



JEEViKA's Newsletter

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Initiatives to propagate COVID appropriate behaviours



Ever since the Nobel Corona virus, Covid-19 was declared to be a global pandemic, JEEViKA adopted extensive awareness drive to address the challenge in the rural areas of Bihar. In these dire times, JEEViKA adopted a multi-pronged approach to reach out to the 1.23Crore rural households through its network of 10.43 lakh self-help groups.

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Health Nutrition and Sanitation

Development of IEC materials and its wide dissemination

Leaflet on COVID -19 protocol based upon the guidelines issued by the Ministry of Home Affairs was developed in Feb, 2020 and a total of 1.5 lakh leaflets were distributed to community professionals, while 5 lakh leaflets were disseminated to self-help groups. These leaflets have been used widely for raising awareness on the COVID-19.

JEEViKA has released 15 audio messages, 5 videos, 1 theme song and a two-episode comic series to raise awareness on the pandemic, and has been relaying them through its SHG network using its website, whatsapp groups, virtual meetings (on zoom, microsoft teams), official twitter and Facebook pages.

Production and dissemination of BCC Content: Awareness building on COVID was the most important need of the hour. The task required mediums and thematic materials to sensitize different segments of the society including rural community. With this objective, following behaviour change communication (BCC) materials were developed by JEEViKA with a support from PCI, the technical partner of JEEViKA:

Interactive Voice Recording System (IVRS - Mobile Vani) for COVID-messaging

In its bid to fight the Covid-19 pandemic, JEEViKA initiated Interactive Voice Recording System, locally known as Mobile Vaani for spreading awareness on COVID-19. This is an interactive method of messaging wherein audio messages are sent to the mobiles of the community members who can also record her /his query after listening to the message. The expert reverts to the query within 2days. This works on basic phones and is free for the users.



JEEViKA has till date addressed more than 5000 community queries on COVID through Mobile Vani. The awareness drive has ensured that more people are acquainted about the outbreak and necessary steps can be taken at the household level to flatten the curve and break the chain of the pandemic.

Inclusion of two exclusive sessions on COVID appropriate behaviour in BCC module of Health Nutrition and Sanitation Training Module

Two special sessions called S-16 and S-17 (respectively on 'Preventive measures of COVID-19' and 'Improving immunity during COVID-19') series of virtual trainings for the staff and cadres on COVID. Other contents included a set of FAQs, videos on S-16 and S-17 and thematic songs for awareness building on COVID

JEEViKA has trained 70750 Community Mobiliser, 4942 CNRP and 1280 Master Resource Persons and 8.82 lakh self-help groups for awareness on COVID-19. These efforts have helped in reaching out to 97.02 lakh households for awareness.

JEEViKA has made effective use of various digital platform in the battle against the Covid-19 through voice messages. Training are being imparted both virtual and offline to the community professionals, so that they can

| Status of S16 & S17 roll out status in 35 districts | |
|--|--------------------|
| | No. of SHGs |
| S-16 | 754,346 |
| S-17 | 732,911 |



Lead Story : COVID appropriate behaviours

reach out to maximum number of community members. The community professionals and the staff have formed digital groups for audio and video calling to the community members for covid messaging.

Three additional training sessions have been developed on symptoms of Covid-19 and its management, post covid symptoms, complication and care, precaution to be taken during to curb spread of covid and is planned to be circulated in all 10.27 lakh SHG, staffs and community members.

Nutrition webinar: Considering significance of nutrition for boosting immunity against COVID, a series of webinars was conducted for the state and district level officials of JEEViKA. The series aimed at equipping the participants with knowledge for enabling the community to adopt appropriate nutrition behaviour during COVID. The topics included breast feeding during COVID-19, complementary feeding during COVID-19, maternal nutrition during COVID-19, kitchen Garden and locally available food consumption for better nutrition during COVID-19.

Virtual trainings for staff and cadres

JEEViKA initiated a series of training of staff members and cadres using digital platforms like audio and video conferencing services in order to inform and sensitize them on COVID-19, its common symptoms , myths and misconceptions related to COVID-19, stigma and discrimination with COVID-19 suspects/in-migrants, precautions to be taken by COVID-19 suspected cases & their care-givers at household level, community surveillance and role of JEEViKA staff and community cadres in COVID-19 response, what is lockdown, safety measures to be followed , Government guidelines for lockdown, schemes of Government of Bihar to support community in response to COVID-19 and provisions made by JEEViKA to support SHG members and their families during COVID-19.

Conducting training through virtual modes included several steps like content Development, formation of batches, identification of facilitators for different batches, determination of training duration and planning cascading flow of COVID-19 Training.





Other training regarding preparedness

Around 5,347 JEEViKA employees have been trained by Dr Tej Praksh, WHO CCT team member and Associate Professor, AIIMS, New Delhi in collaboration with NHSRC (GoI).

48,567 community level cadres and members were trained on providing care at home to COVID patients by nominated District Resource Persons.

Training with the help of UNICEF, BSDMA, State Disaster Response Force is being given to 1000 staff, Cadres and Community members per district on flood preparedness during COVID pandemic.

21 JEEViKAAapda Sahayaks have been identified from amongst JEEViKA didis and are being oriented by UNICEF & CORSTONE to support female community members visiting government hospitals for treatment.

"JEEViKA Cares" initiative is being executed for online medical consultancy on COVID 19, COVID Kit, food, follow up support to the employees and community members.

JEEViKA community professionals and SHG members are extending all support to the district administration for the Vaccination Drive being conducted for 45+ age group in all Gram Panchayats from April onwards.



Production & marketing of chemical-coated masks as a step towards augmenting safety against COVID-19

A pilot called 'Duraprot Coating Technology' was taken up as a joint venture of IIT Bombay (IITB) and Shilpgram, under the patronage of JEEViKA. The pilot aimed at producing and marketing special face masks using the coating technology called 'Duraprot' which is a wash-resistant anti-viral and anti-bacterial coating chemical developed by IITB for textiles. Three centres from Bihta block of Patna, Lalganj block of Vaishali and Shilpgram in Darbhanga were picked up for piloting the intervention. The pilot produced 87,100 medicated masks and also achieved the target of 100% sales/consumption of the products.

Generating ground insights associated with COVID

Thematic studies were taken up with a view to study the undercurrents/nuances of COVID-19 and its effects on the community in different spheres of life. In view of the restricted field movement due to/after the lockdown, it was not easy to connect to the last mile in order to track the impact of COVID-19. The surveys were therefore; conducted telephonically. A dedicated team of researchers undertook these telephonic surveys covering different time slots and different sample size. The researchers called almost 50 to 60 households to complete 10 interviews.

Planting Hope through Plantation

On 5th June 2021, World Environment Day was celebrated across the state of Bihar by JEEViKA's Self Help Group members. World Environment Day focuses on the restoration of ecosystem by preventing, halting and reversing the damage – to go from exploitation of nature to healing it. It is evident that with healthy ecosystems people's livelihoods can be enhanced, counteract climate change and stop the degradation of bio diversity. On the “World Environment Day 2021” Honourable Chief Minister of Bihar, launched an ambitious drive of planting 5 crore saplings in the state within a year. This drive is taken under the existing “JAL JEEVAN HARIYALI” mission which was launched by Honourable Chief Minister of Bihar on 9th August 2019. The scheme focuses on environment conservation. The mission focuses on organizing plantation campaigns and restoration of water harvesting structures. Under this mission, the state government has decided to plant more than 5 crore saplings in the financial year 2021-2022 with an aim to increase Bihar's green coverage to 17% from the existing 15%.



Self Help Group members of JEEViKA showed their commitment in the direction to achieve the target of planting 5 crore saplings in the state. To initiate the plantation of saplings, “Pit Digging” activity was taken up. The SHG members and community professionals of JEEViKA are participating in the pit digging activity and further the plantation of saplings. The plantation process is being monitored by the “Van Mitra” mobile based application. Community level volunteers known as – “Dropping Point Managers” have been appointed for keeping a track of the saplings being distributed by the Environment, Forest and Climate Change Department of Government of Bihar to the SHG members, in coordination with JEEViKA in the rural areas. .

Transforming Lives

Didi ki Nursery : Income enhancement through Didi ki Nursery

In the Aarah sadar block of Bhojpur district of Bihar, Manju Devi, member of Jeevika's Saraswati Self Help Group, resides in the village of Jagwaliya along with two daughters and mother in law. Her husband works as a daily wage worker in Delhi. Before getting associated with JEEViKA Manju Devi was a home maker, her husband was the only earning member in the family and the family somehow managed to have food in their plate with whatever little they earned. Manju Devi had a plot of land where she used to grow seasonal vegetables for her household consumption.



JEEViKA in collaboration with the Environment, Forest and Climate Change Department of Government of Bihar is promoting nursery development (“ Didi Ki Nursery”) amongst SHG members. Manu Devi was selected to start “Didi ki Nursery”. Here, she was provided with trainings on plantation and required seeds and materials to prepare the nursery. She had to prepare the nursery by planting seeds and letting them grow into small plants. As, soon as the seeds germinate into plants, these plants will be taken by the Environment, forest and climate change department and Didi will be paid the amount for the number of live plants. She has prepared 20,200 saplings in the year 2021. This is the 2nd year of her business and in the 1st year she earned a profit of 1.5 lakh rupees from “Didi ki Nursery”.

She is grateful to JEEViKA for providing her an opportunity where she not only became financially independent but also contributed in enhancing the income of her family

Health Nutrition and Sanitation

Gayatri Devi, a strong willed lady residing in the Kakila village of Jagdishpur Block of Bhojpur District is a member of Krishna JEEViKA Self Help group. She got associated with Krishna SHG in the 2017 and since then there is no looking back. She lives in a family of 7 members consisting of Father in law, mother in law, her husband and 3 children and the source of livelihood for her family was a micro enterprise owned by her husband.



Gayatri, plays an active role in the capacity of Community Nutrition Resource Person (CNRP), she has worked extensively on awareness creation on importance of breast feeding to new born children. In her village lactating women did not give importance to breast feeding and used to feed the child milk mixed with water which resulted in weaker growth of the child.

She has visited 250 households and has benefitted 20 pregnant women, 90 lactating women (mothers of children between the age group of 0-6 months), and 140 households where there were mothers of children between the age group of 7-23 months in her village. She also motivated members to go for institutional deliveries and follow dietary supplements along with 5 out of 10 food groups. Gayatri focused more on lactating mother and new born child and brought about change in the existing practice of feeding water mixed milk to the new borns. Her dedicated efforts in Kakila village has improved the health status of new born children.

June

CALENDAR OF EVENTS

COMING UP IN THE NEXT EDITION

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JEEVIKA

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