



# JEEVIKA NEWSLETTER

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## Enhancing Rural Livelihoods through Goatery Intervention in BRLPS : The Pashu Sakhi Model

The socioeconomic landscape of rural Bihar, is often marked by the prevalence of landless and marginal farmers who face significant challenges in sustaining their livelihoods. In such contexts, the concept of goatery intervention has emerged as a multifaceted strategy aimed at bolstering the income of these vulnerable agricultural practitioners. Bihar Rural Livelihoods Promotion Society (JEEVIKA) has undertaken a pivotal role in this endeavor, utilizing the Pashu Sakhi model to bridge the gap between livestock management and economic prosperity.

At its core, goatery intervention endeavors to uplift the socioeconomic status of rural landless and marginal farmers, who find themselves ensnared in a cycle of poverty and resource scarcity. This intervention



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revolves around the fundamental premise of reducing goat mortality rates while concurrently enhancing overall productivity. This twin objective is achieved through the strategic implementation of preventive and productivity enhancement services. Furthermore, an integral component of this intervention is the provisioning of marketing services, which ensures that the increased productivity translates into tangible economic gains for the farmers.

The Pashu Sakhi model serves as the bedrock upon which these aspirations are constructed. At its heart, this innovative model strives to revolutionize livestock management and, in tandem, elevate the household income of rural communities. Central to this model is the role of women, who are trained by JEEVIKA and empowered to serve as Pashu Sakhis within their communities. These adeptly trained women assume the role of intermediaries between livestock owners and veterinary professionals, thereby becoming purveyors of essential animal healthcare and management services.

The operational mechanics of the Pashu Sakhi model are an ingenious as they are effective. By identifying and selecting village-based women from within JEEVIKA's Self-Help Group (SHG) members, the model ensures that the Pashu Sakhis possess a nuanced understanding of local goat rearing practices. These women, once selected, extend their services to approximately 100-120 households, which collectively encompass a livestock population ranging from 300 to 500 goats. This localized approach not only promotes familiarity but also facilitates the establishment of a rapport that is crucial for effective service delivery.



## Lead Story : Pashu Sakhi Model

The preparatory phase for Pashu Sakhis is characterized by a comprehensive training regimen, meticulously divided into three distinct phases spanning a total of 15 days. Each phase is strategically designed to cover crucial aspects of goat rearing, encompassing the gamut from breed identification and specifications to the intricate nuances of goat behavior. Furthermore, the training delves into the intricacies of feed management, health maintenance, housing protocols, disease prevention measures, and even specialized skills such as castration and marketing techniques.

The efficacy of the Pashu Sakhi model is best demonstrated through its tangible impact. To date, an impressive cohort of 3844 Pashu Sakhis have successfully completed the Phase-1 Module of training.

This dedicated force has been strategically deployed across 199 blocks spanning 20 districts within Bihar, diligently conducting a myriad of activities that encompass de-worming, vaccination drives, herbal medicine administration, castration procedures, and more. The very essence of their activities rests upon the philosophy of proactive prevention, as opposed to reactionary responses.

As the journey of the Pashu Sakhi model continues, the vision for its expansion remains clear and ambitious. With the commencement of the fiscal year 2023-24, plans are afoot to extend the geographical reach of this model to encompass an additional eight districts within Bihar. This scaling up not only speaks to the demonstrable success of the intervention but also underscores its vital role in transforming the rural agricultural landscape of the region.

The goatery intervention undertaken by JEEVIKA through the pioneering Pashu Sakhi model serves as a commendable example of holistic rural development. By targeting the marginalized and landless farming populace, this model seeks to elevate their economic status through the reduction of goat mortality and the enhancement of productivity. The strategic empowerment of women as Pashu Sakhis stands as a testament to the transformative potential of this approach. As this model expands its footprint, it offers a beacon of hope, promising to bring about sustainable change in the lives of rural communities by harmonizing livestock management with increased household income.



Particulars	Index
No. Of Pashu Sakhis deployed	3602
Household covered by Pashu Sakhi	310823
No. Of Castrations done	362536
No. Of Deworming doses provided	17090610
No. Of Vaccination doses given	1094877
Total quantity of Dana mishran produced (in kg)-	282427
No. Of Azolla pit developed	34470
No. Of Machan/ shed constructed	21461
No. Of insemination done by inducted bucks	99627
No. of feeders installed	103963

## Young Professional Induction Programme

The Bihar Rural Livelihoods Promotion Society (JEEViKA) has been actively fostering a talented pool of Development Professionals through its Young Professionals Program since 2012. The program targets young, motivated post-graduates from premiere academic institutions who are dedicated to making a significant impact on Bihar's development landscape.

In the year 2023, BRLPS successfully extended offer letters to 42 Young Professionals through a rigorous Campus

Recruitment process conducted across 12 premier institutes. This process attracted a participation of 224 students, out of which 130 were shortlisted for interviews, ultimately resulting in the recruitment of 42 dynamic individuals. The selected candidates were slated to join BRLPS on July 3, 2023, and have been stationed in various blocks to drive forward the mission of JEEVIKA.



Among the selected candidates, there are 20 females and 22 males. An induction program, followed by a Village Immersion Program at the community level, commenced on July 3, 2023.

The breakdown of the recruited Young Professionals according to the respective institutes is presented below:

The welcoming of the Young Professionals was organized on July 3, 2023, followed by a 4-day Orientation Program covering various vertical themes of the State Rural Livelihood Mission. This program was scheduled from July 4 to July 7, 2023, in Patna. Subsequently, the YPs were placed in different villages for their village immersion program, conducted from July 8 to July 23, 2023. A presentation of their learnings was held on July 26 and 27, 2023. They will officially report to their designated places of posting on July 28, 2023.

JEEViKA has proven to be a significant stepping stone for young talents eager to enter the development sector. The Young Professionals have consistently contributed to expediting the pace of both ongoing and new initiatives. The organization's Young Professionals Program has evolved into a sought-after option for campus placements, attracting talents across different batches. Currently, JEEViKA benefits from the dedication of 162 Young Professionals working across various themes, effectively integrating them into the core processes and structure of the organization.

Institute	Appear for Interview	Total Selected Candidates
XISS, Ranchi	24	3
KSRM	20	3
FMS-BHU	13	4
IIRM-Jaipur	8	2
IIHMR	14	4
Azim Premji	35	3
CIMP, Patna	6	2
DSSW	20	5
IIFM, Bhopal	13	3
BAU-Ranchi	6	1
LNMI, Patna	42	7
DMI, Patna	23	5
Grand Total	224	42

## Transforming Lives

## Empowering Success :

**The Inspiring Journey of Sapna Devi in Agarbatti (Incense stick) Manufacturing**

In the heart of Milki village, nestled within the Bihpur block of Bhagalpur, a remarkable tale of triumph unfolds. Sapna Devi, a member of the Prince JEEVIKA self-help group, has transcended the boundaries of ordinary existence to etch her name in the annals of success. Her journey from a modest housewife to a thriving Agarbatti (Incense stick) Entrepreneur has not only transformed her life but has also become a beacon of hope for the entire region, permeating the air with the fragrance of accomplishment.

Sapna Devi, a resident of Milki village in Bihpur, harnessed the power of her aspirations and the support of the PMEGP scheme, securing a substantial financial boost of Rs 4,80,000. This infusion of funds served as a catalyst for the expansion of her Agarbatti enterprise, propelling her production capacity to unprecedented heights. Today, her manufacturing unit churns out an impressive 400 to 450 kilograms of incense sticks daily, achieved through the deployment of six state-of-the-art machines dedicated to this craft. This endeavor has not only uplifted Sapna Devi's household income but has also paved the way for the employment of 14 to 16 women and 5 to 6 men, all of whom are integral members of the JEEVIKA group.

The story of Sapna Devi's triumph is intertwined with her husband, Vikas Kumar's, resilience. In the face of adversity, Vikas transitioned from a life as a wage-earning mason to an entrepreneur guided by self-determination. His journey led him from the bustling markets to the enchanting realm of incense sticks. Though initial endeavors yielded modest profits, Vikas and Sapna embarked on a journey of manufacturing incense sticks, fuelled by their collective courage and the support of JEEVIKA.

The growth of their venture found wings, injecting Sapna Devi's enterprise with an infusion of Rs 4,80,000 in January 2023. This financial boost led to the establishment of an enterprise brimming with innovation, boasting a total of six machines designed to meticulously craft each incense stick. The impact is profound – daily employment for a dedicated workforce, each contributing to the realization of Sapna Devi's vision. Vikas Kumar, her husband, provides insight into the intricacies of their manufacturing process. The raw materials, including sticks, charcoal, jackets, norva, powder, fumigation components, oil, and fragrance, coalesce to create the essence of their incense sticks. These materials are meticulously sourced to ensure the final product emanates the highest quality. The manufactured incense sticks are delicately sun-dried and further





perfected with the aid of advanced fan machinery, thus eliminating moisture. An amalgamation of technology, dedication, and innovation emerges as the finished products are packaged and readied for market.

The journey of Aryan Agarbatti Cottage Industry extends beyond production – it's a symphony of community engagement. The enterprise manufactures and distributes a substantial 400 kgs of incense sticks daily, enveloping the local populace with their enticing aroma. Vikas Kumar spearheads the distribution process, traversing village landscapes on his motorcycle, ensuring these aromatic creations reach eager customers. Demand is high, evident in the partnership with wholesalers in Navagachia, where these fragrant offerings are sold at Rs 200 per kg, translating to daily sales of 75 to 80 thousand rupees.

Sapna Devi's dedication and hard work have resulted in her inclusion under the NRETP Incubation Program, securing a loan of 75 thousand rupees for further expansion. The enterprise's marketing efforts are bolstered by incentives for the sales team, reinforcing commitment to quality. Special festivals witness thoughtful gestures, as wicks and matchsticks accompany the incense sticks. These acts of generosity ensure a loyal customer base, sustaining the thriving enterprise.

Sapna Devi's dream, a seed once sown, now flourishes into a blossoming enterprise, a testament to her tenacity. Her journey stands as a poignant reminder of the latent potential within every individual, waiting to be nurtured into fruition. As her success story reverberates through the region, it serves as an exemplar of what dedication, innovation, and community collaboration can achieve. In the realm of rural entrepreneurship, Sapna Devi's odyssey is an inspiration to all, urging us to believe in the power of dreams and the resolute pursuit of excellence.

## Transforming Lives

## Empowering Change : Bhola Devi's Journey from Toddy to Triumph

**B**hola Devi, a skilled folk dancer hailing from Babhandih panchayat in Imamganj block of Gaya, has taken charge of her destiny by operating a grocery store, a venture made possible through the Satat Jeevikoparjan Yojana. In her pursuit to enhance her family's financial well-being, she has undertaken a remarkable journey towards self-sufficiency. Her path was once entwined with the sale of toddy and country liquor, a means of survival she engaged in while grappling with dire poverty. However, her narrative transformed upon joining hands with Jeevika's self-help group, which recognized her economic challenges and propelled her towards success. Today, Bhola Devi stands as a thriving testament to her dedication, running her shop with finesse.



Reflecting on her past, Bhola Devi shares that her husband and father-in-law used to harvest toddy from palm trees, a precarious activity that often led to injuries. The tragic demise of her father-in-law due to a fall and her husband's recurring accidents cast a shadow over their lives. Jeevika, empathetic to their plight, offered a lifeline by proposing an alternative livelihood. Convinced to relinquish the toddy trade, Bhola Devi embraced the idea of opening a grocery shop, made possible through the Satat Jeevikoparjan Yojana in 2020.

The grocery store swiftly blossomed, generating a steady income of around four thousand rupees daily, with savings of 300 to 400 rupees regularly accumulated. With this, her capital has grown to over 45 thousand rupees. Bhola Devi's resolute spirit has also rubbed off on her husband, who now contributes by saving five rupees daily. This surge in family income has remarkably improved their quality of life. With a household comprising six members, including four children, Bhola Devi now affords them a better standard of living and the opportunity for education, a privilege previously inaccessible due to financial constraints.

Recounting her journey, Bhola Devi acknowledges the inevitable path she initially tread due to the compulsion of poverty. She candidly reveals the challenges posed by the police, who imposed regulations and frequent inspections on the toddy trade. Her life, however, underwent a transformative metamorphosis through the intervention of Jeevika. Not only did she secure a livelihood, but she also accessed other government benefits such as ration cards, insurance, a water tap, and electricity in her home.

Bhola Devi's story is a remarkable saga of resilience and triumph over adversity. She has not only charted a path to economic empowerment but has also embraced change, leaving behind a life once mired in challenges. Through her efforts, the shackles of poverty have loosened, paving the way for a brighter future for her family.

AUGUST

Calendar of Events

COMING UP IN THE NEXT EDITION

→ Commemorating 77<sup>th</sup> Independence Day

# बिहार में बदलाव की वाहक बन चुकी है जीविका : एसडीओ



चेरिया बरियारपुर प्रखंड परिसर स्थित मैदान में आयोजित कार्यक्रम का उद्घाटन करते अतिथि • जागरण

संसू चेरिया बरियारपुर (बेगूसराय) : दोन दयाल उपाध्याय ग्रामीण कौशल योजना के तहत जीविका, चेरिया बरियारपुर द्वारा गुरुवार को रोजगार सह मार्गदर्शन मेला का आयोजन प्रखंड कार्यालय के मैदान में किया गया। इसका उद्घाटन एसडीओ राजकुमार गुप्ता, वीडोओ प्रियतम सम्राट, जिला परियोजना प्रबंधक, जीविका अविनाश कुमार, थानाध्यक्ष अमर कुमार, प्रबंधक रोजगार सुधीर कुमार एवं जीविका दीदियों ने संयुक्त रूप से दीप प्रज्वलित कर किया। रोजगार प्रबंधक सुधीर कुमार ने कहा कि जीविका ने बदलाव की दिशा में बेहतर कार्य किया है। रोजगार की बात हो या स्वरोजगार की, सभी कार्य में जीविका अव्वल हैं। मुख्य अतिथि एसडीएम ने कहा कि जीविका महिला सशक्तीकरण की

एक शानदार मिसाल है। जीविका बिहार बदलाव का वाहक बन चुकी है। जीविका के जिला परियोजना प्रबंधक अविनाश कुमार ने कहा कि जिले में 27 हजार पांच सौ से ज्यादा समूह से तीन लाख 20 हजार से ज्यादा दीदियां जुड़ी हुई हैं। वीडोओ प्रीतम सम्राट ने प्रखंड में इस तरह के उपयोगी आयोजन के लिए जीविका को धन्यवाद दिया। उन्होंने कहा कि रोजगार देने वाली कंपनियां चलकर हमारे पास आई हैं, हमें इसका लाभ लेना चाहिए। आयोजन में अतिथियों का स्वागत पौधा देकर जीविका दीदियों ने किया। मंच संचालन मैनेजर-एमएनई मनोज कुमार मधुकर ने किया। रोजगार मेला में 14 कंपनियों के प्रतिनिधि शामिल हुए। कुल 1334 युवाओं ने अपना निबंधन कराया।

## बकरी पालन व्यवसाय को नया आयाम दे रही सीमांचल बकरी उत्पादक कंपनी

पूर्णिया, जीविका दीदियों ने सीमांचल जीविका बकरी उत्पादक कंपनी लिमिटेड का गठन किया है। कंपनी में अररिया, कटिहार तथा पूर्णिया जिले के 19 हजार बकरी पालक दीदियां शेयरधारक के रूप में जुड़े हुए हैं जो जीविका स्वयं सहायता समूह के सदस्य हैं। सीमांचल के इन जिलों में बकरी पालन व्यवसाय आजीविका संवर्द्धन की एक महत्वपूर्ण गतिविधि है। जिले के एक होटल में सीमांचल जीविका गोअट प्रोड्यूसर कंपनी लिमिटेड की अगुवाई में एक कार्यशाला का आयोजन किया गया। इस कार्यशाला में जीविका की तरफ से बकरी पालक दीदियां बकरे के खरीददार तथा मांस के कारोबारी समेत 50 लोगों ने भाग लिया। जीविका के विशेषज्ञ विधिचंद गुप्ता ने बकरी पालन की अत्याधुनिक तकनीको से लोगों को अवगत कराया। सीमांचल कंपनी के प्रतिनिधियों ने बकरी पालकों तथा मांस के कारोबार से



कार्यशाला का उद्घाटन करते कंपनी के सदस्य.

जुड़े कारोबारियों को बकरी उत्पादन से लेकर उसके विपणन तक की गतिविधियों पर चर्चा की। इस कार्यशाला में सीमांचल जीविका बकरी उत्पादक कंपनी लिमिटेड की ओर से कंपनी की अध्यक्ष शिमी मंडल, कोषाध्यक्ष बबिता कच्छप, सचिव बबिता देवी तथा तकनीकी विशेषज्ञों में प्रदीप मिश्रा, महेश्वर सिंह, संजय पाथ, अभिषेक आदि मजूद थे।

### कार्यशाला का मुख्य उद्देश्य

- बकरी पालकों के बीच बेहतर समन्वय व पालकों को उनके उत्पाद का सर्वोत्तम मूल्य मिल रहा
- कंपनी द्वारा उपलब्ध सेवाओं तक आमजन की पहुंच
- बकरी पालन की उन्नत विधि पर जागरूकता लाना उद्देश्य

## बकरी उत्पादक कंपनी बना 19 हजार महिलाओं ने खोज ली जीने की राह



दीपक शरण • पूर्णिया

पहल जीविका की है, लेकिन जतन महिलाओं का। पूर्णिया प्रमंडल की 19 हजार महिलाओं ने बकरी उत्पादक कंपनी बना जीने की राह ढूँढ ली है। यह कारवां लगातार बढ़ता जा रहा है। लाभकारी साबित हो रहे इस व्यवसाय ने स्वावलंबन की एक नई कहानी यहां गढ़ दी है।

ग्रामीण महिलाओं के लिए बकरी पालन स्वावलंबन का आधार बना रहा है। जीविका इसमें विशेषज्ञता और तकनीकी मदद मुहैया करा रहा है। जीविका के ही स्वयं सहायता समूह



बकरी पालन के विभिन्न आयामों की जानकारी प्राप्त करती महिलाएं • जागरण

की महिलाएं इस कार्य में जुटी हैं। पूर्णिया के साथ-साथ सीमांचल के अन्य जिलों में महिलाओं के आय का प्रमुख साधन बन रहा है। ग्रामीण स्तर

पर महिलाएं पहले से ही बकरी पालन करती थीं लेकिन बीमारी और अन्य परेशानों के कारण महिलाओं के लिए यह रोजगार आमदनी का साधन नहीं

- बकरी पालन व्यवसाय ने ग्रामीण महिलाओं को बनाया स्वावलंबन
- जीविका ने दिखाया रास्ता तो बढ़ता गया कारवां, महिलाएं कंपनी की बन गई शेयर धारक

बन पाता था। अब जीविका के माध्यम विशेषज्ञों की सलाह मिलने से सचमुच गरीबों का एटीएम साबित हो रहा है।

जीविका बकरी उत्पादन कंपनी लिमिटेड का गठन कर जीविका दीदियों को रोजगार मिला है। कंपनी में अररिया, कटिहार और पूर्णिया जिले के 19 हजार बकरी पालक दीदियां शेयरधारक के रूप में जुड़ी हैं। सभी महिलाएं जीविका स्वयं सहायता समूह के सदस्य हैं। सीमांचल के इन जिलों

में बकरी पालन व्यवसाय आजीविका संवर्द्धन की एक महत्वपूर्ण गतिविधि है।

विशेषज्ञ करते हैं मदद : कंपनी से जुड़े तकनीकी विशेषज्ञों द्वारा बकरी के आवास, चारा, टीकाकरण, विक्रमीकरण और तैयार बकरे के सर्वोत्तम मूल्य प्राप्ति के रास्ते दिखाये जाते हैं और इसमें सहयोग करते हैं। कंपनी के इस प्रयास से बकरी और इसके बच्चों के मृत्यु दर में बहुत कमी आई है। अधिक से अधिक बकरी पालक दीदियों को कंपनी में शेयर धारक बनाकर उनके उत्पाद का बेहतर मूल्य प्राप्ति के लिए कंपनी द्वारा प्रदत्त सुविधाओं की जानकारी विशेषज्ञों द्वारा दी गई है। कंपनी के विशेषज्ञों के द्वारा बताया गया कि बकरी पालन की उन्नत विधि को

अपनाकर किस प्रकार बकरी पालन गतिविधि आजीविका का एक मजबूत विकल्प हो सकता है। फार्म टू फ्रीक अवधारणा के तहत कंपनी बकरी पालन के विभिन्न आयामों पर अपने शेयर धारकों के साथ-साथ इसका कारोबारियों को जागरूक और प्रशिक्षित करने का कार्य कर रही है।

ग्रामीण महिलाएं बकरी पालकों और इसके कारोबारियों के बीच बेहतर समन्वय बनाया जा रहा है। बकरी पालकों को उनके उत्पाद का सर्वोत्तम मूल्य प्राप्ति हो, इसका प्रयास किया जाता है। कंपनी के शेयर धारकों का विस्तार किया जा रहा है। कंपनी द्वारा उपलब्ध सेवाओं तक आमजन की पहुंच हो, इसका प्रयास किया जाता है। बकरी पालन की उन्नत विधि पर जागरूकता लाया जा रहा है।