



JEEViKA's Newsletter

What's Inside

JEEViKA Partners with Bill and Melinda Gates Foundation, Project Concern International and OnionDev for information dissemination on Health Nutrition and Sanitation using mobile technology

Pg - 6

Launch of Mobile Vaani at Muzaffarpur for raising awareness on Acute Encephalitis Syndrome

Pg - 6

Bihar Saras: Setting astounding and unmatched standards for promotion of traditional and cultural crafts in a melting pot of multi-cultural representation



Ever since its inception in 2014, the Bihar Saras has been setting unmatched standards in form of effective marketing, astonishing arrangements for promotion of rural handicrafts, food and culture for creating an atmosphere of competitive entrepreneurship. The Bihar Saras has also been setting examples for other parts of the country through its colossal footprint that attracts a sea of people. It is fast becoming a standard in itself that other fairs want to learn from. It is an effective platform for the women entrepreneurs exercising their entrepreneurship through self-help groups and access to credit made easy by JEEViKA.

Page - 7



Jeevika Participates in the 80th Edition of Indian Roads Congress

Page - 7



Strawberry made easy

Page - 8



Farm Toolkit bank providing ease of farming



The Bihar Saras 2019 was no different, with an enormous presence and glory remained the talk of the town during its entire run of 15 days. It becomes as popular as any other tourist destination in the town due to its locale, ease of access and availability of multiple options for entertainment, food and shopping.

This edition was formally inaugurated on 2nd December, 2020 by Hon'ble Minister of Rural Development Shri Shravan Kumar, who lauded JEEViKA's efforts in raising the Saras and taking it to sky high limits, he said that when it begun he never imagined that it would become so big and attract people from all over

the country and participate in it. He said that Saras has played a monumental role in reviving the traditional handicrafts of Bihar. He further added that Jeevika's efforts towards empowering the women of the state through raising community institutions should be lauded.

Precis of the Fair

The Bihar Saras 2019 had a run of 15 days starting on 2nd December, 2019 through 15th December, 2019. It had over 400 stalls divided in 4 hangars viz. Sikki, Madhubani, Tikuli, Manjusha, open area and the food court viz. Pakwan. Women associated with 149 self-help group of 22 states, including Bihar and 100 self-employed artisans participated in the fair.

The major components of the Bihar Saras 2019 were divided into 4 distinct categories viz. promotion of traditional handicrafts, garments, made by Rural Artisans, members of Self-Help Groups through sale and exhibit, promotion of traditional cuisines, socio-cultural and stigma breaking awareness through performing arts and addressing issues of rural entrepreneurs through workshops and seminars.

Promotion of traditional handicrafts made by rural artisans, members of self-help groups through sale and exhibit

The Unique Selling Proposition of Saras is its platform that promotes the primitive, traditional handicrafts of Bihar and around the country. The fair not only helps in sale of articles and merchandises but also helps in cultural and knowledge exchange for the artisans and women of self-help groups. The platform helps the artisans in networking and establishing business contacts. The saras also returns them with profits in a short period that helps them raise their competitiveness and steady their production.



The most popular items being Madhubani Paintings, products of Sikki Craft, Jeevika Honey, Tussar and Mulberry Silk, woodcraft and furniture of Saharanpur, carpets and rugs, artificial flowers, pottery items and the likes.



This year, the Bihar Saras was a unique blend of tradition and modernization with sellers accepting payments through digital means. Micro-ATMs run by Jeevika's Bank Sakhis were also present at the ease of customers for drawing cash. The Micro-ATMs did excellent business and facilitated transactions amounting to INR 1.52 Cr.

Pakwaan: Promotion of Traditional Cuisines

The food court of Bihar Saras was equally popular amongst the customers who rushed in to taste the flavors of Rural Bihar and India, the exemplary “Didi Ki Rasoi” alone did a business of more than INR 7.4 lakhs and attracted a large number of customers. Other popular outlets that registered steady footfall were Aapno Rajasthan, Supaul Khaja, Barra Sweet and the likes.

The cleanliness and hygiene of the food court was lauded by onlookers and customers alike.

Socio-Cultural and Stigma breaking awareness through performing arts

Apart from setting records in terms of sales and marketing, the Bihar Saras provides platform for performing arts such as Nukkad, Dance Drama, Traditional Music and the likes. During its entire run, the Saras was dotted with events of popular artists who undertake social messaging through their performing arts. The active participants were viz. Kala Jattha, Women Development Corporation's Kinnar Kala Jattha, Sangeet Natak Akademi and others. The dramas, music and the Nukkads carried messages on the issues of climate change, gender equality, child marriage, dowry, societal stereotypes and the likes. On 8th December, a rock show was organized in the main stage by Ark band who entertained the audience for a stretch of more than 2 hours in a ground breaking performance.

Workshops and Seminars (Udyamita Samvaad)

Workshops and Seminars were also organized in the Bihar Saras premises every day that addressed issues pertaining to branding, packaging, promotion and marketing of rural



handicrafts and other products. Apart from these issues, social issues were also discussed in the seminars. Eminent speakers from DMI, World Vision and State Health Society and the likes addressed these issues.

Management of the Bihar Saras Fair

The Management of the Bihar Saras Fair was undertaken by the Community Professionals of Jeevika who were deployed for an arena of activities, they helped in effective management of the fair through their agile presence and outsmart gasp on the themes. They effectively controlled the hangars, collected data pertaining to sales, footfall as well as enquiry counters.

Platform for the Ultra-Poor

The Bihar Saras 2019 inducted a stall dedicated to Satat Jeevikoparjan Yojana and gave the ultra-poor households to market their products, it was a cherishing moment because this was the

Bihar Saras Craft Walk

For the first time, Craft Walk- a fashion show dedicated to the traditional arts of Bihar was organized, the models wore specially designed costumes across five rounds, with each round dedicated to crafts such as Madhubani art, Sujani, Silk, Applique and a corporate round based on Bihar's Handicrafts.

The Closure

Mr Anjani Kumar Singh, former Chief Secretary cum Advisor to Hon'ble Chief Minister of Bihar, attended the closing ceremony as the chief guest and as a special guest, Mr. Arvind Kumar Chaudhary, Secretary, Rural Development Department, Government of Bihar was also present. The closing ceremony was adorned by the powerful singing of Jeevika Didi who performed the renowned song "Badhte Kadam" followed by a powerful performance of artists from Sangeet Kala Natak Akademi who rendered their choreography on the very song "badhte kadam" leaving the audience mesmerized. The success of the fair was reiterated in addresses of both the guests who lauded Jeevika's efforts in making the Bihar Saras 2019, a path breaking show.



The fair in numbers:

A look at the number of visitors and sales data -			
Sl.	Date	Sales (in Rupees)	No of visitors
1	1/12/2019	852105	35138
2	2/12/2019	1985445	33126
3	3/12/2019	2661709	28932
4	4/12/2019	3130186	30556
5	5/12/2019	3530853	31400
6	6/12/2019	3819188	43463
7	7/12/2019	5242436	87463
8	8/12/2019	11108083	205400
9	9/12/2019	4187420	51300
10	10/12/2019	7056810	55600
11	11/12/2019	9580155	61600
12	12/12/2019	12513562	64350
13	13-12-2019	1924191	21122
14	14-12-2019	13120390	175236
15	15-12-2019	10144190	195675
Total		10,00,04,663/-	11,20,361



Sl.	Category	Total Sales
1	Bihar JEEVIKA SHGs	INR 3.5 Cr.



In terms of promotion of entrepreneurship, the Bihar Saras has been proving its worth ever since its inception. The small producers and rural artisans have been given a chance to compete with the big retailers in terms of market capture, this only encourages them to increase and enhance production.

The Bihar Saras was a worthwhile fiesta that gave people a chance to rejuvenate, refresh their memories and enjoy quality time with their families and friends while shopping and eating. Over the years the Bihar Saras has upgraded itself from being a mere fair to a complete package of entertainment, fun and nostalgia.



JEEViKA Partners with Bill and Melinda Gates Foundation, Project Concern International and OnionDev for information dissemination on Health Nutrition and Sanitation using mobile technology

Mobile Vaani is a mobile based platform that uses Interactive Voice Response System to collect and share information. To use the services, the community members are given a toll free number where they can place a missed call and can then gather requisite information. The community members can also ask questions that would be responded to by experts within 7 days. They can also record their suggestions and thoughts and share them with others.



The services of Mobile Vaani have been planned to be used to expedite the behavior change pertaining to health and nutrition in 15 blocks of Nalanda district and exclusively for Acute Encephalitis Syndrome awareness in 5 blocks of Muzaffarpur. The program is a joint initiative of BMGF, PCI, Gram Vaani and Jeevika. The community mobilizers of Jeevika have been trained on the entire mechanism, which they're further imparting to the community members and has enabled them to record their opinions, suggestions and reactions.

Awareness Campaign on AES through Mobile Vaani

Taking the program further, Mobile Vaani has been initiated in Muzaffarpur district, wherein people would be made aware about AES. The initiative was formally launched by the Hon'ble Chief Minister of Bihar on 24th December, 2019 during his Jal-Jeevan-Hariyaali yatra. Around 1 lakh people would be served under the AES awareness services of Mobile Vaani and would address important issues and questions pertaining to it such as

- What is AES and how to identify it?
- What are the preventive measures to be taken when symptoms of AES arise?
- How to report patients affected with AES quickly to medical services?
- What steps need to be taken to prevent occurrence of AES in children?

Two jingles have also been recorded on AES awareness that give information to people after they give a missed call on the given toll free number.



Workshops and Events

Jeevika Participates in the 80th Edition of Indian Roads Congress

Jeevika participated in the 80th edition of the Indian Roads Congress held at the premises of Gyan Bhawan, Patna from 19th December to 22nd December, 2019. Jeevika put its various products on display at the exhibition and was well received with the delegates from other states and countries seeking information on Jeevika. Jeevika also sold its signature honey from the stall. It was an enriching experience for the community members who managed the stall and also interacted with the delegates.



Transforming Lives

Strawberry made easy

Cultivation of strawberry is usually done in areas that have a cold climate throughout the year and in hilly areas, but a small village in Bihar's Aurangabad is paving way for strawberry cultivation in adverse climatic situations with efforts from Jeevika's didis and adaptation of new cultivation techniques. In Chilki Bigha village of Kutumba block of Aurangabad, history is being made. Under controlled climatic conditions, strawberry is being cultivated using drip irrigation method and breed improvement techniques. 17 women farmers from 7 Self-Help groups are currently cultivating strawberry and are earning good profits. These farmers say that strawberry cultivation require a lot of efforts and hard work. If proper care is not given the strawberry plants spoil very soon. A cost of around 9 lacs is involved in cultivation of strawberry in half an acre of plot. The farmers are doing well and have derived profits of around INR 7-8 lakh. They're also returning the loans that they had taken for strawberry cultivation.



Farm Toolkit bank providing ease of farming

Farming tools usually cost a lot and are usually out of reach for the small farmers, who usually are unable to afford the cost of purchasing these machines and tools. Non-availability of tools hampers productivity and



resilience of these farmers. Adarsh CLF of Manik Chowk village in Runnisaidpur block of Sitamarhi is helping its members mitigate this obstacle by opening a farm toolkit bank. The members associated with the CLF are poor and now instead of avoiding the need to buy these tools, they are able to hire tools that would suffice the requirements pertaining to farming and cultivation. 38 village organizations and 562 women farmers who are also members of SHGs culminated under the CLF are benefiting from the toolkit bank.

January

CALENDAR OF EVENTS

January 19 : Human Chain Formation for awareness on JJH

January 26 : JEEViKA Celebrates Republic Day

COMING UP IN THE NEXT EDITION

- JEEViKA's Tableau on Entrepreneurship through Financial Inclusion



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

