



JEEVIKA NEW

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JEEVIKA Commemorates the 78th Independence Day by Showcasing 'JEEVIKA Didi ki Rasoi' at Gandhi Maidan, Patna

On the 78th Independence Day of India, JEEVIKA (Bihar Rural Livelihoods Promotion Society) celebrated with a vibrant tableau at Gandhi Maidan in Patna. This year's tableau, titled 'JEEVIKA Didi ki Rasoi,' depicted the remarkable story of 200 community kitchens that have been established across Bihar in government hospitals, residential schools, and government institutions. These kitchens provide meals to in-patients, students, government officials, and the public, serving as a testament to JEEVIKA's commitment to community welfare and women's empowerment.

The tableau's impactful representation earned JEEVIKA the second position in the prestigious tableau presentation competition, further amplifying the initiative's significance and the dedication of the women involved.

The Story Behind 'JEEVIKA Didi ki Rasoi'

The 'JEEVIKA Didi ki Rasoi' initiative is more than just a program—it is a movement that encapsulates the spirit of empowerment, sustainability, and community service. Initiated by JEEVIKA, this program aims to provide



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Lead Story : 78th Independence Day



livelihood opportunities for rural women while addressing the nutritional needs of various community members. The initiative has seen the establishment of 200 community kitchens across Bihar, where rural women prepare and serve hygienic and nutritious meals.

Leela Devi, an employee at 'Didi ki Rasoi,' shares, "Before I joined Didi Ki Rasoi, I was just an ordinary woman; I had no real sense of identity or uniqueness. Didi ki

Rasoi has given me a sense of self-respect as I don't have to ask my husband for money anymore." Her story is just one of many that illustrate the transformative impact of this initiative on women's lives in Bihar.

A Glimpse into the JEEVIKA Tableau at Gandhi Maidan

The JEEVIKA tableau at Gandhi Maidan was a colorful and lively representation of the 'Didi ki Rasoi' kitchens. It portrayed women working together in these community kitchens, showcasing their skills in cooking and their dedication to providing nutritious meals. The tableau featured a large replica of a traditional Indian kitchen with modern equipment's, symbolizing self-reliance and community effort. The background mural depicted rural landscapes and the collaborative efforts of women, emphasizing unity and empowerment.

A standout feature of the tableau was the live cooking demonstrations by the Didis, who prepared meals on-site, engaging the audience with their culinary skills and stories of empowerment. This interactive element not only highlighted the practical aspects of the initiative but also allowed the audience to connect personally with the women and their journeys. Understanding the Broader Impact of 'Didi ki Rasoi'

Economic Empowerment and Livelihood Opportunities

The 'Didi ki Rasoi' initiative has created substantial economic opportunities for women across Bihar. By providing employment in community kitchens, JEEVIKA has enabled women to gain financial independence and a sense of self-worth. The initiative employs over 1,523 women entrepreneurs and 150 full-time employees, contributing significantly to the local economy. On average, each woman entrepreneur generates an annual income of approximately Rs. 1.20 lakhs, demonstrating the financial viability and sustainability of the model.

Nutritional Security and Public Health

In addition to economic empowerment, 'Didi ki Rasoi' addresses crucial issues of nutritional security and public health. By providing affordable, nutritious meals to in-patients, students, and government officials, the initiative ensures that vulnerable populations have access to balanced diets. The focus on hygiene and nutritional quality in these kitchens has led to better health outcomes for the beneficiaries, particularly in regions where malnutrition is prevalent.

Community Building and Social Transformation

The initiative has fostered a sense of community and collective responsibility among the women involved. By participating in 'Didi ki Rasoi,' women have built strong networks of support, sharing resources and knowledge to improve their livelihoods. This sense of community has strengthened social bonds and fostered greater engagement in local governance and community development initiatives.

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JEEVIKA's Broader Vision and Achievements

Background and Genesis

Bihar, India's third most populous state, is largely rural and agrarian, with significant economic challenges. The state has long grappled with issues of land fragmentation, landlessness, and seasonal migration. Recognizing the need for a transformative approach to rural development, the Bihar state government launched the Bihar Rural Livelihoods Promotion Society (BRLPS), known as JEEVIKA, in 2006. The



initiative aimed to create a scalable and sustainable model for enhancing livelihoods, focusing on empowering women through Self-Help Groups (SHGs) to alleviate poverty.

Since its inception, JEEVIKA has grown from a small-scale project to a statewide movement, impacting the lives of over 13.1 million families by April 2023. The organization operates in more than 44,000 villages across 534 blocks and 38 districts in Bihar. It has helped create a network of 1.63 million self-managed SHGs, which have become powerful platforms for women's empowerment, financial inclusion, and community development.

An Innovative Canteen Model

In 2018, JEEVIKA introduced the 'Didi ki Rasoi' model for institutional canteens in partnership with the State Health Department. The model encourages women from SHGs to establish and operate canteens within public hospitals and schools, providing high-quality, hygienic food at reasonable prices. The initiative was kick-started with seed capital provided by JEEVIKA, and women entrepreneurs were trained in technical and managerial skills, including hygiene, bookkeeping, and customer service.

The 'Didi ki Rasoi' initiative is designed for sustainability and scalability. The model follows a rigorous Standard Operating Procedure (SOP) that covers all aspects of operations, from food service to governance and business planning. This SOP ensures consistency and quality across all units, enabling the initiative to expand to more locations while maintaining high standards.

The success of the model has prompted the Bihar Cabinet to extend 'Didi ki Rasoi' canteens to all government hospitals, residential schools, and medical colleges, with plans to scale operations to over 300 units by 2025.

The Way Forward for JEEVIKA and 'Didi ki Rasoi'

As JEEVIKA continues to expand the 'Didi ki Rasoi' initiative, it remains committed to empowering more women and

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enhancing community welfare. The organization is exploring opportunities to replicate the model in other states, sharing its experiences and best practices to inspire similar initiatives across India.

Looking ahead, JEEVIKA aims to diversify the offerings of 'Didi ki Rasoi' kitchens, introduce more variety in meals, and incorporate locally sourced, organic ingredients. The focus will also be on enhancing digital literacy among women entrepreneurs, enabling them to leverage technology for better service delivery and business management.

Conclusion: Celebrating Achievements and Embracing Future Challenges

The celebration of the 78th Independence Day with the presentation of the 'Didi ki Rasoi' tableau was a moment of pride for JEEVIKA and a reflection of its unwavering commitment to its mission of empowering women and enhancing community welfare. The recognition of the tableau at Gandhi Maidan is a testament to the dedication and hard work of the Didis, who have turned this initiative into a beacon of hope and progress for rural Bihar.

As JEEVIKA looks to the future, it remains focused on expanding the 'Didi ki Rasoi' initiative and exploring new opportunities for growth and impact. With continued support from the government, community, and stakeholders, JEEVIKA is poised to drive further change and create a brighter, more equitable future for women and communities across Bihar and beyond.

The journey of JEEVIKA and 'Didi ki Rasoi' is a powerful example of how community-driven initiatives can bring about meaningful change, transforming lives and building a more inclusive and sustainable society.

Programs & Initiatives

Strengthening Capacities through Comprehensive Training Program for the Young Professionals



The Bihar Rural Livelihoods Promotion Society (BRLPS), Patna, recently organized an intensive three-day training program on Financial, Procurement, and HR Management for newly joined Young Professionals (YPs). The event, held from August 22nd to 24th, 2024, at SD Vatika in Patliputra, Patna, was designed to equip the new recruits with the necessary skills and knowledge to effectively manage the various facets of their roles.

Day 1: Laying the Foundation for Financial and Procurement Management

The training began on August 22nd with a warm welcome and self-introductions, setting the stage for a collaborative learning environment. The program's purpose and the need for such training were outlined, emphasizing the critical role of sound financial and procurement management in achieving the objectives of BRLPS.

Key Sessions of the Day

- Introduction to BRLPS Projects and Financial Management System: The Chief Financial Officer (CFO) provided an overview of the various projects under JEEVIKA and delved into the financial management system, highlighting its key components and the importance of maintaining primary books of accounts.
- Procurement of Goods and Services: Led by the Procurement Specialist and Procurement Manager from Patna, this session focused on the intricacies of procurement processes, ensuring transparency and efficiency.
- Devolution of Administrative & Financial Power: Finance Manager took the participants through the processes of administrative and financial power devolution, providing insights into the delegation of authority for more effective project management.
- Triggers of Fund Disbursement and Fund Reconciliation: The day's final session, conducted by State officials and the

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PFMS consultant, covered the triggers for fund disbursement under CIF/ICF and the honorarium for community professionals, along with fund reconciliation processes between the BPIU and DPCU.

Day 2: Deep Dive into Financial Propriety and Compliance

On August 23rd, the second day of the program, the focus shifted to financial

propriety, record maintenance, and compliance, ensuring the participants understood the critical aspects of financial management at the grassroots level.

Highlights of the Day

- **Maintaining Financial Records and Fixed Assets:** Session was conducted on the different types of records maintained at the Block Project Implementation Units (BPIUs) and the principles of financial propriety, including the management of fixed assets.
- **Annual Action Plan and Budgeting:** This session covered the operational guidelines and chart of accounts for BPIU and DPCU, emphasizing the need for meticulous planning and budgeting.
- **Audit Compliance and Statutory Obligations:** Participants were guided on the audit compliance process and statutory obligations under the Income Tax Act, EPF, GST, and other legal requirements.

Day 3: Understanding HR Management and On-the-Job Training

The final day, August 24th, was dedicated to HR management and hands-on training, providing participants with practical insights into the operational aspects of their roles.

Key Sessions

- **HR Entitlements and Disciplinary Control:** The day began with a session on the entitlements of BRLPS staff, including salary, leave, tour approvals, and other benefits. This was followed by an overview of the disciplinary control system to maintain a conducive work environment.
- **On-the-Job Training:** The afternoon session focused on practical, on-the-job training, where participants engaged in real-world scenarios related to financial disbursements, statutory deposits, and other administrative tasks.

Conclusion

The comprehensive training program concluded with participants expressing their gratitude for the opportunity to learn and grow within the organization. The sessions were well-received, and the knowledge gained will undoubtedly enhance their capabilities to contribute effectively to the success of BRLPS's initiatives across Bihar.

This training marked a significant step in strengthening the management capacities of newly joined Young Professionals, ensuring they are well-prepared to tackle the challenges of their roles with confidence and competence. The BRLPS remains committed to providing continuous learning and development opportunities for its staff, fostering a culture of excellence and accountability.

Transforming Lives

Empowering Change : Rinku Devi's Journey from Adversity to Entrepreneurship

Rinku Devi, a resident of Nadoul village in Masaurhi block, Patna district, has transformed her life through the Satat Jeevikoparjan Yojana (SJY). Born into a challenging environment, Rinku was married off at a young age, which cut short her education after the tenth grade. Her life took a more difficult turn due to her husband's disability from polio, which left him unable to work. After the birth of her daughter, her in-laws separated them, leaving Rinku and her family to fend for themselves, struggling to meet even basic needs. With no steady source of income, she relied on occasional financial help from her parents to support her family of five. During these tough times, Rinku needed a stable and sustainable solution to uplift her family.



Joining Satat Jeevikoparjan Yojana

In April 2021, the Satat Jeevikoparjan Yojana (SJY) was being promoted through a Community Resource Person (CRP) drive. Observing her financial struggles, the Prayas JEEVIKA Mahila Gram Organization decided to include Rinku Devi in the scheme. Three CRPs conducted a survey of her household, explaining how the SJY helps extremely poor families by providing livelihood opportunities. After the survey, Rinku Devi was asked to submit her bank passbook and Aadhaar card copies. Soon after, she was officially selected as a beneficiary of the SJY by unanimous agreement among the members of the Prayas JEEVIKA Gram Organization.

Financial Training, Initial Business Support, and Diversification

Before joining SJY, Rinku Devi and her husband had some basic knowledge of sewing. After being selected for the scheme, Rinku decided to open a tailoring shop because of her and her husband's prior experience in sewing. When the fund allocation was processed, Rinku received ₹10,000 from the Special Investment Fund (SIF), which she used to rent a small shop in Nadoul market at ₹1,000 per month and purchase a sewing machine. In September 2023, she received an additional ₹20,000 from the Livelihood Investment Fund (LIF) to buy more sewing equipment, including machines. Additionally, she was granted ₹1,000 per month for seven months from the Livelihood Gap Assistance Fund (LGAF) to ensure business continuity.

Rinku Devi's tailoring business gradually picked up, and she began earning a steady income. Before starting her business, she received CBED training, followed by refresher training three months later, which provided her with valuable insights on managing and expanding her shop. Whenever she faced challenges, the Master Resource Person provided support, helping her navigate the initial difficulties. Rinku actively participated in group meetings where discussions on social issues, business literacy, and savings were held, which further helped her improve her business skills.

Overall Impact of the Program

Since joining the SJY, Rinku Devi's life has seen a remarkable transformation. She graduated from the Satat Jeevikoparjan Yojana in February 2024 and now owns three sewing machines, a pico machine, and an interlock machine. Along with her husband, Rinku runs a successful tailoring shop, where she stitches clothes for women, while her husband focuses on men's clothing. Currently, Rinku earns between ₹16,000 to ₹18,000 per month, and due to increasing demand, she has even hired an assistant. She is now able to provide for her family and has enrolled her daughters in a government school with additional private tuition, ensuring they receive a good education. Her youngest son attends the local Anganwadi. With her earnings, Rinku is also saving regularly and managing her finances independently by depositing her savings in the bank.

Future Aspirations

Looking ahead, Rinku Devi aspires to provide a good education for her children and expand her business further. She dreams of opening a clothing store alongside her tailoring shop, aiming for greater financial stability and continued growth for her family.

Through determination and the support of the Satat Jeevikoparjan Yojana, Rinku Devi has transformed her life, moving from economic hardship to stability and growth, creating a brighter future for herself and her family.

October

Calendar of Events

COMING UP IN THE NEXT EDITION

- Immersion and Learning Exchange Program (SJY)
- Seemanchal Jeevika Goat Producer Company Limited



Anseela Begum's Path to Empowerment and Dignity Through Livelihood Support

Anseela Begum, hailing from Pothia Block in Kishanganj district, has emerged as a beacon of resilience and success through the support of the Satat Jeevikoparjan Yojana (SJY). Her life was filled with struggles, especially after the untimely death of her husband, Md. Imtiaz. Anseela was left alone to care for her three children, with no stable source of income. She initially survived by working as a laborer on others' farms, but this was not enough to sustain her family. Financial instability led to hardships in raising her children, and Anseela found herself trapped in a cycle of poverty.

However, things took a turn for the better when she became associated with the Allah-Akbar Self-Help Group (SHG), Khushboo Village Organization (VO), and Bharat Cluster Level Federation (CLF). In 2019, she was selected by Khushboo JEEViKA Mahila Gram Organization for Satat Jeevikoparjan Yojana (SJY). With the support from SJY, Anseela received ₹10,000 as a Special Investment Fund (SIF) to start a small grocery shop near her home. Additionally, she was provided with ₹20,000 from the Livelihood Investment Fund (LIF) to purchase goods for her shop. To ensure her business's stability, she received a Livelihood Gap Assistance Fund (LGAF) of ₹1,000 per month for seven months, totaling ₹7,000.

With hard work and determination, Anseela's grocery shop flourished, bringing in a steady income of ₹6,000 to ₹8,000 per month. Using her earnings, she rented 10 katthas of land to engage in farming activities, which provided an additional source of income. The success from her grocery business and farming allowed her to venture into animal husbandry, and she now owns one cow and four goats. The sale of milk and livestock further contributes to her income.

Seeing her progress, the Cluster Level Federation awarded her a certificate of achievement. Anseela credits the Satat Jeevikoparjan Yojana for her transformation, stating that the scheme provided her with the much-needed support to become economically independent. Today, she is not only able to sustain her family but is also providing her children with education and planning for a better future. She believes that SJY has been a pillar of support in her life, helping her family step confidently towards prosperity and happiness.

मुख्यमंत्री ने जीविका के स्टालों का किया निरीक्षण



सहरसा/सां। मुख्यमंत्री नीतीश कुमार के दौरे के दौरान जीविका द्वारा तीन प्रमुख योजनाओं की प्रदर्शनी लगाई गई। मुख्यमंत्री ने जीविका स्टालों का निरीक्षण किया और वहां उपस्थित जीविका दीदी रीता देवी ने उन्हें फूलों का गुलदस्ता भेंट कर स्वागत किया। मुख्यमंत्री ने सतत जीविकोपार्जन योजना के तहत जीविका दीदियों के लिए ₹1,12,57,000/- (एक करोड़ बारह लाख सत्तावन हजार मात्र) की आर्थिक सहायता प्रदान की। इसके बाद, ₹62,43,00,000/- (बासठ करोड़ तैतालीस लाख मात्र) की राशि बैंकों द्वारा समर्थित स्वयं सहायता समूहों के माध्यम से जीविका दीदियों को दी गई। साथ ही, पशुपालकों को ₹5,87,03,627/-

आर्थिक सहायता का किया वितरण

(पांच करोड़ सत्तासी लाख तीन हजार छह सौ सत्ताईस मात्र) की सहायता भी मुख्यमंत्री द्वारा सौंपी गई। इस अवसर पर तीन प्रमुख योजनाओं के स्टाल लगाए गए। पहला स्टाल सतत जीविकोपार्जन योजना का था, दूसरा स्टाल कौशकी महिला मिल्क प्रोड्यूसर कंपनी लिमिटेड द्वारा और तीसरा स्टाल सहरसा जीविका वुमेन प्रोड्यूसर कंपनी लिमिटेड द्वारा प्रस्तुत किया गया। मुख्यमंत्री के इस दौरे ने जिले में चल रही जीविका योजनाओं और दीदियों के सशक्तिकरण के प्रयासों को और मजबूती दी है।

मुख्यमंत्री नीतीश कुमार ने जीविका के स्टालों का निरीक्षण कर आर्थिक सहायता वितरण

मीडिया दर्शन। सहरसा

मुख्यमंत्री नीतीश कुमार के दौरे के दौरान जीविका द्वारा तीन प्रमुख योजनाओं की प्रदर्शनी लगाई गई। मुख्यमंत्री ने जीविका स्टालों का निरीक्षण किया और वहां उपस्थित जीविका दीदी रीता देवी ने उन्हें फूलों का गुलदस्ता भेंट कर स्वागत किया। मुख्यमंत्री ने सतत जीविकोपार्जन योजना के तहत जीविका दीदियों के लिए एक करोड़ बारह लाख सत्तावन हजार मात्र की आर्थिक सहायता प्रदान की। इसके बाद बासठ करोड़ तैतालीस लाख की राशि बैंकों द्वारा समर्थित स्वयं सहायता समूहों के माध्यम से जीविका दीदियों को दी गई। साथ ही, पशुपालकों को पांच करोड़ सत्तासी लाख तीन हजार छह सौ सत्ताईस रुपए की सहायता भी मुख्यमंत्री द्वारा सौंपी गई। इस अवसर पर तीन प्रमुख योजनाओं के स्टाल लगाए गए। पहला स्टाल सतत जीविकोपार्जन योजना



का, दूसरा स्टाल कौशकी महिला मिल्क प्रोड्यूसर कंपनी लिमिटेड द्वारा और तीसरा स्टाल सहरसा जीविका वुमेन प्रोड्यूसर कंपनी लिमिटेड द्वारा प्रस्तुत किया गया। मुख्यमंत्री के इस दौरे ने जिले में चल रही जीविका योजनाओं और दीदियों के सशक्तिकरण के प्रयासों को और मजबूती दी है।