

# JEEVIKA's Newsletter

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## Backyard Poultry- uplifting the livelihoods through community backyard poultry enterprises



Jeevika continuously endeavors to develop and promote livelihood prototypes to match the resource base and capacities of poor, not-so-poor and very poor communities. Rearing poultry and livestock was a common livelihood option for a majority of rural households who were landless or had small land holdings. Furthermore, there was high demand for eggs and meat in Bihar, which was largely met through supplies from other states.

The backyard poultry intervention was so designed to especially suit to the needs of landless households, as it required low-level inputs and low skill investment. There was strong market logic for the intervention as Bihar was largely dependent on other states for the supply of eggs and poultry meat.

Jeevika leveraged resources from the Government of Bihar sponsored Integrated Poultry Development Scheme to promote the activity among landless households and marginal farmers. The project developed a unique enterprise and community-managed backyard poultry model.

Cluster-level federations, federated bodies of self-help groups manage community backyard poultry enterprises through their Poultry Producer Group.



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## Poultry Intervention Model

The Poultry Producer Group hire local entrepreneurs to run village-level mother units. At mother units, one-day-old chicks are reared for three to four weeks. The chicks are then supplied to households in batches where they are reared for eggs and meat. Dedicated community professionals, known as Village Resource Persons, support households in ensuring proper feeding and vaccinations for chicks. They also facilitate linkages with the local market. To participate in backyard poultry, households have to contribute membership fees, sharing costs, and salary costs of Village Resource Persons. Till date, 180,000 households are involved in the intervention across Bihar's 38 districts. Nearly 30 percent of households are from Scheduled Caste and Schedule Tribe communities. On average, participating households increased their monthly income by 3,500 INR to 4,000 INR from selling chicks and eggs. Poultry farmers improved their nutritional status, reaching five to six food groups required for a healthy diet.

### PRODUCTION LINE

**Mother Units-** These units, owned and operated by an experienced individual entrepreneur, are main functional unit for "Backyard Poultry Farming" and involve rearing of day-old chicks (DoCs) up to four weeks of age, completing the necessary vaccination schedule and balanced feeding and then selling them to individual households

**Individual Rearers** They are key rearers who are small holders and rear 150 birds after 28 days rearing at Mother Units, including male and female, each over 18 months. The birds are provided with shelter made from locally available material. The female birds are kept by key rearers to produce eggs that find their way to the market directly. These are also available for household consumption. The male birds are used for meat purpose and sold after attaining a weight of 2 to 2.5 kg within the 2 months of procurement from mother units; while female egg laying birds are slaughtered and sold for meat purpose after laying 180 eggs.

### SUPPLY LINE

**Day-old-chicks (DOCs)** The day old chicks are sourced from Private Hatcheries, identified by the Government of India. They transports the DoCs to its district offices in the state and sells them to mother units at market price.

**Feed** The feed is supplied by a number of big private and small feed-sellers.

**Vaccine/Medicine** At every District level office in the state, Poultry Workers are trained to vaccinate the birds.

**Marketing** The huge gap in the demand and supply with former outstripping the latter, the model does not emphasise too much on marketing.

### PROVISION OF SERVICES

**Group Formation** JEEVIKA organises landless women into groups of Self Help Groups (SHGs), which are in turn federated into Village Organisations (VOs) and then Cluster Level Federations (CLFs). The groups hold weekly meetings to discuss progress and emerging issues.

**Training** All participants receive relevant training on poultry rearing

**Credit** JEEVIKA and Department of Animal Husbandry and Fisheries provides credit supports at various level, from Mother Units to SHG supported Poultry producer Households (Please see tables 2-3 for the details)

**Extension** Extension services are provided by PRPs, who are trained by the JEEVIKA. Moreover, since women poultry farmers are members of village organisation (VO), they are able to raise their concerns in the monthly meetings of the VO.

In summary, the poultry intervention had four notable successes. The project

1. Directly targeted and addressed the needs of nearly 180,000 households, with a focus on vulnerable and landless households;
2. Increased monthly household income by 3,500 INR to 4,000 INR;
3. Provided households with intensive and ongoing technical support through a partnership with the Department of Livestock; and
4. Supported the expansion of the intervention from one district to Bihar's 38 districts through a strong network of Village Resource Persons.

### Key Learning and Way Forward

The development narrative of breaking the vicious cycle of poverty for the poor has been changed in the recent times. In this context, market oriented backyard poultry is increasingly recognised as a stepping stone for the poor to move out of poverty in developing countries, particularly among small farm holders. JEEVIKA showcases how livelihood intervention can create a viable business model by anticipating on the traditional know-how of women rearing backyard poultry. Another key feature of this practice is in widening the common understanding of poverty with the availability of an invaluable nutritional source which built household capabilities. Finally, rearers valued this business because of low rearing costs and the fact that the enterprise fit well within their limited resource base, social hierarchies, anxieties and gender-based household dynamics.





## Climate Smart Farmers: Being a Change Agent

One of the major developmental goals in the current scenario is to create Climate Smart Farmers who are and will be the primary soldiers in the combat towards climate change. It cannot be negated that the future agriculture and agriculture technology will certainly witness a major shift towards climate resilience. The beauty of this shift is that it is reviving traditional practices and trends which were more climate and farmer friendly. **“Sustainable livelihood and adaptation to climate change (SLACC)”** program implemented by Jeevika, Bihar (and funded by Global Environment Fund through World Bank and NRLM) aims in this direction.

Being a part and parcel of this revolution is Pratima Devi, a woman farmer of Manichak village in Barahchatti block of Gaya district in Bihar. In her mid 30's, Pratima Devi is one of the progressive farmers of her village who has adopted and is also encouraging other farmers to shift to climate resilient agricultural practices. While the majority farming community over the globe is dependent on hybrid seeds and chemical inputs, Pratima Devi has shifted her farming base from chemical to organic and she proudly shares with fellow farmers about her experience of how going back to the basics has actually restored her farm productivity.

The most commendable attribute of her farming practices is her willingness to learn new package of practices to restore organic content in the soil and pave path for sustainable farm productivity. She has recently adopted Azolla cultivation in her backyard. She shares that Azolla when done with paddy cultivation can give double benefit of restoring soil health as well as preventing water loss through evaporation. She shares that, this low investment feed, not only increases soil nutrients but also facilitates in developing earthworms for vermi-compost. She has observed that milk production by her 2 cows and 1 buffalo increased by 25%-30% when Azolla was added to the cattle feed daily for around one month. Being village

resource person for her village organization “Ujala“, she is training male and female farmers of her village to adopt system of crop intensification, azolla cultivation, seed treatment, organic manures & pesticide preparation and mushroom production as part of interventions adopted in SLACC program implemented by Jeevika, She is eventually pleased to be the part of SLACC project, as her efforts have now got a policy support.





# Skill Development and Placement under JEEViKA

Skilled human power is the need of the hour for economic growth and productivity in India. Bihar has massive work force of hard working youth and is a huge supplier of human resources in the country. BRLPS (JEEViKA) initiated to work in this regard by implementing Skill Development Training & Placement Programme under the mandates of SRLM to enable 1.25 crore rural poor families of the State to come out of poverty with enhanced quality of life through mobilizing poor families into self-reliant institutions and promoting sustainable livelihoods as well as strengthening service delivery mechanism.

The specific aim of the programme is to enhance skill sets & capabilities among poor and marginalized youth and women with focus on SCs/ STs, Minority and differently abled person. To achieve this aim JEEViKA has adopted multi prong approaches:

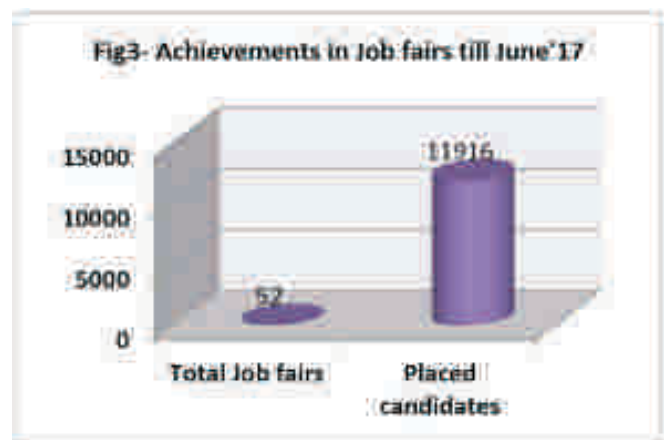
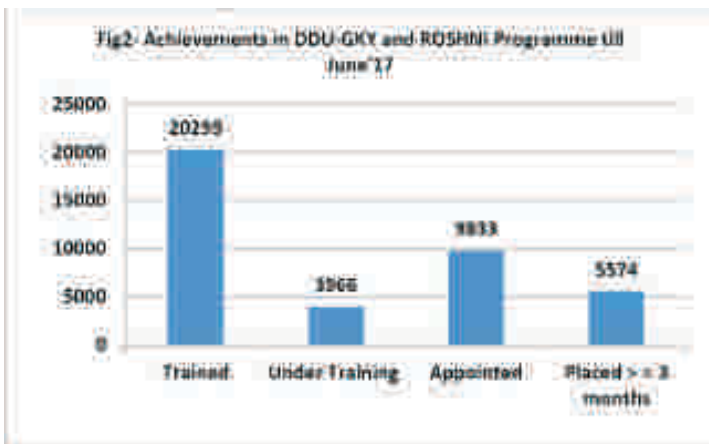
### Placement linked DDU-GKY and ROSHINI Skill Training programmes through Project Implementing Agency (PIA):

DDU-GKY and ROSHINI Project are placement linked Skill Development Scheme for the rural youth towards generating sustainable employment. Project Implementation Agencies (PIAs), are involved in skill training and placement of rural youth. Presently 48 Training centres are running in



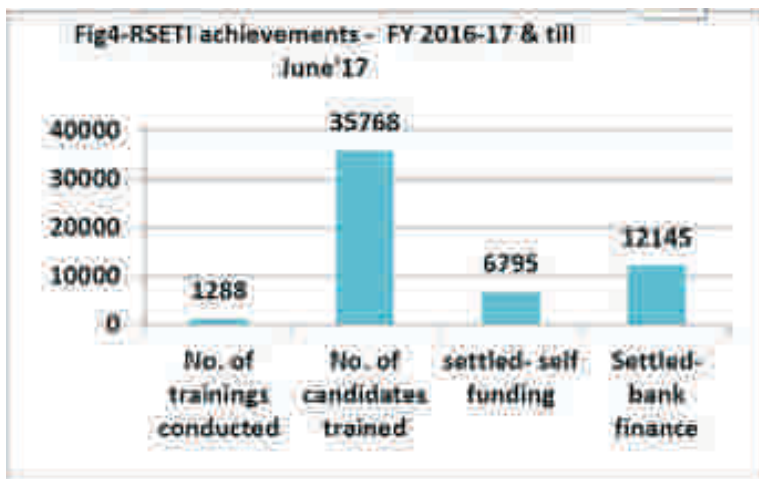
different districts of the State as per Standard Operating Procedure (SOP) of DDU-GKY and Roshni schemes with all the required facilities.

**Direct Job link through Job Fairs:** JEEViKA has organized 52 Job fairs in 38 districts of Bihar and successfully placed 11916 rural youth within and outside state till June'17. Job Resource Person (JRP), who works as a Community Cadre played significant role in mobilization of eligible candidates during the Job Fairs.



### Rural Self-Employment Training Institutes (RSETIs)

JEEViKA is the nodal agency for implementing Rural Self-Employment Training Institutes (RSETI) programmes. JEEViKA and the lead banks are closely working with district units of RSETIs to provide vocational training to rural youth in the sectors of production, processing and service. The project also provides financial support to the candidates for starting enterprise.



### Skill Training for Jobs Cards Holders under Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)

JEEViKA is engaged in mobilizing Job Card holders and linking them with Skill Training programme for enhancing their income. Till June'17, BRLPS has reached to over 200 Job card holders and trained them in construction trades.

## Integrated Goat Development Scheme : Creating Multiple Livelihood Options for Rural Women



The livestock sector has a significant potential for round the year employment generation particularly in rural areas. This provides subsidiary source of livelihood to the people living below the poverty line due to lack of sufficient agricultural land to sustain, particularly in the drought prone, hilly, tribal and other remote areas where crop production on its own may not be capable of engaging them fully.

Jeevika is promoting rearing to help the rearers to accrue maximum benefit. BRLPS has leveraged financial support from Dept. of Animal & Fisheries Resource, Govt. of Bihar under Integrated Sheep & Goat Development Program.

The project will be implemented in semi intensive system through Producer Group (PG) of traditional goat rearer or interested households. PG members will be trained on house management, feed management and health management through community cadres who will be called as PashuSakhi. In the current



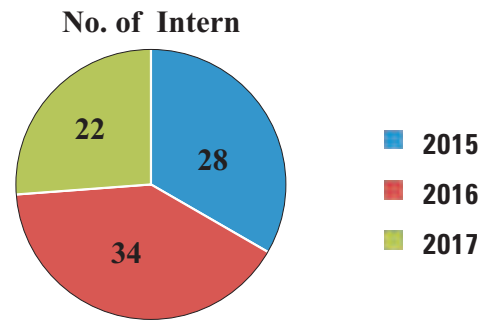
FY 2017-18, Backyard Goat Farming is being implemented in 7 districts of Bihar namely Gaya, Nawada, Nalanda, Purnea, W. Champaran, Rohtas and Araria. Till now 210 PGs have been formed for implementing IGSDS in promoting extension services for value addition benefitting 8300 households of SC and ST population. Jeevika has plans to reach 5 lakh households in the project with the aim to augment their income. Goat induction under Integrated Goat and Sheep Development Scheme has been initiated in Purnea, Araria and Gaya. Till date more than 300 households have received 3 black Bengal breed of goats each. The inducted goats and bucks have been insured under United India Insurance Company Limited (UIICL).



Internship

# Internship in JEEViKA : A Real World Experience

In order to generate ideas for research and find new innovative solution BRLPS executes an internship scheme for young graduate (masters/doctoral degree) students since 2014. Through this program, JEEViKA expects to benefit from the fresh insights and assistance of the young students, whereas the selected interns would gain valuable, real world experience of working on some of the most challenging developmental issues faced by the World today which would substantially compliment their academic learning and provide them an edge to enter the productive workforce after the completion of their respective academic programme.



Crossing Border for knowledge Exchange



North East Rural Livelihood Promotion Society: A Team of seniors officials from North East Rural Livelihood Promotion Society, Guwahati visited JEEViKA promoted Self Help Group (SHG) and Village Organisation (VO) of Bairaini, Kurmawa villages in Both Gaya district and interacted with the members to comprehend the strategies and approaches adopted for the success of SHG-Bank linkage. They also meet Senior Bank Officials

## Young Professionals



Bihar Rural Livelihoods Promotion Society (BRLPS) aims to develop a talented pool of Young Professionals (YPs) who have a passion for working with poor and have the potential to become mature development professionals. The YP programme will help develop a cadre of young professionals who will learn and acquire requisite skills as well as competencies for serving the development sector, particularly to contribute in the mission's implementation. It will be a unique opportunity for the YPs to learn community development approach to fight against poverty through well-structured field and thematic exposure.

In the year 2016-17, BRLPS has recruited 92 Young Professionals from 17 premier management institutes from their campuses. A team of 13 Young minds formally joined BRLPS on 18<sup>th</sup> June, 2017 and will be placed in the blocks to take the journey of JEEViKA forward, after completing a week long Induction. They are all geared to initiate their Village Immersion wherein they would reside in Jeevika didis (community's) house and explore Rural Bihar and Jeevika's interventions.

### Transforming Lives

#### Rimjhim's Diary

**“ I am not only professionally growing in Café Coffee Day but I am also continuing my higher study. This all happened only because of Jeevika and my mother's association with SHGs of Jeevika ”**

Rimjhim Kumari, is a bright girl from SC community from Mosimpur village of Khurapur block of Patna district. Her mother Smt. Minta Devi is a member of Deepak SHG. One day she came to know about skill training programme of Coffee Day Global Ltd under DDU-GKY in the SHG meeting. She shared this with her daughter and asked her to get herself enrolled.

Rimjhim completed her 3 months of training in Retail Sector (Trade - Training Associate) at Kurji Training Center of CDGL., where she learnt coffee making, food & Standard Operating procedure and computer operations, soft skill & English. Just after completion of training & on job residential training, she joined Café Coffee Day in P & M Mall, Patna as Team Member Level 1 in 2015. She has now been promoted as Brew Master Level 2 and is working at Café located at Regent Cinema Hall, Patna. She earns Rs. 7259 per month and is also continuing her higher studies.





Transforming Lives

# ‘Rome was not built in a day’

This saying might be old but is still applicable to this day, similar is the case of Rampur village, in Sonagopalpur Panchayat of Sampathchak block in Patna District. The village has been declared Open Defecation Free (ODF), and ever since Jeevika stepped in 2015 with the support of Health, Nutrition and Sanitation (HNS) team and took the pledge of making the village ODF, things have never looked back since. Around 450 toilets have been constructed. Undertaking this task was not easy as the hurdles were many; the first and foremost hurdle was the behavior of people who were still sticking to the old practice of defecating in the open. Availability of land was another very crucial hurdle to overcome. Apart from this, the village was down with diseases like Diarrhoea, Cholera etc. The office bearers of Aachal Village Organisation Smt. Chando Devi and Smt. Geeta Devi took extensive mobilizations and hard work to aware people on using toilets. The joint efforts of the community and Jeevika made the village Open Defecation Free. People are now aware of the benefits of having a toilet and they are extensively constructing toilet. The funds are being properly utilized to make toilets in the houses of people who didn't have one and nobody has to cover their nose while roaming around the village, this little Rome of its own is now flourishing.



# August

CALENDAR OF EVENTS

August 7-11 : World Bank Mission.

August 15 : Independence Day Celebration

## COMING UP IN THE NEXT EDITION

- WASH Initiatives towards ODF Society
- Livelihood Interventions through Non-Farm sector.



# JEEVIKA

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