



JEEViKA
Rural Development Department
Govt. of Bihar



Young Professional Program in JEEViKA



ACKNOWLEDGMENT

We are pleased to present before you the Young Professional Brochure 2019-20. The brochure is an overview of the Young Professionals Program of Jeevika. The brochure gives detailed information on educational qualifications and overall strength of young professionals across batches. The brochure explains the roles and responsibilities attached with young professionals along with the expectations that Jeevika has from them.

Hope the brochure proves to be insightful and informative to you.

Happy Reading !!!

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Young Professional

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 2012, JEEViKA was notified as a nodal agency for implementation of National Rural Livelihood Mission (NRLM) and National Rural Livelihood Project (NRLP).

Over the last 10 years, JEEViKA has mobilized women from 96 lakh households into strong, sustainable and self-managed 8.5 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 test of 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 not be more than 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 3 years initially and based on performance the contract may be extended for 2 years further.

c) Number of Positions

Every year 50 professionals can be 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 280.

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, 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; Assam 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

b) 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.



c) Training Calendar for Young Professionals

Sl.	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

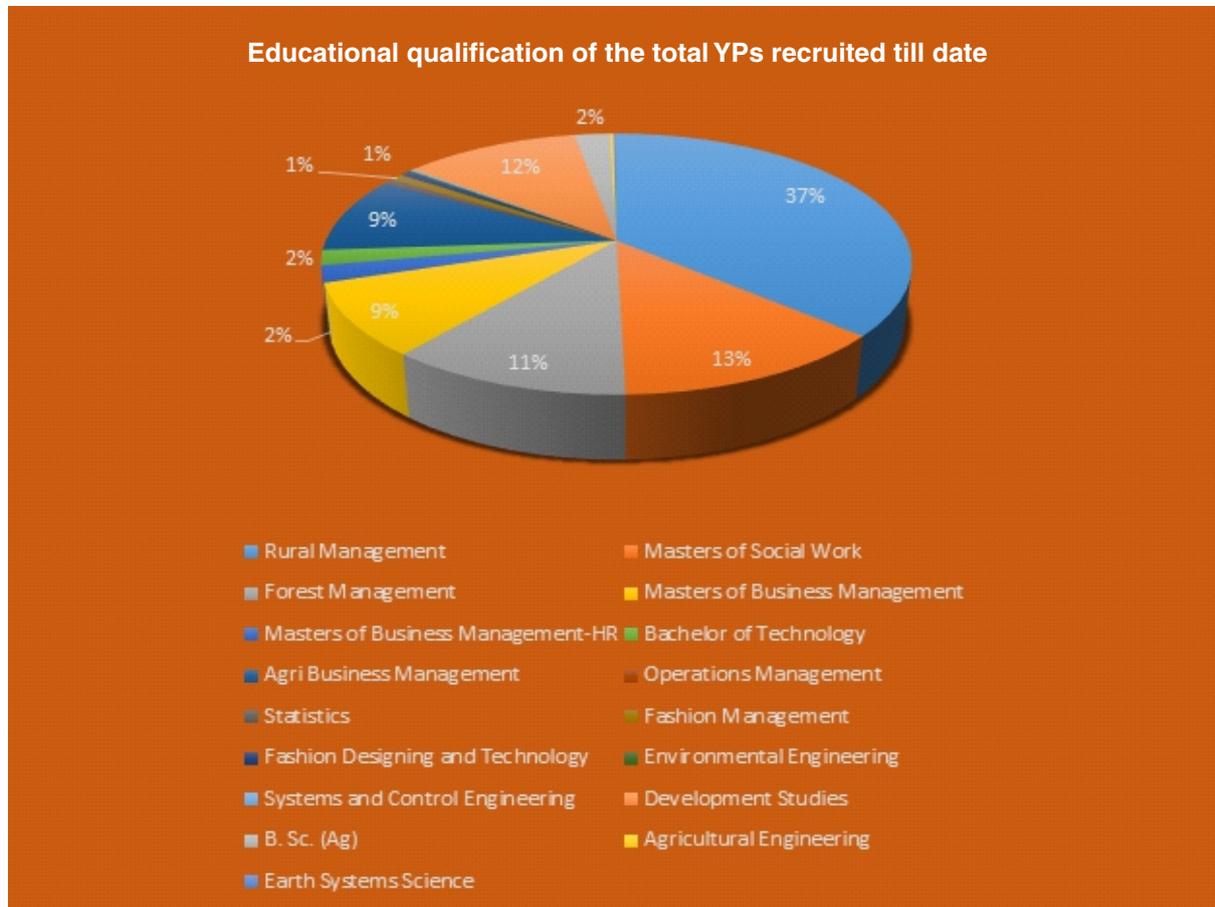
The Journey so far

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. JEEViKA has till date recruited 8 cohort of YPs including 2 cohorts from open market and has inducted 7 Cohorts of Young Professionals starting from 2012. A total of 419 young professionals from premier institutes with varied technical and managerial skills have been inducted in JEEViKA.



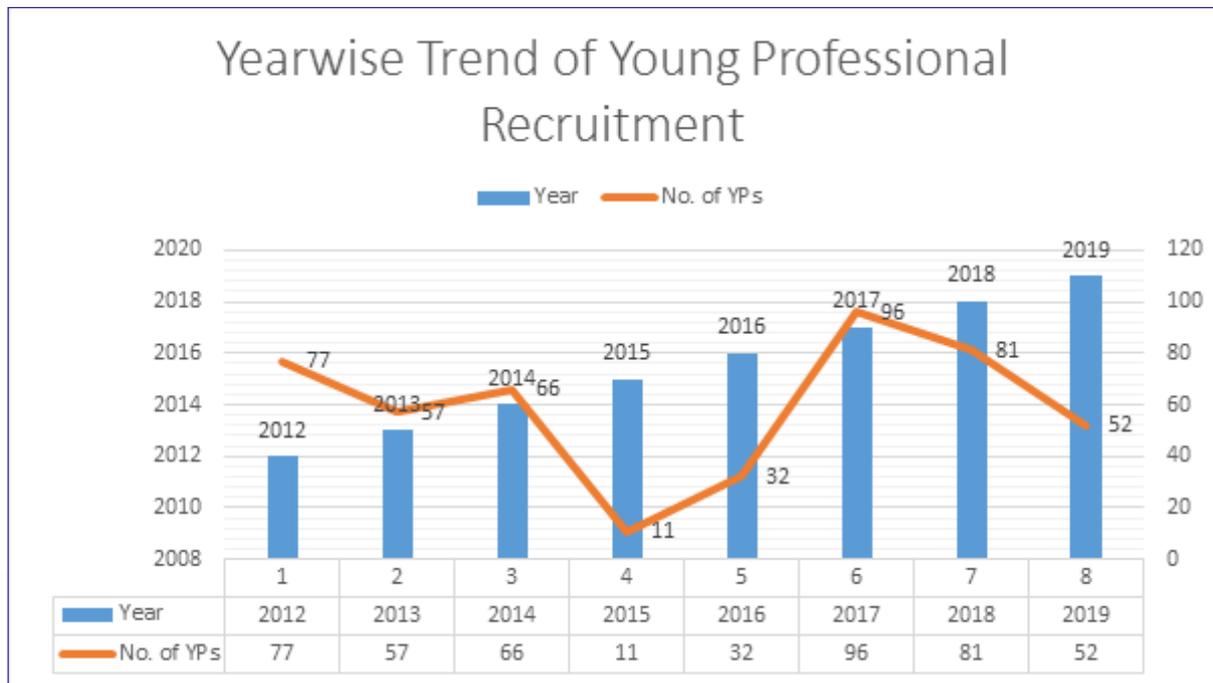


Educational qualification of the total YPs recruited till date



The 1st, 2nd and 3rd Cohort young professionals have completed their 5 years tenure. A total of 200 YPs were inducted in the 1st, 2nd and 3rd Cohort, out of which 100 YPs completed their 3 year tenure and 36 completed 5 years tenure and positively contributed to the mission of JEEVIKA.





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.



Training and Exposures

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

Sl.	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(SRFISI)- 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	Exposure Visit for BPMs, SVEP Kudumbashree NRO, Pathanamthitta district
16	Exposure visit to JIYO Junoon Asian Heritage Foundation Mumbai





Knowledge Sharing through Paper Presentation and publication in National and International Forums and Journals by YPs		
Sl.	Topic	Participants
1	Micro Insurance- An evolving model Paper Presented in the AIMA- Young Managers Forum- The paper received a special category award at the National Level, bagged first time in 40 years by a Govt promoted Agency	S.Deepak Kumar, Vishnu Raghunathan and Paramita Saha
2	Voter Awareness- Impacting Rise in voting percentage Paper presented in AIMA- East Zone	Chandani Prakash
3	Ensuring food security through CBOs Paper presented in the AIMA- Young Managers Forum and won credentials in Eastern Zone category	Valleri Sharma, Sarita Dung Dung and Vikash Kumar
4	Rural women enterprise- SHG institution have vital role in food production to improve Health and Nutrition (published in Social Science International Research Journal)	Bajjnath Paswan
5	Community Based Maternal and child care- concept and impact in Bihar Paper presented in the National Seminar organized by IIPS, Mumbai	Ragini Kumari
6	Tata-Cornell Initiative Agriculture and Nutrition Initiative (TCi) Scholarship to present poster in “2nd Annual Global Food Security Conference. Women Institution Catalyst for “Agri Nutrition and Health” Movement: Presented poster in “2nd Annual Global Food Security Conference”, 11-14 Oct 2015, New York, USA	Bajjnath Paswan
7	Rural Women Enterprise: SHG Institutions have vital role in Food Production to improve Health & Nutrition" Social Sciences International Research journal, Volume 1, Issue I, ISSN 2395-0544, ISBN 978-93-84124-34-2, page-8-17, March 2015	Bajjnath Paswan
8	Framework Community Based Participation: Effectiveness of Humanitarian Aid Paper in progress	Bajjnath Paswan
9	A Learning Workshop on 'Participatory Approach on ODF-Rural Spaces', Development Economics: Women, Gender, & Human Development Paper in progress	Bajjnath Paswan
10	National Seminar on “ Promotion of Skills and technologies for Sustainable Rural Development in India ” NITTTR, Chandigarh Paper presented on 1.Skills 2.MKSP 3.SLACC 4.Solar Intervention	Pratyush Gaurav Subha Srishti Abhijeet Mukherjee
11	A decade of Rural Transformation- Learning notes Uplifting the Livelihoods of Bihar’s Vulnerable and Landless through Community Backyard Poultry Enterprises	Pratyush Gaurav



Where are they now?

More than 70% 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	Areas where the YPs ventured
1.	Multi- lateral Agencies (WB, UN)
2.	INGOs (Techno-Serve, Digital Green, Population Council)
3	NMMU, SRLMs, Government Departments-,JEEViKA, BVM, MoRD, BRLF
4	CSR, Consulting Firms- Coal India Ltd, IPE-Global, Thompson, NABCONS
5	Start Ups
6	Development Agencies –NGOs
7	Banks and MFIs- N
8	Higher Studies- MPhil, International Studies
9	Life Cycle Career Breaks

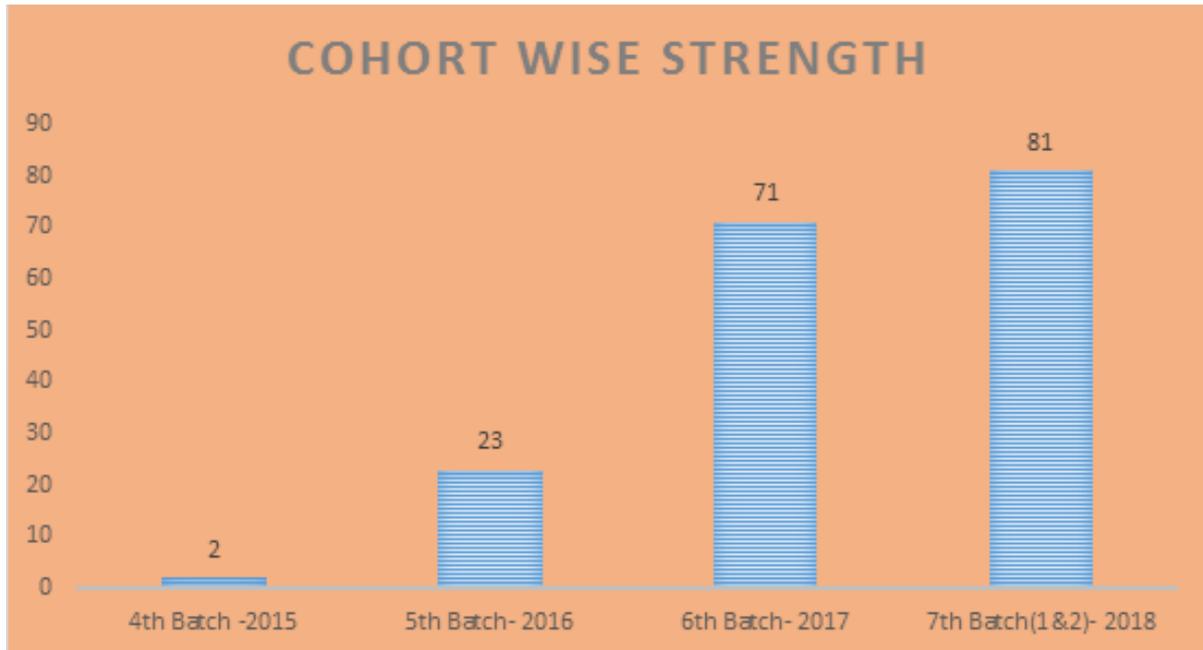




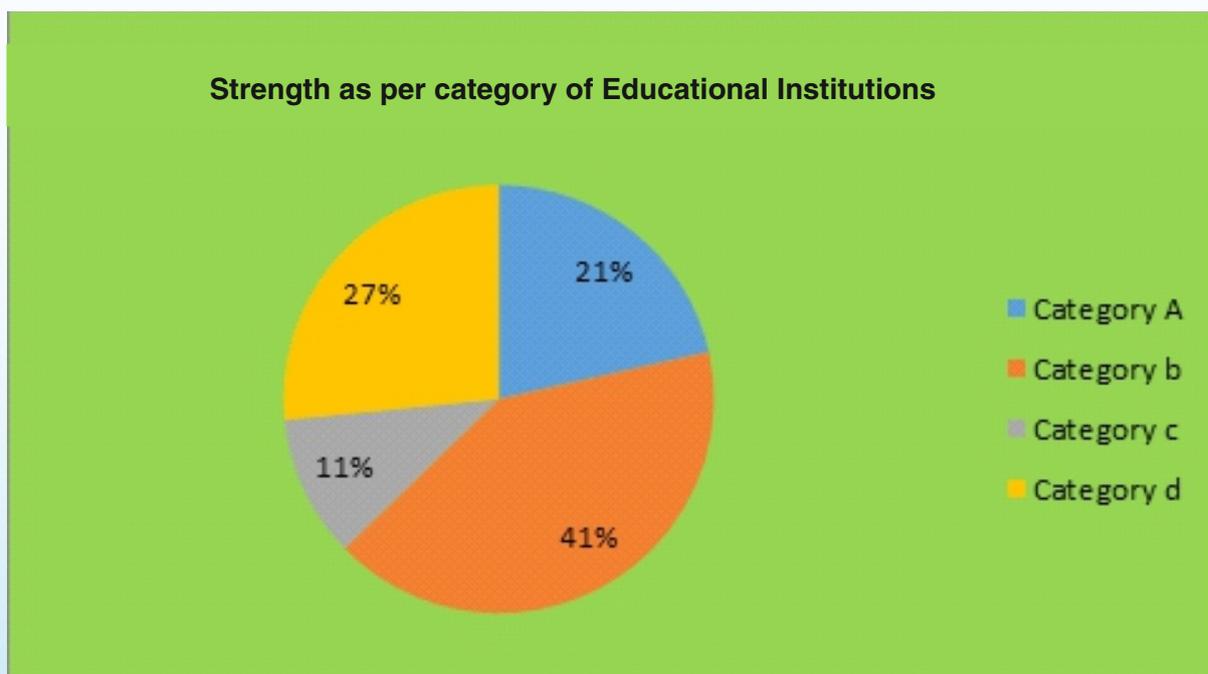
Present Strength

Presently 177 Young Professionals are on board with Jeevika and they are placed at different levels to execute various interventions. An analysis of these young professionals is illustrated in the following charts

1. Cohort wise strength



2. Strength as per category of Educational Institutions





3. Thematic allotment

Theme wise Breakup of Young Professionals							
SI	Theme wise Status	4th Cohort	5th Cohort	6th Cohort	7th Cohort-I	7th Cohort-II	Total
1	Institution Building & Capacity Building	0	1	3	1	1	6
2	Financial Inclusion	0	3	6	0	3	12
3	Social Development	0	0	5	0	3	8
4	Health, Nutrition & Sanitation	0	0	3	0	2	5
5	Jobs	0	0	2	0	1	3
6	Livelihood Farm	0	9	5	4	5	23
7	Livestock	1	3	7	0	4	15
8	Non-Farm	1	2	8	0	2	13
9	Resource Cell	0	1	0	0	1	2
10	Knowledge Management & Communication	0	0	2	0	1	3
11	Human Resources	0	0	1	0	0	1
12	Monitoring & Evaluation	0	1	1	0	0	2
13	Lohiya Swacch Bharat Abhiyan	0	1	0	0	2	3
14	BPIU- YP BPM	0	0	4	33	0	37
15	Management Information System	0	0	4	0	0	4
16	Satat Jeevikoparjan Yojana	0	2	12	5	10	29
17	Start-Up Village Entrepreneurship Programme	0	0	8	3	0	11
Total		2	23	71	46	35	177

4. Composition as per place of posting

	Cohort 4	Cohort 5	Cohort 6	Cohort 7 Batch-1	Cohort 7 Batch-2	Total
State Project Management Unit	1	6	14	0	6	25
District Project Coordination Unit	1	17	44	6	25	90
Block Project Implementation Unit	0	0	13	40	4	36
Total	2	23	71	46	35	177



Our Young Professionals engaged in various activities....





What our Young Professionals have to say about their experience....



Epistemologically being a Young Professional in Jeevika has compelled me to understand and balance between professional and personal life. Young professional program has given me tremendous opportunity to expose my attitude, skill and knowledge with outer world.

-Sanjay Kumar, State Project Manager- Pedagogy and Learning Management, BRLPS-JEEViKA

Being a Young Professional in Jeevika has given me the opportunity to cross staggering boundaries and leap forth as a better professional across the domains I have worked in. The career path as a Young Professional has honed by skills, knowledge and has also taught me their best application.

-Pratyush Gaurav, State Consultant- Governance and Knowledge Management, BRLPS-JEEViKA



While working in Jeevika, I got the opportunity to enhance my knowledge and skills through hardcore field experience which helps me to develop my professional goals. In 2018, Jeevika gave me the opportunity to work in DDU-GKY Project where I am working in the capacity of State Project Manager-Inspection, Quality and Branding.

- Ruchi Kumari, State Project Manager- Inspection, Quality and Branding, BRLPS-JEEViKA



JEEVIKA

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