



JEEVIKA

An Initiative of Government of Bihar for Poverty Alleviation

Bihar Rural Livelihoods Promotion Society State Rural Livelihoods Mission, Bihar



1st Floor, Vidyut Bhawan-II, Bailey Road, Patna - 800 021; Ph. : +91-612-250 4980; Fax : +91-612-250-4960; e-mail : info@brlp.in; Website : www.brlp.in

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Office Order

The Ministry of Rural Development, Government of India has directed all SRLMs through the letter no-J-11060/64/2017-RL/ 356877 dated 31st August 2022 to celebrate "**Atmanirbhar Mahila Kisan Pakhwada**" under "Azadi ka Amrit Mahotsav " from 15 to 30 September 2022. This event aims at enhancing and expanding the existing livelihoods of the community members.

In order to give impetus to livelihoods creation and providing sustainable source of income to farmers a series of various activities and events surrounding agriculture and allied activities will be organized from 15 to 30 September, 2022 through DPCUs, BPIUs and CLFs across Bihar in the banner of "**Atmanirbhar Mahila Kisan Pakhwada**".

- 1. Kisan Pakhwada:** The following events and activities will be organized during this **Kisan Pakhwada** by every DPCU/BPIU from 15 to 30 September, 2022 in SHGs / VOs / CLFs / PGs / FPCs.

S.no.	Key Activities	Tasks to be performed	Responsibility
1	Inauguration ceremony through virtual Mode via webcast on 15th Sept-2022 at 2.30 pm in the Chairmanship of the Secretary, RD	Communication of link to DPM and concerned staff	SPMU
		Communication to BPM and cadres (VRP, SEW, AE, CMs PG members, FPO members, VO & CLF members and other cadres)	DPM and BPM
		Proper Arrangement for webcast in each BPIU	BPM & DPM
2	Promotion of Mission Lakhpati (i.e facilitating SHGs for enabling earn at least an income of Rupees One lakh per annum).	a. Household level survey and activity profiling.	BPM
		b. Training of Trainers for Livelihood Planning through Village Poverty Reduction Planning tool,	Manager-SD and Manager-M&E
		c. Training of CLFs on Livelihood orientation and planning,	Manager-LH & Manager-IBCB

		d. Documenting and sharing of best practices from the districts	Manager-Communication
3	Promotion of Agri Nutri-gardens (ANG)	a. Organising an awareness	Manager-LH & Manager-H&N under guidance of DPM
		b. Orientation of staff/ Livelihoods CRPs/ SHG members. c. Establishment of ANG.	
		d. Development of IEC material.	
4	Promotion of Integrated Farming Cluster (IFC)	a. Development of IFC proposal,	Manager-LH & BPM
		b. Positioning and orientation of field staff and Senior CRPs,	
		c. Development of Monthly plan including the training plan prepared,	
		d. Establishment of Livelihoods Service Centre.	
5	Promotion of Livestock and Fisheries clusters	a. Identification of livestock (Goatery, Poultry and Piggery)	Manager-Livestock and BPM
		b. Orientation staff on livestock clusters,	
		c. Initiation of initial implementation process.	
6	Promotion of Value chain development interventions.	a. Training and capacity building of staff, Krishi Udhog Sakhi,	CEO-WFPC, Manager-LH, BPM and DPM
		b. Formation of Producer Group/Farmer Producer Organisation (FPO)	
		c. Mobilisation of members into Producers Groups and FPOs.	
		d. Facilitate in development of Business plan for PG and release of fund.	
		e. Profile entry of PG and PE on MIS portal.	
7	Strengthening of Livelihoods Cadre.	a. Identification of Livelihoods	BPM
		b. Training and capacity building of Livelihoods CRPs. c. Profile entry of CRPs on MIS portal.	

8	Training and capacity building of Staff, CRPs and mahila kisan.	a. Training & Capacity building of Staff, Livelihood CRPs and Mahila Kisan around various aspects of farm livelihoods	Manager-LH and BPM
		b. Organise Farmer Field School (FFS).	
		c. Mobilisation/ orientation of Mahila Kisans	
9	Promotion of Organic Farming	a. Organising an awareness campaign.	Manager-LH and BPM
		b. Formation of Local Groups.	
		c. Registration of Local Groups in PGS portal.	
		d. Distribution of scope certificates.	
10	Promotion of Agricultural Mechanisation	a. Orientation/training of Livelihoods CRPs and CBOs on CHC establishment/functioning.	BPM under Guidance of Manager-LH
		b. Initiation of initial process for establishment of CHC/tool banks.	
		c. Onboarding of existing Custom Hiring Centre/Tool bank on digital platform.	
11	Holding Webinars on select topics	a. Livelihoods planning and implementation of farm livelihoods components.	SPMU-Communication, farm and livestock theme
		b. Thrust on Availability of Nutrition at Mahila Kisan Households.	
		c. Livestock Cluster based Interventions for SHG member households.	
		d. Value Chain Development under DAY-NRLM.	
CCT	Cross cutting activities	a. The DPCU has to Update the data of mahila kisan, CRP, PG etc. data in the mksp.gov.in.	Manager-LH
		b. Ensure Convergence with Line Departments/compatible organisations.	Manager-LH

	c. Creation of Video Library. The DPCU should create a video library and share the access of the drive with the STATE team. This video library would contain small videos (2-5 minutes) of the relevant topics to be uploaded on email ID amkpbiharjeevika@gmail.com, spm.farm@brlps.in and pm.lh@brlps.in	Manager-Communication & Manager-LH
	d. Docket on media posts (print, social media)	Manager-Communication
	e. <i>Knowledge Management activities (Social media Posts, Press Releases, Media coverage).</i> All the media coverage social media posts to be shared with the national team.	Manager-Communication
	f. Field visit of the DPCU staff to the blocks and villages and submission of two case studies and two best practices.	All thematic Manager to their mentor Blocks under guidance of DPM
	g. Visit of state level staff to the districts and blocks.	SPMU staff

The Budget of above activities may be booked under existing programs/project.

2. Celebration of Millet Food Festival in Bihar:

The Ministry of Rural Development, Government of India has directed all SRLMs through the letter no-K-11060/01/2021-22/LH/Value Cha (e-376746) dated 24st August 2022 to celebrate "**Poshan Maah Millets Foods Festival**" in September, 2022. This event aims at nutritional food security amongst community members.

Millet foods are nutrient-rich and are being consumed for years for various nutritional and health benefits. Traditional foods are simply prepared with locally available ingredients like coconut, mustard, sesame etc. Promotion of traditional foods can be done by organizing traditional Food Festivals to increase

awareness about local and traditional nutritious recipes as well as ingredients and popularize them among the communities in rural areas.

Keeping in view the importance of millets in nutrition, SHG members are encouraged to add millets in their diet. Awareness campaigns may be organized on importance of dietary diversification through millets. Food festivals with millet-based recipes will be organized to create awareness and introduce millet recipes to SHG members. As **September month is recognized as "Poshan mahh"**, DPCU are advised to organize millet food festivals at the block / district level in the month of September.

Steps to organize Traditional Millet Food Festivals:

Traditional Millet Food Festivals may be organized at district/block level as per the suitability of the DPCU/BPIU in the month of September. Following steps may be considered to plan and prepare for the Traditional Food Festivals.

1. DPCU shall do a basic planning exercise to decide on the level at which Traditional Food Festivals will be organized. A planning meeting should be organized with respective districts/blocks to guide for the preparations.
2. BPIU will decide the date and venue for organizing the food festivals.
3. BPIU will identify the activities to be conducted like food demonstration or recipe competition etc developed from the traditional food items.
4. Cadres, SHG members and other community members shall be informed about the schedule through the group meetings, WhatsApp circulation, local announcements etc.
5. Cadres and SHG members of the select areas should be oriented one week prior to the schedule date of festival on the importance of intake of grains and millets and other food items which are locally cultivated and harvested along with significance of types of nutrient present in them. They will help them in careful planning and selection of food item or recipe during the food festival.
6. Food demonstrations and recipes can be judged based on certain criteria such as nutrition content, use of local and organic ingredients, presentation, taste and colour and winners can identify. Expert from WCD, Health, PRI, Home Science Institute, KVKS etc may be invited for judging the competitions. These recipes along with their ingredient list and method preparation can also be displayed at the DPCU/BPIU/CLF offices for wider circulations.
7. A compilation of these recipes may be done for circulation to SHG members and promotion diet diversity and traditional foods.
8. Winners of the competition can also be suitably recognized.
9. Convergence with other departments: The department concerned from WCD, Health, PRI and other line departments and agencies may be requested to participate and extend necessary support. Expert from WCD, Health, PRI, Home Science Institute, KVKS etc may be invited for judging the competitions

10. Local influencers or dignitary can also be contacted for setting the context of Traditional Food Festival.

Participants:

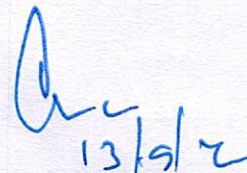
Selected FPO/CLF/VO/PG OB members and cadres with the participation of members of the SHG household, community members and representatives of other departments, institutes.

- Concerned DPM and BPM along with Manager-LH will be the nodal person to organize the event and reports / pics. etc. may be shared to SPMU after successful completion of the festival.

Financial Support for Millets food Festival:

- Budget to organize the millets food festival as per the cost norms of Non-residential training and capacity building of staff and cadres under NRLM/NRETP/BTDP.

Documentation: All the winning recipes (along with their ingredient list and method of preparation and nutritive value, if available) of Traditional Food Festivals held across the BPIU and DPCU shall be compiled and shared with the SPMU by 15th October 2022.



(Rahul Kumar)

Chief Executive Officer-Cum-State Mission Director

Copy to:

1. All DPMs/Thematic Managers/BPMs
2. All PCs/ SPMs/SFM/PMs/AFMs
3. OSD/Director/AO/CFO/PS/PO
4. IT Section
5. Concerned File