



JEEVIKA's Newsletter

What's Inside

Village Immersion of YP 7th Cohort

Pg - 4

Study team appreciate JEEVIKA's Work

Pg - 4

Summary of Internship Program in JEEVIKA

Pg - 6

The ODF Journey of Tetariya Block of East Champaran



The Jeevika Didis marched in solidarity and put their all efforts to adopt and propagate safe sanitation practices and successfully led the campaign to make Tetariya ODF.

The Jeevika didis of Tetariya block initiated a drive against open defecation and chalked out a detailed stepwise plan to mobilize and generate awareness against open defecation. They engaged the CRPs to instigate crucial awareness campaign. They initiated the "Gaddha Khodo Abhiyaan"- a campaign to mobilize communities to dig pits for toilet construction. They executed rallies and also spread the safe sanitation practices among school children and PRI meetings. The initiative got a tremendous boost when the District Manager and DDC participated in the campaign and issued directions to expedite toilet construction.

Page - 5



SLY Workshop

Page - 7



From Village Trances to Opening Retail Branches

Page - 8



Synonymous to Versatility



Demonstration of toilet construction



Mobilization Regarding toilet construction at VO

The Jeevika Didi's hard work started showing results and on 2nd October, 2016 Somraha panchayat was declared ODF. Kothiya and Madhuwaha Vrit Panchayat were declared ODF on 24/12/2018. Punas, Tetariya and Medhua panchayat were declared ODF on 28/03/2017 and lastly the panchayats of Gheghwa, Bahwara Gopi Singh and Narha Panapur Panchayat were declared ODF on 29/03/2017. And finally on 5th April 2018, Tetariya block was declared completely ODF.

CAMPAIGN STEPS

A. Team Building:

- A cadre of (Water, Hygiene and Sanitation) Community Resource Persons from amongst Jeevika Didis were nurtured and provided residential trainings in the district headquarters.
- **Cadre Orientation:** Tetariya comprises a total of 9 panchayats, and all the cadres of these panchayats were given orientation under LSBA.
- **Orientation of PRI Representatives:** Orientation was given to all the ward members, panchayat samiti, sarpanch, mukhiya and supervisory committees.
- **Orientation of PRI Representatives:** Orientation was given to all the ward members, panchayat samiti, sarpanch, mukhiya and supervisory committees.
- **Orientation to all the officers and workers of the block:** All the officers such as Block Development Officer, Block Coordinator, Child Development Project Officer, Sub-Divisional Officer, Block Education Officer, Program Officers, Block Medical Officer, Block Food Supply Officer, Vikas Mitra and Tola Sewak etc were given a one day technical orientation on twin-pit toilet technology as well as on CLTS. Along with this all the officers and workers of the various wards and panchayats were requested to provide support for the activities.
- **Orientation to active women and swachchhata prerak:** In this activity, all the active men and women of the constituent panchayats were equipped for motivation, they were also given orientation on twin-pit toilet technology. The members who are popular in their society, and who can motivate people into toilet construction and tell them about toilet technology were subordinated with this task.



- **Selection of masons and their orientation:** All the VOs selected masons from their respective panchayats and a list of the same was prepared after which, training and orientation was given to them.
- **Training of WASH CRP:** All the WASH CRPs were given a 5 day residential training at Motihari.

B. Mobilization and Sensitization

- **Ward Visit:** The Self-Help Groups and Village Organization leaders along with the ward members initiated transect walk in the ward to assess the situation and collect relevant information
- **Community Led Total Sanitation on a common place:** Firstly, while discussing on the primary subject, attempt was made to instigate disgust/shame among the people by telling them how the fecal material reaches their mouth. After CLTS triggering a supervisory committee consisting of men and women of the village was constituted with the primary objecting of generating awareness among the people in their ward related to cleanliness, health and hygiene.
- **School Led Total Sanitation in schools:** In this activity, attempt was made to instigate disgust/shame among school children about appropriate subjects especially open defecation.
- **Home Visit:** In this activity, the ward members along with the SHG/VO leaders visited all the houses of the village to disseminate information regarding twin-pit toilet technology.
- **Morning and Evening Follow up:** After CLTS triggering morning and evening follow up of the community was done every day and on the last day the school children, anganwari children, Jeevika members along with the Ward members sensitized people for not defecating in the open and after behavior change the activity of “tatti par matt dalo” or “Sling mud on feces” was pacified.

C. Information Education & Communication (IEC) Activities

Several IEC activities were undertaken to ensure effective implementation of Swacch Jeevika-Swacch Bihar such as Prabhat Pheri (Morning rendezvous), Hoardings, Wall Paintings, Wall Writings and video films was adapted for mass communication.

Awareness program at the block level: In this activity Maha Rally was organized along with march past and announcement of slogans on sanitation by the PRI representatives of all the Panchayats, the Jeevika cadre and staff under the leadership of Block Pramukh(Chief). People were also motivated by the help of announcement vehicles and rallies at the ward level.

D. Planning and Implementation

- **ODEP:** Open Defecation Elimination Plan under LSBA was made in all the Panchayats of Tetariya block, under this plan the number of wards in each panchayat, number of households in these wards, how many houses are having toilets, how many houses are not having toilets, how many of these households belong to SC/STs, General, OBC, Disabled and landless classes and all other relevant data was collected so as to identify the total number of households without toilets.
- **ODEP in Self Help Groups and Village Organizations:** Along with ODEP at the Panchayat level, ODEP was also prepared in the SHGs and VOS of Jeevika, with the help of this meetings were organized with all the Jeevika members who were not having toilets. In the meetings, their monthly and annual medical expenses were discussed besides the effect of diseases on the mental and physical health of their children. They were motivated to construct toilets after the discussions. The Jeevika members were also motivated by meetings once or twice in a week at the SHG, VO and CLF level under Swacch Jeevika-Swacch Bihar program. Visits were also made to the houses of such members who didn't attend these meetings to motivate them.



Conclusion

The concerted efforts showed results and the leadership of Jeevika didis was instrumental in making Tetariya ODF.

Knowledge Exchange

Study team appreciate JEEVIKA's Work

Three students from Queens University Canada under an exchange program with Chandragupta Institute of Management Patna, chose Jeevika's community based institutions as the primary universe for their research work. The team visited the various community based institutions across 3 districts of Bihar viz. Gaya, Patna and Vaishali. In these visits, they interacted with the members of these community based institutions and enquired about the livelihood activities they are engaged with. They also held focused group discussions with the community members discussing on the gender roles and how being a part of



these institutions, the stereotypical gender roles have reversed. The team was warmly welcomed and greeted by the members, and gave valuable feedback relevant to them. The visits were fruitful and contended. The students were accompanied with Jeevika staff and professors of Chandragupta Institute of Management, Patna.

Village Immersion of YPs of 7th Cohort



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 15 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 CBO Individuals, Households and interventions. The immersion is a rigorous

program that gives the Young professionals a clear picture of what they are to work with. 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.

Workshop on Satat Jeevikoparjan Yojna, 30th June, 2018

A state level workshop was organized on 30th June, 2018 to throw light on the various aspects of the Satat Jeevikoparjan Yojana, a scheme of the Government of Bihar for upliftment of the ultra-poor, covering 100,00 ultra-poor households through a customized ultra-poor graduation approach. The workshop was attended by all the 38 Districts and 534 Blocks where Jeevika is working, discussion was facilitated on the graduation approach, selection criteria for ultra-poor households as well the various other aspects of the scheme related to its implementation, evaluation, etc. The workshop was hosted by state project managers who entailed the role of their respective themes in the scheme. The chief executive officer of Jeevika also attended the workshop and gave his valuable inputs.



Summer Internship 2018

The internship program of Jeevika aims at generating novelty ideas for research, finding new innovative solutions and also at overcoming many of the challenges being faced by Rural Livelihood Promotion Program in general and its implementation in the heart of Rural Bihar. BRLPS runs the internship programs twice a year (winter and summer), inducting 40 students of eminent institutions, preferably students of Masters/Doctoral programs. The interns are attached to the state project monitoring unit and the district project coordination units across Bihar under the overall guidance of the CEO, Jeevika during the period of the internship. Jeevika expects to benefit from the fresh insights and innovation of the students, while giving the students a colossal subject to work on and understand a vivid, valuable and real work experience of Rural Bihar. The internship theme significantly compliments their moot learning and provides them an advantage to enter the productive and fecund workforce.

A brief description of findings and suggestions given by the interns of winter segment 2017-18 are as follows:

Summary of Summer Internship Reports 2018-19

Q.I m	Intern Details	Theme	Topic of Study	Observations
1	Name: Madhulika Singh Institute: CIMP PGDM 2017-19	Health, Nutrition and Sanitation	Role of SHG Women in attaining ODF in the identified intensive blocks	<ol style="list-style-type: none"> 1. Community Led Total Sanitation is an important tool of behavior change and as such the CLTS motivators must be imparted proper training to maintain regular interaction with the people. 2. Behaviour change should be properly instigated to drive out open defecation as a behavior changes into a habit. 3. Stakeholders such as masons may be given proper training to ensure proper toilet construction technology is adopted.
2	Name: Falki Samreen Institute: XISS PGDM 2017-19	Non-farm	Impact analysis of bee keeping intervention as livelihood intervention for SHG members	<ol style="list-style-type: none"> 1. The intervention area of Bochaha has groomed a good number of beekeepers within a short span of time. 2. The bee keepers should be given proper information and training on migration of bees. 3. The Beekper have the potential to adapt bee keeping as a sustainable source of livelihood and enhance it.
3	Name: Rashi Kerketta Institute: XISS PGDM 2017-19	Non-farm	A study on Beekeeping Producer Groups and Preparing Marketing Strategies	<ol style="list-style-type: none"> 1. The Bee Keeping intervention was started in 2014 and after 4 years of intervention, around 60% of the beneficiaries are having more than 150 boxes which aids production in large quantities. 2. More than 70% being produced is of A grade quality. 3. In some places, male members of the family are taking care of the boxes instead of the women, it must be ensured that the women are fully engaged in the intervention.
4	Name: Praveen Kumar Institute: IIFM PGDM 2017-19	Financial Inclusion	Study of factors affecting sustainability of alternate banking channels	<ol style="list-style-type: none"> 1. Most of the Business Correspondent Agents were female which justifies the title "Bank Sakhi" given to them. 2. The Customer Service Points have adequate infrastructure such as laptop/PC, counter, POS Machine, finger print scanner, Printer, seating arrangement for customers, etc. 3. The BCAs are dealing in transactions ranging from Rs. 25,000-1,00,000 every day. 4. Arrangements should be made for a permanent place for these CSPs instead of rented ones.
5	Name: Nehal Raj Institute: IIFM PGDM 2017-19	Livestock	Developing Business Model of Small Ruminant Based Livelihood Promotion and Establishing Supply Chain of Goat Induction under Integrated Goat & Sheep Development Scheme	<ol style="list-style-type: none"> 1. Migratory labour is the major source of income in the goatry intervention areas, and majority of people are practicing goat rearing for emergency funds rather than for profit making. 2. Members of the goatry producers group are properly aware of the modern rearing techniques vis-a-vis non producer group goat rearers, who are following traditional techniques. 3. The most prominent breed of goat being reared is the Black Bengal for its good meat and the suitable environmental conditions.
6	Name: Ashuli Kayia Institute: RGCSS PGDM 2016-18	LSBA	Verification and Analysis of Sanitation Led by SHGs	<ol style="list-style-type: none"> 1. The role of the local motivators of Jeevika is appreciable in implementation of the sanitation projects. 2. The women and their husbands have realization on hygiene and thus are self-motivated in building toilets of their own. 3. Proper toilet construction technology is also being adapted in building toilets.
7	Name: Divya Samson Institute: RGCSS PGDM 2016-18	LSBA	Verification and Analysis of Sanitation Led by SHGs	<ol style="list-style-type: none"> 1. SHG members are undertaking their roles like agents of change to bring transformation in the sanitation conditions. 2. The members are working tirelessly to mobilize the community into building the toilets and putting them to use. 3. The goal of the whole drive is to bring about a social transformation towards hygiene in the society.

Summary of Summer Internship Reports 2018-19

S.no.	Intern Details	Theme	Topic of Study	Observations
8	Name: Shiv Chandra Jha Institute: KSRM MBA-RM 2017-19	Social Development	Impact of Cluster Facilitation Team and MGNREGA on empowerment of rural women	<ol style="list-style-type: none"> 1. The intervention has had a very positive impact on the women as they are now aware of the MGNREGA's entitlements related to obtaining work and payments. 2. The women are also getting a role in decision making and program implementation. Thus ensuring transparency.
9	Name: Namita Kumari Institute: KSRM MBA-RM 2017-19	Social Development	Impact on education in reference to solar lamp.	<ol style="list-style-type: none"> 1. The souls project has had a very positive impact on the lives of the school going children as well as on their education, as have been finally freed from the clutches of toxic fumes and smell released from the kerosene lamps. 2. The children can now spend more time studying without irate eyes and sweat, this has augmented their interests towards the studies. 3. The project is also impacting the environment positively as it has reduced the harmful CO2 emissions.
10	Name: Veer Draveen Kumar Institute: TISS Hyderabad MBA-RM 2017-19	Social Development	FSF and HRF Impact assessment study.	<ol style="list-style-type: none"> 1. The food security fund and health risk fund are important components for a village organization, they don't only provide financial security but also fulfills the social security needs of the concerned members. 2. Food security fund and health risk fund also provide support to the marginalized communities who are otherwise deprived of such securities, these funds have come out as a huge benefit for these communities.

Transforming Lives

From Village Trances to Opening Retail Branches

One may never know when success comes at one's doorstep, but to make it come to one, one cannot just rely on luck and fate but one will have to step up one's game and work really hard. **Phulkumari Devi** joined Jeevika on 23rd December, 2012. She started putting her savings into the SHG and began taking small loans from the SHG, and with time her SHG matured, she realized that she could do more. She motivated many more women to join Jeevika and also helped in maintaining records, later she was selected as the president of Sarvottam CLF. Phulkumari Devi took a loan of Rs. 35,000 to pay the down payment of an auto-rickshaw. The Autorickshaw is being driven by her husband in Muzaffarpur, the money he earns from driving it is used towards the payment of the



instalments of the autorickshaw. She was also selected as a beneficiary for the SVEP, she took a loan of Rs. 50,000 out of which Rs. 40,000 was invested towards purchase of raw materials and the remaining Rs. 10,000 for the construction of a makeshift shop locally known as a "Gumti". Phulkumari Devi earns around Rs. 10,000-12,000 per month now, as the recently opened Apna Jeevika Haat draws a huge number of buyers from the nearby villages, a day in the haat fetches her around Rs. 3000 in sales, while on the other days she is able to realize sales of around Rs. 1200-1400. She also wants to take up stitching and tailoring business in her free time. Phulkumari Devi is really an inspiration to other women as she has achieved so much success at a very young age, she is a true leader who wants to see women grow just like she did.

Transforming Lives

SYNONYMOUS TO VERSATILITY

Some people are really passionate about whatever they do, some even take their passions a step ahead to make a living out of them. But even to turn your passions into a living, a strong willpower and a courage to continue is needed. This gives a backbone to whatever you want to do. If versatility has a face, it has to be of Jyoti Sharma, a resident of Bhelwara village in Sampatchak Block of Patna who has the prowess to get it all. Jyoti Sharma joined Jeevika in 2016 and in a very short duration of time, Jyoti Sharma has achieved many feats. A mother of 3 children Jyoti Sharma is also working as a community mobilizer with Jeevika, she actively discharges all her duties and doesn't let one hamper the other. She took a loan of Rs. 15,000 to start a saree business, she also takes up stitching and tailoring as a side-job and has also started a rabbit rearing farm in her home.



Jyoti along with her husband has also been guiding the various activities of Jeevika in her village, she actively participated in mobilizing households for toilet construction, and has been vocal in telling women to start their own enterprises and businesses. Jyoti Sharma wants to do more, she says she wants to venture into marketing silk sarees apart from starting a stitching-tailoring shop of her own.

July

CALENDAR OF EVENTS

Journey of ODF Block Tetariya

COMING UP IN THE NEXT EDITION

- Village Organisation Elections



JEEVIKA

Rural Development Department, Govt. of Bihar

Vidhyut Bhawan - II, 1st & 3rd Floor, Bailey Road, Patna - 800 021

Ph.: +91-612-250 4980, Fax: +91-612-250 4960, Website: www.brplp.in, E-mail: ceo@brplp.in

