



JEEVIKA'S Newsletter

What's Inside

Workshop organized on Gender Mainstreaming in Livelihoods Promotion Program in Bihar

Pg 1- 4

Workshop organized on Addressing Climate Change Challenges to livelihoods in Rural Bihar

Pg - 5

Jeevika's Heightened Role in Jal Jeevan Hariyali Abhiyaan

Pg - 6

Workshop on Gender Mainstreaming in Livelihoods Promotion Program in Bihar



With a rising drift in gender bias and stereotypes, consensus needs to be built upon to enterprise policies and programs. The programs would initiate gender mainstreaming and give abundant opportunities to the disadvantaged genders, a right to partake in the welfare programs pertaining to livelihood generation and economic strengthening. To pursue the same, the staff and community of JEEVIKA gathered on 31st Oct, 19 for a workshop titled “Gender Mainstreaming in Livelihoods Promotion Program in Bihar”.

Page - 7



Jeevika Participates in Aajeevika Saras Mela @ India Gate Lawns

Page - 7



Dragon Fruit Brings Delight

Page - 8



Acquired skills to battle miseries



Program Coordinator- Financial Inclusion, Mr. Mukesh Chandra Sharan set the tone of the workshop by entailing what Jeevika has achieved in a decade and how Jeevika was monumental in bringing about alcohol prohibition, promotion of sanitation, and providing access to government entitlements for the rural poor. **Mr. Balamurugan D, CEO-JEEVIKA** narrated JEEVIKA's journey, its inception as an initiative for poverty eradication by mobilizing and organizing the women into Self-Help Groups. His address affirmed that Jeevika has indeed empowered the community socially and economically, focusing on the need to sustain social empowerment economic empowerment through livelihoods generation . After the tone of the workshop was set, the speakers were invited one by one to the dias for voicing their opinions on the issues revolving around gender disparity, equanimity, gender stereotypes, roles and the struggles of women.

Objectives of the Workshop

- Experience sharing of JEEVIKA didis who have traversed the road of empowerment
- Dialogue on mainstreaming gender perspective in development agenda
- Laying the cornerstone for next year's agenda by all the stakeholders like JEEVIKA didis, staff members, and partners to work towards the envisaged vision of developing an gender equal/empowered women led institutions

The speakers highlighted on following subjects.

1. Women perspectives: sharing experiences on women empowerment by JEEVIKA Didis

JEEVIKA didis shared the forum with our esteemed panel members and discussed their journey from joining the institutions to being active agents of change in their household and community. The community members of Jeevika who shared the stage focused on the work they've done pertaining to, livelihoods, social development, health and nutrition, insurance and upliftment of the ultra-poor, the community members shared engaging experiences and their accounts of liberation, and they also told the conference how the male members of the families are supporting them in their activities and actions.

2. Gender mainstreaming in the Development Agenda

Ms. Nita Kejriwal, Joint Secy, MoRD addressed the event on impressions such as; Empowerment of women is a two-fold concept. Firstly, the external dimension which induce change. The external dimension includes enabling factors at the meso and macro levels which create conditions of self –worth and autonomy for women. Secondly, through self-empowerment process women find time and space of their own and begin to re-examine their lives critically.

Lead Story : Workshop on Gender Mainstreaming

She highlighted the various issue that women are facing are pertaining to education, work participation, childbearing choices, literacy and the likes. She elaborated on the choices that women have to make without their own consensus supporting it and how it needs to be alleviated so that women can make choices that best suits their needs, health and psyche as a whole.

3. Future of community institutions from a gendered lens

Sister Sudha Varghese, Padmashree awardee and CEO of Nari Gunjan focused on the problems faced by the destitute and the Musahar community and how the blunt of the differences and biases falls on the women of these communities. She also narrated stories on the changes that have come in their lives through her work.

Ms. Usha Kiran, Deputy Director, Global Health Program, BMGF spoke on the issues of gender equality and health of women contextual to her experience in Bihar. She opined that women are resilient and have brought about irreversible changes in the society. She highly applauded the operational scale of SHGs and their functioning. She even said that better discussion in the groups have reduced inequality and that the diffusion of health practices among SHG members is good in Bihar.

Ms. Kamla Bhasin, Social Scientist, Development Feminist Activist and founder of Jagori, took to the stage and created a strong turbulence amongst the crowd while voicing her opinion. Her undulating energy set the tone of the conference yet again as the crowd chanted in unison with her and clapped on her strong and meaningful statements. She sensitized the participants towards gender issues and the need for an equilibrium in the gender dimensions. She told that people of this country are governed by the



Constitution of India that gives everyone an equal status and reflected upon her assimilated experience of discrimination faced by the women in India. Recognizing the subtle ways in which gender roles are inculcated in everyone, with time the society continues to foster and typify a woman's way of being. Her reflections on gender equality gave each and every one a deeper perspective about women and their existence. She moved the crowd with her words and left them all in dilemma if each one of them could practice what need to be preached to the community.

Mr. Arvind Kumar Chaudhary concluded the event with his experiences of what the status of women was during the inception of Jeevika and what it has come out to be. Earlier women who used to seek permission to leave their houses are now accompanied by their husbands to station when they go in other parts of state for mobilizing women for formation of self-help groups. His said that employees of Jeevika and Jeevika didis have been making efforts to change the scenario. It has given the women a meaning, a reincarnation, reinforcement of positive change and transformation. This

Lead Story : Workshop on Gender Mainstreaming

powerful tool of empowerment that they are all into and will continue for a lifetime.

The entire house paid homage to the departed souls, who laid their lives in the line of duty in JEEVIKA. Late Archana Tiwari, was remembered specifically for her contribution and committed efforts to enhance the status of women of Bihar by giving them wider voices and platforms and created a denture in the societal norms.

Key Takeaways:

The conference had some major takeaways such as:

1. More gender sensitization activities need to be introduced in the community institutions.
2. Officials must receive training on gender sensitization.
3. Development of gender sensitive programs.
4. Gender mainstreaming in livelihood activities.

The conference proved to be pivotal and multi-dimensional in hearing out the gender issues and addressing them through building consensus.



Conference on 'Addressing Climate Change Challenges to Livelihoods in Rural Areas of Bihar'



A conference on 'Addressing Climate Change Challenges to Livelihoods in Rural Areas of Bihar' was organized on **16th October, 2019 at Adhiveshan Bhawan, Patna** to exchange learnings from initiatives of different stakeholders working on Climate Resilient Livelihoods. The conference provided opportunities to synergize among stakeholders working on developing resilience among rural household. A study report on the impact of Sustainable Livelihoods and Adaptation to Climate Change project implemented by JEEVIKA presented by NIRD&PR was a key feature of the workshop. Experiences on climate resilient interventions were shared by representatives from ICAR, Dept. of Agriculture, Dept. of Environment, Forest and Climate change. The conference was a step towards strengthening the regional efforts towards capacitating community to develop resilience to weather variability and change.



The conference witnessed sharing of success stories by Jeevika Didis on climate resilient farming and improved agricultural and farming practices.

Shri Arvind Kumar Choudhary, Secretary, RDD GoB, acknowledged climate resilient interventions comprehensively piloted under SLACC and highlighted need to bridge gap of



technological advancement from lab to land.

Jeevika Didis, Jeevika Officials, representatives from technical partner agencies, and Aajeevika participated in the workshop graced by the presence of Honourable Secretary-Rural Development and Honorable Secretary-Agriculture, Honorable Vice Chancellor BAU Sabour.

Key takeaways:

The major takeaways of the conference that would help in design of such programs in the future and achieving objectives pertaining to climate change and livelihoods are listed as follows:

1. Development of livelihood panchsutra.
2. Development of guidelines for scaling up of climate resilient livelihoods.
3. Incorporation of learnings from previous projects.

Inauguration of projects under Jal-Jeevan-Hariyali Abhiyaan



Hon'ble Chief Minister of Bihar, Shri Nitish Kumar laid foundation stones for altogether 32,781 projects worth INR 1359.27 crores under the Jal-Jeevan-Hariyali Abhiyan (JJHA) on 26th October, 2019 in an event organized by Rural Development Department and Jeevika. The Honorable Chief Minister officially launched the Jal Jeevan Hariyali Abhiyaan's state-wide implementation, which means that at least one project has been taken up in each of 8,386 gram panchayats under all 534 blocks across the state. The Chief Minister also inaugurated 2,391 completed projects worth INR 291.27 crore under

the JJHA. A total investment of INR 24,524 crore has been resolved for the campaign in three financial years (2019-20 to 2021-22). Addressing the event, Shri Nitish Kumar stressed the need of working in different areas to protect environment and minimize the bad impact of climate change in Bihar. He further said that the projects under JJHA would be implemented by altogether 12 departments of the state government. Hon'ble Deputy CM Shri Sushil Kumar Modi, Hon'ble Minister of Rural Development Shri Shravan Kumar and Hon'ble Road Construction minister cum in-charge minister of Patna district Shri Nand Kishore Yadav also addressed the event. The event was webcasted and broadcasted at more than 8500 locations across the state, with huge participation by the Jeevika didis.

Jeevika's heightened role in the mission:

Jeevika with its social capital and proven ability to reform societal norms has a huge role to play in the implementation of Jal Jeevan Hariyali. Jeevika's community members have always voiced their solidarity with social causes in Bihar and have amassed huge participation for the causes. Under the aegis of Rural Development Department, Jeevika has been chosen to undertake plethora of activities in the Jal-Jeevan-Hariyali Abhiyaan.

The social capital of Jeevika would help in plantation activities, operating nurseries apart from generating mass awareness among people to calibrate with the issues and participate in causes for betterment of the environment.

To make the mission successful, Jeevika's community members are already organizing mass awareness campaigns. More than 20,00,000 Jeevika didis had participated on the launch of the program on 9th August, 2019. Seeing the response, it was resolved that each of the Jeevika's SHG members would plant two trees. Activities pertaining to the Jal-Jeevan-Hariyali Abhiyaan such as oath ceremonies, sloganeering, and the likes. Construction of rain water harvesting structures, recharge pits are also being implemented and monitored through Jeevika's community institutions. Various competitions to make the mission more interactive is also being organized by these community institutions.

Over the years, Jeevika didis will play a pivotal role in changing the climatic situation of Bihar that has remained unchecked, the experience of the Jeevika's community members in climate resilient projects would also prove to be fruitful in the long run.



In Other News:

Jeevika Participates in Aajeevika Saras Mela at India Gate Lawns, New Delhi

Jeevika participated in the Aajeevika Saras Mela at the India Gate Lawns, New Delhi from 10th October to 23rd October, 2019 with its twelve outlets ranging from handicrafts, garments, paintings and foodcourt. All the stalls of Jeevika were acclaimed by the visitors with Didi Ki Rasoi stealing the show at the event.



Transforming Lives

Dragon fruits brings delight

When we hear the name of Dragon Fruit, the name of Mexico pops up in our head where it originated and imagining that is being cultivated in Bihar is like a dream. But with the resilience of Jeevika didis, nothing is impossible. Jyoti Devi, member of Mahadev SHG hailing from Goriyar Patti panchayat of Rupauli block in Panchayat is cultivating dragon fruits much to the amaze of the community, as Dragon fruit is not cultivated in the area naturally, she met a person from Dhamdaha block who told her about dragon fruit cultivation, she utilized the loan of Rs. 30,000 she had taken for farming and Rs. 40,000 self-investment to get herself Dragon fruit seeds from Hyderabad. She started the cultivation of Dragon Fruits on a 3 *Cottahs* of land on March, 2016, flowering began on May 2017 and the plants started bearing fruits on November, 2017. She earned Rs. 36000 in the first season, Rs. 1,00,000 in the 2nd year and Rs. 1,20,000 in the 3rd year by selling fruits and an additional Rs. 1,50,000 by selling saplings, she says that she faces no trouble in selling the fruit. Looking the earning, Jyoti has added an additional plot of 2 Bighas for Dragon Fruit Cultivation. She emphasized that Dragon fruit cultivation gave her results beyond expectation, her cultivation is being lauded by farmers all around.



Acquired skills to battle miseries

We often ask, where strides the behemoth? It strides in the heaviness of poverty and scarcity, but holding up your back against it is the key, and Suraj has done the same. A resident of Nagarnausa block in Nalanda and hailing from a poor family of six whose income is dependent entirely on agriculture, Suraj didn't have many options, and he either had to take up a job or join his father in the farm. He completed his higher secondary examinations in 2015, and started looking for jobs till the time he finished his senior secondary exams in 2017. His mother, a member of a Jeevika self-help group, informed him about DDU-GKY training in ASMAC Skill Development Training Institute. He chose the retail trade, where he learnt sales and service capacity to reach out the customers. Post training he got placed in Tata Trent Pvt. Ltd where he is working as a sales executive. He is receiving a salary of Rs 7500 per month. He has been able to restart his education and is currently pursuing his Graduation in Science stream.



November

CALENDAR OF EVENTS

November 7 : Vision 2030 Exercise

November 26-27 : Writeshop on Visioning Exercise

COMING UP IN THE NEXT EDITION

- Jeevika's ideation and setting of the Vision 2030



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

