



JEEViKA's Newsletter

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Fisheries and aquaculture are important sources of food, nutrition, employment and income in India. The sector provides livelihood to about 16 million fishers and fish farmers at the primary level and almost twice the number along the value chain. The fishing Sector in India, with about 7.7% of the global fish production, is the third largest-producing country and the second largest aquaculture fish producer in the world. The sector has immense potential to double the fisher's and fish farmers' incomes as envisioned by government and usher in economic prosperity. Fish farming is an important and fast-growing sector in Bihar. The government of Bihar has targeted to increase fish production to 7.33 lakh tonnes in 2022. In 2021, fish farming was introduced in the livestock theme of JEEViKA with a core objective to enhance the income of rural women.

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JEEViKA's SJY Program to the rescue of Reena Devi

Lead Story : Fisheries Intervention**Contribution of aquaculture to rural development**

Contribution to income generation: The majority of the farmers have small lands on which they practice agriculture and rely on some other source of income as well. Here aquaculture plays an important role in the addition of extra income to these farmers.

Contribution to employment generation: with a focus to generate rural employment through the addition of huge labor engagement in aquaculture in rural areas.

Contribution to food and nutrition: fish is a wholesome food and highly nutritive which is a significant food item for rural populations, adding to their nutritional requirement.

Contribution to the role of women in rural aquaculture: The addition of women workforce in rural areas through aquaculture has increased in past few years. Family labor shows much more involvement of women.

Initiatives are taken by JEEViKA towards aqua livelihoods

1. Pond identification and verification.
2. Pond allocation by District Magistrate to Village organization.
3. Formation of Formal producer group and business plan.
4. Fund allocation to the Village Organisation.
5. Pond preparation and Matasya Sakhi selection.
6. Fish stocking.

A business plan is prepared as per the pond area. Pond preparation involves adding of manure and lime to the pond as per the requirement. Installation of bore well within the premises of the pond. In addition to this cleaning the unwanted material in and around the pond and putting net around the pond to reduce the risk of snakes entering the pond.

Checking water PH level is must before and after fish stocking. The procurement of good quality of fish seed along with feed is extremely important as it plays a major role in development of fish. Also ensuring that there is no other fish in the pond that could destroy or damage the newly added fish to the pond.



Different types of aqua livelihoods model promoted by JEEViKA in 1 hectare of land

Scheme	Total Input (in lakh)	Expected Profit (in lakh)
Fry to fingerling	4,91,500	14,02,300
Fingerling to table fish	4,84,000	7,17,464
Duck cum fish farming	4,54,500	8,83,944

Coverage and achievement since activity initiation

Out of total 38 districts covered, 21 districts have started this fish stocking. Fishing activities have been initiated in 52 ponds allocated to the Village Organization by the district administration. Along with that 52 Mastasya Sakhi have been armed and deployed.

Fingerling to table fish scheme (where finger sized fish reach table size within 6 months) is being practiced on major ponds. Rohu, Katla and Naini are the three main variety of Indian carps, are used in fish stocking with this scheme. Fry to fingerling (where a fry of about 3 cm size grows to finger size of about 10-15cm in 30-60 days) and duck cum fish farming (also called as integrated fish farming) are the two other schemes, which are also being practised. More than 3000 kg of fish seed has been stocked and more than 2000 kg of fish has been harvested from 10 ponds (partially and completely) till July 2022. The best model of integrated fish farming is being showcased by members itself by forming a producer group by the name of JALPARI JEEVIKA MATASYA UTPADAK SAMUH, where members are doing duck cum fish farming with some farming on the bund of pond.

**Adoption of best practices**

Monitoring the fish pond activities are various indicators like netting, maintaining PH level maintenance and water level, disease management, feed control, status of procurement and overall expenditure done by the Mastasya Sakhi who enter the detailed status in the customized mobile app.



Mission Swawalamban

The Government of Bihar formally launched the Satat Jeevikoparjan Yojana (SJY) on 5th August, 2018 with a budgetary outlay of INR 840 crores (approximately USD 120 million). The Bihar Rural Livelihoods Promotion Society (JEEViKA), the State Rural Livelihoods Mission (SRLM) has been designated as the nodal agency to implement the programme. The programme aims to cover around 100,000 (0.1 million) ultra-poor households with 24 months of livelihoods and mentoring support through dedicated community cadres - Master Resource Persons (MRPs). The objective of this programme is to empower ultra-poor households traditionally engaged in production, transportation and selling



of country liquor/toddy; ultra-poor from SC/ST and other communities through diversification of livelihoods, capacity building and improved access to finance. The SJY is designed on the lines of the globally evaluated ultra-poor graduation program (including components, sequencing and coaching). The “Graduation Approach” includes a holistic set of services to the poorest households in a village including a participatory identification process, asset-grant transfer, training, temporary consumption allowance, weekly mentoring, general life skills coaching, and access to savings accounts and health information or services. These different activities along with regular interactions with the households over the course of 24 months are designed to help households to start a productive self-employment activity. The idea is to provide a big push, over a limited period of time, with the hope of unlocking the poverty trap. Building on the lessons, best practices and understanding regarding the impact of graduation approach, JEEViKA has customised the approach for the context of Bihar to design the Satat Jeevikoparjan Yojana



Under SJY for the graduation of 25000 ultra-poor households out of extreme poverty. A dedicated plan of action was designed which needs to be fulfilled in the given timeline is 15th August to 15th September 2022. In this mission, all the eligible CLFs, VO's and BPIU will actively participate for fulfilling all the graduation indicators. The entire process of the graduation of this eligible ultra-poor household is known as Mission Swawalamban. In this entire mission, the CLF will play an active role in facilitating the eligible ultra-poor to achieve the indicators in which they are lacking. From 5th September to 15th September the CLF will organize the graduation ceremony at the concerned CLF office and will certify that these households have come out of extreme poverty.

Responsibilities of Community Level Organizations

1. Special meeting to be organized at Cluster Level federation (15 to 22 August' 2022)'

- Special meeting organized in CLF for physical verification of families
- Providing a list of targeted families by CLF to BPIU level.
- Preparation of action plan for physical verification of families in the presence of Block Project Manager in cluster union

2. Home visit and physical verification of families by CLF (16 August to 31 August 2022)

Physical verification of families who have achieved the goals set under Mission Swawalamban through home visits by CLFs sub-committees



3. Special meeting organized by CLFs on Mission Swawalamban (05 September to 15 September'2022)

- Award of honor and achievement certificate to the targeted families by the cluster union
- Mandatory presence of Block Project Manager and other BPIU personnel in special meeting
- In the program, the Block Development Officer, Program Officer (MNREGA), Child Development Project Officer, Panchayat Mukhiya, and other dignitaries were present in the program.

4. Role of Block Project Implementation Unit

- Physical verification of 100% of households by the personnel of the block unit
- Organization and orientation of the meeting in the cluster union and village organization by the regional / community coordinator
- Regular updating of all the records related to the campaign in the block unit
- Entry in the accounting book of all types of transactions and other activities being done under the sustainable livelihood scheme in the village organization



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Non-farm initiatives at CLF level

Rakhi and Flag Making Initiative Jeevika is constantly striving to promote the livelihood of rural women through various activities. In this sequence, women of Janani Jeevika Sankul level association, Karanpura in Hajipur Sadar block of Vaishali district have taken a new step. They have now started trying to earn more profit by adopting seasonal business and manufacturing non-farm products. Under this, they are currently working vigorously to make Rakhi. The idea of making Rakhi came in the meeting of Cluster Level Federation and these women took a decision and hired a trainer from Patna for Rakhi making and all of the 84 members got training for the same. After the training all these women have gathered and engaged in making Rakhi and till now more than 10 thousand Rakhi have been manufactured and sold this year. The sale of these Rakhis is done by grocery stores operated by Satat Jeevikoparjan Yojana in Vaishali district. The business is being carried through rural markets and other wholesalers. There is a lot of demand in the market due to good design and low price of rakhis. The Jeevika Didis are very enthusiastic about being successful in this non-farm activity and they are planning the manufacture of materials to be used in other festivals in the future as



well. Moving ahead in non-farm activities, the didis of Utsav Jeevika Mahila Gram Sangathan, Daulatpur Deoria of Hajipur Sadar Block have started making the national flag under the program "Har Ghar Tiranga" on the occasion of 75th anniversary of India's independence. Twenty Jeevika Didis of this village organization are continuously engaged in the manufacture of national flags and are making flags of different three sizes. They are constantly getting orders through district administration and other government organizations and due to less time, these sisters are working day and night to fulfill those orders. A silent revolution has started and these women are moving forward with a firm determination, and have started to change the picture of the village of Bihar. The goal is one, everyone's work, every home's happiness.

JEEViKA's SJY Program to the rescue of Reena Devi

Reena Devi's husband used to migrate and work as a laborer. Her family, consisting of a total of four people, was completely dependent on her husband's earnings for their survival. One day Reena Devi's husband's health deteriorated while working in a foreign country. He was treated abroad. However, destiny had other plans. After a few days, her husband passed away due to illness. A mountain of troubles stood in front of Reena Devi. Raising two small children became impossible. Being extremely poor, Reena did not have anything that she could sell to support her family.



Seeing the pathetic condition of Reena didi, Vikas Jeevika Mahila Gram Sangathan took the initiative and made her the beneficiary of the Satat Jeevikoparjan Yojana. Immediately after the selection, their capacity was augmented by MRP. After much deliberation, Reena didi agreed to open a grocery store. An amount of Rs 10,000 was provided to Reena didi under the Special Investment Fund, 20,000 under the livelihood investment fund, and Rs 7,000 under the livelihood gap assistance fund through the village organization. On the basis of her dedication and hard work, Reena didi soon became proficient in shoplifting. Today the total assets of his shop are Rs 52,000. From this profession, he earns Rs 4,500 to Rs 5,000 a month. After spending the balance amount is deposited in the bank. Both of his children, who crave full stomach food, are now studying in public school. Reena didi has also got the benefit of insurance scheme including ration card. Reena didi's three-member family now takes a balanced diet with access to clean drinking water. The whole family is happy. Expressing gratitude to Jeevika, Reena didi says that the shop has to be made bigger so that more income can be earned. We will not let our children see the days that I have seen.

Transforming Lives

"Jal Jeevan Hariyali ki taraf bharte kadam."

Kiran CLF was formed on 29 December 2019 in Kharhat panchayat in Raniganj block of Araria district of Bihar state includes 42 Village Organization covering 465 Self Help Groups with 5115 households with 80% saturation. Saila Devi, President of this Cluster Level Federation speaks about major livelihood activities in her CLF like Goatry, Gramin bazar and Mulberry. To this, she adds the story of starting fisheries intervention her CLF as by identifying a government pond of 3.24 acres and getting it allocated by the District Administration to Mahima VO for five years and free of cost. The main objective was to enhance the income of interested SHG members linked with this CLF through aquatic activities.

Jalpari Jeevika Matasya Utpadak Samuh (Fisheries producer group) was promoted by involving 35 SHG members (didi's) who were not associated with any livelihood activity were identified as Matasya Sakhi from the community was trained and deployed to support this intervention on various aspects. It is the first producer group promoted by Jeevika to commence fisheries intervention.

This intervention is implemented in convergence with the District Administration where MGNREGA has played a crucial role in activities like the construction of a shed for ducks, pond beautification, and plantation of orchid plants around the pond.

September COMING UP IN THE NEXT EDITION

CALENDAR OF EVENTS

- 75 years of Independence
- Bihar Saras Mela 2022



JEEVIKA

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