



# JEEViKA's Newsletter

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## JEEViKA celebrates Independence Day



The tableau presented by the occasion of Republic Day and Independence Day have always been of great attention in Bihar. Over the years lots of efforts have been made to come out with the best tableaux. In the wake of 15<sup>th</sup> August, 2019 Jeevika's tableau chose to depict the persistent efforts of Jeevika didis to derive social changes. The theme chosen was "Samajik Muddon Par Sangharshrat Jeevika Didiyan" which roughly translates to "Jeevika didis initiatives toward social issues"

To comprehend this theme, a tableau was needed that could depict the valour of these didis, and so was made. With an overarching symbolism for women empowerment, the tableau was definitely a head turner.

The march of the tableau was led by small children dressed as food items from various food groups to depict food dietary diversity, an issue that has taken the

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Learning has no limits

## Lead Story : Independence Day Tableau



nation by storm. Following them was a group of Jeevika didis bearing the messages that resonated the components and advantages of food dietary diversity and other related elements.

The tableau's frontage, a façade of three women depicted the power of unity and the strength of self-help groups. Dressed in traditional attire and wearing a confident visage, the façade looked life-like almost as if interacting with the surroundings. These confident life-like women were surrounded with cut-outs depicting various interventions of Jeevika related to social issues.

The plethora of social issues that include climate change, clean energy, soil health, alcoholism, nutrition and the likes were captured in the tableau. Efforts were made to erect designs that could best carry these social messages.

In this streak, the tableau demonstrated a plot of SRI (System of Rice Intensification), a pump-set running on solar power to portray the resilience on clean energy to battle climate change and an automatic weather station to give accurate status of weather thus helping the small and marginal farmers in the Jeevika fold. These interventions have also enhanced the productivity of the farmers.

Government of Bihar had launched Satat Jeevikoparjan Yojana in 2018 which is being implemented by Jeevika to uplift the ultra-poor households from the clutches of poverty, especially households headed by single/widowed women and ones that were engaged in country liquor making or toddy tapping, a typical SJY enterprise has been depicted in the tableau, which represents the efforts to bring positive changes in life of those affected from ban on alcohol and toddy.

A kitchen garden was installed and through “machaan vidhi” to affect nutrition and food habits of rural households and expediting the mission “Poshan Abhiyaan” to reduce the instances of malnutrition and other related diseases.

A family having a platter of diverse food was also depicted in the tableau, portraying the famous saying “eat healthy to stay healthy”. The tableau had also depicted the need to plant trees. Thus efforts were made to depict an entire umbrella of social issues through popular art forms that would paint a picture in the viewer's eyes and heart.



## Conclave on strategy building for formation of 10, 00,000 (10 Lakh) Jeevika Self-Help Groups

With the resonate chanting of “10 Lakh Samuhon ki Karein Tayyari, Samaajik Samaveshan Hai Sabki Zimmedari” BRLPS-JEEViKA zeroed upon a strategic path to form 10,00,000 self-helps groups and promote social inclusion through it by ensuring the programs run by Jeevika reach the last mile of the society. The conclave was attended by CEO Jeevika, SPMU Officials, and officials from all 38 districts and community members who have acted as leaders to mobilize women.

The conclave began with keynote address by **Program Coordinator- Financial Inclusion, Mr. Mukesh Chandra Sharan** who talked about the self-helps groups being a ladder towards development of all. He talked about the positive results that the addition of 1.5 lakh SHGs to the existing pool of 8.5 lakh SHGs will bring forth. Proper emphasis should be laid upon families who are left out of the self-help group's fold.

He supported this by referring to studies that have shown that SHGs bring positive and significant changes in woman's life within 2-3 years of joining one. He said that the need of the hour is to adopt stern strategies and link left-out families with the schemes and making an action plan to implement the strategies.

**Chief Executive Officer-JEEViKA, Mr. Balamurugan D., IAS**, in his keynote address talked about the various responsibilities that Jeevika has on its shoulders and the various strategies that need to be adopted for promoting inclusiveness and mitigating barriers that prevent inclusion of the poorest of the poor. He said that Jeevika as an organization has to focus tremendously on the quality of the community based organizations so that they can deliver as per their objectives. He then focussed on the three major points of discussion for the conclave viz. Inclusion, Quality of CBOs and the target of forming 10 lakh self-help groups.

Taking forward the conclave, **State Project Manager – Institution Building and Capacity Building, Mr. Prashant Krishna** discussed the importance of maintaining the quality of the existing CBOs and how they can help Jeevika in achieving total inclusion of the poor households. He said a better social inclusion strategy can be developed with the help of partners as well as SHG federations. He's address was based on presentation that highlighted social inclusion strategies.



After, SPM-IBCB's address **State Project Manager- Monitoring and Evaluation, Mr. Ajit Ranjan** took the conclave forward and addressed the conclave on the importance of process monitoring through a presentation that described the components of process monitoring and how these components are essential in the implementation of the strategies to achieve the target of 10 lakh self-help groups. He said that the lags in process monitoring need to be mitigated to keep up the pace of social inclusion through SHG formation.

**State Project Manager-Community Finance Mr. Sanjay Mishra** took over for the next session where he discussed the importance of strengthening of Cluster Level Federations. This will be started by strengthening the chosen model CLFs and then replicating the strategy for all cluster level federations. He talked about having a stable structure for the CBOs.

The next segment was dedicated for experience sharing by members of Jeevika's Community Based Organizations.

**Sangeeta Devi** from Sarsouli Panchayat of Obra block of Aurangabad district talked about preparing an annual action plan and facilitating discussions on livelihoods, social inclusion, and convergence schemes. She also said that the annual action plan needs to be discussed in the annual general meeting of the community based organizations. She said that her CLF has decided to establish a RO water treatment plant and supply safe-drinking water to the far-off panchayats. She talked about the importance of reliance on technology for moving forward.

**Sabina Khatun** from Rajgir block of Nalanda District was the next speaker in the experience sharing segment, she talked about the importance of discussing livelihoods in the community based organizations as well as how proper fund rotation helps in building a healthy corpus for the CBOs.

The next speaker **Asha Devi**, from Musahari block of Muzaffarpur district and an active member of Sangam CLF talked about strengthening of cluster level federations. She talked about the work done by her CLF towards livelihood promotion, financial inclusion, insurance, monitoring of cadres. She talked about the program Sangam Srijan Yojana that links members with various livelihood activities. Another program of her CLF viz. Sangam Vidya Nidhi has been directed towards providing scholarship to those meritorious students who couldn't undertake education due to financial difficulties. Furthermore she talked about the strategies incorporated by her CLF to minimize the instances of non-repayment of loans by defaulters.



Guest of Honor, Mr. CP Khanduja, IFS, Director MGNREGA, Bihar addressed the gathering and he talked about the category of works that MGNREGA can do in convergence with Jeevika and the importance of water conservation and afforestation.

The Principal Conservator of Forests, Forest Department, Mr. Chaudhary emphasized that everyone needs to work toward increasing the green cover of the state that declined after separation, he said that the natural water bodies of the state need to be reclaimed and set free of any encroachments. He requested Jeevika's community members to extensively participate in the afforestation drive and add plantation as a core function of the self-help groups. He talked about the various water conservation techniques that need to be adopted in the monsoon.

The closing address was given by CEO, JEEVIKA who listed out some pointers that are to be incorporated in the strategies for achieving the targets set and for promotion of social inclusion. He emphasized upon timely repayment of the loans by the CBOs, digital literacy and inclusion of the poorest of the poor. He closed the conclave and wished everyone goodluck for the upcoming mission on creating 10 lakh SHGs.





### 66 Livelihood specialists join the JEEViKA Family

66 livelihood specialists were inducted into the Jeevika family on 5<sup>th</sup> August, 2019. Campus recruitment was conducted for the first time across 7 institutes to select these livelihood specialists. They would be extensively looking after the various livelihood activities in the blocks where they would be placed. The induction was followed by a three day orientation on livelihoods as well as other themes of Jeevika.

CEO JEEViKA, addressed the new recruits and emphasized on the role a Livelihood Specialist need to play in Jeevika. He added how the LHSs can expedite the programs with their skills, expertise and knowledge of the livelihood interventions. Other speakers also emphasized on the various that a livelihood specialist has to play and where they fit in the Jeevika family.

They have also undergone a 15 day village immersion where they had to stay in the villages in the household of a Jeevika didi, to understand the dynamics of rural Bihar. They undertook an assignment each from the three livelihood sectors. Viz. Farm Livelihoods, Livestock and Non-Farm Livelihoods.

**Livelihood specialist's induction booklet** was also launched by CEO, JEEViKA on the occasion. The booklet contains the basics of the various livelihood interventions pertaining to Farm, Livestock and Non-Farm activities, the booklet also contains certain policies related to the various projects being run by Jeevika. The booklet would help the livelihood specialists as a reference material in due course of their work. The booklet is exclusively copyrighted to BRLPS-JEEViKA.

### Launch of Jal-Jeevan-Hariyali campaign

The campaign on Jal-Jeevan-Hariyali was launched by Hon'ble Chief Minister, Govt. of Bihar, Mr. Nitish Kumar on 9<sup>th</sup> August, 2019 at Bapu Sabhagar. In the program, 13 departments of Govt. of Bihar participated and discussed their strategy on climate change, water table reduction, rejuvenation of rivers, clean energy, rain water harvesting, plantation, drip irrigation, organic farming and the likes. The logo of the campaign prepared exclusively by BRLPS-JEEViKA was also launched in the program.



Events and Workshops

**Workshop on Bee-Keeping value chain**



A workshop on Bee-Keeping value chain sponsored by Jeevika was organized at Dr. Rajendra Prasad Central Agriculture University, Pusa. The objectives of the workshop were laid down as follows:

1. Establishing better co-ordination between DRPCA and JEEVIKA for bee keeping.
2. Finalizing strategy for preparing bee-keeping corridor and bee-keeping calendar.
3. Quality enhancement
4. Promoting value chain on bee-keeping intervention.
5. Finalizing strategy for better results in the intervention.
6. Strategizing quality production of honey along with marketing and branding.
7. Linking 10,000 families with the intervention gradually by 2022.

The workshop was inaugurated by Dr. K.M. Singh, Dean PG College of Agriculture.



Rural Retail Mart inaugurated at Sandesh, Bhojpur



APMAS Team Visits Jeevika

Transforming Lives

**Relentless Drudgery Brought Colossal Delight**

Disasters often come without a warning, whatever you plan may go in vain when disaster strikes, but what matters next is your alacrity to strive, for redemption comes through perseverance.

Gudia Devi's story narrates a similar situation. Both her children were born through caesarean and as such she had to borrow money from the moneylenders in both the cases. The loans were stacking and Gudia Devi's petty incomes weren't sufficient to repay these loans. Her husband was also not earning enough to fulfill the needs. Her husband started a RO plant but it suffered heavy losses and he had to shut it down. These dire consequences made her join Jeevika in 2016, she had heard about Jeevika from the community mobilizer. She first took a loan of Rs. 10,000 to construct a toilet in her home as she didn't feel safe going out for defecating. She again took a loan of Rs. 15,000 to buy a sewing machine and started stitching dresses, she says she got this idea when she saw women going to nearby markets for better designs and quality while paying a heavy price, she thought she can do it herself, she made it possible and now the outfits designed by her are in high demand. She says now she is able to earn fairly well from her new business, and her husband meanwhile is also working hard. Gudia Devi is sending both her children to school and wishes to send them to a good college when they grow up.



Champa Kumari joined Jeevika as a community mobilizer in 2012. She looked after 11 self-helps groups of Daulat Village Organization. She had only studied till class 10 back then. She says that she wasn't very ardent with book-keeping back in those days. She didn't have any experience pertaining to Book-Keeping and Accountancy. She says she received all her due trainings upon joining Jeevika. Apart from learning the five basic commandments of SHGs, as well other functions, she took up her work diligently and learnt all the basic and advanced functioning of SHGs and slowly became an expert in Book-Keeping. From her earnings she decided to study further and took admission in senior secondary course. Currently she is pursuing Bachelor of Arts and wishes to become a teacher. She says that there's no age limit to learning and inspires women who had left their education due to certain factor and asks them to continue learning.



# September

CALENDAR OF EVENTS

September 02-11 : Bihar Saras Mela

September 01-30 : Poshan Maah Abhiyaan

## COMING UP IN THE NEXT EDITION

☒ Bihar Saras Mela 2019: A worthwhile Fiesta



**JEEVIKA**

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