



JEEViKA's Newsletter

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Poshan Maah in JEEViKA

Poshan Abhiyaan was launched to improve the nutritional status of children and women, it is also known as Poshan Abhiyaan at JEEViKA. As a part of Poshan Abhiyaan, every year, the month of September is celebrated as Poshan Maah across the country. It is a flagship programme of Government of India, with multi-ministerial convergence with a mission and vision of eradicating malnutrition by 2022. As per the direction of Rural Development Department, GoI, JEEViKA organised several events, training program, seminars, and workshop in all 38 districts of Bihar. Month-long activities were organised with an objective of improving nutritional outcomes for children, adolescent girls, pregnant women, and lactating mothers. The activities primarily revolved around using social and behaviour change communication to bring changes in community.



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Celebrating Poshan Maah is the need of the hour for Bihar, as it is historically known for poor health indicators such as high malnutrition. More than 40 per cent children are stunted as per the NFHS-5. Acute malnutrition is big problem for state as every fourth child under the age of 5 is thin for his age. Bihar is having poor maternal nutrition indicator and as per the NFHS-5, 25.6 % women have below normal Body Mass Indicator (BMI) while 63 % women in the age of 15-49 are anaemic. Rise of pandemic, Covid-19 has also impacted the nutritional level of communities in negative way. To give push to efforts which are already being given by health & nutrition team of JEEViKA, several activities were organized at community level.

This year, four thematic areas were identified to be worked upon in September with bifurcated date for each theme. From 01st -5th September 2021, Nutrition workshop & seminars were organized at district and block level. In the second week from 06th -12th September 2021, JEEViKA didis and their family members were made aware regarding the Covid-19 appropriate behaviour and Covid-19 vaccination by using audio & video clips. JEEViKA didis in the SHG, VO, and CLF Meeting took oath to follow Covid-19 appropriate behaviour. In the third week that is from 13th - 19th September 2021, importance of Nutrition Garden was discussed in the meetings of community based organisations. The informative audio and video clips were sent to community professionals who ensured that clips are seen / heard in meeting. The informative message contained information about – Importance of Nutrition Garden, establishment of nutrition garden, fruits, vegetables and plan according to the weather conditions. In the last leg from 20th -30th September 2021, the focus was on family diet diversity and video clips on the subject were shown to SHG members by the community mobilisers. The objective of highlighting family diet diversity was to sensitize JEEViKA didi about the dietary requirements of their children and themselves.

Apart from this, Poshan Rally were organised in all 38 districts. District teams organised Prabhat Pheri, Rangoli competition, oath taking celebration for JEEViKA Didis. Quiz was organised for District Project Managers, Thematic Managers, Block Project Managers, and Master Resource Person-HNS. Quiz was organised with objective of enhancing the knowledge and interest of project staff towards Poshan Maah. An application called as Digi-shala has been developed to check the knowledge of JEEViKA didis on health & nutrition. Community professionals assist JEEViKA didi in using Digi-shala app. This app is loaded with questions pertaining to health & nutrition, which have been mostly discussed with JEEViKA didis through module roll-out. JEEViKA didis were required to answer set of questions on Digi-shala app pertaining to the specific themes so that knowledge absorption

and retention can be checked. The Digi-shala app has been able to generate lot of zeal in JEEViKA didis as they enjoy attempting the questions and know results of their attempts.

Chatkare Zindagi Ke – A creative way of learning and growing

JEEViKA in collaboration with PCI International has developed series of 17 audio-visual episodes called Chatkare Zindagi Ke. This series has been tailor made keeping in mind the local context of Bihar and JEEViKA didis. This series contains messages related to health & nutrition appropriate choices and needs. Several topics including - linking of health & nutrition with livelihood, importance of breastfeeding, complementary feeding, maternal diet diversity, importance of nutri-garden, identification and management of disease, ante-natal care & birth preparedness, new-born care, family planning, and sanitation, etc. has been portrayed in the form of story so that maximum number of JEEViKA didis can be made aware of required habits and procedures. The series also focuses on gender sensitization and can be watched with family in order to break the taboos of gender specific roles and responsibilities. The dissemination of these episodes will be done using Pico-Projector, which are provided to each project block across 38 districts. The impact of dissemination of “Chatkare Zindagi Ke” episodes is being piloted in 10 districts with 2 village organisations in each district. The purpose of piloting the project is to capture the impact and reactions of the rural community.



Awareness through Food Demonstration

Food demonstration was performed at all levels of CBOs- SHG, VO and CLF by community professionals such as Community Mobiliser, Community Health Nutrition Person, and HNS-Master Resource Person. Food demonstration is a process of providing information about nutritional value of food items to community by creatively depicting food items. The community professionals further discuss several different food groups and combinations of food groups needs to be taken in order to get maximum nutritional value. Community professionals also explain the process involved in making of the nutritional food items. Food groups were demonstrated for children, lactating mother, and other member of household separately. It was also discussed that how many food groups should be taken in 24 hours to get required nutrients and remain healthy. This serve as an effective method to spread awareness among JEEViKA didis and their family members about information about food groups, importance of taking food groups, and number of food groups to be consumed on daily basis. Demonstration of food groups does the job of passing nutrition related messages effectively because while doing the exercise of food demonstration, the community professionals not only show how to make nutritious food but also talk with JEEViKA didis through entire process of cooking. Food demonstration offers an opportunity where JEEViKA didis get chance to see, smell, hear and taste the cooked items. The community professionals also discuss the importance of safe food handling in terms of maintaining necessary hygiene in Kitchen space, hand washing at frequent intervals, etc.



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GREEN DELIGHTS™
PROMOTED AND NURTURED BY JEEVIKA
Direct खेत से Home Delivery



Green Delight – JEEViKA's retail store, serving fresh from farms

Bihar is one of the major producers of vegetables and fruits in India with **9.8 and 6.7 percent of national production** respectively. It ranks third and sixth among other States in the production of vegetables and fruits respectively. Bihar also ranks among top states in the production of Litchi, Mango, Makhana, Parval, Tomato, Brinjal and **cole** ??crops. However, small and marginal farmers engaged in production of fruits and vegetables realise only upto 40-50% of consumer price while selling their produce through various intermediaries. Being highly perishable commodities, fruits and vegetables also face almost about 20-30% of wastage which force farmers for distress sell of these commodities. This again negatively impact the overall realisation and motivation of the farmers to grow fruits and vegetables.

India has been under lockdown conditions since March 2020 intermittently as precautionary measure to fight the COVID-19 pandemic. Amid existing pandemic situation, Bihar has observed a large influx of migrant workers leaving their work places across various states in India. Agriculture sector is expected to play even a bigger role in ensuring livelihoods to a larger population than ever in Bihar. However, agriculture sector also has been facing various challenges, wherein perishable commodities have posed greater challenge for farmers and FPOs in the state. Lockdown condition negatively impacted the marketing channels of perishable commodities.

In the above context, JEEViKA designed and piloted the **“Green Delights®” retail outlet model** to link the small and marginal women farmers directly to consumers in urban areas through **Farmer Producer Company operated physical-cum-virtual retail shops** for marketing of their

produce and simultaneously tried to ensure supply of these produces. JEEViKA facilitated **Nari Anant Women Farmer Producers Company Ltd., Vaishali** to open a *Fruits and Vegetable shop* in the brand name of “**Green Delights®**” at Patna backed up with a collection centre at a village level. At farm gate level, Collection centre enabled with cold storage have been provisioned in the business model.

Cold storage enabled farm gate level direct collection of fruits and vegetables will reduce the wastage of commodity and preserve its freshness for consumers. On the other hand, “**Green Delights®**” retail store connecting directly with consumers will earn additional margin in the range of 30-40%. Collectively, this model will provide 20-30% higher income to farmers at its scaled up version. This model has also been enabling JEEViKA nurtured FPCs to enter into value added products and market directly with customers. SHG members including their family members are being trained regarding the process of collection and marketing of fruits and vegetables to run such collection centre and retail stores on their own at scaled up version. Direct interface with farmers has been enabling JEEViKA FPCs to capture the demand and its specifications directly from farmers to help farmers grow the consumer demanded crops and varieties.

JEEViKA Farm Retail (JFR) business model has been uniquely designed to integrate multiple stakeholders – farmers, farmers producers companies, migrant laborers, entrepreneurs etc. in a symbiotic relationship to create win-win proposition of every stakeholder including end consumers.

Farmers gain by learning better, what market wants resulting in the better realization on their produce. FPOs become more sustainable by trading higher volumes and sharing a reasonable pie of higher income earned by farmers. Migrant labours will get job opportunity and stay back in their home state to lead a dignified life.

Entire JFR business model has been envisaged to be run on the digital technology platform developed in-house or outsourced to suitable technology services providers.

Benefits for Producers Companies and Farmers

JEEViKA registered its own brand “**Green Delights®**” under four different classes. This is the first time JEEViKA has registered a trade mark to operate in the agricultural commodities –both raw and processed. It has helped multiple FPCs (NJMAPCL, SWJAPCL, SJWAPCL and SJMKPCL) to launch their products (sattu, Beaan, Litchi Squash, Zarda Mango, Turmeric etc.) at “**Green Delights®**” store. “**Green Delights®**” model has helped JEEViKA farmers earn better income. Farmers have been able to earn upto 30 % higher compared to market prices. One store has generated additional direct employment to 4 people at the front end and supported livelihood of multiple people at backend.

Way Ahead...

In spite of small business scale, single “**Green Delights®**” store has served customers amid tough lockdown conditions while benefiting small and marginal farmers within JEEViKA fold. Hence, plans to scale the JEEViKA Farm Retail Business Model by *opening 5 more stores in Patna district by the end of 2021 is underway*. As part of approved proposal, plans to open five more *Collection Centers (CCs) in vegetable production belt* while *continuing to operate the CC at Vaishali district*. These 5 CCs will be further supported by JEEViKA cadre operated *multiple seasonal collection points* which will provide seasonal fruits and vegetables to “**Green Delights®**” stores. *A dedicated online and/or mobile application* will also be developed to operate Green Delight in online mode.

Training of Livestock Managers on Holistic Approach on Goat Intervention

Goats and Goatery have been an integral part of rural livelihoods. The role of goatery becomes significant in the case of the rural communities, who mostly have small landholdings, poor productivity of farm and face lack of other employment opportunities. In this context, Goat farming offers an alternative for generating livelihoods and reduce poverty in Bihar. JEEViKA is working in several districts on Goat Intervention and it has plans to further deepen the reach of goat intervention in intervention-districts and initiate goat farming in other districts.



To do this task effectively, a training on **Holistic Approach on Goat Intervention** was organised in Patna for Managers & Young Professionals - livestock from 07 September to 10th September. Total 25 participants from across districts attended the training program. The training content was tailor made as per the need of the current goat-intervention of JEEViKA. Several issues such as - strategy, implementation plan, *pashu sakhi*, vaccination, house management, MIS, books of records, value chain development and market linkages for goatery were discussed in training program.

The training program up skilled the managers & Young Professionals and will be instrumental in implementation of goatery intervention in their districts. Scope of goatery is immense in Bihar as Goats requires less space and feed than cattle, and they can be owned by the landless people also. Another benefit with goat intervention is that goats are multi functional as they provide milk, meat, manure, and cash. JEEViKA is confident that Goat Intervention will be instrumental in the fight against poverty and hunger.

Amriti Devi: Shining Women Entrepreneur from Sitamarhi

It was a dream come true for Amriti devi to have her own identity carved from her skill, hard work and dedication. She came to Aawapur village in Sitamarhi district around 28 years back after marriage and spent major portion of her life as homemaker. Her husband, Vijaykant Pathak was the only earning member for the 10-member family of Amriti Devi. Without steady source of income, the family was having tough hand to mouth life.

Under these circumstances, Amriti Devi joined Kamal JEEViKA Self-help Group. After joining the group, she started going out and remain no more limited to her home. Amriti Devi actively participated in the livelihood related activities of JEEViKA. One day she

got to know about people in her village who were making *Sewaiyaan*, on knowing this she went and saw the process of making *Sewaiyaan*, and decided that she would also be venture into same livelihood opportunity and will make *Sewaiyaan*.



To begin the operations, she needed machine, other equipments and raw materials to make *Sewaiyaan*. She took loan of INR 23,000 from Kamal SHG and started operations. In the beginning she used to make *Sewaiyaan* in small quantity and used to sell it in local market. Her husband was also a pillar of support in starting of her new venture. With time, her income started rising steadily and this boosted her confidence. Till date, she mentioned that she has taken loan for business expansion several times from Kamal SHG and have regularly paid back the amount. As the business grown, she started selling her produce in Pipri Main market, Sitamarhi. She further says that she works for 20-25 days in a month and earns INR 1000-INR 1500 in a day. On an average she is able to save INR 12,000/- in a month.

Presently, the status of Amriti Devi and her family has risen and they are living decent life. She is identified as *Sewaiyaan wali Didi* in her locality. After joining JEEViKA SHG, she has learnt the art of regular book-keeping, which helps her in business immensely. She says that “I am truly grateful to JEEViKA for opening the doors of opportunities for me and make my own identity”.

Health and Nutrition information bringing behavioral change

Kari Devi lives in village Kamhar, block Sangrampur of Munger district. Kari Devi is a member of Dashrath Manjhi Self-help Group, which is tagged with Shanti JEEViKA village organisation. She joined the SHG around two years back. She comes from scheduled caste and has not got formal education. She and her family had limited understanding of health and nutrition needs of a pregnant women, lactating mothers, and child. This has changed since she became a member of JEEViKA formed SHG, now she is aware of the practices that need to be followed for a healthy mother & child.



Kari Devi had two children before she joined Shanti SHG but this time when she got pregnant for the third child she used to attend the meetings of Shanti SHG. In meetings the community mobiliser regularly laid emphasis on the importance of health and nutrition measures for pregnant women. Kari Devi wondered if she had knowledge of these practices from the beginning then her first two children would not have been weaker. Her family is now aware of the importance of regular medical check up of pregnant women. When the Community Mobiliser didi got to know the pregnancy situation of Kari Devi then she used flip-books to inform her about the do and don'ts. The health sub-committee formed under Shanti Village Organisation started paying regular visits to Kari Devi and guided the family of Kari Devi for safe mother & child. The health sub-committee members informed the family about the free diagnosis that happens in Aanganwadi and how crucial it is to be consistently aware of the progress of mother & child.

Kari Devi was also made aware of the health risk fund which can be taken in case of any emergency. She was said that to get loan from SHG and VO, it is mandatory for her to go to Anganwadi center regularly. Kari Devi followed all the advice and as per the advice, when needed she took iron pills. All the efforts paid off when the children of Kari devi was born healthier than the first two children the weight of the newly born child was 3kg. Kari Devi is thankful to JEEViKA, Shanti Vo, and CM didi. She says 'If I would have not joined JEEViKA's SHG then my third child would also have been weak. I am thankful to JEEViKA didis for all the support'. The community professionals and JEEViKA didis are working to create behavioural change around importance of healthy mother & child.

October

CALENDAR OF EVENTS

COMING UP IN THE NEXT EDITION

- JEEViKA's SHG women stride against alcoholism
- Preparedness of uncertainties, through Government insurance



JEEVIKA

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