



# JEEViKA's Newsletter

## What's Inside

**JEEViKA's Call Center:**  
Using cutting edge technology to settle community grievances  
Pg - 4

**JEEViKA's Online Store:**  
Serving localized Bihar products on a online platform  
Pg - 6

**Muzaffarpur's first Rural Retail Shop (Grameen Bazar)**  
Pg - 6

**JEEViKA Catalyzing the Systematic Voters Electoral Education Program: Targeted awareness program by JEEViKA through SVEEP brought a turnaround in women voter's participation in the Bihar Legislative Election 2020.**



Despite the prevailing COVID-19 situation, JEEViKA's efforts ensured that the activities pertaining to Voter's Education and Electoral Participation take place with the necessary precautions in place. Special focus was laid on the women voters to ensure that their turnout increases. The polling percentage in the elections indicated that irrespective of the situation rural women voters came out in large numbers to cast their votes. Measures pertaining to safety at the polling stations was also ensured by members of JEEViKA's CBOs. JEEViKA devised its strategy across various components to ensure that the SVEEP activities reach the last mile and ensure that there's a maximum voter turnout.





The key components of the campaign were:

- a. Awareness to increase voting percentage among women and other voters in general
- b. Safe voting practices ensuring the covid-19 protocol at Polling Stations

**Awareness to increase voting percentage among women and other voters in general:**



- Widespread awareness activities were undertaken by the SHG women to enhance the turnout of voters, especially the women in the rural areas. The activities were interactive and made sure that the community members actively get engaged with such activities which highlighted the importance of the electoral process and the role the community has to play in it.
- 10 different awareness activities were organized by village organizations across all the 534 blocks. These activities were conducted



with locally available resources to engage a maximum number of participants and the initiatives were based on locally popular activities such as Mehendi, Rangoli, Prabhat Pheri and the likes.

- Regular review was conducted and block wise reports on the activities were collected periodically to assess and expedite the awareness campaign. These reviews helped in ascertaining the progress of the activities and the performance of the blocks along with opening a window for inputs to improve the activities and the campaigns.
- The response of the CBOs in executing the awareness campaigns

has been 68% at SHG level, 116% at VO level and 333% at the CLF level. The overwhelming response helped in achieving the required outreach and penetration through the initiatives.

- These activities were also shared widely in the social media platforms such as twitter, facebook and instagram to let the external audience know about the initiatives being taken by JEEViKA under SVEEP.



**Reaching out to the last mile:**

Awareness activities were also taken up to sensitize voters in geographically tough (flood affected) and remote areas (hilly, hard to reach tracts) such as Chautham (Khagaria), Nauhatta, Tilhoutu (Rohtas). The activities in these areas helped in establishing confidence among the voters on the electoral process and exercise their voting rights.

**The COVID Challenge: Safe voting practices ensuring the covid-19 protocol**



The election year 2020 was different from past elections due to the COVID challenge. There was a need to ensure that the COVID-19 protocols are strictly followed-masks and sanitizers are used and social distancing is maintained in SVEEP activities, rallies and the likes.

Women from self-help groups actively participated in the electoral process not just as voters but also acted as safeguards to ensure a safe and sterile electoral process, they did so by supplying mask at the polling stations to the officials, they also helped the voters in sanitization and proper maintenance of social distancing in both pre and post electoral activities.

**Impact on Voter Turnout**

The constituencies with strong presence of CBOs have fared well in female voting percentage, some have outperformed the previous record while some maintained the high voting percentage, irrespective of the COVID-19 Situation. Few examples of such constituencies have been listed in the following table:

S.No.	Constituency Name	Corresponding Block	No. of SHG	2015 Vote Percent (Women)	2020 Vote Percentage (Women)
1	Minapur	Minapur, Bochahan (7 GP)	4710	70.52	70.49
2	Kuseshwar Sthan	Kuseshwar Sthan, Kuseshwar Sthan East, Biraul (8 GP)	4702	62.17	65.18
3	Gopalpur	Gopalpur, Naugacchia, Rangra, Ismailpur	4132	54.51	60.35

The success of SVEEP activities and JEEViKA's contribution was well received. JEEViKA played a prominent role in making the Bihar Vidhan Sabha election a success not only in terms of participation but also in terms of consolidating best arrangements for the entire electoral process that lasted over 4 months with the onset of SVEEP activities till the closure of phase wise voting.



## JEEViKA's Call Center: Endowing the community with a technological drift towards grievance resolution and management



Grievance Resolution is a primary component of governance for community driven initiatives such as the ones being undertaken by the BRLPS. Community is an integral part of project implementation and it's necessary to have a feedback and grievance portal to take into consideration the grievances of the community pertaining to lapses in service delivery and implementation of the projects.

The community grievance management and resolution mechanism took off in BRLPS in 2018 with an aim to create a transparent and accountable system of governance where the community can register its grievances through several channels and get the resolution within a timeframe of 21 days from the day of acknowledgement of the grievance. However looking at the number of community institutions and community members, it was envisaged that a digital medium needs to be created to register and resolve the community's grievances.

JEEViKA set up its own call center and it went live on 17<sup>th</sup> September 2020 after a successful trial phase.

### Features of the Call Center:

- JEEViKA help desk is setup by BRLPs as one stop information/facilitation center for the community and stakeholders alike, who have queries regarding services/schemes being implemented.
- It has two-way feature up-to maximum 8 call (inbound and outbound) at a time, managed by IVR system with integration to ERP.
- Currently , the helpdesk is facilitating in documentation and grievance redressal of all community grievances through toll free number 1800-572-119. Toll free number is available from 9:30 AM to 7:30 PM on all working days.
- Community grievance management and redressal mechanism (CGMRM) is being implemented through web based information management application for online registration of queries of community with 7 call center executives and one technical supervisor for its management. This system has feature to send auto generated SMS to aggrieved parties.

आप अपनी शिकायत इस नंबर पर कर सकते है 18005721192

Agent Login

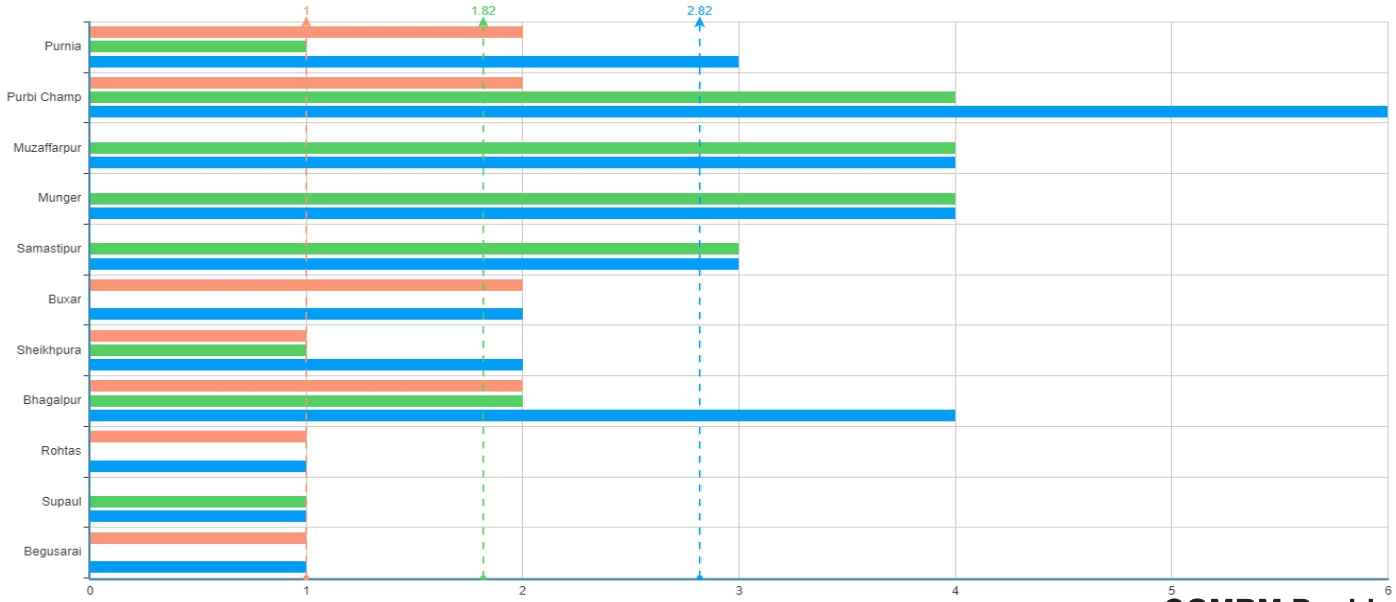


होम शिकायत निबंधन जीविका आवेदन की स्थिति

लोगिन



Registered Resolved Pending



CGMRM Dashboard

The CGMRM web portal as seen above is also capable of generating and displaying multiple reports pertaining to the grievances

Along with the Community Grievance Management Resolution Mechanism it's also supporting Social development themes for tracking the progress of the Van Mitra-Geo tagging, VPRP (Village Poverty Reduction Plan) Ease of living and Mission antyodaya.

JEEViKA help desk is envisaged to extend support to the Lohiya Swachh Bharat Abhiyan (LSBA), along with the themes of alternate banking, Micro insurance and skills.

The Call Center is expected to expedite the process of grievance management through a digitized intervention and cutting edge technology. It is landmark initiative which in its due course of time will have its impact on the accountability and governance of the program.



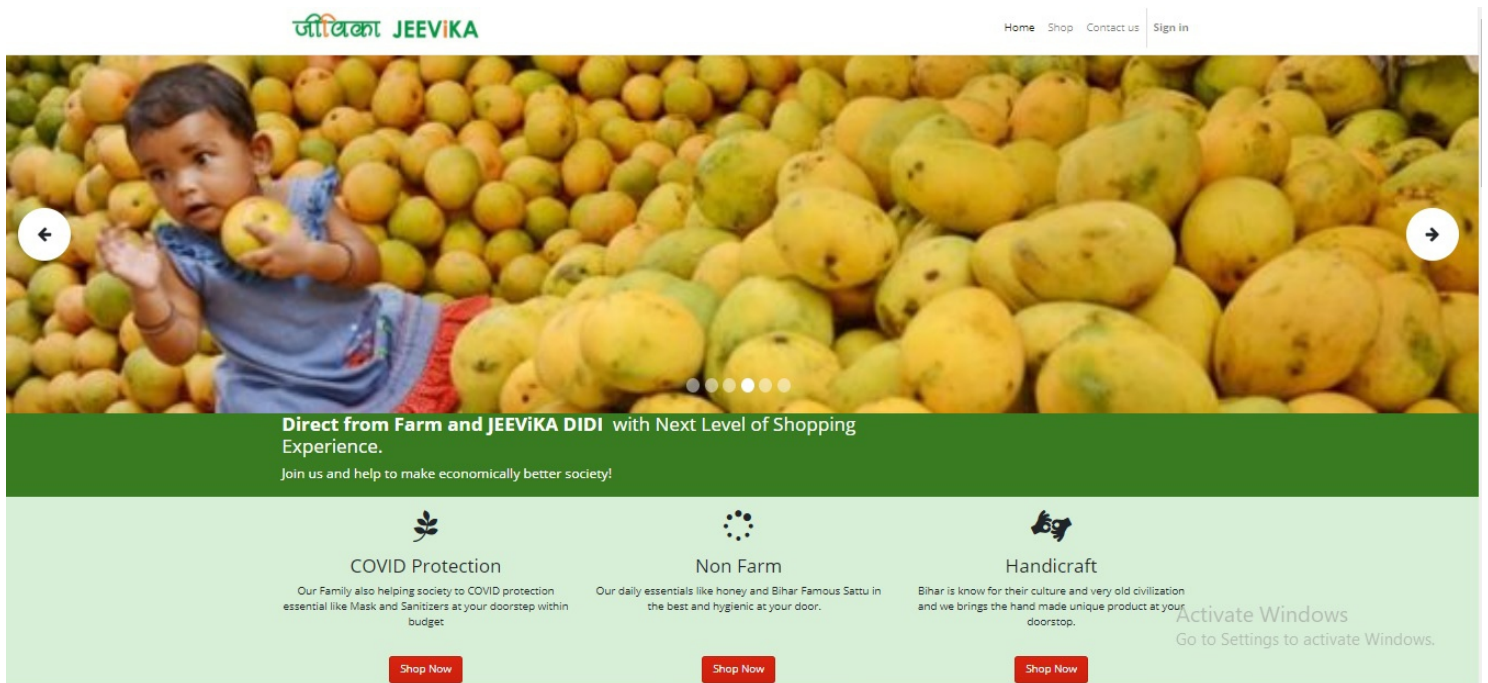
**Training of Farmers' Producer Companies' officials:**



A training of officials of Farmers' Producer Companies promoted by JEEVIKA took place from 11th to 13th November in Patna. Representatives from all 10 farmer producer companies apart from officials from Resource persons from BRLPS, Microsave Consulting SC, DoA, NCDEX shared expertise on relevant topics of Farmers' Producer Companies'. The training was organized across two batches.

**Shop on JEEVIKA's Online Portal:**

You can now shop on JEEVIKA's online platform shop.brlps.in. One can place an order from variety of products ranging from honey to handicrafts & masks, available at the store & made by our community members. The delivery is free in Patna



**Muzaffarpur's first Rural Retail Shop (Grameen Bazar) opens at Minapur:**



Muzaffarpur got its first Rural Retail Shop opened in Minapur. The Rural Retail Shop will be operated by Pragati cluster level federation. The shop will cater to the grocery shop owners in JEEVIKA SHG fold in Minapur and will save them both time and money taken to purchase goods from the nearby markets.

### Oath taking on the occasion of National Constitution Day

In the light of its significance and in the current times, Oath taking was organized to mark the National Constitution Day on 26th November, 2020.

The officials across all districts have actively participated in the activities pertaining to the day and took the oath to stand by the constitutional values and uphold its sanctity.



### Transforming Lives

## From Wagers to Entrepreneurs



Sumitra, Usha and Durgavati are residents of Rasulpur village, Telkap panchayat in Rohtas district. They're exemplary of strong will and making dreams come true. Apart from their own growth, they're providing employment to the people in their village too. All of them had joined JEEViKA promoted Self-Help

Groups in 2013. Sumitra took small loans and ventured into various trades while her son works as a decorator, Usha was a housewife while Asha was a mukhiya. All of them dreamt of development of their village. They've started a garment manufacture facility with the name of Fashion pro as a joint venture. They've equally invested a total of INR 1 million in the facility and are being helped by the Umeed CLF. They're planning to train JEEViKA didis in the garment manufacture trade and employ them. They thank JEEViKA for the encouragement and support provided by JEEViKA throughout their journey.



Turning troubles into chances

Sarita is a residence of Kesath panchayat in Kesath block of Buxar district. After the announcement of the lockdown, Sarita's husband, the only earning member in the family of five at the time, worked as a driver but unfortunately he lost his job. This is when Sarita decided to step-in and help her family. She talked to her self-help group (Bandhan SHG, Muskan VO) about her problem and what are the possible ways to mitigate the same. Her self-help group decided to help her urgently and make a loan available to her for some business purpose. Based on Sarita's interest, she obtained a loan of INR 30,000 from her SHG to open a grocery store. Her husband also helped her in operationalizing the grocery store. The BPIU also helped her with stock for a month. Sarita says that she is able to realize sales worth INR 600-800 per day and is able to earn INR 200-300 per day. Sarita says that JEEViKA provided her with the necessary resilience, she was very worried with her husband losing his job, but JEEViKA intervened at the right time and helped her.



December

CALENDAR OF EVENTS

Dec 1-15 : Smartphone to Community Professionals for Digitization

Dec 17-19: Training of officials on JEEViKA Mobile Vaani

COMING UP IN THE NEXT EDITION

• Scaling up Renewable Energy interventions through J-WIRES



**JEEVIKA**

Rural Development Department, Govt. of Bihar

**Bihar Rural Livelihoods Promotion Society**  
Vidhyut Bhawan-II, Bailey Road, Patna - 800021; Ph.: +91-612-250 4980  
Fax: +91-612 250 4960, Website : www.brllp.in; e-mail: info@brllp.in

