The Joint Initiative for Village Advancement (JIVA) is a community development program co-created by the John Deere Foundation and PYXERA Global in collaboration with local communities in rural Rajasthan, India. JIVA, which means “life” or “livelihood” in Mewari, the local dialect, focuses on improving agricultural productivity and strengthening the education system—because these are the areas of greatest need as expressed by residents and they align closely to John Deere’s higher purpose, to serve those linked to the land.

JIVA – Joint Initiative for Village Advancement

JIVA’s community-driven approach begins with listening rather than assuming or instructing. Guided by the belief that community residents—farmers and parents—will make the best decisions for themselves, the JIVA program works to improve crop yields, introduces new high-value and climate-resilient alternative crops, and encourages community-led and owned enhancements to public schools and foundational infrastructure. This integrated approach to community development seeks to empower current and future generations of residents and serves John Deere’s corporate initiative to provide “Solutions to World Hunger.” Since its inception, the program has scaled from 5,000 people in the villages of Morra, Madara, and Sakrawas to 35,000 people served in the surrounding area.

THE PLIGHT OF RURAL COMMUNITIES

Rural communities globally are under incredible stress. Poverty, inadequate public education, and the impacts of climate change all contribute to ever-increasing urban migration and the accompanying erosion of social cohesion. John Deere understands the critical role played by those living closest to the land in addressing food security.

In East and South Asia and Sub-Saharan Africa, smallholder farmers account for 80% of food supply. JIVA’s agile and adaptive approach to community-owned development equips smallholder “agripreneurs” of today and tomorrow with the agricultural, educational, and commercial savvy required to feed the world’s 9.7 billion people in 2050.

“The JIVA experience has provided us with a few important lessons. First is the importance of picking the right partner. No one can address world hunger alone, and PYXERA Global had the necessary experience to help get JIVA off to a strong start.”
—SAMUEL R. ALLEN, Chairman & CEO, Deere & Company
90% EXAM PASS RATE OF 10TH GRADE STUDENTS (up from 30% four years prior)

$1,436,378* HOUSEHOLD INCOME GENERATED OVER 4 YEARS

$3,000,000* PROJECTED ANNUAL INCOME GENERATION UPON PROJECT MATURATION

EXAM PASS RATE OF 10TH GRADE STUDENTS (up from 30% four years prior)

PROJECTED ANNUAL INCOME GENERATION UPON PROJECT MATURATION

“A decision is not a decision until it is put into action.”

—VIRENDAR KHATANA, JIVA Project Director

“Engagement leads to new ideas and innovations and makes agriculture more rewarding.”

—VIRENDAR KHATANA, JIVA Project Director

JIVA offers a model of partnership that creates value for both business and society while encouraging local solutions for local problems.

To learn more, contact Harry Pastuszek, Vice President, Client Engagement at hpastuszek@pyxeraglobal.org


AWARD-WINNING PROGRAM

2015 CECP Director’s Award

2017 U.S. Chamber of Commerce Foundation Citizenship Award

*NOTE: All monetary amounts given in U.S. dollars purchasing power parity (PPP)