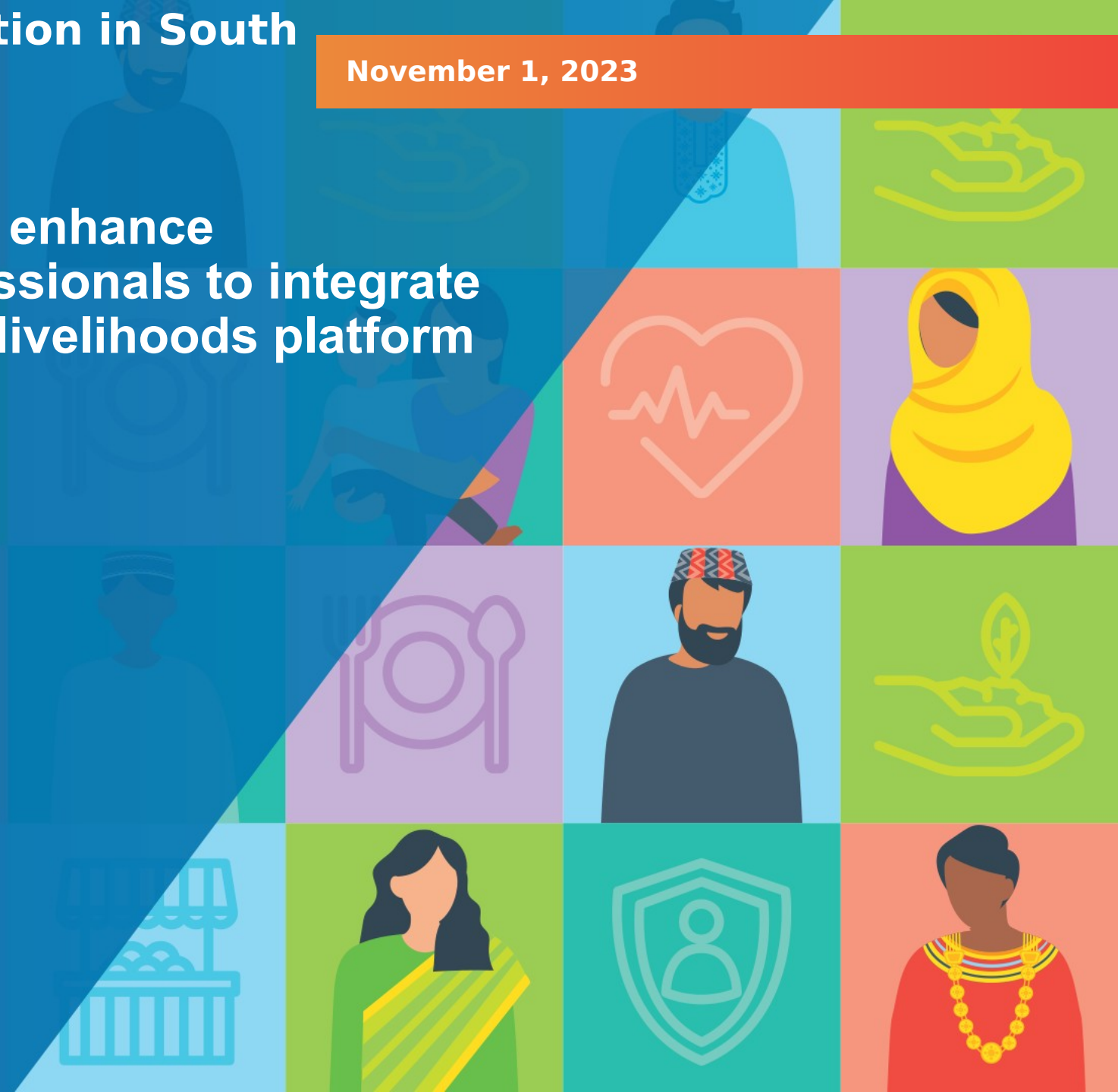


Leveraging Digital Platforms to enhance knowledge of livelihoods professionals to integrate Health and Nutrition agenda in livelihoods platform

Swati
Project Concern International, India



Rationale

Bihar Rural Livelihoods Promotion Society 'JEEVIKA': Constituted in 2005 in the **Ministry of Rural Development, Government of Bihar** with financial assistance from **World Bank and NRLM**

Objectives:

- **Improve rural livelihoods:** Enhance social and economic empowerment of the rural poor
- **Develop organizations of the rural women :** To access and better negotiate services, credit and assets from public and private sector agencies and financial institutions.
- **Play a catalytic role in promoting development :** Vulnerability reduction by promoting Food, Nutrition, Health and WASH

JEEVIKA Systems: Scale

1635

Cluster Level Federations (CLFs)

Federated structure of the VOs. On average comprises of 30-45 VOs
3 CLFs in a block of approximately 2,00,000 population

74248

Village Organizations (VOs)

Federated structure of all SHGs of the village
One VO comprises of 10-15 SHGs on average

1067617

Self Help Groups (SHGs)

Groups of ~ 12 to 15 rural women
Generally, women from the poorest of the poor strata in rural areas get involved in savings and credit activity – to improve their livelihoods

Scale and Reach

38 Health & Nutrition Managers

534 Block Project Managers

87100 Health & Nutrition Community Cadres

Reach of JEEViKA Community Institutions



1 crore households



5 crore population covering 42% of the total population of the state



A total of **45.2%** of all pregnant, lactating women and < 2 y children of rural Bihar are currently part of SHG households



Challenges

Capacity Strengthening of JEEVIKA work force on Health & Nutrition during COVID pandemic to equip them in less time with minimum transmission loss of messages for effective implementation.

Learning Management System: Transition to digital systems for large scale and multilevel training and capacity building

Objectives

01

To help integrate Health, Nutrition and Sanitation into the Jeevika's core platform

02

To enhance the technical knowledge on Health, Nutrition and Sanitation

03

To improve the leadership and management skills of Jeevika Mid-level managers

04

To ensure capacity strengthening of 400 front-line managers responsible for steering Health & Nutrition intervention



PARTNERSHIPS



Design and Development



JEEVIKA
Bihar Rural Livelihoods Promotion Society
State Rural Livelihoods Mission (SRLM), Bihar

Implementation



Premier Medical

ACADEMIC PARTNERS



XLRI
Xavier School of Management

For the greater good

Premier Management

Technical Content developed by Academic Partners

Health & Nutrition content by AIIMS, Patna

Targeted Audience:

350 District and Block level Managers

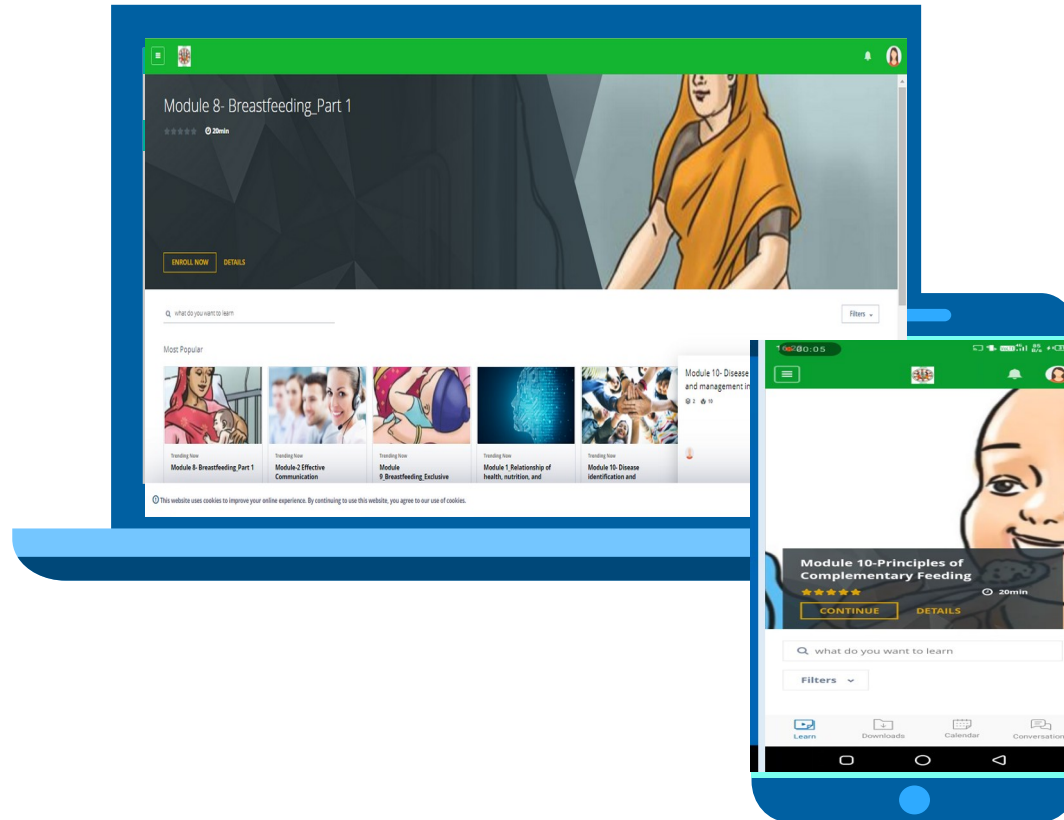
Theme 1

Maternal and Young Child Nutrition
10 Modules



Theme 2

Maternal, New-born and Child Health
10 Modules



Management and Leadership content by XLRI Jamshedpur

Targeted Audience:

100 State and District level Managers

Management and Leadership



Management, Leadership and Communication
4 Modules

Digishala: An online learning tool on ONA Enketo ODK platform developed for capacity strengthening of community professionals.

Key features of DIGISHALA

1 Introduction
Short audio message for introduction of session

2 Basic Information
Detail of the community cadres

3 Knowledge Dissemination and Assessment
Short thematic videos and Quiz through multiple choice questions based on video

4 Reward
Auto certificate generation after completion of the session

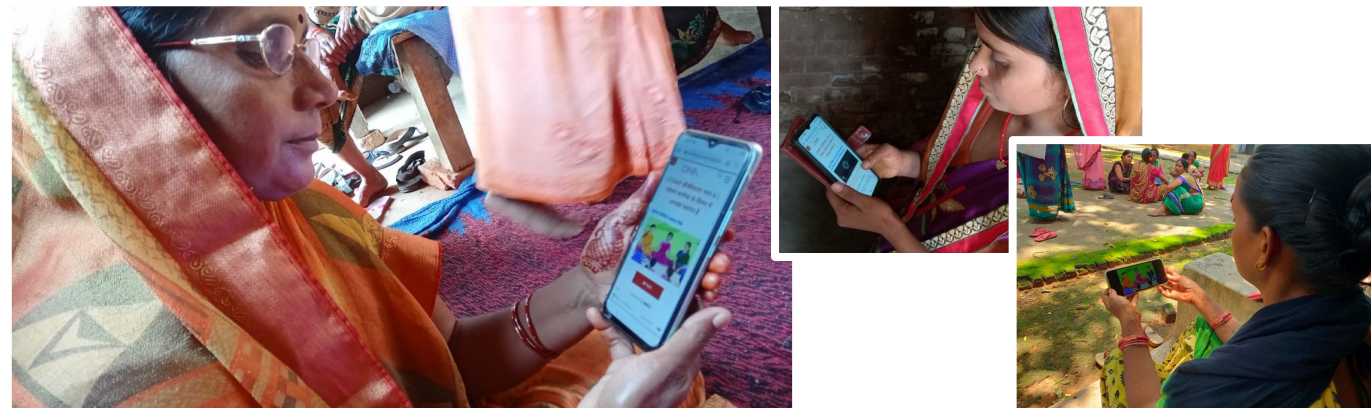


Targeted Audience:

6000 Health & Nutrition Community Cadres

Reach of trained community cadres

Pregnant Women- 1,80,000 and Lactating Mothers- 7,02,000



Self paced e-learning - Web and mobile based eLearning:

Self-paced and Learner friendly eLearning platform

1



Easy dashboard view to track course progress for self and assigned team

2



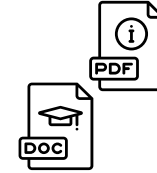
Easy logging in and accessibility in both Desktop and Mobile version

3



Electronically generated customized certificates by premier academic institutes

4



5

Curriculums are mostly in PDF/DOC, PPTs and videos along with auto calculated assessment system



6

Easy administration of training content management, student management, curriculum build up, assessment planning, instructor management by admin personnel



7

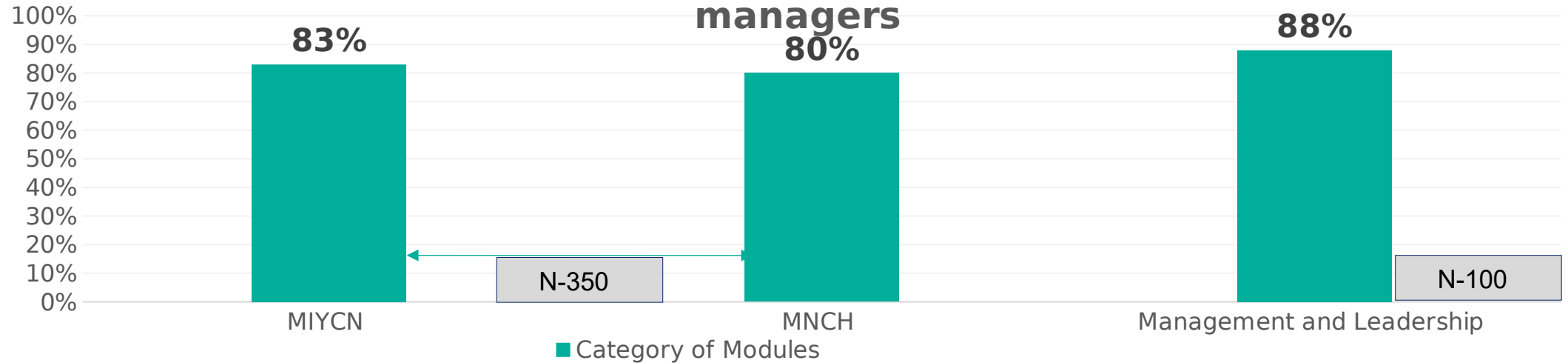
System enabled report preparation, credit score, assessments and certificate generation



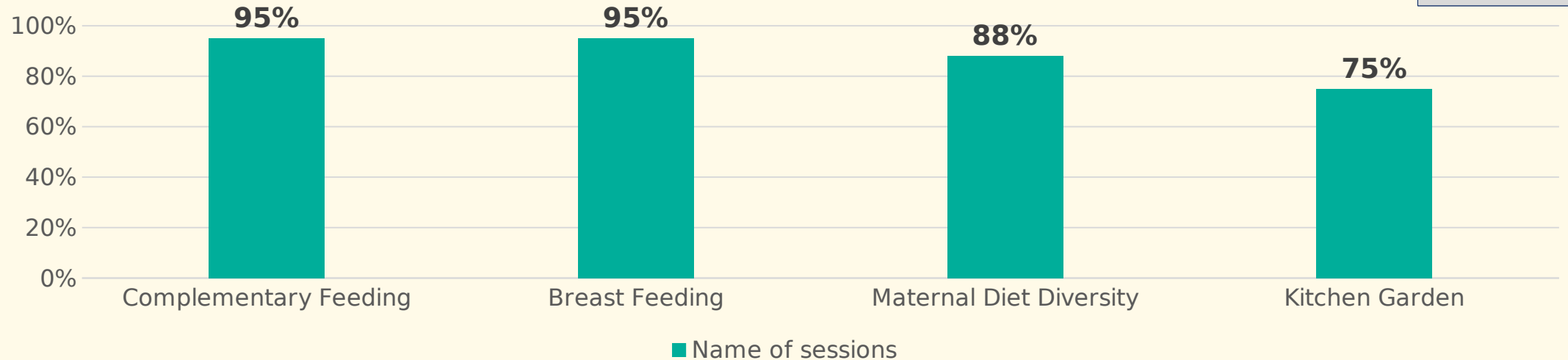
8

Leader board view, community chat and group discussion like other chat media

Reach of Learning Management System for front-line managers



Reach of Digishala for community cadres



Implications

- Reach maximum number of staffs and community cadres in less time.
- Standardized messages developed by academic partners in form of videos minimized the transmission loss of messages.
- Low-cost content modification.
- Reduced the logistics cost involved in physical trainings.
- Self-paced trainings ensured the maximum participation of front-line managers.
- Easy to reach the community cadres missed out during physical trainings.
- Cost effective and easy to scale.

Thank You