



# JEEViKA's Newsletter

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### Looking Ahead, Looking Beyond JEEViKA Builds Community Resilience for Disasters



The robust infrastructure of JEEViKA (Bihar Rural Livelihood Project) based on strong Community Institutions (CIs) reflects its core belief of *Vasudhaiva Kutumbakam* ('the world is one family'). These institutions are sources of immense support and opportunities for women. This has been amply evident during the COVID-19 crisis. With awareness building inputs given by JEEViKA, the CIs came forward to support the community and also shouldered various responsibilities of the government. Take, for instance, mask production;

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Active Participation of Women Farmers in Producer Groups

the self-help groups (SHGs) produced no less than four crore masks during two consecutive waves of COVID to address the shortage in rural areas.

The arrangements made by JEEViKA through Food Security Fund (FSF) enabled every Village Organization (VOs, the federation of SHGs) to purchase essential food items and distribute among SHG members to save them from food insecurity created by pandemic and look-down. The CIs also



supported the Public Distribution System in enhancing beneficiaries' smooth access to essentials, by facilitating issuing of new ration cards or revising the existing ones through a rapid survey across 534 blocks of Bihar. The ultra-poor households covered under *Satat Jeevikoparjan Yojana* (a scheme for main streaming the ultra-poor) were given cash support to meet immediate needs during look-down with a support from VOs. With the initiation of COVID vaccination drives by government, the CIs came forward to minimize people's resistance towards vaccines and to mobilize them for vaccination.

### CI's being trained on disaster preparedness through thematic discussions

With the COVID scenario changing constantly, JEEViKA expanded its gamut to address the emerging needs and envisaged building a mechanism of community care using available human resources. Thus started the supply of cooked food to COVID patients through community mobilizers (CMs) and another initiative on 'Home-based COVID care', meant to provide correct information to community.

Aapada Swasthya Sahayak has been thought of as a cadre of community volunteers trained to provide necessary guidance in COVID hospitals to patients from SHG households. 'Tele-medicine', a technology-based business model aims to provide partially-paid services to beneficiaries. This has been visualized as a sustainable community-level arrangement to take health services to the people.

These initiatives of CIs have shown what community solidarity can achieve. With their collectivity and synergy, these CIs are turning out to be the bulwark of community resilience towards all future disasters in Bihar.

## Providing Support to Small and Marginal Farmers

Samhut JEEViKA Agri Producer Company Ltd, a all Women Farmer's Producer Company was established on 24th June 2019 with an aim to extend productivity enhancement and marketing support to small and marginal farmers of Bhojpur district of Bihar.



SJAPCL is led by a Board of Director of 10 members with Pushpa Kumari as the President. The SJAPCL is being supported by a team of professionals such as CEO, Marketing Manager and Accountant.

The FPC provide assistance to these leaders to make this FPC reach heights. A total of 13 Producer Groups constitute to SJAPCL and have 403 shareholders. SJAPCL deals with farm commodities like paddy, wheat, moong, kitchen garden kit, menthol, mustard etc. Jeevika has succeeded in nurturing the Jeevika Didis as entrepreneurs who run the FPC and are an inspiration to many.

Even, during the pandemic crisis SJAPCL has reached to the small and marginal farmers to extend their support in providing production input such as seeds & fertilizers etc and procuring output i.e the produce from the farm such as wheat, paddy, menthol and the likes. In May 2021, SJAPCL was able to establish background linkage for paddy seed, kitchen garden kits, vegetable seeds and procured wheat from its members for forward marketing. The Community Professionals such as the village resource persons (VRPs), skill extension workers (SEWs) have played an active role in reaching out to the Producer Groups and have helped SJAPCL to include 58% small and marginal farmers as members. In Financial Year 2021-22, till 31st May SJAPCL had successfully procured 7,75,645 kg wheat which has been a great achievement for the members of FPC. SJAPCL has also managed to sell Moong seeds (1203 kg), kitchen garden kits (935), nursery kits (100kg) and other commodities. In spite of lockdown situation SJAPCL reached out to small and marginal farmers, and has achieved a turnover of Rs 1,39,61,936/- till 31st May 2021 in the FY 2021-22. The achievement can be attributed to the concerted efforts of the BoD, FPC members and the community professionals.

SJAPCL, since it's inception has been dealing with commodities like wheat, paddy, mustard, mentha, kitchen garden kit, nursery kits, pulses, vegetable seeds, jute bags, fertilizers etc. In the Financial Year 2020-21 SJAPCL had a business volume of 235 MT and a turnover of Rs 52,00,00/- . It accrued a profit of Rs 92,000/-. Learning from this experience, the FPC has been able to climb to a business turnover of Rs 1,39,61,916 within 2 months of the FY 2021-22.

### Agance Business transaction in FY 2021-22

SJAPCL has been approaching different companies to market commodities. Table to establish business partnerships with ITC, Cargill India Pvt Ltd, Cofco India Pvt Ltd, Farmart Service Pvt Ltd, Kishan Sewa Kendra and aspires to reach to more companies.

SJAPCL aspires to strengthen their infrastructure and install modern equipments to expand their business. Plans to install kitchen garden kit packaging machine (Mentha and mustard oil extraction

Sl.No	Commodities	Quantity	Turnover (Rs)
1	Kitchen garden kit	935	60775
2	Mung Seed	1203 kg	1,72,855
3	Wheat	7,75,645	1,35,29,181
4	Digital Moisture Meter	7 pieces	43,424
5	Harita Sudan	5 kg	450
6	Nursery Kit	100 kg	12300
7	Jute Bag	4500 pieces	142931

machinery) are on the cards, as the Board members opine, value addition can add to more profits. They have plans to venture on marketing of mango and are negotiating with “Green delight, Patna” and “JITBAN”.

The Board of directors are highly optimistic and enthusiastic of their business growth as its reflect in their quotes. According to Pushpa Kumari, the President :- Jeevika is an organisation which has made me realise my

identity and capabilities. It has shown faith in me when no one did therefore I have decided to show my faithfulness towards it by taking the responsibility as President of SJAPCL. My motive is to reach to maximum number of small and marginal farmers in Bhojpur and support them in



production and marketing of their produce. SJAPCL and JEEViKA officials have always motivated me to dream big and have patience to realise it.

### Launch of Didi Ki Rasoi at Madhubani

JEEViKA's “Didi ki Rasoi” was inaugurated on 13<sup>th</sup> April 2021, in the premises of sadar hospital of Madhubani District.

The inauguration of “Vishwas JEEViKA Didi Ki Rasoi” was done by the District Magistrate, Amit Kumar. “Vishwas JEEViKA Didi Ki Rasoi” is looking forward to provide hygienic F&B services in the Sadar hospital at a reasonable rate making it convenient for the patients and their attendants to

have meals within the hospital premises.

### Poshan Paricharcha: Recognizing changes and change-makers



Motivated human resources are the greatest asset to any organization. Acting upon this axiom, JEEViKA initiated 'Poshan Paricharcha' in March 2021 to felicitate the harbingers of change who have created a pathway for better health & nutrition practices. Literally meaning 'discussion on nutrition', Poshan Paricharcha was designed to be a series of block, district- and state-level events.

The series also aimed at recognizing and disseminating good practices pertaining to HN efforts of JEEViKA under its livelihood package. It was seen as an opportunity to present the HN 'change agents' and their successful 'nutri-ideas' on a large platform.



The change agents felicitated at the Poshan Paricharcha were from the categories of best performing beneficiaries, community based organizations (CBOs) and the community cadres including community mobilizers (CMs), community nutrition resource persons (CNRPs) and master resource

persons (MRPs). The cadres were felicitated for their efforts to improve breastfeeding, complementary feeding, family dietary diversity practices and hand washing; the beneficiaries were hailed for adopting, sustaining and disseminating good HN practices and the CBOs for leading the good practices at community level. Thematic panel discussions during the paricharcha gave the change-makers a chance to share their experiences and views for wider dissemination.

Charity begins at home! Through the given platform, the role models shared the positive changes that took place in their lives as a result of JEEViKA's efforts and in turn, inspired them to push for improved HN behaviors in their vicinity.

A systematic screening process preceded the event to identify the role models. Total 31 district level and 425 block-level ceremonies - attended by cadres, block and district level officers of JEEViKA as well as members/ leaders of the CBOs were held wherein 186 and 2250 role models were felicitated respectively. The state level ceremony, put on hold due to second wave of COVID in April 2021, is planned to be a national webinar, where state level achievers will be recognized and the ground level HN work of JEEViKA will be showcased.

The happy faces and the strong voices present at the Poshan Paricharcha clearly signalled that the morale of change-makers was high and the bigger changes were in the offing.

## COVID Awareness &amp; Preparedness

## Vaccination For All

- JEEViKA community professionals are motivating rural women and their family members using various IEC tools to win over vaccine hesitancy.
- On the occasion of International Women's Day on 8<sup>th</sup> March 2021, over 1,40,000 women were vaccinated across Bihar on a single day.
- Special JEEViKA vaccination centres have been made operational in collaboration with the health department of Government of Bihar.
- Over 45lakh SHG members and their families have been vaccinated and on an average 42000 are being vaccinated daily.



## Transforming Lives

## JEEViKA Mobile Vaani : Where Rural Women Embrace Technology

It is always great to see a village welcoming the contemporary trends. Asha Devi, a community leader is from an aware community of rural Muzaffarpur which uses technology to catalyze change at grassroots level. As the President of Sangam cluster level federation (CLF) of JEEViKA in Musahari block of Muzaffarpur, she says that JEEViKA Mobile Vani (JMV) technology has been a big help in bringing about changes in health and nutrition (HN) scenario. Women in her community share her belief that the information given through JMV triggers discussions among them on maternal and child health and nutrition, which, many believe, have set into motion some bigger improvements in HN conditions.



As a 'people-friendly' medium, JMV serves the community by reinforcing key messages on HN. Anyone in the community can use a mobile phone to listen to and share information. The Interactive Voice Response System of JMV offers a two-way communication and helps to engage the users. With convenient features, it has reduced 'information poverty' and generated momentum for better HN outcomes. Presently, JMV is being managed jointly by JEEViKA and Gram Vaani in 15 blocks of Nalanda and 5 blocks of Muzaffarpur districts. In view of the constraints created by COVID-19, the JMV platform was leveraged across 14 districts of Bihar (apart from Nalanda and Muzaffarpur) to create awareness on symptoms and prevention of COVID-19. Considering the need of awareness generation on Acute Encephalitis Syndrome (better known as *Chamki Bukhaar*), specific messages were coined beyond the intervention area of Muzaffarpur and were disseminated in adjoining affected areas.

## Active Participation of Women Farmers in Producer Groups

Jeevika's initiative of Producer Groups have proved to be a great success during COVID pandemic as it has strengthened and supported women farmers to get good price and market linkage for their produce. An example has been set by Jeevika's women farmers who are the members of Farm Producer Groups in Piro, Bhojpur Suryamukhi Jeevika Mahila Krishi Utpadak Samuh & Unnati Jeevika Mahila Krishi Utpadak Samuh have shown active participation in selling their wheat produce to Samhut Jeevika Agri Producer Company Limited, Bhojpur.



Unnati PG with 24 Women farmers have sold 12 quintals of wheat on 18th may 2021 to Samhut FPC and received an amount of Rs 19,390/-. The process of harvesting, packaging and loading was done by Jeevika didi itself where as in Suryamukhi PG 16 women farmers sold 16 Quintals of wheat to Samhut FPC and received an amount of Rs 25,040/-.

The members of these 2 PGs sold their produce as a group for the first time and found a feasible method to get a good price of their produce. Earlier, they were facing the problem of availability of labor, so Jeevika didis decided to do harvesting, packaging and loading by themselves which showed their unity, strength and coordination. Jeevika's cadres, the village resource persons, BPIU staff and FPC Team coordinated & facilitated them in the complete process.

# May

CALENDAR OF EVENTS

## COMING UP IN THE NEXT EDITION

- Community led Covid Resilience



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