



JEEVIKA NEWS LETTER

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JEEVIKA Shines in the Republic Day Tableau with Livestock-Based Enterprises

For millions of rural families associated with JEEVIKA, livestock farming has become a powerful means of steady income and entrepreneurship. Over the past 18 years, JEEVIKA has helped rural families transform goat farming, dairy farming, poultry and fish farming into successful businesses, fostering economic growth and self-reliance.

This year, JEEVIKA's Republic Day tableau beautifully showcased the impact of livestock-based enterprises in improving rural livelihoods. The display provided a glimpse into the incredible journey of JEEVIKA Didis, who are turning livestock farming into a profitable venture.

JEEVIKA's tableau secured 2nd place at the Republic Day celebrations held at Gandhi Maidan in Patna, an impressive recognition for the work being done by rural women across Bihar.



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Lead Story : Republic Day Tableau



Highlights of the Tableau

- **The Role of Pashu Sakhis**

The first segment of the tableau depicted a Pashu Sakhi (Animal Health Worker) guiding a JEEVIKA Didi engaged in goat farming. She was seen advising on proper goat care, nutrition, weight management and treatment. These trained Pashu Sakhis play a key role in supporting rural women in livestock-based entrepreneurship. Across Bihar, 6498 Pashu Sakhis are providing veterinary services, assisting Didis in increasing their income.

- **Goat Farming as a Business**

The tableau highlighted 837 Goat Producer Groups, helping 19956 JEEVIKA Didis adopt commercial goat farming. Through Seemanchal Goat Producer Company Limited, these women sell 14559 goats annually, earning a net profit of over Rs. 1 crore. Some Didis sell goats directly in the market, while others run meat shops, adding an extra stream of income.

- **Dairy Farming Success**

The tableau featured Kaushiki Milk Producer Company Limited, which processes 59828 litres of milk daily, generating a profit of Rs. 137.68 crore, directly benefiting JEEVIKA Didis.

- **The Mother Unit Model in Poultry Farming**

Another highlight was the depiction of poultry farming, a highly profitable enterprise for rural families. Across Bihar, 129 Mother Units operated by Cluster Level Federations involve 207,000 JEEVIKA Didis in poultry production and trade.

Programs & Initiatives



JEEVIKA Didis Expanding into Travel Services: Booking Train Tickets and Hotels

To increase the income of JEEVIKA Didis, they are being introduced to various livelihood opportunities. In Begusarai, JEEVIKA Didis have already proven their skills and success in multiple sectors, whether it is agriculture, livestock, or non-farm activities. Now, they are making their mark in the tour and travel industry, assisting people with train, flight, and hotel bookings, while also providing travel-related information. This initiative has not only boosted their income but has also significantly enhanced their confidence.

Government Support for JEEVIKA Didis in Travel Services

The Government of India has launched a major initiative to integrate self-help group (SHG) women into the tour and travel sector. Under a pilot project, 10 districts across the country have been selected, including Begusarai. As part of this initiative, the government has signed an MoU with EaseMyTrip, a leading travel company.

Through this collaboration:

- JEEVIKA Didis receive essential resources to support their travel business
- Comprehensive training is provided to help them navigate the travel service industry

If this pilot project proves successful in these 10 districts, it will be expanded across other parts of the country.

Implementation of the Initiative in Begusarai

In the first phase of the project in Begusarai, three JEEVIKA Didis from different blocks were selected. These Didis were already operating Customer Service Centres (CSCs) for various banks. After selection, they received training from Ease MyTrip, where they learned about travel service operations.

Programs & Initiatives



Upon completing their training, the company provided them with:

- ID and password access to the travel booking system
- Laptops, printers and other necessary devices to support their work

Using these resources, the Didis are now successfully providing travel-related information and booking railway, flight, and hotel tickets for customers.

Empowering Women Through New Opportunities

One of the success stories from this initiative is Mrs Sudha Kumari from Rajoura, Begusarai. She has been associated with JEEVIKA for over four years and has successfully managed a Customer Service Centre with the support of JEEVIKA and IDFC Bank.

Through her CSC work, she gained recognition in her community and improved her financial situation. When she was invited by JEEVIKA to become an EaseMyTrip agent, she accepted the opportunity. Following her training, she was equipped with the necessary ID, password, laptop, and printer to begin providing travel booking services. Now, with her newly acquired skills, she is efficiently booking train, flight and hotel tickets while also guiding people on travel-related services. This initiative has enhanced her confidence, increased her income, and significantly improved her financial stability.

A Step Towards Economic Independence

By stepping into the travel services industry, JEEVIKA Didis are breaking barriers and entering new professional domains. This initiative is a major step towards financial independence, allowing them to expand their livelihood options beyond traditional sectors.

With training, technology and government support, these women are not only securing a sustainable source of income but also empowering their communities with better access to travel services.

Transforming Lives

Sabina Khatun: A Journey of Resilience and Leadership Rising from Adversity

In the small village of Sima, nestled in Rajgir block of Nalanda district, Bihar, a story of determination and extraordinary leadership unfolds. Sabina Khatun, a 36-year-old woman from a marginalized Muslim community, defied poverty and societal constraints to emerge as a beacon of hope for many. Despite financial hardships, she not only transformed her own life but also uplifted her community by becoming a leader of change.

Sabina's early life was marked by challenges. She was forced to discontinue her education after completing the 8th standard. Married at an early age, she took on the responsibility of providing for her family alongside her husband, who worked as a small tailor. The couple struggled to make ends meet, and due to financial constraints, Sabina had to work as an agricultural laborer. However, these hardships did not deter her spirit; they fueled her resolve to find sustainable solutions for economic stability.



Empowerment Through SHG: A Turning Point

Sabina's journey took a transformative turn when she joined a Self-Help Group. Recognizing her leadership potential, her peers elected her as the Secretary of the SHG. With the formation of Rahim JEEVIKA Village Organization, she was further entrusted with the role of President. This position allowed her to understand financial independence and the power of collective action.

Faced with financial instability, she utilized SHG loans to support her family. She borrowed money to buy ration and continue her children's education. In a strategic move, she purchased a sewing machine for her husband, enabling him to establish a steady income. This decision not only ensured financial security for her family but also set an example for others.

Sabina's success motivated many women in her community to take entrepreneurial steps. Under her guidance, numerous women started grocery and vegetable shops, breaking the cycle of dependency and paving the way for self-sufficiency.

Leading the Community: From SHG to CLF President

Sabina's influence extended beyond her SHG and VO. Her dedication to community welfare led to her election as the President of Nari Shakti Cluster Level Federation (CLF). This role amplified her ability to drive social change.

One of her most impactful contributions was leading an anti-alcoholism movement. She mobilized thousands of women to raise awareness about the harmful effects of alcohol consumption, resulting in significant behavioral changes in the community. Additionally, she played a pivotal role in ensuring that many women secured job cards under the Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA), providing them with sustainable livelihood opportunities.

Transforming Lives

Her leadership was instrumental in promoting sanitation under the Swachh Bharat Mission. She encouraged CLF members to work as Community Resource Persons (CRPs) for toilet construction, leading to the successful construction of 500 toilets in her region.

Entrepreneurship and Economic Empowerment

Sabina's vision extended to economic empowerment through enterprise development. She spearheaded multiple livelihood interventions, benefiting hundreds of women:

- **Agarbatti (Incense Stick) Production** – Engaged 50 women in a producer group.
- **Lahti (Lac Bangles) Manufacturing** – Involved 200 women, creating a sustainable income source.
- **Poultry Farming** – Provided livelihood to 300 women, ensuring financial stability.

In addition to enterprise promotion, Sabina was an active member of the CLF's sub-committee responsible for loan repayments. She consistently motivated SHG members to practice internal lending and ensure timely repayments, strengthening the financial health of SHGs, VOs and CLFs.

A Trailblazer in Rural Development

Sabina's leadership extended beyond her village. She actively trained and mentored SHG members, encouraging them to take up leadership roles as CRPs. Under her guidance, many women from her village became CRPs and contributed to SHG promotion in districts like Motihari, Sitamarhi, and even in Uttar Pradesh. Through her participation as a CRP, she personally earned more than Rs. 2 lakhs, demonstrating the economic potential of women-led development initiatives.

A Vision for the Future

Despite her remarkable achievements, Sabina remains committed to self-growth and community development. Determined to continue her education, she completed her matriculation in 2015 and aspires to study further. Her dream is to secure a job while simultaneously expanding livelihood opportunities for women associated with VOs and CLFs. She envisions a future where financial security and food security are accessible to every woman in her community.

Sabina Khatun's story is a testament to the power of resilience, leadership, and collective action. From an agricultural laborer to a community leader, she has redefined what it means to empower oneself and others. Her journey serves as an inspiration for countless women striving to break barriers and build a better future.



March

Calendar of Events

COMING UP IN THE NEXT EDITION

- Pragati Yatra
- Empowering Women Through Nutrition



Punita Devi : A Trailblazer in Women's Empowerment

Born in Satlakkha village of Madhubani district, Bihar, Punita Devi faced poverty and social marginalization from a young age. Married to a tutor, she struggled to support her family of five. Life took a turn when she joined the Janaki JEEVIKA Self-Help Group (SHG) in 2007. Her leadership skills soon earned her the role of SHG President, where she inspired women to challenge economic hardships and societal barriers.

A defining moment came when a fellow SHG member's husband met with a severe accident. With no money for treatment, Punita mobilized SHG savings and approached village leaders for help. Initially dismissed, she persisted until financial aid was secured, saving the man's life and cementing her role as a bold and empathetic leader.

Punita later took a loan to start a general store, improving her family's income and motivating others to pursue entrepreneurship. As SHGs evolved into Village Organizations (VOs), she actively addressed social issues like alcohol abuse, leading protests and awareness drives that curbed liquor consumption in her village. Recognized for her efforts, she was appointed Secretary of the VO and later, the Cluster-Level Federation (CLF).

Her influence extended beyond her village, training women across districts and contributing to rural development. A strong advocate of the Swachh Bharat Abhiyan, she promoted hygiene and sanitation in her community.

Punita's journey—from a struggling homemaker to a community leader—embodies resilience and the transformative power of collective action. Her vision of empowering women through strong community institutions continues to inspire and drive social change.



प्रशिक्षण एवं सहयोग

जीविका द्वारा पर्यावरण, वन और जलवायु परिवर्तन विभाग, सेक्टर ऑफ़ एक्सेलेंस एवं कृषि विज्ञान केन्द्र से समन्वय कर चयनित दीदियों को पौधों की देखभाल और पोषणशाला के निर्माण हेतु विशेष प्रशिक्षण दिलाया जाता है, जिससे वह नर्सरी का कुशल प्रबंधन करती हैं।



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ड्रोन तकनीक द्वारा स्मार्ट खेती

प्रधानमंत्री किसान - नमो ड्रोन दीदी योजना के तहत, काजल ने हैदराबाद में विशेष प्रशिक्षण प्राप्त कर ड्रोन पायलट बनने का गौरव हासिल किया। अब वे अपने क्षेत्र में ड्रोन तकनीक के माध्यम से उर्वरकों और कीटनाशकों का छिड़काव कर रही हैं। इससे किसानों के श्रम, लगत और समय की बचत हुई और साथ ही उर्वरता बढ़ रही है।



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