



# JEEViKA's Newsletter

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### JEEViKA's: Republic Day Tableau Celebrating "Emergence of Empowered Women in the Pandemic"



This year's tableau was a joint effort between BRLPS-JEEViKA and Women Development Corporation to highlight the exponential efforts made by the women associated with JEEViKA and WDC in the face of the COVID Global Pandemic. These women showed the world how it's done and led with an example.

The fascia of the tableau had a giant statue of a JEEViKA didi who resembled the entire women's community that stood up to the occasion and worked relentlessly to minimize the effects of the global pandemic. The giant statue wielded a shield on one hand and a sanitizer on hand symbolizing the importance of sanitation and hygiene promoted by the JEEViKA didis.





Several milestones were placed at the footsteps of the giant statue that highlighted the gigantic strength of JEEViKA such as 10.18 lakh Self-Help Groups, 1.22 crore families, INR 13781 Cr. Credit leverage and 6.15 lakh entrepreneurs. A beautiful daisy flower like structure was placed right behind the statue highlighting the various activities done by the JEEViKA didis during the COVID-19 pandemic pertaining to mask production, banking, retail, agriculture, awareness as well as work done by the WDC with one stop center and helpline number. The fascia tried to capture the best spirit of the entrepreneurial and social work done by the JEEViKA didis during the pandemic.

The trolley was also decorated with artwork that celebrated the resilience of women.

The rear part of the trolley was divided into two segments, one for JEEViKA and the other for WDC.

### Highlights of JEEViKA's Segment:

- 1. Live demonstration representation for Didi Ki Rasoi:** A makeshift pavilion was designed atop the trolley to depict the Didi ki Rasois that relentlessly served the state during the COVID-19 pandemic. The 6 Didi Ki Rasois functional in the state during lockdown served more than 500 quarantined patients everyday while following all safety and precautionary measures. The members used PPE kits, safety kits to serve food to the patients and were highly lauded for their efforts.
- 2. Live demonstration of Mask Production Unit:** The tableau also highlighted JEEViKA's mask production initiatives. JEEViKA during the COVID crisis emerged as a forerunner in mask production engaging more than 34000 Self-Help Groups in the process and produced more than 2.5 crore masks. These masks were supplied to various departments such as the Department of Education and Panchayati Raj Department.
- 3. Bank Mitras kiosk:** The Bank Mitras nurtured by JEEViKA did a whopping business of 662.74 crores during the pandemic. The Bank Mitras efficiently mitigated the crash crunch in the rural areas as well as helped in settlement of claims and availing of various government cash benefits accrued for commoners during the pandemic. The bank mitras made special tie-ups with local petrol pumps and banks to withdraw cash for the needs of the people.

Lead Story : Republic Day Tableau



4. **Agri-Producer company kiosks:** To ensure that the essential commodities are available to the people, the agri-producer companies promoted by JEEViKA ventured in vegetable business and adopted innovative methods such as E-Karts, Kiosks to ease the sale of these commodities.

5. **Voter Awareness:** The JEEViKA didis actively participated in the voter awareness activities. JEEViKA was awarded as best CSO for its contribution towards voter awareness. The award was given by the Election Commission of India.

Social causes such as plantation, COVID awareness were also depicted in JEEViKA's segment of the trolley.

Women Development Corporation's segment:

The WDC's segment primarily focused on two components

1. **One Stop Facility Center:** WDC's one stop facility center played a crucial role in settling women's issues pertaining to psychological guidance, medical assistance, legal aid, emergency shelter, and the likes during the COVID crisis. Help was extended to 12856 women through the one stop facility center.

2. **Women Help line 181:** The WDC operationalized the 181 help line center to assist women distress. It was operationalized with help from the Ministry of Women and Child Development, Government of India.

The tableau tried to capture the entrepreneurial efforts of the women who stood up as shields when humanity was on its knees before an unprecedented, unforeseen enemy. The tableau bagged third place in the occasion.

**Experience of the Community:** Mamta Devi, who works at Didi Ki Rasoi, Hajipur says that this was an unmatched experience. Recalling the peak of the COVID crisis, Nitu says that we as a community tried to extend as much help to the people as we can. We worked relentlessly to serve the patients coming to the hospital with utmost precautions and made sure that sanitation and hygiene standards are kept high so as to minimize any dangers that may arise. She said that she felt really happy that efforts of her and women like her were recognized at such a huge platform.

## Chief Minister's Interaction with JEEViKA Didis at Dhamdaha, Purnea



The Hon'ble Chief Minister of Bihar visited Damgara at Dhamdaha Block in Purnea district in an exclusive event to interact with the JEEViKA didis and take cognizance of JEEViKA's initiative in the district in the area of promoting Aranyak FPC, implementing Mukhyamantri Koshi Mulberry pariyojana and operationalizing Didi ki Rasoi.



The Hon'ble Chief Minister interacted with members of Aranyak FPC and its Director Smt. Kiran Devi. Kiran Devi briefed chief minister about Aranyak's journey since its inception in 2009. Smt. Madhu Devi, member of Arpan CLF also interacted with the Chief Minister and acquainted him with the several aspects that her CLF is working upon.

The Hon'ble Chief Minister took upon the stage and reiterated the



journey covered since 2006 when he first interacted with didis from Muzaffarpur to trigger the SHG movement in the state. He said the number of SHGs and women involved in them, at that time was very low. To expedite the movement, a loan was taken from the World Bank. He said that we named the movement as JEEViKA SHGs and set a target of forming 10 Lakh SHGs, today the number of SHGs has surpassed 10 Lakh in numbers. It was also resolved that 1.20 crore women would be a part of these SHGs and today even this number has surpassed. The knowledge possessed by JEEViKA didis is more than that of educated people. The JEEViKA is enabling the women to become aware and be influenced from the movement. We want to expand the diversity of these SHGs and not just their numbers he added. The contribution of JEEViKA women in Bihar's economic growth has been a significant one. He mentioned that there was a time when Bihar was lagging behind in the SHG movement.

Further, the CM also talked about the contribution of Didi Ki Rasoi run by JEEViKA and said that Didi Ki Rasoi will be started in all the districts. He also talked about the role of JEEViKA in Jal-Jeevan-Hariyali Mission, bed-sheets for hospitals and uniforms a to school children.

The chief minister then visited all the stalls put up by JEEViKA in the premises of the school where he interacted with members of Aranyak and got to know about their work. He also visited the stalls of MKMP, Didi Ki Rasoi Purnea among others.

The event was graced by the presence of the Hon'ble Chief Minister of Bihar, Hon'ble Minister of Rural Development, GoB, and Principal Secretary to the CM Shri Chanchal Kumar, Principal Secretary RDD, GoB Shri Arvind Kumar Chaudhary, Secretary RDD GoB and CEO, BRLPS-JEEViKA, Shri Balamurugan D. and Commissioner, Purnea Division Shri Rahul Ranjan Mahiwal among other senior officials.

### BRLPS Receives award from the Election Commission of India



BRLPS received the National Civil Society Organization Award for Voter Awareness by the Election Commission of India for its significant & exceptional work under Systematic Voters Electoral Education Program during the Bihar Assembly Elections 2020. The award was received by CEO, BRLPS JEEViKA, Shree Balamurugan D. on 25<sup>th</sup> January, 2021 at a ceremony in New Delhi.

### Sitaram Rao Livelihoods Case Study Writing Competition

BRLPS-JEEViKA secured two winning positions at the annual Sitaram Rao Livelihoods Case Study Writing Competition for its widely popular initiatives of Didi Ki Rasoi and the Women's Collective Producer Company, Shilpgram. The award ceremony was organized at New Delhi.



### Smt. Dulari Devi, Member of JEEViKA is awarded with the Prestigious Padma Shree Award



Dulari Devi a member of Kamla Mai SHG from Milan VO under Prayas CLF has been conferred with the prestigious Padma Shree award. She has been conferred with the award for her contributed with the award for her contribution in the field of Madhubani Painting.

In Other News

**Training on Maize Value Addition**

A training program on Maize Value addition was conducted by JEEViKA in collaboration with Indian Council for Agricultural Research-Indian Institute of Maize Research Ludhiana at ICAR-RCER, Patna. Participants from FPC Purnea & Saharsha learnt about different value added products of maize. The training was conducted in Begusarai on hybrid seed production of maize and good agricultural practices.



Transforming Lives

**A Right Direction towards Nutrition**



Charity begins at home, the axiom comes true for Smt. Sulekha and her family in Azadnagar village of Bachhwara block under Begusarai district. Sulekha, a proud mother of a healthy baby boy narrates the story of the change appeared in her behaviour towards her own care and care of the child after adoption of better nutrition practices. Her mother-in-law, Smt. Kala Devi, a member of health-subcommittee (HSC) used to motivate her for taking care of herself.

Jyoti, the community mobilizer (CM) also paid visits to her to provide inputs on care during pregnancy. Fortunately, tips of the CM and her mother-in-law helped in ensuring her institutional delivery. HSC members' visit to Sulekha after ten months found a changed and pleasant scenario. Unlike shying away like earlier, Sulekha interacted confidently with them and listened carefully. Both the Mother and the child were healthy. The child was agile. Perhaps, that was the reason of Sulekha's changed behaviour. "If my baby is healthy and so much active today; it is because of your suggestions", told Sulekha to HSC members. She informed them that she practiced exclusive breast-feeding as told by CM didi and also initiated child's complementary feeding when he completed six months' age.

## Realm of a Pashu Sakhi



Vibha, a swift working Pashu Sakhi from village of Alekjara in Jhajha, is ruling the hearts of people today with her skills in goat rearing. Apart from earning money while being a Pashu Sakhi, she is also changing people's attitudes towards goat rearing. Vibha is a Graduate in Arts and married to Kumar Aditya, a resident of village Alejjara, Jhajha. Vibha's husband works as a driver. Vibha, mother of two children, was living happily in her in-laws house. She also taught children at a local school after joining JEEViKA. The area coordinator pursued her to work as a Pashu Sakhi. Although, when she started working as a Pashu Sakhi, people around her were skeptical and questioned her decision. But irrespective of that she chose to continue. She says that becoming independent financially was the best feeling of her life, as she could now take care of her own expenses. She is earning around INR 6000 per month. She has garnered the skills of vaccination, feed management, castration and the likes.

## February

### CALENDAR OF EVENTS

February 21 : MoU with Health Department, Bihar for Didi ki Rasoi

February 12 : Launch of Online Learning Management System

## COMING UP IN THE NEXT EDITION

- Digitization in CBOs: Towards a Digital Workforce



**JEEVIKA**

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