



JEEVIKA's Newsletter

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Visioning of Cluster Level Federation



JEEVIKA has architected a three-tier community-based organization structure organizing rural women from 10 to 15 households into the Self Help Groups at the base level which are further grouped at the village level into a Village Organization (VO) and further federated into Cluster Level Federations (CLF).

The top-most tier of Community-Based-Organization is the Cluster Level Federation (CLF) at the Block Level. It consists of 20-25 Village Organizations (VO) which comprise the members of 12-15 SHGs each. One of the ways in which the CLF supports the community is by providing training in Institution

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building and capacity building and indulging with the community through visioning exercises for a way forward.

Visioning generates a common goal, hope, and encouragement; offers a possibility for fundamental change; gives people a sense of control; gives a group something to move toward; and generates creative thinking and passion. In moving toward a vision, you will be likely to encounter several problems to solve. A problem is something negative to move away from, whereas a vision is something positive to move toward. So, remember Visioning is from the future to today. Problem- solving is from today to tomorrow.

Importance of Visioning of CLF:

Visioning becomes important for any organization while addressing the member`s patronage with values, strategy, system, and processes. The visioning exercise supports the organization to design and deliver the services and products as per members` requirements. For The CLFs, it will also create the opportunity to make linkages with the relevant stakeholders as well developing the internal resources to maintain the desired changes.

As of now JEEViKA has mobilized 1407 Cluster Level Federations and 309 of them are also registered so the importance of processes like vision building, annual action plan, and business development plan are important to



Lead Story : Visioning

strengthen the internal capacity, achieve the major change dimensions identified by the members and making the required systems and processes for institutional self-reliance and financial sustainability.

Steps for Building internal capacity

Internal Mechanism for quality execution

- District level Coordination Committee: This committee is responsible for overall progress and ensuring timely and quality execution at the CLF level.
- Weekly review meeting with the training officers on progress and quality of execution
- 10 SRPs have been identified and trained to guide and support the execution at CLF level.



Major experiences so far and plan ahead

While conducting demonstration and visioning exercises in the CLF we experienced high participation of women leaders and other staff. Women were highly enthusiastic during the exercise and could identify a higher degree of change in the life of women in their families and also at the level of the village and society. The major change dimensions that came out during the V-2 and the interphases are livelihoods (all forms), health and nutrition, education, gender and entitlements, development of basic infrastructure and services in the villages, and inclusion of more needy HH in the financial support structure.

Since these change dimensions are identified by the CLFs, they will have to understand the thematic perspective, activities, and indicators, and also from where (Stakeholders) they can draw support to achieve the changes that they have visualized. Therefore, there is an immense need for thematic verticals to engage with CLF to build thematic perspectives and help them concretize their goal and plan. For this, the process has been designed in such a way that the thematic vertical will have to get engaged with the CLFs in the Vision 3 process for which the demonstration process has already been initiated.





POSHAN Maah

POSHAN Abhiyaan is an overarching umbrella scheme to improve the nutritional outcomes for children, pregnant women and lactating mothers by holistically addressing, the multiple determinants of malnutrition and attempts to prioritize the efforts of all stakeholders. On a comprehensive package of intervention and services targeted on the first 1000 days of a child's life. It seeks to do so through an appropriate governance structure. It aims to reduce child stunting, underweight and low birth weight.

Activities:

1. State level activities:

- The introductory activities were planned through a coordination meeting with the state level team, development agencies, mission staff, and other line departments.
- Accordingly next virtual meeting was also organised by SPMU, with district team to know the progress of POSHAN Maah activities.
- POSHAN Jan Andolan Dashboard data was also monitored in the meeting but due to some technical glitches on the Poshan Maah dashboard the actual figure on progress from district was not showing due to which proper monitoring was not being done. The issue was also raised at the NMMU level but still till the end of the event issue was not being resolved.

2. District/Block activities:

- Meeting was organised by district FNHW team to orient about the POSHAN Maah activities to be done at block level.

Programmes and Initiatives

- 38 districts took participation in convergence meeting organised by WCD department, Bihar and were told to participate in joint activities to be conducted by other line departments.
- Also discussed with block team on data entry process on Jan Andolan portal and update the progress on daily basis by the blocks ID and Password sent to them.
- Accordingly Block team also had a meeting with Cluster level staffs and community cadres for implementing the POSHAN Maah activities as per the office order issued by state office.



3. CLF/VO/SHG meetings :

- Topics discussed in the SHG meeting were **Family Diet Diversity & mobilisation on Covid-19 precautionary dose for left outs.**
- Community cadre discussed on the above mentioned topics at SHG and gained the knowledge on the importance of the precautionary dose of Covid-19 and Diet diversity topics.
- Community cadre also updated the line list of targeted beneficiaries for house hold visit during the poshan maah.
- SHG members also took pledge in SHG, VO & CLF meeting regarding importance of the precautionary dose of Covid-19 and importance of food groups and child health care.

At the end session of the event diet diversity campaign in all district and block were organized and a recognition and award ceremony for the best performers i.e., those didi who answered all the food group correctly and also practiced proper diet habit were awarded in every VO, CLF, Block and District. Total 45,936 VOs participated in Food Demonstration and quiz competition event.

Saras Mela 2022, Gyan Bhawan

"The Bihar Saras Mela", provides a delightful opportunity for the millennials to get a taste of their roots. Saras in an amalgamation of rural handicrafts and heritage, catering the citizen to have glimpses of profuse shades of India. Every year, Saras invites rural entrepreneurs and crafts persons across the country to set up their stalls, providing them with the adequate market linkage to sell their products. In order to promote the rural economy, Saras Mela was organized from 2nd September to 11th September at Gyan Bhawan, Patna. This year, women entrepreneurs associated with self-employed people associated with self-help groups from 17 states including Bihar have displayed 135 stalls which were decorated for sale and exhibition of products. Out of which 75 stalls were allotted to Jeevika. On 2nd September 2022, there was the Inauguration of Bihar Saras Mela 2022 by the Hon'ble Minister Rural Development Department, Government of Bihar Shri Shrawan Kumar. On this auspicious occasion, Hon'ble



Member of Bihar Legislative Assembly Shri Gunjeshwar Sah, Secretary Rural Development Department, Shri Balamurugan D., and Chief Executive Officer cum State Mission Director, Bihar Rural Livelihoods Promotion Society - JEEViKA, Shri Rahul Kumar adorned the event.

At the end of a fifteen-day venture, the Bihar Saras 2022 conducted a presentation ceremony of the best stalls in terms of Display, Cleanliness and Total sales. The total sales of the entire Mela was around Rs. 3 Cr. Best performing stalls were felicitated by Program Coordinator - Governance and Knowledge Management, Mrs., Mahua Roy Choudhary. Apart from this, the officials of JEEViKA were felicitated by Hon'ble Chief Executive Officer - JEEViKA, Shri Rahul Kumar for the overall management and coordination of the event from 2nd September 2022 to 11th September 2022.

THE BAMBOO PIONEER

“You only live once but if you do it right, once is enough.”- Mae West

Arjina Khannam from Maa Fatema Self Help Group, Assam believes in her aspirations to inspire others to have an eco-sustainable business of Bamboo Crafts. She is involved in production and sale of bamboo products since it has a huge potential of sustainability due to its environment-friendly nature. This business is a common source of livelihood generation practices in her village, and she learned the skill of making products from there. She has been participating in Saras since 2017 and earns good profits from Saras. Her sale in Saras varies from Rs.1 lakh to 1.5 lakh in 10 days. Apart from Saras her average monthly income is Rs. 50,000/- approximately.

In Saras 2022, she generated total revenue of Rs. 2,42,022.

NEVER SETTLING FOR AVERAGE

Narmada Devi, one of the women figure of Bihar, is an entrepreneur specialized in Madhubani painting. By joining Jeevika in the year 2008, she has given international recognition to Madhubani painting. Narmada Devi, a resident of Ranti village of Madhubani has established Craft Union Producer Group in 2009. With the aim of giving a bigger size and market to Madhubani painting, she added hundreds of rural women in her team. The caravan grew. In the year 2018, ShilpGram Mahila Utpadak Company Limited was established in Darbhanga, Bihar. Craftsmen's products were sold through various mediums and in less than four years, there were 450 shareholders in ShilpGram. More than a thousand of craftsmen are involved in this entrepreneurship journey. In just four years, the company has done a business of about nine crores. Narmada Devi is the director of the company, and a renowned public figure. She also participates as a guest in various programs organized at the national



Transforming Lives

level and inspired other women to become successful entrepreneurs. Women associated with Shilp Gram Mahila Utpadak Company Limited have become financially and socially empowered.

In Saras 2022, the stall of Shilpgram Women Producer Company Limited became the center of special attraction for the visitors. Tasar silk sarees and products carved from Madhubani paintings were the hero products. These products ranged from Rs. 150 to Rs. 18,000, encountering a total sell of Rs. 1,69,715.

The Innovative Duo

There is a regional saying that if the mother-in-law and daughter-in-law do some work together, then no one can stop them from being successful. One such team was seen in Sewa village of Gidhaur block. This pair of mother-in-law and daughter-in-law not only started their business with the idea received in the lockdown but today their entire family is involved in this work.



Many people became unemployed during lockdown 1.0. Some youth started their business with the deposited capital and some started their start-up with new ideas. One such case was seen in Seva Panchayat of Gidhaur block of Jamui district. Anita Devi (mother-in-law) and Pooja Kumari (daughter-in-law), residents of Sewa village of Seva Panchayat, took a loan from the JEEVIKA group and purchased machine for making double-leaf and started making leaves. Today both of them not only make pattal but also supply it to the wholesale in the market. Pooja, who held the post of President in the Mahatma Gandhi Self-Help Group, took a loan of 25 thousand from the group. Anita Devi, the mother-in-law of worship from the same Shiv Guru Self-Help Group, also took a loan of 25 thousand and together they bought a machine for making leaves for 2.5 lakhs by adding some of their savings to it. And today they are earning 8 to 10 thousand rupees in a month from the business of the leaves. 23-year-old Pooja is a BA pass and in 2018 she got married to Mukesh Kumar Sao, a resident of Seva Panchayat. Pooja has a one-and-a-half-year-old daughter and has been working in the group as its chairman for two years. Pooja's husband is often out for work. Didi when asked as to why did she choose the work of making leaves, Pooja tells that when the lockdown was imposed in the country for the first time, her husband and brother-in-law had all come home back from the city where they worked in the textile factory with idea of how they would provide for the family. It was a struggle every day to put the food on the table and this is when Pooja came across this pattal-making video on a YouTube channel. Then an idea came to mind why should not they try their hand in this business? Then after consulting the family members and taking a loan from the group, started the business of pattal-making. They started the business of making pattal-making in October 2020 and till date they have also sold about three lakh pattals. Didi supplies Rs.40 per hundred dona and bundle of 25 leaves in the market for Rs.24 in wholesale. Didi tells that in a kilo, 85 numbers of pattals and 200 donas are made. The family also has some ancestral land, in which they also grow green leafy vegetables. Didi and her family are leading a happy life today with this business started one room at home. The loan taken by the mother-in-law and daughter-in-law has been repaid by both of them.

Transforming Lives

JEEViKA's Program to the rescue of Munni Devi

Munni Devi Kunti, a resident of Bhadwari Tola village of Kiajodi Panchayat of Chakai block, is a member of JEEViKA Self Help Group. Under Project Unnati, Munni Devi took training in goat rearing from RSETI Jamui. Munni Devi has set an example for thousands of others in the Village as to how with determination and hard work one can really change alter their destiny. Munni Devi's husband Baleshwar Ramani was the only earning member of the family initially, his main occupation was farming. From the benefits and support received Under Project Unnati, Munni Devi, who took training in goat rearing, has now become a support system to her family. On 24 March, Union Minister of Rural Development and Panchayati Raj, Shri Giriraj Singh honored her with an award for her exceptional work of goat rearing with the help of the training provided to her under the Unnati project. The program was organized at Bhim Auditorium in New Delhi as the Amrit Mahotsav of Independence. Only five people from Bihar were selected under Project Unnati. Of these, only Munni Devi is the one who was selected for the award from the JEEViKA group. The name of not only Chakai block but Jamui district has also been illuminated by the honor of Munni Devi.



She expresses her gratitude to JEEViKA for recognizing the potential in her and selecting her for the training program. She say “JEEViKA is the guiding light for all the rural women who dare to dream bigger than their reality, it has given me the opportunity to receive an award from the government which I could never even dream of...”.

November

CALENDAR OF EVENTS

COMING UP IN THE NEXT EDITION

- Fisheries Intervention
- Capitalization and Loan Disbursement



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