



JEEViKA's Newsletter

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International Women's day Celebration at JEEViKA



International Women's Day celebrated every year on 8th March is a focal point in the movement for Women's rights. Though, it was first celebrated in the year of 1910, but it was officiated in 1975 by the UN in the International Women's year with the intent to express solidarity for advocacy of women's rights and promote their empowerment.

JEEViKA has localized this global event and has ensured celebration of International Women's Day at all the focal points where women are playing an active role. JEEViKA has taken the celebrations to all the clusters and blocks of Bihar through its outreach.

The blocks and districts observed the event at their level and organized activities in the following major categories:

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Corona Warriors back in action

Lead Story : International Women's Day



Felicitation ceremonies for awards and accolades : Felicitation ceremonies were organized in the blocks and the women who have done exemplary work during the last year especially during the COVID-19 pandemic were awarded during the felicitation. Women who excelled in their fields such as financial inclusion, institution building, livelihoods promotion, awareness on health and nutrition were also felicitated.

Interactive sessions and activities:

Interactive sessions and fun activities to pump enthusiasm and healthy competition were also organized during the events. Activities like rangoli, musical chair, mehndi art, slogan writing took place.

Awareness drives and rallies: The community institutions took out rallies and drives to aware people about the





significance of celebrating International Women's Day and the role of community institutions in spreading out the knowledge. Rallies were also taken out to address other social issues such as sanitation, hygiene and the likes.

Vaccination: Now that the vaccination drives have been universalized and the efficacies of the vaccines are out, members of community institutions were mobilized to take vaccinations in a strategic manner. JEEViKA in collaboration with the Health Department, Govt. of Bihar decided to celebrate this Women's day by ensuring women above 45 years of age get vaccinated at the nearest government hospitals and Public Health Centers. Approximately, 1,19,000 women across Bihar got vaccinated on 8th of March 2021.

Community members also shared their experiences as in how JEEViKA has played an important role in transforming their lives, they expressed their gratitude by mentioning how these community based institutions have given them the independence they needed to free themselves from the chains of economic dependency, poverty, lack of freedom of expressing their views and the likes.

Enthusiastic participation of SHG members and community cadres in these events showcased their interest in further

growing and expanding their horizon of ideas in terms of self-development, improving their livelihoods and further improving their standard of living which also motivated other members of community-based institutions.





Didi ki Rasoi participates at Aajeevika's India Food Court

Aajeevika India Food Court – A platform to showcase the diverse traditional cuisine and culture of various states of India was jointly organised by the Ministry of Rural Development in collaboration with Malayalam news daily “Mathrubhoomi” and Kerala's successful SHG Women empowerment model “Kudumbashree”.

The event was organized from 26th February 2021 to 14th of March 2021. Aajeevika's India Food Court with the theme “India on Your Plate” had stalls from several states presenting their traditional delicacies, art, craft and culture.

India Food Court had representatives from 20 states and union territories across India. Amongst these participants, rural entrepreneurs of “Didi Ki Rasoi” -- the community based Food & Beverages services managed by the women self- help group members promoted by Bihar Rural Livelihoods Promotion Society-JEEVIKA came up with not just authentically flavorsome “Litti-Chokha” but also bagged the highest revenue grosser of the event. The cuisine served by these rural women entrepreneurs were immensely appreciated and enjoyed by the customers at the food court. Participation of rural women in such events helps them to grab an opportunity and turn traditionally domestic, unpaid activity into a source of financial security and economic empowerment.



Celebration of Poshan Paricharcha sah Samman Samaroh at JEEViKA

POSHAN Abhiyaan (National Nutrition Mission) is India's flagship programme, launched in March 2018, to improve the nutritional status of children in the age group of 0- 6 years, adolescent girls, pregnant women and lactating mothers to achieve specific targets for reduction in low birth weight babies, stunting growth, under nutrition and prevalence of anemia over next three years. The activities in POSHAN Maah focuses on Social Behavioral Change and Communication (SBCC).

Poshan Maah or Nutrition month is celebrated in the month of September every year since 2018, among the community members. In order to appreciate the successful execution of the campaign, impactful efforts of JEEViKA's cadre and SHG members in motivating the community to prioritize health, nutrition and sanitation activities ahead Poshan Paricharcha sah Samman samaroh was taken up.



“Poshan Paricharcha sah Samman Samaroh” was organized in 503 blocks of 38 districts of Bihar. The event was coordinated by the Manager-Health Nutrition and Sanitation(HNS), BRLPS in all the 38 districts. The best performing Cluster Level Federations, Master Resource Person (HNS), Health-sub committees, community Nutrition resource person, Community Mobilizers and actively participating SHG members were felicitated with certificates and mementos. Poshan Paricharcha provided a platform to share the best practices and also to know about the problems faced in the initial phases at ground level. These events not only help in creating awareness but participation of rural women in these activities also ensures the improvement of health and nutrition in the entire family.

Events and Workshops

Annual Action Plan event for Farmer Producer Companies:



170 Team members gathered in Patna from 17-20th March, 2021 for Annual Action Plan of 10 Farmer Producer Companies for 2021-22. Team included BoD members, CEOs, M & PM, GCCBO, LH managers & Microsave Team. Joint Director, Agri. Dept also interacted with the Team for various convergence programs. Inputs given by BoD members of all FPCs were very encouraging. Workshop concluded with brief remarks made by CEO Sir. The team made a plan to achieve target of Rs.100 cr in 2021-22.

Leveraging travel seminars for productivity enhancement and farmers' education for cereal crops

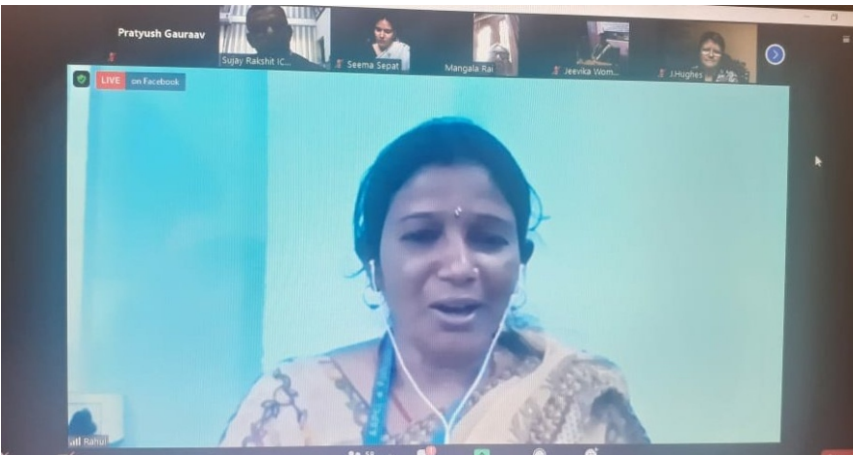


Optimizing & sustainably intensifying the cereal-based cropping system efforts continues. Travel seminar of farmers and cadres of Krishi Vigyan Kendras and Jeevika from Bihar was organized in 3 batches experiencing the improved technology in wheat

In other News

Participation of Farmer Producer Company members in online seminar by ICAR

On International Women's day, Amrita Devi from JWAPCL & Kiran Devi from AAPCL addressed a meeting organised by ICAR-Indian Institute of Maize Research & share their experience as women entrepreneurs & development of value chain interventions through FPCs



Transforming Lives

Save the daughter - A daughter's teachings



Efforts are on to eradicate social evils in the rural areas of Bihar. Success is also being achieved in this work. Awareness campaigns are being run continuously by JEEViKA's Self Help Groups, Village Organizations and Cluster Level Federations for the elimination of social evils.

Amongst these members, Dimple Devi, resident of Keshat block of Buxar district is setting examples at her village. Dimple, 35-year-old wife of the agriculture labour Lal Babu Singh, is educated till fifth standard but keeps on motivating the girls of her village to pursue their education. Dimple, mother of two girls and a boy, is working on gender equality. In her initiative, JEEViKA has provided her necessary support. Dimple is associated with Mahadev Self- help Group since 2016. She is working hard to educate the girls of her village literate and improve the health status of children and women. The challenge before her, is that people in her village even in this era, considers the birth of a daughter as a curse. As a result, female foeticide is common in the village. In case, a girl child takes birth, it is seen as a disposition to look down on her in inferiority. Dimple who had given birth to two girl children, did not like her daughters to be treated indifferently. Dimple says that she treats all her children equally, breaking the social stereotypes, Dimple first started sending her daughters to school. The neighbours were motivated to see this and eventually started sending their daughters along with her, aiming to make their daughters literate. The current picture of the village is that, daughters of every household are attending school.

Corona warriors back in action

During the first wave of Covid-19, JEEViKA Didis have played a major role in preventing the spread of corona virus in the village, by taking up awareness campaigns, educating people to stay at home, complying with social distancing norms, and spreading preventive measures from door to door.

With the sudden and unprecedented arrival second wave of Covid-19, JEEViKA didis are back in action and are playing an important role by motivating the community to get vaccinated. Because of the rise in spread of Corona virus since March 2021, JEEViKA Didis have geared up and expedited the production of masks and surgical caps to supply according to the demand. JEEViKA didis in all the districts of Bihar are producing and supplying masks and hair covers according to the demand. JEEViKA didis are, living up to the trust of the state government and are playing an important role as corona warriors in various forms --- by providing food through Didi Ki Rasoi,

contributing in vaccination campaign, motivating community to get vaccinated and by providing masks in every household through various departments and Panchayati Raj institutions. The demand for masks on a large scale has also provided livelihood opportunity to JEEViKA didis at the time of crisis. Let us salute their outstanding efforts at the time of COVID pandemic.



April

CALENDAR OF EVENTS

Apr 01-30 : JEEViKA's continual efforts towards mask production

Apr 13 : Launch of Didi Ki Rasoi at Madhubani

COMING UP IN THE NEXT EDITION

JEEViKA Augments COVID Response with the return of the second wave



JEEVIKA

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