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

A SYSTEMS APPROACH

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
Former Chairman & CEO, Deere & Company
63% OF STUDENTS SCORED ABOVE 80% AT THE END OF THE 2019-2020 ACADEMIC YEAR (up from 34% at the start of the year)

$2,059,595* HOUSEHOLD INCOME GENERATED IN 2019 AND 2020

535 HOURS INVESTED BY 12 JOHN DEERE EMPLOYEES IN TRAINING 347 COMMUNITY MEMBERS

*market exchange rate (on financial literacy & agripreneurship)

“It is important to make agriculture profitable so that it is attractive for the farmers to engage. 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 Kuralai Kunz, Vice President, Enterprise and Community Development at kkunz@pyxeraglobal.org


AWARD-WINNING PROGRAM
2015 CECP Director’s Award
2017 U.S. Chamber of Commerce Foundation Citizenship Award