



JEEViKA's Newsletter

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JEEViKA Didis Celebrate International Women's Day across the state

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Rural Retail Marts in JEEViKA: The Rural shopping precincts



It is often seen that when it comes to availability of consumer goods, there is a huge disparity in the quality of products. Good quality products end up in the urban markets and do not reach the villages. The villagers usually have to use locally available products which are not regulated by any institution which adversely affect their health. Another issue persistent in the rural areas is the large number of petty shops, dealing in same category of goods, which doesn't only divide the consumers but also triggers incongruent profit distribution. With the idea to club these shops, Jeevika came up with the concept of rural retail mart, to ensure that quality goods are made available to the rural consumers through these marts.



LEAD STORY

Project background

A survey of all prevailing livelihoods was conducted in 2014 across various blocks of Bihar. The survey helped to derive the conclusion that around 70% of the livelihood options available in these blocks are that of petty shops. Jeevika's SHG members are actively involved and are engaging themselves in this trade. Considering this report it, Jeevika decided to aggregate the petty shop owners. This would make quality goods available as well provide a platform to the Jeevika producer groups to sell their produces.

Component

The requirement of petty shop is outlined in three different aspects i) availability of consumer goods from a wholesale shop, ii) availability of quality products at reasonable rates to ensure maximum margin and iii) availability of goods at nearby petty shop or near the block. Considering the above logistical criteria, and ensuring quality product at reasonable rates, the decision to establish Rural Retail Marts in these blocks was taken.

Entrepreneur Selection

Candidates for this intervention are selected based on two criteria:

1. Should be a member of Jeevika CBO
2. Must own an operational petty shop

The candidate is required to submit a membership fee of Rs. 2,000

Training

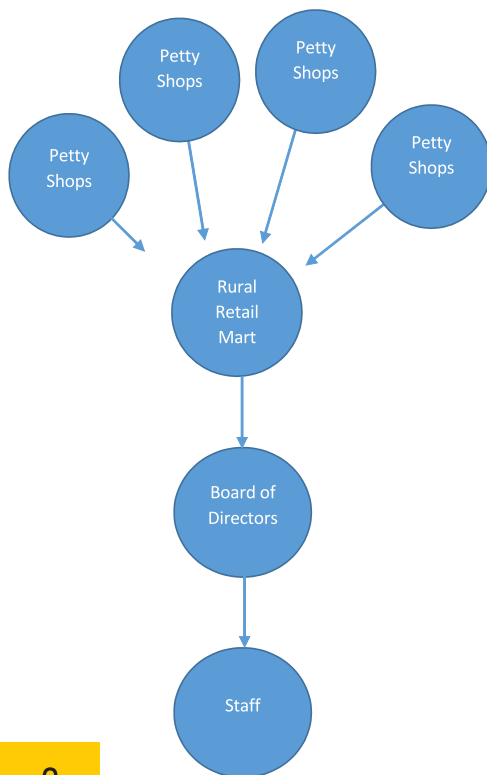
Training at several levels are conducted

- Orientation on RRM promotion guidelines to the BPIU Staff.
- Orientation to the RRM staff
- Orientation to the selected candidates

The training to the selected candidates are mostly of 4 days residential mode

Funding

The fund allocated for each RRM is 19.78 lakhs and policy has been approved on the same. The fund requisition takes place after the formulation of business plan and based on business plan prepared by the block the funds transfer takes place.



Impact

After the opening and successful running of the Rural Retail Mart it has been observed and calculated that there is a positive financial impact of Rs. 2000 per month on the income of each member and around 75 to 100 members are attached with each RRM. Around 400 members are linked to the existing 6 RRMs thereby a total of around 400 households are realizing an increase in monthly income to the tune of Rs. 2000 and an annual income of Rs. 24000.



Jeevika- Training Learning Centre:

The Jeevika relies heavily on 'Community Professionals' strategy that includes use of Community Resource Persons (CRPs) for social mobilization and capacity building which have given good results on ground.

Training and Learning Centers have been envisaged at the district level to systematically identify, train, accredit and appraise CRPs and other Community Professionals such as Community Mobilisers, Book Keepers, Livelihood Resource Persons (LRP) etc.,. TLC is also be involved in centrally anchoring CRP drives and other similar trainings within and outside districts and also provide service to other State SRLMs

What is Training and Learning Centre (TLC?)

Training and Learning Centre is an organization at district level with representatives from all CLFs of the district. This organization will be community owned and managed. It will be a centre of excellence in terms of nurturing and providing custom made trainings and will work on capacity building of Community Professionals and Community Resource Persons.

Why Training and Learning Centre (TLC)

Based on 10 years' experiences of BRLPS, our 3 tier community managed institutional structure has already created and identified potential community members who have proven skills and talents to train others. Each district has identified and created more than 15 thematic cadres of Community Professionals. Each district has also promoted more than 3000 community members as potential resource that could be used as resource team for effective implementation and speedy expansion of any development initiative. The Training and Learning Centre at district level is being formed in order to create a platform organization where we seek to not only identify community resource team but also ensure their effective utilization by channelizing and creating an upper level umbrella organization, especially for capacity building initiatives using a business venture model.

Vision of TLC

"To promote an organization for knowledge sharing and empowering community through experienced and specialized Community Professionals and there by attain a poverty free society."

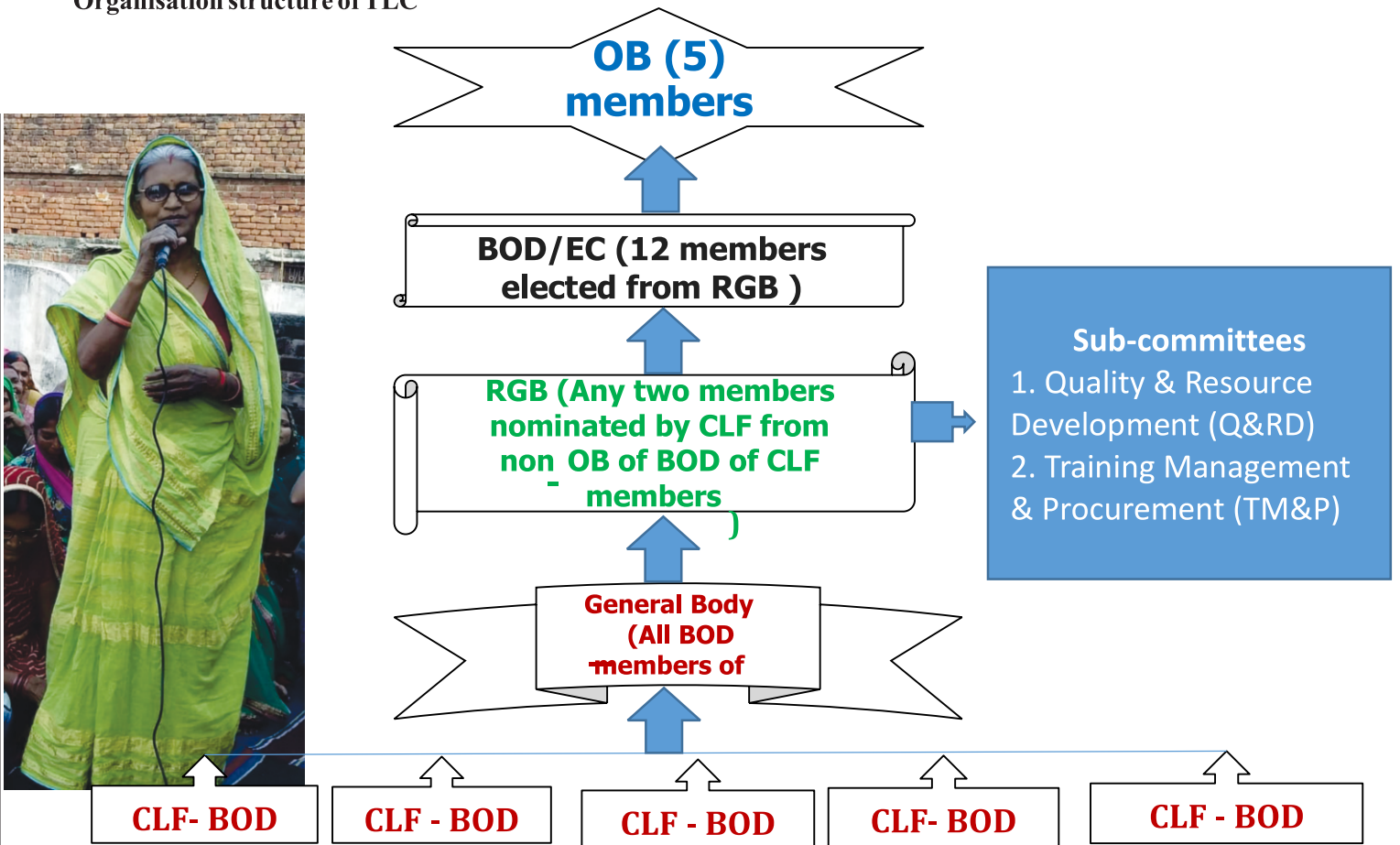
Mission of TLC

"To enhance the skills and knowledge base of the Community Professionals and creating different cadres and work through the CBOs to attain the vision of TLC"

Objectives

- To identify members of the community who have experience and have shown initiative so far in implementing project objectives, to develop them into trained Community Professionals through the process of induction, training exposure and accreditation.
- To support an extending outreach of community development programs into localities which need them.
- To render services of Community Professionals and Community Resource Persons within the project and outside it, to support community mobilization, to build and strengthen community institutions, and to implement project interventions and functions by serving asa central coordination hub for these activities in each district.
- To develop community managed training infrastructure that can cater to training needs of cadre as well as project staff and earn revenue for the members CBOs.

Organisation structure of TLC



TLC has been given the responsibility to co-ordinate Jeevika's trainings and has conducted Ujjwala awareness program at all 11 TLCs. Based on, follow up of TLC activities, the SPMU has co-ordinated the first batch of Cross Learning workshop which was held at Gaya district on 07.01.19 and 10.01.19. And in terms of training, calendar was prepared

Workshops and Training

The large-scale operations of JEEVIKA have led to dramatic change in the functioning of the communities. While change has brought opportunity for some, it may not have created similar opportunity for others, despite project efforts to be socially responsible, and despite genuine attempts to engage communities and create project safeguards. At times members of community may perceive change in status as potential risk, which may give rise to internal conflict within the community. Grievance mechanism would provide a platform where the community members can raise their grievances.



CGMRM aims to provide a predictable, transparent, and credible platform to both the Organization and the Community, where fair, effective and lasting outcome may be found. CGRM focuses on enabling organization with systematic identification of emerging issues and trends, facilitating corrective action and pre-emptive engagement.

Workshops and trainings in more than 15 districts were organized on “Community Grievance Management and Resolution Mechanism”. The participants were given an orientation about receiving grievances through various modes, registering them and on the process of grievance redressal as well as appeal in case the aggrieved is not satisfied with the outcome of grievance. The trainings were interactive and the participants were given sub-group activities where they had to present on a given component from the CGMRM guidelines. The participants keenly took part in these trainings.

Events

Women's day Celebrations

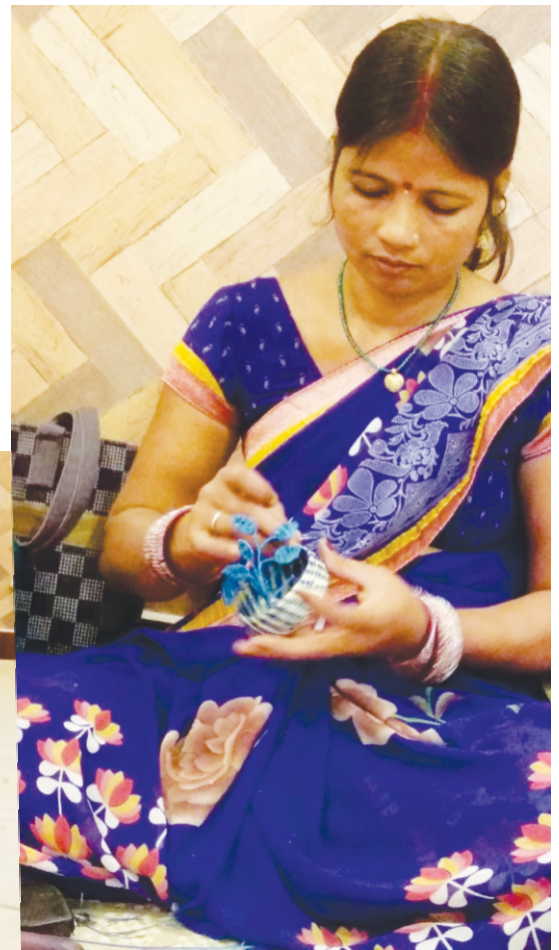
All the districts celebrated International Women's day on a large scale where various events and felicitation ceremonies were organized for the Jeevika's CBO members who have made extra-ordinary efforts towards bringing a change in the society or have done extra ordinary work in a particular area such as sanitation, livelihoods, social development and the likes.

The Honourable Prime Minister of India, Shri Narendra Modi also addressed the women of Self-Help Groups via a live webcast, the facility to watch this webcast was organized by all the districts in NIC and Common Service Centres that were attended by the Jeevika didis, the participation was huge.



Workshops & Seminars

A residential workshop on Design Development was organized by Shilpgram Mahila Producer Co. LTD at Patna from 27th-31st March, 2019. The focus of the workshop was on development of new range of products for the producer company. Product enhancement was also an area of focus for the workshop. More than 25 master trainers, 7 designers and Jeevika officials participated in the workshop. The key art-forms discussed in the workshop were Madhubani painting, sikki craft, sujni embroidery, stone craft and apparel design including baawan buti, Bhagalpuri silk and the likes. Samples of more than 90 products were designed during the workshop. Owing to the success and reception, more such workshops have been planned for the future.



Knowledge Exchange Program



Jeevika didis participate in Jiyo Junoon by Asian Heritage Foundation

Jeevika's artisans had participated in the Jiyo Junoon programme organized by the Asian Heritage Foundation, it was an interactive meet for the artisans across the country. The first day of the program was graced by the presence of Mr. Junaid Ahmed, Country Director, World Bank. Eminent speakers such as Aditi Rao Hydari and Shobha De led the talk show to interact with the artisans. Jeevika didis narrated their story of change in the show and how their lives are dedicated to the art they do. These Jeevika members of Shilpsangh, Sikki Craft and Sujni art also received smartphones for their respective clusters.



Vehicle distribution to Jeevika members under Ajeevika Grameen Expressway Yojana

6 members of Jeevika CBOs received passenger vehicles purchased under the Ajeevika Grameen expressway Yojana in Benipur block of Darbhanga District. These vehicles will be under the ownership of the Jeevika members, and will be operated in the remote areas to serve schools, hospitals and important transit points. This will also provide an alternative source of livelihood for them and also provide safe and affordable transportation services in the remote and backward areas.

Transforming Lives

Sangam Srijan Yojana: A new wave of transformation

Sangam Srijan Yojana is the flagship programme of Sangam Cluster Level Federation to promote livelihood funds to its members. With the vision of having a better earning opportunity through micro enterprises and increasing the income of households to at least Rs.10000 a month the project was formulated. In this process a baseline survey by the CM was done to prepare a database of members not engaged in either farm activity or non-farm and livestock activities. Out of 6926 members 1405 members were identified whose income was less than 8000 rupees and they had never availed loan for livelihood activity. The project has its inception dated 15th Aug, 2018. To achieve what was forecasted pilot of the project was started in Upkar VO of Barhmatput village, Khabra panchayat. The social dynamics of the village favoured dairy business and women availed loan for purchasing cow or buffalo. Following the success other VO's were targeted i.e Aman, Tamanna and Jagriti. Today these four VO's are saturated in sense of livelihood generation.



The project has an estimated expense of 50 crores to be funded by the corpus of CLF to achieve the vision. The fund will be invested in three phases, thus the motto of 'hum bhi aaghe badhe humari didi bhi aaghe badhe' for saturation of villages with livelihood activity is being substantiated under the Sangam Srijan Yojana.

Sangita: The Agro-Guru

Sangita is an Agriculture Entrepreneur (AE) belonging to the remote village of Belapemu in Barhara Kothi block of Purnea district. She underwent 45 days residential training at NIRD&PR, Hyderabad with the support of JEEViKA and Syngenta Foundation India. After completing the training she opened an Agri. Inputs shop to serve the farmers of her village. She currently is serving 230 farmers with all agri. related knowledge, quality inputs, spare money and provides on-site support to the farmers to get the feedback mechanism fulfilled. She is providing regular training to the farmers for the existing and new crops in her area and making recommendations for other cash crops. She is also providing technical and advisory support to the farmers. She has also taken charge of providing banking services at the village level. Earlier, she was working as skill extension worker (SEW) in Jeevika and earned a meagre Rs. 3,500 a month. But currently her income has been expedited to Rs.8000/- to Rs 10000/- per month.



April

CALENDAR OF EVENTS

April 01 : Summer Internship commences in JEEViKA

COMING UP IN THE NEXT EDITION

- JEEViKA's Non-farm Producers Company -



JEEVIKA

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