



JEEVIKA NEW

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Unnat Bihar - Viksit Bihar : Celebrating Progress through JEEVIKA at Bihar Diwas 2025

The Bihar Diwas celebrations held from 22nd to 24th March 2025 at Gandhi Maidan, Patna, provided a comprehensive platform to showcase the state's developmental journey under the overarching theme “Unnat Bihar - Viksit Bihar” (Advanced Bihar - Developed Bihar). Among the notable attractions was the JEEVIKA Pavilion, curated by the Rural Development Department, Government of Bihar, which highlighted the transformation of rural livelihoods through women-led community institutions.

Advancing Rural Development through Institutional Strengthening

The Rural Development Department exhibited its major flagship programs through twelve thematic stalls, covering initiatives such as JEEVIKA, MGNREGA, Lohiya Swachh Bihar Abhiyan, Jal-Jeevan-Hariyali and others. These interventions collectively illustrate the Government of Bihar's commitment to inclusive and sustainable rural development.

The JEEVIKA stall, in particular, served as a testament to the scale and impact of the Bihar Rural Livelihoods Promotion Society (BRLPS),



What's Inside

From Fields to Forums - The Journey of Empowered Women Commemorating Strength Celebrating Change : International Women's Day 2025.....Pg 4

Transforming Lives

Empowering Livelihoods through JEEVIKA - The Journey of Anita Devi.....Pg 6

Lalita Didi : Building a Social Identity through Determination and Leadership Pg 7

Lead Story : Bihar Diwas 2025



popularly known as JEEVIKA. With over 10.63 lakh Self-Help Groups nurtured under the initiative, the program has been instrumental in fostering socio-economic empowerment among rural women, facilitating access to finance, entrepreneurship and essential services.

Key Themes and Demonstrations

The pavilion was thematically organized to reflect JEEVIKA's core intervention areas:

- Institution Building & Capacity Development
- Financial Inclusion
- Livelihood Promotion (Farm, Non-Farm and Off-Farm)
- Health, Nutrition, and Sanitation
- Neera-based Entrepreneurship
- Youth Engagement through "Didi Ki Library"
- Social Development and Gender Equality
- Lohiya Swacchh Bihar Abhiyan (SBM-G)
- MGNREGA
- Jal Jeevan Hariyali Mission

Each theme was supported by field demonstrations, interactive displays, and narratives of successful women entrepreneurs (SHG Didis) who have transitioned from subsistence to sustainable livelihoods through structured handholding and skilling.

Dignitary Visits and Institutional Acknowledgement

On the inaugural day, Hon'ble Chief Minister of Bihar, Shri Nitish Kumar, visited the JEEVIKA Pavilion and appreciated the efforts of the SHG members in contributing to Bihar's rural transformation. He emphasized the role of women in building a progressive and self-reliant society and commended JEEVIKA's approach in catalyzing inclusive development.

The pavilion was also visited by Shri Himanshu Sharma, Chief Executive Officer, JEEVIKA, who inaugurated two

Lead Story : Bihar Diwas 2025



awareness initiatives — the Ganga Swachhta Rath and the Digital Kabaad Rath, aimed at enhancing environmental consciousness and promoting digital literacy among rural communities.

Youth Engagement and Knowledge Sharing

A significant highlight of the event was the launch of the “Didi Ki Library Webinar Series”, titled “Sapnadarshi, Kaabil, Kamaau, Kaamyab Yuva Bihar”. The inaugural session was addressed by Shri Amarjeet Sinha, Former Secretary, Ministry of Rural Development, Government of India. Over 5500 rural youth learners from 100 library centers participated, receiving valuable guidance on career opportunities, skill development and entrepreneurship in rural Bihar.

Additionally, various IEC activities and folk performances were conducted to raise awareness about community development, livelihood generation and behavioral change communication.

Final Day Highlights and Conclusion

The concluding day of Bihar Diwas 2025, held on 24th March, witnessed enthusiastic public participation. The JEEVIKA Pavilion continued to draw significant footfall, with visitors engaging directly with SHG Didis and exploring diverse livelihood models, including Neera-based products, solar-powered devices and waste-to-wealth innovations.

The final cultural evening reflected the spirit of Bihar's socio-cultural heritage while also emphasizing themes of resilience, community leadership and gender empowerment.

Conclusion

The JEEVIKA Pavilion at Bihar Diwas 2025 exemplified the role of community institutions in fostering inclusive development and advancing the Government of Bihar's vision of “Unnat Bihar - Viksit Bihar.” Through its structured interventions in institution building, financial inclusion, social empowerment, and sustainable livelihoods, JEEVIKA continues to empower rural communities, especially women, to become active agents of change.

The celebration served not only as a platform to showcase achievements but also as an opportunity to reaffirm collective commitment towards building a self-reliant, empowered and developed Bihar.

Programs & Initiatives

“From Fields to Forums – The Journey of Empowered Women” Commemorating Strength, Celebrating Change: International Women's Day 2025



The International Women's Day celebration organized by the Rural Development Department, Government of Bihar, at the Dashrath Manjhi Institute of Labour and Employment Studies in Patna, became a powerful reflection of women's empowerment and self-reliance across the state. From agricultural fields and sanitation initiatives to banking services, entrepreneurship and administrative roles—women from every corner of Bihar shared inspiring stories of transformation and leadership.

The event was inaugurated by Hon'ble Minister of Rural Development, Shri Shravan Kumar. Distinguished dignitaries gracing the occasion included Shri Lokesh Kumar Singh, Principal Secretary – Rural Development Department; Shri Himanshu Sharma, CEO – JEEVIKA; Smt. Abhilasha Sharma, Additional CEO – JEEVIKA and Commissioner – MGNREGA; Smt. Pratibha Rani, Mission Director – Jal Jeevan Hariyali Abhiyan; Shri Sanjay Kumar Singh, Smt. Manju Prasad, Joint Secretary – Rural Development Department and Shri Ram Niranjan Singh, Director – JEEVIKA.

Before the formal proceedings, the Hon'ble Minister visited various stalls showcasing the activities undertaken by rural women under different schemes of the department. He praised their commitment and enthusiasm in implementing development programmes at the grassroots level.

Smt. Abhilasha Sharma welcomed the guests and emphasized that the event was a tribute to the women who are driving change and successfully implementing government schemes in rural areas. She remarked that recognizing their efforts is not only a celebration but a motivation for many more to follow in their footsteps.

In his address, Shri Himanshu Sharma highlighted that several schemes under the Rural Development Department have been successfully implemented due to the dedication and efficiency of women. “Women have not only laid the foundation of a developed and clean Bihar but have also played a crucial role in creating a society free from addiction,” he said.

Programs & Initiatives



A short documentary film on women's empowerment was screened, showcasing the contributions of rural women in the successful implementation of various government programmes.

JEEVIKA Didis who have made significant contributions shared their personal journeys during the event. Smt. Meena Devi from Muzaffarpur shared how JEEVIKA became the catalyst that took her from the confines of her home to the national platform. Smt. Sulekha Kumari from Patna spoke about how being a part of a Self-Help Group empowered women to fight for their rights and significantly reduced domestic violence. Smt. Lalita Devi from Vaishali shared how self-employment has made women self-reliant. Smt. Rinju Kumari from Jamui said that government schemes are now reaching the doorsteps of rural women, empowering entire families. Smt. Sulochana Devi from Bhojpur proudly said that women are running mini-banks in remote villages and promoting financial literacy.

In his keynote address, Shri Lokesh Kumar Singh affirmed that the Rural Development Department is at the forefront of women's empowerment in Bihar and is working in a structured manner to promote self-reliance among women.

Hon'ble Minister Shri Shravan Kumar, while addressing the gathering, said that the various schemes of the department have opened the doors of prosperity for rural women. "These initiatives are making women independent, empowered and instrumental in transforming rural Bihar," he remarked.

The event concluded with the felicitation of outstanding women achievers from JEEVIKA, Lohia Swachh Bihar Abhiyan, Jal Jeevan Hariyali and MGNREGA, including sanitation workers, youth professionals and 15 Block Development Officers who have excelled in rural development work. Dignitaries also presented mementos to mark the occasion. The programme was anchored by Ms. Roopam Trivikram and the vote of thanks was delivered by Smt. Pratibha Rani.

This Women's Day celebration served not just as an event but as a vibrant platform to witness the spirit of self-reliance and empowerment spreading across Bihar, led by the tireless efforts of its women.

Transforming Lives

Empowering Livelihoods through JEEVIKA - The Journey of Anita Devi

Anita Devi, a resident of Bajarhiya village in the Amipur Panchayat of Sidhwaliya block, joined JEEVIKA in the year 2014. At the time of her enrollment, her household income was approximately ₹5,500 per month, which was insufficient to meet even the basic needs of her family. Financial insecurity and lack of access to resources posed significant challenges to improving her standard of living.

She became a member of the Jeevan Jyoti Self-Help Group and subsequently associated herself with the Jyoti Village Organization and the Mausam Cluster-Level Federation. These community-based institutions, supported under JEEVIKA, played a pivotal role in building her confidence, enhancing her financial literacy, and providing a platform for socio-economic empowerment.

Through JEEVIKA's facilitation, Anita Devi availed a loan amounting to ₹1 lakh. She utilized this financial support to initiate a livelihood activity in duck rearing in the year 2021. With sustained effort, training, and dedication, she successfully established this enterprise as a viable source of income.

As a result of her entrepreneurial initiative, her household's monthly income has increased significantly to approximately Rs. 60,000. She has fully repaid the loan availed and continues to reinvest in the business to scale it further. Her journey stands as a testament to how access to institutional credit, capacity building, and community support can drive sustainable rural livelihoods.

Anita Devi attributes her success to the timely support and guidance received through JEEVIKA. She remarks: "My current achievements have been made possible because of the easy access to credit and continuous support provided by JEEVIKA. The programme has contributed immensely to my social and economic development."

Looking ahead, she aspires to further expand her duck rearing venture, construct a permanent house for her family, and provide quality education to her children. She expresses hope that JEEVIKA will continue to support her journey in the years to come.

Anita Devi's transformation from financial distress to self-sufficiency exemplifies the impact of livelihood promotion and women's empowerment through community institutions. She shares a message that resonates with JEEVIKA's core vision:

"Samriddh JEEVIKA, Samriddh Bihar" (A Prosperous JEEVIKA, A Prosperous Bihar)



Transforming Lives

Lalita Didi : Building a Social Identity through Determination and Leadership

Lalita Devi, a committed and resilient member of the Ganesh JEEVIKA Self-Help Group in Karpi block of Arwal district, exemplifies the spirit of empowerment and grassroots leadership fostered by JEEVIKA. Despite facing multiple personal and financial challenges, she has emerged as a role model in her community through her unwavering dedication and proactive engagement with community institutions.

With formal education up to the 9th standard, Lalita Devi joined the SHG in 2016. At the time, her family relied solely on the income of her husband, a carpenter by profession. However, as he began suffering from chronic respiratory illness, the family's financial condition deteriorated significantly due to escalating medical expenses.



Lalita Devi, who had always shown an interest in community service, found new purpose and support through her association with JEEVIKA. Her keen interest in group affairs and strong aptitude for accounting earned her the position of Treasurer of her SHG. She ensured timely and regular weekly meetings and maintained financial records with precision.

Recognizing her leadership capabilities, she was unanimously elected as the Secretary of Chandni Village Organization in 2017. She also availed small loans from the SHG to support her husband's livelihood and consistently repaid them on time. In 2020, Lalita Devi was elected as the President of the Bharat Cluster-Level Federation through the general body.

In her current role, she has been instrumental in the effective functioning of the federation, which comprises 63 community cadres. She ensures the development and implementation of daily work plans, conducts timely monthly review meetings with representatives and board members, and oversees the disbursement of monthly honorariums and incentives to the cadres. She also plays a key role in facilitating the utilization of ICF (Institutional Capacity Fund) through fund demand from Village Organizations.

Under her able leadership, more than 406 SHGs affiliated with the federation have accessed credit to engage in agricultural, livestock, and non-farm activities, thereby enhancing household income and resilience.

Tragically, Lalita Devi lost her husband in 2022, a loss that deeply impacted the family. As the sole breadwinner, she now supports her two sons and a daughter who are still pursuing their education. Her eldest daughter is married. In the face of adversity, she received strong emotional and moral support from the JEEVIKA community.

Determined to sustain her family, she availed a loan of Rs. 40,000 from her SHG, leased 8 kattas of agricultural land, and has since been cultivating crops to support her household. Balancing her domestic responsibilities with the management of the cluster-level federation, Lalita Devi has also been facilitating skill-based trainings for fellow SHG members, encouraging them to explore income-generating opportunities.

Her continuous involvement in social activities and unwavering commitment to women's empowerment has made her a respected figure in the community. Lalita Devi proudly acknowledges that her association with JEEVIKA has provided her with a distinct social identity, and she remains a source of inspiration for many women around her.

"Through JEEVIKA, I have found a new identity and strength. I am proud to contribute to my community and to help other women achieve financial independence," says Lalita Devi.

May

Calendar of Events

COMING UP IN THE NEXT EDITION

→ Mahila Samwad



प्रेरणा की मिसाल
सुनैना देवी



सैदाबाद, काको, जहानाबाद
हर्ष जीविका ग्राम संगठन

लगभग 60 वर्ष की उम्र में, जब अधिकांश लोग थककर बैठ जाते हैं, तब सुनैना देवी ने जीवन से हार मानने की जगह जीविका से जुड़कर एक नई शुरुआत की।

पति के देहांत के बाद जब परिवार चलाना मुश्किल हो गया, तब उन्होंने सतत जीविकोपार्जन योजना से जुड़कर अपने परिवार की आर्थिक कमान भी संभाली।

आज वो अपनी किराना दुकान चला रही हैं और समाज की अन्य महिलाओं के लिए एक प्रेरणा स्रोत बन गई हैं।



जीविका सिर्फ एक परियोजना नहीं, बल्कि यह एक आंदोलन है। जो महिलाओं को आर्थिक आज़ादी और सामाजिक सम्मान दिलाने की दिशा में निरंतर आगे बढ़ रहा है।



बिहार ग्रामीण जीविकोपार्जन प्रोत्साहन समिति

(जीविका)

जीविका का यही प्रयास, सशक्त महिला सशक्त समाज

बिहार में महिलाओं के विकास
सशक्तिकरण एवं गरीबी
उन्मूलन के लिए चलाई जा रही
परियोजना जीविका

राज्य के ग्रामीण क्षेत्रों में अब तक
कुल 10.64 लाख स्वयं सहायता
समूह का गठन कर 1.35 करोड़
परिवारों को समूह से जोड़ा गया है।



परिवर्तन की मिसाल चंदा देवी

"जो घर की चारदीवारी में थीं सीमित, अब बनीं पूरे गांव की प्रेरणा"

रंधाहा गांव, हाजीपुर
(वैशाली)

2016 में जीविका स्वयं सहायता समूह (SHG) से जुड़ीं, तब शायद उन्होंने भी नहीं सोचा था कि एक दिन गांव की महिलाएं उन्हें अपना रोल मॉडल मानेंगी।



कभी केवल गृहिणी थीं
आज बनीं
कम्युनिटी रिसोर्स पर्सन
ओडीएफ ब्लॉक हेल्प
डेस्क सदस्य
जिला हेल्प डेस्क में
अहम भूमिका
₹6000 तक
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