



JEEVIKA's Newsletter

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Bihar Saras Mela 2019: A Worthwhile Fiesta



The word “SARAS” is an abbreviation of “Sales of Articles of Rural Artisans Society”, a platform to bring together the traditional and rural artisans to sell their artefacts, but SARAS has also turned out to be a metaphor for cultural extravaganza where one can find themselves in an assortment of various cultures, relishes and traditions from different parts of the country. One can find themselves between the mumbblings of a huge horde, the fragrance of the various delicacies tickling the salivary glands, and attires waiting to be tried for that perfect look and shine.

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Knowledge Brings Nourishment



Bihar Rural Livelihood Promotion Society “JEEViKA” under the aegis of Rural Development Department, Govt. of Bihar organizes “Bihar Saras Mela” every year to promote the rural art and culture of India. SARAS is an initiative of the Ministry of Rural Development, Government of India to provide a platform to the rural Producers /Artisans to market their products through Exhibitions.

It was introduced during 1999-2000 when Ministry of Rural Development participated in India International Trade Fair (IITF), 1999 under the banner of SARAS. It was organized, for the first time, with a view to give exposure to rural artisans, entrepreneurs and officials associated with Swarnjayanti Grameen Swarozgar Yojana to a major international event in the country, and it further intended to develop markets for products manufactured by beneficiaries of various poverty alleviation programs of MoRD. Jeevika has been organizing the Bihar Saras since 2014 after Rural Development Department took over the responsibility to organize the fair.

Keeping the convention alive, the Bihar-Saras 2019 was organized from 2nd-11th September, 2019. Artisans and SHG members from 10 states participated in it. The fair had 110 stalls selling a variety of products. Members from 83 Self-Help Groups from 25 districts of Bihar adorned the Bihar Saras with their products. 25 SHG members from other states also participated with their regional handicrafts. “Didi Ki Rasoi” an initiative of Jeevika to serve nutritious and quality food in hospitals had also put up a food court at the Saras premises serving a wide range of food and beverages.



The Bihar-Saras had an abundance of famous products both from Bihar and other states that included madhubani paintings, sikki, tikuli art, Assam's bamboo craft, shell craft, jute craft, paper craft and the likes. Artificial paper flowers, Kisan Chachi's Pickles, musical instruments from Rohtas and Silk Sarees made from cocoon produced by Jeevika Didis were eminent crowd pullers during the entire run of the fair.

Bihar Saras was inaugurated by Honorable Minister of Rural Development, GOB, Shree Shravan Kumar, who said that Jeevika has provided Bihar's rural women economic and social liberty and has turned them into bankable human assets.



The specialty of the fair was it being plastic free. The incumbents were encouraged to use paper and cloth bags instead of plastic bags. Over the course of 10 days, the Saras Fair was able to realize sales worth INR 13 Million while the footfall stood at 146 thousand people, the last day of the Saras itself witnessed a huge footfall of more than 20,000 people. The Bihar Saras was a complete package for the Patnaites who could not only shop for their favourite items but also got to know how the rural economy is thriving when they buy the products. Bihar Saras was the talk of the town during its entire run and was a source of great entertainment and a spot to spend time with family and friends.

A campaign to expedite Bihar towards complete nutrition



Poshan Maah 2019 was organized from 1st-30th September, 2019 with the objective to generate awareness among Self-Help Group households on nutrition agenda and promote complementary feeding with dietary diversity during the initial 6-23 months of a child.

The outreach of the campaign reached to over 10 million rural households catering to a population of 50 million population. The program was made reached to all 39,000 villages in 8000 gram panchayats of 534 blocks in Bihar.

A dedicated POSHAN Panch Sutra was designed to implement the program, which is as follows:

1. First 1000 days health and nutrition care of children
2. Complementary Feeding (with Dietary Diversity) of children (6-23 months).
3. Dietary Diversity for all family members. (Anaemia +++)
4. Hand-Washing and ORS promotion (Diarrhoea management)
5. Use of toilet and personal hygiene.

A plethora of activities across various levels were conducted during the program such as:

- a. Participation in Video Conference organized jointly by Ministry of Woman and Child Development and NITI Ayog to develop a consensus on the purpose of the National Nutrition Month apart from discussion on the technical intricacies.
- b. The program was launched by Minister of Social Welfare, GoB on 2nd September, 2019 at Maulana Mazhrul Haque Hall, Haj Bhawan Patna in the presence of officials of various departments including Jeevika.

- c. A guideline was finalized to implement the activities of the program.

During the Poshan Maah direction was given to all field staff as well as thematic staff of DPCU to actively participate in activities. All staff and cadre were briefed about the activities and contents of the message on Nutrition.



The coverage of National Nutrition Month September, 2019 in the state was spread to 10 Million Households who are a part of 8.73 Lakh SHGs. This catered to a population of 50 million in Bihar. At the SHG level some activities were made mandatory and while some other activities were optional. At VO level two activities were mandatory i.e. food group demonstration and recipe demonstration. Similarly with convergence of ICDS and Health four activities were conducted at Anganwadi Centre level in the respective villages, where target group along with SHG members participated. During this Poshan Maah several activities were

conducted at the Self-Help Group and Household level. Besides this, the mission also reached to an audience of 10 million through radio jingles and television advertisements simultaneously for around 10-12 Days. A stall highlighting the various activities was also put up at the Bihar Saras Mela, which was inaugurated by Hon'ble Minister of Rural Development, Shri Shraavan Kumar.



Outcomes and the way ahead

The result of the Poshan maah was beyond the expectation in terms of participation of community members in the various prescribed activities and has established nutrition as a primary requirement for the community. This program is expected to realize long term effects. However these are very initial and crucial steps of the long mission to achieve total nutrition. BRLPS has planned to continue the SHG level orientations using various IEC materials. The food group and recipe demonstration will be continued in SHG and VO as follow up activities. Subsequently SHG level orientation will be conducted through module based flip chart roll out in SHGs meetings. A study will be conducted on improvement of dietary diversity among pregnant, lactating mother and children (6-23 months) as well as all SHG households. The improvement in dietary diversity will be one of the contributions of SRLM towards achieving the nutrition outcomes in the state.

Jal Jeevan Hariyali Jaagrukta Abhiyaan



Jal Jeevan Hariyali abhiyaan has been running extensively in the districts in conformity with the climate change issues that are persistent around the globe. Plantation and awareness campaigns are being carried out regularly and have drawn huge participation from Jeevika's community members who have always conformed to the social issues. The plantation programs have also created livelihood opportunities for village organizations who have been designated as nodal bodies to operate nurseries and sell saplings of various flora.



Wheatamix Plant, Bodh Gaya receives Outlook Award in Social Entrepreneur category

Wheatamix plant at Bodh Gaya has been awarded by Outlook Magazine for its extraordinary efforts in expediting the Poshan Abhiyaan. The award given by Vice President of India Shree Venkaiah Naidu, was received by the President of Raushan Village Organization Saleha Khatoun. Raushan VO operates the Wheatamix plant that was established in 2016, 19 workers are currently engaged with the plant. The plant supplies its produce to 110 ICDS Centres, catering to the needs of five thousand (5,000) children and Seventeen hundred (1700) lactating mothers.





Poshan melas have been organized across the districts to observe Poshan Abhiyaan (National Nutrition Month)



Members of shilpsangh nitu devi and Shusma Mishra awarded by golden book of world Records for madhubani painting

Transforming Lives

Dreams will be realized

Some people work to realize dreams for their children that they themselves couldn't due to circumstances. Yasmin was married off at a very young age, when she was studying merely in standard 9 and various restrictions were imposed on her. She couldn't talk much, couldn't step out of her home. She wanted to study further but couldn't pursue higher studies due to responsibilities and restrictions. She was also distressed due to the financial difficulties in her house. Yasmin joined Shiv Jeevika SHG in 2014 when she was overburdened with financial distress, she also met with an accident and the loan from Jeevika helped her meet the hospitalization expenses. She told she has taken three loans from Jeevika and has used them for various requirements. Yasmin further tells that Jeevika gave her the strength to step out of her house. Yasmin wanted her children to attend Kendriya Vidyalaya and personally talked to the school's principal to ensure the admission. She adds that her daughters were also subjected to various restrictions but she took a stand for them and made sure that there are no hurdles on the way of their education. She says that one day her children would go to universities and complete their education, further saying "I couldn't achieve my dreams, but if my children do I'll have contentment."



Knowledge Brings Nourishment

Roshni, a resident of Gidha Village in Chanpatiya block of West Champaran. Her husband works at a private company in Delhi while she stays with her children and in-laws. Joining Jeevika's self help group had instilled her with hopes and aspirations when she joined in 2015. Her kids were growing physically but due to undernourishment they had developed several health issues. She got to know about food groups, dietary diversity and complimentary feed in one of the SHG meetings, she started practicing the same in her home and started to witness changes in the health conditions of her children. Her children are now thriving properly and have shown great improvement both physically and mentally. She applauds Jeevika for introducing such a program that has helped various families in attaining better nutritional status, she thanks Jeevika for introducing her to subjects that were unknown.



October

CALENDAR OF EVENTS

October 26 : Official Launching of Jal Jeevan Hariyali

October 31 : Workshop on Gender Mainstreaming

COMING UP IN THE NEXT EDITION

- Jeevika's heightened role in Jal Jeevan Hariyali Mission



JEEVIKA

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