



JEEViKA's Newsletter

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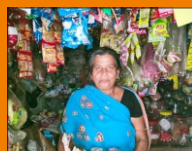
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Network of Didi ki Rasoi in Bihar

On 21st February 2021, JEEViKA on behalf of the community based organizations entered into a Memorandum of Understanding with the Bihar State Health Society for providing canteen services branded as “ Didi Ki Rasoi” in all Government District Hospitals and Sub Divisional Hospitals of Bihar. The State Health Society of Bihar provides the canteen space to community institutions for in-house catering service delivery in the hospitals. The State Health Society would provide support in allocating space within the premises of all Government District Hospitals and Sub Divisional Hospitals as per prescribed Standard Operating Procedure for “Didi Ki Rasoi”.





“Didi ki Rasoi” is an initiative of JEEViKA-BPLPS, based on “community-based canteen” in which quality and hygienic food and beverages services are made available to institutional organizations like government hospitals and sub-divisional referral hospitals. The objective of this initiative is to create an ecosystem where quality and hygienic food can be made available at fair prices, ensuring livelihoods opportunities for the community.

The Institutional Objective of Didi ki Rasoi:

- Hygienic canteens maintained in the institution's premises.
- High quality food made available to officers, staff, visitors etc.

JEEViKA's Objectives:

- High quality canteen shall be operated by community members who will emerge as entrepreneurs.
- Community member would have a source of gainful employment through canteens.

Didi Ki Rasoi across Bihar

Didi ki Rasoi was piloted in 4 districts of Bihar, namely Vishali, Buxar, Sheikhpura and Purnea. With the successful execution of the pilot , the community based canteen expanded in 4 other and district and sub divisional hospitals of Gaya, Sheohar and Saharsa districts . After the signing of MOU a total of 32 “Didi ki Rasoi” were inaugurated in various districts of Bihar. Prior to the inauguration, the followings steps were taken:



Lead Story - Didi ki Rasoi

- **Location Assessment** – based on the location provided by the concerned department, an initial assessment was done by the nodal community based organization for physical and financial feasibility of the canteen.
- **Refurbishment of Location** – the refurbishment of the identified space of the canteen was done with the support of district administration and health department.
- **Selection of CBOs** – identification of community based organization was done by District Project Coordination Unit level. Keeping in mind various indicators, such as proximity of location with VO/CLF village, number of members, consent of VO/CLF etc.
- **Selection of Entrepreneurs** — the selection of entrepreneurs were done based on their interest, capacity, proximate distance, financial strength etc. The team of Kudumbshree-NRO, supported in the selection of members.
- **Training of identified members and scoring** – the identified members were provided residential training on how to manage the canteen, cooking skills, maintenance of hygiene and cleanliness etc. and after the training test was taken to understand the level of learning
- **Preparation of Business Plan** – A business plan was prepared keeping in mind the price of food items, the expected foot falls and the input cost that was expected to occur for the proposed Didi ki Rasoi canteens. This business plan projected a clear lay out of budgetary requirement for fixed capital, working capital and the owner's contribution.
- **Fund Demand and Fund release** – Based on the business plan, the start-up cost was made available to the nodal community-based organization by State Project Management Unit via District Project Coordination Unit.
- **Procurement process** – The selected members of Didi ki Rasoi and representatives & procurement committee members were trained on community procurement processes and after the training the procurement of materials and other required assets were done keeping in note the community procurement norms identified by nodal CBO. The NRO-Kudumbshree team supported in providing the list of equipments and other items based on business viability.
- **Hand holding support from consultants, counter staff & head cook** – For proper hand holding support to canteen, consultants, counter staff and head cook has been hired in the canteens. A total of 28 consultants have been hired from Institute of Hotel Management.
- **Agreement with nodal VO/CLF & Hospital** – Memorandum of understanding has been done between the selected nodal VO/CLF and the concerned hospital/institutions in which important details such as space, rent, electricity, water, number of in-patient & rate of food are mentioned.



Didi ki rasoi has further plans for expansion in medical colleges and other institutions in different models such as Kiosk and Dhaba model. With the expansion of Didi ki Rasoi, the canteens have provided employment to 287 members from the rural community including migrants and beneficiaries of Satat Jeevikoparjan Yojana. In the year 2021, Didi ki Rasoi has provide an important role in providing food services during the COVID period, it has done a business worth INR35 lakh. It has not only helped rural women to emerge as entrepreneurs but has also made them independent and empowered.

Atma Nirbhar Narishakti se Samvaad

“Atma Nirbhar Narishakti se Samvaad” program was organized on 12th August 2021. In this program, the hon'ble Prime Minister of India Shri Narendra Modi interacted with the women Self Help Groups promoted under Deendayal Antyodaya Yojana-National Livelihoods Mission (DAY-NRLM) from across India. During the event Mr. Prime Minister lauded the [Self-Help Group women](#) for their unprecedented services during the pandemic period as they made unparalleled contribution in making masks and sanitizers, providing food to the needy and spreading awareness regarding COVID protocols.



The Prime Minister released support funds to SHGs under [Prime Ministers Formalisation of Micro Food Processing Enterprises \(PM FME\)](#) Scheme and [Farmer Producer Organizations \(FPOs\)](#) and also announced that the credit limit available to SHGs without guarantee has been doubled to Rs 20 lakh.



The Prime Minister reiterated that in the pursuit of making the country [free from single use plastic](#), SHGs can play an important role. SHGs can raise awareness about single use plastic and work for its alternatives. In this context, SHGs can take full advantage of the online [Government e-marketplace](#).

In the program, 75.13 lakh women self help groups of BRLPS JEEViKA of 38 district watched the program through live telecast on TV and web casting. The event was live telecasted at 39 NIC center of State and district. The program telecasted and webcasted at 9,97,764 locations at Village organization offices, Cluster Level Federation offices, Training and learning centers, Village, panchayat and block offices and 50,000 households.

Post interaction with our Hon'ble PM, JEEVIKA SHG members were highly motivated to strengthen their existing livelihood opportunities and take it to new heights. The members were deeply inclined to take up more livelihood opportunities within their capacity and learnt as to how they could scale up their businesses.

Training of communication managers and YPs-KMC on Video Production and dissemination by Digital Green

It is widely seen that videos create more engaging sensory experience, increase knowledge retention and are go-to resource which can be watched from anywhere. Community based videos are an impactful way to transfer knowledge because of low literacy rate in rural settings. Literacy rate is significantly less as compared to urban literacy and community finds much easy to comprehend videos as compared to other medium such as pamphlets.

To address this need, JEEViKA in collaboration with Digital Green, conducted 3 days residential training program for Communication Managers & YP-KMC on Community Video Production & Dissemination at Patna. The training program was customized as per the need of participants and topics of training included – camera handling, pre-production (research on issue, script-writing), production (understanding of equipment's like use of camera, tripod, mic, diffuser & reflector), post production (video editing tools), and process involved in video dissemination using Pico projector. The Communication managers and YP-KMC shall act as trainer in their respective districts for community professionals and further train them on video production & dissemination.

The influence of digital videos is growing on everyday life of community. With advent of social media applications like WhatsApp, YouTube, Facebook, etc. the reach of videos has grown immensely. JEEViKA is strategically working on to capitalise on the reach of social media to transfer the awareness messages of various themes. The community based video production part will help JEEViKA in capturing local best practices and community knowledge, which can be utilised for development of rural community as whole.



Standing tall at the time of adversity : Story of Saroj Didi

Saroj Devi is a resident of Dhamapur village in Modanganj block of Jehanabad district, Bihar. Her husband (Shyam) was a driver and the only earning member of her family. Saroj didi lost her husband in an accident 5 years back, leaving her all alone to face the battle of survival every day. Saroj didi is a mother of three children – two sons and one daughter, both the sons have abandoned her, and her daughter after marriage was living with her in-laws in Patna. In spite of living with her in-laws Saroj Devi's daughter supported her financially and helped her in starting a small shop where she made *Nimkis* and *samosa* (local snacks) but earning from this small shop fetched her a meager amount of Rs. 50 to Rs. 80 per day, however her income was erratic. Saroj Didi was living in a deserted house in extremely poor condition.



In year 2019, she was endorsed as ultra-poor house hold and was selected as Satat Jeevikoparjan Yojana beneficiary from Maa Santoshi Village Organization. Micro planning was done for her by Maa Santoshi VO in facilitation of SJY MRP-Baby Devi, further market survey was done in order to procure assets for her micro enterprise and procurement was done by the procurement committee and assets were transferred to Saroj didi to start her enterprise. As a result of micro-planning, Saroj didi and members of Maa saraswati VO decided that it will be suitable to start a ration shop for Saroj Devi. She was provided 3 days of residential training on Confidence Building and Enterprise Development (CBED). Asset worth Rs.20,000 was provided as livelihood investment fund and after the assets were received the shop was inaugurated. Saroj Devi was also provided with SIF (special investment fund) of Rs. 10,000 to meet other needs such as renovation of house and Rs. 7000 as livelihood gap assistance fund.

Prior to getting SJY program she used to earn Rs. 1500- Rs. 2000 per month but there was a change in her income pattern after her association as SJY beneficiary , she is able to earn Rs 8000- Rs 9000 per month and possess asset worth Rs. 50,000- Rs. 60,000 in her shop. Villagers also support her shop by buying items from her. With time Saroj Devi has diversified her ration shop and now not only she sells the grocery items but also cosmetic items such *Bindi*, *Sindoor*, moisturizers, face cream and bangles, etc. She has also received training on importance of regular savings, health and nutrition promoted by JEEViKA.

She says “I don't have to sleep empty stomach and I don't have to borrow money to go to doctor when I am not well. JEEViKA has made me aatm-nirbhar and has provided me new identity to live for”.

Rising above: Story of Bindi Maker Didis of Rustampur



Rustampur is village in Hulasganj Block in Jehanabad district of Bihar. As per the census 2011, the total population of village is 3606 with 562 houses. Out of this 48.9 % that is 1763 are women. It is one of the most under-developed areas in Jehanabad district, with considerable number of populations especially women being unemployed. This was due to undiversified job opportunities which produce only seasonal employment such as farm labour.. This led to men migrating to cities for better job opportunities but it was the women who were left behind looking for gainful employment from village.

The women of Rustampur have assimilated something similar in their mind and so when Manju Devi (from Rustampur village and member of JEEViKA - Pragati SHG) came forward with the idea of making *Bindis* in the village, 10 women came together to take up *Bindi* making in hope of some income realization. The raw materials were procured in bulk from vendor in Patna, after procuring the raw material, SHG members of Pragati SHG did the designing work on the bindi stickers and sold the finished product back to vendor. This led to a monthly income of INR 1800 to INR 3000 monthly depending on the demand, design and cost incurred on production of *Bindi*. SHG members devotedly took up the Bindi making as getting involved in this activity did not hamper their household chores and they could take care of their families as well.

September

CALENDAR OF EVENTS

COMING UP IN THE NEXT EDITION

- Poshan Maah in JEEViKA
- Green Delight - JEEViKA's retail store



JEEVIKA

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