



JEEViKA's Newsletter

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Harit JEEViKA Harit Bihar: Propagating a better future, a greener tomorrow



The initiatives of JEEViKA didis have been instrumental in raising social conscience in the community and bring social change. The campaigns for alcohol prohibition, access to toilets and sanitation led JEEViKA didis have received marvelous community support in combating such social evils. Their determination and resolute have made them the face of social movements in the state.

JEEViKA didis actively worked during the lockdown due to COVID-19 pandemic and ensured that masks, essential goods and services are made available to the community. Taking their own legacy forward, JEEViKA didis have been assigned the responsibility to take forward the greenery movement "Harit Bihar, Harit JEEViKA" as a mass plantation drive under the Jal-Jeevan-Hariyali mission of Government of Bihar.

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Growing Plants and Livelihoods



The Jal-Jeevan-Hariyali mission, a flagship program of Government of Bihar to address climate change issues aims to plant 2.51 crore trees.

JEEViKA with its mandate to promote consumption of atleast 7 food groups under the food dietary diversity campaign to improve nutritional intake, has resolved to encourage plantation fruit trees in the kitchen garden of the SHG didis.

The following measures are being taken to ensure plantation of 1 crore fruit trees in the kitchen garden of JEEViKA didis

- JEEViKA in convergence with Department of Forest, environment and climate change, Govt. of Bihar is ensuring availability of fruit bearing tree saplings to every SHG household.
- JEEViKA didis are being trained on plantation techniques and after-care of plants, audio-visual materials have been developed for the said purpose.



• 26th June, 2020 was celebrated as Pit-Digging Day or “Gadhha Khodo Diwas” for mass plantation of saplings.

• Temporary nurseries are being raised at all panchayats by the Department of forest, environment and climate change so that the saplings can be reached the drop points timely as per the requirements generated by the Vos in micro plan. The geo location of the drop point will be entered in the Van-Mitra app by the nodal person so that the vehicles carrying saplings may easily reach the spot. The drop spots are being established in open spaces and locations where the road connectivity is good.

• Plantation days are being celebrated as a festival, and didis organize a “Prabhat Feri” while moving to the drop point from their respective village organizations. Social distancing norms are being adhered to during these walks.



Activities undertaken so far by JEEViKA didis:

Awareness and training campaigns:

To train the JEEViKA didis on plantation techniques and spread awareness on the topic, video films are being used. These videos have been disseminated among JEEViKA didis by JEEViKA and Department of Forest, Environment and Climate Change through various social and electronic mediums. These videos have been developed in vernacular languages of Magahi and Bhojpuri for better understanding.

Gaddha Khodo Abhiyaan: With the mission of 1 crore tree plantation and under the Gaddha Khodo abhiyaan, JEEViKA didis across the state have dug more than 85, 00,000 lakh pits for plantation of trees.

Land preparation: As per the instructions laid out in the videos, JEEViKA didis have used organic manures in the pits to increase the soil's yield capacity.

Mass Plantation: A mass plantation drive is being undertaken by JEEViKA didis across the state in collaboration with Department of Forest, Environment and Climate change

Emphasis on cluster plantations: A cluster based approach is being adapted in the plantations. Similar species of plants or similar plants are being planted in a cluster of 2-3 villages ie, a cluster of mango trees, a cluster of Sahjan trees and the likes. The cluster approach of plantation has been adopted for collective marketing of the produce and also for uniform aftercare practices.

For the betterment of the society and the planet at large, planting of trees is being seen as long term solution. Systematic tree plantations not only bring greenery but also check floods, soil erosion, which are prevalent in Bihar due to its geographical positioning and lesser green topography. Systematic plantations also help in meeting nutritional demands while adding fruits and vegetables to the food plates of the rural people. The entire movement apart from addressing the social and climate change concerns, intervention like the “Didi Ki Nursery” is also providing additional income to the didis. Some of the didis are also switching over to it as a full scale entrepreneurial activity to aggravate income and supply plants to institutional buyers.

JEEViKA's intensified reach: Exploring tea cultivation corridors in Kishanganj



Kishanganj, due its geographical positioning closer to the foothills of Himalaya and climatic conditions is conducive for tea production and puts Bihar squarely on the tea map of India. Kishanganj is witnessing a new initiative of the JEEViKA didis in white tea cultivation with support from the tea board apart from regular tea cultivations. The estimated price of this exquisite variety in the international market is estimated to be in the range of Rs. 10,000 to Rs. 1,00,000 per kilogram while demand for regular tea varieties are also rising due to some medicinal values and daily usage.

White tea cultivation in Thakurganj

15 JEEViKA SHG members led by Shanti Besra are cultivating organic white tea in Butijhari village of Thakurganj block. New buds from fresh plants have been plucked to produce 2 kilograms of sample white tea. The tea is useful as an immunity booster. This variety of tea was also exhibited during Hon'ble Chief Minister's visit to Kishanganj in January.

Entailing the process, Shanti says that new tea buds are plucked before sunrise and are fried in an earthen pot before being dried in shade. The entire process takes more than 15 days.



Tea Buds are plucked before sunrise to be processed into White Tea, an exquisite variety.

Tea cultivation in Pothia

30-40 JEEViKA didis are also doing individual tea plantation in small strips and have taken funds from JEEViKA SHGs to support the same.

Steps are also being taken towards inclusion of more didis in the tea venture and its promotion as a viable source of livelihood. Kishanganj with its strategic positioning has a potential to develop as a of tea corridor.

Launch of Garib Kalyan Rojgar Abhiyaan

The Hon'ble Prime Minister Shri Narendra Modi launched the Garib Kalyan Rojgar Abhiyaan on 20th June, 2020 through Video-Conference in presence of the Chief Minister and Deputy Chief Minister of Bihar. The Abhiyaan was launched from Village – Telihar, Block- Beldaur of Khagaria District of Bihar. Further, the Chief Ministers of other five States and Union Ministers of concerned Ministries also participated in the launch of the program.

The villages across 116 districts in the six States joined the programme from the Common Service Centres and Krishi Vigyan Kendras, maintaining the norms

of social distancing in the wake of the Covid-19 pandemic.

This campaign of 125 days, which will work in mission mode, is involving intensified and focused implementation of 25 different types of works to provide employment to the migrant workers on one hand and create infrastructure in the rural regions of the country on the other hand, with a resource envelope of Rs. 50,000 crore.

A total of 116 Districts with more than 6 million returnee migrant workers across six States, namely Bihar, Uttar Pradesh, Madhya Pradesh, Rajasthan, Jharkhand and Odisha have been chosen for the campaign which includes 27 Aspirational Districts. These districts are estimated to cover about 2/3rd of such migrant workers.



The Abhiyaan is a coordinated effort between 12 different Ministries/Departments, namely, Rural Development, Panchayati Raj, Road Transport & Highways, Mines, Drinking Water & Sanitation, Environment, Railways, Petroleum & Natural Gas, New & Renewable Energy, Border Roads, Telecom and Agriculture.

Hon'ble Prime Minister's Interaction with Sarbila Devi (JEEViKA SHG Member) during launch of Garib Kalyan Rojgar Abhiyaan



In an interaction of more than two minutes during the launch of the Garib Kalyan Rojgar Abhiyaan, Shri Narendra Modi flagged off the interaction by lauding that even after having physical ailments, Sarbila is doing a lot of work as a JEEViKA didi, Sarbila replied that she's securing her livelihoods with animal husbandry activities. The Hon'ble Prime Minister asked her whether she's being approached being a JEEViKA didi by other villagers or not, to which she replied that she's being approached by many, and she also added she approaches other JEEViKA didis in times of need. Hon'ble Prime Minister stated that JEEViKA didis need to play an important role in implementation of Garib Kalyan Rojgar Abhiyaan as they carry programs with much enthusiasm.

The Hon'ble Prime Minister further asked her about the work she and her SHG does. Sarbila replied that they are engaged in livelihood generation activities and currently they're involved in spreading awareness on social distancing, promoting usage of masks and the likes. The Hon'ble Prime Minister asked whether the villagers are complying to them or not, Sarbila said that the villagers are complying.

Hon'ble Prime Minister closed the interaction by expressing gratitude and thanking the JEEViKA didis for their work in livelihood generation and COVID-19 pandemic awareness.

Overall, the Garib Kalyan Rojgar Abhiyaan , aims at creating livelihood opportunities for the returned migrants, and while doing so it is expected to create durable infrastructure in rural areas. The GKRA would be implemented in a mission mode to provide jobs and livelihood opportunities for 125 days for more than 6 million migrants.



Hon'ble Chief Minister of Bihar's address to the state on COVID-19 pandemic:

Hon'ble Chief Minister of Bihar addressed the state on measures and precautions to be taken during the COVID-19 pandemic. JEEViKA didis participated in large numbers during the address to carry forward the message to the community. 18, 62, 598 didis from JEEViKA watched the live telecast of the address from locations across the state.



Transforming Lives

Bamboo craft to accelerate income



The traditional bamboo craftwork practiced by the “Dom” community in Katihar is witnessing its reversal during pandemic period. The craftwork which could not generate sufficient remuneration was gradually dying and the artisans opted to migrate to the cities instead. The pandemic condition compelled them

to return and start the craft work again. JEEViKA supported them adequately and organized into PGs. Two bamboo craft PGs have been established by JEEViKA at Hasanganj and Manihari blocks. 25 members, all of who are returnee migrants from the dom community are working at the Hasanganj PG while 40 members, including 30 migrants from the Santhal community are engaged in the Manihari PG. Accounts of the PGs have been opened while MoU with the CLF has also been signed. CLFs have already started the advisory and support program to these PGS. The dom community is producing bamboo goods that are used in festivals, marriages and other occasions, while the Santhal community is producing decorative craft items. JEEViKA is not only providing training to them, but is also working for marketing their produce

Growing plants and livelihoods

Rina Patel from Chandauli village in Pusa block of Samastipur is successfully running her didi ki nursery. Till recently, Rina was a housewife struggling with financial difficulties, with meagre earnings of her husband who worked outside the state. With support from JEEViKA and Department of Forest, Environment and Climate Change, Rina is operating a Didi Ki Nursery, and has established herself as a prominent entrepreneur. Having worked with JEEViKA for the past 6 years, Rina got an opportunity to open the nursery under CM's individual nursery program. After witnessing the scope and viability of the program, Rina called her husband back from the city he had migrated to for work. Now with support from her husband, Rina is putting more efforts. She quotes "When I was selected for starting a nursery, I was elated. I started working.. I also received training from the department. Rina says she planted 20,000 plants in 4.5 cottah of land. The varieties planted are mahogany, teak, arjun, gamhar and the likes. She further said that she has received INR 88,000 from the department or 40% fund as the first instalment, the saplings are being purchased at the rate of Rs. 11.50 each by the Department of Forest, Environment and Climate Change



July

CALENDAR OF EVENTS

July 15 : JEEViKA's first mulberry silk reeling center inaugurated

July 1-7: JEEViKA's drive to reach milestone 10 Lakh SHGs

COMING UP IN THE NEXT EDITION

- JEEViKA's Mulberry Silk Stories



JEEVIKA

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