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UPDATES



Games on Promotion of Hand washing being explained to trainees from Navapur

Promotion of Hand washing as a part of Village planning process

New Tailor-made Behavioural Change Campaign on hand washing (modelled on Lifebuoy Swasthya Chetana of Hindustan Unilever Ltd.) designed for strengthening personal hygiene among communities, has been integrated with village micro planning process facilitated by UNICEF.

40 trainers of Navapur Taluka of Nandurbar underwent a one day interactive training during the 21 days Village Planning training facilitated by UNICEF. The training was imparted by the trainers of Ogilvy under the leadership of

Dr. Deepak from UNICEF on 16th March'09.

These trainers are expected to form small groups and further reach out the messages on importance of hand washing with soap to different target groups viz. Children, mothers and wage earners in villages of Navapur block during 5 days micro planning process in all villages of Navapur.

Girls Gaining Ground:

First training module is completed with the girls in all the intervention areas of the Project. Second Module has been completed in Ashram schools in 7 sites. Due to short time availability as academic year closed in April'09 for Ashram schools, sessions were taken up not in a way planned earlier but by combining sessions through activities like workshop, camp and exhibition mode. Second round of facilitators training has started for second module in all the sites. Sessions are in full swing in most of the villages although there are several challenges as people migrate to the towns from almost all of these areas in search of employment and livelihood which is impacting the program to some extent.

Working towards strengthening Kishori Shakti Yojna

In Mokhada block, Thane District, Aroehan (Local NGO) was requested by ICDS to conduct the training for the adolescent girls in the block under their Kishori Shakti Yojana. 413 Girls, both literate and illiterate from different hamlets and socio-economic background attended the program covering the entire block. It being a day long program and all content could not be covered, the team designed to cover only the sessions on Menstrual Cycle and Personal Hygiene, Adolescence, Our body and Reproductive Health.

These interventions thus helped in widening the outreach work of GGG programme and add value to the existing Kishori Shakti Program of ICDS.

Anaemia Testing Camps

During Jan-Feb'09, Anaemia testing camps for girls were organised at almost all the intervention sites. In few sites it could not be completed fully for reasons of lack of the chemicals required for testing, distance of the PHC from the villages and difficulty of the girls in accessing the PHCs and also migration of girls in search of employment.



Anaemia testing camp at Village Bhandora, Tal Chikhaldara, Amravati

Food Diversification:

The data collection for assessment of the Food Diversification project on the ground is completed by a team from Shriram Ahirrao Memorial Trust. Qualitative assessment is planned to be done jointly by representatives of ICDS, Taj, IHMA, Raj Mata Jijau Mother & Child Health and Nutrition Mission, UNICEF, SAMT, TISS, AWTC and BA by the end of this month. Evaluation will be based on already identified indicator and data captured during baseline through field observations and end line survey.

Project Yashoda - Behavioural Change Communications on appropriate Infant Feeding

Representatives from HUL, UNICEF, Green Kettle Consulting, Quantum Research and Bhavishya Alliance conducted a joint visit to Nandurbar villages to identify barriers with respect to infant feeding practices. As an outcome of this visit six major segments have been identified from villages in plains and hills which need different interventions. Three segments each for hills or plain. The segments are the mothers who don't initiate complementary feeding in time (about 52%), those mothers who initiate complementary feeding in recommended manner (as per quantity, quality and time) (11%), and those initiate complementary feeding but not in appropriate manner (37%).

There is an exploration underway for preparing separate BCC strategy suiting to each of segments as no single BCC will suit all segments.

Day Care Centres in Construction sites- Experience with SHG

This initiative expects to bring in place a fully functional Anganwadi-cum-Day care Centre that meets the nutrition, health and pre-school education need of all children (0-6 year) of the migrant construction workers who are deprived of all services.

Here Self Help Group is vital for providing supplementary nutrition to the children as in any other normal Anganwadi centre. During the inception of this pilot it was thought that SHG be formed from among the mothers in the construction sites so that community is involved in the process and also there will be one group responsible for providing food for the children at the centre rather than employing another group for the rest of the day as centre will function for eight hours.

There were certain challenges faced in formation of the SHG like:

- a. Opening bank account in absence of address proof, they being migrant population.
- b. Convincing the Builder for providing the



SHG meeting in Pratiksha Nagar

address proof as they had apprehension to take up responsibility in case SHG takes loan and defaults with Bank.

- c. Maintaining the motivation of the SHG to work without advance money as it took time for ICDS to complete formalities to consider them under special projects.
- d. Sustaining the SHG as this being a floating population though care has been taken to select those women in SHG who will be consistent for some time. Changes in the members may be required to be intimated to the bank from time to time.

Two of the new Self Help Groups formed in Pratiksha Nagar and Ganesh Nagar from among the construction sites have now their bank account and formally accepted in ICDS under their special projects for supplying food. Thanks to ICDS officials for taking special efforts for creating such provisions and formalising the SHGs with them.



Based on the above experience, it was decided to try a different model of supplying food in the DCC in one of the pilot site located in Kharghar. Here rather than forming a new SHG, existing SHG of ICDS was involved to provide supplementary food. This cut down on the procedural formalities and nutrition for children could be started very soon from ICDS. Here, additional food for the rest of the day is provided at the centre by Mumbai Mobile Crèches and all children share the food, one that is coming from ICDS and also the food that is prepared at the centre.

Currently exploration is underway to understand which would be better model among the two that could be easily replicable.
