



JEEVIKA's Newsletter

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STRATEGY & PERSPECTIVE ON SKILL DEVELOPMENT PROGRAM FOR RURAL YOUTHS IN BIHAR



Bihar Rural Livelihoods Promotion Society (BRLPS) popularly known as JEEViKA is working towards social and economic empowerment of poor in the state. An autonomous body under Department of Rural Development, Government of Bihar (GoB). BRLPS is also the State Rural Livelihood Mission (SRLM) for implementation of National Rural Livelihood Mission (NRLM). BRLPS is presently working with 96 lakh households on various aspects including micro financing, training & Placement, livelihood generation, social awareness, health & nutrition and the likes.

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A Ray of hope



With the aim of diversifying the incomes of the rural poor, JEEViKA has taken a step towards skilling the rural youth and providing for employment in the organized sector. Market linked skill upgradation and placement is now emerging as a promising sector for poverty alleviation. It has also been significantly emphasized upon under the NRLM framework. JEEViKA has adopted a two-pronged strategy in reaching out to the rural poor youth- one through direct placement and the other through skilling linked placement. A large number of youth trained in a myriad of trades have been placed in the growing sectors of the economy across the country. JEEViKA has so far placed more than 25,000 youth in various jobs.

DDU-GKY (A Market linked Placement Program)

DDU-GKY- DDU-GKY is a placement-led skilling initiative by the Ministry of Rural Development (MoRD) that aims to transform poor rural Indian youth into a future ready, skilled workforce through world class training. DDU-GKY envisages to provide skilled workers in any sector pan-India. By training holistic, job-ready candidates DDU-GKY helps industries prosper and grow, not just nationally but on a global level.

Currently, BRLPS is working with 64 partners for training and placement of rural youth in all the districts under Deen Dayal Upadhyay Gramin Kaushal Yojna (DDU-GKY). Under DDUGKY, BRLPS has trained 27265 youth and placed 10887 youth in various sectors.

IT/ITeS is the major sector measured by the BRLPS among other available courses under DDU-GKY. A large pool of technically skilled workforce is ready to serve the society in IT/ITeS sectors. Currently, BRLPS is working with 26 partners under IT-ITeS sector. Till date, 7717 youths have been trained and 3816 youths have been placed under IT/ITeS sector.

Direct Placement

To achieve the objective of providing livelihoods to the vast majority of rural unemployed youth, BRLPS has intervened directly in the field of skill training and placement. In liaison with various Companies, the initiative of

placing rural youth in skilled jobs across the country has gained momentum and is increasingly begetting results.

However, to make the process more effective; Job Resource Persons (JRPs) have been identified at the cluster level to enable regular interaction, mobilization, counseling, guidance and frequent follow up at their door step. JRP is the key person in the entire process; their work starts with interaction and mobilization through Community/ Youth mobilization drive, Job fair and continues till candidates gets desired placement. Job fair which has been an annual activity in each of the operational blocks of BRLPS requires a month's involvement of the organization's staff and community cadres. The stepwise process includes Planning, Information flow, Mobilization, conducting the job fair and Counseling & Placement. Under Direct Placement, 36419 candidates have been offered jobs & 11136 have been placed.



Going through above strategy, our team realized that nature of skill mismatch in Bihar fall under these categories:-

- Aspiration of candidates as per their education
- Lack of qualified manpower under skill development
- Mismatch in quality gap, when the skill that workers are supposed to possess according to their qualification are found to be lacking by their employers.



Above these issues are interlinked factor for skill development, which needs rationale step to mitigate. A concerted and concrete effort is required to develop a market ready youth force that can serve the market and give momentum to the economic improvement of the economically poor strata of society.



The didis of Jeevika met in solidarity, in a first of its kind talk-show at Adhiveshan Bhawan in Patna. Organized by Jeevika, the intent behind the event was to give a common platform to those women of Jeevika, who have fought their own battles and have become ideals in their respective places and beyond. The event was attended by over 250 Jeevika didis who came from far off places to hear the experiences of women like them and witness the journey of Jeevika right from the scratches.

Jeevika women who have achieved success in a particular domain shared their experience and journey in Jeevika.

Savitri Devi shared her experience with Jeevika entailing how it was the solidarity of Jeevika didis who arranged money for her hospitalized husband and brought him back to life. She said she understood the real power of unity the day when the other members of her SHG ensured her that nothing bad is going to happen to her husband till their support is with her. She also shared how starting a business improved her life significantly. She expressed gratitude to Jeevika for inviting her to share experience at such a large stage.

Basanti Devi shared her experience regarding the mobilization she had initiated among her community regarding toilet usage and how open defecation is a bane for the society. She said how the assembly of women had helped in enabling people to build toilets and use them. She further told how Jeevika has initiated this noble cause at such a large scale that the people with an orthodox mindset towards open defecation are now accepting it as a social evil and are promoting the use of toilets.

Munni Devi shared her experience on importance of cadres in taking the project forwards towards progress and success. She said the cadres are an important pillar of Jeevika and are helping in implementing the various programs of Jeevika. The cadres are also serving the outside states and are taking the lessons learnt from Jeevika to them. Cadres are an integral part and are always ready to serve Jeevika she further added.

Events

Saidu Khatun shared her experience on establishment of micro-enterprises and how they've come up as an alternative and profitable source of livelihood for the rural women. The micro-enterprises have emerged as an incidence of economic empowerment for the women who can now take their own business decisions thanks to Jeevika's inclusive model and the grooming done at the SHG level that encourages the women to take up their own livelihood initiatives.



Meena Devi shared her experience in Jeevika and also talked about how bank linkage has improved the economic dynamics of the SHGs. She said that bank linkage has enabled the women to not only visit the banks but also understand banking as whole despite there being

a time when these women were hesitant in going to the banks. This is a contribution of Jeevika towards the society and women that has enabled their financial inclusion.

Sita Devi unfolded her experience with regard to the insurance schemes and how they are important in ensuring financial coverage to the Jeevika didis as well as their families and how she has also been benefited by the same.

Baijanti Devi shared the experiences of her SHG as well as the importance of registration of the federations. She said how registration gives these federations their due legal entity and enable their autonomy in taking decisions, Registrations also aid transparency and inclusivity in the CBOs.

Neha Kumari, a Banking Correspondent shared her work experience and how alternate banking has aided the financial inclusion of rural women. The CSPs have brought the banking facilities at the doorstep of the rural women and they now have access to almost all the financial services provided by the banks. CSPs have also addressed the issue of mobility that persisted when the women had to travel to block headquarters to meet the banking needs. Neha also said that she has been mobilizing women to open savings bank accounts and deposit regular savings.

Asha Devi, shared about the self-employment scheme that has been implemented by her CLF to mitigate the entrepreneurial requirements of the community being served by the CLF. She told how the program is benefiting the people of various age groups associated with the community institutions.

The chief guest for the samvaad was Shri Arvind Kumar Chaudhary, Secretary, Rural Development Department who in his address highlighted the importance of self-help groups in nurturing the rural areas of Bihar, and how Jeevika has been instrumental in bringing a visible change in lives of the rural women. He also highlighted the hard work that is being done by the Jeevika didis in all sectors. He told the community members to keep up their tasks.

CEO BRLPS Shree Balamurugan D also addressed the samvaad and highlighted the achievement of the Jeevika Didis in livelihoods and their contribution in sanitation. He asked the didis to take forward the resolution of total sanitation through their resilience.

Towards the end of the samvaad, the voices the Jeevika didis echoed in unison with the loud chanting of "Jai Jeevika, Jai Bihar". They vowed to take their community institutions forward and continue being a part of them to change the very picture and march towards a more progressive, inclusive and prosperous path.

Village immersion

Village immersion of YPs 7th Cohort-B

The newly recruited YPs of 7th Cohort were sent to 8 blocks across 6 districts of Bihar, where there is a strong presence of Jeevika's CBOs and interventions for village immersion. The village immersion is a 15 day program that helps the newly recruited YPs understand the fundamentals of working in Rural Bihar. It also orients them about the community based institutions as well as the various livelihood interventions that are active in the villages. For 13 days, the Young Professional have to stay in a SHG household and undertake thematic assignments of their choice, which includes study of an existing intervention, development of a new business proposal relevant for the village as well as undertake case studies on CBOs, Individuals, Households and interventions. The immersion is a rigorous program that gives the Young professionals a clear picture of their future course of work. After the conclusion of the immersion, the Young Professionals are expected to submit a report, and a presentation based on their study. The YPs are evaluated by a panel of expert, which includes state project managers, dignitaries of partner agencies as well faculties of empaneled institutions.



Job Fair at Punpun



A job fair was organized in Punpun on 22nd December, 2018. The fair was graced by the presence of Hon'ble Minister of Rural Development, Shree Ram Kripal Yadav as chief guest and Shree Shyam Rajak as Guest of Honor. 16 Companies had visited the fair, 1576 youths had registered for jobs where 267 candidates were placed in various companies while 455 candidates were selected for training into various trades.



Sabina Khatun becomes the face of a leading Indian Magazine.

Jeevika's Sabina Khatun featured on the cover of India today's special edition on Rural Renaissance of India, Sabina Khatun, and her story was also covered in details as to how she joined Jeevika despite all the difficulties and became a self-made entity revered by everyone. It also highlighted her contribution as a community professional

Transforming Lives

Pramila Devi, a resident of Thadi village in Thadi Panchayat, Barhara Kothi Block, District Purnea, a Member of Anand SHG, Vishnu VO and Arpan CLF, joined Jeevika in the year of 2007. She was persuaded by the community coordinator to join Jeevika, and prior to that she used to work as a daily wage labour. Since she has 4 children to look after, the earnings weren't enough. She attended the Job Card campaign in 2015 and eventually after the initiation of the Cluster Facilitation Team she started working as a soil tiller under the MGNREGA. She says all the hindrances of payment, work assignment were alleviated after the cluster facilitation team started functioning, the CFT has worked as a boon for those who were unable to exercise their rights and were not receiving their due entitlements. One of her children is working as a Village resource person, and pays school fees for his siblings. Pramila Devi is also very vocal about her rights and doesn't fear anybody that might come in the way of her rights and entitlements. She further says that all this association has established her as a distinguished woman who can lead with an example.



Munni Devi of Arti SHG in Mogalia Pandaha panchayat of Dhamdaha block in Purnea belongs to the scheduled tribe community and lives with her two sons and an ailing husband. She was extensively involved in country liquor making as a means of livelihood before alcohol prohibition was implemented in Bihar. Since then she did not have any sustainable and continuous means of livelihood and was thus dependent on daily wage labour to feed her family. There were times when her family had to sleep empty stomach and had to skip meals regularly to survive. Owing to her poor economic condition, she was selected as a beneficiary by the village organization under Satat Jeevikoparjan Yojana. She was also invited to Patna on the day of launch of SJY and given the enterprise welcome kit by the Chief Minister himself. She has opened a micro enterprise (general store) under SJY and has been selling products worth 200 rupees per day. With the profit that she has made within the last three months she has also added various varieties of products in her shop and has also been able to save some amount of money in her bank account. The new enterprise has not only brought a positive change in Munni's life economically but also socially, she or her family is not required to sleep on empty stomachs and skip meals anymore.



February

CALENDAR OF EVENTS

COMING UP IN THE NEXT EDITION

- Republic Day Celebrations



JEEVIKA

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