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16 YEARS OF VIKAS SAMVAD

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VISION, MISSION AND VALUES

OUR IDENTITY

Vikas Samvad Samiti (VSS) focuses on building and upgrading civil society structures working for the marginalized communities, women's and children's rights, nutrition (Right to Food Campaign in Madhya Pradesh), health care and income support. It supports and engages with networks at the state and national levels that promote food security and health rights.

VSS envisions to develop a society which is Equal, Democratic and Free from All Forms of Poverty. Its thematic work areas including Nutrition, Agriculture (Livelihood), Nagrik Shalas, Research and Training, Institution Building and Digital Democracy comprise its array of endeavours in addressing the wider societal issues from the larger community perspective.

Today, Vikas Samvad has emerged as a social research, training and documentation and advocacy group, to be reckoned with. Its community-centric efforts addressing the wider societal issues are sought to be assayed in the context of ideas-facts-values-evidence for being taken in public discourse. The emphasis is on the emergent change triggered from within the community rather than being thrust from outside. It thus, precludes reliance on outside expertise and promotes affirmative action from within and helps in continually taking forward the evolving processes. Keeping this thinking in mind, VSS has been intensively working on study-analysis and development of reference materials and continues to do so. Accordingly, continued communication with social workers and public media personnel is the main plank of our work.

Some of the notable ongoing projects of the VSS include "Building a Community-based, Resilient and Sustainable Food Security Model through Community Participation and Advocacy in Madhya Pradesh and Bihar", "Capacity Building of CSOs and Qualitative Research and Documentation of Case Studies and Stories of Grassroots Efforts Made by Civil Society Organisations (CSOs) for Alternatives for Reducing Agricultural Distress", "Participatory Action for Holistic Agriculture and Livelihood (PAHAL)" and "Community Based Management of Malnutrition Programme".

We necessarily partner with grassroots organisations in the field work and seek to widen and deepen our learning and insight. Our partnerships are across the canvas including the conduct of intensive research, studies and advocating the issues of public and marginalised communities. These are spread across Bundelkhand, Baghelkhand, Mahakaushal, Nimar, Malwa and Nivari regions of Madhya Pradesh.

Thus far, Vikas Samvad has developed 49 primers, 77 Publication, and 150 Info Packs and knowledge products on Food, Employment and Social Security Schemes, Food Security and Right to Food, Community based Management of Nutrition, Diseases and Social Action, Climate Change and Hunger, Poverty and National Food Security Act etc. These are widely used by various organisations and government functionaries.

VISION STATEMENT

Our vision is to establish an egalitarian and a healthy society that is democratic in its nature and disposition and secures freedom from all forms of poverty.

MISSION STATEMENTS

- Collaborate with like-minded social institutions and individuals and pursue initiatives in evidence-based collective integrated action and leadership development in the society.
- Facilitate in bringing about peoplecentric policy reforms.
- Develop people-centric perspective amongst the core civil society institutions including communication systems.

VALUES WE CHERISH

Configuration of our interventions draws upon evidence-based programming with inter-sector convergence and the right perspective. Notably, the key values of inclusiveness, empathy, equality, democratic principles and the primacy of constitutional ethos mark and define the direction and content of our endeavours.







PRESIDENTS MESSAGE

Vikas Samvad Samiti (USS) was registered as an organisation in 2006. Over the past 17 years, the organisation has established itself as a leading proponent across a host of areas including inter alia nutrition and food security, agriculture (livelihood), women and children's rights and health care. Notably, in 2021-22, it has provided a stellar support to the State Government in formulating Nutrition Governance Policy and continues to extend its assistance to the state and other stakeholders in carrying forward its implementation framework.

Whilst building broad-based societal capacity to solve community issues forms the core thrust of Vikas Samvad, it has essentially been seeking to address developmental concerns including food security and malnutrition, sustainable holistic agriculture and livelihood models from the rights perspective. In doing so efficaciously, it has also been conducting research and studies so as to inform its reports and publications with evidence and analytics – across the themes like Food, Employment and Social Security Schemes, Community-based Management of Nutrition, Diseases and Social Action etc.

Further, Vikas Samvad has undertaken a major initiative in aligning the civil society organisations across the country, so that 'real' development agenda is effectively addressed from the plateau of widened civic space and unhindered civic voices. Accordingly, the organisation has been seeking to dwell on capacitating the civil society organisations in the states of Madhya Pradesh, Chhattisgarh, Jharkhand and Rajasthan, amongst others in enhancing their roles vis-à-vis the government and other stakeholders. The endeavour builds on the premise of strategic communication.

In seeking to strengthen the capacity of civil society networks, Vikas Samvad lays stress on developing the communication skills of its partners so that they can spread their message more effectively and reach out to community members to work together from common platforms. In all its programs, Vikas Samvad proactively makes use of the constitutional framework. The idea is to spell out and amplify the values of a democratic and equitable society for building and sustaining conscious and informed citizenry.

Vikas Samvad Team is building a sound theoretical and yet a strategic pathway towards food security and aligns it with field programmes, projects and studies. It needs to continue with an open mind and a scientific approach, learning from its successes and mistakes to build a stronger network of like-minded organisations that will make a substantial difference to the food security status of the most deprived sections of the society.

I am happy to present the Annual Report of Vikas Samvad Samiti for the year 2021-22.

Anwar Jafri President



THEMATIC DOMAINS AND PROGRAMMATIC DIMENSIONS





1. NUTRITION AND FOOD SECURITY

1.1 Building a Community-Based, Resilient and Sustainable Food Security Model Through Community Participation and Advocacy in Madhya Pradesh and Bihar

Brief Description

Madhya Pradesh and Bihar are amongst the poorest states in the country. The main causes are the lack of food and health care, particularly for the marginalized rural populations (Adivasi, Dalit). Further, the public service system is fraught with lack of transparency and poor accountability on the one hand, and ignorance of the populations concerned to claim their right to food, health, and the associated government support programs.

This project being implemented in Madhya Pradesh and Bihar focuses on monitoring SDG 2 at the local, state, and national level and promotes sustainable community-based malnutrition management.

Duration

Reporting Period: 1st April 2021 to 31st March 2022. Project Duration–1st January 2020 to 31st December 2024

Geographical Area Covered

This project covers 4 districts of Madhya Pradesh namely, Panna, Satna, Rewa and Umaria whilst two districts, viz. Jehanabad and Sitamarhi are included from the state of Bihar. As many as 140 villages [Madhya Pradesh (100) and Bihar (40)] form the focused jurisdiction for the project's interventions.

Theme(s)

The project seeks to address the food and nutrition security theme. Notably, many people, especially the Dalit, tribal, and deprived sections do not have access to basic resources like food, water, and land.

Beneficiaries: Target Segments

The project focuses on the targeted segments of 13551 children under the age of 5 years (including 6874 malnourished children), 1400 adolescent girls and 4803 pregnant women and lactating mothers from the tribal, scheduled caste (Dalit) and other backward caste communities. Overall, as many as 22301 households draw upon the benefits of the project inputs, processes and the consequent outputs and outcomes.

The Project



Project will contribute to achieving food security and ending malnutrition and hunger in India in consonance with SDG 2.

Project Objective(s):

- 1. Formation of community groups and capacity building of groups on monitoring of schemes and appraisal of food security status.
- 2. Strengthen implementation of food and nutrition and maternity entitlement schemes.
- 3. Development of alternative avenues of food production.
- 4. Establishment of community-based monitoring.



Envisaged Outcomes

- 1.60 percent of 6990 eligible households in Bihar and 20 percent of 12991 eligible households in Madhya Pradesh do not have access to subsidized and high-quality food as is mandated under the National Food Security Act 2013. The status of this unacceptable inaccessibility is turned around into access and availability.
- 2. The capacity of community-based institutions in 140 villages in Madhya Pradesh and Bihar to monitor and evaluate national food security programs is strengthened.
- 3.13896 children, 8336 adolescent girls, and 4803 pregnant and breastfeeding mothers across the 140 target villages get improved access to state health, nutrition, and care services.
- 4.7500 households in 140 communities in Bihar and Madhya Pradesh can produce various and sufficient foods and can overcome dependence on external food supplies.
- 5.A monitoring mechanism for food security will be discussed at the State level in Madhya Pradesh and Bihar as well as at the national level. A lobbying strategy for the community-based monitoring mechanism will be in place.
- 6. Food Diversity is secured in the daily platter of the targeted segments.

Covid-19: Challenges Faced and Coping Strategies

In the last week of April 2021, the lockdown was imposed in the wake of 2nd wave of the Covid–19. Government programmes such as Anganwadis, schools, and PDS shops were rendered nonfunctional. Hence, there were issues of allocation, distribution and supply. However, in order to cope up with the situation, few changes were adopted for ensuring the continuance of programmatic activities. These included creating a WhatsApp group for all groups and orientation on various topics e.g., Covid–19 prevention and treatment, vaccination, nutri garden, bio–compost, water conservation, and PLA were conducted to connect with the local groups and project staff.

Covid relief support including distribution of food kits and water rejuvenation work was rendered with prior approval from the concerned department to ensure food and livelihood security for the needy. A Situation Analysis Study on COVID Deaths and the Role of ASHAs in the Pandemic Prevention was also conducted during February–May 2021 in coordination with the concerned department. Other regular activities such as tracking pregnant and lactating women and children under 6 years, linking marginalized families with food security schemes, coordination with district administration for food and nutrition services, information collection related to the status of health and nutrition services in adherence to the covid–19 safety guidelines were also implemented.

Key Outcomes Realised During the Reporting Year

- 2204 families from Madhya Pradesh and Bihar have been supported and linked with government food security programs. This has ensured 4 months of food security to the food insecure families.
- 122 families received the benefit of backyard poultry which ensured their 8-month food security.
- 8080 households from Madhya Pradesh and Bihar were enabled access to 14 diverse varieties of green and leafy vegetables for 6–8 months in a year.
- In the two Gram Panchayats of the Panna district, the Vigilance Committee Member played an active role in resolving the problem of irregularity in ration distribution. Consequently, the community started receiving regular monthly food ration and that outstanding ration was also released to the beneficiaries.
- There are a total of 3013 pregnant and lactating women in 140 project villages, of which 2137 pregnant and lactating women are regularly getting their Anganwadi entitlement pertaining to supplementary nutrition.
- During covid-19 2nd wave lockdown, 52 youths of Panna district supported writing and submission of demand of work under MGNREGA for 189 people in Panchayat. Within one week of the submission of applications, they successfully received 15 days of work for Check Dam, farm pond, concrete road, farmland boundary, etc. On completion of their work, they got their wages payment of Rs. 544320 rupees for 2835 (15x189) days of work @ 192/- INR per day per person.



Major Achievements

- VSS actively engaged with the government of Madhya Pradesh in developing the State's Nutrition Governance Policy. It was in sync with the SDG-2 as well as the project's long-term goals and objectives. The State cabinet has since accorded its approval to the proposed policy enunciations.
- · An Implementation Framework on Child-Maternal Malnutrition and Mortality was developed.
- A framework for the formation and functioning of Sahyogini Matru Samiti under NFSA for Community Monitoring was drafted. Also, a training module was developed for capacitating the SMS members.
- · State Budget Analysis findings were widely shared.
- A need-based food security study of 100 percent of households in 140 villages in Madhya Pradesh and Bihar was conducted. It brought out that the proportion of food insecure families at the project level is at 94 percent (MP-93 percent and Bihar 99 percent). The further break-up of the data identifies 1 percent (273) of the families as the severely food insecure ones, 63 percent (12348) as the moderately food-insecure families and 30 percent (5795) families as the mild food-insecure families (5795). Only 6 percent (1084) families were found to be in the normal category the food secure ones.
- In Rewa, 42 adolescent girls supported monitoring the Body Mass Index (BMI) of 67 adolescent girls. A significant proportion of 21 adolescent girls were found to be below the normal value of BMI. The Project Team ensured the health check-up (including the assessment of anaemia status) and ensured IFA supplementation for these 21 adolescents.
- In Umaria district, 254 families had been identified who were eligible but not registered under the NFSA schemes. Project's youth groups supported their enrollment. As a result, 141 families got enrolled while 113 received a temporary coupon to receive ration. Thus, all 254 families are currently getting ration from the Fair Price Shops (FPS) regularly as per the provision.
- As many as 1115 applications were submitted to the local authority through the project's women and youth groups. These applications sought the resolution of grievances on deprivation of entitlements pertaining to the Anganwadi Supplementary Food, eligibility for inclusions under the NFSA (Public Distribution System), forest land lease, JSY, MGNREGA and drinking water. The project interventions brought about resolution to 1065 applications and that as many as 2319 families were enabled to access the benefits.
- In Rewa district with the support of 27 youths, the community monitoring activity was held across 25 villages in 23 AWCs. An issue of stock out pertaining to Ready to Eat (RTE) food and Take-Home Ration (THR) packets was observed in 10 AWC from March to May 2021. This grave issue was raised with the ICDS officials, which resulted in making up the supplies as per the requirement in all 10 AWC. The intervention resulted in accruing the benefits to 320 children, 40 pregnant and 52 lactating women.
- The IDDS Study design was finalized, and data collection was completed covering the targeted 1400 families across 10 House Holds (HH) from each of the 140 villages.





Key Outputs Generated

- · Youth and Children's Groups captured biodiversity information for 87 villages.
- Out of 1221 eligible women, 914 received financial assistance stipulated under the maternity benefits. Under PMMVY, 1221 women are eligible for the mandated benefits. Out of these eligible women, 914 (75 percent) have applied for the grant of the stipulated benefits. As many as 851 (93 percent) applications were resolved favourably. Likewise, under the JSY scheme, 1196 women applied for the benefit of whom 638 (53 percent) received the benefits. Under the MMSPSY Scheme, meant only for Madhya Pradesh, 32 women were benefitted.
- A two-day state level training on "Child Rights, environment and strength of group" was conducted. As many as 74 children from Madhya Pradesh and Bihar participated in the training. A
- two-day district level training on "Leadership development on Child Protection and Environment" was conducted. A total of 491 children from Madhya Pradesh and Bihar participated in the training.
- From the two states, as many as 260 youths at the district level and 78 youths at the state level participated in trainings themed on "Leadership Development and Strength of the Group".
- 77 (MP-40, BR-37) women group members at the state level and 269 (MP-193, BR-76) at the district level participated in a two-days leadership training. The theme of the training was "Strengthening of the Group and Role and Function of Each Woman in the Group".
- 287 adolescent girls (MP-200, BR-27) were trained in district leadership training. The themes
 included aspects and issues pertaining to menstrual health, hygiene and nutrition during the
 adolescent stage and gender disparity.
- 13 water structures including ponds, wells, deepening, and rejuvenated work were completed. The
 exercise served the safe drinking water needs of 400 people and that food security and livelihood
 was ensured for 375 families.
- 40 project team members and youths were trained on the concept of Bio-Compost.
- 21 new Seed Banks were established. These include 190 Seed bank Committee members.
- 64 youths and project staff were trained on water conservation concepts, methods, and processes.
- 1630 families were supported through kitchen garden seeds.
- Biodiversity information for 87 villages was collected. As many as 640 varieties of herbs, trees, crops, and local creatures were identified.





Opportunities to be Tapped and Challenges Ahead

Opportunities

- · Collaboration with the Government in policy reformation.
- VSS can be seen as a valuable Development Partner.
- · VSS can serve as a Resource Centre for the state.

Challenges

- Covid-19 pandemic
- · Integration of project interventions with the research findings
- Validating the collected data, Documentation
- Sharing the analysis of the findings with the community and dissemination of the findings of various studies

Key Points for Year 2022-23 Plan

- 1. Assist the State Government in developing the implementation framework for the State Nutrition Policy and continue extending support in its implementation.
- 2.Ensure alternative food promotion to the food-insecure families for improving their nutrition and livelihood which includes Poultry farming, Nutri Garden, repairing of water structures, and Bio-Compost pits.
- 3. Conduct periodical growth monitoring of under 5 children and BMI of adolescent girls for tracking their nutritional status.
- 4.Disseminate the key findings of the research study undertaken on IDDS and Food Security with the larger groups at the state and district level.





1.2 Community-Based Management of Malnutrition

Brief Description

Madhya Pradesh, a state in central India, is home to more than 50 tribes. Sahariyas are one of them. Their health status is extremely poor due to malnutrition, lack of proper hygiene and illiteracy. Undernutrition, especially protein-deficient diet in children predisposes them to diseases like Marasmus, Kwashiorkor and TB.

Vikas Samvad Samiti (VSS) has been undertaking the project intervention on Community-based Management of Malnutrition (CBMM) in the Sahariya-populated areas of district Shivpuri in partnership with Child Relief and You (CRY). The identified 15 villages of Pohri district have 2129 households having the total population of 10774 (5454 males and 5320 females). Out of 2129 households, 296 households belong to Scheduled Caste, 1136 to Scheduled Tribe and 638 are from Other Backward Castes whilst the rest are of the general category.

There are 788 children under 5 years of age in this intervention area. Amongst these children, 279 children (34 percent) are malnourished. As many as 45 children (5.7 percent) are severely malnourished whilst 234 (29.6 percent) are moderately malnourished.

Duration

Reporting Period: April 2021 to March 2022.

Project Duration–1st January 2018 to December 2022 contd. (Extended on year-on-year basis in a yearly cycle of January to December)

Geographical Area Covered

Pohri Block of district Shivpuri, MP. The project covers as many as 15 villages namely, (1) Jakhnaud, (2) Aamai, (3) Sonipura, (4) Madhopura, (5) Gwalipura, (6) Jatwara, (7) Jachakhurd, (8) Batkakhedi, (9) Taparpura, (10) Patpari, (11) Nonhetakhurd, (12) Mehra, (13) Rampura, (14) Dangvarve and (15) Badkheda.

Theme(s)

The project addresses the key theme of leadership development in women, youth, adolescents and children. Towards this end, it focuses on diverse aspects including, inter alia, Promotion of Nutri-Garden, Poultry Farming, Infrastructure Development, Safe Motherhood, thrust on first 1000 days of childhood, services related to PDS, ICDS, MDM, health services, promoting WASH (Water, Sanitation Hygiene) and food security with accent on use of locally available foods and management of malnutrition amongst children, adolescents and women of reproductive age.

Beneficiaries: Target Segments

Pregnant Women and Lactating Mothers, Children under 5, Adolescents, Youth and Women of Reproductive Age, especially those from the Particularly Vulnerable Tribal Groups (PVTG) and those from the Sahariya community.

The Project



Project Goals

- 1. Ensure Child and Maternal Survival, Reduction in Morbidity and Child and Maternal Mortality.
- 2. Secure Community Engagement in Improving Maternal and Child Health and Nutritional Wellbeing.

Project Objective(s)

- 1.Set up an effective model for Community based Management of Malnutrition.
- 2.Build capacities of stakeholders/government departments (frontline workers) and functionaries towards effectively addressing malnutrition.
- 3. Mobilize communities towards better childcare practices for tackling malnutrition.
- 4. Build capacity of the community in meeting the nutritional requirements especially amongst



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- 3. Mobilize communities towards better childcare practices for tackling malnutrition.
- 4. Build capacity of the community in meeting the nutritional requirements especially amongst



Tuberculosis-affected children.

Envisaged Outcomes

- 1.Ensuring care of the first 1000 days of child life [230 days as fetus plus 770 days (completion of 2 years after birth)].
- 2.Early detection of Severe Acute Malnutrition (SAM) and Moderate Acute Malnutrition (MAM) with timely referral to Nutrition Rehabilitation Centre (NRC) for the SAM children with medical complications and community-based and home-based care for the MAM children.
- 3. Strengthened statutory committees [functionality of the Panchayati Raj Institutions (PRI) namely the Village Health Sanitation Nutrition Committees (VHSNC) and School Management Committees (SMC) reflected in the formulation of Village Development Plans and relevant community decisions and actions.
- 4. Improved water levels following the rejuvenation of water structures.

Key Outputs Realised in the Reporting Year

- 1522 beneficiaries have benefited from adoption of poultry farming.
- Kitchen Gardens have been taken up by 429 families.
- · Nutri-Corners have been in all 15 villages.
- Families with malnourished children have started practicing nutritious food preparation with available local foods.
- Seed Banks for seeds including Kodo, Kutki, Pearl Millet, Maize, Urad, Peanuts, Urad, Sorghum, Sesame, Moong and Soybean are functional in all 15 villages. The community has collected 225 Kg of seeds through these Seed Banks thus far.
- At Taparpura, Jakhnaud, Machakhurd Villages, deepening of ponds has been undertaken thereby benefiting as many as 3500 persons.

Major Achievements

- The project has supported transforming the Anganwadi Centre at Sonipura into a model Centre.
- Camp organised for use of Mahamash oil and Supushtikar Churan to save children from malnutrition.
- Poshan Samvad organised for the Front-Line Workers of health and nutrition streams.
- Training of members of VHNC and SMC was held.
- Initiative undertaken for infrastructure development of and around the Anganwadi Centre in cooperation with the Gram Panchayat (water tank and access road repaired).
- Gram Arogya Kendra synced with the Anganwadi Centres.
- Library-cum-activity center established at Machakhurd Village.

Covid-19: Challenges Faced and Coping Strategies

Recognising that immediate measures should be taken to provide food and nutritional security to the families facing food insecurity in the vulnerable communities so that such families can get relief during the epidemic crisis, priority was given to distribution of ration kits. Accordingly, 300 Nutrition Relief Kits were distributed to pregnant women, lactating mothers, and malnourished children with support from Goonj across the 15 villages of the Project. The kit included 10 Kg each of wheat and rice, 2 Litres of edible oil, 500 Gm of Soya Chunks, 1 Kg each of Tuvar Dal, Jaggery and Black Gram, 5 pieces of soap and 2 packets of Sanitary Pads.

Further, in order to improve the nutritional status of pregnant women, lactating mothers and malnourished children in the project villages, 466 kits were received out of which a total number of 266 Dry Ration Kits were distributed in the month of April 2021. Each kit included 5 Kg of cereal (wheat flour), 1 Kg each of tuvar dal, chana dal and sugar apart from 1 Litre of edible oil and spices including 200 g each of turmeric and red chilli powder. In addition, Vikas Samvad provided 250 Oxygen Concentrators to district hospitals of Shivpuri, Shahdol, Satna and Rewa through the



respective district Collectors and the CM&HOs. Apart from this, each of the 45 front-line workers were given two N95 masks and 2 hand wash sanitizers.

Opportunities to Be Tapped and Challenges Ahead

Opportunities

- With village size being small and the community being homogeneous, tapping community mobilization is promising. A case in example is success in poultry farming.
- Condition of roads and facilities for transportation are relatively better in the region. The
 connectivity is amenable for being productively deployed in reaching services and awareness
 generation.

Challenges

- · Most of the farmers do not have their own land for farming.
- · Below average rainfall is a challenge in this area.

Key Points for Year 2022-23 Plan

- 1.Food demo Sessions
- 2. Studies One on IDDS and Food Security
- 3. Training of Matra Sahyogini Samiti members
- 4. Training of Arogya Samiti members
- 5.NSMP Exercise for nutrition sensitive micro-planning
- 6. Infrastructural work like; pond deepening, cleanliness of well and approach roads
- 7. WASH Campaign.





1.3 Regional Programme for Scaling-up the Multi Sector Approach for Nutrition-Smart Villages in Bangladesh, Nepal, and India

Brief Description

The Regional Nutrition Programme (RNP) has been implemented in the economically and socially vulnerable regions of Bangladesh, Nepal, and India, since 2018. It seeks to promote a multisectoral approach for demonstrating Nutrition Smart Communities to address the issue of malnutrition. These countries bear a heavy burden of persistent malnutrition perpetuated through the intergenerational cycle of poverty and deprivation.

Welthungerhilfe's 'Nutrition Smart Community' is an informed community that understands Nutrition in its practical terms. This project delves into direct (nutrition-specific) and indirect (nutrition-sensitive) cost-effective and evidence-based interventions to address the varied factors of chronic undernourishment, foster behaviour change, enhance nutrition education and strengthen community-based institutions. In phase two, Vikas Samvad Samiti was on boarded as the technical partner for systematic scale-up, knowledge management, capacity building and documentation.

Duration

Reporting Period: April 2021 to March 2022.

Project Duration-1st December 2020 to 31st December 2023.

Geographical Area Covered and Partnerships

In India, the project is presently demonstrating 200 Nutrition Smart Communities (Villages) in Madhya Pradesh in two districts— Chhatarpur and Sheopur since inception with Implementing Partners Darshana Mahila Kalyan Samiti (Chhatarpur) and Mahatma Gandhi Seva Ashram (Sheopur). Since July 2021, the top-up program for COVID-19 Response Initiative is being implemented in 700 villages of seven blocks of the seven districts of Madhya Pradesh. Out of the seven districts, Sheopur and Chhatarpur districts are the RNP project districts whilst the new five districts are Alirajpur, Barwani, Dewas, Dindori and Mandla where TRIF is the Implementing Partner.

Theme(s) and Approaches

The themes have a wide spectrum including health and nutrition education, water, sanitation, and hygiene, natural resources, agriculture, and income generation. These thematic thrusts build upon the approach of empowering the village institutions and instituting nutrition–sensitive micro planning and sustainable integrated farming system practices making use of LANN+ PLA sessions, nutrition camps and promotion of WASH practices.

The Project



Contribute to food and nutrition security of vulnerable and food insecure families in Nepal, Bangladesh, and India in accordance with SDG 2.

Project Objective(s)

- 1. The multisectoral approach to food and nutrition security is consolidated and institutionalized in cooperation with government agencies.
- 2.Knowledge management platforms are established to guide and facilitate multisectoral programming.
- 3.Best practices in nutrition smart villages are identified and scaled up through extensive policy advocacy, capacity building and technical support.
- 4. Comprehensive preventive and supportive environments are created at the community level to fight the second wave of Covid-19.



Envisaged Outcomes

- 1. Vulnerable rural communities in the selected areas have reduced chronic and acute malnutrition through systematic and effective scaling of evidence-based solutions.
- 2. The multisectoral approach to food and nutrition security is consolidated and institutionalized in cooperation with government agencies.
- 3. Knowledge management platforms are established to guide and facilitate multisectoral programming.
- 4.Identified best practices in nutrition smart villages are in place and scaled up through extensive policy advocacy, capacity building and technical support.
- 5.Covid-19 positive patients of the targeted households receive adequate medical support.
- 6. Targeted households are provided with essential information and means to practice essential hand-hygiene and other preventive measures including vaccination.
- 7. Augmented access, availability, and sufficiency of food for vulnerable communities in the target areas that are impacted by COVID situation.
- 8.Staff of Welthungerhilfe and Partners, Community volunteers and Government, Covid Warriors and others are capacitated and adequately equipped to combat the second wave of Covid 19.

Covid-19: Challenges Faced and Coping Strategies

Limitation to Interact – Due to the uncertain lockdowns and rising cases, the team had limitations to interact directly with the community.

Duration of the Project – The short duration of the project required quick planning and decision making to avoid lapse of time.

Engagement Between Partners – A longer duration of the project would have increased partners' interaction and initiated effective peer-learning.

New Focus – The focus on health was a new experience for the team.

Remote Locations – The far spread project districts were a little hard to reach to deliver project essentials directly.

Key Outcomes Realised During the Reporting Year

- VSS played a central role in drafting State Nutrition Policy of Madhya Pradesh
- Tribal Nutrition Framework, Nutri-Garden Guidelines School Health and Nutrition Program
 Framework, Guidelines, Tools, and Processes for Social Audit of ICDS, Standard Operating
 Protocols (SOPs) for Covid 19 management formulated and developed for the department of
 women and child development, Government of Madhya Pradesh.
- Developed a training module for Sahyogini Matra Samiti
- Revised the NSMP Booklet with reference to the context of Madhya Pradesh.
- Designed Millets Cookbook "Mote Anaajo Se Bane Swadisht Vyanjan" for DWCD
- As many as 78 nutrition-sensitive micro-plans (43 Plans in Sheopur and 35 Plans in Chhatarpur) have been developed which are amenable to be linked with Gram Panchayat Development Plans.



Project Highlights (Major Achievements)

- A three-day Resonance Workshop was conducted to discuss the learnings, key challenges, and approaches of RNP Phase-I and make action plans for RNP Phase-II.
- · Two-days Manthan Workshop organised for team building and peer learning.
- A three-days TOT on multi sectoral approach organized at Kolkata to develop a talent academy to provide technical support to different organisations.
- A two-day Brainstorming Workshop at Kolkata was organised as a knowledge management platform for the scale-up of the Nutrition Smart Community globally.
- A three-day residential ToT on Sustainable Integrated Farming System (SIFS) was organised to prepare a Master Trainers Pool to scale up the SIFS technique.
- The State-level workshop on NSMP was organised in Shivpuri.
- 2 District level workshops on NSMP were organised in Sheopur and Chhatarpur. 43 Plans in Sheopur and 35 Plans in Chhatarpur have been developed till December 2021.
- 2-day capacity-building training on LANN and SIFS training modules. This training was organised in Kolkata.
- Five meetings with the Minister for Panchayat Raj and Rural Development and Higher Officials on multi-sectoral convergence, Nutri-Smart Villages, Annapurna Panchayat and NSMP.
- Seven meetings were held with the State Rural Livelihoods Mission, Department of NREGS etc. for convergence for NSMP.
- Three meetings were held with DWCD for Malnutrition Case Study in Sheopur, Podcasts for Anganwadi Radio App, Poshan Maah Stories Documentation, Media Fellowship, and MP Millets Campaign.
- The Situation Assessment Study was conducted in seven intervention blocks of MP with a total 688 surveys (61 Sarpanch Surveys, 56 FLW Surveys, and 571 HH Surveys).
- A study to assess the contributing factors for the decline in the Child Malnutrition and Mortality in Sheopur District with a specific focus on Child Care, Capacity Building, and Awareness levels carried out during the period of January 2020 to December 2021 in collaboration with DWCD.





Key Outputs Generated

- · IEC materials developed to multidimensionally raise awareness within the community.
- · COVID-19 Aur Bachpan "Teen Sootr".
- Awareness Leaflets on Basics of COVID-19, Essential Nutrition, Mental and Emotional Wellbeing,
 Protection of Children from COVID-19 and Basics of COVID-19 Vaccination and Its Importance.
- 'Mithak-Tathya' Card Game Set, 'Savdhaani Aur Suraksha' (Snake and Ladder Game), Booklet on Tippy Tape and MATKA Filter designed and developed.
- Millet Cookbook on recipes of millets developed.
- Village level Nutrition-Sensitive Microplanning (NSMP) Module drawn up with Flipbook/Workbook with 200 NSMP Tool Kits and Household Formats.

Opportunities to Be Tapped and Challenges Ahead

The effort to seek multi-dimensional engagement with different government departments has resulted in better planning and reach within the community. Greater Community Interaction Training has led to constructive involvement in the project activities.

Key Points for Year 2022-23 Plan

- · To develop knowledge labs in 2 Panchayats of Sheopur and Chhatarpur districts.
- To develop a detailed plan for linking NSMP with GPDP and advocacy to include nutrition sensitive issues in GPDP and scaleup of NSMP at interstate and international level.
- Convergence with Panchayati Raj, WCD, Horticulture, Agriculture, Animal Husbandry department to scale up Nutrition Smart Village concept with government.
- To develop IEC material and module for scaleup of nutrition smart village concept.

 To develop a state level master trainer/ resource team for the training on Multisectoral approach – NSMP, SIFS, LANN+ PLA, SMS, VHSNC, and PRIs to develop nutrition smart communities and villages.

 Media engagement in Nutrition smart villages and sharing of success stories at state level.

 Capacity building of a partner's team on storytelling, advocacy, local level research.





1.4 Participatory Action for Holistic Agriculture and Livelihood

Brief Description

"Participatory Action for Holistic Agriculture & Livelihood-PAHAL" is a HDFC Bank's CSR- funded project being implemented by Vikas Samvad Samiti in Jharkhand. The project focuses on improving livelihood opportunities by inculcating good practices in the agricultural sector to enhance production and food diversity amongst the target beneficiary population of small, marginalized and women farmers.

It also aims to build capacities of the beneficiaries and enhance their income opportunities through locally sustainable Income Generation Programmes (IGP). It focuses on empowering the rural communities to build a self-reliant sustainable agriculture system to ensure food security, generate regular sources of income and build regenerative capacity through a host of thematic activities.

Duration

Reporting Period: April 2021 to March 2022. Project Duration- April 2021 to March 2024.

Geographical Area Covered

A total of 26 villages of two blocks, namely, Raidih (18 villages) and Palkot (8 villages) in district Gumla, Jharkhand State.

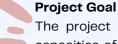
Theme(s)

- 1. Natural Resource Management: Bring about effective utilization of fallow and uncultivated land for better sustainable agricultural practices such as soil and moisture conservation, water conservation and solar-based interventions.
- 2. **Livelihood and Skill Development:** Institutional capacity building and creation of alternative sources of income-generating livelihood opportunities.
- 3. **Research, Documentation and IEC development:** Conduct of research and documentation of best practices and success stories alongside module and IEC development.
- 4. Health and Nutrition: Promotion of health and nutrition-sensitive agriculture practices.

Beneficiaries: Target Segments

The project primarily targets small, marginalized and women farmers, food insecure landless and the resource-poor including migrating families, women and children suffering from malnutrition and vulnerable communities. Approximately, a total of 4700 families are covered in the project.

The Project



The project seeks to intensify adoption of the best practices of agriculture, to strengthen the capacities of the target segments and to raise income-generating activities thus securing nutrition and food security, reducing vulnerability, and enhancing sustainable livelihood for the target population of the project villages.

Project Objective(s)

- 1. Empowerment of rural communities, farmers, women groups and the vulnerable communities.
- 2.Climate-resilient farming system and diversification of livelihoods gets underway across the community engagement tangible pathways.
- 3.Integrated farming system with crop diversification gets set with focus on community-centric and process-driven approaches.
- 4. Animal husbandry gets superior identity as a viable livelihood option as well as in ensuring food and nutrition security.



- 5. Landless farmers and migrating families become aware of sustainable income generating activities and can have ways and means for undertaking the same.
- 6. Gender equality gets positioned in and across agricultural activities with focus on equity and inclusion being manifested in gender-neutral control over resources and incomes generation from women empowerment activities.

Envisaged Outcomes

- 1. Formation and management of active farmers groups in all 26 villages in which women farmers play an active role.
- 2.Increase in income of at least 1300 farmers by 30%.
- 3.Increase in the food and nutrition security of 1300 families in which their food, agricultural production, and animal husbandry is diversified.
- 4. Construction, repair, or management of at least 52 such water structures which can irrigate up to 300 acres of land.
- 5.PLA and positive changes in health and nutritional behaviour of the community (diversity in food, dignity, respect, wash behaviour etc.) occur through awareness activities.
- 6. Knowledge platforms (case studies, manuals, and modules) on topics related to agriculture, food, and nutritional security are created.
- 7.As much as 200 acres of land is made usable. This includes fish production, forest produce, nutrition gardens, and demo plots.
- 8. Reduction in malnutrition (underweight) and anaemia by 25%.

Key Outcomes Realised During the Reporting Year

- Formation of the new Village Development Committees (VDCs) with 15–20 members (comprising both males and females) completed in all 26 villages.
- The newly constituted VDCs held meetings with the implementation team and the village community, the PRI members, and the sub-committees of the Gram Panchayat.
- · Community volunteers were selected.
- Training of VDC members and volunteers was completed with the participation of 80 community members. These community members helped the VDCs to make decisions on site selection for Field Farm School, demonstration plots, nutrition gardens, soil conservation structures, renovation of water structures, plantation sites and solar irrigation system installation sites. They also help keep record of activities in the registers at village level. This ensures community participation and transparency.
- A need assessment study was conducted in the 26 villages to prepare a situational analysis of land and water resources. The study showed that about 65% of the households are dependent on agriculture as their primary source of income with an average of Rs. 18751/–. It informs that intervention in agriculture should get due focus.

Major Achievement(s)

A community-initiated dam renovation at Lunga village in Raidih block has been appreciated by the BDO-Raidih, DC-Gumla and the irrigation department as a community-driven approach. The renovated dam will help the water retention for a longer period to serve as an irrigation source for farmers of more than 2 villages.



Key Outputs Generated

- 13 villages conducted sanitation campaigns on WASH, hygiene and menstrual hygiene.
- 428 villagers (202 women, 226 men) became part of 26 VDCs to manage the implementation of the Project PAHAL at village level. 46 community members (22 women, 24 men) have received training on VDCs' role.
- Need assessment of 26 villages was conducted with the help of village 26 volunteers to get a complete baseline for project inventions through soil water and moisture conservation activities.
- Nine acres of land has been treated under land development activity such as farm bunds.
- Seven irrigational wells have been renovated and one old dam renovation is going on under the water conservation activity to suffice irrigation water for about 31 beneficiaries.
- 1.5 Acres of land has been covered under lemon plantation (160 kagazi nimbu) under forest conservation activity.
- 3 farm schools have been established with about 90 farmers coming to take technical session classes from experts on organic and sustainable ways of agriculture techniques to reduce input cost by 20% by the end of the project. 18 technical sessions have been conducted in the 3 farm schools covering about 126 farmers.
- 25 FIGs (Farmer Interest Groups) have been formed. Each FIG has at least 15 members who are
 a mix of both men and women farmers interested to avail agriculture schemes and adopt them.
 Approximately 391 people in 25 villages have been associated with the FIG as members out of
 which 239 are men and 152 are women farmers.
- Development of 10 demonstration plots each about 0.5 Acres has been accomplished in 10 villages.
- Development of four seed banks has been done in four village clusters to display and preserve traditional and local seeds which had vanished from the market due to hybrid seeds.
- 67 persons have been provided seeds and manure kits as a package to practice sustainable agriculture methods under agriculture input support to farmers of the 26 villages. Approximately 6 acres of agricultural land has been covered under this.
- 104 families were provided with poultry (Kadaknath and Sonali) varieties for promotion of livestock as supplementary sources of livelihood.
- 997 goats were vaccinated and dewormed during the Animal Husbandry camp organized in four villages.
- Project Launch event was organized in Gumla district in which 55 farmers from 26 villages had participated in the event. Mr. Ajit Kumar (TA from Dept. of Agriculture) and Dr. Md. Alam (District Veterinary Officer) were present in the launching of the project along with Mr. Abdullah (Deputy Manager, HDFC bank Gumla branch). Mr. Haldar Mahto (Food Commissioner Ranchi), Mr. Zeshan (HDFC CSR Project Manager), Mr. Sachin Jain and Mr. Rajesh Bhadoria joined the launch event virtually.
- Kisan Mela was organized in Gumla with approximately 500 people participating in the 2-day program. District Agriculture Officer Mr. Ashok Sinha and Mr. Ajit Kumar (TA, Dept of Agriculture) had come to the event and addressed the farmers on various schemes of the government. Officials from NCST department also visited the Kisan mela and took notes on the various food crops grown traditionally by the local people in Gumla.
- Republic Day and Women's Day were celebrated. About 100 people in each of the 13 villages celebrated Republic Day and approximately 387 women participated in the celebration of women's day in the Raidih block of Gumla which included participants from the 26 villages.
- 10 farmers from Kapodih village were provided 1 kg moong dal seed each from ATMA.
- Two vegetable clusters with 10 farmers in each cluster have been established.
- 17 community members were trained to manufacture sand water filters for a clean and safe drinking water system at village level.
- 37 women received training on making mahua laddus and raagi porridge.



- 4 IEC modules have been prepared on sustainable agriculture, nutri-garden, PLA module and biodiversity register. 24 nutri-gardens have been prepared.
- 25 women were provided awareness training on leadership development, malnutrition, and anaemia.

Opportunities and Challenges

Both the people and the government officials are keen to undertake local efforts in improving the lot of the rural population. The liaison and networking amongst them are feasible. However, market linkages could pose certain challenges. Community cohesion and local successes shall go a long way in mitigating the challenges on the one hand, and maximise the benefits of tapping the opportunities, on the other.

Key Points for Year 2022-23 Plan

- 1. Focus on the project plan and its close monitoring.
- 2. Motivating the community-driven activities.
- 3. All capacity building and training activity to be completed in the beginning of the second year.





1.5 Securing Living Incomes for Farmers Through Strategic Communication (Including Documenting the Impact - Authentic, Credible, and Evocative Storytelling)

Brief Description

Communication is a vital power. Its importance continues to grow in different ways. Development Communication has been a relatively newer discipline for civil society. However, it is noticeable that the CSOs are yet to deploy it to a notable extent. This qualitative research project seeks to explore cross-cutting roles of Government, Agriculture Community and the CSOs at different levels.

Duration

Programme Duration: 2020-2024

Reporting Duration: October 2021-March 2022

Geographical Area Covered

Madhya Pradesh, Maharashtra, Chhattisgarh, and Rajasthan. The project may also cover stories from one or two additional states as well.

Theme(s)

Capacity building of the CSOs in storytelling is the main plank of this project. Here, storytelling refers to their wider body of work having a bearing on social development with particular emphasis on addressing the issues of farmers' distress.

Beneficiaries: Target Segments

120 representatives from amongst the 50 CSOs working engaged in programming for the wellbeing of farmers and the agricultural sector.

The Project

Project Goals

- 1.Secure an evidence-based documentation on collective efforts of constructive partnerships amongst and between the CSOs-Government-Farming community.
- 2.Capacitate the CSOs on enhanced and improved development communication and documentation of their stories and experiences across the social development canvas.

Project Objective(s)

- 1.Secure enhanced engagement of the CSOs with a wider spectrum of stakeholders towards building and promoting their identity and image.
- 2.Enhanced expression and presentation skills and confidence in the CSOs with speaking documentation.
- 3.Bring about livelier collaboration amongst the CSOs, farming community, government functionaries and policy makers for economic stability and wellbeing of farmers that will expectedly bridge economic inequality and mitigate their distress.

Envisaged Outcomes

- 1. Mapping of the CSOs working towards economic stability and wellbeing of farmers.
- 2.120 persons from amongst the 50 grassroots organizations across 4 or more states will have enhanced capacities to narrate and document their relevant work and stories.
- 3.30 quality case studies will be prepared and shared with the key stakeholders.
- 4.At least eight audio-visual documentaries shall be developed and widely disseminated.
- 5.A training module and framework for documenting stories of constructive efforts of the CSOs will be in place.





Covid-19: Challenges Faced and Coping Strategies

COVID-19 has been a formidable challenge. A major part of this period was spent under lockdown and has had serious immobilizing effects. The project activities too have suffered on this count. As a coping strategy, alternative ways were explored and gone through. Accordingly, development of modules on strategic communication, CSOs' roles and storytelling was prioritised. Discussions were held and concept papers shared with individuals as well as institutions including Dr G S Kaushal, Director (Retd.), Agriculture, MP, Social Science Institute, Bhopal, IIMC, New Delhi, MCU University, Bhopal, and the CSE, New Delhi. Likewise, online tools were developed.

Key Outcomes Realised During the Reporting Year

- 1.Developed three training and capacity building modules. Module 1: Three training workshops of 10 days (4+3+3 days). Every session has been detailed in three to four pages. It includes detailing of themes of sessions, time break-up, technology, necessary material, QR codes of written published material, objectives, and resource persons and runs into 72 pages. Module 2: A module of a three-day workshop has been developed. It includes the development of a communication guide for civil society organisations. The module focuses on the different communication strategies required for relating with different groups. Module 3: This is a 20-hour online module of storytelling across eight sessions. It has been tested once and based on the learning, further improvement is being done.
- 2.Efforts have been initiated and 30 persons from 20 organisations have attended the online training course.
- 3. Mapping of the Civil Society Organisations is in progress. So far, as many as 55 organisations have been mapped with essential details.



Major Achievements

- · 16 Case Studies have been prepared.
- 5 qualitative documentaries have been completed.
- · An online training completed for the CSOs representatives.
- · A Group of Experts across nine subject matters has been constituted.

Key Outputs Generated

- · A guideline has been formulated for documenting qualitative case studies on farming.
- An online tool has been created to make an agriculture directory of the CSOs and farmers who are working to improve farmers' income.
- · Action points and recommendations for policy makers are being populated.
- Some stories of change have been shared with the media.

Opportunities to Be Tapped and Challenges Ahead

Notably, the CSOs undertake their work with all seriousness at the ground level. However, when it comes to strategic communication, lack of its understanding becomes a challenge. They do not feel the need to spread their work to different groups. Many of them think that they are doing their core work sincerely and that it was enough. One learning was that communication is considered limited to documentation of the organisation.

Key Points for Year 2022-23 Plan

- Focus on communicating the importance of storytelling to the organisations and convince them how this could be useful for their documentation as well.
- · Continued capacity building of the CSOs to be pursued.
- Build up and operationalise the Communication and Resource Hub.





2. ACCESS AND PROTECTION

2.1 Universal Access to Social Protection Services Through Digital Social Action Lab in Rural MP

Brief Description

The pandemic situation of Covid–19 has created formidable challenges for the poor, marginalized, and the migrants in terms of multiple problems including livelihood, food, and nutrition security apart from health and educational issues. Both the Central and State governments have already implemented various measures to provide social protection to these deprived communities of society and have sought to give emphasis to the adoption of digital systems in programmatic management.

Recognising various challenges in digitally accessing and utilizing programmatic entitlements, a need was felt to intervene for improving the quality of digital implementation of social protection schemes. Thus, this intervention seeks to address issues pertaining to awareness in accessing information and benefits and procedural challenges across the dimensions of eligibility criteria, documents required, availability of the support system, and most importantly instituting the grievance redressal mechanism.

Duration

Reporting Period: 15th August 2021 to 31st July 2022. Project Duration–15th August 2021 to 31st July 2022.

Geographical Area Covered

Division	District Covered	Block covered	Cluster Covered	No. of Gram Panchayats Covered	No. of Villages Covered
Sagar Division	Panna	Panna	Br <mark>ij</mark> pur and D <mark>ev</mark> endra Nagar	40	106

Theme(s)

The project focuses on the theme of Digital Literacy with emphasis on ensuring food and nutritional security of the food insecure families and reducing malnutrition amongst them in sync with the Sustainable Development Goal 2 by ensuring the access to the social protection schemes.

Beneficiaries: Target Segments

The underprivileged and backward families in the rural areas.

The Project

Project Goal

Universal Access to Social Protection Services Through Digital Social Action Lab (DSAL) in Rural Madhya Pradesh.



Project Objective(s)

- 1.Enhancing the access to Universal Social Protection Services to the rural population through Digital Social Action Lab (DSAL) in Rural MP.
- 2.Creating a mechanism through the 'DSAL Programme' at the grass-root levels (GPs) that can address the digital divide through skill building of 80 community volunteers (both males and females).
- 3.Establishing a community-based model of grievance redressal with the help of DSAL E-volunteer cadre through social protection clinics at the cluster and Gram Panchayat levels.

Envisaged Outcomes

National and State Governments have enhanced knowledge and evidence to design, implement and monitor a universal approach to social protection.

Challenges Faced and Coping Strategies Pursued

Notably, the quality of digital implementation of social protection schemes suffers from a host of challenges. These include inter alia lack of information on the digital applications, inadequate knowledge and the resultant lack of confidence in digitally accessing the schemes apart from inherent weaknesses and distortions in the design and implementation of the schemes.

These are manifested in examples including mother's Aadhar Card name being mismatched and not updated, name differences in Samagra and Aadhar Card due to which the updation process is delayed, issues of non-inclusion of each family member's name in the eligibility coupon, delay by as much as 3 to 4 months in approval by the government after applying for the coupon, delayed remittances in the labor payment under the Mahatma Gandhi National Rural Employment Guarantee Scheme, wide gaps in wage rates between those by the government and the private sector and irregular running of the Mid-Day Meal Scheme, amongst others.

The project approach has been to overcome both the systemic as well as the implementation aspects in schemes' implementation by connecting with both the government functionary leading the scheme implementation as well as the community members seeking requisite access to the benefits envisaged under the scheme. Accordingly, coping strategies have primarily included the interface of the community and the government through the Digital Social Action Lab (DSAL) operated by the capacitated E-Volunteers on the one hand, and communication with the community through Panchayati Raj Institutions (PRIs), Self-Help Groups (SHGs) and village leaders. The process has centred on empowering the beneficiaries in a hand holding mode.

Key Outcomes Realised During the Reporting Year

- The project directing has been in place with the positioning of 4 Block Coordinators and one District Coordinator.
- Implementation horizon, reverberating with action through functional network of 40 E- Volunteers.
- Two Digital Social Action Labs (DSAL) were established and are serving 20 Gram Panchayats each.

Major Achievements

The community across the 106 villages covered by 40 Gram Panchayats in Panna block of Panna district has been made digitally literate in accessing the social protection schemes and in redressing the concomitant grievances.

Key Outputs Generated

 Census of beneficiaries across 7 key social protection schemes, namely, Mahatma Gandhi Rural Employment Guarantee Scheme (MGREGS), Pradhan Mantri Matru Vandana Yojana (PMMVY), Ladli Laxmi Yojana (LLY), Public Distribution System (PDS), Integrated Child Development Services (ICDS), Mid-Day Meal (MDM), Mukhya Mantri Bal Kalyan Yojana (MBKY) through name-based database.



Under the jurisdiction of 40 Gram Panchayats, a total of 1363 applications were made with regard to access to the select 7 schemes. Further barring just one application, a total of 1362 applications were approved for being processed. Notably, 52 percent of the approved applications were made under the MNRGS, followed by 17 percent under the MDM, 11 percent under the PDS, 9 percent under the PMMVY, 8 percent under the ICDS on Take Home Ration (THR) and 3 percent under the Ladli Laxmi Yojana. It may be mentioned here that no applications were made, whether online or offline with regard to the Mukhya Mantri Bal Kalyan Yojana (MBKY).

Notably, 49 percent of the total applications were online whilst 51 percent were made in an offline mode with the help and facilitation of the DSALs. Results of the intervention inform that out of the 1362 approved applications, as many as 1060 applications (78 percent) were duly resolved.

Opportunities to Be Tapped and Challenges Ahead

Opportunities

- 1. Community is eager to avail the benefits enshrined under the social protection schemes and thereby realise its entitlements.
- 2. Youth are open to accepting the digital process.
- 3. With the endowed transparency, the digital process is highly promising.
- 4. Peer youth can be developed as volunteers.
- 5. Proper guidance of E-volunteers greatly helps in eliminating and/or reducing the time to visit the concerned government offices.



Challenges

- · For the Applications
- · Name mismatch in Samagra and Aadhar
- Functionality of the Aadhar Kiosk Postal Dept. & Bank
- Issue of Caste Certificate entails subjective judgement.
- · Server or Network Issues
- · Limitations of the Keypad Mobiles
- · Apprehensions of the applicants in raising grievances.

For the E-Volunteers

- Non-acceptance of the socially backward volunteers in the community
- · Families are unwilling to send their girls to work.
- Dependency of the female volunteers on their family members for work travel.
- · The female candidates do not have Android mobiles.

Key Points for the Year 2022-23 Plan

- · Continued functionality of 40 E- Volunteers' work.
- Need to maintain the proficiency of E-Volunteers.
- People in the community seek out services from the E-Volunteers with greater interface.
- Consolidation of the community becoming digitally literate.
- Increased online applications by the community to get benefits of schemes through the continued functionality of the Digital Social Action Lab.
- Enhanced level of cooperation by the concerned officials handling the select- schemes.





2.2 Education and Protection for Children of Vulnerable Communities

Brief Description

Vikas Samvad Samiti has been working for the change in the condition of children in the age-group of 8–18 years in 20 villages across 9 Gram Panchayats of Shabad block, district Baran, Rajasthan. This project focuses on the Sahariya community – a vulnerable tribe.

Under this project, work for the development and enhancement of skills in children has been taken up. The perspective encouraged the children to play and develop according to their age. Also, efforts are being made to impart vocational training as a build-up of connected sets of skills and competencies.

Towards this end, village profiles have been drawn up and the villages have been placed in 5 clusters. Each cluster has a library or children activity. Thus, the community worker has been given the responsibility of 4 villages in each cluster alongside being in charge of the cluster-level children's library-cum-centre.

Duration

Reporting Period: 1st January 2022 to 31st March 2022. Project Duration–1st January 2022 to 31st March 2024.

Geographical Area Covered

20 villages across 9 Gram Panchayats of Shabad block, district Baran, Rajasthan.

Theme(s)

Ensure education and protection for children from vulnerable communities along with providing opportunities for vocational training for a better future.

Beneficiaries: Target Segments

Direct Beneficiaries: 8-to-18-year age children from vulnerable communities.

Indirect Beneficiaries: Parents of school age children, PRI members, Village level schools, AWCs, Teachers, community leaders and Block and district level government officials of line departments.

The Project

Project Goal

This project aims to impart life skills to young children to enable them to lead a better life. Project Objective(s)

- 1. Ensure education and protection for children from vulnerable communities.
- 2. Providing opportunities to the children for vocational training for a better future

Envisaged Outcomes

- 1. Children and adolescents are engaged in regular consultations.
- 2.Life skills development programs are undertaken.
- 3. Training sessions on child development, personality development, physical development along with emotional development along with language and communication skills for selected children take place.
- 4.Regular discussion take place on gender equality, child labour, prevention, and remedies of child marriage.

Key Outputs Realised

- Selection of 20 project villages has been completed. The population of the field area is 18186 covering 3790 households.
- Selection of team members including coordinator, field workers and library-cum-activity centre in charge has been done.



- Village profiles of 20 villages with availability/ distance of education and vocational education institutions have been made.
- Formation of children's groups and adolescents' groups at village level in 20 villages has been completed.
- 5 libraries-cum-activity centres have started functioning at the 5 clusters. These centers are functioning with regularity and about 45 to 50 children are coming to these centres regularly.





3. EXPANDED CIVIC SPACE AND STRATEGIC COMMUNICATION

3.1 General Support for Better Story-Telling and Strategic Communication by CSOs and Project Support for Institutional Strengthening

Brief Description

The main theme of this intervention is to bring strategic communication in the practice mode by the CSOs on the one hand and invigorate institutional building of the VSS to efficaciously serve as a Resource Centre for Strategic Communication, on the other.

Duration

Programme Duration: 2020-2026

Reporting Duration: April 2021 to Dec 2021

Geographical Area Covered

States of Madhya Pradesh, Maharashtra, Chhattisgarh, and Rajasthan. It is also proposed that in specific conditions, this project may also cover additional states as well.

Theme(s)

The programme focuses on strategic communication for civil society organisations vis-à-vis the development horizon from an innovative perspective, given the fact that there are no available concepts, parameters, or tools for this nature of exercise.

Beneficiaries: Target Segments

50 CSOs working across the canvas of varied social development agenda.

The Project

Project Goal

Establish the strategic communication tools and involve the CSOs to engage in the evolving process of developing, framing, and expressing messages based on their respective mission and vision. In doing so, they shall articulate narratives of their own work from a positive deviance outlook. This is expected to contribute to making the issues visible for the larger and diverse audiences as well as the key stakeholders.

Project Objective(s)

- Identified pool, tanks of expertise, CSOs, farmers and alliances working on agriculture and other sectors vis-à-vis the identified communication gaps and issues.
- Connected networks between and amongst the smaller, bigger CSOs and other stakeholders.
- Enabled environment for creating positive and productive narrative, for dialogues and discourses between different stakeholders and external organizations.
- Enhanced visibility of the CSOs and that they effectively communicate by using communication tools to establish links with and sensitize local bodies, people's representatives, panchayats and the community for bringing about positive change.
- A system in place to create a positive deviance of dominant narratives towards CSOs.
- Established model on bridging the gap and building constructive narratives.



- · Functionally competent CSOs and their alliances in building narratives on their own stories.
- Institutional Strengthening of the VSS in transforming itself into a centre for strategic communication.

Envisaged Outcomes

- 1.CSOs/Alliances come up with their own stories.
- 2.VSS is more focused on its communication work which is its unique selling proposition (USP).
- 3. Concept paper, tools and techniques on strategic communication and its use are developed.
- 4. A 'force' of communicators is prepared for the ground level actions.

Covid-19: Challenges Faced and Coping Strategies

COVID-19 pandemic did emerge as a big impediment in the work. This was the second year of the pandemic, and the second wave was deadlier than the first one. The entire focus was, therefore, on the pandemic, and this created challenges at two levels. First, we had to restrict ourselves to online mode even for the points that merited one-on-one dialogues. The other was that the stakeholders with whom we wanted to work also took time to get normalised following the pandemic impact. Many organisations had redirected their work to pandemic relief, and this changed their course of work. However, we could almost achieve what we took up as the objective for the programme's year one by making best use of online as well as telephonic consultations. The focus was on identifying, collating, and strengthening the concept, needs, gaps, organisations, tools, and resource persons' pool.





Key Outcomes Realised During the Reporting Year

- The Concept Paper is in Place: It brings out clarity pertaining to the concept, need, problem and gap arising from lack of strategic communication and image building.
- **Historical Journey Documented:** We have now tried to give it a systemised form of the organisational journey since its inception.
- Process Activated in Establishing Communication Hub: A resource pool of eight persons has been created who are guiding the process. A concept of a digital lab has also been connected with the process.
- Financial Resilience: The process of financial resilience has also been launched.
- **Website Relaunch:** The process of redesigning of the website of Vikas Samvad <u>www.vssmp.org</u> has been completed with the viewpoint of organisational reform, both in terms of content and its attractiveness. Accordingly, the website has been relaunched with new content and layout.
- Online Assessment of 120 Organisations: A needs assessment study has been conducted in an online mode. In all, 120 organisations from 12 states participated in the study.
- Proposal Approved in the VSS Board: The Governing Body of Vikas Samvad has taken following decisions:
- Organisation will accept the innovative initiative of strategic communication, undertake a strength and weaknesses analysis, prepare and implement the detailed work plan.
- The Governing Body will play an active and responsible role in seeing through the transformation
 of the VSS into a strategic communication entity. Two Advisory Groups will be constituted to
 provide guidance.
- Identification of Civil Society Organisations: As many as 60-70 CSOs have been identified. MoUs will be reached with about 50 such organisations for taking the process forward.

Key Points for Year 2022-23 Plan

- Focus on clarifying and amplifying the significance of storytelling to the CSOs so as to enable them to make use of the same as one of the important means in building positive narratives about themselves as well as the agenda of extending the civic space for social development issues and challenges.
- · Transform the learning about strategic communication into practical actions on thematic thrusts.
- · Capacity building of the inclined and committed CSOs.
- Make the Resource Centre for Strategic Communication functional.





4. PUBLICATIONS: PAPERS PUBLISHED, MANUALS, INFOPACKS, FACTSHEETS, FLIERS AND ALERTS RELEASED

S. No.	Title	Brief Description
1	पोषण केन्द्रित ग्राम स्तरीय सूक्ष्म नियोजन- प्रशिक्षण मार्गदर्शिका	The module is focused on Nutrition Sensitive Micro Planning (NSMP) and Gram Panchayat Development Plan (GPDP). Thematic knowledge on the concept of Malnutrition, Gender, Nutrition Governance, Tools and Methods for Planning and tools.
2	पोषण केन्द्रित ग्राम स्तरीय सूक्ष्म नियोजन- फ्लिप बुक / वर्क बुक	The pictorial flip book is focused on Nutrition sensitive micro planning (NSMP) with tool and formats of data collection for NSMP process.
3	किसान मार्गदर्शिका	A guide on sustainable agriculture has been published by Vikas Samvad Samiti under HDFC bank CSR Project PAHAL. This booklet has been specially published for the farmer on topics like Soil Management, Seed Management and Treatment, Fertilizer and Pest Management and Biofertilizers.
4	हमारी पोषण वाटिका	"Our Nutrition Garden's Guide to Nutritional Security" is initiated in the interest of the project's areas of action. In this booklet, the process of planting a nutrition garden, what types of plants should be planted keeping in mind the nutrition and health, and different models of nutrition garden, indigenous methods of planting seeds and less water irrigation methods as well as how to make organic manure. The methods are given in detail with demonstrative pictures.
5	जैव विविधता पंजी	Bio-diversity Register has been published under Project PAHAL, which has been designed to keep records of area-specific flora and fauna of Gumla district of Jharkhand. It includes information on livelihoods based on natural resources and biodiversity, the diversity of local ecosystems, wildflowers and flora, aquatic fauna and flora, and the interrelationship between biodiversity and culture and community knowledge prepared to plan their preservation.



6	सहभागिता से सीखना और बदलाव की साझा पहल पी.एल.ए. पोषण एवं स्वास्थ्य	This booklet is a guideline for P.L.A. (Participatory learning and Action) for trainers under the PAHAL project to smoothly conduct PLA sessions among the village community through understanding, identifying and community level assessing/solving issues in nutrition and health at the village level.
7	कोविड 19 और बचपन मध्य प्रदेश में बाल केन्द्रित साझा पहल के 3 सूत्र	VSS developed Pictorial communication tool for the State Government with 52 Pointers with 3 Formulas in each pointer (3 Formulas for Safety from Covid-19, 3 Formulas for Child Care, 3 Formulas for Nutri-Gardens, 3 Formulas for Love, Care and Togetherness etc.). Released with the set of 6 Standard Operating Procedures
8	Basics of Covid-19	-
9	Essential Nutrition	- ***
10	Mental and Emotional Wellbeing	-
11	Protection of Children from Covid-19	// / / / / / / / / / / / / / / / /
12	Vaccination and Its Importance	<u>- </u>
13	'Mithak-Tathya' Card Game Set	- \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
14	'Savdhaani Aur Suraksha' (Snake and Ladder Game)	- 10
15	Booklet on Tippy Tape and MATKA Filter	
16	Millet Cookbook - on recipes of millets	



5. GOVERNANCE AND ACCOUNTABILITY

6.1 Board Meetings Held in the Year 2021-22			
Dates	Total Members	Members Attended	
4th April 2021	7	5	
30th April 2021	7	4	
1st May 2021	7	5	
20th June 2021	7	5	
1st November 2021	7	5	
14th Nov <mark>e</mark> mber 2021	7	5	
30th November 2021	7	5	

6.2 Bankers and Auditors			
Bankers	Statutory Auditors	Internal Auditor	
State bank of India	Sumit V Jain & AssociatesChartered AccountantS-21B, 2nd Floor, Plot No.	SDND & AssociatesChartered Accountant CRP 36/2 Fatak RoadSant Hirdaram Nagar, Bhopal	
Union Bank of India	- 48Gurukripa Plaza, Bhopal		
HDFC Bank			
ICICI Bank			
Axis Bank		° 0	
14th November 2021		0	
30th November 2021			

6.3 Staff and Salaries		
Range (INR Per Month)	No. of Staff Members	
Up to 10000	n O	
10001 to 20000	26	
20001 to 30000	14	
30001 to 40000	12	
40001 to 50000	2	
50001 to 60000	0	
More than 60000	3	
Total	68	



Particulars	Current Year 2021-22		Previous Yea	Previous Year 2020-21	
Particulars	INR	%	INR	%	
	00	Incom	ne		
Grant from Indian Sources	16411925	30.9	1632225	5.3	
Grant from Foreign Sources	35351317	66.5	26443563	86.5	
Bank Interest	407491	0.8	896439	2.9	
Other Income (Donation)	0	0	59000	0.2	
Self-generated Income (Donation)	1005000	1.9	1538812	5.0	
TOTAL INCOME	53175733	100	30570038	100	
		Expendi	ture		
Project Expenditure (Indian Sources)	15781023	29.7	2775409	9.1	
Project Expenditure (Foreign Sources)	31813373	59.8	27115050	88.7	
TOTAL EXPENDITURE	47594396	89.5	29890459	97.8	

6.5 Major Funding Partners			
Foreign/UN Agencies	CSR Institutions	Indian Institutions	
1. Ford Foundation	1. HDFC Bank Limited	1. Child Rights & You	
2. Terre Des Hommes	2. Child Rights & You (Bajaj)	2. Goonj	
3. Child Rights & You	3. APPI	3. Srijan (NCNF)	
4. Giving Back Fund		4. National Foundation for India	
5. Dasra	1/10	0,0	
6. Welt Hunger Hilfe (WHH)			
7. Association for India's Development (AID)			

End of the report