



# JEEVIKA's Newsletter

## What's Inside

**The Metaphor of Extravaganza: SARAS Mela**

Pg - 1

**National Nutrition and Sanitation Month 'Sep-2018'**

Pg - 4

### THE METAPHOR OF EXTRAVAGANZA: SARAS MELA



The word “SARAS” is an abbreviation of “Sales of Articles of Rural Artisans Society”, a platform to bring together the traditional and rural artisans and sell their produces, but SARAS has also turned out to be a metaphor for cultural extravaganza where one can find themselves in an assortment of various cultures, relishes and traditions from different parts of the country. One can find themselves between the mumbblings of a huge horde, the fragrance of the various delicacies tickling the salivary glands, and attires waiting to be tried for that perfect look and shine.

Bihar Rural Livelihood Promotion Society “JEEVIKA” under the aegis of Rural Development Department, Govt. of Bihar organizes “Bihar Saras Mela” every year to promote the rural art and culture of India. SARAS is an initiative by the Ministry of Rural Development, Government of India to provide a platform to the rural Producers /Artisans to market their products through Exhibitions.

Page - 6



A hope for Livelihoods and health

Page - 7



Mother's Promise brings a Great Change

Page - 8



Transforming Lives





It was introduced during 1999-2000 when MoRD participated in India International Trade Fair (IITF), 1999 under the banner of SARAS. It was organized, for the first time, with a view to give exposure to rural artisans, entrepreneurs and officials associated with SGSY to a major international event in the country, and it further intended to develop markets for products manufactured by beneficiaries of various poverty alleviation programs of MoRD.

The theme for the Saras Fair of September 2018 was “Unnat Mahila Ujjwal Bihar” meaning “Progressive Women, Bright Bihar”. Women belonging to SHGs of 10 Indian states and of Bihar along with artisans participated in the Saras fair. Selling their products from 130 stalls at the premises of Gyan Bhawan.

The fair was inaugurated by Honorable Minister of Rural Development, GOB, and Shri Shravan Kumar in presence of Shri Arvind Kumar Chaudhary, Secretary- Rural Development Department and Shri Rajesh Parimal Dy. Secretary, Department of Rural Development.

The specialty of the fair was it being plastic free, where people were encouraged to use paper and cloth bags instead of the plastic bags to aware people for contributing towards a cleaner and healthier society. In this view, bags made by Rubi Rani of Prabhat Jeevika SHG from Hajipur registered record sales. The cause of environmental protection was also promoted in the fair, people visiting the stalls were given the message through the crafts and articles signifying the cause. Articles made from bamboo, watercress discarding plastic goods was also a proponent of this cause.





The stall of Lohia Swachh Bihar Abhiyaan was dedicated to spread awareness on open defecation free mission and toilet usage in every household, whereas the stall of HNS Jeevika demonstrated the practices of healthy diet and nutrition under the campaign of “Poshan Mah” or “Nutrition Month” in September 2018. Customers enjoyed sweets and snacks from the HNS Jeevika stall.

The main attractions of the fair were honey, leather products, garments, ornaments made from shell, artificial flowers made of natural items, katarni and sonachur rice, jaggery sweets, Buxar's famous Son Papdi, pickles of various varieties, artefacts based on Madhubani Paintings, hats made of watercress etc. The measure of demand of these products can be done by the fact that most of these products went out of stock before the conclusion of the fair. Many products like the “Sahjan Pickle” were pre-ordered by customers for the December edition of the Saras.

A lottery coupon was given to the customers who bought goods of more than Rs. 500, these coupons were entitled to three prizes every day. The winners of these prizes shopped for goods heavily.

Apart from artefacts and consumer goods the Saras was also a hotbed for cultural activities, seminars, street plays on contemporary issues.

The visitors were also happy for the fact that there was no entry fee for the fair. People from all walks of life were able to attend the extravaganza and also fulfill their daily needs from it. The fair remained a center of huge crowd even during heavy downpour. People from other parts of Bihar also visited the fair and bought goods of their choice from the fair. The fair was able to realize sales of more than Rs. 1.25 crores, the data is based on the sales book of the rural entrepreneurs.





## National Nutrition and Sanitation Month 'September-2018'

JEEVIKA works for social and economic empowerment of rural poor through women's collectives, and the biggest assets of these women are their children. But Bihar shows a very gloomy picture of malnutrition among these assets where 48% of the children under-5 are stunted



and 44% are underweight. Lack of hygiene and sanitation contribute to a great extent to malnutrition and approx. 35% of Bihar's households still do not have household level toilets.

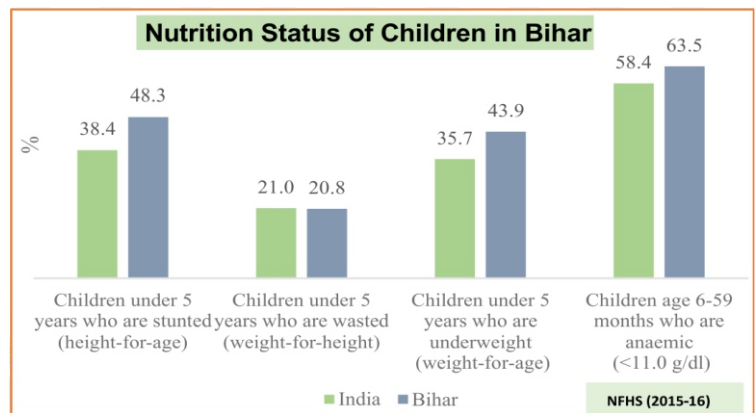
JEEVIKA, which is already playing a vital role in promoting health, nutrition and sanitation status of the rural community has continued the fight against malnutrition by observing September month as 'Nutrition and Sanitation Month'.

To create enabling environment about nutrition and sanitation, JEEVIKA had observed September month as 'National Nutrition and Sanitation Month' across all 534 blocks of 38 districts across Bihar through participation of entire spectrum of JEEVIKA didis, cadre and staff, and convergence with health, Integrated Child Development Scheme and education departments.

District and block level convergence meetings were held with officials of these departments to share the proposed activities and discuss participation and coordination among stakeholders.

With the support of these departments following key activities were undertaken:

- From every block, two JEEVIKA staff were oriented on health, nutrition and sanitation related issues. These trained staff have further oriented community mobilizers through cluster level orientation sessions.
- Awareness was generated on breastfeeding, complementary feeding, and sanitation in SHG meetings. Front Line Workers participation is being encouraged in these meetings.
- VO level rallies were organized to create awareness about nutrition and sanitation through use of banners and posters.
- Participation of eligible beneficiaries in Annaprashan day and Village Health Sanitation and Nutrition Day is being ensured by Health and Sanitation Committee and community mobilizers.



- Construction and use of toilets, which is already being promoted under Swachh Bihar Abhiyan, was also reinforced during the month
- 'Gaon ko swachh banao aur kuposhan hatao' resolution was taken in gram sabha meeting on 2nd October.
- Various other community level activities, such as 'purak aahar ratan utsav, poshan baghicha ratan, healthy baby show were conducted to create awareness about nutrition and sanitation.

## Catalyst in improving maternal and Child Health and Nutrition - JEEViKA's scalable model in 101 Blocks

JEEViKA has a mandate to integrate and promote maternal and child health, family planning, nutrition and sanitation activities through community platform. To realize this goal JEEViKA is working extensively in 101 blocks of 11 districts, with technical support of Project Concern International to develop a scalable model by using multipronged strategies that effectively use JEEViKA platforms such as Self Help Groups (SHG) and Village Organizations (VO) and other individual, household and community level touch points. Given below is a snapshot of JEEViKA's efforts on Maternal Infant and Young Child Nutrition (MIYCN).



**BCC Modules:** During the National Nutrition Month in 2017, JEEViKA launched its BCC module on Nutrition through launch events at 11 district headquarters and 101 block headquarters of Bihar. These modules covered Breastfeeding, Complementary feeding, and Maternal Dietary Diversity and were customized for enabling roll-out during SHG meetings through Community Mobilizers. Subsequently during the period from September 2017 till July 2018 these modules were rolled out in 1,12,395 SHGs enabling over one million SHG members and their families undertake individual and collective actions around key MIYCN behaviors and practices.

**CF Campaigns:** JEEViKA also designed community events called Complementary Feeding (CF) campaigns which were held in 7,692 Village Organizations from December 2017 till 31st August, 2018, covering 65% of the targeted VOs. These events were designed to improve community awareness and enable mothers of children between 6 to 11 months to learn about complementary feeding experientially. These events had components of rallies by SHG members, home visits by community leaders to households with 6-11 month children, video shows, collective feeding and recipe demonstrations. During the campaign 71,336 home visits were made to the households of mothers of 6-12 month children and over 54,413 such beneficiaries



### Purak Aahar Ratna Utsav (felicitation of champions of complementary feeding)

Since July 2018, the Community Mobilizers of JEEViKA have also been following up with mothers of young children, for sticking to recommended Complementary Feeding practices, during the weekly SHG meetings. Mothers who have reported practicing these (initiation, diversity, quantity, and frequency in CF) on at least three occasions are being identified as "Champions of Complementary Feeding" or "Purak Aahar Ratans." During the "Poshan maah" or National Nutrition & Sanitation Month of 2018, these "Purak Aahar Ratans" are being felicitated by Village organizations and SHG members during a special felicitation event called the "Purak Aahar Ratna Utsavs". Mothers of younger children (new cohorts of 5 to 12 months) are also being invited by Bulawa tolis to learn from these champions. Mothers are being encouraged to prepare and demonstrate the recipes (with at least four food groups) for complementary feeding and the processes for preparing the most interesting and innovative recipes will be captured. Representatives from health, ICDS and PRI will also be invited to be part of this function." During 1st week of Poshan maah (1-8 September) 'Purak Aahara Ratna Utsav' was held in 343 VOs and 1,459 mothers were felicitated with 'Purak Aahar Ratna' following recommended child feeding practices.





## Wheatamix: A hope for livelihood and health

### Introduction:

People nowadays want supplementary nutrition that is ready to eat. Decentralized Fortified Food Unit is producing ready to eat powder for mother and child to ensure proper nutrition and to address the issue of malnourishment and stunted growth among women and children. Khagaria has two DFFU which act as a great resource pool. Both the units are registered under Micro, Small and Medium Enterprises. The Details are as follows:

Established	CVRPSBCP NJ?LR	ROASTER PLANT
	2013	2013
Address	Jeevan Jyoti Jeevika Mahila Swawalambi Sahkari Samiti Ltd., Ramganj, Sansarpur, Khagaria-851204	Chandni Jeevika Mahila Swawalambi Sahkari Samiti Ltd., Ramganj, Sansarpur, Khagaria-851204



### 1. OBJECTIVE BEHIND ESTABLISHMENT

- To supply nutritional fortified food to Anganwadi centre to battle against malnutrition among pregnant mother and children.
- To generate livelihood opportunities among the rural women which will support to improve their standard of living.
- To promote entrepreneurship in the Community Based Organization to elevate them to self-sustaining business entities.

### 2. PROCESS INVOLVED IN PLANT ESTABLISHMENT

Responding to the demand for Fortified Food, the intervention was undertaken by District Project Co-Ordination Unit, Khagaria. Jeevan Jyoti and Chandni Village organizations from Khagaria Sadar Block were selected. Jeevika partnered with NIDAN (a NGO) & Venkateshwar Group of Industries to set up the plants. These technical agencies supported the VO's to set up the plant and consequently trial run it for two months. The VO's gradually took over the management and operations.



### 3. ROLE OF CBOs IN NURTURING PLANT

VO as a Community Based Organisation has the duty to run the plant successfully. The Office Bearers are responsible for all the financial process and documentation. Board of Directors are responsible for decision making and planning. A Procurement committee is also present in the VO entrusted with the responsibility of procurement of raw materials and the likes. The SHG members who are part of these VO's, work as the unskilled labor of the plant. The Cluster Level Federation is ultimately responsible to monitor the overall proceedings of the plants.

### 4. HOW THE PLANT HAS GIVEN A HOPE TO GENERATE LIVELIHOODS:

The women most of the time are not able to go far from home as they have various duties to discharge at the family level. But as these women do not usually belong to financially sound families, they seek easy jobs close to their respective community. When the Jeevan Jyoti JEEVIKA VO didis saw this opportunity to have a small industry at their door step, they were very happy. The women were very generous and took logical decision to rotate the shift of work to give work to most of the women living there. Special attention was given while selecting SHG members to be engaged in the plant. Widows, women with special access needs children, women with mentally ill husbands and other vulnerable group members were given preference.

The human resources of the plants are as under:

- Female workers: 31
- Management committee: 13
- Male helpers: 4
- Operators: 2
- Book Keepers: 2

## 5. DETAILS OF PRODUCTION

Jeevan Jyoti VO Sansarpur Fortified Unit produces fortified food for children while the Simra unit produces fortified food for pregnant and lactating mothers. The raw materials used are wheat, rice, dal, sugar (only for children), fortified with vitamins and minerals.



Sales realizations till date:

Q. No.	Name of the Client	Amount(In Rs.)
1	ICDS (Anganwadi Center)	3194888
2	Community Based Organizations	89600
2	World Vision	21200

## 6. FUTURE PLANS

The Simra unit plans to add on an “atta chakki” or “wheat flour mill” for product versatility as per public demand. The concept of inducting SHG members as selling agents is to be introduced soon.

## 7. CONCLUSION

The initiative thus addresses nutrition and livelihood enhancement

### Transforming Lives

**Mother's Promise brings a Great Change.**

“Ajj ate wakt ek paua ghi zarur le ana”,

This quote is the visible result of Complementary Feeding campaign and the struggle of Community Mobilizer, Rakhi Kumari. Sarita Devi, member of Krishna SHG is a resident of Nialy Tola, Pipra panchayat, Chautham, Khagaria. She lives with her husband, and two daughters. The couple was blessed with twin daughters on 31<sup>st</sup> December, 2016. Sarita breast fed her daughters and at times with cow milk after completion of 6 their months. She was not aware of complementary feeding before the campaign was organized. On 18<sup>th</sup> December, 2017 a Complementary feeding campaign was organized at Anchal VO of Narishakti CLF where Sarita was a participant as well as a beneficiary of the campaign. When she was paid a visit and was told to immediately start complimentary feeding her reply was, “**Bachhi ko abhi daant hi nei aiche u chawal dal khai sakiche?**” But she was intensively motivated by CM, BHNSI, HSC members to come for the video show and food demonstration in the evening. She replied that she will come with khichri. After the video show and counseling all the mothers were asked to sit in a circular form and to feed their child with what they have brought. Sarita didi took along with her mashed khichri made up of rice, pulses, tomato and ghee. Her misconception regarding food habits of infants was changed. She was amazed that her daughters were happy while eating the khichri and she promised before all that she will take care of the frequency, density and variability of food to be given her daughters, she will always ensure minimum four food groups per day. While follow up she was found feeding her daughters “suji halwa” with ghee and nuts.





## Transforming Lives

Hemlata Kumari, a resident of Sima tola in Jalalgarh panchayat of Jalalgarh block in Purnea was identified as a beneficiary of the Swabhiman project. Her mother works in the farms and takes care of the livestock, which takes up most of her time. Her father works as an agricultural worker as well, Hemlata is the eldest among 4 children and as such has to take up most of the chores. A year ago she was identified as a weak teenager, as the girth of her arm was found to be a mere 18.1 centimeter.



To bring changes in her health, various activities were taken up by the “Kishori Sakhi”. Kishori Sakhi paid a visit to Hemlata every 15 days to enquire about her health, hygiene and her eating habits. Her arm radius was being measured every month to assess the progress of her health. Meetings were organized every month in the teenager groups where discussion around food groups, balanced diet, and sanitation was facilitated.

Hemlata's father in earlier days had debarred her from going in these meetings, as she didn't want her daughter to go out. She told this to the “Kishori Sakhi”, Kishori Sakhi turned to Hemlata's father and told her about the benefits, Hemlata's father then agreed to send her. After this, kishori sakhi called up Hemlata's father during every meeting and he sent Hemlata to the meetings.

All these activities, and interaction with other teens brought a lot of behavioral change in Hemlata. She incorporated leafy vegetables and milk in her diet, went to the toilet with footwear, started washing hands before and after eating food. She also started safe menstrual practices. These little steps brought a significant change in her life, and after a year the girth of her band was measured to be at 22.5 CM and she was found to be healthy. She tells about this change to everyone in her school.

# November

## CALENDAR OF EVENTS

## COMING UP IN THE NEXT EDITION

- Regional Workshop on Food, Nutrition, Health and WASH



**JEEVIKA**

Rural Development Department, Govt. of Bihar

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

Ph.: +91-612-250 4980, Fax : +91-612-250 4960, Website : [www.brjrp.in](http://www.brjrp.in), E-mail: [info@brjrp.in](mailto:info@brjrp.in)

