

JEEVIKA'S Newsletter

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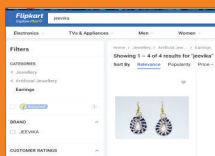
KAUSHIKEE MILK PRODUCERS COMPANY : PAVING WAY TOWARDS THE RISE OF DAIRY COLLECTIVES



The Initiation

One of the better outcomes of collectivization of women, is the emergence of the first women's dairy collective in the Kosi region of Bihar. A collective of around 30,000 women across 600 villages that took its first breath on 27th September, 2017 with an initial fund of Rs. 11,000 contributed by 11 Jeevika Didis has now commenced its business. Known as the Kaushiki Women Milk Producers Company, can now boast about its 11 ton capacity chilling unit that was recently inaugurated by the President of the company Meera Devi.

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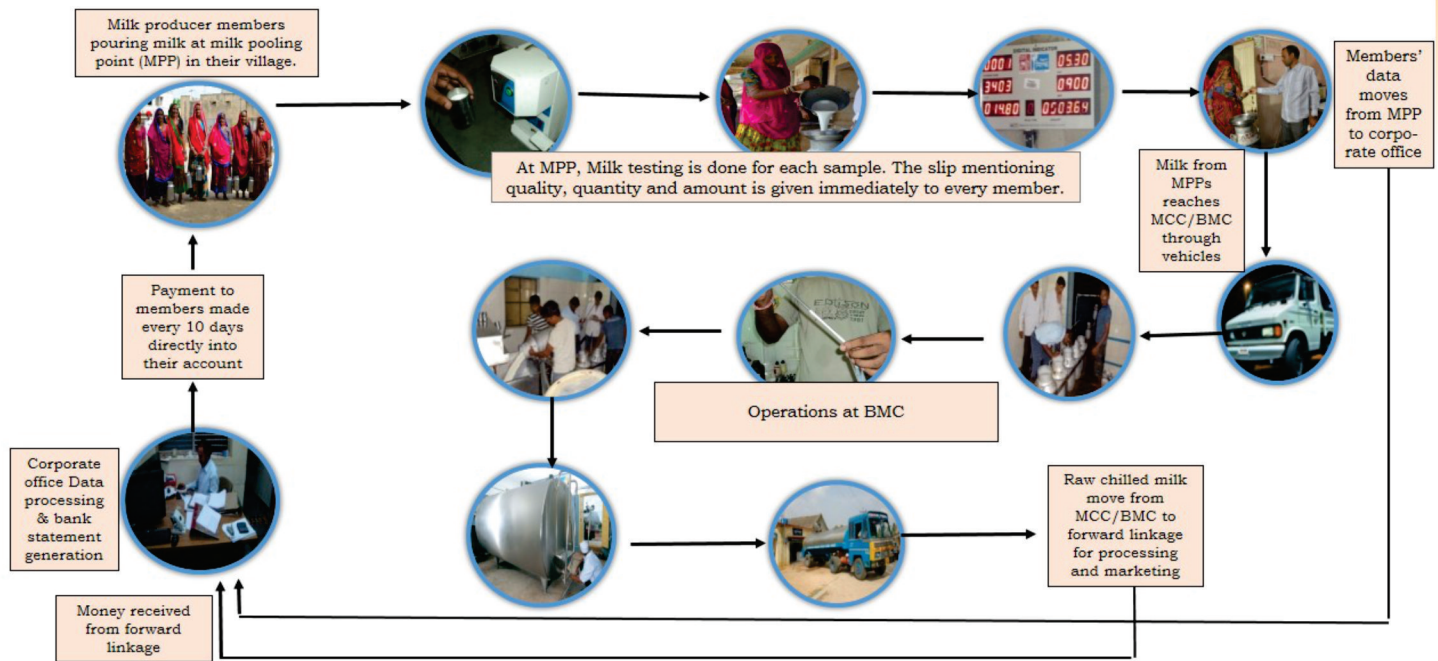
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Shining Bright like Jewels

Operational Model-Flow Diagram



The Objectives of Kaushikee Milk Producers Company are:

- Setting up a fair and transparent milk procurement system and ensure accurate and timely payment to the Milk Producers.
- Safeguarding the interests of dairy farmers by minimizing distribution channels and providing round the year access to the organised market.
- Strengthening the capacity of the proposed Milk producer company's stakeholders through education, training and other extension activities.
- Arranging to provide technical input services in the areas of animal health, breeding, nutrition, care and management of milch animals to increase milk productivity for the benefit of the members

The members have vowed to stick to the following non-negotiables

- Business is done only with the active members and any external intimidation is avoided.
- All the members of the company are encouraged to actively participate in the business operations thus guiding transparency and governance.
- The equity of the members has been put in proportion to patronage.
- Patronage based member classes and member class representation on the Board to ensure inclusiveness in governance.
- An appropriate mechanism has been adapted to assist member communication and grievance redressal.
- Professionally managed business operations and economy of a scale sufficient to ensure viability and self-sustenance at the earliest
- Developing the Capacities of various stakeholders by arranging various training/orientation programmes
- Building an efficient value chain system and ensuring its proper management for maximizing returns to members.
- Leveraging technology for information and data management to ensure transparency and deliver need based services
- Member payments through individual savings bank account.

The initiative has thus endorsed the economic and social empowerment of the rural women in the region and looks out for possibilities of furthering the entrepreneurial insolvency among them.

The Progress so far

Kaushikee Mahila Milk Producers Company is operating across 32 villages and has a total member strength of 2614 and around 80% of these members are from the self-help groups. 2 Bulk milk coolers each of 5 kiloliters capacity have been installed at Singheshwar in Madhepura while installation of another bulk milk cooler is under construction at Hariharpur. 5 more bulk milk coolers are planned to be installed soon.

The Impact

The intervention is proving to have several positive impacts in and around the intervention region, the average price of milk has enhanced to Rs. 39 from Rs. 30, which has augmented the income of the milch households. Also the unorganized sector players are being compelled to match the price of the producer company, which is a paradigm shift as before the presence of the MPC, it was the unorganized sector that decided the procurement price of milk.

The fair and transparent system is helping in creating an environment of faith and trust among the member producers thereby binding them to the institutional structure. Making the payments directly into the individual member's bank accounts has also helped in removal of intimidation of the intermediaries and ensured timely/regular payments.

The producer company has also generated employment for the rural youth, as around 150 employees & functionaries such as Sahayaks, Mobile Artificial Insemination technicians are currently employed.

The way forward

The presence of Kaushikee Mahila Milk Producers Company has opened vast doors for a path towards progress in the field of Dairy Processing, as well as establishing a social and economic autonomy for the women and the community at large.

The company has also decided to impart training and awareness in the villages for quality milk production and productivity enhancement. A door-to-door approach is proposed to spread awareness with regard to animal breeding, feed management and the likes. As a long running demand by the members, marketing of mineral mixture and cattle feed would also be ensured. As mentioned earlier, the company has proposed to install 6 more bulk milk coolers to ensure immediate chilling of the collected milk by reducing the time taken to transport the milk to the existing Bulk Milk Coolers. This will also ensure that the benefit reaches to more women at the disposal of the CBOs involved in running the company.

Kaushikee Milk Producers Company thus envisages to reach to the remote village and service them to enhance their livelihoods.



JEEVIKA Didis on the day of inauguration of the chilling facility

37 Young Professionals join the 7th Cohort in JEEVIKA

JEEVIKA aims to develop a talented pool of Young Professionals (YPs) who have a passion for working with poor and have the potential to become matured development professionals. The YP program helps develop a cadre of young professionals who learn and acquire requisite skills as well as competencies for serving the development sector, and particularly contribute in mission implementation. It is a unique opportunity for the YPs to learn community development approach to fight against poverty through well-structured field and thematic exposure.

Jeevika in the year 2018 has recruited a total of 76 YPs, out of which 48 offers were made available through an open market recruitment, a total of 1174 applications were received against the 48 available vacancies, from which a pool of more than 450 applicants were selected for the Group Discussion and Personal Interview rounds, a total of 37 young professionals formally became a part of Jeevika on 20th November, 2018. A training cum induction program for them was scheduled from 22nd November 2018, followed by a village immersion of 13 days.



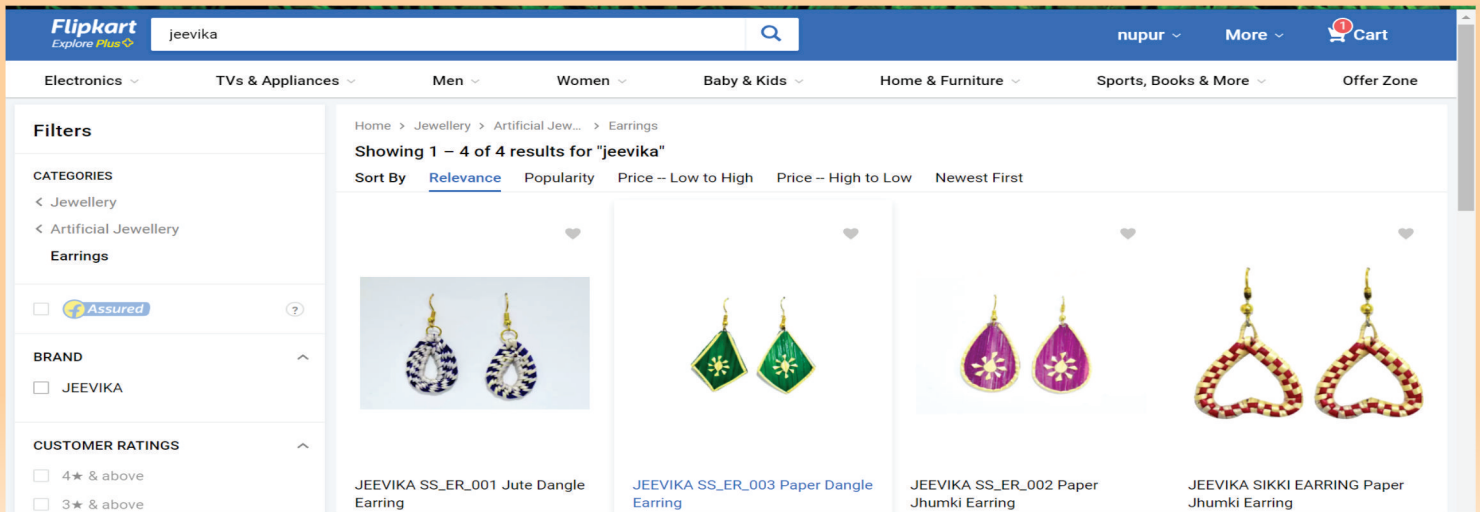
Events

JEEVIKA participates in World Toilet Day celebrations

JEEVIKA participated in the World Toilet Day celebrations at Gyan Bhawan, Patna premises on 19th November, 2018. Four community professionals of Jeevika along with three Block Project Managers were awarded for exceptional work towards the mission on sanitation. Jeevika had also placed a stall displaying the IEC Materials on sanitation at the premises of Gyan Bhawan. Along with that a dedicated exhibition area on toilet technology. Different types toilets suitable for different geographical conditions were also depicted through pictorials. The stall was also visited by various dignitaries of Bihar, who took keen interest in the displayed materials. The stall was managed by Jeevika's community professionals, who gave messages to the visitors and dignitaries on sanitation.

Various celebrations were carried out in the districts as well. Rallies were taken out by community members to sensitize community and expedite the mission on sanitation.





JEEVIKA's Products go Online

Matching up the current market trends, Jeevika has now stepped into the world of online marketing and has made its products available on the online shopping platform, Flipkart. Jeevika has registered itself as a seller on the website and is currently selling accessories. This will give a huge boost to the mission of livelihood promotion through non-farm activities as the online market place has emerged as a huge contributor in sales of traditional handicrafts and accessories. The sales proceedings will be transferred to the Jeevika Didis making the handicrafts.

Awards

Jeevika's Didis awarded for the success on Alcohol Prohibition

On the occasion of "Alcohol Prohibition Day," on 26th November the State Department of Excise, Prohibition and Registration resolved yet again to administer prohibition. The function also honored Bihar's high-spirited women, who incidentally are from Jeevika, by honoring them at the public forum. These women were instrumental in banning liquor, despite several hurdles and setbacks at both personal and societal level.

The extra-ordinary names of "Rinku devi,"and "Reena devi," echoed from Samastipur and Rohtas district respectively. They were facilitated at the above program i.e. on Nov. 26, 2018," for their immense contribution in "Alcohol Prohibition." The awardees also promised to raise the flag of alcohol prohibition whenever or wherever the need arises.



Awards

Team JEEVIKA Wins the World Bank President's (Jim Ying Kim) Award for Innovation

Jeevika has been awarded the prestigious World Bank President's Award for Innovation, the award was rendered to Jeevika for its work on agriculture based innovations. Jeevika has promoted Aranyak Agri Producer Company, an all women farmers' producer company in Purnea district of Bihar. The company has introduced digital weighing machines, moisture meters for procurement of grains from the producers and the company is majorly involved in collective marketing of maize and is the only women producers' company in the country to be registered on NCDEX.



Transforming Lives

Retribution Comes With a Scuffle

Rajkumari Devi from Munji panchayat in Karakat block of Rohtas is a social reformer. Her work has been instrumental in alcohol prohibition, and she has also been awarded for her contribution and struggle. But behind the scenes lies her struggle, a battle with the demons. A member of Mahadev Jeevika SHG, Rajkumari's troubles started unfolding right after her marriage at the age 15 to Collector Ram, who was pursuing his matriculation at the time. Her father-in-law was a 4th grade in the railways and prior to his retirement, his remuneration was the only source of income for all the members. Most of his savings were spent in the marriage of his 4 daughters, this further worsened the economic situation of the family. Her husband started working as a carpenter with some financial aid, but soon became a prey to alcohol addiction. Whatever he could earn was spent on liquor. Rajkumari also became a mother to 3 children. All the financial needs of the family was being met by her father-in-law's pension, as her husband was contributing nothing to the family. While her brother in law went to Mumbai to take up a private job after finishing senior secondary school, her husband's behavior was becoming shoddier every day. He got engaged in scuffles everyday with the parents, used to beat up the kids and Rajkumari Devi. She sent her kids to Mumbai along with her in-laws for their education, but destiny had something else planned for Rajkumari, her father-in-law died while in Mumbai, this came as huge shock as her kids had to drop from school, because her brother-in-law wasn't able to carry the expenses, as he had also married.



Her kids came back to Rohtas, her husband didn't change, Rajkumari Devi's situation was becoming miserable every day, she decided to join Jeevika after discussing with other fellow women, and started saving money. She soon took a loan to open a grocery store in her home, and slowly but steadily her life started improving economically. She also led the mission for alcohol prohibition and inspired others.

Rajkumari Devi says that the alcohol prohibition has arrived as a boon for many women whose husbands were preys to alcohol addiction. The band should be enforced strictly.

You don't need to be a jewel merchant to shine bright in your life, sometimes all you need is a little hard-work and determination to do something new and you'll create an opportunity for yourself to shine.

Rina Devi from Sampatchak who joined Jeevika in 2016, teaches us some important life lessons to defeat the odds and come out shining. Rina Devi had a small business of making beads and pendants, which was not running properly due to lack of materials. She started saving all she could and tried to stabilize the economic condition of her family by taking small loans from Jeevika, this went around for around 6 months and in December 2017 she took a loan of Rs. 20,000 and started making artificial jewelry by investing in more assets and materials. She supplies her products in jewelry shops for attaching beads and pendants. She narrates her tale of misery that there was a time when she would have sleepless nights thinking how she would support the education of her children because she didn't have enough resources. Her house was also in a dilapidated state and leaked water during monsoon. Her earnings expedited after joining Jeevika. She not only supported the education of her children, but also repaired her house. She says she now sleeps peacefully and doesn't have to worry much as her life is now on the right track. She has already expanded her business beyond Patna and supply her products in the nearby districts of Gaya and Jehanabad. She wants to expand her business and also hire labors to meet the demand-supply gap of her products. She also says that the jewel merchants tell her that her products are unmatched, which in turn encourages her. Rina Devi is a brave woman who didn't succumb to her woes but instead fought back, she can be an inspiration to many women.



January

CALENDAR OF EVENTS

COMING UP IN THE NEXT EDITION

- DDU-GKY in JEEVIKA



JEEVIKA

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