



JEEVIKA's Newsletter

What's Inside

Key issues and strategies discussed in Partner's Meet of DDU-GKY

Pg - 4

Systematic Voters' Education and Electoral Participation Program Rallies in Districts aiming at increasing voters' turnout

Pg - 4

JEEVIKA Didi's elect their Board of Directors

Pg - 6

Agri-Entrepreneurs in Jeevika: Bringing together services of credit and market linkage to the doorsteps



An "Agri-entrepreneur" (AE) brings together services such as credit and market linkage, access to high-quality input and crop advisory for a group of farmers. The model in Jeevika follows a decentralized approach in empowering local youth as AE who champion agriculture development in neighbouring villages. Besides local self-employment, the model also facilitates delivery of services such as access to high-quality inputs, crop advisory, door step financial transactions and aggregation of surplus produce for distant markets.

Page - 5



Launch of Didi ki Rasoi

Page - 7



Birth of an entrepreneur

Page - 8



Wings of Freedom

LEAD STORY



Each AE works with 200 to 300 farmers in a cluster of 3-4 villages and acts as a one-stop service provider for most agricultural needs of small and marginal farmers.

Most of the AEs have evolved from their earlier roles as Village Resource Persons under the JEEViKA project, providing limited set of extension services to a group of farmers. Their journey from VRPs to Agri-entrepreneurs took them through an extremely competitive process. Of more than 1000 youth, who registered for the program, around 200 (5:1) were selected following a multi-stage selection process, involving written tests, interview, and socio- psychometry test to gauge their aptitude for entrepreneurship. Under the program, the selected youths undergo a 45-day residential training program with National Institute of Rural Development and Panchayati Raj, which equips every AE with the requisite agricultural knowledge, entrepreneurial and soft skills required to work intensively with farmers. To facilitate experiential and on-the-job learning, field trips and apprentice programs with existing AEs are also organized during the later phase of the program. All AEs are trained on how to use digital kits to run his/her own agri business using mobile apps; capturing market signals, insights/intelligence etc. Most of these entrepreneurs are between the age group of 18-35 years and are mostly high school graduates.



These AEs are working as change agents, transforming agriculture in Bihar from the bottom up. The AEs have been provided digital tablets to maintain digital databases of their farmer clients, with tailored digital content available for different farmers.

LEAD STORY



Program Overview of Agri-Entrepreneurs in JEEVIKA

Allied features of the program

The program has also integrated digital financial services and trained AEs to serve as Customer Service Providers (CSPs), in partnership with Spice Money, a Non-Banking Finance Company (NBFC) facilitating farmers in financial transactions at the village itself. Sangita Kumari from village Belapemu in Purnea district is an AE cum Customer Service Provider (CSP) and has facilitated transactions amounting to INR 555,000 within the first two months of being operational. In addition to receiving digital payments for inputs supplied to farmers, the platform supports Aadhar enabled payments, direct money transfer, and mobile recharges, among others.

Jeevika's heightened role

JEEVIKA ensures that these AEs behave responsibly and do not indulge in any business mal-practices and maintain their focus towards the ultimate client i.e. farmers. Over the next few months, the AEs plan to work with input dealers, farm equipment manufacturers, product users as well as banks to provide various agricultural services required by farmers. The Program in numbers:

Number of AEs trained	214
Number of AEs currently being trained	68
Number of active AEs	177
Number of Farmers registered	35000
Total transactions	INR 6 Crores
Average AE income (over 5 months of launch)	INR 12,500 per month
Average income (medium performance)	INR 8000 per month

Way forward

The cost of last-mile delivery of quality products and services especially to small and marginal farmers in India is quite high. The early signs of the AE model suggest that this could potentially solve the challenge of last mile delivery of services and bring the youth back to agriculture. More importantly, it could create an ecosystem where tech savvy, frontline champions' support marginalized farmers in adopting improved production technologies and inputs, a transition fundamental to the goal of doubling farmers' income.

Partner's Meet

(Key issues & strategies)

Bihar Rural Livelihood Promotion Society organised a Partners Meet of DDU-GKY Partners at Hotel Maurya, Patna on 26/02/19. BRLPS has been designated as nodal agency for implementation of Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) programme in Bihar which aims to train rural youths and provide gainful employment in various trades. The major objective of this meet was to bring together all the stakeholders involved in training and placement under DDU-GKY Programme for sharing their experiences and suggest innovative ways for further enhancing the implementation of Programme. Various Project implementation agencies, employers, candidates participated in this event.



Inaugurating the programme, Secretary, Rural Development Department, Mr. Arvind Kumar Chaudhary shared his views and suggested about measures that can make implementation of the programme more effective. He also emphasised on the issues that partners are facing such as i) assessment & certification, ii) documents for salary proof and, iii) hiring quality trainers. Apart from this, PIAs also shared their experiences from the field during mobilisation. They also exchanges ideas on how to cope up with attrition of trainees and how can best mobilisation and counselling be done in the field.

Successful candidates who are placed in organised sector and are satisfied with their jobs also shared their experiences. One of the skill icons, Priti Kumari said this job has given her the strength as well as has enriched her income. Currently, she is working a cashier in Reliance Trends, a garment retail store. She attributes this to her capability and the training that she got from Quess Corp LTD. Further, she says she is enjoying her job and she motivates her friends to move out of the villages and enrol in DDU-GKY trainings.

Dharmendra Kumar, a trainee from Apollo Medskills also shared his life journey. He stated “I was idle and unemployed. I also took various life skills training and participated in Job fairs in search of good employment. But time and again, I could not find any suitable job or training. In one of the job fair, I found Apollo Medskills counter and the training and job profile was quite impressive. After successfully completing my training, I started working as Dialysis Technician and within 3 months of jobs, I got promoted as Centre Manager. He was extremely obliged that He got opportunity to receive training under DDU-GKY”.



Further, CEO, BRLPS Mr Balamurugan D highlighted on the key progress made under DDU-GKY in Bihar. He emphasized on optimum Training centre utilisation, and fetching solutions for demanding trades of training. He also assured that all the support from mobilisation to quality trainers and certification of candidates will be provided to training providers.

Lastly, the skill icons were facilitated who are succeeding in their jobs and setting best example in the society.

Launch of Didi ki Rasoi

After the success at Vaishali, another Didi ki Rasoi was launched in the premises of Sadar Hospital, Buxar on 28.2.2019 by the District Magistrate of Buxar. Shri Raghvendra Singh. The canteen has been initiated by Himmat VO which will be responsible for all the affairs of the canteen right from the menu exaction to account keeping and other business affairs. This is only the second of its kind canteen in the state where people can get healthy food being prepared by the Jeevika didis without compromising on hygiene and quality. The launch was also attended by Jeevika officials who gave the details on operation and scale of the canteen and discussed its future plans and how initiatives like “Didi ki Rasoi” have expedited the cause of women's social and economic independence.



Shri Raghvendra Singh, District Magistrate Buxar with our didis

Awareness Campaigns



Systematic Voters' Education and Electoral Participation Program (SVEEP) Rallies in Districts

Systematic Voters' Education and Electoral Participation program, better known as SVEEP, is the flagship program of the Election Commission of India for voter education, spreading voter awareness and promoting voter literacy in India. The Jeevika Community Based Organisations are actively participating in the program through the medium of various rallies and awareness events to ensure that the voter's turnout is huge and people actively participate in the electoral

procedures and ethical voting. The programs also specifically appeals to the women voters and encourages them to cast their vote as female participation in voting had found to be lesser in the past.

Jeevika was awarded for outstanding campaign on Voters' Education and Awareness by the Election commission of India in 2015.

Elections in SHG Federations

Elections of 82 women's co-operatives (SHG Federations) for the positions of Board of Directors under BISSCO Act, 1996 took place on 13th February in Nalanda and Gaya Districts of Bihar. The elections were met with great success and saw huge participation in terms of both casting of vote as well electoral management. The local administration of the concerned districts lend huge support to the elections and ensured that no mishaps take place during the electoral procedures.

Prior to this, the contesting members had filed their nominations on 31st January and 1st February respectively after fulfilling the required documentation criteria. The window between nominations and elections was dedicated to campaigning by the contesting members.



Rural Retail Shop launched in Nalanda

Two Rural Retail Shops popularly known as “Gramin Mart” were launched in Nagarnausa and Giriyaak blocks of Nalanda district. While the one in Nagarnausa was inaugurated by CEO Jeevika Shri Balamurugan D, the one in Giriyaak was inaugurated by Minister of Rural Development, Government of Bihar, Shree Shraavan Kumar. These shops have been launched with the motive of making quality FMCG goods available to the rural people as well as provide a platform for the Producer groups of Jeevika to sell their products such as pulses,



spices, makhana, food grains and the likes. The shop itself runs on the producer group model of Jeevika. Started by 66 producers' group members, a line of over 110 FMCG goods will be made available in these stores. The stores have come up at a cost of INR 19.78 lakh with an investment of INR 10, 00,000 on fixed assets while the remaining INR 9.78 lakh goes towards the operating expenses of the store.

Events



Job fair at Dalsingh Sarai, Samastipur

A job fair was organized at Dalsingsarai, Samastipur, the fair was graced by the presence of Director, Jeevika Shree Kumar Anshumaly as the Chief Guest. More than 15 Companies had visited the fair. 2000 youths were present in the fair out of which 1172 youths had registered, whereas 438 candidates were placed in various companies in various trades directly while 315 candidates were selected for training under the DDU-GKY and another 45 were selected for training by the RSETIs. Several candidates were selected for training.

Transforming Lives

Birth of an Entrepreneur



Krishna Devi, a housewife hailing from Dighi Kala Purvi village of Vaishali district, had never imagined a life beyond the kitchen. After Joining Jeevika SHG in the year 2014, Krishna Devi became the treasurer of Chameli Jeevika SHG. Consequently, she got an opportunity to participate in a training on incense sticks making at RUDSETI Hajipur. After completion of the training, she took a loan of Rs. 50000 from her SHG to start incense sticks making business. Krishna Devi started rolling incense sticks from her home. But finding buyers for her finished products was something of a challenge itself. She visited the local shopkeepers of her village and requested them to purchase incense sticks from her. Some of the shopkeepers agreed to take her product as their quality was

good. Currently, 8 to 10 shopkeepers from the village and its vicinity are taking incense sticks from her. To begin with, she has been able to make a profit of 3 to 5 thousand a month. With the help and support from Jeevika, she also got an opportunity to put a display and sale stall of agarbattis at Bihar Saras Mela 2017.

She is planning to expand her business by adding some more SHG members of her village to her business. “If I will earn more my children will get good food and good education,” says Krishna Devi with a confident smile.

Wings of Freedom

Khushbu proudly flashed her employee I-card with a visible contentment on her face. Daughter of a low-earning compounder, her family had always dealt with financial difficulties, but these difficulties never came in her way of getting educated. She was married at a tender age and became a mother to two children. Her husband's income was not sufficient and as a result, Khushbu joined a school to teach kids, but the salary she was getting was very low. She thought she could do more but was not getting any lead.

During one of her visits to her maternal home, her mother (a Jeevika CBO member) told her about the youth training and employment schemes of Jeevika under DDU-GKY, co-incidentally a representative cum mobilizer from one of the PIAs of Jeevika was present in the village and came in touch with Khushbu. After the assessment of all the details about DDU-GKYs training programmes she joined the PIA and took a training of three months. Initially placed as a soft skills trainer, she was promoted to a telecaller within 4 months. After her second promotion, she is now working as a team leader and earns Rs. 8300 per month.



March

CALENDAR OF EVENTS

March 15 - 31 : CGMRM Trainings in districts

March 08 : International Women's Day Celebrations

COMING UP IN THE NEXT EDITION

- The Rural Retail Shops run by JEEVIKA Didis
- Training & Learning Centers in Jeevika



JEEVIKA

Rural Development Department, Govt. of Bihar

Bihar Rural Livelihoods Promotion Society

Vidhyut Bhawan-II, Bailey Road, Patna - 800021; Ph.: +91-612-250 4980
Fax: +91-612 250 4960, Website : www.brllp.in; e-mail: info@brllp.in

