



JEEVIKA

Rural Development Department
Government of Bihar

Young Professional Programme in JEEVIKA



जीविका



JEEVIKA

Message by CEO



Rahul Kumar (I.A.S.)
CEO, JEEVIKA

The Young Professionals have consistently exemplified a pragmatic and comprehensive approach in tackling the most formidable of challenges. With an unwavering commitment to service ingrained in their work ethic, they have honed their expertise and emerged as leaders in their respective domains. Their amalgamation of passion, pride, and experiential wisdom has garnered them a distinguished reputation for profoundly uplifting the lives of numerous JEEVIKA Didis. Evidently, the Young Professionals at JEEVIKA have ascended to illustrious positions and assumed pivotal roles within the development sectors, owing to the unparalleled exposure afforded to them by this esteemed organization. I extend my heartfelt wishes to the incoming cohort as they embark on their transformative journey as Young Professionals, eagerly anticipating fruitful interactions and the mutual sharing of knowledge with these youthful intellects.

Rahul Kumar
CEO, JEEVIKA





Young Professional Program in JEEVIKA

Bihar Rural Livelihoods Promotion Society, widely recognized as JEEVIKA, an officially registered society operating under the aegis of the Rural Development Department, Government of Bihar, stands as a significant chapter in the annals of rural development in Bihar. JEEVIKA was established by the Government of Bihar as a specialized entity, entrusted with the mission of expediting poverty alleviation initiatives within the state. In 2013, JEEVIKA was formally designated as the nodal agency responsible for implementing both the National Rural Livelihood Mission (NRLM) and the National Rural Livelihood Project (NRLP).

Over the course of the past 15 years, JEEVIKA has galvanized women from 1.3 crore households, uniting them in robust, sustainable, and self-governing entities known as 10.46 lakh Self-Help Groups (SHGs). JEEVIKA has exerted a profound influence on rural and social development policies in Bihar, where the organization of economically disadvantaged rural women into resilient community institutions has become a central strategy in addressing the state's rural poverty. The remarkable achievements of JEEVIKA are attributed to several key factors, including the establishment of trust-based and respectful relationships with impoverished rural communities and their self-help groups, a results-driven management approach, and an unwavering commitment to innovation, learning, and project monitoring.

Of paramount importance in managing such an extensive poverty reduction endeavor was the implementation of a contemporary human resources system, complete with suitable staff incentives and organizational development. Right from the project's inception, JEEVIKA has fostered a modern human resources framework encompassing recruitment, induction, and performance management processes. Recognizing the criticality of competent personnel in the successful rollout and execution of the project, JEEVIKA prioritized the establishment of a dedicated and professional human resource structure to manage performance and promote livelihoods. The inception of the Young Professional Program exemplified one of the key initiatives undertaken in this direction.

Young Professional Program

In its unwavering pursuit of nurturing a talented cadre of Development Professionals, the Bihar Rural Livelihoods Promotion Society, better known as JEEVIKA, launched the Young Professionals Program in 2012. This program specifically targets driven and accomplished individuals under the age of thirty who have recently graduated from esteemed academic institutions and are wholeheartedly dedicated to effecting positive change in Bihar's development landscape. JEEVIKA strategically recruits these fresh post-graduates from renowned academic institutes nationwide, employing a rigorous selection process that encompasses campus placements as well as open market recruitment on an annual basis.

The selection methodology entails meticulous screening of candidates' curriculum vitae, followed by engaging group discussions and insightful interviews. During these interviews, a panel of experts thoroughly assesses the candidates' aptitude, attitude, interests, and unwavering commitment to uplifting the lives of the impoverished. As per the organization's requirements, periodic campus recruitment drives are conducted by the Bihar Rural Livelihoods Promotion Society to ensure the induction of competent Young Professionals into their ranks. Additionally, talented individuals who meet the necessary qualifications are also actively sought from the open market through a highly competitive selection process.

By actively engaging in the recruitment and selection of exceptional young minds, JEEVIKA's Young Professionals Program exemplifies their steadfast dedication to fostering a dynamic and capable workforce, poised to contribute significantly to the society's development agenda.

Some Salient features of the YP Program include,

The eligibility criteria for YP are

- Postgraduate diploma/degree from national/international reputed empanelled institutes by JEEVIKA.
- Individuals having above educational qualifications with related work experience will also be eligible. However, the experience should not exceed 3 years in total.
- Individual should be below 30 years of age.

In order to be competitive, a combination of the following attributes will be desirable for YP during the selection:

- S/he should have passion for working with poor
- S/he should have ability to work in/with teams.



- S/he should have a commitment to undertake grassroots level assignments and stay with rural poor community.
- S/he should be proficient in Hindi or English and one regional language



The Roster policy as per Government of Bihar is applicable for recruitment.

a) Contract period

- The YPs are recruited for a period of 3 years initially and based on performance the contract
- may be extended for 2 years further.

b) Number of Positions

Every year around 50 professionals are recruited from the empaneled campus initially for a period of 3 years and thereafter extended further for two years based on annual performance. However, at any point of time the number of YPs should not exceed 390.

c) Empanelled Institutes

In the initial years' major focus was given to recruit candidates from management institutes such as IIMs, IRMA, IIFM and the likes but later with the expansion of the program and JEEVIKA venturing into various thematic interventions, the pool of empanelled premier institute was further strengthened by adding Technical Institutes and specialized Management Institutes such as NIAM, BHU- IAS, MANAGE, VAMNICOM, FMS and the likes.

Category	Institutions
A	All IIMs, Reputed Universities of US & UK, IRMA, IIFM, All IITs, XLRI, DSE, FMS, MDI, SPJIMR, BHU- FMS and FMS- Delhi, MANAGE
B	XIMB, CIMP, TISS, NIFT, CFTRI, NID, DMI, NIAM- Jaipur, VAMNICOM- Pune, XISS, IIIT–Allahabad, IIIT – Hyderabad, IARI-New Delhi, IVRI-UP , Delhi School of Social Work, Faculty of Ecology and Environmental Science, Nalanda University, Indian Institute of Health Management Research, Jaipur
C	KSRM, IIRM, NIRD, IICD-Jaipur, National Institute of Agriculture Marketing-Jaipur, NDRI- Karnal, CIFE-Mumbai, Vishwa Bharti, Shanti Niketan, Xavier Institute of Development Action and Studies, Jabalpur, Azim Premji University, Bangalore
D	Bihar Agriculture University, Sabour; Sanjay Gandhi Institute of Dairy Science and Technology; Birsa Agriculture University, Ranchi; GB Pant University of Agriculture & Technology, Orissa University of Agriculture and Technology, Bidhan Chandra Krishi Vishwavidyalaya, WB; Rajendra Agriculture University, Pusa; Benaras Hindu University, Varanasi; Assam Agriculture University, Jorhat Central Agriculture University, Imphal, LN Mishra Institute of Economic Development and Social Changes, Patna; Design Graduates from NIFT, Cluster Innovation Centre, Delhi University, Department of Rural Development, Patna University

d) Graduation process of the Young Professionals

Year 1: Leading Programme Quality Improvement for blocks

Year 2: Rolling out thematic/verticals functions

Year 3: Managing Verticals



e) Coaching and Support

Mentoring: The Mentoring Program aims to build an efficient partnership between management and YPs in order to help young professionals gain the knowledge and skills they require to effectively contribute and be successful in the organization.

A “Buddy-System”: new YPs are assigned a “Buddy” from the previous YP cohort, who serves as a source of information and support during the YP's familiarization with the organization and thematic assignment.

YP Coordination Team: is dedicated to the recruitment, training, performance evaluation and rotation management of the YP cohorts to ensure their successful completion of the Program.

YP Liaison Team (YPLT): representatives are selected from the YP cohort and act as an active link between all YP cohorts, the YPP Coordination team and the HR Department.



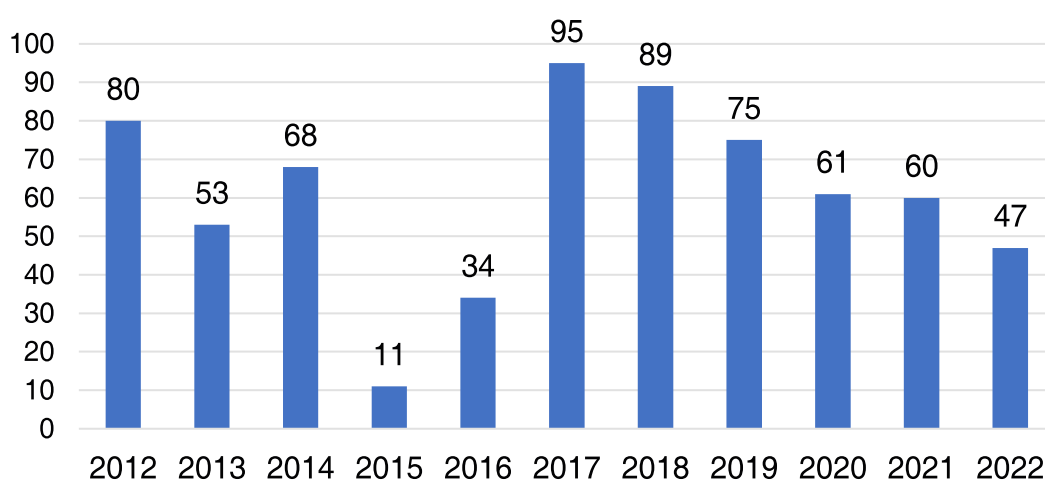
c) Training Calendar for Young Professionals

SN	Training Topics	Duration in Days
1	Induction Training	7days
2	Village Study and Immersion	15days
3	Village Study Experience Sharing and Learning Workshop with Publication Outcome	2days
4	Micro-planning	2days
5	Record keeping of primary and secondary level institutions (SHG/VO/CLF),	3days
6	Fundamentals of Livelihood Promotion	5days
7	Case-write-shop with Publication Outcome	5days
8	Procurement Procedures and Financial Management	5days
9	Development Communication Tools and Creative Writing	5days
10	BCC Tools and it Use	5days
11	Livestock based Livelihood Promotion	5days
12	Agriculture based Livelihood Promotion	5days
13	Cooperative and Producer Company - Legal aspects	5days
14	CLF strengthening processes	5days
	Total	74days

The Journey

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 of JEEVIKA. JEEVIKA has become the most sought-after option for campus placements. YP program was introduced in Year 2012, till date successfully inducted 11 Cohorts of Young Professionals and onboarding of 12th Cohort is underway. A total of 673 young professionals from premier institutes with varied technical and managerial skills have till date been inducted and nurtured in JEEVIKA.

AN OVERVIEW OF THE NUMBER OF YPs RECRUITED IN THE PAST 11 YEARS



YP Assignments

YP assignments span at all thematic areas and functions at the organizational level. The following is a non-exhaustive list of assignments that previous and current Young Professionals have completed:

- **Project Implementation:** hands on experience in designing, implementing, procuring and processing of prototypes and package of practice across the project.
- **Integration:** identifying and supporting to promote growth, competitiveness and diversify economies.
- **Risk Management:** providing advice on loan portfolio performance and managing alternate banking models, interest rates and liquidity risks.
- **Capacity Building:** conducting capacity building training and plan modules for strengthening CBOs.
- **Infrastructure:** developing and monitoring regional projects in the key areas of livelihoods, climate change, and sanitation
- **Private Sector:** strategizing innovative partnerships and transactions to promote and assess sector development and its impact.



Trainings and Exposures

Apart from undergoing 74 days mandatory training, the YPs have been trained and exposed in following areas :

SN	Training topic/Workshop/Exposure
1	Exposure on Training and Learning Centre-Tamil Nadu SRLM (PUDU VAAZHU Project)
2	MDP on topic- Leadership on livelihoods for Decision Makers-organized by MORD for SRLMs at MDI- Gurgaon
3	Orientation on Sansad Aadarsh Gram Yojna at NIRD, Hyderabad
4	Exposure with Video Production team hired for Film on Aranyak Producer Company to develop approaches, strategies and steps for in-house video production
5	Exposure to Odisha on Rice Technology, seed village and organic farming
6	Workshop on Sustainable Livelihoods Adaptations for Climate Change in New Delhi
7	MKSP -Tasar and MKSP- sustainable agriculture workshop
8	Sustainable and Resilient Farm System Intensification(SRFISI)- Siliguri
9	Madhya Pradesh -SLACC for PRA
10	ToT on Dairy in NDDDB, Anand and exposure visit to AMUL
11	Exposure visit to IITF, New Delhi
12	Product Development exposure to Madhubani, Muzaffarpur and Nalanda
13	Workshop on Livelihood Development of Rural Women Entrepreneurs
14	Exposure by TECHNOSERVE on Value chain and Business Planning
15	Young Professional's Exposure Visit for the program Targeting Hardcore Poor By Bandhan Konnagar, 2021
16	Learning Exchange Program Of Satat Jeevikoparjan Yojana (28th, 29th, 30th June 2022)
17	Exchange Workshop with Bandhan Konnagar in Rajgir by PMU, 2021
18	Roadmap Workshop For HNS Theme- JEEVIKA Technical Support Program, 23rd April, 2022
19	National Resource Organisation Training on HNS, 2021
20	Gender Sensitization Workshop By C3, July, 2022



Where are they now?

More than 80% of the Young Professionals after being nurtured in JEEVIKA have ventured into important positions in the development sector. A Development Expert quoted recently, "In many agencies that I network, I find a charismatic youth been oriented through the YP program of JEEVIKA"

SI No.	Areas where the YPs ventured
1	Multi-lateral Agencies (World Bank, United Nations)
2	INGOs (Techno-Serve, Digital Green, Population Council, Save The Children, PCI)
3	Government Departments NMMU, SRLMs, NRLM, JEEVIKA, BVM, MoRD, BRLF, NABCONS, BRDS, Delhi Govt.
4	CSR & Consulting Firms- Coal India Ltd, IPE-Global, Thompson, PWC, EY, GT
5	Start Ups- BYJUS,
6	Development Agencies –NGOs, APMAS, Nudge Foundation, Dehaat, Swaniti, TATA Trust,
7	Banks and MFIs- ICICI Foundation, Sun Pharma, Axis Bank, SBI
8	Higher Studies- MPhil, International Studies
9	Life Cycle Career Breaks



Salman Haider, VP Operations Farmart Service Private Limited. I completed my Internship with JEEVIKA and chose to be Young Professional BPM with JEEVIKA. In my opinion this was the best option that a fresher can get. It had the professional space to operate freely, experienced colleagues to learn from and ample resources to try new things. 10 years after making the choice, I am proud of the decision I took. Thanks to all at JEEVIKA, who agreed to make me one of their own. My best Job till date.



Suman Prity, 2nd cohort YP, currently working as Department PMU lead in Rural Development Department, Bihar. BRLPS is a platform to accelerate problem solving by bringing stakeholders together for collective thought and action for large scale social change. "The learning and values that I have gathered from the JEEVIKA mentors and field staff are still instilled."



Tushar Kumar, 6th Cohort YP, presently working as Senior Program Manager-Strategic Partnerships and Women's Economic Empowerment at Project Concern International. "I am glad that I had made a choice to work for women empowerment through the country's largest poverty alleviation program, JEEVIKA. The project has equipped me with the most valuable skills and enriching experiences in the field of development. I can certainly say that JEEVIKA is the best place to give a head start to the professional career of young minds as it provides multidimensional learning opportunities, which is the cornerstone to success."



Rajnish Kumar, 10th cohort YP. Presently working in Coal India. In campus placement, I desired for organisation which is creating impact on ground; a role that challenges me to learn and adapt; leadership which empowers me to do my best and fosters team spirit. JEEVIKA fulfilled all these points. It is a mission driven and forward-thinking organisation. I liked the mindset and quickly gelled into the culture. It gave me leadership position and an opportunity to bring change and create community leaders. I am fond of my learnings and experiences at JEEVIKA and would totally credit my understanding of social impact to it.

From Young Professionals to Main Role in JEEVIKA



Sanjay Kumar
State Project
Manager- DDUGKY
(Pedagogy & Learning
Management)



Ruchi Kumari
State Project
Manager- DDUGKY
(Inspection, Quality and
Branding Management)



Rahul Kumar
Project Manager-
Documentation and
External Relation



Sumit Kapoor
Project Manager-
Livestock



Kajal Kumari
Project Manager-
Alternate Banking



**Ratan Deep
Kumar**
Project Manager-
Micro Finance



Vandana Kumari
District Project
Manager



Nikki Sethiya
Block Project
Manager



Rinki Kumari
Manager-
Non-Farm and Micro
Enterprise



Ashurita Singh
Manager-
Non-Farm and Micro
Enterprise



Mahadev Prasad Saha
Manager-
Monitoring & Evaluation

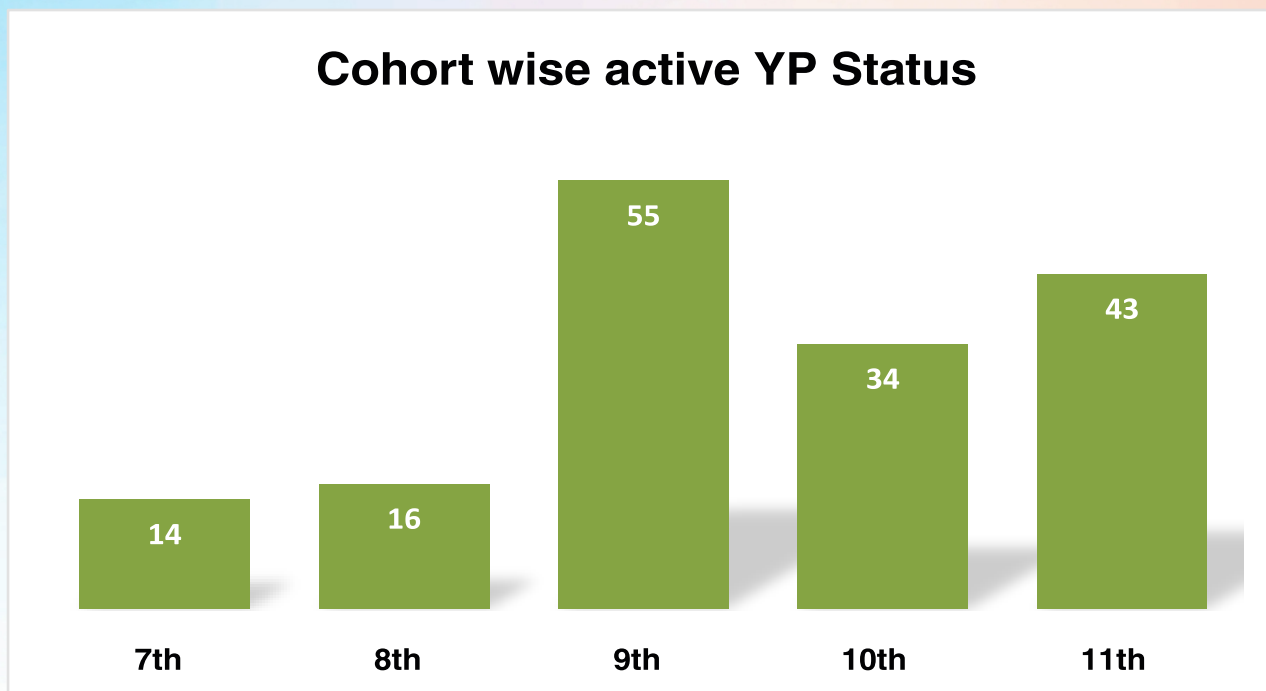


Priya Kumari
Procurement Manager

The current strength of Young Professional in JEEVIKA

At present 162 Young Professionals are on board with JEEVIKA and they are placed at different levels to execute different verticals and programs. A brief overview of these young professionals is illustrated in the following charts

1. Cohort-wise existing strength



2. Thematic allotment to YP's

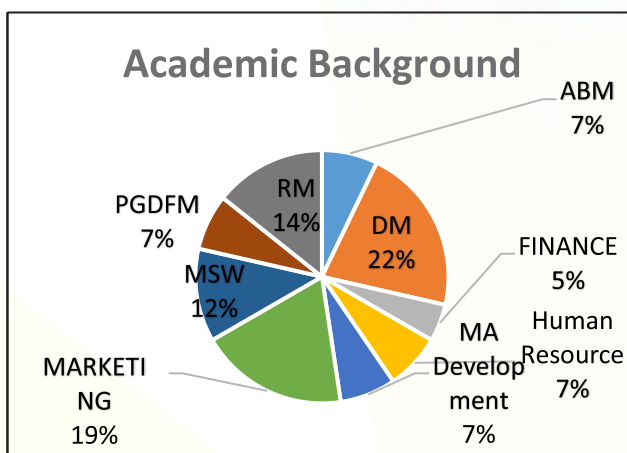
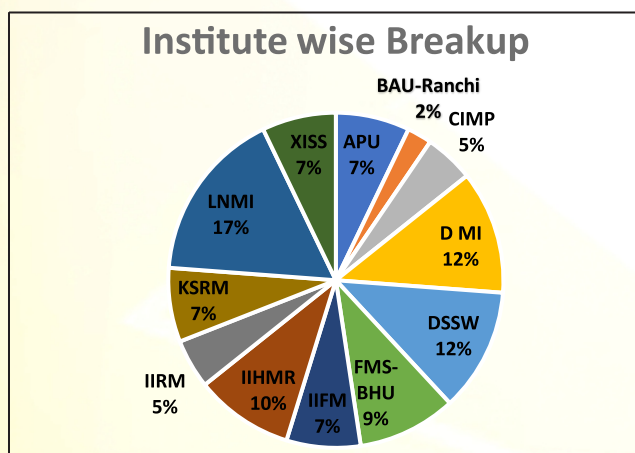
Theme wise status of Young Professionals	
Block Project Manager	12
Community Finance	3
Farm	17
Financial Inclusion	6
Health and Nutrition	14
Human Resource	1
Insurance and Alternate banking	13
Institution Building and Capacity Building	17
Jobs	5
Knowledge Management and Communication	4
Livestock	19
Non farm	17
Office Administration	1
Resource Cell	2
Satat Jeevikoparjan Yojana	25
Social Development	6
Total Active Young Professionals	162

Introducing the 12th Cohort Yps

In the year 2023, BRLPS has provided offer letter to 42 Young Professionals through Campus Recruitment process of institutes. Campus recruitment process was conducted in 12 premier institutes and around 224 students participated in the recruitment process out of which 130 were screened for the interview and 42 young minds have been recruited. They will be joining BRLPS on 3rd July, 2023 and will be placed in the blocks to take the journey of JEEVIKA forward. The details of the recruited Young Professionals are tabulated as follows:

Institute	Appear for GD / PI	Total Selected Candidates	State	Count of State of Domicile
XISS, Ranchi	24	3	Andhra Pradesh	1
LNMI, Patna	42	7	Bihar	27
DMI, Patna	23	5	Gujarat	1
BAU-Ranchi	6	1	Jharkhand	1
IIFM, Bhopal	13	3	Madhya Pradesh	1
DSSW	20	5	Maharashtra	1
Azim Premji	35	3	Odisha	2
CIMP, Patna	6	2	Rajasthan	2
KSRM	20	3	Uttar Pradesh	5
FMS-BHU	13	4	West Bengal	1
IIRM-Jaipur	8	2	Grand Total	42
IIHMR	14	4		
Total	224	42		

Graphical representation of 12th Cohort YP



Among the selected Young Professionals, 20 are female and 22 Male Candidates. An Induction Program followed by Village Immersion Program at community level is scheduled for the newly selected YPs from 3rd July, 2023 onwards.

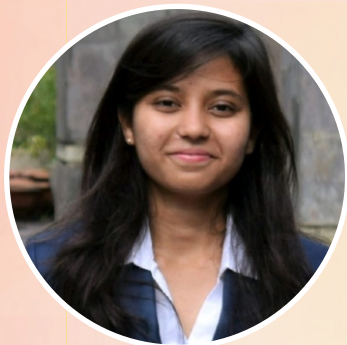
The YPs would be welcomed and taken on board on the 3rd July, 2023 and then a 4 days Orientation Program covering all the vertical themes of State Rural Livelihood Mission is scheduled from 4th July- 7th July, 2023 at Patna. The YPs would be placed in different villages for their village immersion program from 8th July- 23rd July, 2023. Post immersion, a

presentation on learnings is scheduled on 26th and 27th July, 2023 and they will report to their place of posting on 28th July, 2023.

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. Ranging from the first cohort to the eleventh batch. Young Professionals have contributed at different levels in different themes of JEEVIKA and has been integrated and streamlined with the core processes and structure of the organization. At present 162 Young Professionals are working in JEEVIKA in various themes.



Quotes from the Young Professionals in JEEVIKA



Nidhi Vyas, from 8 cohort. Working as a young professional in BRLPS has been a great pleasure and privilege. Being a fresher I have always been encouraged to stretch my limits and improve my skills. I have got opportunity to manage team full of Energetic people and diverse skill sets to work on aspirations of the community. BRLPS not only helped me in developing grassroots level understanding of the issues and challenges of the sector but has also rooted me with the possible solutions and approach needed to tackle those issues.



Anshu Singh, Young Professional from 9th Cohort. Being a part of BRLPS since 2020, I have got numerous opportunities for self-development which has helped me grow professionally. I got the opportunity to work as a Block Project Manager initially for two years which nurtured my skills of team management. At present I am working with Knowledge Management and Communication theme at SPMU. The journey till now has been wonderful and full of learnings and experiences at various levels.



Arpan Mukherjee, YP from 9th cohort. JEEVIKA is an excellent platform to kick start our journey as a development professional. I am currently working as a Young Professional in Knowledge Management and Communication at SPMU and I must say that JEEVIKA has provided me an enormous opportunity to contribute myself for the direct benefits of the community.



Raman Kumar, YP from 10th cohort. As a young professional proudly serving under the esteemed banner of BRLPS, I am dedicated to empowering communities and creating a positive impact. With the invaluable support and guidance of BRLPS, I passionately contribute my skills, knowledge, and unwavering commitment to uplift the lives of those we serve. Together, we are a force of change, striving to build stronger, more resilient communities. I embrace the opportunity to make a meaningful difference and shape a brighter future for all.



Sejal Priya, YP from 11th cohort, Working as a Young Professional in health nutrition and sanitation theme at JEEVIKA has been a transformative experience. It has helped me grow as an individual and shaped me into a capable leader. JEEVIKA has provided me with numerous opportunities to enhance my skills, broaden my horizons, and gain invaluable exposure. The learning I have acquired through my professional journey with JEEVIKA has been instrumental in shaping my career as a development professional.

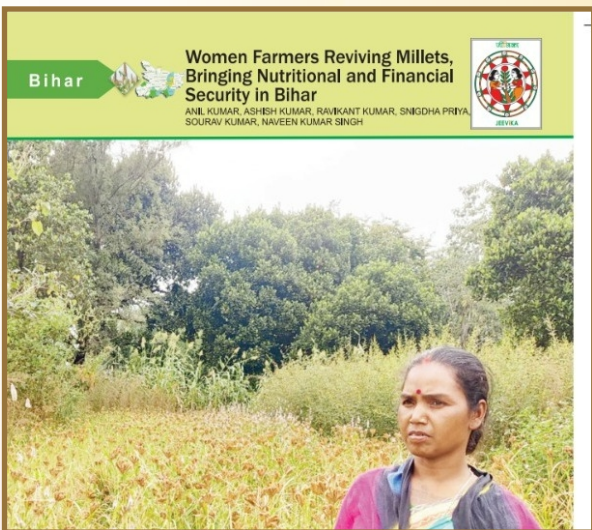
Achievers in JEEVIKA



Paper presented by Arpan Mukherjee (YP-KMC) and Anshu Singh (YP-KMC) on the topic "Conglomeration of Women Collective and its role in Socio-economic accreditation of Rural Bihar: An empirical study on Sangam Cluster Level Federation, Muzaffarpur" in the conference on Economic Empowerment of Women in East India and the role of Women Collectives held at Xavier Institute of Social Service (XISS), in association with Centre for Catalyzing Change (C3) and Indian Association for Women's studies.



Himanshu Pahwa, Young Professional of 5th Cohort (2016) has pursued his Masters in Social Work from Tata Institute Of Social Sciences, Mumbai. Based on his six years of experience at JEEVIKA (5 years as YP and 1 year as Non-Farm Manager), he has been selected for the prestigious Chevening Scholarship, 2022, funded by the United Kingdom Government. It is a fully funded scholarship, he will be pursuing his Governance, Development and Public Policy at the IDS, University Of Sussex.



In a significant contribution to the agricultural sector, Young Professionals has recently published a chapter titled "Women Farmers Reviving Millets, Bringing Nutritional and Financial Security in Bihar." This chapter is part of a compendium called "Unleashing the Potential of Millets: Paving the Way to a Sustainable Future," jointly published by the National Rural Livelihood Mission (NRLM) and Pradan. The focus of this chapter is on the crucial role played by women farmers in Bihar, India, in reviving the cultivation and consumption of millets.

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BIHAR RURAL LIVELIHOODS PROMOTION SOCIETY
Vidyut Bhawan, Annexe-II, 1st Floor & 3rd Floor
Bailey Road Patna-800 021, Bihar