

What's In:

- *Girls Gaining Ground- Exploration on entrepreneurial promotion underway*
- *Food Diversification project- Congratulations to the team for selection in regional rounds of TATA INNOVISTA 2009*
- *Hand Washing campaign completed in 143 villages of Nandurbar*
- *Day Care Centre in Dharavi- Children show improvement*
- *Day Care Centres in construction sites*

UPDATES

Girls Gaining Ground- Exploration for entrepreneurial promotion underway

While the first phase of GGG blocks is nearing completion in all blocks, BA is now planning the exit of the first phase by introducing some entrepreneurial promotional activities for financial empowerment of these adolescent girls.

For this purpose, BA has partnered with 'Ants & Partners' (A team of diverse group of professionals from the development sector, corporate and academicians with varied experience having demonstrated experience in providing end to end service in the domain of livelihoods) to map the existing skills and aspirations of the adolescent girls, identifying locally available resources & opportunities in the project areas and nearby markets and further develop an intervention and plan to build the skills and opportunities. The teams from Ants & Partners are now visiting all intervention blocks.

Food Diversification project selected for Regional rounds of Tata Innovista- 2009

BA congratulates the Taj team and ICDS for their efforts to take the food Diversification initiative forward. We Thank the Tata Group Innovation Forum 'Tata Innovista-2009' for recognising the food Diversification Project, as a social Innovation project and for inviting participation in their business innovation contest.



Below is the letter from CSR, Taj Hotels:

Dear Mr. Murthy,

I take the pleasure of sharing our joy & enthusiasm with you & all Bhavishya Alliance partners.

Our Nutrition Supplementation Initiative in partnership with ICDS, Maharashtra has been short listed for the regional rounds of Tata Innovista – 2009. Tata Innovista is an innovation sharing & recognition forum nurtured by the House of Tatas. This forum encourages & appreciates new ideas, initiatives and endeavors.

Though we could not make it to the final round, our initiative has sparked thoughts and interest amongst many! Most importantly, I believe, we have been able to make a humble beginning by taking a social project to a business innovation contest!

I take this opportunity to congratulate & thank all our partners and stakeholders in this initiative. We have lots more to do ahead...

Warm Regards,
Foram Nagori, CSR, Taj hotels

Hand Washing campaign already rolled out in 143 villages of Nandurbar

Micro-planning exercise with hand washing component as a part has been completed in 143 villages (40 villages in Nawapur, 62 villages in Dhadgaon and 41 villages in Taloda) in the District of Nandurbar by UNICEF volunteers. During the 5 day process at the community level they could touch upon almost all the children, mothers and the wage earners at some point of time or other, across all 143 villages. The facilitators are finding the hand washing tools to be very effective. Not all the tools are in use but some of them are used more frequently used/ preferred over others.

ICDS Supervisors in Nawapur has agreed to take up the training assessment of the hand washing intervention in 15 randomly selected villages in Nawapur in the month of June 09 where the micro planning exercise is going to be taken up. A momentum with regard to hand washing is currently seen in the district. The CEO, Nandurbar is keen to replicate the model to all the schools and AWC across Nandurbar. He has already taken initiative for provision of soak pit and a hand-washing unit (a small container with an outlet) across all AWC in Nandurbar. Thanks to the CEO for taking such initiative which will add great value and support in bringing the hand washing behaviour into practice among children.

Day Care Centres in Dharavi- Children showing improvement

The Day Care Centres initiated jointly by ICDS and SNEHA in Dharavi has been doing well. In the last month more than half of children enrolled have shown improvement in their weights. None of the children have fallen to lower grade after admission into DCC. Both communities have responded well to the DCC initiative. Parents (mothers to be specific) who' have children enrolled in the centre are happy to notice a change for the better in the health of their ward. SNEHA is working together with ICDS to track weights of undernourished children identified in the area who are not enrolled in the Day Care Centres.

There has been marked improvement in the functioning of both the DCC's as a result of trainings conducted by MMC. In the span of four months, both the Crèche teachers Seema and Surekha have gained knowledge as regards child development, importance of hygiene, making time tables, teaching aids, low cost aids, making learning fun and interactive through methodologies like puppet shows! A transformation is visible at the centre through the behaviour pattern of the children. BA thanks Mumbai Mobile Creches for providing such an excellent training support.

A nutrition committee has been formed in both the places with members from the community, mostly parents of children enrolled in DCC who would work towards improving the health status of the community children. Community is certainly seeing a value in putting the child at such a centre.

Sakshi (at present 19 months old, Grade II) entered DCC six months back. She was in Grade III. She started suffering from indigestion and loose motions after she joined DCC since she had digestion problems with the food in DCC. She also used to keep very dirty. Her mother was called in by the teacher and a thorough nutritional counselling was given. After five months in DCC. Sakshi now belongs to grade II since last two months. Her digestion has improved as well as her appetite. – Seema, DCC teacher, Kunjikurve Nagar, Dharavi



Saakshi, 19month old girl at DCC

Day Care Centres in Construction Sites

The Three Day Care Centre in construction sites that were started in partnership between Mumbai Mobile Creches, Nirman, ICDS and the construction company have been doing well. These three centres are catering to the nutritional and development needs of around 360 children with 175 children in the age 0-6 years. New SHG's formed from among the construction sites are supplying food for the children in the Pratiksha Nagar and Ganesh Nagar while in Kharghar the existing SHG of ICDS is supplying the food and MMC provides the food



for the rest of the day. Children are showing improvements though it's difficult to track these children for a long time as every month some new children join in the DCC and some move out either because the parents move to different site or village and there are only a few who remain consistent for a few months. It is ensured to take due care of the child and provide required nutrition, vitamin supplements and medical care while the child is at the centre. Along with these during the parents meetings lot of issues related to health , nutrition, education and development of the child is discussed so as to improve the knowledge of the mothers.



Neeta, Project Officer of MMC along with Nirman explaining the calculations to the SHG reg. the money spent and profit earned by them.

SHG women in Pratiksha Nagar now motivated:

With continuous guidance on budgeting, calculations and recipes from MMC and Nirman, the SHG women could actually make some profit while maintaining quality of food, out of the money they received from ICDS and MMC for providing supplementary food at the DCC .Without any monetary support it was very difficult to maintain the motivation of these women since these women loose labour on days they come to the DCC for cooking food. The profit earned was shared by the five SHG women who are involved in cooking. This has helped keep up their motivation.
