



JEEViKA's Newsletter

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Livestock initiatives in JEEViKA: Catalyzing small ruminants based activities for livelihood generation



Bihar is predominantly an agricultural state but livestock has also gained importance in the recent years for being a subsidiary income generating activity for the rural poor. It is not only an important source of income and employment for millions of landless poor in the state but also has the scope for dedicated value chains and market aggregation. BRLPS-JEEViKA has been tapping this sector since 2009 and had made its footprints in areas such as goat rearing, poultry and dairy. The interventions have objectives behind their programming and are as follows:

- To provide additional income to SHG households by enhancing the productivity followed by market linkage support.
- To improve the nutrition status of the participating SHG households.

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Sweet Honey Tales

Bihar is home to the 1/3rd of India's goat population, one of the major components of the livestock initiatives in Jeevika is the goat rearing initiative. Goatery intervention in BRLPS is carried out to increase the income of rural landless/marginal farmers by reducing the mortality, enhancing the productivity through different preventive and productivity enhancement services along with marketing services through a community cadre called Pashu Sakhis. Activities being undertaken through the Goatery Intervention:

Distribution of 3 Breedable Black Bengal Goats to each selected Households (Subsidy Model): BRLPS in convergence with Animal and Fish Resources Department, Government of Bihar is implementing Integrated Goat and Sheep development Scheme under which Goat Producer Groups are being formed and trained on Basic Goat Management. Members, itself procures 3 Breedable Black Bengal Goat as per specified characteristic. Accordingly, Rs.4000/Goat is directly being transferred to beneficiary account. After Goat induction various preventive and productivity enhancement services are provided through the Pashu Sakhis

Pashu Sakhi Model: Under this model, village based women from the SHGs having experience of local goat rearing practices are identified and are provided a 15 days training in 3 Phases (5 days in each phase). The Pashu Sakhis, after their due training provide the following services to goat rearers:



- a. Handholding support in production and procurement Planning: Facilitate HHs on type of goat to be procured and buck to be used for breeding.
- b. Training and Demonstration support: Training of rearers on Feed, House and Health management and Demonstration of Low cost goat house, Feeder & drinker, Azolla Pit and Moringa Plantation.
- c. First-Aid and other preventive measure support: Provide primary veterinary Services (Ethno Veterinary) along De-worming & Vaccination services against prescribed schedule.
- d. Input supply support: Provides input Supply like: Dana Mishran, Pashu Chat, Herbal Supplements, etc.
- e. Marketing support: Update the market information

to Goat Rearers, weighing of goats before sale and organizing of local Haats.

Aga Khan and JEEViKA Partnership: AKF has cumulatively developed and trained 226 Pashu Sakhis supporting 39167 HHs covered under 341 Goat Rearing Groups in four blocks of Muzaffarpur (Bochaha, Mushahri, Sakra and Muraul) under the Mesha Project. In Expansion Blocks of Motipur, Meenapur and Paroo both the staff and Pasu Sakhis have received the training and an initiation towards community awareness regarding Goat rearing practices has been started, selection of quality Pashu sakhis including conduction of activities on field as a part of demonstration.

16152 members from 9 districts have been benefited under the GoB scheme - Integrated Goat and Sheep Sevelopment scheme by distributing 48456 goats (3 breedable goats to each member). Currently 800 pashu sakhis are active and giving their services.



Dairy Development:

JEEViKA has in the past partnered with COMFED for establishment of dairy collection centers. BRLPS entered into a MoU from 2009 to 2014 with COMFED to support Self Help Group members of Khagaria, Muzaffarpur and Nalanda District to take up Dairy as livelihood alternative.

JEEViKA is currently working on dairy development with National Dairy Development Board through producer groups, collective societies and a full-scale producer company viz. Kaushikee Mahila Milk Producers' company centered at Madhepura and covers Supaul and Saharsa too. The company is currently engaged with 15,376 members in 407 villages for milk procurement, has 9 operational Bulk Milk Chilling centers and is procuring an average of 18,002 liters of milk every day.



Poultry Initiatives:

Under Poultry, BRLPS is implementing Backyard Poultry Model in which dual purpose birds (meat as well as egg purpose) are reared at a Mother Unit for 28 days.

Backyard Poultry intervention is being carried out in 2 ways:

- **Distribution of 150 Chicks under IPDS (Subsidy Model):** BRLPS in convergence with Animal and Fish Resources Department, Government of Bihar is implementing Integrated Poultry development Scheme under which 300 interested HHs is mobilized by CLF to form Poultry Business Group. After rearing of chicks at Mother Unit for 28 days, total 150 chicks are distributed to each member in 6 lots (25 Chicks/lot).



- **Full Cost Model:** JEEViKA is currently implementing the poultry full cost model, in this model the community bears the entire cost of procurement, rearing and distribution of chicks and hiring if poultry farm (PMUs) for rearing of Day-Old chicks. The chicks are then distributed to members and only the Producer Groups are supported with a fund divided across 2 cycles. Currently 20 such Producer Groups have been formed and are working with 1010 members.

Way Forward:

1. Program on acyclicity of goats: The program is being initiated in 5 districts of Bihar wherein she goats who are not coming in heat/ acyclic after attaining the age of puberty i.e a goat should maintain its 3 kidding cycle in two years. If the same is not in sync then a treatment on nutritional supplement is taken over with such goats.

2. JEEViKA also envisages to form a Goat Producer Company to channelize marketing based on its learning derived from the Goat Producer Groups.



JEEViKA is making its footprints in the honey industry by promoting honey producer groups and training the community members on Bee-Keeping and other related activities. With already owning its own brand of honey and an association with Dabur, JEEViKA looks forward to make it big in the honey industry.

The bee-keeping initiation and related activities:

JEEViKA has been engaged in the Bee-Keeping activities for the past five years and has directly benefited 1800 households from it, being a low cost and less time and effort consuming activity, the JEEViKA didis have been adaptive to the activity by mixing it with their daily routine, the activity has boosted not only the income levels but has also come up as a huge source of alternative livelihood.

In the JEEViKA model of Bee-Keeping, a basic orientation of Bee-Keeping and related activities is done



in the self-help groups whereby, the interested and keen members are selected and are given a 5 day training on bee-keeping through Krishi Vigyan Kendra/ Khadi and Village industries dept./RSETIs. Henceforth, honey producer groups are formed with 30-120 members each. JEEViKA also places a Bee-Keeping resource person for helping the members. Each members are given 10 boxes for bee-keeping in the first year. The cost of 10 boxes comes at around Rs. 40,000 and for the funding purpose, Rs. 20,000 is given by the state horticulture mission, Rs. 18,000 by the producer group as a loan for a period of 18 months and the rest amount of Rs. 2,000 is invested by the members themselves.

Marketing of honey:

The honey produced by the members is either sold to Dabur or to JEEViKA's in house brand through Shilpgram Mahila Producer Company, it is at the discretion of members as to whom they want to sell their honey. Many members sell their honey to individual honey merchants as well. Usually the entire investment made by a member is recovered in a year. Dr. Rajendra Prasad Central Agricultural University provides technical support to JEEViKA in honey processing and bottling.

Promotion through Saras, Fairs and Exhibitions:

JEEViKA is also promoting its honey products through various platforms such as Saras fairs at Bihar and all other states of India. JEEViKA honey also made its way through a stall at the India Roads Congress last year. It found a place at the Bihar Mahotsav at Ahmedabad, Gujrat in February. JEEViKA is also selling honey through retail by mediums such as khadi mall, departmental stores, rural retail shops and the likes. The JEEViKA honey is famous mainly for its distinctive litchi flavor.



Way forward:

JEEViKA plans to expedite honey production and marketing through formation of a Honey producer company in the coming months, and has already convoluted steps for its formation through regular meetings, monitoring and trainings.

JEEViKA participates at the Bihar Mahotsav @ Gujarat

JEEViKA participated at the three-day Bihar Mahotsav, which aims to promote the art and culture of Bihar in Ahmedabad. The



cultural extravaganza, organized by Bihar Government showcased Bihar's art, food, culture and host of programs from 28th February to 1st March, 2020.

JEEViKA also put up its own exhibition area in the Mahotsav and hosted Gujarat with Didi Ki Rasoi, JEEViKA honey and plethora of other products to attract the visitors. JEEViKA also put up a scale model demonstration of an ideal village portraying JEEViKA's various activities in Rural Bihar, the exhibition was well revered and received by the visitors.

Workshop on video dissemination and production



A one day workshop titled “Strategies to Institutionalise Community Video production and dissemination in Jeevika” was organized by JEEViKA on video dissemination and production of videos for community outreach and training. Officials from JEEViKA and Digital Green participated in the workshop.

The primary objectives of the workshop was for development of strategies that would serve to formulate guidelines for better production and dissemination of videos by, of and for the community. The workshop also aimed to brainstorm in development of cadres especially dedicated to video production by tapping the locally available resources and technicians.

The workshop was designed in a way to invite various ideas for better streamlining of usage of videos, production norms and format standardization. The feasibility of videos as a prominent information dissemination tool, usage of the data on dissemination and production for assessing the impact of such videos was also discussed.

CEO, JEEViKA addressing the workshop told the house about the engagement of community as much as possible for video production and dissemination, and assessing how much can the community contribute and what benefits can it derive.

25 Young Professionals join JEEViKA:



JEEViKA through its signature young professional program has inducted 25 young professionals from various disciplines in its family. These professionals were selected by inviting applications and went through a rigorous selection procedure before the final offers were made.



The joining of the young professionals was facilitated by Officer on Special Duty, JEEViKA, Shri Braj Kishore Pathak, Director, JEEViKA, Shri Kumar Anshumaly, PC-GKM and state project managers. In their respective sessions, the officials gave the new joiners a brief description of what it is like to work with JEEViKA, what are the various challenges that a young professional may face in the initial days as well as the coping strategies that may be adapted. The officials also discussed about the expectations that the organization has from young professionals, as they are expected to catalyze the work with new energy and ideas. Young Professionals who are already working with JEEViKA also shared their experiences of working as a young professional.

In other news:

JEEViKA participated at the Veer Lorik Mahotsav at Supaul. JEEViKA put up its stall and displayed various products made by the JEEViKA didis. Emphasis was given to the Satat Jeevikoparjan Yojana households for participation, who displayed their articles made from bamboo shoots.



Transforming Lives

A beacon of liberty and independence

Nitu Devi, a member of Ram SHG from Nirmalpur village of Ara block in Bhojpur district has come out as a beacon of liberty and independence. Being educated only till class 8, Nitu Devi was married Jai Kumar Singh, who at that time worked in private corporation in Delhi. The very meagre income was not sufficient to run their home. Being an exponent in stitching and sewing, Nitu decided to return to her village and continue her work. She associated herself with JEEViKA's institutions and started stitching clothes for them. She eventually joined a SHG and regularly went to all the meetings, after being eligible, she took a loan of Rs. 5000 from the SHG to buy herself a sewing machine, and returned the loan soon after her stitching business went good. Looking at the needs of women around her, Nitu decided to start a stitching and beauty parlor training center, and for the same, she took a loan of Rs. 50,000 from the village organization and took a shop on rent to start the center initially with 5 sewing machines and other necessary tools. She started giving training to girls at a nominal cost of Rs. 1500. As her training center



expanded, she started returning the loan to the village organization. Currently, two batches of 30 girls each are receiving training under her and have many have started their own businesses. Nitu Devi says that she feels worrisome because she isn't able to certify the trainees. She also plans to purchase a pico machine and has already taken another shop on rent. The JEEViKA officials are planning to get the center associated with RSETIs. Nitu Devi says that she is able to earn 25-30K per month from her center and plans to induct more people in her center. She really has redefined the meaning of self-employment and is encouraging others to do the same.



The Sweet Honey Tales

Mamta Devi, a member of Rupali SHG hailing from Pusa, Samastipur has certainly become the face and poster girl of JEEViKA's honey. Mamta's journey with JEEViKA began in 2014 when she joined JEEViKA. She is also working as a community mobilizer and is looking after 13 self-help groups. Prior to joining JEEViKA, Mamta was a housewife and seldom stepped out of her home. Mamta's further journey with honey production began in 2017 when she joined the honey producer group with 10 boxes like all others, ever since there has been no looking back. What made Mamta stand apart from her counterparts were her entrepreneurial and communication skills. Mamta has represented JEEViKA's honey on various state and national levels, she has travelled to SARAS fairs of other states and has also participated in Bihar Mahotsav, Indian Roads Congress, Aajeevika Mela, New Delhi and the likes. Mamta has also interacted with the Chief Minister of Bihar, Shri Nitish Kumar and was lauded by him for her hardwork and efforts. She says that JEEViKA gave her the confidence to interact with people and the liberty to travel and showcase JEEViKA's achievements in the honey sector. She says that she could complete her graduation after joining JEEViKA and aspires to become a post-grad, she also says that she wants to set up her own production center for carry bags with her husband.



March

CALENDAR OF EVENTS

March 02-17 : Village Immersion of Young Professionals

March 15 : Onset of awareness on COVID-19 Outbreak

COMING UP IN THE NEXT EDITION

- JEEViKA's Response to the COVID-19 Pandemic



JEEVIKA

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