

Annual Report

2015-16



SWAMI VIVEKANAND SHIKSHA SAMITI, (SVSS)

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OUR APPROACH



LEGEND

The outer circle, comprising of the five capitals, are the tangible frame within which human life unfolds. The five capitals – the physical, financial, social, human and natural – have to grow and develop simultaneously and harmoniously to have sustainable growth.

A set of five important conditions, essentially interconnected, are necessary – material adequacy (not merely 'increase'), security (freedom from fear of insufficiency, discrimination and conflict), freedom of choice, healthy interpersonal relationships and good health. These result in an empowered community that lives in dignity and enjoys well-being.

In the centre is WHOLENESS – a body, mind, spirit integration – a harmony rooted in centeredness; the space, within which, the individual and the community are one with the universe.

When we work to conserve our Earth for the 7th generation, we will be conserving it for ourselves. It requires that we sense, understand and respect the interconnectedness of the various components of the engine and take the necessary steps (adapt) so as to strike the balance that will maintain overall equilibrium. We would necessarily need to work together as a community and as a group of communities to achieve sustainability.

VISION

The empowerment of the deprived sections of the society; living in below poverty line in such a way, that they could access potential resources & management it's for their own development & the development of area rural & urban in which they live in.

MISSION

To provide support for the people's initiatives through a participatory community approach to overcome all developmental limitations including, social, educational, technological, political & economical. To develop linkages of women's SHGs as an alternative, to gain economic independence and to free them from the bondages of debt & poverty and to create a way towards socio economic change.

RATIONALE

SVSS believes that land degradation and water scarcity are the most intense and commonly felt needs of a village community that can bring different groups of people together to begin their development process. Community restoration of the natural environment makes sustainability happen. Such community-led efforts help combat challenges and adapt to climate change and mitigate its impacts.

From the Secretary, s Desk

Dear friends & Well Wishers,

It's is always with mixed feelings that I sit down to write the introduction to our annual Report. As the Secretary, it falls to me to sum up the year. I doing so, I alternate between pride and disappointment, between hope and despair. With pride and you can read this for yourselves- I can say we are growing. Our Projects are having an impact, and our reach is increasing. We are adapting our work and programme design to match the changes we see in the Intervention areas.

The Meaning of life is revealed in the noble pursuit of action for progress. Work on the ground with participation that nurtures humankind in harmony with nature is the force that revitalizes the urge of human beings to struggle further for happiness.

The struggles that individuals have to undergo lead to broken spirits and discouraged mind and hearts. The rural poor lead deprived lives, bearing the brunt of unequal distribution of natural resources, its mismanagement and non- optimal utilization. These deprivations are not of the highest order, but of the basic necessities viz.food and water, and subsequent peace and hope.

SVSS has identified its role in nation –building as that of carrying the message of hope to the underprivileged rural citizens in the form of socio-technical services for natural resource management, technology transfers in the agriculture and allied sectors, Vocational education for youths, Adolescent health education and community based organizations. Over the 28 years of its existence, our inputs by way of accurate and appropriate solutions have encouraged and empowered them to believe. Our goal has been action on the ground in the service of deprived communities; particularly the poor, marginalized, women and other neglected sections of society, helping them meet their basic needs by enabling them with necessary capacities to manage Natural Resources in a blend of judicious practices, aiming at participatory, sustainable, effective and optimal solutions.

Many Milestones have been crossed as SVSS nears the completion of the fourth decade of its existence. Our achievements have not been the fruit of mere individual organizational acts, but due to sustained collaborative efforts of the community leaders in this process.

For this we would like to thank all our well wishers, beginning with communities that we have worked with and their support their cause, for believing in us and open heartedly participating in programmes. We are thankful to them as institutional and individual members for championing what we pursue as a vocation to dedicated service of poor communities and privileged learning from them.

I would like to congratulate our staff, as well the entire community, including the executive committee Members, Volunteers and funders, for their progressive thinking, dedicated work and their endless passion for our projects.SVSS team believes in excellence and we are committed to strive for it in the years ahead, hence our best is yet to come.

Dhirendra Kushawaha
Secretary

Project Interventions

Agriculture Extension Project for Small and Marginal Farmers

Under public private partnership with support from Department of Farmers Welfare and Agriculture Development Swami Vivekanand Shiksha Samiti (SVSS) is implementing as an Agricultural Technology Management (ATMA) Project of Government of Madhya Pradesh. This programme is being implemented with Directorate of Farmer's Welfare and Agriculture Development for small and marginal farmers in five districts viz; Vidisha, Shahdol, Anoopur, Singroli & Dindori. SVSS is the Public Private Partner for this project. This project aimed at transfer of technology at field level & dissemination provides demand based knowledge in agronomic techniques and skills to farmers. SVSS has totally focused on women farmers and they are given hands on training in modern techniques and best practices exercised and recommended by agriculture scientist. This is fifth successive year of this extension project.

During the year SVSS organized 12 women farm field schools in 12 blocks of the five districts under the project area. These blocks include –Shahpur, Chitraangi, Baidhan, Anoopur, Pushparagarh, Kotma, Jaithari, Kurwai, Lateri in district Dindori, Anoopur, Shahdol, Singroli & Vidisha. Various trainings were organized for 180 farmers have to enhance their capacities. 60 farmers had participated in study visits. 12 on farm demonstrations and 10 demonstrations are done to exhibit various crop techniques for both agricultural seasons – rabi and kharif as well as allied agriculture activity of vegetable cultivation and dairy in the field. In addition to the above activities seeds, fertilizers and pesticides were also provided to the farmers for their farm field school and demonstrations. Regular support to farmers has resulted in adoption of package of practice of cultivation as suggested by the Agriculture Universities for low cost of cultivation and improved production of crops mainly Soybean, Wheat, Gram and Paddy. SVSS conducts trainings in sustainable Agriculture structured to encourage the adoption of healthy practices in agrarian techniques. Begging with conceptual frame work, the array of subjects, viz. different organic farming systems, bio fertilizer uses, mixed farming, integrated disease, pest and weed management, medicinal plantations etc. are explored with the farmers, who are drawn from villages as well in different blocks. The focus is on prevention of pest infestations through sustainable and natural methods, and the handling of such outbreaks. Integrated crop management forms an integral component of sustainable agriculture. It is a composite whole practices that if implemented, considerably improves the prospects of increased productivity. Included in it are a comprehensive list of activities including from selection and conservation of varieties, quality of seeds, IPM, IDM, INM, water management and conservation, indigenous practices, harvesting and post harvest activities.



The farmers were encouraged for developing their fallow land by leveling, removing gravels, maturing, contour bunding and fencing, filling of the potholes. Farmers have been trained to prepare their own organic manure by

vermi compost techniques and using other organic ingredients. Exposure visits were also organized along with other activities under capacity building programme.

During the year plantation of fruit trees like Mango, Guava and Karonda was completed in one acre land of each farmer in the project area. SVSS has provided 30 Mango, 30 Guava and 30 Karonda plants to each farmer. Grafted species are Kesar in Mango and L-49 in Guava. The inner space is used for cultivating crops. Participant farmer families were supported for Water Resource Development, Pest Management and Kitchen garden. Critical issues of plant mortality due to various external factors in such area and of enhancing tribals interest and capacities for higher productivity are being addressed from time to time. Progressive farmers participation has been assured in all the activities conducted for the beneficiaries of the programme. Farmers from beneficiary households joined farmer clubs and learnt plant protection techniques along with farmer club management. They were supported with roof tiles for proper lighting the area of their work.





Promotion of Farmer Producer Organization (FPO, s)

As a Promoting Organization of Producer Institutions, Swami Vivekanand Shiksha Samiti (SVSS) promoted the five producer organizations in Sehore, Bhopal District. The Project is sponsored by Nabard. The broad objective of the project is to build, promote and nurture farmer producer organizations (FPOs) by way of extending the required financial and non-financial support during the nascent stage/formative stage. It is critical to support FPOs in terms of awareness creation, capacity building, technical support, professional Management, market access, regulatory requirements etc. and provide handholding support, professional management, market access, regulatory requirement etc. and provide handholding support for a minimum period of 3 years and the same is met as grant under the Produce fund. The requirement of the FPOs for their business has to be met out of their own funds, equity, and credit, profit generated etc.

Farmer's collectives are seen as a way to foster decentralized, inclusive, and self-reliant growth, as they are democratic member-based organizations that enable small producers, consumers and service providers to transcend various structural barriers. FPCs are emerging as the most appropriate institutional form around which to mobilize farmers and build their capacity to collectively leverage their production and marketing strength, reduce risks and engage in agri business at various tiers of the value chain.

It is now accepted that farmer producer companies (FPCs) are one of the emerging and most prominent and accepted institutional forms that help in combating the key problems of small farmers like access to genuine market, new technologies, facilities of storage and minimal processing/grading and even finance to some extent. FPCs are now seen as a solution to address the key problems of small farmers that is why their numbers are increasing significantly. Now their numbers are increasing significantly. Now there are hundreds of examples available where FPCs are helping small farmers in aggregation, processing and storage of primary produce, reducing risk of distress sale and engaging in agri business at various levels of the agri value chain.

SVSS organized the capacity building programme for Staff of FPOs, Director of FPO, Exposure visits, Managements, Record keeping; account system and buy-back linkages, Preparation of business plan. All the 5 FPOs completed all statutory obligations required for agri business like attained TIN, PAN, Seed License, Fertilizers & Pesticides License, APMC License obtained. Financial linkages have been established with the various agencies.

It is reported that merely through timely purchase of inputs in bulk has led to incremental benefits of RS3000-4000 per hectare for the members. In FPC involved in composite crop seed production, farmers have reaped an additional benefit of RS 20,000-30,000 per hectare. The more enterprising of the FPC, engaged in hybrid seed production have harvested a bonanza of about Rs 50,000 per hectare.





Promotion of Farmer Clubs

Agriculture has been the backbone of the country's economy, as about 60-70% of the population still depends on farming activities for their livelihood security. The growth in the sector, which has declined over last decade, is now poised to register an increase from the current level 2.5% to 4% as aimed at by Govt. of India. Despite these measures, the challenge before us is how do we increase production/productivity and income earning of farming communities through adoption of new and appropriate technologies and establishment of linkages with markets (both domestic as well as global). The Promotion of farmer clubs is supported by Nabard.

SVSS team has facilitated 305 farmer clubs with total membership of 4575 farmers in district Sehore of Madhya Pradesh & 99 Farmer clubs with total membership of 1485 farmers in district Bhopal in Madhya Pradesh, with active support of Regional Rural Banks & Cooperative banks. The key role of SVSS is to dissemination of locally appropriate technology, development of skills for enhancement of production and productivity in project areas in addition to credit counseling and recovery of loans. Adoption of appropriate technologies by farmer clubs will improved productivity would generate additional credit demand from formal banking institutions over a period of time and improve farmers' income margins. Keeping this in view and also in the light of agriculture distress, being faced by farmers in different villages, SVSS provide the facilitation support to farmer clubs for promoting transfer of technology for production enhancement and improved productivity in agriculture and farm related activities.





Water, Sanitation, Hygiene Education

Lack of sanitation can lead to several problems especially for women. A number of health related issues including diseases like urinary track infection (UTI), constipation and poor menstrual hygiene are due to lack of sanitation. Sanitation facilities ensure good health and therefore provide substantial benefits to the whole community. United Spirits Ltd.(USL) took up the cause of constructing and ensuring the use of toilets in 100% of the households in Sarvar village.

A baseline survey of the village revealed that only 58 of the total 596 households of the village have toilets while only 43 of the families with toilets use them. The rest of the majority practise open defecation. Sarvar felt that sanitation was not merely about construction of toilets but also sensitizing the community to use these toilets. With the support of Swami Vivekanand Shiksha Samiti(SVSS)interactions were conducted with Gram Pradhan and community members during SHG meetings, Village Health & Nutrition Day, household visits teaching villagers how sanitation impacts health.

At present, toilets are being constructed at household level based on design approved by the government. For each household toilet, the USL pays ` 11000/- which is used for providing an iron door, white-washing the toilet, plastering, tiles, etc. Each toilet has two soak pits and an especially designed rural pan that takes little water to wash the waste.20 Household toilets have been constructed so far and are being used by the community. The aim is to make Sarvar “Nirmal Gram” by making it free of open defecation and seeking the necessary recognition from the government under the Nirmal Bharat Abhiyan.

Good health is central to human happiness and well-being. It also makes an important contribution to economic progress, as healthy populations live longer and are more productive. Many people do not realize the significance of good health, and even if they do, they may still disregard it. Most water and sanitation related diseases can only be prevented by improving a number of hygiene behaviours. Keeping this in mind, SVSS organised a number of health camps for the community in the months of July and May.

USL along with SVSS organized Haemoglobin tests and blood grouping camp at 2 villages, Sarvar,Amala with the support of Aaganwadi workers, ASHA (Health staff), and Auxiliary Nurse Midwifery (ANM). Around 300 women attended the camp. Community Advisory Panel members participated too. 17 women were identified with anameia and referred to local hospital for further treatment.

Hand washing campaigns were organised in two schools in Sarvar and Amala respectively. Importance of hand washing was explained to students. Steps of hand washing were demonstrated and taught to students. 164 school students, along with the teachers, anganwadi workers, school management committee members and ASHA attended the camp.

Adolescent Health and Hygiene Camps were held in Govt. Middle School, Sarvar and Govt. Middle School, Amala. Dr. Arupananda Sahu & Ms.Santosini, District level trainer, under NRHM, Bhopalconducted these sessions on different aspects of adolescence, life cycle approach, physical and mental changes during the period, menstruation and anaemia - its causes and preventive measures. About 191 school children (Boys-99 Girls-92) attended the camp with school teachers, Anganwadi Workers (AWW) and ASHA members.

Majority of people in the project area villages around Bhopal plant have access to groundwater either by means of hand pump or through the traditional use of buckets. The bucket-rope approach is used when water is to be lifted from a well or an open source. Water pumped through hand pumps is safe for drinking purpose because the chance for contamination is very less. Hence this is the most preferable option for drinking water in these villages. In the Community Advisory Panel (CAP) meeting held in April 2015, it was decided to repair of 16 hand pumps.

The process adopted for site selection was twofold; firstly collection and segregation of applications according to the villages, then after reviewing the application by community members, finalizing sites for repair of hand pumps. Till date 16 hand pumps have been repaired in 3 panchayat of 10 nearby villages and remaining are in the pipeline. Mostly, the hand pumps were installed in locations where people do not have any source of safe potable drinking water in and around the periphery of 300 to 600 meters. Approximately 1800 villagers of nearby 8 to 10 villages will get drinking water through this noble support extended by USL.

In Sarver Panchayat pond revival work done for recharging the ground water & Constructed drainage in Amala pancahayat with the community Participation & USL contribution.

International Women's Day (March 8) is a global day celebrated the social, economic, cultural and political achievements of women with the joint effort of USL Local Plant & SVSS. The day also marks a call to action for accelerating gender parity.

World Environment Day was celebrated with full enthusiasm by schools and other educational institutes in the district on Friday. Students and staff participated in plantation drives to make their surrounding green. The theme resolute for the World Environment Day 2016 is 'Seven billion dreams. One planet. Consume with care'

For SHE Project, sustainability means balancing economic, environmental and social needs to find the best available solution which is essential to ensure a more sustainable future. In this regard, the USL is integrating sustainability more closely into all business processes and by making it the starting point for new business opportunities Swami Vivekanand Shiksha Samiti (SVSS) could work to boost community participation and ownership in WASH interventions. Central, State and local Governments should encourage holistic sanitation models and ensure that the political environment is conducive for corporate participation. The project is supported by United spirits Ltd (USL) and Charities Aid Foundation (CAF-INDIA).

















Empowering Girls by addressing Child Marriage

Child Marriage is a Child Rights issue. Child marriages disempowers girls who are forced to marry, as they drop out of school, face health complications and violence. This practice denies adolescent girls of their right to education, health and security. In collaboration with Women Power Connect & Mahila Chetna Manch, SVSS is implementing a project “Empowering Girls by Addressing Child Marriage”.

This programme is for curbing child marriage with multilayered strategy of awareness generation in community specially women, girls about their legal rights; community mobilization for changing their mindset towards child marriage by comprehending effects/consequences of child marriage; creating environment for effective implementation law to prevent child marriage; identification of change agents to take up advocacy with stakeholders - including state level government officials for policy matters and district level government officials for implementation and with media for wider dissemination; formation of taskforce forum to keep vigil on households and dissuading them to perform early marriage.

The project is being implemented in one district of Madhya Pradesh viz, Sehore which are among the districts having high rate of child marriage in the state. The intervention area is 10 villages of Sehore block of Sehore district. The year 2015-16 is the second year of implementation of the programme, during the year PRI members at Panchayat level and police personnel’s working at police stations in project area were oriented towards their role in preventing child marriages by enforcing the laws related to prevention of child marriages. District level consultations were organized. Capacity building programmes were conducted for all the members of village level watchdog committees comprising of Youths, Sarpanch, Secretary of Village Panchayat, ASHA, Anganwadi Worker and Teacher of the village. A media workshop was organized at Sehore in which media persons both from electronic and print, Panch – Sarpanch from project villages and government officials from concerned departments participated. They were sensitized about the causes and consequences of child marriages.

There was a positive interaction among the participant stakeholders. Meetings with government officials at state as well as district and block level for integrating efforts to prevent child marriages. Now positive results are visible in the project district, watchdog groups are actively keeping a vigil on at risk girl families and reporting to SVSS as well as Department of Women Empowerment, GOMP. Trend of media reporting is changing from reporting of child marriages to reporting of efforts to stop child marriages with success.



Awareness Campaign on ICDS Mission Mode - FORCES Network Programme

SVSS is one of the NGO Partner of FORCES (Forum for Crèches and Child Care Services) of which the Secretariat is housed in Centre for Women's Development Studies in New Delhi. FORCES are a National network of organizations and individuals concerned with issues relating to women working in the unorganized sector and care of their children. It believes that every child has the right to early childhood care and development including crèche and child care services.

During the year a series of awareness programme was organized on Building Awareness in Promoting Quality Services for Child Care and Early Education in Integrated Child Development Services (ICDS) and need for establishing Anganwadi Centre-cum-Crèche in Madhya Pradesh The participants were Educationists, Medical professionals, Panchayat representatives, Anganwadi workers, ASHA workers, NGO partners participated in the Awareness camps. The deliberations of the campaign to highlighted the deficit in access to health and nutrition service for women and children of unorganized sector. The children of migratory communities are most vulnerable. It calls for a campaign to extend the ICDS to these communities. The Campaign identified the need for community mobilization for:

- (i) Not permitting any child to reach acute stage of malnutrition where institutional care of Nutrition Rehabilitation Centre (NRC) is required. Having to send children to NRC should be rare exception, than a norm.
- (ii) Taking timely action for overcoming malnutrition as part of women's rights and child rights.
- (iii) Tracking all children for improvement in their nutritional status, prevent of malnutrition and for availability and accessibility of all services of early childhood care, nutrition and development.
- (iv) Facilitating AWCs to work as implementing agency. Village Panchayat to play a leadership role and civil society to cooperate in this initiative.
- (v) Monitoring immunization and transport availability to supplement the provision of Janani Suraksha Yojana, Panchayat should provide fund for arranging vehicle for pregnant women in case of emergency.
- (vi) Mobilizing village volunteers particularly young parents. There should be regular dialogue with the family so that the capacity of the family to understand health and nutrition care needs of the young child is enhanced.

FORCES-CWDS have entrusted SVSS with campaign for PRI's Role in the Implementation of ICDS in Mission Mode. Preparatory arrangements for the conducting the campaign are in the process and the campaign will be taken up during 2016-17.



Child Rights Observatory (CRO)

The Child Rights Observatory Madhya Pradesh (CROMP), a society promoted by UNICEF & Mahila Chetna Manch to create public awareness and build up a campaign for child rights, received support from a large number of NGOs

at a meeting held here over the weekend to build linkages and explore the possibilities of cooperation CROMP should act as a catalyst in bringing together all NGOs working for the cause of children.

During the year SVSS work in sehere district to help the Government and address issues like sex selection, street children, school enrolment of children living in slums, disability, child labour, children's health, aggression and violence among adolescents.

"The adolescent girl still remains a neither young plant that gets light nor water. She remains the flower that could have blossomed but didn't"

Adolescence (between the ages of 10-19 years) is a transition period in life, when an individual is no longer a child, but not yet an adult. It is important to note that adolescents are not a homogeneous group – their needs vary according to gender, stage of development, life circumstances and socio-economic conditions. A general lack of understanding about the particular needs of Indian adolescents, specifically adolescent girls, persists in India and the wider global community. The Indian context calls for a focus on adolescent girls due to their general vulnerability, inaccessibility to basic health care and education, unmet sexual and reproductive health needs and rights, and age old traditions and misconceptions that have seen this cohort marginalized. The concerns are as follows:-

Lack of accessibility to education, Malnutrition due to Gender Biasness, Early Marriage and child bearing, Lack of sexual negotiation skills, and limited access to HIV information and prevention services, has resulted in a higher rate of HIV cases among adolescent girls., Attitude of people surrounding Adolescent Girls.SVSS has identified the above mentioned gaps and is providing Life Skill Training Program for Adolescent girls. The objective of training is to facilitate the training on life skill for adolescent girls in Sehere district covered 5 villages target 100 girls





Capacity Building of Master Trainer Under Rashtriya Kishore Swasthya Karyakram(RKSK)

Rashtriya Kishore Swasthya Karyakram (RKSK), is underpinned by evidence that adolescence is master trainers trained at State level/District will undertake level training of service providers at district training sites with support from NRHM & UNPA. The most important stage of the life cycle for health interventions. And that addressing adolescent health needs would obviate several reproductive, maternal and child health challenges. For example, age at marriage, birth preparedness, appropriate spacing, teenage pregnancy and mortality and morbidity associated with it can be addressed only when we start to work with adolescents, both boys and girls, and their caregivers.

Rashtriya Kishore Swasthya Karyakram (RKSK) expands the scope of adolescent health programming in Madhya Pradesh - from being limited to sexual and reproductive health, it now includes in its ambit nutrition, injuries and violence (including gender based violence), non-communicable diseases, mental health and substance misuse.

The outcome of capacity building programme is to strength of the program is its health promotion approach. It is a paradigm shift from the existing clinic-based services to promotion and prevention and reaching adolescents in their own environment, such as in schools and communities. Key drivers of the program are community based interventions like peer educators, outreach by counselors, involvement of parents and the community through a dedicated adolescent health day; communication for information and behavior change i.e. Social and Behavior Change Communication; and Adolescent Friendly Health Clinics across levels of care. RKSK has devised these strategies and platforms to reach out to adolescents in their own spaces, recognizing the importance of encouraging positive behaviors and supporting adolescents in making a healthy transition to adulthood.



Radio Awaaz – Community Radio Station

Today we are living in the age of communication. However our villages are lagging behind. Newspapers reach only in villages on the main roads and TV is out of question due to lack of electricity. Commercial radios broadcast hardly any useful stuff. Local community has no place in any of these commercial media spaces.

Radio Awaaz, community radio station, is promoted by **SVSS**, as the community's own medium of Communication for dialogue, information sharing, knowledge sharing, entertainment, citizen action for empowerment, equity and equality in May' 2012 in village Rajukhedi of Sehore block in district of Madhya Pradesh.

The formal broadcast started on 12th May' 2012. Radio Awaaz reaches in about 300 villages in 15 to 20 km radius covering a population of about 300,000. It broadcasts for 8 hours per day.

Radio Awaaz broadcast programs have a mix of Education, Agriculture, Health, information, folk music, entertainment and fun.



