

JEEViKA

Rural Development Department
Government of Bihar



Young Professionals Programme in JEEViKA

Bihar Rural Livelihoods Promotion Society



Message by CEO



Rahul Kumar (I.A.S.)
CEO, JEEViKA

The Young Professionals have always been the source of a pragmatic and holistic approach to solving the most difficult of problems. They evolve as expert in their fields as they bring a strong service ethos to everything they do with pride and ownership in their jobs. They bring passion, pride and experience together they have earned a reputation for transforming lakhs of JEEViKA Didi's life. As observed the Young Professionals here at JEEViKA have went on to take up very high positions and roles in the development sectors due to the exposure provided to them in JEEViKA. I wish the new batch all the very best for their new journey as YPs and look forward to interacting and knowledge sharing with the young minds.

Rahul Kumar
CEO, JEEViKA





Young Professional Program in JEEViKA

Bihar Rural Livelihoods Promotion Society, popularly known as JEEViKA, a registered society under the aegis of Rural Development Department, Government of Bihar marks a key chapter in rural development in Bihar. JEEViKA was constituted by Government of Bihar as a special purpose vehicle to expedite the poverty alleviation interventions in Bihar. In 2013, JEEViKA was notified as a nodal agency for implementation of National Rural Livelihood Mission (NRLM) and National Rural Livelihood Project (NRLP).

Over the last 15 years, JEEViKA has mobilized women from 1.3 crore households into strong, sustainable and self-managed 10.35 lakh Self-Help Groups (SHGs). JEEViKA has deeply influenced the rural and social development policies of the state, wherein organization of poor-rural women into strong community institutions is now a central strategy in tackling Bihar's rural poverty. The successful performance of JEEViKA depended on a number of key approaches. These included an outstanding relationship of trust and respect with rural communities of very poor women and their self-help groups; a results-oriented management; and a willingness to innovate, learn, and monitor the project's direction.

More importantly, to manage a large-scale poverty reduction project, the project required a modern human resources system with appropriate staff incentives and organisational development. From the outset, the project has developed a modern human resources system that included recruitment, induction and performance management processes as JEEViKA considered that having competent staff was critical in the project's successful rollout and implementation. One of the key factors for the project's success is JEEViKA's dedicated and professional human resource structure for managing performance and livelihoods promotion. The Young Professional Program was an initiative in this direction.

Young Professional Program

Bihar Rural Livelihoods Promotion Society or JEEViKA in its endeavor to develop a talented pool of Development Professionals initiated Young Professionals Program in 2012 wherein fresh post -graduates from premiere academic institutes are recruited. The Young Professionals Program in JEEViKA is a competitive program targeting motivated, talented young professionals under the age of thirty committed to making a difference in development scenario of Bihar. JEEViKA recruits newly passed out post-graduates from premiere academic institutes across the country. The young professionals are recruited either through campus placement or through open market recruitment annually. The selection methodology follows screening of their CVs, Followed by Group discussion and interview. Interview conducted by panelist do assess the aptitude, attitude, interest and commitment to work with the poor. Based on requirement, campus recruitment is conducted periodically by BRLPS to get the YPs on board. Young Professionals, fulfilling the requisite qualifications, are also hired from the open market through a competitive selection process.

Some Salient features of the YP Program include,

a) The eligibility criteria for YP are

- Post graduate diploma/degree from national/international institutes of repute empanelled by JEEViKA.
- Individual having above educational qualification with related work experience will also be eligible. However, the experience should not exceed 3 years in total
- Individual should be below 30 years of age.

In order to be competitive, a combination of the following attributes will be desirable for YP during the selection:

- S/he should have passion for working with poor
- S/he should have ability to work in/with teams.
- S/he should have a commitment to undertake grassroots level assignments and stay with rural poor community.
- S/he should be proficient in Hindi or English and one regional language



The Roster policy as per Government of Bihar is applicable for recruitment.

b) Contract period

The YPs are recruited for a period of 3years initially and based on performance the contract may be extended for 2years further.

c) Number of Positions

Every year around 50 professionals are recruited from the empaneled campus initially for a period of 3 years and thereafter extended further for two years based on annual performance. However, at any point of time the number of YPs should not exceed 390.

d) Empanelled Institutes

In the initial years' major focus was given to recruit candidates from management institutes such as IIMs, IRMA, IIFM and the likes but later with the expansion of the program and JEEViKA venturing into various thematic interventions, the pool of empanelled premier institute was further strengthened by adding Technical Institutes and specialized Management Institutes such as NIAM, BHU- IAS, MANAGE, VAMNICOM, FMS and the likes.

Category	Institutions
A	All IIMs, Reputed Universities of US & UK, IRMA, IIFM, All IITs, XLRI, DSE, FMS, MDI, SPJIMR, BHU- FMS and FMS- Delhi, MANAGE
B	XIMB, CIMP, TISS, NIFT, CFTRI, NID, DMI, NIAM- Jaipur, VAMNICOM- Pune, XISS, IIIT–Allahabad, IIIT – Hyderabad, IARI-New Delhi, IVRI-UP , Delhi School of Social Work, Faculty of Ecology and Environmental Science, Nalanda University, Indian Institute of Health Management Research, Jaipur
C	KSRM, IIRM, NIRD, IICD-Jaipur, National Institute of Agriculture Marketing-Jaipur, NDRI-Karnal, CIFE-Mumbai, Vishwa Bharti, Shanti Niketan, Xavier Institute of Development Action and Studies, Jabalpur, Azim Premji University, Bangalore
D	Bihar Agriculture University, Sabour; Sanjay Gandhi Institute of Dairy Science and Technology; Birsa Agriculture University, Ranchi; GB Pant University of Agriculture &Technology, Orissa University of Agriculture and Technology, Bidhan Chandra Krishi Vishwavidyalaya, WB; Rajendra Agriculture University, Pusa; Benaras Hindu University, Varanasi; Asam Agriculture University, Jorhat Central Agriculture University, Imphal, LN Mishra Institute of Economic Development and Social Changes, Patna; Design Graduates from NIFT, Cluster Innovation Centre, Delhi University, Department of Rural Development, Patna University



e) Graduation process of the Young Professionals

Year 1: Leading Programme Quality Improvement for blocks

Year 2: Rolling out thematic/verticals functions

Year 3: Managing Verticals

f) Coaching and Support

Mentoring: The Mentoring Program aims to build an efficient partnership between management and YPs in order to help young professionals gain the knowledge and skills they require to effectively contribute and be successful in the organization.

A “Buddy-System”: new YPs are assigned a “Buddy” from the previous YP cohort, who serves as a source of information and support during the YP's familiarization with the organization and thematic assignment.

YP Coordination Team: is dedicated to the recruitment, training, performance evaluation and rotation management of the YP cohorts to ensure their successful completion of the Program.
YP Liaison Team (YPLT): representatives are selected from the YP cohort and act as an active link between all YP cohorts, the YPP Coordination team and the HR Department.

g) Training Calendar for Young Professionals

Sl. No.	Training Topics	Duration in Days
1	Induction Training	7days
2	Village Study and Immersion	15days
3	Village Study Experience Sharing and Learning Workshop with Publication Outcome	2days
4	Micro-planning	2days
5	Record keeping of primary and secondary level institutions (SHG/VO/CLF),	3days
6	Fundamentals of Livelihood Promotion	5days
7	Case-write-shop with Publication Outcome	5days
8	Procurement Procedures and Financial Management	5days
9	Development Communication Tools and Creative Writing	5days
10	BCC Tools and it Use	5days
11	Livestock based Livelihood Promotion	5days
12	Agriculture based Livelihood Promotion	5days
13	Cooperative and Producer Company - Legal aspects	5days
14	CLF strengthening processes	5days
Total		74days

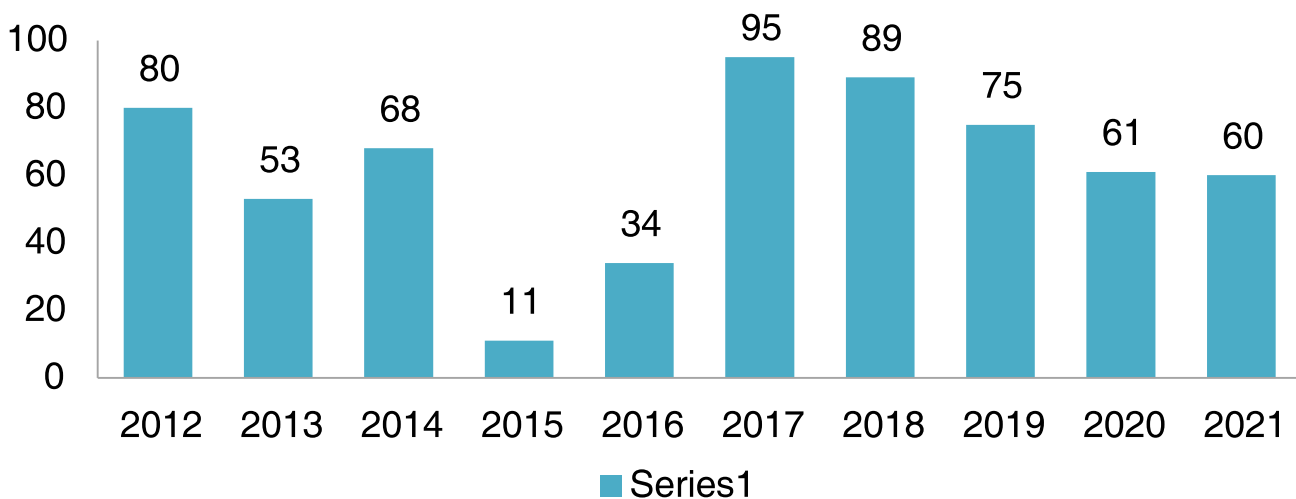
A Decade Journey

The development sector has been witnessing a lot of changes and JEEViKA has been able to attract and provide learning opportunities to the young talents to start their careers in the sector. The Young Professionals have also contributed by expediting the pace of the existing and new works of JEEViKA. JEEViKA has become the most sought-after option for campus placements. YP program was introduced in Year 2012, till date successfully inducted 10 Cohorts of Young Professionals starting. 11th Cohort YP onboarding is on process. A total of 626 young professionals from premier institutes with varied technical and managerial skills have been inducted in JEEViKA.



Till 7th Cohort Young Professionals have completed their 5 years' tenure. A total of 626 YPs were inducted till the 10th Cohort, out of these, 68 have completed 5 years' tenure and positively contributed to the mission of JEEViKA. In the year 2017 highest no of YP has been selected.

AN OVERVIEW OF THE NUMBER OF YPs
RECRUITED IN THE PAST 10 YEARS



YP Assignments

YP assignments span at all verticals and functions at the organizational level. The following is a non-exhaustive list of assignments previous and current Young Professionals have completed:

- **Project Implementation:** hands on experience in designing, implementing, procuring and processing of prototypes and package of practice across the project.
- **Integration:** identifying and supporting to promote growth, competitiveness and diversify economies.
- **Risk Management:** providing advice on loan portfolio performance and managing alternate banking models, interest rates and liquidity risks.
- **Capacity Building:** conducting capacity building training and plan modules for strengthening CBOs.
- **Infrastructure:** developing and monitoring regional projects in the key areas of livelihoods, climate change, and sanitation
- **Private Sector:** strategizing innovative partnerships and transactions to promote and assess sector development and its impact.



Trainings and Exposures

Apart from undergoing 74 days mandatory training, the YPs have been trained and exposed in following areas

SN	Training topic/Workshop/Exposure
1	Exposure on Training and Learning Centre-Tamil Nadu SRLM (PUDU VAAZHU Project)
2	MDP on topic- Leadership on livelihoods for Decision Makers-organized by MORD for SRLMs at MDI- Gurgaon
3	Orientation on Sansad Aadarsh Gram Yojna at NIRD, Hyderabad
4	Exposure with Video Production team hired for Film on Aranyak Producer Company to develop approaches, strategies and steps for in-house video production
5	Exposure to Odisha on Rice Technology, seed village and organic farming
6	Workshop on Sustainable Livelihoods Adaptations for Climate Change in New Delhi
7	MKSP -Tasar and MKSP- sustainable agriculture workshop
8	Sustainable and Resilient Farm System Intensification(SRFSI)- Siliguri
9	Madhya Pradesh -SLACC for PRA
10	ToT on Dairy in NDDDB, Anand and exposure visit to AMUL
11	Exposure visit to IITF, New Delhi
12	Product Development exposure to Madhubani, Muzaffarpur and Nalanda
13	Workshop on Livelihood Development of Rural Women Entrepreneurs
14	Exposure by TECHNOSERVE on Value chain and Business Planning
15	Young Professional's Exposure Visit for the program Targeting Hardcore Poor By Bandhan Konnagar, 2021
16	Learning Exchange Program Of Satat Jeevikoparjan Yojana (28th, 29th, 30th June 2022
17	Exchange Workshop with Bandhan Konngar in Rajgir by PMU, 2021
18	Roadmap Workshop For HNS Theme- JEEVIKA Technical Support Program, 23rd April, 2022
19	National Resource Organisation Training on HNS, 2021
20	Gender Sensitization Workshop By C3, July, 2022
21	Disaster Management and Mitigation (Module 1: Natural Disaster)-2021-2022
22	Village Poverty Reduction Plan Training: 2021-2022
23	MNREGA Exposure and Training: 2021- 2022
24	ToT on Pre-visioning exercise on federation concepts and facilitation skills From 4th April 2022 to 6th April 2022



SJY Knowledge Exchange Programme at Kolkata



CGRM Training for the 9th Cohort (Batch 1)



Gender Sensitization Workshop By C3

Where are they now?

More than 80% of the Young Professionals after being nurtured in JEEViKA have ventured into important positions in the development sector. A Development Expert quoted recently, “ In many agencies that I network, I find a charismatic youth been oriented through the YP program of JEEViKA”

SI No.	Areas where the YPs ventured
1	Multi-lateral Agencies (World Bank, United Nations)
2	INGOs (Techno-Serve, Digital Green, Population Council, Save The Children,PCI)
3	Government Departments NMMU, SRLMs, NRLM, JEEViKA, BVM, MoRD, BRLF, NABCONS,BRDS, Delhi Govt.
4	CSR & Consulting Firms - Coal India Ltd, IPE-Global, Thompson, PWC, EY, GT
5	Start Ups - BYJUS,
6	Development Agencies –NGOs, APMAS, Nudge Foundation, Dehaat, Swaniti, TATA Trust
7	Banks and MFIs - ICICI Foundation, Sun Pharma, Axis Bank, SBI
8	Higher Studies - MPhil, International Studies
9	Life Cycle Career Breaks



Paramveer Singh, 1st Cohort YP, presently working in World Bank. Jeevika has been the single most rewarding experience of my professional career. I couldn't have asked for a better organization to start my journey from. If you want to make a difference at scale and grow at a personal level, JEEViKA is the place to be. Proud to be a JEEViKA alumnus.



Suman Prity, Former YP and presently Department PMU Lead in Bihar Viakas Mission, Govt. of Bihar. “What I admire the most about JEEViKA'S YPP is that freshers from different academic backgrounds are given the opportunity to sail the boat into direct community work from day one. This helped developing organic intelligence see the challenges of poverty from a realistic lens. I was literally living with the community every day, whether in office or in the field.” The constant companionship that I received from my mentors/reporting/thematic head and values that I gathered in JEEViKA will stay throughout my life. My five -year tenure has boosted up my confidence that even after motherhood led life cycle has not hindered my career growth in development sector.”



Tushar Kumar, 6th Cohort YP, presently working as Program Manager-Strategic Partnerships and Systems at Project Concern International. “I am glad that I had made a choice to work for women empowerment through the country's largest poverty alleviation program, JEEViKA. The project has equipped me with the most valuable skills and enriching experiences in the field of development. I can certainly say that JEEViKA is the best place to give a head start to the professional career of young minds as it provides multidimensional learning opportunities, which is the cornerstone to success.



Abhijeet Mukherjee, 6th Cohort YP, currently working as Associate Senior Manager, Social Initiatives at BYJU'S. The springboard provided by BRLPS to the young professionals to experiment along, explore and experience the community is unmatched. The exposure here equips you with an unparalleled dexterity and prevents you from going back to the drawing board. I am exceedingly thankful to BRLPS for providing me an opportunity to serve rural Bihar and the learnings I derived here, will continue to help me push the bar.

From Young Professionals to Specialised Roles in JEEViKA



Sanjay Kumar
State Project
Manager- DDUGKY
(Pedagogy & Learning
Management)



Ruchi Kumari
State Project
Manager- DDUGKY
(Inspection, Quality and
Branding Management)



Rahul Kumar
Project Manager-
Documentation and
External Relation



Sumit Kapoor
Project Manager-
Livestock



Kajal Kumari
Project Manager-
Alternate Banking



**Ratan Deep
Kumar**
Project Manager-
Micro Finance



Vandana Kumari
District Project
Manager



Nikki Sethiya
Block Project
Manager



Rinki Kumari
Manager-
Non-Farm and Micro
Enterprise



Ashurita Singh
Manager-
Non-Farm and Micro
Enterprise



Himanshu Pahwa
Manager-
Non-Farm and Micro
Enterprise

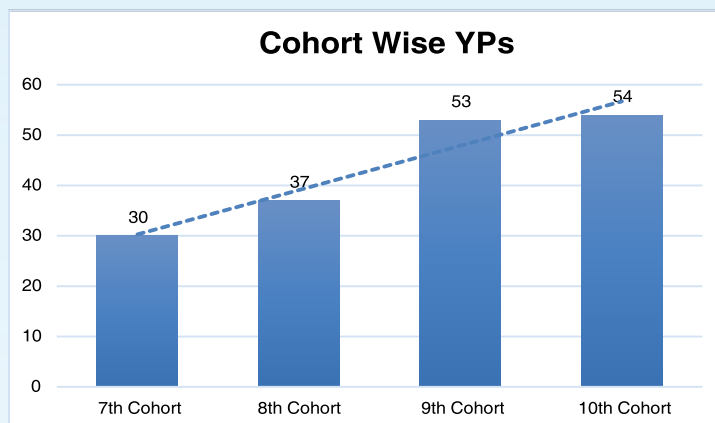


Priya Kumari
Procurement Manager

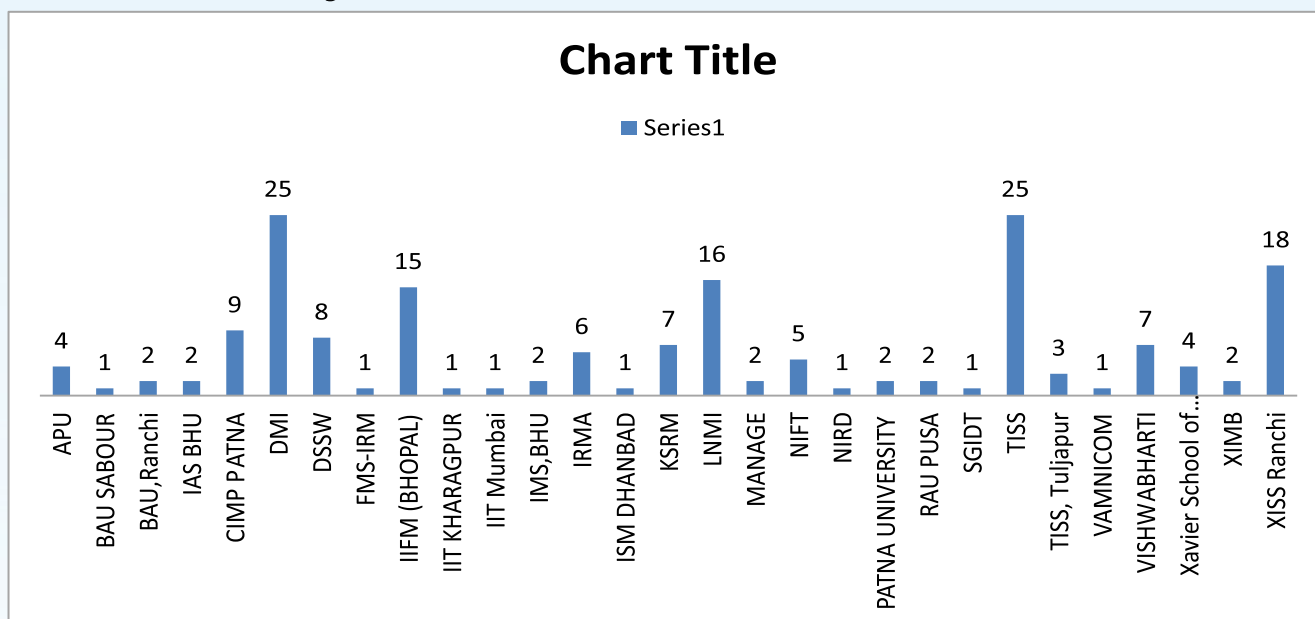
The current strength of Young Professional in JEEViKA

Presently 174 Young Professionals are on board with Jeevika and they are placed at different levels to execute different verticals and programmes. A brief overview of these young professionals is illustrated in the following charts

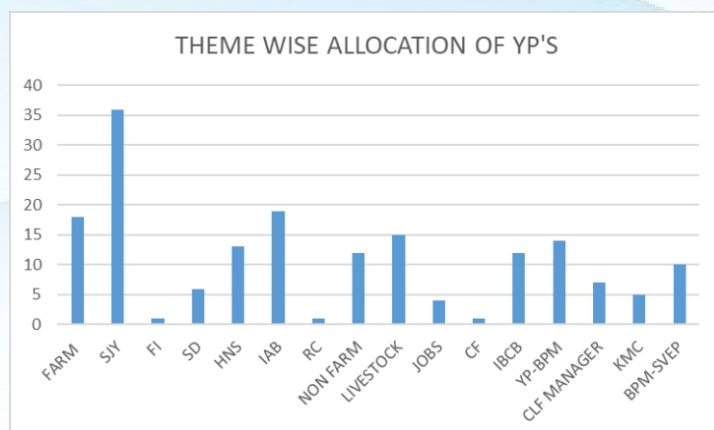
1. Cohort-wise existing strength



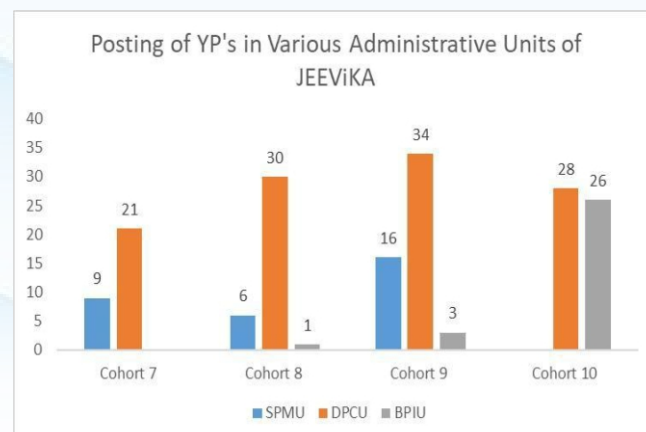
2. Institution wise Strength



3. Thematic allotment to YP's



4. Posting of YP's in various Administrative Units of JEEViKA



COVID 19 Pandemic and the role of YPs

The Covid-19 situation has brought the country and the entire world to a standstill the Young Professionals continued to provide their services in the field and as well as management level.

Due to the pandemic the Induction and immersion of 9th and the 10th Cohort was done in an online mode. The Young professionals instead of staying at the community household for immersion stayed at the Training and Learning Centre of JEEViKA in Rohtas and Rajgir. Despite the pandemic, taking all the precautions the YPs did complete their field visit and submitted the required reports. The YPs have proven to be strong pillars of the organization as they played a very important role in spreading awareness about the pandemic, breaking the dilemma of the community regarding the COVID-19 vaccination and making sure that each and every member of the community had access to the vaccine and all the necessities during these difficult and uncertain times.

The YP's posted in the Block as Block Project Managers and Cluster Level Managers have played an exceptional role in providing handhold support to the community members in Rural Bihar who were in a very vulnerable situation due to loss of jobs as migrant workers and minimum to no access to health facilities. In such a situation the YPs have facilitated the Food Security Fund (FSF) is designed to help VO members who are potentially credit-constrained access large quantities of food grains in a single purchase without exposing them to high-interest rates. However, the fund was only granted to the SC/ST communities in normal circumstances, but due to the pandemic situation that had placed each and every JEEViKA Didi.

The Health Risk Mitigation Fund (HRF) of JEEViKA, operational prior to COVID-19, was extended to all village organizations (VOs) to meet the health requirements in distressing times of COVID-10, with no rate of interest to be applicable for loans taken against the HRF component for the period of March 2020 to September 2020 as well as for previous loans.

During the Covid-19 pandemic, the situation was appalling throughout the country however and horrors faced by the migrant workers of Bihar when they immediately had to leave the cities and walk towards their home with nothing to return to, were all the more ghastly. In this situation, the only way the government could directly benefit the people was through the dissemination of rations at subsidized rates to the Ration Card holders. YP's during this time played a very crucial role in collecting applications from people and completing the entire documentation process.

Apart from the several listed initiatives the State Disaster Risk Management Authority also provided Covid-19 precautionary and management training to the Master's Trainers of the Community. A total of 7491 trainings were conducted and more than 112365 members were trained. The YPs were the most active participants and resource to train the communities.

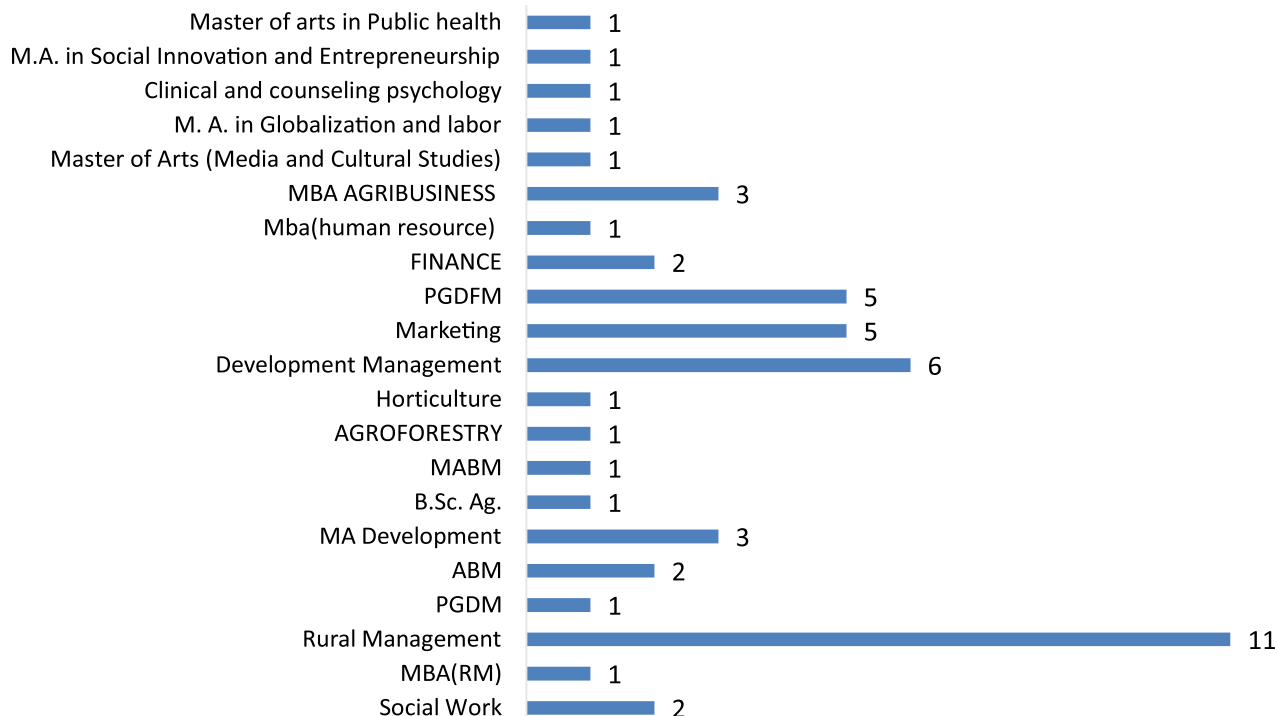


Introducing the 11th Cohort YPs

In the year 2022, BRLPS has provided offer letter to 51 Young Professionals from 15 premier management institutes. Their joining schedule at BRLPS is from 1st August, 2022 and will be placed in the blocks to take the journey of JEEViKA forward. The details of the recruited Young Professionals are tabulated as follows:

State	Count of State of Domicile	Name of Campus	Count
Assam	1	DMI, Patna	6
Bihar	33	IIFM, Bhopal	5
Jharkhand	7	CIMP, Patna	3
Kerala	1	XISS, Ranchi	7
Madhya Pradesh	1	IIRM, Jaipur	1
Maharashtra	1	KSRM, Bhubaneswar	2
Haryana	1	TISS	5
Rajasthan	1	LNMI, Patna	5
Uttar Pradesh	2	NIRD	2
Chattisgarh	1	BAU, Ranchi	3
Andhra Pradesh	1	BHU Agriculture, Varanasi	4
Delhi	1	RAU PUSA	1
		Azim Premji University	3
		DSSW	2
		FMS-BHU	2
Grand Total	51	Grand Total	51

Course Specialization Details



Out of selected 51 selected Young Professionals, 24 are female and 27 Male Candidates. An Induction Program and Village Immersion Program is scheduled for the newly selected YPs from 1st August, 2022. A welcome ceremony followed Orientation Program covering all themes and village immersion is scheduled from 1st August onward. Final place of posting would on 26th August.

Quotes from the Young Professionals in JEEViKA



I am Koral from 8th cohort YP. I was very fortunate to start my career with an organization like BRLPS (Jeevika). My journey of 3 years in Jeevika was like a roller coaster ride, full of learnings, facing tough situations in field during covid 19 pandemic yet coming out as better professional. My professional experience in Jeevika has honed my personality as a leader and gave me immense exposures and opportunities. Jeevika provided an amazing start to my career as a development professional.



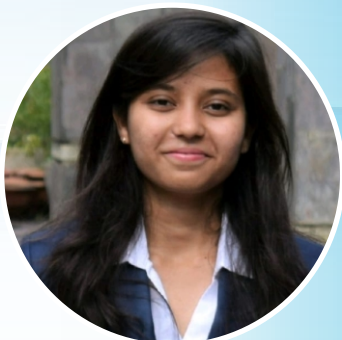
Arpan Mukherjee, YP from 9th cohort. Jeevika is an excellent platform to kick start our journey as a development professional. I am currently working as a Young Professional in Knowledge Management and Communication at SPMU and I must say that Jeevika has provided me an enormous opportunity to contribute myself for the direct benefits of the community.



Prakash Kumar Badal, YP from 7th Cohort. Leading, designing, and implementing large-scale agriculture development programs spanning economic enhancement, livelihood generation, women empowerment, and market development for smallholder farmers in India. I currently manage the Livelihood Farm Value Chain at Bihar Rural Livelihood Promotions Society, Jeevika focussed on women's economic empowerment, Agriculture produces value chain development working with women-led farmers.



My name is Shivani Gupta, from 9th Cohort. The amount of satisfaction that we get as a development professional to see our the impact of our work on the community directly is immeasurable. JEEVIKA channelises the zeal that we possess as young professionals and gives us the platform to formulate and apply the intervention that are most unique and highly beneficial to the community. Each and every day is a beautiful learning experience and journey



Nidhi Vyas, from 8 cohort. Working as a young professional in BRLPS has been a great pleasure and privilege. Being a fresher I have always been encouraged to stretch my limits and improve my skills. I have got opportunity to manage team full of Energetic people and diverse skill sets to work on aspirations of the community. BRLPS not only helped me in developing grassroots level understanding of the issues and challenges of the sector but has also rooted me with the possible solutions and approach needed to tackle those issues.





JEEVIKA

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