



JEEVA - The farmers army for evaluation of Joint Liability Groups

Dr Rahul

JEVA – JLG Evaluation Agent

Accountability forms one of the major monitoring indicators for any of the project. The impact of the success of any of the project is multiplied when there are credible data on the intervention which has been generated from the community. Kudumbashree through its collective farming intervention has created a great impact in farm based livelihoods. However the spread and reach of the programme was creating issues in monitoring of each of the members. Presently collective farming initiative under the Kudumbashree covers more than 3 lakh women farmers among 60000 Joint Liability Groups.

Collective farming, being an innovation, through which numerous actors come together for arriving at the end results and which are supplemented by numerous financial support mechanisms. Transparency and accountability of the individual units were always doubted from numerous quarters.

Understanding these challenges, Kudumbashree has evolved an innovative model for bringing in better transparency in the system. Under this initiative community resource persons were identified as the torch bearers of accountability such that, each of the JLG under the Kudumbashree fold will be directly and individually visited and audited. This idea led to the formation of the JEVA (JLG Evaluation Agent) team, expanded as JLG evaluation agent

JEVA, are a group of community resource persons whom has been selected from the community. A three tier selection process was undertaken through which primary screening was undertaken based on association with Kudumbashree network and their experience as farmers. The primary screening was conducted at the CDS level and the members whom were selected from the CDS level were further screened at the Block level. During the block level selection, expertise and capability in handling classes and training were tested.

Mock training sessions were conducted to identify the capabilities of the participants in undertaking this task. Later the final selection were conducted at the district level such that the block level selected participants were put under one to one interview based on agriculture practices followed.

This kind of intensive selection process ensured identification of the one of the best community resource persons whom are well versed in the programmes of Kudumbashree and are also expert in the domain of agriculture. As result of this exercise 604 JEVA members were selected, such that each of the block would have 4 JEVA members for supporting and auditing the JLG.

Auditing of the Joint Liability Groups

As described one of the core areas of the JEVA activity is auditing of the JLG which are under the fold of the Kudumbashree. Regional and district level training were conducted to familiarising the auditing formats and pilot auditing of the JLG were undertaken in order to standardise the process before the state level launch.

Based on the training received and pilots, the JEVA members were capacitated to undertake the audit of the JLG in the most effective manner. Accordingly when the first level auditing was initiated, the JEVA were able to cover the entire the state within the time period of one month. In the first phase, JEVA could visit more than, 72000 JLG spread across length and width of the state. Accordingly they were able to identify the active and inactive JLG and account for the presence of 61300 JLG state. This process of the community based auditing resulted in bring the transparency and accountability in the JLG activity and helped the CDS in consolidating the data about the agriculture. The success of the community auditing was reflected in success of the onam markets, such that the data collected from the JLG auditing by the JEVA,

provided robust data for projecting the supply for the markets. Based on the data collected, Kudumbashree were able to undertake proper marketing activities. Further the service of the JEVA were also used for the conduct of these markets as they were well versed the supply and JLG availability.

As expansion plan JEVA are also trained master farmer trainers, which in turn would train the master farmers and whom would train the JLG members. This three tiered community based training architecture has proved the most cost effective and sustainable manner of community training, through which the knowledge is shared among the maximum number of people with minimal cost. The selected JEVA members act as the apex units for the training architecture, such that consistency in training is ensured by a consolidated group of 604 persons spread across the state.

As part of the future expansion JEVA would be used resource persons to support the animal husbandry activity such that are able to audit many of the animal husbandry project undertaken by Kudumbashree.



Kudumbashree State Mission,
2nd Floor, TRIDA Rehabilitation Building,
Medical College P.O.,
Thiruvananthapuram - 695011, Kerala.
Phone: 91-471-2554714, 2554715, 2554716
E-Mail- info@kudumbashree.org
kudumbashree1@gmail.com