



JEEViKA

An Initiative of Government of Bihar for Poverty Alleviation

Bihar Rural Livelihoods Promotion Society State Rural Livelihoods Mission, Bihar



1st Floor, Vidyat 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

Date - 11.10.22

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's journey of the last decade has coincided with the changing face of Bihar. Over the last 10 years, JEEViKA has mobilized women from 1.37 Crore HHs into strong, sustainable and self-managed 10.28 Lakh Self-Help Groups (SHGs). Our SHG members known as JEEViKA Didi are involved in various activities related to livelihoods generations, financial inclusion, skill development, social development and health nutrition & sanitation across the Bihar.

To promote the activity undertaken by our Didis, we need to create a specific Social Media accounts for every districts of Bihar. Each district initially will create a Facebook Page and Twitter Page.

Objective of Social Media Accounts:

- Promotion of SHG Members Activity
- Seeking feedback from citizens
- Issue based as well as Generic interaction
- Brand Building or Public Relations
- Generating Awareness and education

Account Details:

Facebook Page: Bihar Rural Livelihoods Promotion Society – Jeevika, (Your District Name)

Twitter Account: BRLPS JEEVIKA.(Your District Name in Capital Letter)

Use CUG Number and Official mail ID to create the Account/Page.

Admin Panel:

The Manager Communication/In-Charge will be the Super admin for every account. Manager Communication/In-Charge will add District Project Manager (DPM) and State Representative as co-admin. Manager Communication/In-Charge will share the ID and Password of twitter account with the DPM and State Team for review and monitoring.

General Rules and Regulation for the Social Media Account:

1. No Promotions or Spam: Self-promotion, spam and irrelevant links aren't allowed.
2. Individual chatting, wishes etc. is not allowed.
3. This page is made for specific purpose, copy paste of general jokes, videos, cartoons must be avoided.
4. Religious, community and political party related post must be avoided.
5. Verify authenticity of message when circulating messages.
6. Do not post any manipulated media like image, audio, or video.

Roles and Responsibilities of Manager Communication

1. Regularly check the new likes.
2. Any Non-Admin post will be verified before posting.
3. Any negative comments should be monitored and deleted by the district admin.

Content Calendar Details:

SI No	Week	Theme	Post/Content
1	Monday	IBCB	CBO Strength
		Any Theme	Events/Training/Workshop
2	Tuesday	FI	FI activities
		Any Theme	Events/Training/Workshop
3	Wednesday	Livelihood	Farm Theme Interventions
		Any Theme	Case Study Events/Training/Workshop
4	Thursday	Livelihood	About Non-Farm/Livestock Theme Interventions
		Any Theme	Video /Byte Events/Training/Workshop
5	Friday	SD/Jobs	SD/Jobs Interventions
		Any Theme	Events/Training/Workshop
6	Saturday	HNS	About HNS Activity
		Any Theme	Events/Training/Workshop
7	Sunday	Any Theme	Case Study
		Community Cadres	Any Community Cadres

*Event, workshop, seminar, training related post should be published on same day. The concerned thematic managers are required to support the Manager Communication for development of their thematic content.

Language:

Twitter: Tweet language will be either English or Hindi.

Facebook: The content language of Facebook will be preferably in Hindi.

Authenticity of the Post and Content: All the content authenticity will be verified by the Manager Communication /In charge before the posting.

Review

The concerned District Project Manager will review the thematic post and monitor the activities of Social Media on fortnightly basis.


(Rahul Kumar)

Chief Executive Officer, BRLPS

Copy to :-

1. Director/OSD/AO/CFO/PS/PCs
2. SPMs/SFM/AFMs/PMs
3. DPMs/Manager Communication
4. Concern File
5. IT Section