

bhavishyavani

May 2007 : Beginning May 2007, Bhavishya Alliance is launching a monthly update e-mail bulletin "Bhavishyavani". The e-mail bulletin will feature the latest events, happenings, initiatives and activities at Bhavishya. The intent of this effort is to create a real-time flow of communication across the organization to facilitate an all inclusive environment. The monthly newsletter will be issued on the 15th of every month.

It is requested to all BA members to contribute timely and relevant information and photographs to make this e-mail bulletin a success in fostering an 'information-for-all' organization. Read on to know about the month gone by...

Dear Friends

It gives us great pleasure to launch *Bhavishyavani*. The intent of this newsletter is to create a real time flow of communication with all our partners, to facilitate learning and create an inclusive and shared environment. It will only be with your engagement and contribution that *Bhavishyavani* will advance in scope, content and design.

About a year ago Bhavishya Alliance (BA) began with the advent of 30 organizations and individuals from the corporate, non-governmental and government sectors coming together in Aurangabad to learn, bond and co-create in a multi-sectoral process called the Maharashtra Change Lab. The process for this lab known as the "U" was led by Generon Consulting. The purpose for this alliance of multi-sectoral partners is to harness the capacities, assets and resources of the sectors to contribute to halving the rate of child under nutrition in India by 2015, starting first in Maharashtra.

Since the completion of the Lab, we have devoted significant time with our lead partners to developing and strengthening the urban and rural programs and building Bhavishya Alliance as an organization.



The difficulties and challenges of creating and implementing systemic and sustainable change to address the complexities of child under nutrition cannot be understated. Attempting an authentic multisectoral approach which engages partners to work hand in glove with other sectors is no small feat and is equally complex, as was recently illuminated in a consultancy review of Bhavishya Alliance conducted by the Shell Foundation.

The Shell report is a timely mirror into the progress of the Alliance and was reviewed thoroughly on March 13, 2007 by the Governing Council. The report

confirmed, among other things, that stakeholders believe in the potential significant value of Bhavishya Alliance. This indicates the opportunity for success and that the potential value of Bhavishya Alliance has to be cultivated and realized in an environment that facilitates collective intelligence and multi-sectoral collaboration. This we believe will then positively lead to and affect systemic and sustainable change for the benefit of children and families in Maharashtra. We simply need to stay the course, support the unwavering commitment of our partners and remain focused on why we created this alliance in the first place.

We look forward to seeing you on May 25 and catching up directly on activities, developments, learning and the ongoing challenges of the Bhavishya Alliance. Every month this communiqué will be our platform for communicating with each of you and we look forward to your comments on this first issue.

Warmly,

The Staff of Bhavishya Alliance:

Surita, CV, Isha, Raju, Surya, Vinod, Nayan and Purnima

The Year Gone By @ Bhavishya Alliance

April – June 2006: Maharashtra Change Lab (Creation of the Alliance).

June – October 2006: Crystallize the Urban & Rural Programmes.

October 2006: Lab Team Members/Champions Commemoration Celebration. Appreciative Enquiry in the L Ward, Mumbai.

November 2006: First Trustee & Governing Council Meetings.

December 2006: Multistakeholder Meeting on Food Fortification / Development of module on capacity building for Anganwadi workers in Urban Areas / Survey completed for setting of Community Knowledge Parks / Workshop on Capacity Building in Rural Areas.

December 2006 – January 2007: Exploration of Supply Chain for health and ICDS in Nasik.

February 2007: IEC Workshop. Stakeholder interviews conducted for Shell Report.

March 2007: Meeting of Chief Executive Officers in Aurangabad. Second Trustee and Governing Council Meetings.

April 2007: Multistakeholder Meeting focused on Corporate engagement.

May 2007: Smaller meetings to finalize proposals for corporate engagement. Quarterly gathering of lab team members, champions and partners to be held on May 25.

BA Multi-Stakeholder Meet

On April 10, 2007 Team Bhavishya witnessed a Multi-Stakeholder convergence at Gulita, HLL Training Center, Mumbai. The agenda of this day long comprehensive meeting was to discuss the role of Bhavishya Alliance Corporate Partners.



The meeting witnessed multi-sectoral participation of about 30 Corporate Partners, Government & NGO Representatives at the highest level, who appreciated, explored and defined corporate involvement in the Bhavishya Alliance work plans and also

agreed on the next steps and actions that needed to be taken.

The following were the Bhavishya Alliance, Corporate, Government & NGO Representatives, present at the meeting:

Rajmata Jijau Mother Child and Health Nutrition Mission: V. Ramani, Nayan Chakravarty, Purnima Upadhyay, K M Nagagoje, N. Gite, Dr. Pandge

UNICEF, Maharashtra: G. Menon

ICICI : Nachiket Mor, Shilpa Deshpande & Devanshi Chanchani

HLL : M. K. Sharma, Doug Baillie, Manish Srivastava

Tatas : Kishor Chauker, Anant Nadkarni

HDFC : Sonal Modi, S K Chaudhri & Delnaz Paliwalla

Taj Hotels : Yogi Sriram, Foram Nagori

ICDS : Ujjwal Uke, Harish Rathod

BMC : Dr. Anil Bandiwadekar

Nirmala Niketan : Anjali Kanitkar

SNEHA : Shanti Pantvaidhya

Bhavishya Alliance : Surita Sandosham, C V Sharma, Isha Bhagwat

The gathering was moderated & facilitated by the chairman of The Boston Consulting Group, **Mr. Arun Maira** who led the entire discussion and helped the group reach the desired goal of arriving at crucial decisions by the end of the day.

The key decisions taken at the meeting were based on the Five action areas identified as Must Win Battles (MWB) leveraging on the Core Competence that each corporate would bring to the



Alliance. After half a day of reviewing and discussing it was decided that each corporation will take a lead based on their competency. It was agreed that and that the corporations would work with government representatives, other corporate partners and NGOs to finalize the proposals for all the five Must Win Battles.

It was decided that the following five key action areas which would best access corporate competency would be coordinated/lead by the following corporations:

- **Capacity Building** - ICICI Bank
- **Social & Behavioral change** - HLL
- **Creating Knowledge Systems** - Tata's
- **Food & Water** - HLL
- **Building Supporting Infrastructure** - HDFC

The conference concluded on a successful note with clarity on the roles of each Bhavishya Alliance Corporate Partner and a way forward. The group decided that draft action plans for each action area should be circulated by April 30 and that there would be follow up review meeting to finalize these plans by May 15, 2007.

Thought Of The Month

Social attributes required for lasting solutions include the presence of social capital, a climate receptive to inclusive collaboration and partnership and the kinds of organizational structures available to bring groups together to work out sustainable solutions.

- Peggy Dulany, Chair, Synergos Institute

If you have any feedback, suggestions or contributions, feel free to write to Darshak Parikh at darshak@red.org.in / Mobile: +919819209222