

# JEEViKA *Didis*

## Endearing COVID Resilience with Grit



Gender Samvaad on COVID Resilience and Initiatives by  
SRLMs

2<sup>nd</sup> July, 2021

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AN ACCOUNT



OF JEEVIKA'S  
COVID-19  
RESILIENCE

# JEEViKA - at a Glance

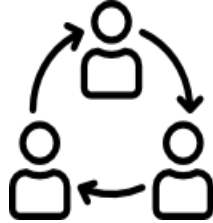
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Women Mobilized  
in Self Help Groups



**1.23 Crore  
Households**

Community Based  
Organisations  
Promoted



**10,27,088 Self Help Groups  
64,460 Village Organisations  
1,162 Cluster Level Federations**

Savings in Self Help  
Groups &  
Capitalization Support



**Rs1408 Crore Savings  
Rs5806 Crore Capitalisation  
Support**

Community  
Resource Persons



**1,13,000 Community Mobilisers  
15,600 Community Professionals**

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Bank loans accessed  
as on Feb, 2021



**Rs14,717 Crore credit  
Rs7,682 Crore outstanding**

Livelihoods



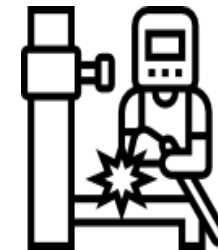
**15,48,756 women farmers**

Enterprises



**6,15,000 Enterprises**

Skill Training



**2,86,000 youth trained,  
3,19,811 youth placed/settled**

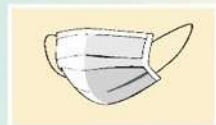
# JEEViKA's RESPONSE TO COVID-19 AT A GLANCE



**1.25 Lakh** Community Professionals organized for extensive campaign



**55** community led Rural Retail Shops ensuring supply of essentials



**11.77 Crore** masks produced by over **34768** SHG members



**13** Didi ki Rasois serving food to in-patients



**INR 7.7 Cr** transferred to extremely poor **38674** households



**136** custom hiring centers boosting farming through machinery



**INR 410 Cr** transactions (In FY 2021-22) done by **1944** Bank Sakhis



Approximately **75 Lakh** JEEViKA Didis along with their family members received Covid Vaccine

**INR 469 Cr** worth soft loans to VOs for food security & health risk mitigation and the process for reaching PDS entitlements were conducted. Over 15 lakh ration cards sanctioned



JEEViKA has benefitted **45.5 Lakh** households through the above interventions in the areas of awareness, livelihoods & food security, health risk mitigation, reaching banking services during COVID-19 lockdown.

\*The above figures are subjected to regular change





# Community driven Multi Pronged Approach

- Awareness & Preparedness
- Relief work for vulnerable populations
- Volunteer and fund mobilization for essential items
- Livelihoods & economic opportunity
- JEEViKA Cares- Initiatives for Employees



# Awareness and Preparedness

## Effecting IEC Tools

- Initiatives were taken to raise awareness and disseminate information for better preparedness amongst the rural populace.
- To ensure maximum outreach of every information the Community Professionals stepped out and disseminated information by going to every door in their vicinity.

| Awareness Activities performed during COVID-19 |                                                 |           |
|------------------------------------------------|-------------------------------------------------|-----------|
| A                                              | ACTIVITIES                                      | Total No. |
| 1                                              | Number of COVID leaflets printed & disseminated | 5.4lakhs  |
| 2                                              | No. of videos prepared & disseminated           | 15        |
| 3                                              | Number of audio spots prepared & disseminated   | 25        |

**कोरोना वायरस है संक्रामक बीमारी इसलिए सजग-सतर्क रहकर बचाव करना है जरूरी**

**कोविड-19 एवं कोरोना वायरस क्या है?**  
कोविड-19 एक संक्रामक बीमारी अर्थात एक व्यक्ति से दूसरे व्यक्ति में फैलने वाली बीमारी है जो कोरोना नामक वायरस से होती है। विश्व के अन्य देशों के साथ-साथ यह वायरस भारत में भी फैल रहा है।

**इसके क्या लक्षण हैं?**  
आमगीर पर कोरोना वायरस के मामलों में खर्सी-जुकाम, सौंख लेने में तकलीफ, सूखी खाँसी, बुखार, बंद नाक तथा दस्त जैसे लक्षण देखे जाते हैं। यह लक्षण हल्के या गंभीर भी हो सकते हैं। लक्षण उभरते ही तुरंत डॉक्टर से संपर्क करना चाहिए।

**इसे कैसे पहचानें?**  
कोरोना वायरस की पुष्टि अस्पताल में जांच के बाद ही हो सकती है।

**यह कैसे फैलता है?**

- आमगीर पर यह वायरस संक्रमित व्यक्ति से दूसरे व्यक्ति में फैलता है।
- संक्रमित व्यक्ति की खाँसी या छींक से निकले मूक के छींटे के जखरीबी संपर्क में आने, उस व्यक्ति से हाथ मिलाने या उसके ड्राइ हुई गई वस्तुओं को छूने से यह वायरस फैलता है।

**इससे कैसे बचें?**  
कोरोना वायरस से बचने के लिए यह आसान उपाय अपनाएं :-

- भीड़-भीड़ वाले स्थानों एवं यात्राओं से बचें।**
  - सेंस कोई भी व्यक्ति जिससे सटी, खाँसी या बुखार है, से कम से कम एक मीटर की दूरी बनाए रखें तथा उसके द्वारा छुई गई वस्तुओं को छूने से बचें।
  - हर दो-तीन घंटे पर साबुन एवं पानी से बीस सेकंड तक हाथों को अच्छे से धोएं।
  - यदि आपकी सर्दी-खाँसी या बुखार है तो साफ तमाल से नाक-मुँह ढंककर ही अन्य लोगों से बात करें।
  - शहरों में काम करने वाले प्रवासी मजदूर अगले दो महीनों तक बड़े शहरों में आने से बचें। बड़े शहरों से गाँव लौटने पर यदि उनमें उपर्युक्त लक्षण दिखाई दें या कोरोना वायरस की संभावना लगे, तो जांच जल्द करवाएं और आवश्यक सावधानियाँ बतें।
- ग्राम संगठन के सदस्य अपने क्षेत्र में बड़े शहरों से आने वाले प्रवासी मजदूरों में कोरोना वायरस के लक्षण उभरने अथवा कोरोना वायरस की संभावना होने का पता चलने पर उनकी जांच के लिए सक्रिय रहें तथा आवश्यक कदम उठाएं।
- अनावश्यक रूप से अखंड, नाक और मुँह न छुएं।
- घर में पका ताजा खाद्य ही खाएं।
- शरीर की रोग-निरोधक क्षमता बढ़ाने वाले खाद्य समूह जैसे विभिन्न फल एवं सब्जियों को अपने भोजन में शामिल करें।
- इससे बचने के लिए टीका विकसित करने में अभी समय लगेगा। इसलिए सावधानी एवं बचाव ही इस संक्रमण से बचने का एकमात्र उपाय है।

कोरोना वायरस से संक्रमित मरीज अथवा उनके सहयोगी अतिरिक्त राज्य स्वास्थ्य समिति, बिहार के मिश्रक फोन नम्बर 104 अथवा स्वास्थ्य एवं परिवार कल्याण मंत्रालय, भारत सरकार के मिश्रक फोन नम्बर 91-11-23978046 पर चौकीरी घंटे संपर्क कर सकते हैं।

**सजग रहें, जागरूक रहें, घबराएं नहीं!**  
**'जीविका', बिहार सरकार द्वारा जनहित में जारी**

# Awareness and Preparedness

- **Mobile Vani**, an IVR based interactive platform, free for users, works on ordinary phones was channelized for information dissemination to **3.7 Lakh SHG members**
- **1860 Community Mobilizers & 19010 SHGs** trained on JEEViKA Mobile Vani usage, to imbibe Covid appropriate behaviour in the community.

| User outreach and content prepared & disseminated |                |
|---------------------------------------------------|----------------|
| Covid-19 theme                                    | No of Contents |
| Health Nutrition care during Covid                | 63             |
| Positive-Stories Covid                            | 34             |
| Prevention and protection                         | 35             |
| JEEViKA generated Message on Covid-19             | 16             |
| Self and family care                              | 28             |
| Essential Facts                                   | 9              |
| Covid Relief Measures Bihar                       | 3              |
| Q&N                                               | 18             |
| Get tested                                        | 7              |
| Myths                                             | 15             |
| Vaccination                                       | 11             |





# Awareness and Preparedness

- **48,567 Community Professionals** are **trained** on providing care at home to COVID patients by nominated District Resource Persons.
- **JEEViKA Aapda Sahayaks** have been identified from amongst JEEViKA didis and have been oriented by **UNICEF & CORSTONE** to support **female community members visiting government hospitals for treatment**

[COVID-19\Sunita Devi, Mobilevani.mp4](#)

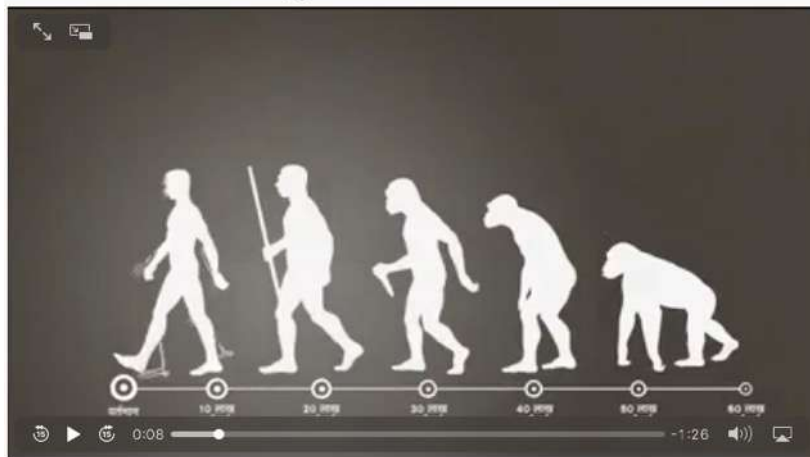


# Awareness and Preparedness

## E-learning Platform for Children

- JEEViKA collaborated with Pratham initiated the “*Thodi Masti Thodi Padhai*” for the children of SHG didis through mobile as staying in touch and engaging with children remotely was the priority during COVID-19.
- **Outreach:** Across 10 blocks in 4 districts **13953** primary school children were reached through smart phones and **11334** primary school children through SMS (feature phones)

3 कैसे विकसित हुआ ये कंकाल?



Educational video



Remotely conducted activities by children





# Awareness and Preparedness

## Vaccination for All

- **JEEViKA community professionals** are motivating rural women and their family members using various IEC tools to win over vaccine hesitancy.
- The vaccination drive on 8<sup>th</sup> March 2021, **over 1,40,000 women were vaccinated** across Bihar **on a single day**.
- Special **JEEViKA vaccination centres** have been made operational in collaboration with the health department of Government of Bihar.
- **Over 75lakh SHG** members and their families have been **vaccinated** and on an average 42000 are being vaccinated daily.
- [..\COVID-19\Moni Devi, Jeevika Mitra, Vaccination.mp4](#)



# Relief work for vulnerable populations

Support in identification of beneficiaries under National Food Security Act(NFSA)

- The **Community Based Organizations (CBOs)** in its strive to reach **entitlement benefits under NFSA** to the vulnerable families undertook survey for their inclusion during the COVID-19 period.
- JEEViKA and its CBOs was assigned for *ration card* work under COVID-19 response with landmark and agile support through Cabinet decisions.
- ***Linking household with National Food Security Act (NFSA):***
  - 24 lakh households deposited documents for ration card in survey through Village Organizations
  - 11 lakh plus Ration Card generated
  - ***INR 170 Crore distributed to 17 lakh households***





# Relief work for vulnerable populations

## Safety Net for The Ultra-Poor

- JEEViKA used the platform of Satat Jeevikoparjan Yojana (SJY) to ensure food security at household level during Covid imposed lockdowns, by extending a one time cash grant of **Rs. 2000/- to all households endorsed under SJY**
- **Rs7.7 Crore** was transferred to **38,764** extremely poor rural households





# Relief work for vulnerable populations

## Extended Capitalization support to reverse migrants

- **2,30,138 migrant families** were **included** in the self-help groups promoted by JEEViKA.
- **17,878 such returnee migrants** had been **extended loans** for starting businesses by CBOs.
- **A capitalization support of INR 27 crore** has been extended to the returnee migrants



# Volunteer and fund mobilization for essential items

## Measures for Vulnerability Reduction through Food Security

JEEViKA **universalised** its policy to extend **Food Security Fund** to the Village Organizations which was earlier accessed by the VOs having 60% and above members from SC/ST communities

| Intervention | No. of VOs which received fund till Mar20 | Plan for 2020-21 | No. of Vos which received fund in 2020-21 | Total no. of VOs which received fund till Feb 2021 |
|--------------|-------------------------------------------|------------------|-------------------------------------------|----------------------------------------------------|
| FSF          | 24,098                                    | 4,034            | 20,502                                    | 44,600                                             |
| HRF          | 34,688                                    | 12,579           | 13,212                                    | 47,900                                             |

**Nearly 32000 VOs** made procurement between Jan to Dec 2020 to support food availability during COVID pandemic.

Community driven initiative 'ek mutthi Anaj' at East Champaran  
[\COVID-19\Ladli Khatun, FSF.mp4](#)





# Volunteer and fund mobilization for essential items

## Essential Goods Through Rural Retail Shops ( RRS)

- **55 Rural Retail Shops (RRSs)** run by JEEViKA didis & located in 19 districts have realized sales worth **Rs 12.64 Crores during Covid period.**
- More than **1550 grocery stores & 2400 individual HHs** get benefited directly.
- Over **100 Village Organizations** have made procurements under the Food Security Fund from these RRS
- RRS have reached to **35000 households** through their services.





# Livelihood and Economic Activities

## Service Through Didi Ki Rasoi

- The **13 Didi Ki Rasoi (canteen)** operating in public health centres and other institutions across **10 Districts of Bihar** are serving quality, hygienic & nutritional food on a daily basis to **6235 In-patients, quarantined patients and others**.
- All prescribed hygienic practices are strictly followed.
- Impressed by the services, the **Government of Bihar** through its **Cabinet decision** has endowed the responsibility of operationalising Didi Ki Rasoi in all Public Health Centres and sub centres across Bihar.

[COVID-19\Sangeeta Devi, Didi Ki Rasoi.mp4](#)



# Livelihood and Economic Activities

## Mask Production & Supply

- A total of **4.88Cr** double layered, 3 plated cotton mask were produced by **20,134 JEEViKA didis** who generated a business to the tune of **Rs 97.6Cr** in the 1st wave of Covid in FY 20-21
- In the 2<sup>nd</sup> wave of the pandemic, **34,768 JEEViKA didis** have produced **6.89 Cr** quality mask and have generated a business of **Rs 88.10 Cr**.

[COVID-19\Savitri Devi.mp4](#)





# Livelihood and Economic Activities

## Alternate Banking And Allied Services

- **1944 Bank Sakhis** have been operationalizing their Customer Service Point (CSPs) even during lockdowns affecting **daily transactions worth over INR 7.0 Crores**.
- The Bank Sakhis have actualized transactions worth **INR 1876 crores** till March 2021.
- Transactions worth **INR 410 crores** was actualized during the lockdown period of Apr-May 2021.



| Parameters                           | Till March'20 | FY' 2020-21 | Total  |
|--------------------------------------|---------------|-------------|--------|
| No. of transactions (in Rs lakhs)    | 51.99         | 51.35       | 103.34 |
| Volume of transactions (in Rs lakhs) | 194237.97     | 163158      | 357396 |
| Commission earned (in Rs Lakhs)      | 554           | 426.09      | 980.09 |
| Average Ticket size                  | Rs 4012       |             |        |
| Average Commission earned            | Rs 3451       |             |        |





# Livelihood and Economic Activities

## Agricultural Services through CHCs & Producer Companies

- With **136 Custom Hiring Centers (CHCs)** & **10 Producer Companies** JEEViKA didis have carved opportunity out of the challenge and mobilised sales worth Rs 4.0 crore by selling vegetables through E-Karts, Vegetable Mart and Stalls
- **Producer companies** have initiated **harvesting and post harvesting equipment services** to its members in order to assist farmers to tide over this crisis.
- [\COVID-19\Prema Kumari, CHC.mp4](#)



# Tele- Medicine Initiative

- *JEEViKA partnered with Evolco Health Solutions to provide technical trainings to Community Nutrition Resource Persons (CNRPs) on usage of health kits and mobile application for tele medicine services.*
- In collaboration with Samridhi Foundation health kits comprising of Thermal scanner, BP machine, Oximeter, weighing scale, glucometer, printer were provided to the CNRPs
- Initiated in **107 gram panchayats** across 5 districts with an aim to reach out to **2500 GPs flood prone areas.**
- **106 patients** have been successfully treated





# JEEViKA CARES-Initiatives for Employees & Community

- JEEViKA extends an **ex-gratia** amount of **INR 8 lakhs** immediately to the **nominees of deceased employees**.
- A panel of **six doctors** have been engaged to **provide tele-counseling and medical support to all the employees** over a phone call every day from 10 am to 6 pm. Around **258 employees** have taken **benefit** of this facility.
- All JEEViKA units have been equipped with **Oximeters and Oxygen cylinders**.
- **27000 SHGs** are provided with **INR 5000** **cumulating to Rs 13.50 Crore** as a COVID support package.
- Advocacy for recognizing **JEEViKA Community Professionals as COVID frontline workers** and ensuring their **insurance** is on the cards





# The COVID Response in Social Media

## Twitter

Important updates related to activities in JEEViKA during the COVID-19 were shared in twitter.

## Youtube

Awareness and informative videos about COVID-19 were shared on the two youtube channels of JEEViKA



## Facebook

With its wide reach, JEEViKA used its facebook platform to disseminate messages pertaining to COVID-19.

## Telegram

Telegram is being used to disseminate important Covid advisories

## Instagram

The photographs of the JEEViKA warriors were widely posted on Instagram to motivate and boost their morale.







**THANK YOU**  
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