

# JEEVIKA's Newsletter

## Apna JEEVIKA Haat

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Jhapadih is a village located two kilometers off the East-West Corridor in Muzaffarpur district in Bihar. Even though the place is in proximity to the highway, lack of a proper market had always been a problem. SVEP or the “Start-Up Village Entrepreneurship Program” started in this area in June 2016. SVEP, a sub-scheme under National Rural Livelihoods Mission, MoRD, GoI aims to provide JEEVIKA SHG members with business skills, exposure, loans for starting and business support during the first critical six months of the enterprises.

The concept was shared with Sarvottam Cluster Level Federation was selected for intervention. While discussing the way forward in rural entrepreneurship with local cadres, the CBO leaders the lack of a market for the entrepreneurs to sell their produces was felt. Entrepreneurs, who grew and sold vegetables and daily consumable products had to travel 5 to 7 km to get access to the nearby markets. There was no rural weekly haat, locally known as “Pethiya” in the radius of five km. This was the moment when the idea to establish a local market was conceptualized

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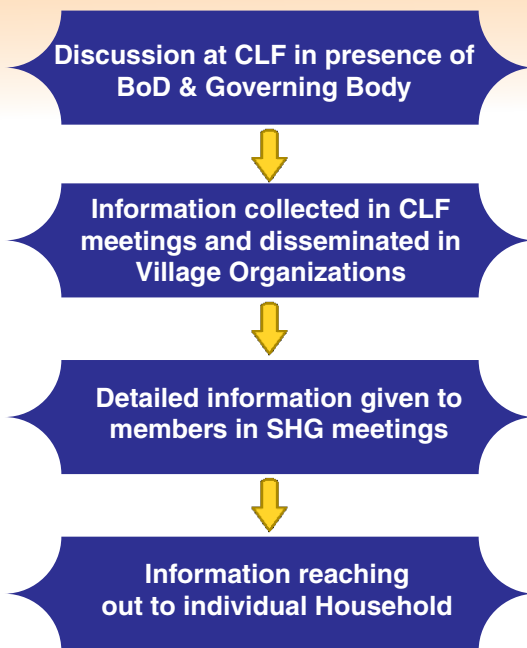
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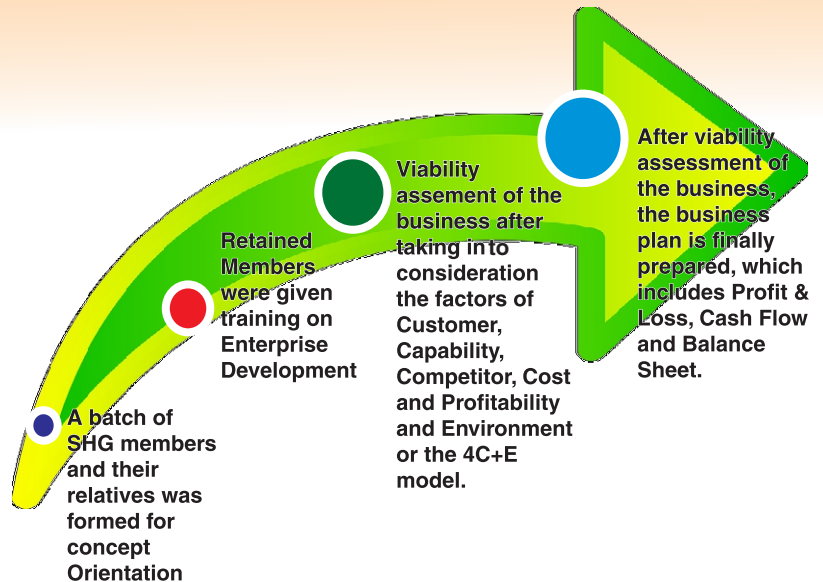


The New Home Grown GPS

## Beneficiary Selection Channel



## Training Channel



## The Initial Phase

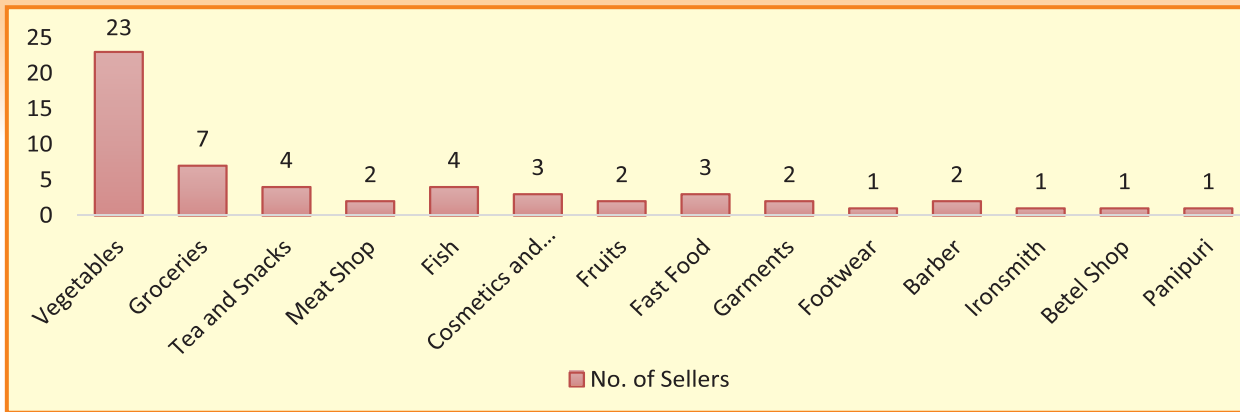
The proceedings of the Haat from the very initiation has been led by the CBO members and the cadres, as Jeevika has augmented the institutional support to the entrepreneurs through the various levels of its community based organizations. Initially the plan was to run the market on Wednesdays and Saturdays but the idea was phased out when the members and the community members demanded that the market should run daily, as the unsold items like fruits and vegetables perish quickly and it is not feasible for them to buy refrigerators right now. Sellers of other items also suggested that the market should run daily as it will boost their income. After 13<sup>th</sup> May, 2018 the community decided to course the market every day.



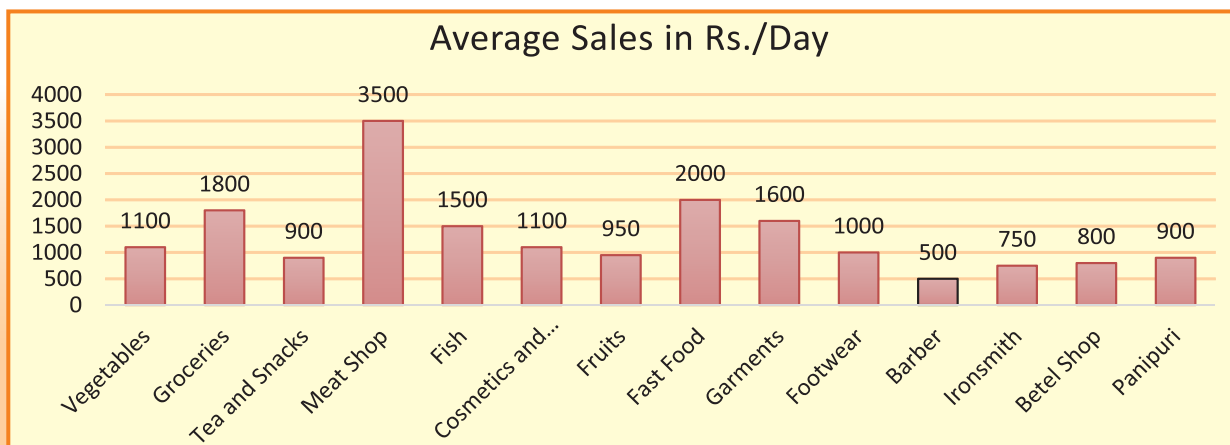
The haat being supported by the Cluster Level Federation, CBO members and the Block Resource Center at a nominal registration fee of Rs. 31 per entrepreneur was formally inaugurated on 9<sup>th</sup> May 2018. On its first day, around 62 entrepreneurs from 8 villages of Mushahari and Bochaha block sold their products to a gathering of around 600 people. The total recorded sales volume on the first day was Rs. 87,150/-. The positive turn of events manifested the success that is to come.



## Category-wise Sellers



## Category-wise Average Sales Volumes



## Impact on the Community

The haat has a huge impact on the community, the haat has not only given a platform for economic growth but has also set the stage for social and cultural growth. The area around the haat is primarily populated by scheduled castes and minority community, women of these communities due to traditional influences didn't use to step out of their homes lest go to the market for shopping or selling their produce. But the market has changed this scenario, the women aren't only stepping out of their homes, but are also actively participating in their respective businesses.

The community also got a common place for gathering where they can not only have fun and shop but also discuss the problems of the villages in and around the market. For entrepreneurs the haat has proven to be a huge platform not only to sell new products, but also for testing new products. Most importantly the market has been saving a lot of time for the community members.

## The Haat's Way Forward



## Gram Swaraj Abhiyaan

Gram Swaraj Abhiyaan was organized by the Ministry of Rural Development GoI and Government of Bihar from 14<sup>th</sup> April, 2018 to 5<sup>th</sup> May 2018 with an objective :

- To promote social cooperation,
- Reaching out to the poor households,
- Increasing the livelihood opportunities,
- Emphasizing on doubling of farmers' income,
- Taking feedback of the current programs, adopting newer approaches,
- Emphasizing on national priorities such as sanitation and strengthening of Panchayati Raj Institutions.



The departments of Panchayati Raj, Skill Development and Planning, Social Welfare, Health, Public Health and Engineering, Energy, Agriculture and Rural Development worked in coordination with each other during the campaign. Mahatma Gandhi, the father of the nation envisaged the dream of Gram Swaraj. He said that the development of a country is incomplete without the overall development of its villages. To ratify his dream Gram Swaraj Abhiyaan was organized on an extensive scale so that all the schemes related to public welfare are implemented collectively to make villages self-reliant. Although for now only selected villages were brought under the campaign. Villages from all 534 blocks of Bihar were identified for the campaign where programs run on a large scale. Equal focus was laid on economic and social development of the village during the campaign. The attempt was not only to link all the families with the government schemes but also to raise awareness in them at a societal level so that no families are left behind in joining the mainstream of development.

Jeevika and various concerned departments of the district administration jointly ran this campaign and various programs according to predetermined dates in the villages identified by Ministry of Rural Development from 14<sup>th</sup> April to 5<sup>th</sup> May 2018. To make this campaign successful Jeevika worked with its CBOs to the block, district and state level. Jeevika Didis actively participated in the campaign. The detailed description of the programs are written as follows:

B_rc	Activities organized under Gram SwarajAbhiyaan
14-4-2018	District level program on lieu of Dr.B.R. Ambedkar's Birth Anniversary.
18-4-2018	Sanitation and Village cleanliness program.
19-4-2018	Linking left out and eligible poor households w ith SHGs
20-4-2018	Motivating all SHGs and VOs to take up LPG connections under Ujjw alaPanchayats
21-4-2018	Disseminating information and linking all SHGs and VOs regarding the Central Government schemes such as – Pradhan MantriJeevanJyotiBeemaYojana, Pradhan Mantri Jan DhanYojana, Pradhan MantriSurakshaBeemaYojana.
22-4-2018	Covering the SHGs and VO under the various benefits of the project as w ell as linking them w ith the bank.
23-4-2018	Motivating SHG members for ensuring their participation in Gram Sabhas on lieu of Panchayati Raj diw as on 24-4-2018
24-4-2018	Covering the SHGs and VO under the various benefits of the project as w ell as linking them w ith the bank.
25-4-2018	Motivating and creating aw areness the youth in the age group of 18-40 in all the SHGs to avail skill development and training for employment.
26-4-2018	Preparing a list and Training all the farmers in the SHGs in the age group of 18-35 for doubling their incomes.
27-4-2018	Disseminating information about Gram Sw arajDiw as on 28-4-2018
28-4-2018	Ensuring participation of SHG members in the activities under Gram Sw arajDiw as.
29-4-2018	Creating aw areness and providing information in all the SHGs regarding Ayushman Bharat/KisanKalyanDiw as/AjeevikaDiw as
30-4-2018	Linking eligible poor households w ith SHGs ensuring 100% coverage.
1/5/2018	Document preparation for bank linkage of all the SHGs/VOs under the AajeevikaDiw as to be organized on 5-5-2018
2/5/2018	PrabhatPheri and other aw areness programs by SHGs to create aw areness regarding the various schemes. Departure of Skill Chariot in all the villages. Placement of Skills register.
3/5/2018	Organizing Job camps in the villages w ith the private companies to provide jobs to the unemployed youth.
4/5/2018	Aw areness rally for Livelihoods and Skills.
5/5/2018	Aw areness program in all the villages regarding Skill Development on the occasion of AjeevikaDiw as



## Climate Change Adaptation Planning

A consultation workshop on Climate Change Adaptation Planning (CCAP) under Sustainable Livelihoods and Adaptation to Climate Change (SLACC) Programme was organized on 30<sup>th</sup> May at Patliputra Ashoka, Patna. The consultation workshop drew participation of Jeevika staff, community cadres and senior scientists from plant pathology, animal husbandry, horticulture, soil & water conservation, agriculture economics and agronomy department of ICAR-RCER, Patna, BAU Sabour and DRPCA Pusa. The objective of the workshop was to seek validation of the findings of the climate change adaptation planning undertaken in 100 villages (Gurua & Barahchatti block in Gaya and Rajnagar & Khajauli blocks in Madhubani) of Bihar.



Climate change adaptation planning is a community-led risk assessment and participatory planning tool aimed to orient community on identification of weather risk to livelihoods, capture traditional response mechanism to weather risks and develop action plan. The implementation process of climate change adaptation planning adopted in SLACC is briefed as below :

- Village resource mapping on satellite imagery and transit walk
- Annual livelihood source and cash flow intensity calendar preparation
- Ranking of livelihoods based on community perception
- Ranking of livelihood based on income-expenditure matrix
- Ranking of livelihood based on climate risk matrix
- Comparative ranking of livelihoods based on perception, income-expenditure matrix and risk matrix.
- Capturing of local adaptation measures to address risks
- Consultation with research institutions/practitioners for appraisal on adaptation measures
- Submission of adaptation action plan to community

The consultation workshop sought inputs from experts on the below mentioned (indicative) risk-response matrix :

Jg c j f m b q n s p a c	Weather risks	Adaptation Options
Paddy /Maize	Delayed Rainfall	Resources for irrigation, short duration variety
	Less rainfall	Resources for irrigation, ground water recharge
	Untimely rainfall	Weather information
	High intensity rainfall	Crop insurance, water tolerant varieties
	Pest/ Disease	Disease resistant variety
Wheat/ Potato	Untimely rainfall	Weather information
	Frost	Weather information, light irrigation, suitable inter-cropping
	Pest	Seed treatment, IPM
Red lentils /Split chickpea/ Mung	Untimely Rainfall	Weather information
	Hailstorm	Weather info, crop insurance
	Pest Attack	Seed treatment, IPM, organic management
Cow/ Buffalo /Poultry /Goatry	Disease	Livestock management, feed management, veterinary services, Pashu Mitra services, improved breed, feed management, cattle insurance
Vegetables	Disease	Improved management, improved varieties
Mango	Hailstorm	Orchard management

The experts applauded the merit of tool to orient rural poor towards climate change adaptation practices. The session witnessed active engagement of staff and cadres with experts to seek solutions to prevailing weather risks. In addition to the findings of CCAP, the experts observed need to increase focus on rain water harvesting, crop cycle correction and crop rotation.

Training to CLF leaders on MGNREGA and CFT



Cluster Facilitation Team (CFT) is a drive from Ministry of Rural Development, Government of India for strengthening the both participatory planning vis-à-vis smooth and quality implementation of Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) works through MGNREGA Act. The GOI identified 250 blocks (25 from Bihar) across India as pilot for CFT and BRLPS has been identified as Cluster Support Organisation to support the respective blocks.

A CFT consists of mainly three personnels mobilizer, technical & natural resource managers and all are known as MGNREGA consultants. There will be three CFTs in every identified block as per the mandate of the program henceforth it is mainly women led CLFs who are actually hosting the CFT staff. The very crucial part of this nesting and hosting is that CLF will play active role in the whole process from planning to quality implementation of MGNREGA(S) & from work demand to wages credited in the account of the MGNREGA labourers; and collection and escalation of the grievances of the MGNREGA applicants and placing of the grievances in a appropriate forums. All these are

happening by joint plan of CFT with CLF members. BRLPS orients and trains the CLF leaders on MGNREGA and CFT, their roles and responsibilities in meeting the program objectives.

**The three day training cover the following aspects like**

- 1) MGNREGA and its entitled provisions to the laborers with the process to achieve the entitlements.
- 2) CFT, objective for what it is designed and why it is nested with CLFs
- 3) Roles and responsibility of different stake holders in MGNREGS.
- 4) Work demand to wage payment flow diagram for better understanding of the supply side
- 5) How to place and communicate grievances at various levels like through letters, toll free numbers and online
- 6) How to report monthly progress of CFT program to DPCU using monthly progress and plan report (MPPR)
- 7) How to communicate with block and district MGNREGA offices for MGNREGA
- 8) How to host CFT consultants- HR and Finances

The above training is being conducted by our support Agency PRADAN and their professionals and experts are sharing their knowledge and experiences on the above aspects. During the training PRADAN team are using videos, power point presentations and IEC materials . A 9 point MGNREGA sutra has been designed based on 9 Entitlements of MGNREGA. The MGNREGA sutra is being disseminated in a manner that it reaches to the community at large. Finance and Admin related training are also being imparted to the CFT.



## 49 Young Professionals Join JEEVIKA

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.

In the year 2018, BRLPS has recruited 49 Young Professionals from 12 premier management institutes from their campuses. They joined BRLPS on 22<sup>nd</sup> May, 2018 and are placed in the blocks to take the journey of JEEViKA forward. Of the selected Young Professionals, 23 are female and 26 Male Candidates. An Induction Program and Village Immersion Program were scheduled for the newly selected YPs. They were welcomed and taken on board on the 22<sup>nd</sup> and then a 6 days Orientation Program covering all the development themes of State Rural Livelihood Mission was conducted followed by their village immersions.



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. JEEViKA has become the most sought out option for campus placements. The previous batch Young Professionals have contributed at different levels in different themes of the project JEEViKA and have been integrated and streamlined with the core processes and structure of the organization. At present 151 Young Professionals are working in JEEVIKA in various theme.

### Transforming Lives

#### Vending Appetite and making and future bright

Manju Devi had joined Jeevika in the year 2008, when very few women had joined or even heard of it, She was very ardent about Jeevika's activities from the very beginning, She is a mother to 7 children and says it was very difficult to run such a large family with the meagre income of her husband, She wanted to help the situation and joined Jeevika. She started saving money and with time she gathered enough savings to support her family. She took a loan of Rs. 10,000 to open a snacks outlet in front of her home where she used to sell *Chai*, *Pakora* and other delicacies. Her business started doing good as no other snack sellers were present over there.



She took another loan of Rs. 20,000 to opens a bigger shop in the haat (local market). She got this loan through the Start-Up Village Entrepreneurship Program (SVEP). She sells various items like onion pakoras, vegetable cutlets, potato cutlets etc. Her delicacies are loved so much that people don't stop even after eating 2-3 pieces. She sells snacks and tea of around Rs. 1400-1500 per day and manages to earn Rs. 400-500 per day, This goes up on Wednesdays and Saturdays when the footfall of the haat is more compared to the other weekdays. She uses the income to fund the education of her children, her children also help in running the shop after their schools are over. She says she also wants to sell sweets from her outlet. The beautiful smile on Manju Devi's face is enough to tell the story contentment.



## Transforming Lives

### JEEVIKA'S VO Signage Boards: The New Home-Grown GPS

The interior and remote rural areas of India are known for miles of roads without any signboards or directions that mark the area. Even if boards are installed they usually go unnoticed, and hence locating addresses becomes a tough task for the people especially the newcomers, visitors and travelers. Also if one wants to use their mobile device to locate a certain place, chances are very low of finding success as network coverage and connectivity might be an issue in these areas. But now the situation is being aided by the installation of signage boards of Jeevika Village Organisations (VO) across the rural areas of Bihar. The boards are slowly taking place of address markers for the villages.



An example of the success of these VO signage boards can be found at Sampatchak Block in Patna, where these VO signage boards are the new local GPS, especially in the Panchayats of Kandap-Taranpur and Chipura which have a dense network of rural roads. These signage boards are mostly installed across the Gaurichak-Punpun road, which is a single lane rural road, and the villages of this panchayat are spread on each side of the road and are separated by a distance of 1-2 kilometers each. Direction or location marking boards showing the names of the villages except for the major ones are predominantly absent on this road, and as such the VO signage boards have proved to be a boon for the visitors and travelers, who can find their destination through these signage boards. Apart from doing the job of letting people know directions, these signage boards have also given the women a sense of recognition. They say that before the installation of these common people wouldn't understand what a VO was. but now they have an identity, they can proudly say that a board has been installed at the entrance of the village, being represented by the VO. They also say that They can brandish on the signage that their village has been declared free from open defecation, which certainly gives a very symbolic identity to the village as it reveals an achievement and sense of pride.

# June

CALENDAR OF EVENTS

Apna JEEViKA Haat

COMING UP IN THE NEXT EDITION

- Field Immersion of 7th Cohort YPs



## JEEVIKA

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