impact of the SJY programme.

During their four-day visit to Vaishali district, Ethiopian delegates engaged in immersive experiences, witnessing firsthand the implementation and outcomes of SJY. Field visits to villages in the Hajipur block provided insights into household dynamics and the transformative effects of the programme on participants' lives. Interactions with SJY beneficiaries, known as 'Didis,' shed light on their journey from extreme poverty to sustainable livelihoods through various income-generating activities.

Transforming Lives



Ms. Sintayehu Demissie Admasu, Head of the Food Security Coordinating Office, Ministry of Agriculture, Ethiopia, commended the efforts of JEEViKA, BRAC International, and Bandhan Konnagar in organizing such enriching visits. She emphasized the relevance of SJY's core features, such as asset transfer and women's empowerment, in addressing extreme poverty in Ethiopia. Additionally, Ms. Admasu highlighted the importance of government and NGO collaboration, echoing the central tenets of the SJY programme.

Ms. Rasha Natour, Head of Policy, BRAC International, reiterated the organization's commitment to supporting initiatives like SJY-ILE. Through these collaborative efforts, global stakeholders can glean insights and inspiration to replicate similar interventions in their respective countries, contributing towards a poverty-free world.

The visit also witnessed the participation of high-ranking officials from Ethiopia, including Mr. Chala Hordofa Bonse and Ms. Hiwot Mebrate Alamineh, reflecting the significance of the exchange programme in fostering international cooperation and learning.

As the delegates conclude their immersive experience in Bihar, they depart with a deeper understanding of SJY's impact on poverty alleviation and sustainable livelihoods. Their interactions with SJY participants and community cadres have not only enriched their knowledge but also inspired them to explore innovative approaches towards poverty eradication in their own contexts.

Transforming Lives

**Breaking Chains, Building Dreams:
The Empowering Journey of Afsana Khatoon**

Afsana Khatoon, a member of the Jeevika Mahila Swyam Sahayata Samuh in Chandan Prakhanda, Suraj, found herself at a crossroads when she entered her marital home. Witnessing the dire financial situation of her household, where her husband worked away from home and she was restricted from leaving the confines of her residence, she realized the urgent need for change. A pivotal moment arose when her neighbour, a member of the Jeevika group, enlightened her in-laws about the benefits of collective action.



After much persuasion and deliberation, her in-laws consented to allow her to attend the group meetings. The discussions within the group spanned various social and employment-related topics, which Afsana diligently conveyed to her family. Eventually, she convinced her husband to procure a loan of ₹50,000 from the group to purchase four sewing machines and establish a clothing store. Today, through their joint efforts, Afsana and her husband earn a monthly income ranging from ₹12,000 to ₹15,000.

With a son to support, Afsana ensured he received a quality education, thus securing a brighter future for him. Her joy knows no bounds as she actively participates in the group meetings, manages the store, and even ventures out independently. One fateful meeting revealed a distressing situation: a fellow member was troubled by the prospect of her daughter's early marriage.

Upon inquiry, it was revealed that the daughter was only 16 years old, and the family intended to marry her off without any expenses, expecting the groom's family to bear the burden. Afsana intervened, enlightening them about the ramifications of child marriage on both the physical and mental well-being of the girl. She emphasized that the legal age for marriage is 18, and flouting this law could lead to imprisonment and hefty fines.

Through relentless persuasion and the collective support of the group members, Afsana successfully prevented the girl's marriage. She takes pride in her association with Jeevika, acknowledging the countless women like her who have stepped out of their homes, shoulder to shoulder with their husbands, transforming their families' financial status and realizing their dreams.

Afsana Khatoon's journey epitomizes the spirit of empowerment and resilience, showcasing how collective action can break the shackles of tradition and pave the way for a brighter future. Her tale serves as an inspiration for women everywhere, demonstrating that with determination and support, they can overcome any obstacle and rewrite their destinies.

April

Calendar of Events

COMING UP IN THE NEXT EDITION

- Election Awareness Campaign in JEEVIKA
- Women's Day Celebration



Blossoming Against Adversity : Shanti Sharan's Story

Shanti Sharan, a resident of the tranquil village of Karanpur in the Panchayat of Karsop, Block Shambhuganj, District Banka, embarked on a remarkable journey of resilience and success. Born amidst humble beginnings, Shanti Sharan faced financial turmoil, laboring in distant fields to sustain her family's meager existence. Despite vehement opposition from her family, she took the bold step of joining the Lakshmi Jeevika Mahila Swyam Sahayata Samuh and Shanti Jeevika Mahila Gram Sangathan.

Before her affiliation with these groups, Shanti Sharan's economic condition was dire. Undeterred by familial resistance, she clandestinely attended group meetings and initiated a savings regimen. After six months of diligent saving, she secured a loan of ₹10,000 from the group and commenced her entrepreneurial journey by cultivating mango saplings in her orchard.

With perseverance and astute business acumen, she expanded her enterprise, supplying mango saplings to neighboring districts. Witnessing her dedication, her family rallied behind her, acknowledging the importance of collective effort. In a gesture of gratitude, Shanti Sharan repaid her loan to the group, solidifying her commitment to self-sufficiency.

Venturing beyond horticulture, Shanti Sharan diversified her portfolio by venturing into dairy farming, utilizing cow dung to produce organic fertilizers and even creating herbal remedies for commercial sale. Additionally, she ventured into mushroom cultivation and beekeeping, significantly enhancing her economic prospects.

Today, Shanti Sharan's monthly income ranges between ₹18,000 to ₹20,000, a testament to her unwavering determination and entrepreneurial spirit. She ensured her children received quality education, breaking the cycle of financial dependency. During a pivotal meeting of the group, she solemnly pledged alongside her fellow members that neither she nor her children would engage in or accept dowry.

True to her word, Shanti Sharan celebrated her children's weddings without the exchange of dowry, setting a commendable example within her community and society at large. Today, her family and community take immense pride in her accomplishments.