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A study on effect of jeevika project in reducing rural poverty by measuring satisfaction of beneficiaries

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Abstract

The rural poverty situation in India is highly complex and greatly differentiated by geography, demography and social class. Nearly 60 percent of the rural poor households are concentrated in the states of Bihar, Chhattisgarh, Jharkhand, Madhya Pradesh, Orissa, Rajasthan and Uttar Pradesh. These states lag behind several others not only in terms of per capita income but also in human development outcomes. Reducing rural poverty is not simple. Policies and programmes necessarily rest on assumptions about how people live, what they need, and how they will respond to new incentives, regulations and opportunities. Programmes directly targeting poor families and supporting their livelihoods promotion hold a major promise to trigger pro-poor growth. Jeevika is an ambitious project for the alleviation of poverty in the State. The objective of the project is to provide right & equal opportunities for livelihoods for rural community especially poor. The study revealed 128 respondents were satisfied with Jeevika and 32 respondents were not satisfied with Jeevika. 78.1% respondents were satisfied with Jeevika as they considered it to be more flexible, 97 respondents (75.8%) considered it to be more profitable, 107 respondents (83.6%) considered it as more supportive and 100 respondents (78.1%) considered it to be more income generative as measure for satisfaction.

Keywords: Jeevika, satisfaction, rural poverty, livelihood

Introduction

Reducing rural poverty is not simple. Policies and programmes necessarily rest on assumptions about how people live, what they need, and how they will respond to new incentives, regulations and opportunities. Livelihood analysis helps to improve; our understanding of what is really happening in people's lives, what enables some, but not others, to escape from poverty, and how people are affected by policy.

Rural men and women, especially in poor households engage in diverse and multiple activities to improve their livelihoods by maximizing income generating activities, while minimizing vulnerability and risk and achieving other household objectives (improved health, nutrition and education *etc.*). These activities may include farm, non-farm and other nonagricultural activities, often linked with other activities carried out by rural as well as non-rural households. The effectiveness and profitability of these diverse livelihood systems will vary depending on the general development environment, each household member's access to and control of the asset base, their productive and reproductive roles and responsibilities, their capabilities and their linkages with other rural and urban sectors (Geetha, 2007).

The rapid changes at the macro level that India witnessed since the early nineties has contributed to the instability of the livelihood systems of the poorer section of both rural and urban households. While the benefits of globalization process have largely accrued to the urban sector growth the rural sector has been left behind. Slowdown in agricultural growth and productivity, changing cropping patterns, increase in distress migration, changing consumption patterns, government policies favoring industrial houses, among others have seriously undermined the food and livelihood security of the poorer households. An integrated, multidimensional and holistic approach to poverty eradication efforts is crucial to preserve and enhance the livelihoods of the poor.

The rural poverty situation in India is highly complex and greatly differentiated by geography, demography and social class. Nearly 60 percent of the rural poor households are concentrated in the states of Bihar, Chhattisgarh, Jharkhand, Madhya Pradesh, Orissa, Rajasthan and Uttar Pradesh. These states lag behind several others not only in terms of per capita income but also in human development outcomes. Reducing rural poverty is not simple. Policies and programmes necessarily rest on assumptions about how people live, what they need, and how they will respond to new incentives, regulations and opportunities. Programmes directly targeting poor families and supporting their livelihoods promotion hold a major promise to

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trigger pro-poor growth. Jeevika is an ambitious project for the alleviation of poverty in the State. The objective of the project is to provide right & equal opportunities for livelihoods for rural community especially poor.

Taking cognizance of the enormity of problem, the government of Bihar has initiated a project Jeevika-Bihar Rural Livelihoods Promotion Project in six districts of Bihar viz Nalanda, Gaya, Khagaria, Muzaffarpur, Madhubani and Purnia in 2007.

Bihar Rural Livelihoods Project or JEEViKA (which means livelihood in Sanskrit) is implemented by Bihar Rural Livelihoods Promotion Society (BRLPS), an independent society of Government of Bihar with support from the Government of India, Government of Bihar and the World Bank with a financial outlay of Rs. 9200 Crore (nearly US\$ 2 billion). The organization has been designated as the State Rural Livelihoods Mission (SRLM) to rollout National Rural Livelihoods Mission (NRLM) in Bihar.

The important question in the current study is hence, whether the efforts for bringing change are really bringing change or not? Are the beneficiaries really benefited with the various activities introduced by the project or not? And to answer these questions specific objective has been formulated “To find out level of satisfaction of Jeevika beneficiaries in reducing the poverty”.

Research Methodology

The study was conducted in Muraul block of Muzaffarpur district in Bihar state. Muraul block has total 920 SHGs with 11430 beneficiaries. Out of the 920 SHGs, 13 SHGs were selected randomly and out of 200 women beneficiaries from these 13 SHGs a total of 160 women respondents were selected randomly. The research design adopted for the present study was ex-post facto, since the phenomenon had already taken place.

Operationalization and Measurement of Variable

To measure this variable an interview schedule was prepared with various open and close ended questions. Data were collected by interviewing the respondents with the help of an interview-schedule. Collected data were tabulated and

analyzed by using Frequency, percentage, for final result.

Result and Discussion

Satisfaction of the respondents towards the effect of the project in their life were studied in terms of Satisfaction with Jeevika and reason for satisfaction with Jeevika. The results as obtained reveal the effect of Jeevika and results are discussed under individual sub headings.

Table1: Distribution of respondents on the basis of their satisfaction with Jeevika

S. No.	Satisfaction with Jeevika	Respondents (N =160)	
		Frequency	Percentage
1.	No	32	20.0
2.	Yes	128	80.0
Total		160	100

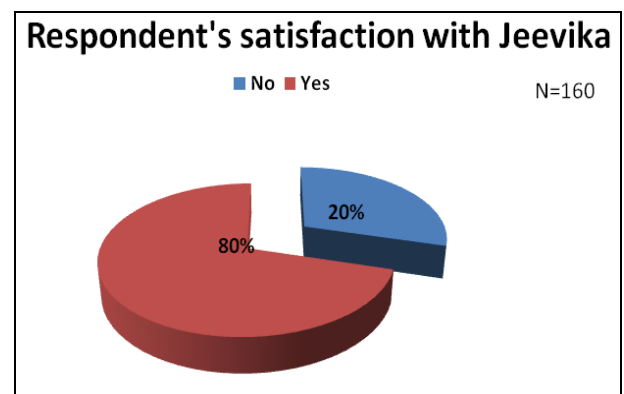


Fig 1: Distribution of respondents on the basis of their satisfaction with Jeevika

From the Table 1 and Figure 1 it can be revealed that out of 160 respondents, 128 respondents (80%) were satisfied with Jeevika and 32 respondents (20%) were not satisfied with Jeevika. Thus it can be concluded that majority of the respondents were satisfied with Jeevika. This finding can also be supported by the study carried out by Mankar *et al.* (2013) on “Impact of National Horticulture Mission On its Beneficiaries.”

Table 2: Distribution of respondents on the basis of reason for satisfaction with Jeevika (N=128):

S. No.	Reason for Satisfaction	Yes		No	
		Frequency*	Percentage	Frequency*	Percentage
1	More flexible	100	78.1	28	21.9
2	More profitable	97	75.8	31	24.2
3	More support	107	83.6	21	16.4
4	More income generating activities	100	78.1	28	21.9
5	Others	0	0	0	0

*Multiple response

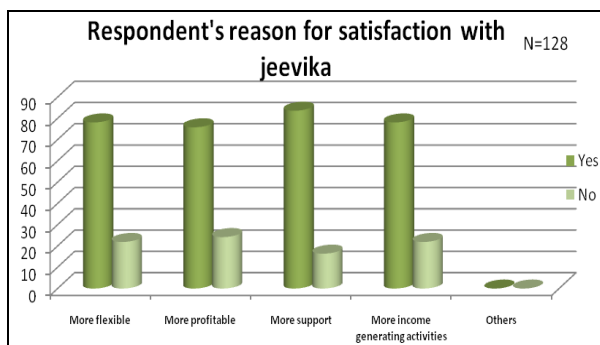


Fig 2: Distribution of respondents on the basis of reason for satisfaction with Jeevika

From the Table 2 and Figure 2 it can be revealed that out of the 128 respondent, 100 respondents (78.1%) were satisfied with Jeevika as they considered it to be more flexible, 97 respondents (75.8%) considered it to be more profitable, 107 respondents (83.6%) considered it as more supportive and 100 respondents (78.1%) considered it to be more income generative as measure for satisfaction.

Thus, it can be concluded that majority of the respondents among the respondents who were satisfied with Jeevika was more supportive followed by the reason that it was more flexible and more income generative and more profitable.

Conclusion

Majority of the respondents (80%) were satisfied with Jeevika due to reason that Jeevikawas more supportive followed by the reason that it was more flexible and more income generative and more profitable.

From the above findings it can be concluded that the efforts done by Government of Bihar through Bihar Rural Livelihood Project (BRLP) for bringing change in the life of the beneficiaries are bringing change upto a maximum extent. Even though it is hard to determine how beneficiaries of the project can be benefited in maximum possible ways and how project cover various aspect of their life and what are several factors contributing to that, it can be confirmed that participation in this project are definitely creating a difference among life of the beneficiaries. Thus the effect of the project in bringing change in the life of the beneficiaries is positively perceived.

Implications and Suggestions

1. The findings of the study and information collected by the researcher will be of immense use to the policy makers, extension workers in addition to Project and other developmental agencies to redesign their programmes for effective utilization by beneficiaries for their development.
2. The study revealed certain positive impact of Jeevika project on its beneficiaries undertaken various livelihood interventions. Hence, such livelihood development projects should be implemented in other areas and it should focus on whole community concerning various dimensions of development.

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