



# JEEViKA's Newsletter

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## Republic Day Celebrations: A Salute to our Women Entrepreneurs



This year's tableau bore the message of "Udyami Mahila-Unnat Bihar" which translates to "Industrious Women- Progressive Bihar". Standing clear with the message, the tableau brought to life the activities of women led enterprises on stage through live demonstration by the women entrepreneurs themselves.

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LEAD STORY



The march was led by award winner Roshan Khatoon (awarded by the central government for entrepreneurship), accompanied by trendsetter women e-rickshaw drivers from Gaya, which exemplified that women aren't lagging behind in anything, the tableau depicted the women who with their industry and initiative have made a name for themselves at the world stage. These women have achieved extraordinary fame in the sectors that have been predominantly occupied and inherited by men for long.

Donned by the figurine of a lady embracing her products made from "Sikki" (Paddy Grass artifacts), and surrounded by cutouts depicting various entrepreneurial initiatives that the jeevika women are engaged in, which included Didi ki rasoi, Lahti bangle Manufacturing, Art & craft

enterprises, Dairy and Agri-Products marketing enterprises and the likes

The prevailing attraction of the tableau was "Didi ki Rasoi", a community canteen that is being operated by the Jeevika didis. After receiving necessary training and guidance, they're serving healthy and nutritious food. The services are being availed by patients and visitors of various government hospitals and is being liked by them. The Didi ki Rasoi at Vaishali has done transactions worth Rs. 4.48 lakhs within last three months of its operation. 6 such canteens spread across 5 districts are being set up. It also embraced a "Customer Service Point" where the Jeevika didis are providing banking and allied services to the rural people and earning livelihood from the service charges levied. Rural Retail Mart, a one of its kind flagship store that specifically caters the needs of the rural areas and also provides a market to the products being manufactured by the Jeevika's producer groups also received undivided attention atop the splendid tableau.

The success of honey processing and production by Jeevika women was also demonstrated on stage by bee keeper didis. Sales of more than Rs. 5.10 crores has been realized from proceedings of honey sales from 5 production centers across the state concept and also providing a source of income to the country in the bigger picture.



A total of 8 women's producer companies are functional in the state and have done a business of more than Rs. 12 crores. These Jeevika didi led companies are setting new standards and are living examples of successful enterprises led by women. Many of these companies are marketing their products on the national commodity platform “NCDEX” and various other international markets. They are also providing a hindsight to the “Make in India” concept and also providing a source of income to the country in the bigger picture.

## The Community's Experience

The success of honey processing and production by Jeevika women was also demonstrated on stage by bee keeper didis. Sales of more than Rs. 5.10 crores has been realized from proceedings of honey sales from 5 production centers across the state

The experience of this entire event was enriching for the community members who come from far-off places to participate in this grand event. Rani Devi from Sampatchak tells that it was her second outing for a national event, she woke up at 4'o clock to get ready for the event, dressed

in a saree and a blazer, she said she felt nothing less than a star when the crowd cheered loud, she said it was an unmatched experience, “I got to meet community members from other districts, they were as excited as I was, although this is my second outing, I don't want it to be my last, the loud cheers instills a sense of empowerment in us”.



## Jeevika is stepping forward to provide a common platform to the members of CBOs to share their experience and interact with each other



The second edition of Saamudaayik Samvaad was another feather in the hat of Jeevika, whereby an opportunity was lend to the older CBOs to share their story from which the leaders of the newer CBOs can learn. It has turned out to be an amalgamation of ideas and success stories that inspires the women to work forth. This interaction doesn't only help the members, but is also a cross-learning platform for the Jeevika management that can better understand the needs of the community and implement the programs in ways that best suit the needs of the community.

The most benefitted audience from this program are the members of newer CBOs who get a proper guidance to run their institutions successfully and achieve the stated goals pertaining to livelihoods, capacity building, financial inclusion, self-reliance and the likes. More samvaads are planned in the future to foster as a cross-learning platform for the Jeevika stakeholders, community members and the Jeevika officials.



## Internship in Jeevika



14 interns have undertaken their internship in Jeevika during the winter 2018-19 sessions, discovering themes of social entrepreneurship, Jeevika led sanitation campaigns, livestock, non-farm interventions and the likes. The interns presented their findings and projects before the Jeevika officials, the presentations were informative and gave valuable insights about the various projects. The interns were

also given due suggestions by their supervisors for required improvements. The interns got hands on experience of working with the community as well the various programs of Jeevika at the grassroots level. The findings of the interns have also brought in newer insights for adoption in program planning.

## Knowledge Exchange

### Bloomberg's team visits JEEVIKA

“Bloomberg”, a leading media house of New York covers the achievements of Jeevika. They covered the successful efforts made by JEEVIKA didis to venture into economic and social development spheres. They captured the stories of the struggles of Jeevika didis against social typecasts and their journey of gained confidence through the platform of Jeevika.



## Roshan Khatoon wins National Award



Winner of the National Entrepreneurship Award 2018 in Special Award Category (PWD).



It was a proud moment for the state when 25-year-old differently-abled Raushan Khatoon from Muzaffarpur was honoured at the National Entrepreneurship Awards function in New Delhi for her exceptional contribution in entrepreneurship development.

Khatoon, who is into lac bangle business, is arguably the first from Bihar to get this award. She was handed over a cheque of Rs 5 lakh and a trophy by Union commerce, industry and civil aviation minister Suresh Prabhu and minister of state for

skill development and entrepreneurship Ananth kumar Hegde in differently-abled woman category. Altogether 39 entrepreneurs under 40 years of age were awarded in different categories at the function.

Jeevika, provided her a monetary help of Rs 24,000 and technical assistance under the Start-Up Village Entrepreneurship Program (SVEP). Her annual turnover has now reached Rs 7 lakh from a mere Rs 1.50 lakh,”

## JEEVIKA's SLACC grabs the 3<sup>rd</sup> Prize in Sita Ram Rao Livelihoods Case Study Competition 2019

Sita Ram Rao Livelihoods Case Study Competition is an annual case study competition conducted by Access Development Services, co-hosted by Niti Aayog and sponsored by NABARD, Vaya Trust, Rabo Bank, IFAD, and OXFAM.

This year's theme of 'Climate Smart Agriculture' is based on burgeoning discourse around climate change. The competition drew submission of 25 case abstracts which got filtered to 9 cases for full case study submission, followed up by presentation to Jury panel for final shortlisting of three cases for the award.

Sustainable Livelihoods with Adaptation to Climate Change program of Jeevika Bihar bagged third prize in the competition.

SLACC model was felicitated on 28th Jan with a cash reward of Rs 25,000/-, certificate and trophy in the two-day livelihood India Summit held on 27-28th Jan '19 in New Delhi.

Sustainable livelihoods and adaptation to climate change' (SLACC) is a pilot project funded by 'Global Environment fund' through World Bank and NRLM to establish a large scale proof of concept on integrating community based climate adaptation planning and implementation into livelihood support activities of NRLM, MKSP, MGNREGS. The project is aimed at improving the adaptive capacity of the rural poor engaged in farm based livelihoods to cope with climate variability & change. It facilitates “Climate Smart Farmers” who would be aware about the changing climatic conditions and then schedule the farming processes.



## Job Fair at Kuchaikote, Gopalganj



A job fair was organized at Kuchaikote, Gopalganj, the fair was graced by the presence of Block Development Officer Shree Deep Chandra Joshi and Circle Officer Shree Chaudhary Ram as Chief Guest and Guest of Honor respectively. 10 Companies had visited the fair, 1838 youths had registered for jobs where 562 candidates were placed in various companies while several candidates were selected for training into various trades.



### Transforming Lives

#### Weaving Blankets and a Better life

Sudha Devi spins her wheel and weaves blankets with a seemingly content smile on her face, while sharing how this smile was not there a few years back. A member of Tulsi SHG in Bochaha block of Muzzafarpur, Sudha Devi tells how her traditional business of weaving blankets was in shambles due to acute shortage of funds. “I almost thought of quitting this work as we did not have funds to meet the losses and purchase new materials, I thought I would be better off working somewhere

else” Sudha Devi was convinced into joining Jeevika back in 2007 when she heard that Jeevika provides easy loans to mitigate the risks. To revamp her traditional business, Sudha Devi took a loan of Rs. 10000 to fund her business, after initial profits and returns, Sudha Devi took another loan of Rs. 15000 for her business. She also sold her products in various fairs across the state and within the district. She became a part of the blanket producer group “Roshni” in 2016 with 55 other women engaged in Blanket making. Her products are in high demand, and after the installation of the loom in 2018, her business is set to rise.



## The Skinny Knight

The rather skinny appearance of Rinku devi doesn't make her look like much of a fighter, but her willpower does. She became a living nightmare for the alcohol peddlers, who were so frightened by her course of action that they decided to hurt her physically.

A member of Gulab SHG in Bithan block of Samastipur, Rinku Devi is nothing less than a crusader draped in sarees, who is so adamant against alcohol, that even violence couldn't make her walk the plank. She is the treasurer of Navjyoti Village Organization, of which her SHG is also a part, became her platform to wage a verbal war against alcohol. She regularly brought in the agenda of alcohol prohibition during the meetings and told about all the damage that alcohol within and outside the families. She along with other members decided to break in the alcohol trading shops and stop their trade, wielding nothing but thin sticks in their defense, as a result, Rinku Devi was brutally assaulted by the traders and was severely injured. Following the course of events, the traders plotted fake cases against her, but the charges were dropped and she got the traders arrested. Her injuries took time to heal, she took a loan from her SHG for her treatment.

This incident, amongst all other incidents didn't stop Rinku Devi and her fight against alcohol traders was onslaught. She has set an example for other women who follow her. Rinku Devi was also awarded for her efforts on Alcohol Prohibition Day on 26<sup>th</sup> November, 2018.

## February

### CALENDAR OF EVENTS

### Coming up in NEXT EDITION

- DDU-GKY Partner's Meet
- Launch of Didi ki Rasoi



**JEEVIKA**

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