

REPORT
ON
Non-Farm theme Stakeholders Engagement and its Result

In association with

Bihar Rural Livelihood Promotion Society (BRLPS)



Submitted in Partial fulfilment of the Masters in Integrated Rural Development and Management (MIRDM) at Banaras Hindu University (BHU), Varanasi

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(Guide)

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(INTERN)
Session-2015-17

PREFACE

There are several things that come in the life of a person may be for a short span of time but leave an everlasting impression upon the mind.

Our project is one of the events in my life which will remain engraved in my memory. Project is a part of Master in Integrated Rural Development and Management (MIRDM) Program BHU (Varanasi). Every participant undergoes training in business organization. I am very lucky to get a chance to work under **Bihar Rural Livelihood Promotion Society (BRLPS)** from 16 June to 31 July, 2016 on Project “**Non-Farm theme Stakeholders Engagement and its Result**”

We hope the experience gained by me during that period will help us a lot in the future and the Organization also.

Dushyant Kumar
Student of MIRDM
Banaras Hindu University, Varanasi (UP)

ACKNOWLEDGEMENT

It gives me millions of gladness when our project comes to an end successfully. My acknowledgements are many times more than what I am expressing. I shall ever remain thankfully indebted to all those known and unknown personalities who have directly and indirectly encouraged me to achieve my goal and enlightened me with the touch of their knowledge and constant encouragement.

It's a great privilege for me to thank **Mrs. Mahua Roy Chudhury** PC-G&KM, BRLPS who assigned me project work at BRLPS. I am thankful to and owe a deep gratitude to all those who have helped me in preparing this report. Words seem to be inadequate to express my sincere thanks to **Mr Rajiv Kumar Singh** AO cum SPM (Non-Farm), **Mr. Samir Kumar** (Project Manager Non Farm), **Mr. Sudhanshu Shekhar** BPM, (BankeBazar Block, Gaya), **Mr. Nirupam Ghosh** BPM,(Imamgang Block Gaya), **Mr. Reetesh Kumar** BPM(Sakra Block Muzaffarpur), **Mr. Smbharmal Saini**, Design Manager and Team, (Jaipur Rugs Foundation), and **Mr. Ashok Kumar Singh**, Research Scientist,(Dabur India Ltd.)

I express my sincere thanks to whole **B.R.L.P** team for giving me all the facilities during my SIP and helping & guiding me during my whole internship period.

I express mine immense thanks to all the community members of BankeBazar, Imamganj Block (Gaya) and Sakra Block (Muzaffarpur). I want to thank all who have supported me and gave their timely guidance. Last but not least I am very grateful to all those who helped me in one-way or the other way at every Stage of my work.

Thanking you,

Dushyant Kumar

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INTRODUCTION

Anyone who has a 'stake' or an 'interest' in a particular initiative is a stakeholder. The concept can operate at various levels of granularity. In other words, stakeholders can have an interest in an organization, in a specific initiative or project, or in an overarching policy or objective to which specific initiatives contribute.

A set of activities that facilitate an exchange of knowledge between stakeholders is an engagement. This may include one-off activities, but is usually a longer-term process of mutual learning.

Effective stakeholder engagement enables better planned and more informed policies, projects, programs and services. Stakeholder engagement can be mutually beneficial for the Department and our stakeholders. For them, the benefits of engagement include the opportunity to contribute as experts in their field to policy and program development, have their issues heard and participate in the decision-making process.

For the Department, the benefits of stakeholder engagement include improved information flows by tapping into local knowledge and having the opportunity to 'road-test' policy initiatives or proposals with stakeholders

Stakeholder engagement is the process by which an organization involves people who may be affected by the decisions it makes or can influence the implementation of its decision. They may support or oppose the decisions, be influential in the organization or within the community in which it operates, hold relevant official positions or be affected in the long term.

The impact of the stakeholder can be analyzed by its overall outcome after its engagement with the organization.

REVIEW OF LITERATURE

The stakeholder's concept was originally defined as "those groups without whose support the organization would cease to exist." The list of stakeholders originally included shareowners, employees, customers, suppliers, leaders and society. (R. Edward Freeman).

Stakeholders are individuals and organizations "who are actively involved in the project, or whose interests may be positively or negatively affected as a result of project execution or successful project completion" (Project Management Institute, 1996). Since the nature of construction projects is uncertain and complex, stakeholder analysis and engagement in this environment is extremely challenging for project teams. To achieve project objectives, it is essential to formulate a process for stakeholder management and to identify effective approaches for stakeholder analysis and engagement (Chinyio and Akintoye, 2008).

The term "stakeholder" is defined in literature differently based on disciplinary home. Most definitions mention similar categories of stakeholders such as companies and their employees and external entities such as suppliers, customers, government and creditors. Stakeholders, defined within the public sector, emphasize engagement of citizens in decision making processes (Bingham, Nabatchi, and O'Leary 2005; Ackerman 2004; Yetano, Royo, and Acerete 2010)

In the simplest of terms, the individuals or groups who affect or are affected by a policy are stakeholders. Research on stakeholder engagement in both the public and private sectors has identified a number of benefits to policy makers. Stakeholder engagement illuminates the multiplicity of factors that underlie policy problems, decisions, and implementation. Direct engagement of stakeholders is generally believed to offer important benefits to the processes of policy formulation and implementation. For example, stakeholder engagement increases public understanding of the issues and consequences of different choices. Consequently, it generates more options for policies or actions.

Engagement brings more information into the deliberation process from different kinds of stakeholders so that decisions are more likely to avoid unintended consequences and fit better into existing contexts. Engagement also reveals both conflicts and agreements among different stakeholder groups. Open and even-handed stakeholder engagement, especially among those with conflicting viewpoints, can sometimes resolve differences and build trust in the policy making process and therefore help secure public acceptance of decisions (Kleivink, 2012).

Stakeholder engagement methods are the means by which stakeholder views, information and opinions are elicited, or by which stakeholders are involved in decision-making. Engagement can take various forms. The International Association for Public Participation identified five levels of stakeholder engagement: inform, consult, involve, collaborate and empower (IAP2, 2007). All these levels focus on the flow of information between actors, but the directions and intensity varies. In the simplest form, *inform*, stakeholders are merely informed, for example via websites, fact sheets, newsletters, or allowing visitors to policy discussions (State Government Victoria, 2011). The level of engagement in this form is very low, and suitable only to engage those stakeholders with low urgency, influence, importance or interest (Bryson, 2004).

An alternative way of involving stakeholders is by analyzing and understanding their positions and based on that build a model in which these positions are reflected (Andersen, 2006; Vennix, 1996).

OBJECTIVES OF THE STUDY

To analyzes the work of stakeholders in following aspects:

- How JEEViKA is working with partners
- How effective partners are capable in enhancing the efficiency of organization
- The overall impact of the partnership on both the partnering agencies and the organization

RESEARCH METHODOLOGY

A suitable research methodology is one of paramount importance of any social survey. To study and to collect information about a diverse group of people involves the use of various techniques and methods.

1. Sampling method:

Since the research is to be completed within a specific time period, the study will rely on sampling method. Thus the study will be followed purposive random sampling. The universe comprises of families involved in the activity. The families will be cover under the SHG fold of JEEVIKA.

2. Sources of Data Collection:

Primary sources: the primary sources of information are those that are obtained first hand from the people. This includes the following methods:

- **Interview schedule**
- **Questionnaire**
- **Focused group discussion**
- **Observation**

Interview schedule

An interview schedule has to be prepared containing several preceded close ended questions and open ended questions. It has to be divided into different categories covering all aspects of target group.

Questionnaire

This research instrument consists of a series of questions and other prompts for the purpose of gathering information from respondents. They are often designed for statistical analysis of the respondent

Focused Group Discussion

All the data cannot be gathered through interview because of social barrier and less free line, so this method should be used. It consists of a group of people from all age group and from both male and female. It starts with formal discussion and ends up on core issues. It helps a researcher to bring forward the detailed aspects of an issue.

Observation

Basically this method has more use of vision for data collection; by the use of the eyes rather than ear and the voice. The investigator collects the data by being physically present with the respondent or around them often for the whole day.

Secondary sources: the methods applied to gather information from the secondary sources are:

- **Magazines**
- **Reports of the company**
- **Documents on Non-Farm theme of JEEViKA**

STUDY ON STAKEHOLDERS PROFILE

Jaipur Rugs Foundation came into existence in the year 2004 when it got registered under the Rajasthan Public Trust Act, 1959. It forms an integral part of the jaipur rugs group that is known for its unique socio-economic business model. JRF has received a number of awards and written about by a diverse set of stakeholders from the government, industry, media and academia.

The overall work mandate of JRF is to reach out to remote rural areas and establish bonds with the village communities, enabling them to start weaving not just rugs but also their own lives. Such weaving of lives is done via two intertwined vertical: 'entrepreneurship development' and 'social development'.

Whereas the entrepreneurship development vertical focuses on the economic well-being of the artisans and their communities through skill development and livelihood support, the social development vertical focuses on their social well-being through interventions, awareness generation and linkages. These two complement each other and facilitate the artisans to advance in their development trajectories.

Engagement with JEEViKA

Objective -Promoting hand knotted carpet weaving in Gaya Bihar

Date of engagement- 25th August 2015

Duration of assignment – 1 year (extended up to 2 years on year to year)

Dabur India Ltd. is one of India's leading FMCG Companies with Revenues of over Rs 7,806.4 Crore & Market Capitalisation of US \$5 Billion. Building on a legacy of quality and experience of over 131 years, Dabur is today India's most trusted name and the world's largest Ayurvedic and Natural Health Care Company.

Dabur India is also a world leader in Ayurveda with a portfolio of over 250 Herbal/Ayurvedic products. Dabur's FMCG portfolio today includes five flagship brands with distinct brand identities-Dabur as the master brand for natural healthcare products, Vatika for premium personal care, Hajmola for digestives, Réal for fruit juices and beverages and Fem for fairness bleaches and skin care products.

Dabur today operates in key consumer products categories like Hair Care, Oral Care, Health Care, Skin Care, Home Care and Foods. The company has a wide distribution network, covering over 5.8 million retail outlets with a high penetration in both urban and rural markets.

Dabur's products also have a huge presence in the overseas markets and are today available in over 60 countries across the globe. Its brands are highly popular in the Middle East, SAARC countries, Africa, US, Europe and Russia. Dabur's overseas revenue today accounts for over 30% of the total turnover.

The 130-year-old company, promoted by the Burman family, had started operations in 1884 as an Ayurvedic medicines company. From its humble beginnings in the bylanes of Calcutta, Dabur India Ltd has come a long way today to become one of the biggest Indian-owned consumer goods companies with the largest herbal and natural product portfolio in the world. Overall, Dabur has successfully transformed itself from being a family-run business to become a professionally managed enterprise. What sets Dabur apart from the crowd is its ability to change ahead of others and to always set new standards in corporate governance & innovation.

Engagement with JEEViKA

Objective – Technical support in enhancing productivity of Honey and its Buy-Products in Muzaffarpur and Khagaria District, Bihar

Date of engagement- 29th January 2014

Duration of assignment – 5 year

Study on Area Profile

1. Gaya District is one of the thirty-eight districts of Bihar state, India. It was officially established on 3 October 1865. The district has a common boundary with the state of Jharkhand to the south. Gaya city is both the district headquarters and the second-largest city in Bihar.

Gaya finds mention in the great epics, Ramayana and Mahabharata. Rama along with Sita and Lakshmana visited Gaya for offering PIND-DAAN to their father Dasharath. In Mahabharata, the place has been identified as Gayapuri. About the origin of the name 'Gaya' as referred to in Vayu Purana is that Gaya was the name of a demon (Asura) whose body was pious after he performed rigid penance and secured blessings from Vishnu. It was said that the Gayasura's body would continue to be known as Gaya Kshetra.

Gaya was in the 12th century invaded by Muhammad Bakhtiyar Khilji. But the Hindu rulers defeated his generals later. The place finally passed on to the Britishers after the battle of Buxar in 1764. Gaya, along with other parts of the country, won freedom in 1947

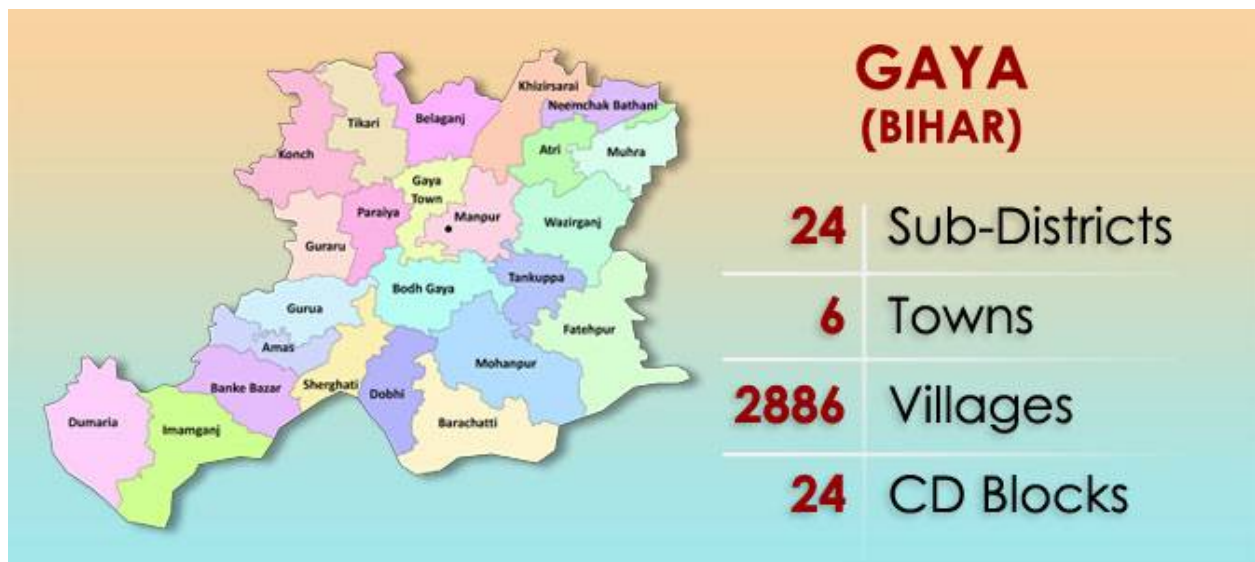
Gaya formed a part of the district of Behar and Ramgarh till 1864. It was given the status of independent district in 1865. Subsequently, in May 1981, Magadh Division was created by the Bihar State Government with the districts of Gaya, Nawada, Aurangabad and Jehanabad. All these districts were at the level of sub-division when the Gaya district was created in 1865.

Gaya has seen three districts partitioned off from its territory: Aurangabad and Nawada in 1976, and Jehanabad in 1988.

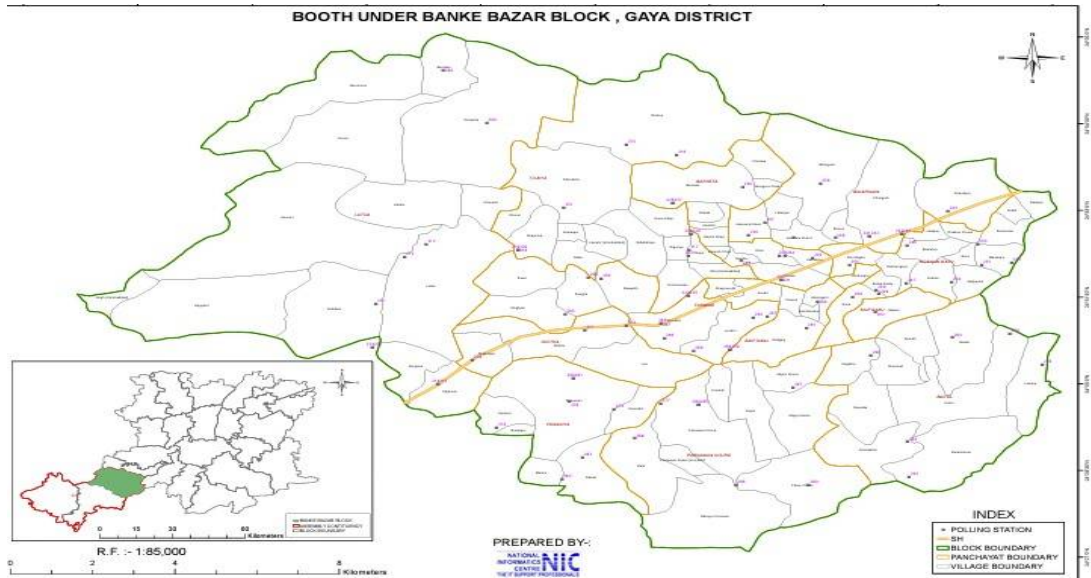
Gaya district occupies an area of 4,976 square kilometers, **Headquarters:** Gaya, **Area:Total** 4,976 km² , **Rural:** 4891.48, **Urban:** 84.52 , **Temperature:** minimum 0.8 (2002 AD) degree C - maximum 49.8 (1996) degree C , **Rivers:** Falgu

According to the 2011_census Gaya district has a population of 4,379,383, roughly equal to the nation of Moldova or the US state of Kentucky. This gives it a ranking of 42nd in India (out of a total of 640). The district has a population density of 880 inhabitants per square kilometre (2,300/sq mi). Its population_growth_rate over the decade 2001-2011 was 26.08%. Gaya has a sex_ratio of 932 females for every 1000 males, and a literacy_rate of 66.35%.

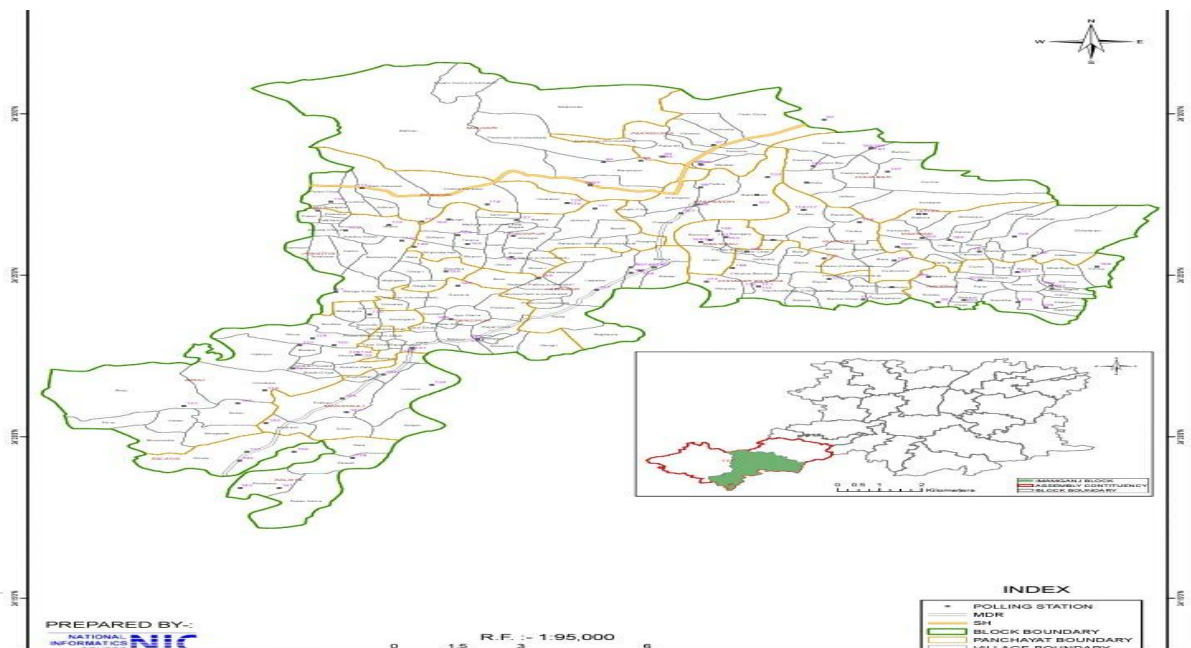
Map of Gaya District, Bihar



Bankey Bazar is a Block in Gaya District of Bihar State, India. Bankey Bazar Block Head Quarters is Bankey Bazar town . It belongs to Magadh Division . It is located 47 KM towards west from District head quarters Gaya. 148 KM from State capital Patna towards North . Bankey Bazar Block is bounded by by Sherghatty Block towards East , Amas Block towards North , Imamganj Block towards west , Hunterganj Block towards East . Sherghati City , Rafiganj City , Bodh Gaya City , Gaya City are the nearby Cities to Bankey Bazar.



Imamganj Block is situated in Gaya District of Bihar State, India. It belongs to Magadh Division . It is located 65 KM towards west from District head quarters Gaya. It is a Block head quarter. Imamganj Pin code is 824206 and postal head office is Imamganj . Raniganj (4 KM) , Kujesar (4 KM) , Sidhpur (5 KM) , Lawabar (5 KM) , Pakriguria (6 KM) are the nearby Villages to Imamganj. Imamganj is surrounded by Bankey Bazar Block towards East , Pratappur Block towards South , Dumaria Block towards west , Amas Block towards North . Sherghati , Aurangabad , Rafiganj , Chatra are the nearby Cities to Imamganj.



2.Muzaffarpur District is one of the thirty-eight districts of Bihar state, India, and Muzaffarpur city is the administrative headquarters of this district. Muzaffarpur district is a part of Tirhut Division (Tirhut).

Muzaffarpur is one of the largest commercial and educational center in North Bihar. It is famous for litchis which is a fruit famous for its juicy taste. Muzaffarpur is an administrative district in the state of Bihar in India. The district headquarters are located at Muzaffarpur. The district occupies an area of 3173 km² and has a population of 3,743,836 (as of 2001). Mark Twain, while on way to Kathmandu, stayed in the local Muzaffarpur Club and relished this beautiful East Indian City.

As of 2011 it is the third most populous district of Bihar (out of 38), after Patna and East Champaran.

Muzaffarpur district was created in 1875 for the sake of administrative convenience by splitting up the earlier district of Tirhut. The present district of Muzaffarpur came to its existence in the 18th century and named after Muzaffar Khan, an Amil (Revenue Officer) under British Dynasty. Purbi Champaran and Sitamarhi districts on North, on the South Vaishali and Saran districts, on the East Darbhanga and Samastipur districts and on the West Saran and Gopalganj districts surround Muzaffarpur.

According to the Ramayana, King Janaka, the father of Sita ruled Videha, which is a traditional name for the entire region including eastern Nepal and northern Bihar. Sitamarhi, a town in this region, ascribes to the Hindu mythological belief where Sita sprang to life out of an earthen pot at nearby Punaura dham, while Rajarshi Janak was tilling the land from haleshwar to westwards. Sita was to become the wife of Rama, the central figure in the Ramayana.

Muzaffarpur district is served by rivers Gandak, Budhi Gandak, Bagmati and Lakhandayee. Also, there are lots of small streams passing through the district. The area has been prone to floods. The district lies in the fertile region of Gangetic plain. Muzaffarpur district occupies an area of 3,175.9 square kilometres (1,226.2 sq mi),^[5] comparatively equivalent to Canada's Mansel Island.^[6]

According to the 2011 census Muzaffarpur district has a population of 4,778,610,^[3] roughly equal to the nation of Singapore^[12] or the US state of Alabama.^[13] This gives it a ranking of 24th in India (out of a total of 640).^[3] The district has a population density of 1,506 inhabitants per square kilometre

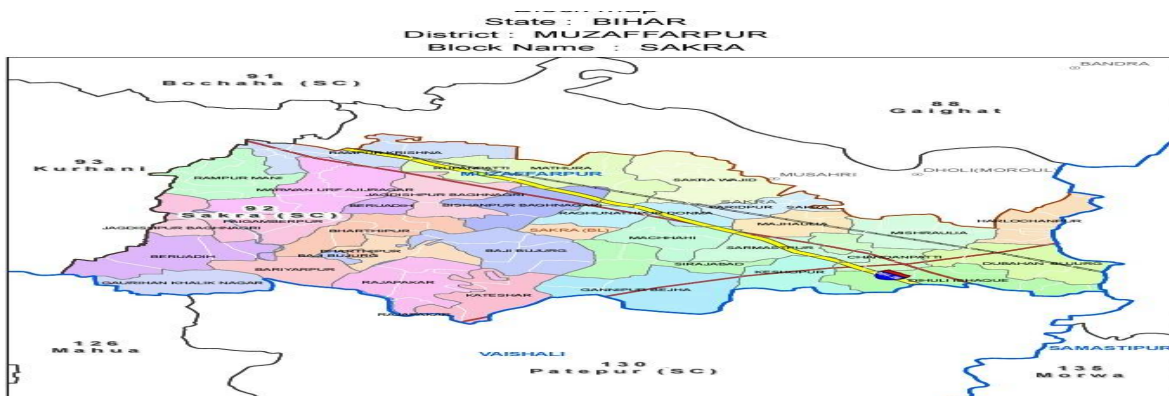
(3,900/sq mi) .^[3] Its population growth rate over the decade 2001-2011 was 27.54%.^[3] Muzaffarpur has a sex ratio of 898 females for every 1000 males,^[3] and a literacy rate of 65.68%.^[3]

Map of Muzaffarpur District, Bihar



Sakra Block:-

Sakra is a Block in Muzaffarpur District of Bihar State, India. Sakra Block Head Quarters is Sakra Wajid town. It belongs to Tirhut Division. It is located 33 KM towards South from District head quarters Muzaffarpur. 58 KM from State capital Patna towards west. Sakra Block is bounded by Patepur Block towards East, Chehrakala Block towards west, Muraul Block towards North, Mahua Block towards west. Samastipur City, Muzaffarpur City, Mahnar Bazar City , Lalganj City are the nearby Cities to Sakra.



FINDING AND ANALYSIS

1.Jaipur Rugs Foundation is working with JEEViKA on non-farm theme in Gaya District at Banke Bazar and Imamganj Block for the creation of livelihood through hand-knotted rugs weaving.

Mutual objective of the Jaipur Rugs Foundation and JEEViKA

The project aims at creating non-farm livelihood opportunities for 1952 beneficiaries through hand-knotted rug-weaving skill development.

Project Strategy

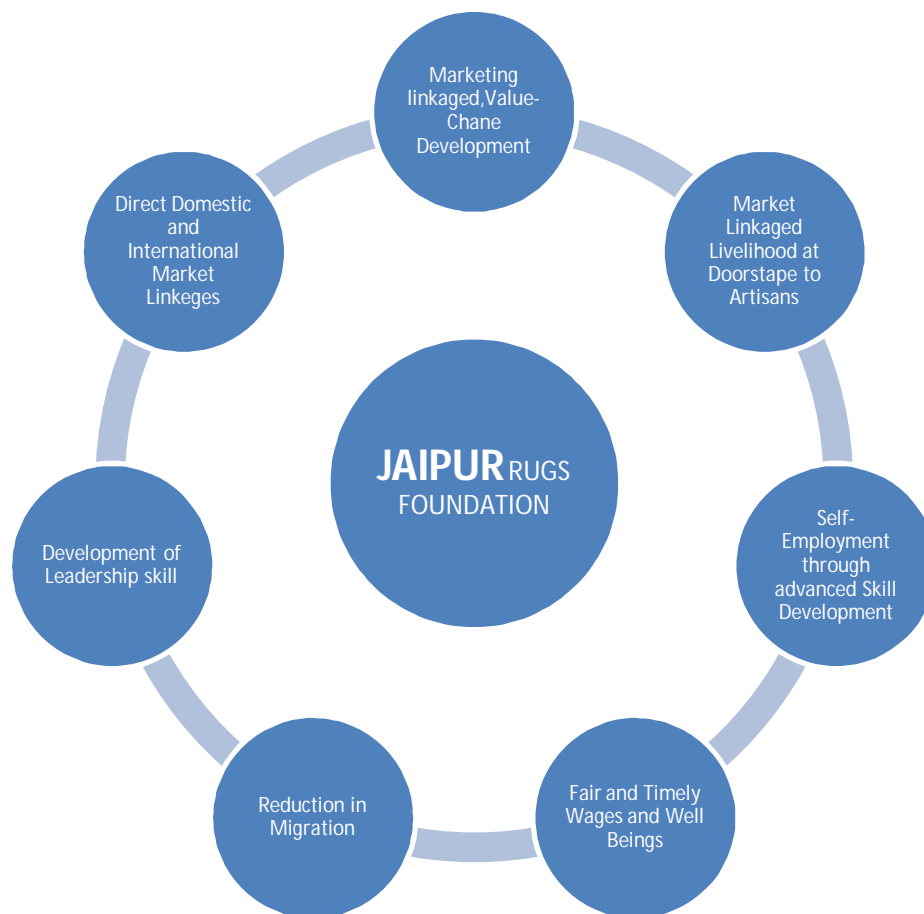
Figure-1



In the very first year with the help of above project strategy Jaipur Rugs Foundation is trying to involve more community members in this initiatives of JEEViKA.

Capacity Enhancing Strategy

Figure-2



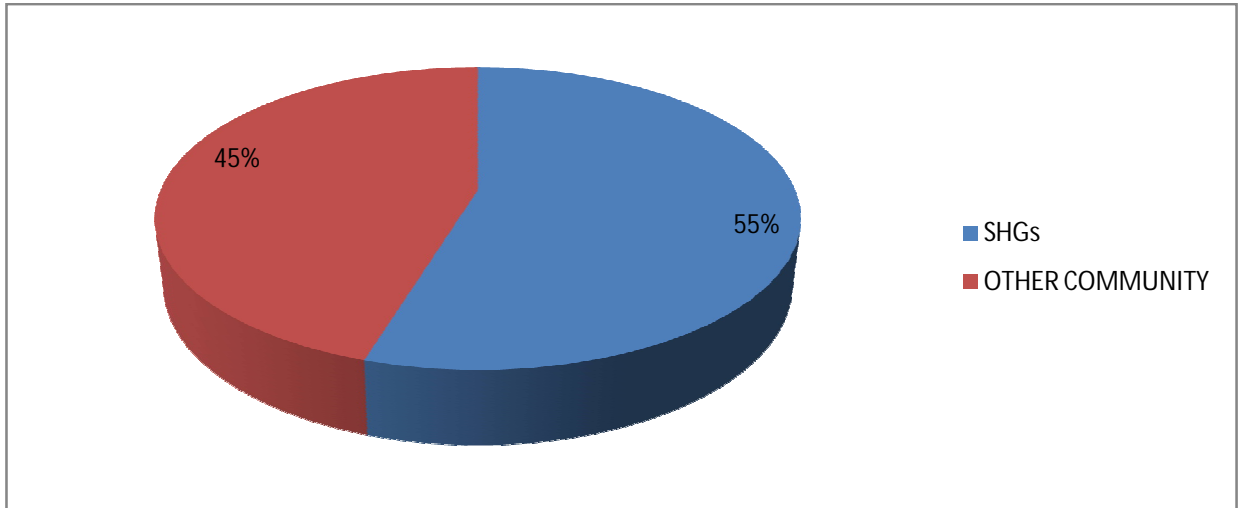
Jaipur Rugs Foundation providing above facilities to the beneficiaries and fulfil the initiatives of JEEViKA. It is also enhancing the efficiency of Organization.

Project Achieved so far (Based on Observation)

- Currently Jaipur Rugs Foundation has established 30 looms centre in different areas of Banke Bazre and Imamgang Block in Gaya district.
- Currently JRF has organised 2 training camp for the Training of community members.
- JRF has trained 466 community members for Hand-Knotted Carpet Weaving.

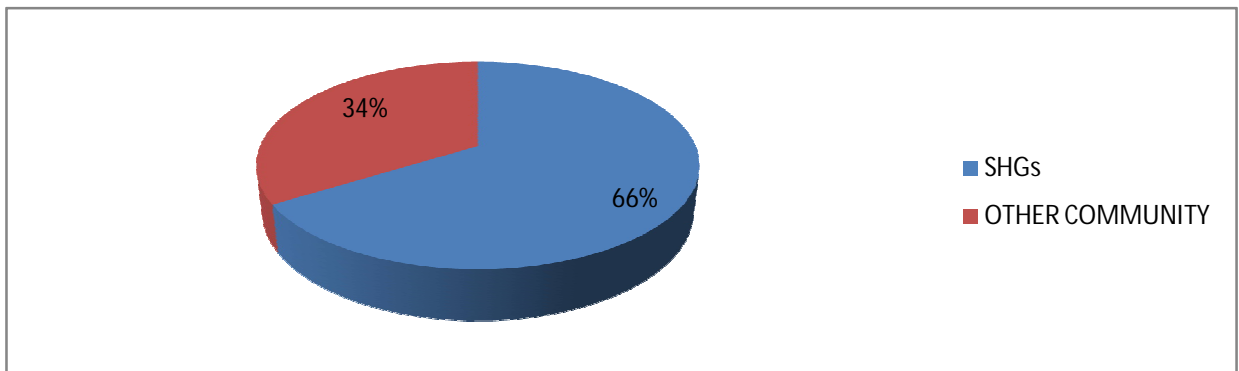
- They have also organised leadership development camp for working community.

Figure-3. First phase total trainees (Total No. Of trainees 274)



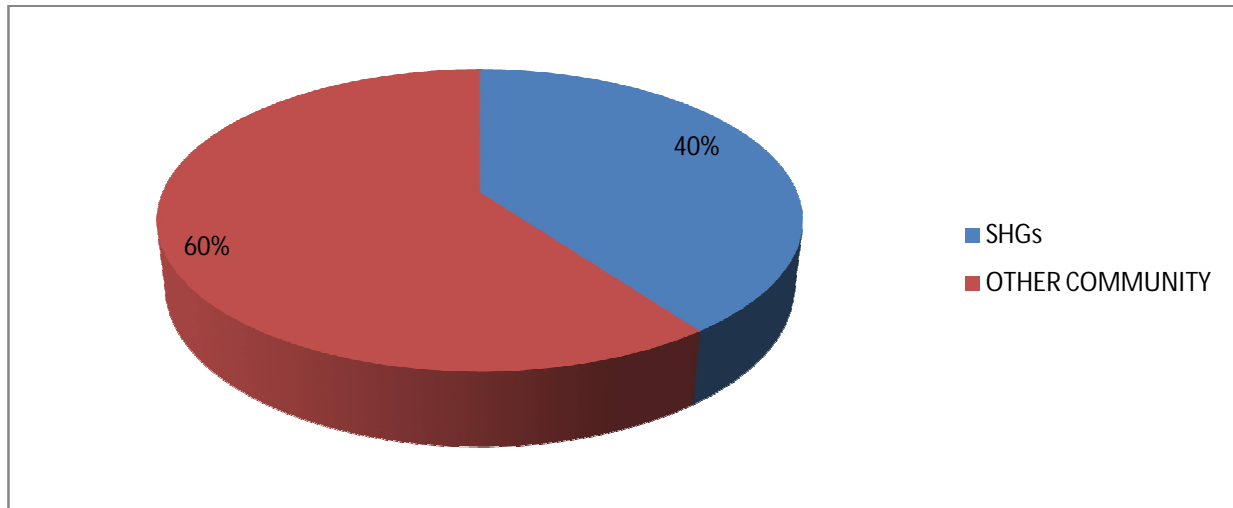
Inference:-The above pie chart shows that after starting this initiative By JEEViKA with his stakeholder Jaipur Rugs Foundation at BakeBazar and Imamganj Block in Gaya District first phase total 274 people was trained. Total involvements of SHGs were 55% and Other Community 45%.

Figure- 4 Second Phase total Trainees (Total Number of Trainees 192)



Inference:-The above pie chart shows that in second phase the number of total trainees 192 and the SHGs member involvement is 66% and 34% other community members.

Figure-5 Current Status of Working Community (Based on Observation)

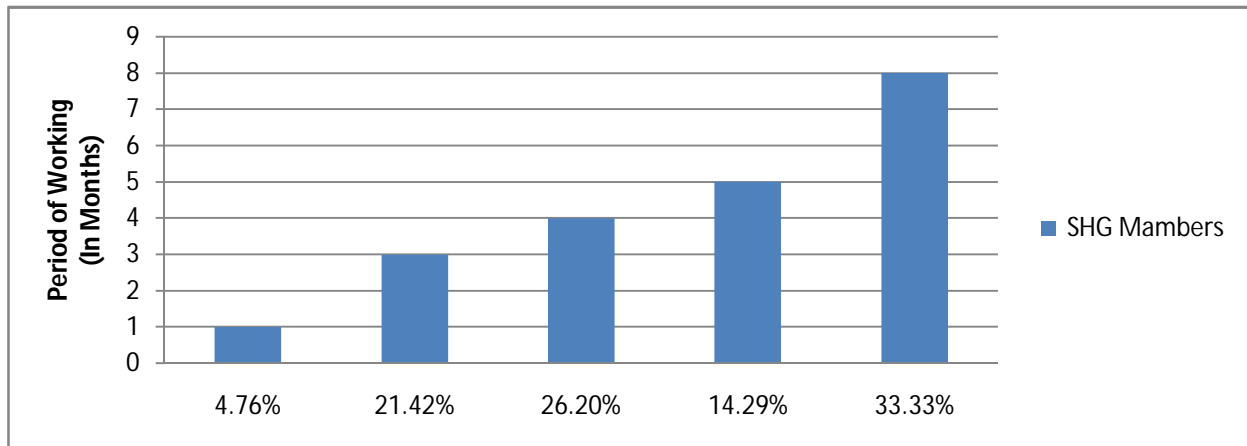


Inference:-Above pie chart shows that the current status of working community with Jaipur Rugs Foundation. There are 40% SHGs and 60% other community.

Impact of the stakeholder (Jaipur Rugs Foundation) engagement with JEEViKA

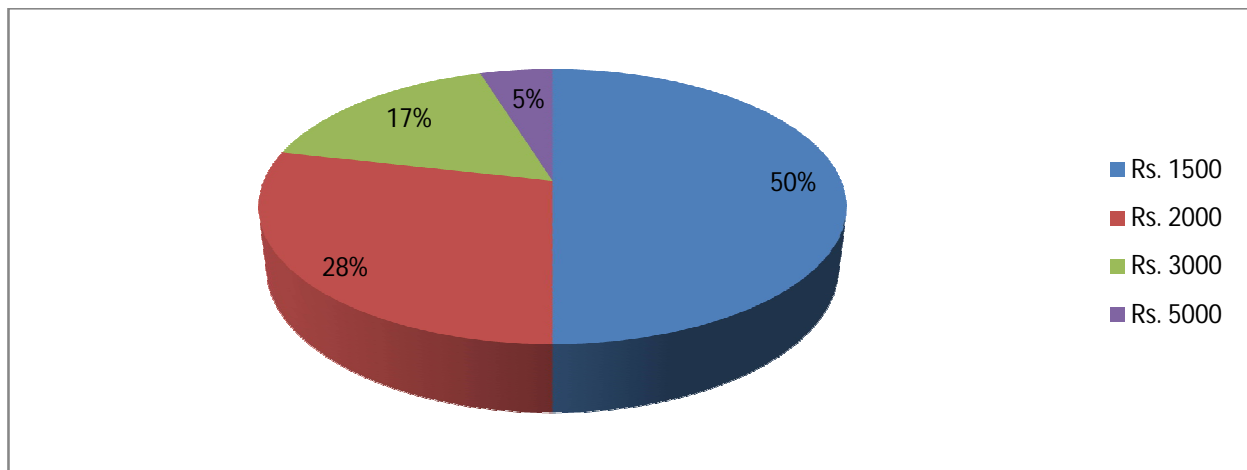
(The Interview of Respondent of SHG members and the Sample Size is 42 in different village of Bankebazar and Imamgang Block of Gaya District, Bihar)

Figure-6



Inference:-The above table chart shows that 33.33% members are working from 8 months, 14.29% members are working from 5 months, 26.20% members are working from 4 months, 21.42% members are working from 3 months and 4.76% members are working from 1 month.

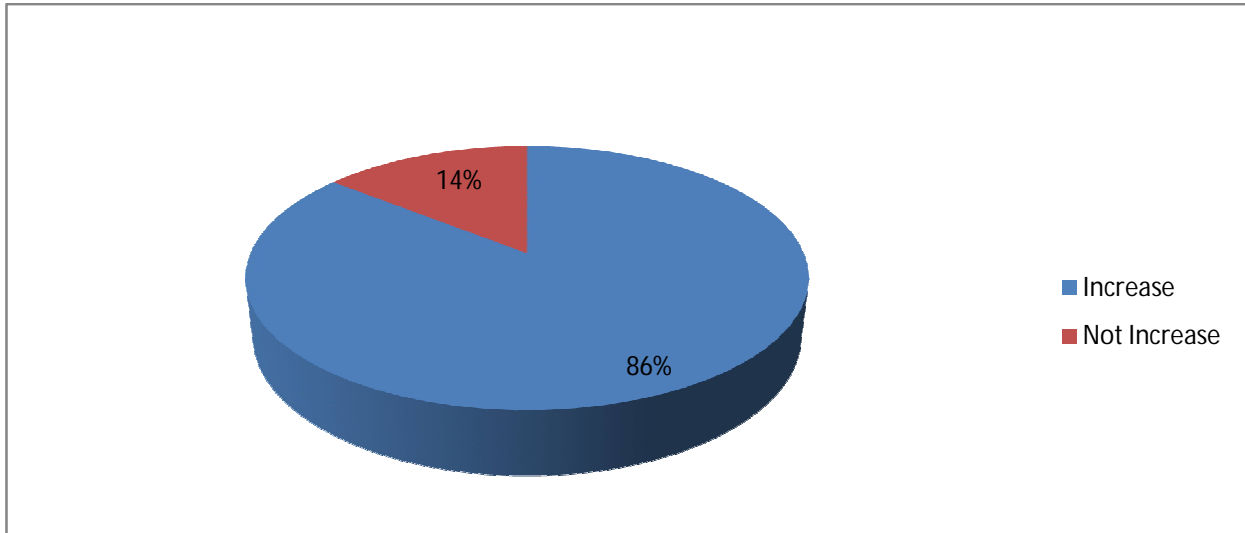
Figure-7. Income per Month



Inference:-The above pie chart shows that per month 50% members are earning Rs 1500, 28% are earning Rs 2000, 17% are earning Rs 3000 and 5% are earning Rs 5000 monthly income. In a very short time after engaging with JRF they are earning a good amount in their village.

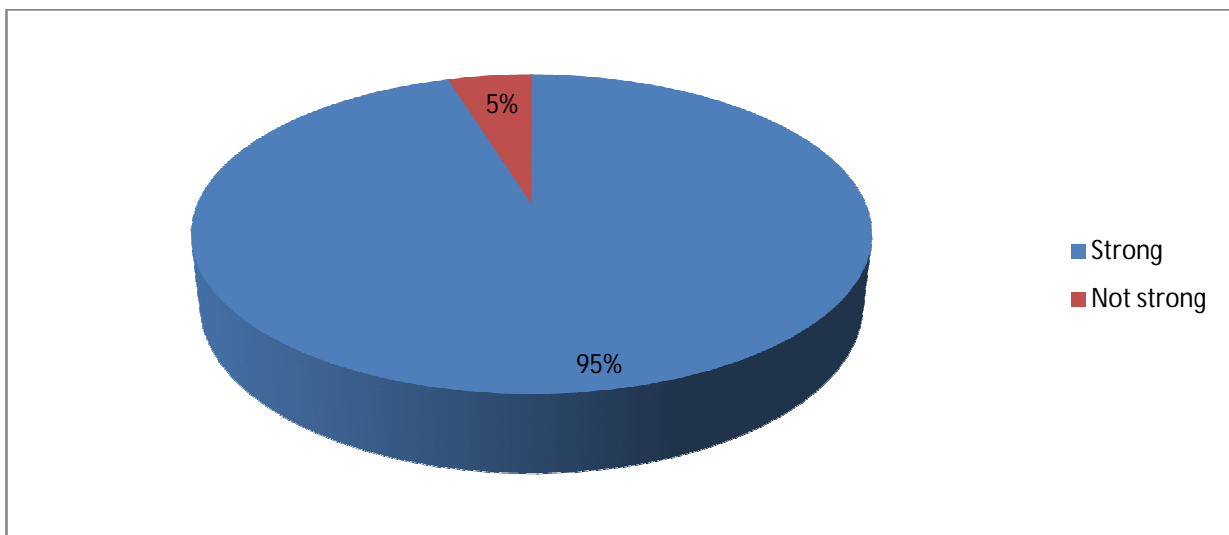
Overall Impact of engagement of stakeholders

Figure-8.Awareness about Rugs Weaving



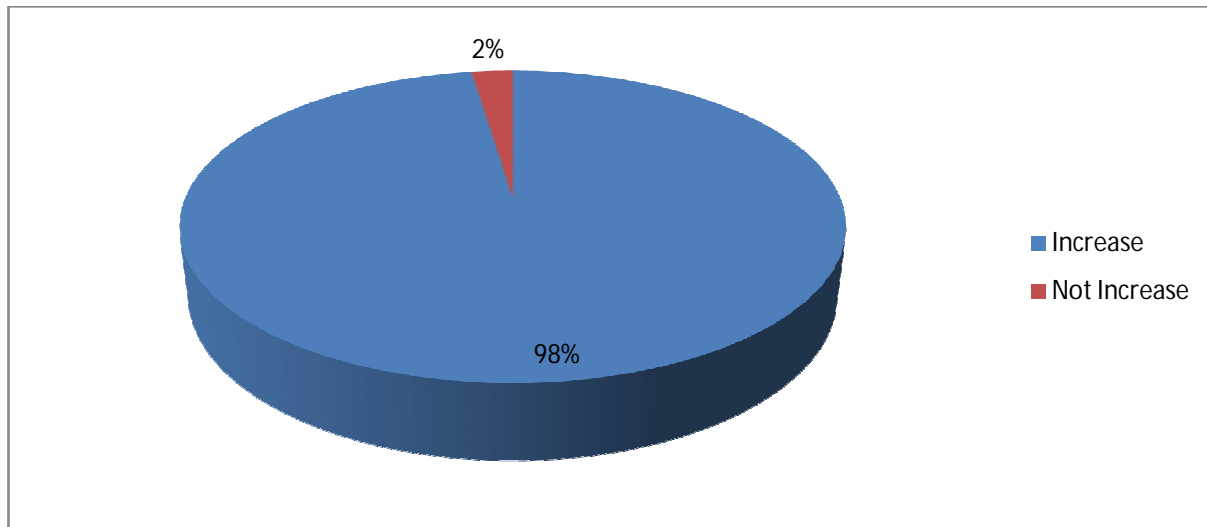
Inference:-Above pie chart shows that 86% respondent were told that increase in awareness and 14% were told that not increase in awareness.

Figure-9.Financial and Economic Strengthen



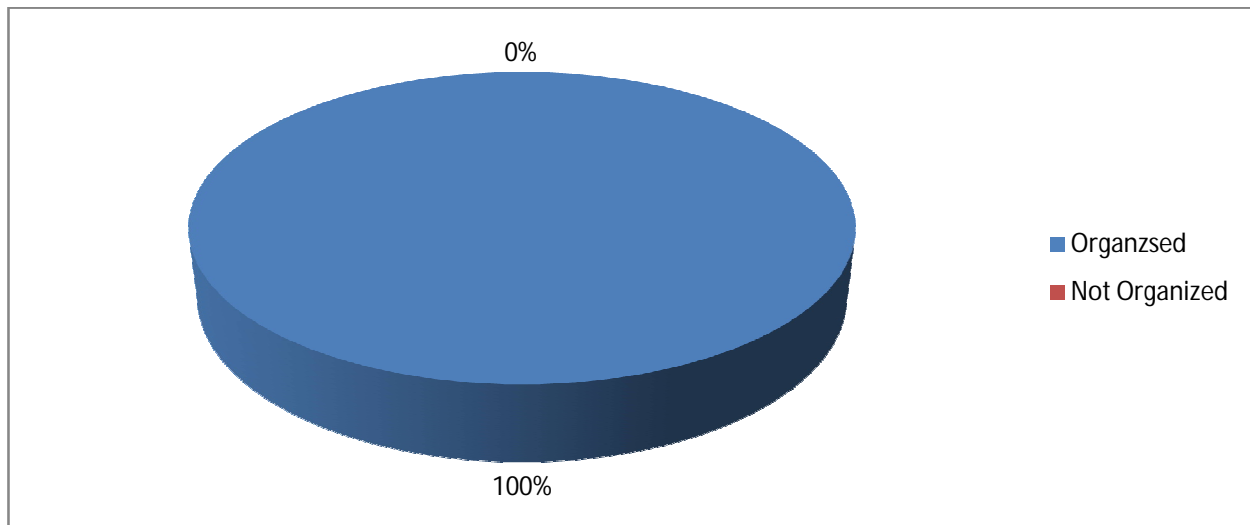
Inference:-Above pie chart shows that 95% respondent were told that after working with JRF they were becoming financially strong and 5% respondents were told that now they were not financially strong.

Figure-10. Technical strength



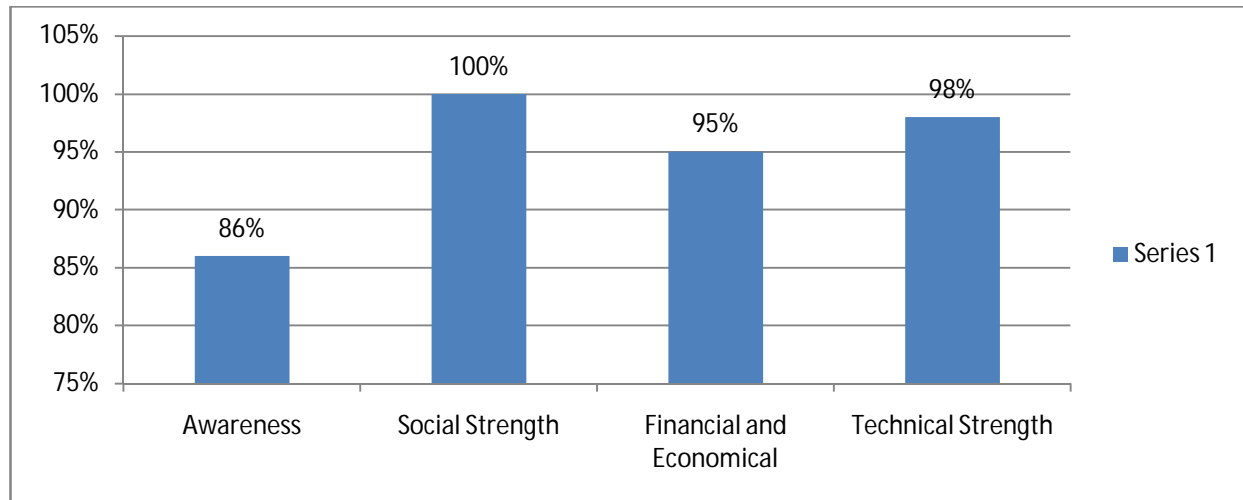
Inference:-Above pie chart shows that 98% respondent were told that after joining JRF there technical strength has Increase and 2% respondents were told that currently there technical strength has not increase.

Figure-11. Social Condition



Inference:-Above pie chart shows that 100% respondent were told that after joining JRF they are becoming socially organized.

Figure-12. The overall impact of stakeholder engagement



Inference:-Above table chart shows that the overall results of the stakeholder engagement in rugs weaving. The level of awareness is 86%, Social strength is 100%, Financial and Economical is 95% and Technical strength is 98%

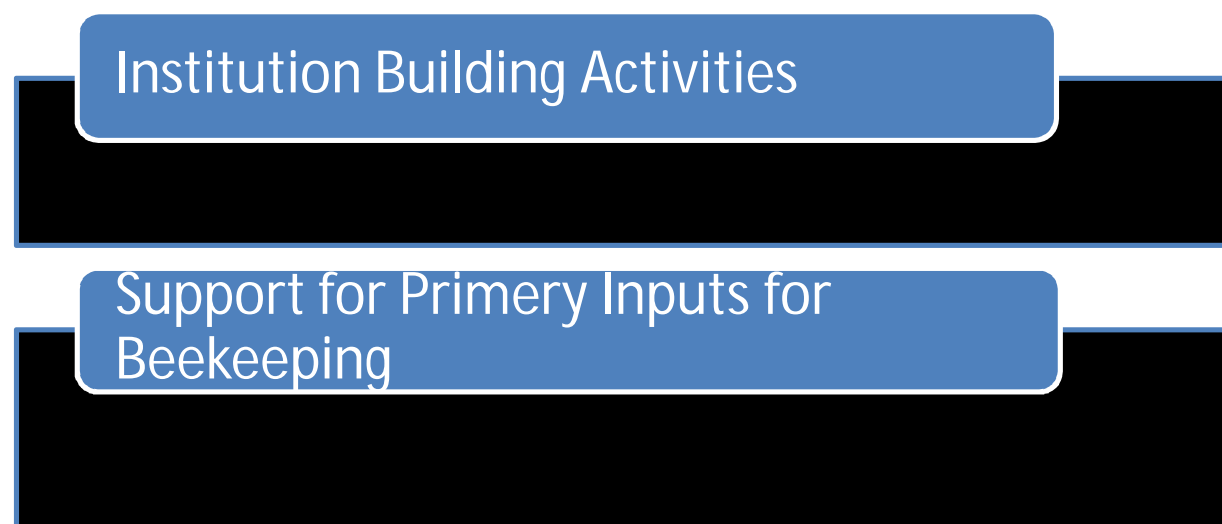
2.Dabur India Ltd is working with JEEViKA on non-farm theme in Muzaffarpur District at Sakra Block. JEEViKA has decided to provide alternative source of livelihoods to its members of SHGs with the help of Dabur India Ltd.

Mutual objectives of the Dabur India Ltd. and JEEViKA

Technical support in enhancing the productivity of Honey and its Buy-products marketing SHG members for livelihood intervention through Bee-Keeping.

Project Strategy

Figure-1



With the help of above project strategy Dabur India Ltd is trying to involve more community members in Bee-Keeping for livelihood generation among SHG members.

Capacity Enhancing Strategy

Figure-2.



Dabur India Ltd. providing above facilities to JEEVIKA and Beneficiaries and fulfil the initiatives of JEEVIKA. It is also enhancing the efficiency of Organization.

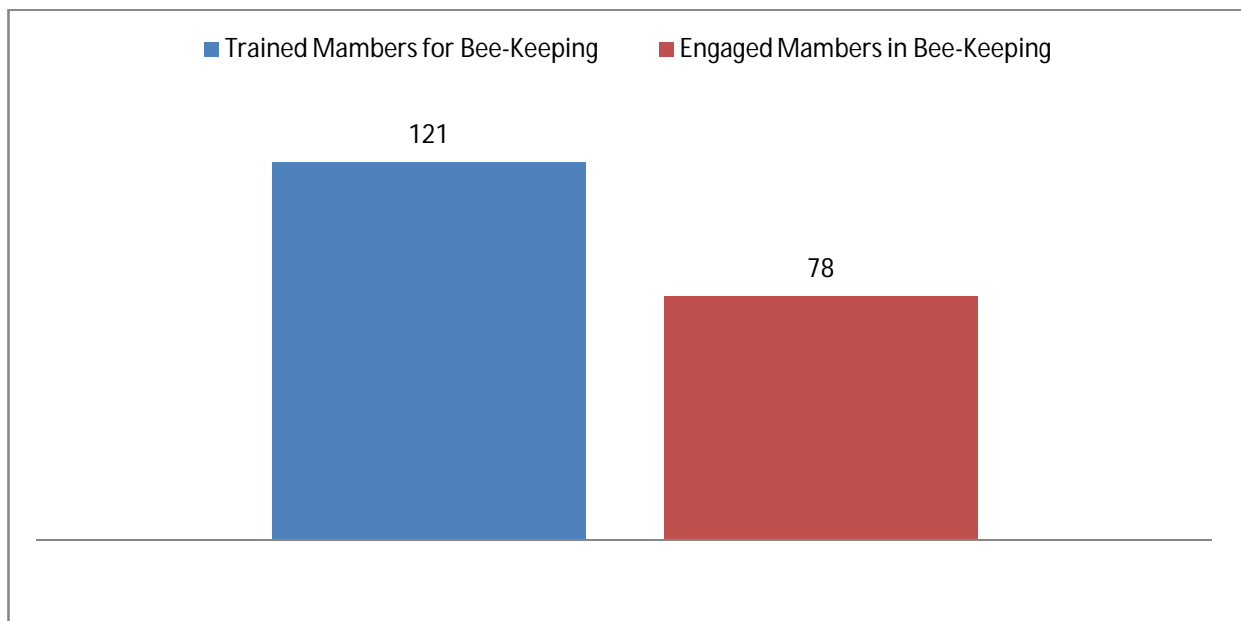
Project achieved so far (Based on Observation)

- Dabur india has organised five days residential training camp for 121 members of Sakra Block at Krishi Vigyan Kendra in Biraulee, Pusa.
- It has established one Honey Resource centre (HRC) in Sakra Faridpur (Muzaffarpur)
- With the help of HRC they are providing following facilities

- Technical guidance
- Migration guidance
- Feeding
- Medicines
- Storage facilities
- Grading
- Buy-Back facilities

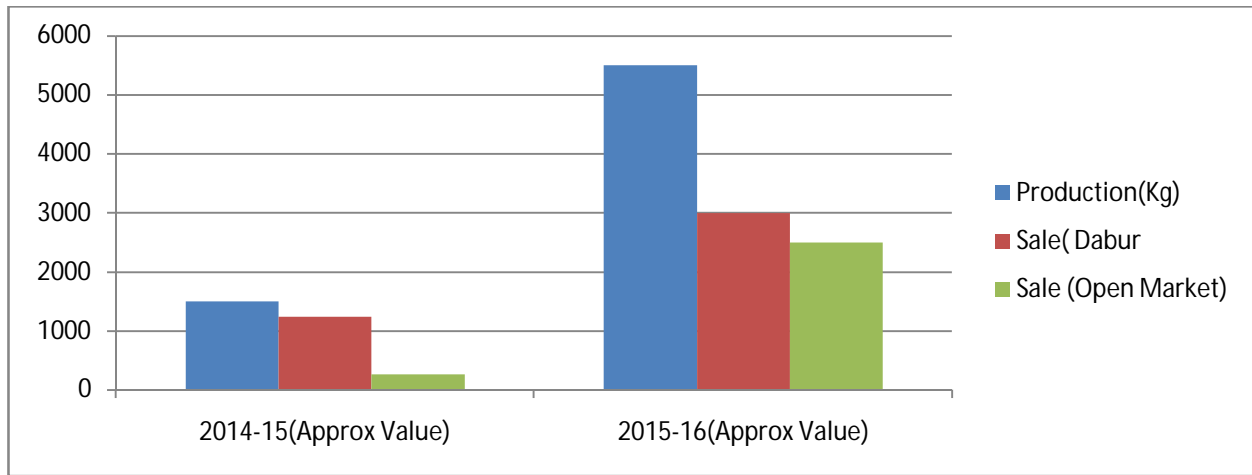
Impact of the Stakeholder (Dabur India Ltd.) engagement with JEEViK

Figure-3.Trained and Engaged Member in Bee-Keeping



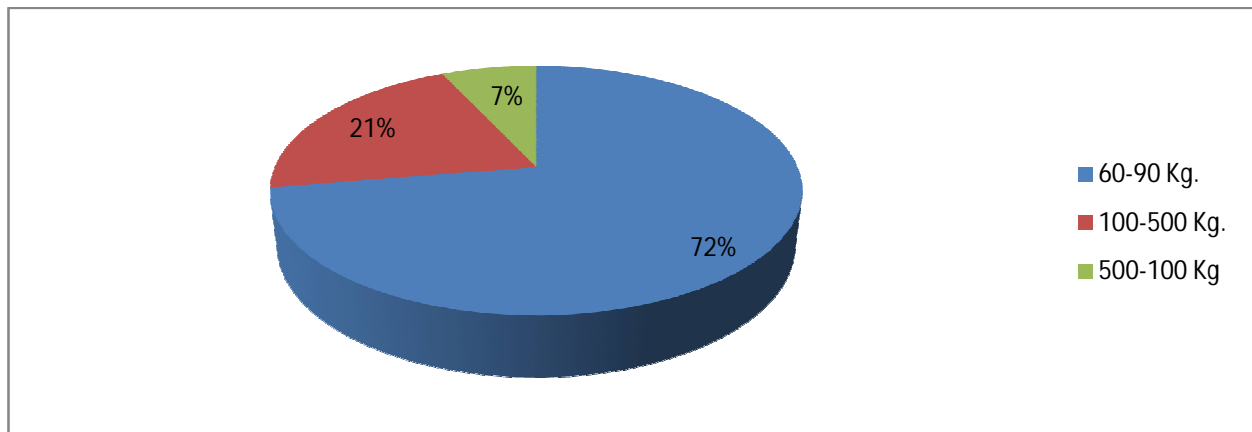
Inference:-The above Pie chart shows that total 121 members were trained for Bee-Keeping out of that 78 members are involving in Bee-Keeping.

Figure-4 Production and Sales (Per Year)



Inference:- Above pie chart shows that in 2014-15 bee-keeper produce 1500 kg Honey and maximum amount had purchased by Dabur but in 2015-16 They produce 5500 and a huge amount of Honey had sold in open market.

Figure-5. Honey Production by Pronnati PG (Per Year)

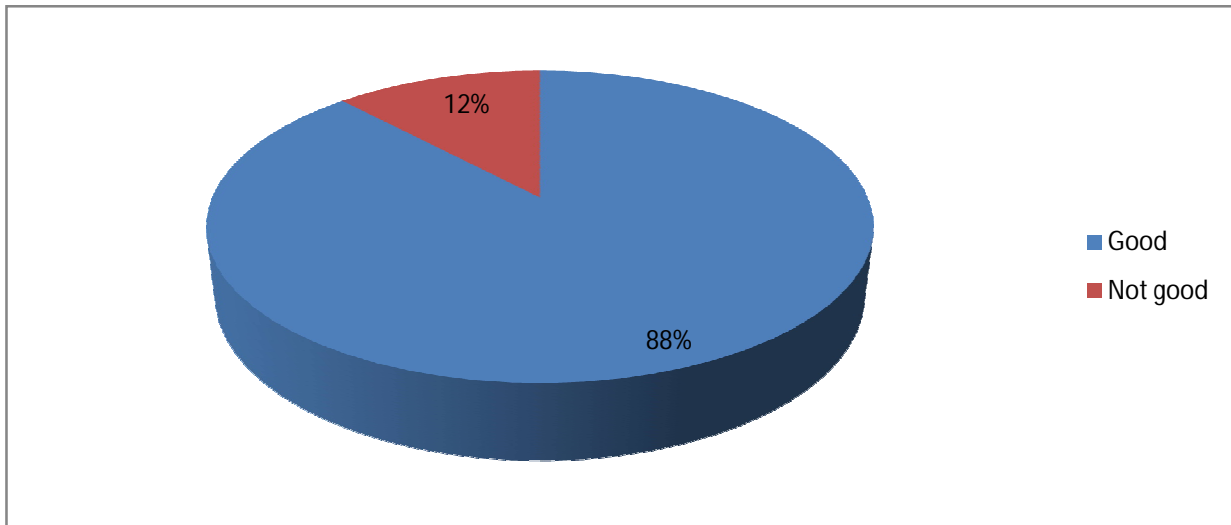


Inference:-The above pie chart shows that with the proper training and technical support of Dabur India Ltd. Pronnati PG has produced a good quantity of Honey and earn better with the help of JEEVIKA initiatives of livelihood opportunity.

Overall Impact of engagement of stakeholders

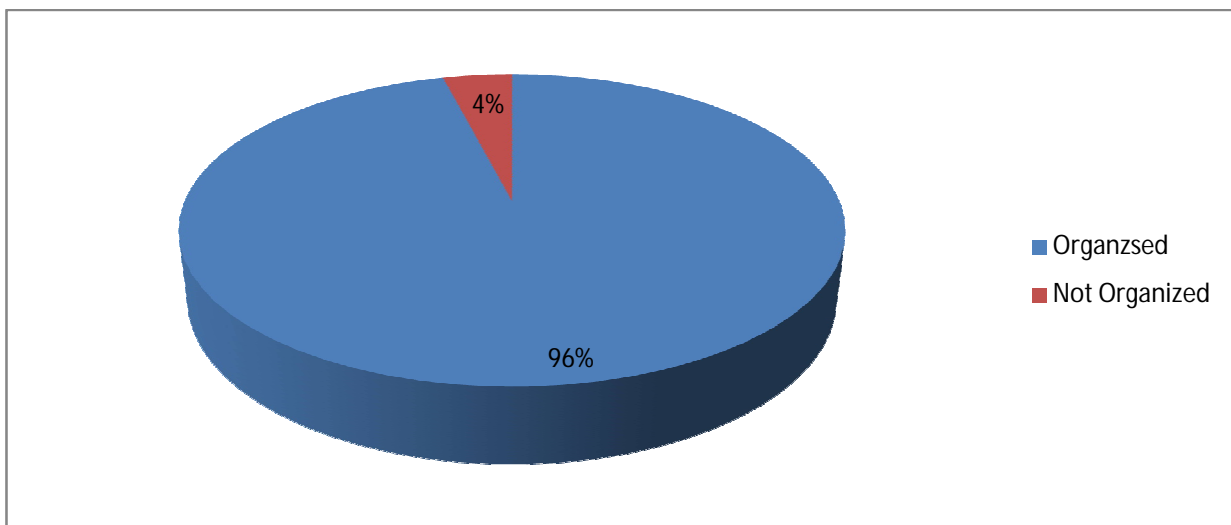
The Interview of Respondent of SHG members and the Sample Size is 25 in different village of Sakra Block of Muzaffarpur District, Bihar

Figure-6. Financial and Economic Condition



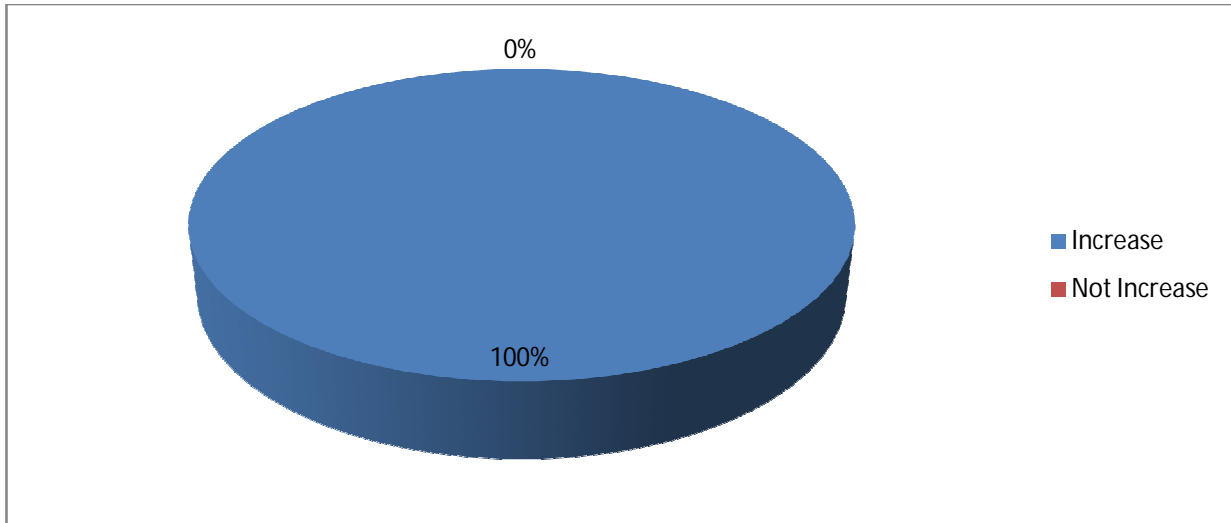
Inference:-Above pie chart shows that 88% respondents were told that after joining Bee-Keeping financially and economically they are becoming good and 12% respondents were told that there economic condition are not good.

Figure-7. Social Condition of Bee-Keeper



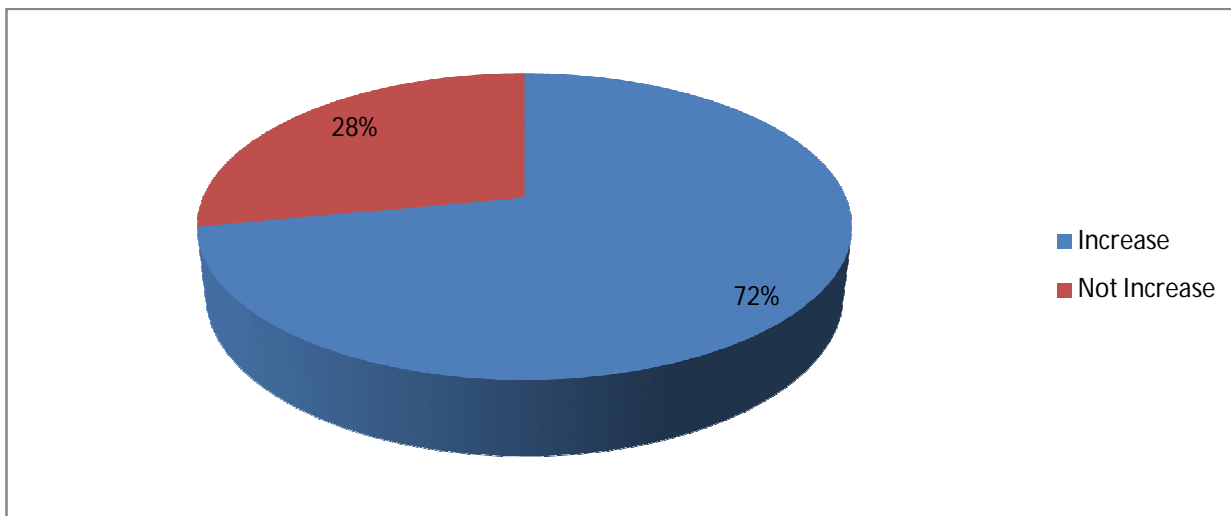
Inference:-Above pie chart shows that 96% respondent were told that after joining Bee-Keeping they are becoming socially organized and 4% respondent was told that they are not organized.

Figure-8.Awareness for Bee-Keeping



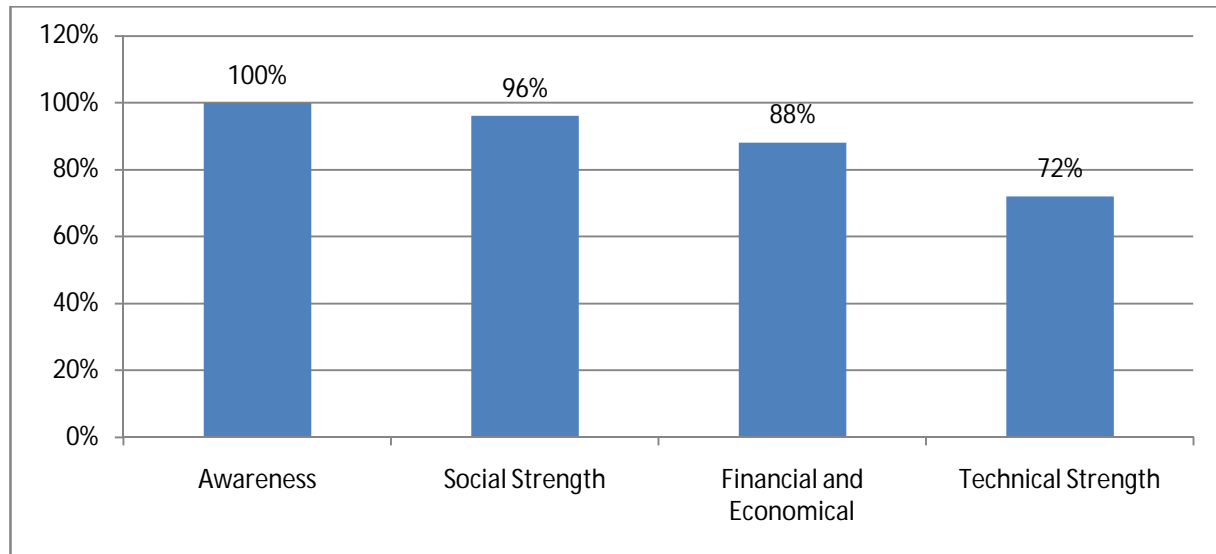
Inference:-Above pie chart shows that 100% respondents were told that after joining Bee-Keeping increase in awareness for bee-keeping.

Figure-9.Technical Strength



Inference:- Above pie chart shows that 72% respondents were told that there is increase in their technical strength and 28% respondents were told that no increase in their technical strength.

Figure-10. The overall impact of stakeholder engagement



Inference:-Above table chart shows that the overall results of the stakeholder engagement. The level of awareness for Bee-keeping is 100%, Social strength is 96%, Financial and Economical is 88% and Technical strength is 72%

SUGGESTIONS AND RECOMMENDATIONS

After having a throughout study on “Non-Farm Stakeholders Engagement and its Result” I would like to recommend certain points for our field experience for making the impact more prominent and effective for the community and its people.

- We are working for the uplift of the lower level people but there is lack of communication at this level so it is necessary to make the lower level communication strong for the better uplift of those peoples life.
- There are lack of proper planning and poor strategy for the activation of the project at lower level. It is necessary to concentrate on this point.
- In My opinion for the better activation of above point
 1. At first we will make a trusted team of field visitors,
 2. Their work will be only field visit on different program running area for the observation of the current status of the program.

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APPENDIX

INTERVIEW SCHEDULE FOR COMMUNITY

1. General information

- 1.1 SCHEDULE NO..... 1.5 DATE/...../.....
- 1.2 VILLAGE..... 1.6 PANCHAYAT.....
- 1.3 BLOCK..... 1.7 DISTRICT.....
- 1.4 TOLA

2. Respondent profile

- 2.1 NAME..... 2.2 SEX- Male () Female ()
- 2.3 AGE 2.4 CASTE: () Use code: General- 1, SC- 2, ST- 3, and OBC – 4
- 2.5 Sub Caste- 2.6 RELIGION: Hindu...../Muslim...../Other.....
- 2.7 TYPE OF FAMILY: Joint...../Nuclear..... Education:
- 2.8 Name of SHG: 2.9 Name of VO:
- 2.10 Name of PG:
- 2.11 For how long you are engaged in the initiative:
- 2.12 Process of enrolment for the initiative:

2.13 What is your income? (Approx)

Before join this work: After join this work:

2.14 What were you working before join this work:

2.15 What are the benefits you have drawn after join this work: (in terms of both socially and financially).....

.....

2.16 Do you have any training before joining this work:

2.17 Availability of raw material.....

2.18 When you take the money home, what the home environment is like.....

.....

2.19 Will you carry on the activity if JEEViKA withdraws its support:

2.20 Other Questions or suggestions:

PHOTO GALLERY





- Honey Bee-Keeper



