



*Change that Matters*

# ANNUAL PROJECT REPORT

2020-2021



# Changing all that matters

We at Development Consortium, a registered non-profit organization in India, envision a **'world where every change is an opportunity'** to build a more empowered society.

This philosophy drives us into working with young people and vulnerable communities. Because we firmly believe that for any change to be sustainable, it needs to be instilled at the roots.

With this intent, we draw the contours of our novel project models and their execution roadmaps. This, then allows our stakeholders to facilitate actionable and sustainable behavioural change.

Our leadership team comprising of accomplished and empowered women from various walks of life, infuse a prudent mix of empathy and transparency into the organizational DNA. This unique combination has helped us attract a number of reputed and respected global funding partners to finance our efforts in influencing behaviour to facilitate actionable change on health, education and rights of the marginalized communities and harmonizing our efforts to bring about an impactful change for a better society.

Across our more than a decade rich journey, we have consistently demonstrated our ability to catalyse and implement major global programs in India by nurturing powerful partnerships with diverse stakeholders in the philanthropic ecosystem. This in turn helps us widen our reach and deepen the positive impact of our program on the lives we seek to serve.

## Our project philosophy

Our projects are aligned to the Sustainable Development Goals (SDGs) and address social needs (including education and health), economic growth, climate change and environment.

Many of our programs run into cultural traditions, taboos and accepted social behavioural patterns that result in constituents resisting an initiative that might dramatically improve their lives. To mitigate against this challenge, we deploy explanatory and supportive approaches as part of our intervention programs execution strategy – it helps to encourage beneficial behaviour change.

Furthermore, we provide youth with extensive training and opportunities to engage in critical thinking and dialogues among themselves and with other stakeholders in the community. This helps in their skill building and altering their mind set – fostering behavioural change.



## Our core

Our 100+ team consist of enthusiastic and energetic individuals across sectors and different stages of maturity to co-develop solutions, strengthen leadership and accelerate growth.

We employ a human centric approach to every task at hand because it allows us to remain steadfast on our core values – it helps us every day to BREATHE a new lease of life into our existential objective – driving **change that matters**.

- ✚ **Transparent:** We share
- ✚ **Resilience:** We adapt
- ✚ **Empathy:** We take people along
- ✚ **Nurture:** We care
- ✚ **Dependability:** We deliver
- ✚ **Synergize:** We engage



### **Organizational development**

While driving '*Change that Matters*' motivates many institutions to do great work in the development sector; running an organization efficiently is possibly the most important, yet least-understood aspect of building large-scale solutions. To address this lacunae, we leverage our sectoral maturity to design projects that promise sustainable growth of the economy. Further, we provide capacity building support services through institution-based programs and one-on-one engagements, which assists organisations in achieving their goals and maximising the impact of the projects.

### **Our recognitions**

We have been awarded with the prestigious GuideStar India Transparency Key Award for 2021. GuideStar India is India's largest and most reliable online information repository with 9000 NGOs. GuideStar India's Transparency Key is the Foundation Level certification indicating that the organisation has filed annual income tax returns as a tax-exempt entity and has shared the same in the public domain.

We have also cleared the **Equivalency Determination** test and has been certified by **NGO Source** as ***equivalent to a U.S. public charity.***

# From the CEO's Desk

When the world was progressing fast in different arenas, COVID-19 struck us and the largest lockdown was imposed on 22nd March 2020. Millions of people were affected. Many, and mostly from the vulnerable communities, faced loss of livelihood as their loved ones. This was the time when all the civil society organizations, big and small, came together and reached out to as many people as they could and mobilized to provide health care, food, transportation and even cash.

Development Consortium was no different in terms of being impacted. Some of our team members lost kith and kin; and yet they fought spiritedly providing on-ground support to those who needed us the most. Be it the last mile delivery of dry rations to hygiene kits for displaced families and sanitary pads for girls and women to counselling. Like many other non-profits, DC was also struggling with the pandemic's effects with our own capacities and sustainability.

Development Consortium (DC) was blessed to have such partners and donors who were engaged to support at these times and we were able to provide what best we could in support to what the Government was doing, and what the nation's people needed.

## Key Challenges

While at DC we were able to provide support on immediate COVID-19 relief, we also faced a couple of challenges. The slow progress or suspension on delivering the existing programmes on ground and pivoting the efforts to COVID relief meant fear of disruption and undoing our efforts of many years. Shifting timelines, getting no-cost extensions from donors without the knowledge of when COVID-19 will rest was quite stressful. We are thankful to all our donors and partners who stood with us during these hard times and supported us.

The other huge challenge was shifting to digital platforms and the entry to the virtual world. Many teams on field and other stakeholders on the ground had a major technology handicap which took longer than we could ever envisage. Embracing technology and the digital revolution to enable working remotely without excluding service delivery to the marginalized communities was the pressing need. We had built a network through our partners and worked cohesively in the areas where we could not reach directly. We thank all our partners and stakeholders for being with us during these testing times.

While COVID-19 had largely impacted the functioning of all sectors, another major challenge was the amendment of FCRA and CSR Laws that affected most of the grass-root level NGOs.

## What we learnt?

*Patience, Perseverance and Resilience!*

As the world was locked-down with an unprecedented pandemic, as a team at DC we learnt to embrace life and thank all we had and could do to support others.



Some of the key learnings were:

- Being transparent with the funders, partners and team members.
- Funders could embrace flexible funding to help nonprofits traverse challenges to de-restrict or allow us to use funds to rebuild our work, and to build resilience in the longer term.
- Invest in infrastructure to digitize and build capacity of the teams to co-design the programme delivery which can be as successful as in person and in scale too.
- Building capacity of non-profits to handle unprecedented challenges and disasters.
- Build strong, agile and resilient networks of non-profits to support the social sector and not limit with boundaries of policies that impact the work on the ground

While the year 2020-21 was mostly about us learning to live in the COVID times and adjusting to the new normals, it was also a year that came with its fair share of pleasant surprises. We found ourselves learning new skills, adapting and contributing to the causes we believe in. And in doing that, the team again showed the commitment to the belief that it is indeed **change that matters**.

**Anamika Srivastava**

Founder and CEO

# Financial Summary

The year gone by found the world at the intersection of crisis and humanity. As the unprecedented turn of events drew a sea of response across the world, we at Development Consortium took a deep dive, pooling our strengths to provide all the help we could to the diversity of local communities while continuing to push the pedal on our existing programmes.

The COVID-19 pandemic may have changed donor behaviour and expectations towards others. Increased income uncertainty, changing living conditions, and large health costs have potentially affected both subjective well-being and decisions to support NGOs. People of the high income strata were willing to help others in stressful and crisis situations as the COVID-19 acted altruistically rather than selfishly. In these unprecedented times, Development Consortium was able to secure funding of INR 9.4 Crores during the financial year 2020-21 through the unparalleled effort of our partners and donors.

Funding	FY 2020-21	FY 2019-20
Foreign	95%	95%
Indian CSR	3%	4%
Interest	2%	1%
<b>Total</b>	<b>100%</b>	<b>100%</b>

At Development Consortium, we have built strong and efficient processes for planning, implementing, controlling and monitoring financial resources with a view to achieve our goals and objectives. As a result, we are able to minimise our administrative expenses and ensure that resources are utilised efficiently for maximising on ground impact.

Expenses	Amount (Lakhs in INR)	Percentage
Programme Expenses	956	93%
Administrative and other Expenses	75	7%
<b>Total Expenses</b>	<b>1,031</b>	<b>100%</b>

Battling the reverses inflicted by COVID-19, we recommitted ourselves to the mission of the Society. We ensured that we do not lose focus in our regular programmes. We kept innovating. We have emerged more resolute to break the vicious cycle of poverty. The following adaptive strategies have been adopted to meet the project requirements and to address the immediate needs of the people:

1. Technology based implementation of project activities in all our interventions.
2. Incorporation of COVID awareness & preventive measures and vaccine advocacy with special focus of removing stigma
3. Addressing the food security and issues around hunger and nutrition

4. Ensuring support to the Government at grassroots to address the daunting challenges of spreading correct information, de-busting the misleading information & myths and community mobilisation for COVID vaccinations.

We are grateful for our funders, partners and colleagues who are walking shoulder to shoulder with us on this journey and continue to provide support to the underserved communities. The road ahead is long and we have much to learn and do but I have no doubt and confidence in my team that powered by our collective passion and diligence, Development Consortium will emerge as a leader of instilling change.

**Anshuman Prasad**

Head – Finance and Operations

# Project Details and Performance

## Love Matters India

Love Matters India (LMI) is a radical, pleasure-positive, affordable digital and bilingual SRHR information platform catered to the needs of young people. It provides open, honest, non-judgmental and science-based information on love, sex and relationships using innovative media formats. LMI operates at the intersection between media and public health, specializing in media for social change.

It has been at the forefront of India's digital transformation, applying it to one of the least discussed but most crucial needs that will decide the future growth, health and happiness of our young people in years to come. Harnessing the power of technology, popular culture, design thinking and storytelling, LMI seeks to bridge the gap between young people, SRHR organizations and experts and service providers.

During this year, LMI saw a transition wherein the site became a stand-alone property focusing only on the very specific needs of the people of the nation. This led to a series of changes in terms of technology and asset handover from RNW to our partnering back-end tech support team; setting up tracking and monitoring mechanisms; in depth audit and analytics of the strengths and challenges within the existing codes and designs; and putting in place the team and strategy to address the same over the next year (2021-2022)

### **Performance, 2020**

The year 2020 has been a difficult year for Love Matters India and everyone in the world, with the onset of COVID19 and the following lockdown restrictions, played a key role in adjusting our strategy and focus for the year. We kicked off this year by mapping key questions and concerns of young people and planning a focused content strategy around these. This strategy drove the content we shared with the young people in the digital space.

### **Increase in online CSE content reach to the young people**

#### **Website Content & Reach**

On our website, 80 articles were produced in a variety of creative formats like Auntyji advice columns, 'My story' format in which young people share their own stories, myth-busting stories, and sex and science-related stories.

This year we also produced two resource kits - one kit focused on first-time sex and the second on unplanned pregnancy, within which crucial key questions from young people were addressed. Over 15 lakh young people have accessed these resources online. These comprehensive resource sections include all the information related to 'first-time sex' as well as unintended pregnancy and contraception.

The pregnancy-themed resource kit includes related topics like safe sex, ovulation, infertility, how to get pregnant, IVF, abortion, etc. One of the articles '[Making love: Are there any safe days?](#)' has received over 8 lakh page views so far, ascertaining the resource section to be a major user need on our website.

The first time sex resource kit covering topics like consent, a first good kiss, first time oral sex, etc acquired more than 2 lakhs page views.

With the emergence of COVID, we saw a surge in questions around sex and COVID and people wanted to share their experiences. Hence we decided to collect personal stories and experiences and published about 40 stories and articles on the website. The stories were personal reflections and experiences during the lockdown and fear of COVID. We shared curated experiences of people's hardships during this time especially in Bihar with the support of our peer educators.

In 2020, we actively worked on curating stories on the LGBTQIA+ community and Diversity by seeking new collaborations and relationships with various organizations for content syndication, and campaigns. We also reached out to various individuals - persons with disability and people from the LGBTQIA+ community LGBT community for their everyday stories and lived-in experiences. We successfully collaborated with various organizations like *Rising Flames*, *Pride Circle*, *Gaylaxy*, *Aastha Parivaar*, and individuals to produce content focussed on highlighting their stories.

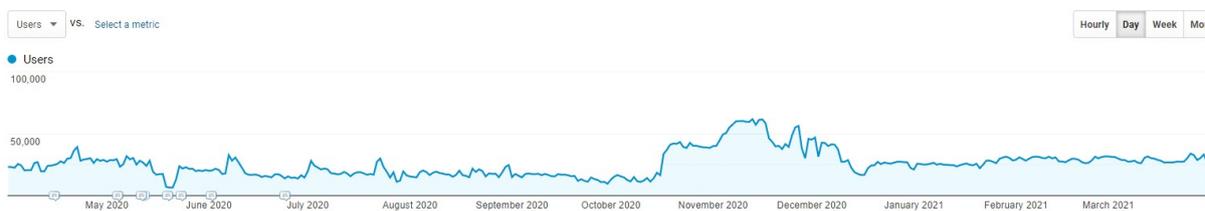
In collaboration with these organizations, we have curated several pieces of content on a variety of themes. Love Matters launched Valentine's Day campaign with Rising Flame titled, 'Dil Vil Pyaar Vyaar', a series to amplify voices of disabled women with narratives on a love that is seldom seen in mainstream discussions on romance. The pieces were authored by women with disabilities giving people a sneak peek into their lives. These stories were really popular and had significantly high readership. For example '[I thought he loved me but...](#)' has been read by over 1 lakh people.

Our content reached over 12 million in 2020. Almost 70% of the users on Love Matters belong to the adolescent and young-adults age groups (18 to 24) and the top 2 states are Uttar Pradesh and Bihar. Reach of LMI as per our website numbers is seen majorly in Bihar, Uttar Pradesh, Maharashtra, Madhya Pradesh, and Rajasthan. Along with Delhi, Haryana, Gujarat, Karnataka, and Telangana following close behind. In the last 3 months, we have had a reach of over 5 lakh from Bihar on content specific to unintended pregnancy, contraception, and first-time sex.

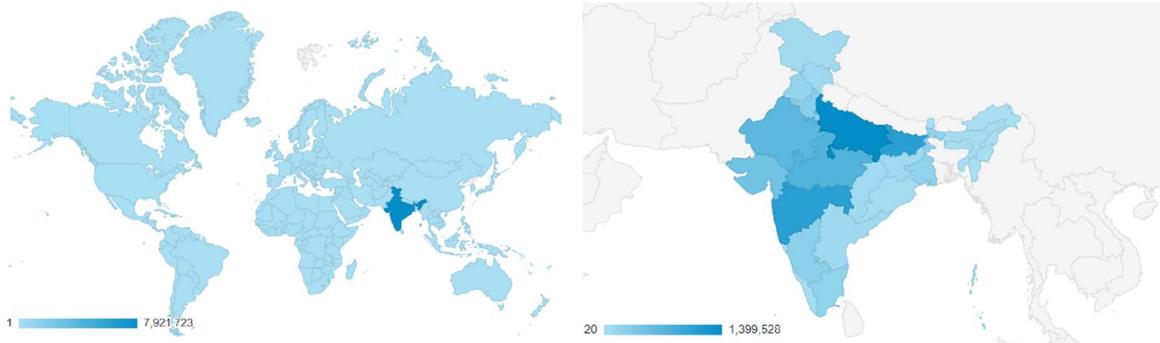


The Discussion Board - Let's Talk/Just Poocho has been visited around 2mn times during the [financial year](#).. Over 2 million people have come to our website via Facebook in this period. This reach speaks of Digital CSE / SRHR information that is localized, vernacular, friendly, engaging, and tailored to meet young people's unmet needs. As a part of our content mapping strategy early this year, we mapped 3 key topics for building robust resources that would also help users with easy navigation. This included First time sex, pregnancy, and safe sex. Along with these resources, we have produced weekly content covering all SRHR topics and themes. These numbers are even more significant considering we work in an environment where we have heightening censorship and we have to navigate multiple challenges on a daily basis.

On lovematters.in we reached a **8.11mn** users, clocking **9.73mn** sessions and a whopping **17.24mn** pageviews with an average time spent of more than 1 minute and a very low bounce rate!



- **97.36%** of audience was from India – the intended target
- The portal is bi-lingual (English & Hindi) and the reach is hence concentrated in the Hindi speaking states
- 22 of top 25 most popular pages (90%) are in Hindi
- Top 5 states: UP, Bihar, Maharashtra, Madhya Pradesh, Rajasthan, Delhi



### Social Media Content & Reach

Love Matters India has a strong social media presence that we leverage to increase awareness on CSE / SRHR. Herein we share information in creative formats like MangalGyan, Buddhiyapa, Veer ka Vaar, Shukrkriya along with articles leading users to our website. These weekly based formats help us in building up information for our users in exciting formats. We had over 2.5 million sessions on our website which come via our FB page with 30K users accessing website content each month, making it an important channel for us.

We exhibit a strong presence at the following popular social media platforms which are Facebook, Instagram, Youtube, Twitter, and TikTok. Though TikTok has been banned in India, we had around 11K people following us on TikTok along with 112,000 likes. Also, some of our TikTok videos created on the safe-sex aspect had reached views in millions.



### LMI on Facebook

With a robust 1.4M total followers and with more than a million post reach every month, our Facebook page is a compelling medium for providing information.

LMI primarily uses its social media presence to increase awareness on topics of Comprehensive Social Education as well as SRHR. The target audience is distributed across India and primarily they lie in the age group of 18 to 34.

Facebook is the platform to stay connected with the Pan-India audience wherein we share creatives that are fun and informative. Here, we also share our long-format videos and articles, along with simple facts.

In 2020 we started measuring the success of our content by the number of users/views/likes on social media into website users thus all the creatives carried links to website articles. This strategy worked immensely as we received approx. 3 Lakhs users on the website.

Though there are 76% men in the following list of LMI FB page, the post is reaching a better number of women. This is a welcome change considering the CSE and SRHR topics LMI talks about in online public space. In terms of engagement on our Fb page women are standing at 27% and men at 73%. It is quite encouraging to see more women engaging via comments with LMI's posts in the online space.



**76%**  
Male Users



**24%**  
Female Users

This year we published 912 posts on the LMI Facebook page. Each of these posts focused on Comprehensive Social Education (CSE) and Women & SRHR topics, these posts focused on safe sex, virginity, menstruation, sexual health, pleasure aspect, first-time sex, consent, dating, and simplification of language.

## Campaigns



Shutterstock/arun sambhu mishra

## 'वो चुपके से मेरे कमरे में आता है!'

द्वारा Anoop Kumar Singh जुलाई 17, 06:18 बजे

जॉइन्ट फॅमिली में सेक्स के लिए समय और जगह ढूँढना मुश्किल ही नहीं नामुमकिन है! ऐसे में कपल्स सेक्स के लिए क्या करते हैं? लव मैटर्स इंडिया ने छह भारतीय जोड़ों से पूछा। क्या आपकी भी है कुछ ऐसी ही हालत?

LMI uses a well thought out campaign strategy throughout the year that takes into account the important days in context of the audience as well as SRHR. The intention behind these campaigns is to connect with the audience on key issues through variety of formats and mediums that are carefully mapped and used for running campaigns.

Love Matters India's organized a Tweetathon on May 29th 2020 titled #AkhirKyon to have conversations on why there was an increase in the prevalence of domestic violence in difficult times and what can individuals and organizations do to reduce it and what support can we provide to the victims in fighting or stepping out of the situations of violence and abuse. Ten prominent organizations working in the field

of domestic violence, gender rights, and sexual health participated. National media covered the Tweetathon and it received a gross impression of 35 lakhs.

In June we ran a month-long campaign disseminating pride related content on our social media platforms. We also organized a TikTok panel discussion live for their spotlight series 'Celebrating Diversity' which was seen thousands of times and gained a whopping 2.5K new followers that day, only to be banned a few days later. We organized a Twitter chat **#PyaarParCharcha** on 25 June 2020 with ten youth from the LGBTQIA community who bared their hearts to Love Matters talking about their first crushes, first dates, sweet confessions and pet peeves on all things love. A heart-warming conversation that garnered a gross impression of 25 lakhs.

To highlight the key challenges to sex education in India - lack of infrastructure, overburdened educators, lack of resources (financial, manpower, and training), lack of central understanding on what's age-appropriate, and what comprehensive sexuality education encompasses we organized **#TheSexEdChallenge** Tweetathon. Several prominent organizations working in the field of sexuality education, gender rights, and sexual health took part in it along with a few counselors and parents of teenagers. This was one of the best tweetathon that LMI has organized in 2020. With tweets and retweets crossing the number of 1500 and numerous Twitter users joined from all walks of life. The hashtag **#TheSexEdChallenge** was trending for more than four hours on Twitter.

To mark the **International Day of Action for Access to Safe and Legal Abortion**, Love Matters India is focusing on impediments to access to abortion in India, bringing out physical, cultural, legal, and mental/emotional barriers to abortion with a focus on how COVID19 has further restricted this access. We began our **#AbortionIsHealthCare** campaign by asking people what were some of the first thoughts that came to their mind when they thought of the word abortion. This was undertaken in the form of an online survey and through a compilation of audio vox pop which culminated in a video format asking people "Is it okay to get an abortion? / Kya abortion karana theek hai?". The video garnered views from 2.2 lakh people.



Love Matters India organized a panel discussion on Challenges to Accessing Safe and Legal Abortion and its worsening during the COVID 19 crisis with an esteemed and experienced panel of SRHR activists as well as doctors who are working towards women's reproductive rights and health. This one hour long live session was joined by more than 4k people and has been viewed by 5k people till now. We also collaborated with five well-known TV faces, including famous dancer Sudha Chandran who talked about reproductive choices with a specific focus on abortion as a choice, these videos were shared on social media.

In October, we primarily focused on **#Woctober**. Using this hashtag, we generated more awareness regarding female health and breast cancer. We furnished specially crafted articles and social media posts

which targeted everyone in the family, making them aware of the importance of women's health. We also created social media graphics on sexual health and breast cancer awareness detail in simple language to make it reach everyone.

In November, we joined the UN Women's global campaign against gender violence called 16 days of Activism. Keeping the rise in domestic violence, we created a behavior change social mobilization campaign with a focus on system & social norm shifts, positive masculinities, and GBV against women, including those facing intersecting inequalities.

**#ItsTimeToAct** campaign was a direct message to our audience, asking them to ponder upon gender-based violence happening around them as well as urging them to be a barricade to GBV, or be a champion in real life, support and voice their concern.

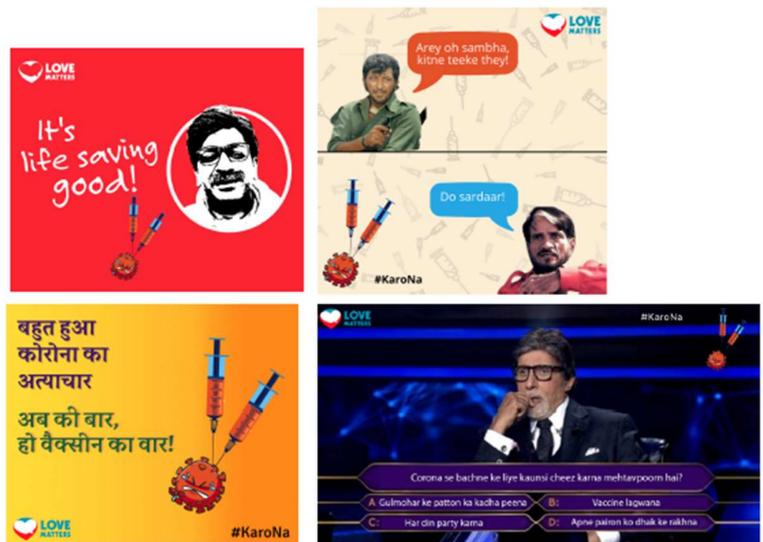
## II. Implementation of 'Find a Clinic' Feature on the website

In 2019, we undertook a mapping activity to identify the clinics to partner with, conducted visits and meetings and on-boarded the select clinics. Further, we organized multiple trainings with all the clinic staff, understanding the challenges from their perspectives and building an understanding of what it means to offer comprehensive, youth friendly, unbiased and non-judgmental services to young people.

At the beginning of 2020, January to February end, we organized two training sessions and onboarded two new clinics in Patna, Bihar for the 'Find a Clinic' feature. With these training accomplished, we concluded training with all the clinics Love Matters India has partnered with for the 'Find a Clinic' feature.

Through crowdsourcing and with young people's recommendations, the 'Find a Clinic' feature was launched on the Love Matters India website with new names of **Doctor Near Me** in English language and **Nazdeeki Doctor** in the Hindi language.

Love Matters India conducted four focus group discussions with young people in Patna, Bihar to test the new feature. The feature connects users to youth-friendly health clinics regarding their sexual health. The aim of the FGDs was to test the feature for the user's functionality, appearance and gather feedback on the feature. Each participant was encouraged to provide unbiased feedback, they were informed beforehand what was expected from them and they had the option of not answering any questions if they were inclined not to answer. Considering the FGDs took place in June in midst of the pandemic COVID-19, precautionary measures and social distancing norms were followed while conducting the FGDs. Participants were seated away from each other along with masks/scarves covering their faces. We had 28 participants in total which included a few participants who were contacted via teleconferencing as they were not comfortable in a meeting. Among these were ten females and eighteen male participants.



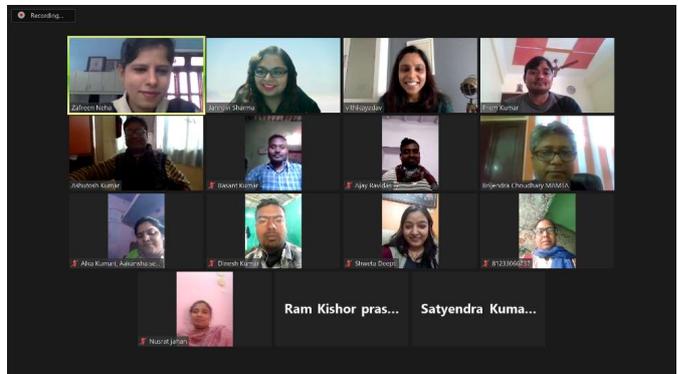
Mobile phone models of the participants were diverse, providing LMI a good base for initial feedback. Upon viewing the link for the feature participants reported they thought it was about a hospital, a way to reach the hospital, a solution to people's problems, and a way to reach a clinic. The reaction was pretty synonymous in understanding that it is about clinics/hospitals. Most of them understood the concept that it is about reaching the clinic. Most participants were able to relate it to the feature. In one of our male youth champion's peer group members were unable to understand the concept and needed help.

Participants found the feature easy to use and claimed they would be able to use it without any hurdle. Though male participants found some problems in understanding the usage of the map and low network problems in their area didn't help in the situation.

### III. Increased outreach of CSE content in Bihar

#### 2-Day SRHR Workshop

Love Matters India (LMI) organized a 2-day SRHR Workshop for capacity building of organizations in Bihar working on SRHR on understanding and unpacking Sexual Pleasure (SP) and how it links with Sexual Health (SH) and Sexual Rights (SR). 12 organizations participated and the focus of the training was to understand the interplay and interlinkages between SH, SR, and SP and to self-reflect and also address our own biases and challenges as SRHR professionals especially when working with adolescents and young people. We also introduced an innovative assessment tool



in Hindi for the organizations to understand how they can self-assess their own (individual) as well as organization's skills when looking at integrating Sexual Pleasure along with health and Rights in their work. The tool also helped the participants have discussions within their teams to break silence on some key concepts around SRHR and acknowledge the discomfort and address the challenges. The training focused on understanding and assessing the comprehensiveness of SRHR programs as well as using case studies to unpack what a youth-friendly and non-judgmental attitude would mean.

Under this outcome, Love Matters India had planned to train and engage with new peer educators this year however plans for this were derailed due to COVID-19. Adapting to the current scenario and the uncertain times ahead, we organized digital trainings that included basics of using digital media, internet safety, building a positive internet personality and ethics of facilitation covering aspects of how to take sessions, what all to consider before arranging for the sessions, and things to keep in mind for conducting an engaging session with their peers.

Love Matters had partnered with MobileVaani to disseminate **Pyaar Patna Ishtyle** radio program and **Jugal Kishore** content, broadcasting via IVRS reaching 5 lakh young people approximately in Bihar on a weekly basis.

### IV. Pilot project on WhatsApp for Business for dissemination of CSE information –

LMI has connected with young people via WhatsApp in Bihar and as well as other states in India largely focused on the Hindi speaking belt. Using WhatsApp accounts for messaging is an integral part of the user journey and hence an important medium for LMI. We regularly share our content and information related

to SRHR. We used the broadcast list feature of WhatsApp instead of WhatsApp group to protect the privacy of the users as in WhatsApp group people can access each other's mobile numbers easily and the broadcast list also focuses more on one-on-one chat so they can share their questions and feedback. We created different broadcast groups as we can only add 256 people to one broadcast list. The broadcast group users are predominantly male and young. During this grant, we have crossed 10,000 users on the WhatsApp Broadcast list. We share articles, informational creatives, radio episodes, videos via WhatsApp, all of the content shared by us becomes easily shareable on WhatsApp. We regularly run short surveys to get feedback from young people on the content shared and we receive positive feedback from the users as well as their preferences. We have been tracking the feedback, requests for queries, and questions received on WhatsApp by the users.

We conducted a short survey with the Broadcast list members to seek their feedback on the format they liked to receive the information being provided by Love Matters India. 70% of users who took the survey chose articles as their preferred format of information followed by videos and creatives. Some of the key topics they would like to receive information on a daily basis are: unwanted pregnancy, early ejaculation, porn addiction, sexual performance, how to approach someone, fears related to sexual performance, contraceptive pills, and relationship related issues.

### **Bihar Social Experiment**

Child marriage and marriage at a relatively early age is prevalent in India and set to increase due to COVID 19. There have been few social experiments conducted on child marriage in India and the majority of them have focused primarily on creating shock and outrage from the bystanders. To address this gap, Love Matters India designed a social experiment to explore the possibility of making people understand and think about the impact of early marriage for girls and boys both. The social experiment focused on knowledge and attitudes towards some key SRHR topics like: early marriage, education, contraception decision making and the difference between a healthy vs an unhealthy relationship.

We created 2 short films where we showcased two stories with the same characters (a couple). The videos are intended to make people think regarding the financial implication and health impact of early marriage and how a healthy relationship looks like in everyday context if they marry at a later stage. The audience is exposed to two alternate realities based on indicators of marriage, education, couple communication and relationship; and contraceptive decision making. A set of questions are asked after playing each film and the intention is to understand the reactions and any (Intent) attitudinal shifts after watching the films. For this social experiment, we have been building the capacity of peer educators to learn how to use audiovisual elements, how to ask questions, reporting requirements, critical thinking, etc. The peer educators along with the on-ground volunteer team members conducted the experiment in 4 districts of Bihar - Khagaria, Patna, Purnia, and West Champaran. We gathered data from over 3000 people including young people and decision-makers in the family setup.

### **Pilot project on Augmented Reality (AR)**

The prototype for the Love Matters Junior AR was ready and we conducted extensive testing in December 2019 and January 2020. We organized and conducted testing of the AR application prototype with various school students in 7 different cities.

The study was carried out via focus group discussions (FGD) with a diverse population of school students to get primary feedback and recommendations to improve the application before the launch of the full

version. The prototype was tested with 156 students in class VIII, both girls and boys from both government and privately-run schools in Delhi, Gurgaon, Noida, Panipat, Patiyala, Meerut, and Alwar. Out of 156 participants, 54% were females and 46% were males.

The majority of the participants found the application informative and asserted that they gained new information on hormonal and physical changes associated with puberty in the male and female bodies. Participants were enthusiastic and multiple requests were made to expand the knowledge pool provided by the application. Based on their feedback and recommendations Love Matters India is working on a full version of the application which will be launched in 2021.



### Impact of COVID-19

The outbreak of novel coronavirus disease (COVID-19) and resultant lockdowns majorly impacted our offline activities on ground. Soon after the lockdown was announced, we had to respond to the most pressing needs of food, health, and hygiene items in the communities we work in with the help of LMI youth advocate and on-ground network of Development Consortium in distributing the kits. During this period we regularly checked-in with them via calls during lockdown to prepare them for online training. We creatively engaged with them online and carried out discussions on SRHR topics in small groups online.

### Building capacity and strengthening capability

We built capacity of youth advocates on different aspects of research on ground, how to use simple digital tools to collect information in audio and video bytes, and understanding informed consent, etc. These research skills were used for data collection of the social experiment carried out by youth advocates in Bihar.

### Goals 2021

<b>WEBSITE</b>
<b>10 million page views</b>
[8.1] mn page views (now)
<b>MONETIZATION</b>
Launch and sell LMI merchandise – 1000 units by December 31, 2021
<b>PARTNERSHIPS</b>
Content Partnerships with 10 organizations
10 pieces of articles go on partner websites every month
100000 young people to be reached via content partnerships (in Bihar) <i>(Joint goal between LMI and TeenBook)</i>

## Fortify Health

Over 33 lakh children in India are malnourished and more than half of them fall in the severely malnourished category as per the Women and Child Development ministry estimates as of October 14, 2021.

While the numbers are alarming in themselves, a comparison with figures from last November make them even more so. A 91% rise in the number of severely acute malnourished (SAM) children has been seen between November 2020 and October 14, 2021 -- up from 9.27 lakh to 17.76 lakh now (Source: <https://www.thehindu.com/news/national/over-33-lakh-children-in-india-malnourished-177-lakh-of-them-severely-malnourished-government-data/article37367403.ece>).



At DC, we developed and implemented project Fortify Health to join the fight in India against child malnutrition. Through this project we aim to reduce iron deficiency and iron deficiency anemia by improving coverage of wheat flour fortification in India, especially in Maharashtra and West Bengal. Why wheat flour? Because wheat flour is fortified with iron, Vitamin B12, and folic acid and as per FSSAI 2018 standards.

Our organizational strategy is driven by the values of effective altruism, with the aim of achieving the highest possible impact on public health through rigorous evidence, and cost-effective intervention.

In order to do this, we employ two principal approaches in our work to ensure that fortification is expanded reliably, sustainably and across a range of populations in our focus states:

### **Approach 1: Supporting millers to cost-neutrally fortify their atta in the open market.**

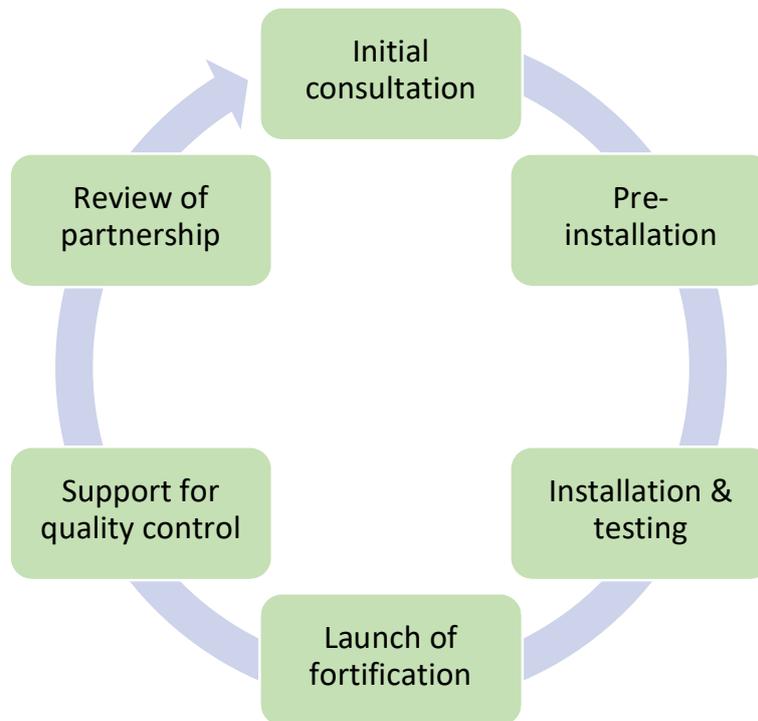
We believe that working with manufacturers who supply wheat flour to the open market is essential to ensure the Indian populous is reached by the most sustainable means possible. Our approach to open-market atta fortification is unique, because we mitigate challenges faced by millers. We provide equipment and premix to the millers to allow them to overcome entry barriers to fortification. We also provide miller training and support for setting up quality control and monitoring systems.

From an outreach perspective, we support mills with brand endorsement for fortification through the FSSAI website and ensure that they receive permissions to use the +F logo. We train sales teams in mills on ways and means of



communicating the benefits of the fortification to their consumer base, we provide monetary support to the millers to generate awareness among their consumer base, we work alongside with millers on their media campaigns and marketing with other players in the open market.

Our work process for each mill is as follows:



### **Approach 2: Supporting the government to mainstream wheat flour fortification in safety net programs and open markets.**

We are working to support the introduction, maintenance and monitoring of wheat flour fortification in government safety net programs (SNPs). We believe it is crucial to collaborate with the government system in order to reach the most vulnerable communities and to have a wide and deep impact. We have submitted a proposal to fortify atta consumed in 64 ashram schools (residential schools run by Tribal Development Department, Maharashtra) in 5 blocks in Maharashtra. It is pending approval. We plan to work with other SNPs in Maharashtra and West Bengal to introduce wheat flour fortification in programs with an existing wheat flour component.

### **Performance, 2020-21**

We have operational partnerships with eight mills. We have made considerable headway in each of these associations we have:

- In two mills, we started fortification (next step is expanding fortification in these mills).
- In three mills, we installed and calibrated equipment in three mills (next step is rollout).
- In one mill, we calibrated equipment and tested fortified atta (next step is to rollout)
- For two mills, we ordered the required equipment (next step is installing and calibrating equipment).
- We signed a contract with one mill (we are waiting for confirmation from the miller to order equipment).

Furthermore, we reached out to ~50 mills to explain our value proposition and explore the possibility of partnerships with a dedicated program team and CFTRI partnership.

## **Achievements**

Despite the challenges posed by the pandemic, fiscal 2020-21 was a landmark year as we covered good ground in strengthening our association with millers.

### **1. Open market work**

- We have signed a one year partnership with CSIR-CFTRI in Mysore to support us in transferring fortification technology to mills. This has increased the visibility of our work among millers and has been instrumental in our open market work.
- We signed a 6-month partnership with Symbiosis Global Ventures, which is helping us in R&D support in the installation work and trouble shooting at partner mills as well as developing a dosing machine for automating premix addition to chakki atta mills at a predetermined rate.
- We signed partnerships with five mills, ranging from 20 MT/day capacity to 120 MT/day capacity despite challenges imposed by the lockdown on both for the FH team as well as for the chakki atta industry.
- We increased coverage of fortification in our oldest partner mill from 20% to 77%.

### **2. Government partnerships**

- We presented our work and submitted the proposal to the Secretary, Tribal Development Department, Govt of Maharashtra on 15th January 2021. This proposal aims to fortify the chakki atta consumed in government-run ashram residential schools for tribal children (particularly vulnerable to anemia) in five blocks.
- We maintained our relationship with the Divisional Commissioner, Nagpur, Assistant Tribal Commissioners of two divisions in Maharashtra.

### **3. Non-government partnerships**

We joined the POSHTIK network. This is a network of NGOs and industry participants to brainstorm on improving coverage and the quality of fortified staples in the country to reduce anemia and iron deficiency. This platform will help us to effectively share our work and learn from others in the community. It will also help in aligning our strategy to help us effectively work in neglected areas where our intervention can reduce anemia and iron deficiency at scale.

### **4. Operations**

- We built our policies on hiring, vendor procurement, leave management, hiring, asset management, maternity and paternity leaves, reimbursements and created team awareness about those policies through periodic engagement.
- We instituted a system of reviewing policies periodically to ensure they serve their purpose and meet the needs of our team, while remaining compliant with existing rules.
- We set up a quarterly system of tracking expenses vis-a-vis donor budgets and generating cash flow estimates to ensure that we have an adequate financial runway.
- We designed expense reimbursements sheets to integrate easily with the ledgers and donor budget categories.

### **5. Hiring and team building**

2020 has been a challenging year because of COVID-19. Yet, we have been able to grow, keep our team motivated and engaged despite working remotely from April 2020 onwards.

- We hired a Program Officer, Partnership Manager and Business Development Manager in September-October 2020.
- We prioritized the safety of our team members and those in contact with them. We restricted all travels from April-August 2020. We only allowed essential day-time travels between September 2020 and February 2021. We allowed for overnight stays from February 2021.
- We designed a travel policy which includes testing for COVID-19 before travel, avoiding public transport, use of N3 N95 masks, regular hand sanitizing and social distancing.
- We utilised the lockdown periods from April-June 2020 to invest in learning and development of the team.

- We did the first of our bi-annual employee satisfaction survey in October 2020 to gauge how our team members feel about working at Fortify Health and to identify areas of improvement.
- We instituted our year long comprehensive, 360 degree performance evaluation to support our team members in their growth and fulfilling their potential
- We started reimbursing team members for health insurance and will continue to do so.

## **Our blueprint for 2021-22 and beyond**

We have drawn up a comprehensive roadmap that promises to meet our goal over the medium-term.

**Open Market:** The goal is to sign partnerships with 2-4 chakki atta mills with installed capacity of 60 MT/day or more, install micro doser in all of them and start fortification in at least 10 mills by the end of 2021. In our existing partnerships, we plan to work with them to extend fortification in all their chakki atta production.

**Business Development work:** We plan to start fortifying our first retail partner in partnership with our existing partner mill. We look forward to partnering with at least one other retailer to fortify their chakki atta by supporting their contract mills with our miller program. We are reaching out to various associations like AFST, miller associations, Netprofan to deepen our engagement with fortification in the industry which will help us widen the network of mills and retailers we can reach out to. In addition, we create communication collaterals (digital and print) for interacting with potential millers. We also plan to organize and/or participate in various workshops with miller groups, food technologists, miller and FDA officials to increase awareness among millers about how we can support them in fortifying their atta.

**Government partnership:** For 2021 we aim to start fortifying atta supplied to the ashram school in the school year: June 2021- March 2022 after the department approves our proposal. We also plan to conduct a scoping study in West Bengal to understand the supply system of wheat flour fortification through the PDS system. In the following year, our plan envisages approaching government SNP programs in Maharashtra and West Bengal to introduce wheat flour fortification in their program

**M&E work:** We plan to start our internal monitoring and data collection in all our partner mills as soon as they roll out. We may digitize some of our internal monitoring and data collection systems.

**Operations:** We plan to update our policies to reflect our values, team needs and compliance. We plan to streamline hiring, leave application processes as well as continue to improve reporting expenses.

**Hiring and team building:** We will need to expand and grow our team, improve the efficiency of the team by streamlining work coordination between teams. We will improve our performance evaluation process and continue to conduct the bi-annual employee satisfaction surveys. We plan to have more regular team socials and identify ways to stay connected as we work remotely.

# Schools and Teachers Innovating for Results (STiR)

Education systems today must prepare every child, everywhere, to thrive in a world of ‘unknown unknowns’. To succeed, children and young people need to develop a love of learning and education systems need to support them by building the foundations of lifelong learning. This has been recognised in the development plans of many emerging countries.

Unfortunately education systems in numerous countries are failing to address this need. Governments are spending hundreds of dollars per child per year on education – but not preparing them for a future citizenship and workforce.



Although other organizations are doing great work on technical interventions, there are almost no interventions that focus on the ‘soil’, by which we mean the intrinsic motivation of teachers and officials in systems.

At STiR, a program initiated and operated by DC, we recognise that this soil is just as important. Without fertile soil, seeds cannot grow and flourish. We support education systems to reignite intrinsic motivation in every teacher and official. We have identified the core foundations that enable lifelong learning. We have designed our approach (pivoted on strong role- modeling and trusting relationships at all levels of an education system) to build these foundations sustainably and at scale within education systems.

Our team works to ensure that the approach is increasingly prioritized within our partner systems. The engagement of officials at state level helps to provide credibility and accountability to district officials and their buy-in can accelerate behaviour change among teachers’ at large scale.

## The Program’s Mission

We support education systems to reignite intrinsic motivation in every teacher and official, to role-model the foundations of lifelong learning for every child.

## Performance, 2020-21

As of March 2021, we have reached 200,000 teachers through our monthly peer networks and classroom observations. Since 2012, we have supported more than 6 million children across India and Uganda.

In India, we have grown our footprint in the South with the addition of a further district in Karnataka, and 7 districts in Tamil Nadu. In addition, we continued to support all nine districts in Delhi with significant ownership from the state government in terms of program accountability.

In partnership with the Ministry of Education and Sports in Uganda, our approach is being delivered across 39 districts and municipal councils.

## Our work in the geographies of our presence

**Delhi:** Our work largely mirrored our pre-COVID programme activities. Our Learning Improvement Cycles (LICs) have continued but shifted to online delivery. This has been made possible by the high levels of access to technology and connectivity across the state. We have been successful in creating channels for our stakeholders to support and share learning with each other, through peer networks and regular coaching calls.

**Karnataka:** We focused our COVID-19 response efforts in Karnataka on supporting our District Champions (senior officials with responsibility for supporting the STiR programme in each district) and officials at block and cluster levels, through the virtual delivery of training institutes and coaching meetings. We also conducted several open

learning sessions for teachers and officials, on topics including the use of Microsoft Excel and PowerPoint, which have been very popular with our participants.

**Tamil Nadu:** We revised the structure of our LICs to allow for remote delivery. Since access to technology and connectivity are more difficult in the state, we chose to focus on asynchronous models for delivery. We also expanded our operations in the state to seven new districts over the past year, taking us to a total of 13 in the state.

## **Impact of COVID-19**

COVID-19 has now been disrupting our partner education systems in India and Uganda since March 2020. Schools have remained closed for most or all this period in each geography, which has had a very significant impact on our ability to reach officials, teachers and children through our work.

## **Achievements**

In 2020-21, we made considerable headway towards our envisioned goal

### **INDIA**

**Delhi:** We carried out a feedback survey with all of our stakeholders to understand the impact of our 20/21 Learning Improvement Cycles (LICs). Most respondents felt that the LICs had allowed them to share opinions freely, get new ideas, be recognised and learn from each other. 60% of respondents felt that technology had helped them to collaborate, give feedback and plan better, while 55% said that having to use technology motivated them to learn and explore more.

We have more clearly defined our approach to sustainability and long term government ownership. This includes a clear funding model with a pathway to government contributions upfront, clear roles and responsibilities for a 'Lifelong Learning Unit (LLU)' at the central government level and a plan for driving the approach at the district level from Year 2. We are pleased that in January 2021, the Delhi State government signed a refreshed MoU committed to a LLU and sustaining our programme post our 5-year pathway.

**Karnataka:** Our main themes have been preparedness for virtual delivery and social and emotional wellbeing. All participants found the content relevant to their needs, and 92% were able to share ideas and collaborate with peers. They felt increasingly comfortable using virtual platforms and leveraging these to facilitate meetings. There have been positives in terms of scheduling and participating in sessions with greater flexibility.

**Tamil Nadu:** One of our biggest successes has been the expansion of our activities, through virtual delivery, to seven new districts, taking us to a total of 13 in the state. We've also been inspired by a group of 'Bright Spot' teachers and officials from across districts, who have shared their ideas and strategies through short videos on a public YouTube channel. In a recent survey, most teachers cited these Bright Spots as their greatest influence and inspiration.

## **Our blueprint for 2021-22 and beyond**

In recent months we have been carrying out a review of our organizational strategy to 2025. This comprehensive exercise has enabled us to reflect on our achievements since the strategy was developed in 2019, as well as challenges we've faced. It has also provided us with an opportunity to ensure that we respond as an organization to the prevailing education challenges posed by the COVID-19 crisis. We will be sharing the outcomes of this review later this year, subject to trustee board sign off.

We aim to maintain momentum in our programme delivery, working even closer with our government partners to ensure our approach is responsive to their needs. Our programme delivery will be a prudent mix of physical and virtual platforms and will be largely themed around supporting stakeholders to respond to current challenges (e.g. teacher and student social and emotional wellbeing, dealing with learning loss).

We will engage key officials in sustainability planning in each of our geographies:

- In Delhi, we will continue to work with the Delhi government to operationalise our MoU and move to full government ownership.
- In Karnataka, we will be sharing our content with all districts and developing a longer-term MoU with state officials including agreements around scaling and sustainability.
- In Tamil Nadu, we will add three districts in 2021/22 and work with the government on a longer-term scaling plan.

We will continue to explore opportunities to develop regional hubs based out of our work in India. These opportunities may include partnerships with other implementing agencies, funders or governments to incorporate elements of our approach into their work. We are working to identify the best operating and revenue models for such a hub, with the hope that this might help in diversifying our income in the future.

We will continue to remain focused on being a learning organization. We will endeavour to build autonomy, mastery and purpose among our team members and that will maintain a team culture which lives our values.

We plan to continue with the second round of Longitudinal study, tailored to understand the impact of our COVID-response interventions in Karnataka, Tamil Nadu and Eastern Uganda that is in line with STiR's focus on reigniting intrinsic motivation in teachers and officials in these education systems. This includes understanding the effects on role modeling and quality of coaching, reflection and feedback based on the stakeholders engagements with the STiR programme.

We plan to build on the learning from our longitudinal study to understand and maximize the change that we are making in each geography, and identify opportunities to use technology to deepen how education officials and teachers work together. The content will be in the local language and English for the officials to choose. A dashboard and a report will also be created for officials to access their data and insights of the previous months. This is to help them be more action oriented and focus on planning during their developmental conversations

We plan to strengthen the local legal infrastructure through an independent STiR India entity for the purpose of implementing the programme and operations in India and raising local funding through Corporate Social Responsibility (CSRs).

We will strengthen the local governance system and apply for Foreign Contribution Regulation Act (FCRA) registrations to ease out operations as required by the governing laws in India.



## Project TeenBook.in

Having worked on Love Matters for over a decade and addressing thousands of queries from young people every year, on issues that matter to them, we realized there existed a crucial gap in the needs of young people.

Information that young people should get during adolescence, reaches them, if at all, after they have turned adults – by which time they have already taken several decisions (some with life-long consequences) which should have been more informed and knowledge based. This realization brought TeenBook to life in June 2020 with the primary goal of building knowledge, skills and behaviours that would help adolescents/ teenagers make informed and responsible choices on their journey towards adulthood.



With bright, colourful, resourceful, informative and engaging content, TeenBook is meant to engage adolescents and also serve as a resource for parents and educators with the knowledge, information and skills they need to help children with crucial life skills that go beyond academics.

TeenBook, we believe, is a seminal project owing to the responsible approach used (keeping in mind its innocent audience) and carefully crafted content which makes it age-appropriate and perfectly suited to the Indian context. Strongly rooted in the power of story-telling, TeenBook content aims to educate teens on key life skill issues through stories that open them to new ideas and experiences.

TeenBook also hopes to provide specially-designed online and offline training, resources and workshops for adolescents (as well as parents and teachers) to help develop children's social, emotional and behavioural competencies and skills.



*A little sampler of our style is the TeenBook's reversioning of the classic tales of [Cinderella](#) and [The Ugly Duckling](#) to initiate age-appropriate conversations with young adolescents on sexuality and body image.*

# Project Suvita

Although India is a leading producer and exporter of vaccines, the country is home to the world's highest number of under-vaccinated or unvaccinated children as per UNICEF. A huge number of India's young children receive the full schedule of immunizations. India's vaccine deficit has several causes: little investment by the government; a focus on polio eradication at the expense of other immunizations; and low demand as a consequence of a poorly educated population and the presence of anti-vaccine advocates.



We, at DC, are working to strengthen India's future by strengthening India's child immunization effort. Our Suvita project aims to ensure that all children in India complete their routine immunization schedule.

## Performance, 2020-21

We enrolled an additional 62,670 children for SMS reminders for vaccinations, and recruited 329 immunization ambassadors nominated by fellow community members.

## Our work in the geographies of our presence

**Bihar:** We rolled out SMS reminders for vaccination to all eligible children in Saran district under our partnership with the State Health Society, enrolling 62,670 additional children over the year. In

**Maharashtra:** We strengthened our relationship with the State Health Society and signed an MoU in January 2021 under which Suvita will roll out SMS reminders in Maharashtra over the 2021/22 year and beyond.

## Impact of COVID-19

The COVID-19 pandemic posed significant challenges. We overcame these successfully and found opportunities to innovate our programme design with an emphasis on remote models wherever possible, to deliver our programmes effectively. We responded directly to the first and second waves of COVID-19, by sending and testing SMS messages as a means to disseminate useful information related to the pandemic. We also supported our state and district government partners with COVID-19 data analysis and COVID vaccination rollout.

Additionally, we launched several projects responding to the COVID-19 pandemic.

- In the first wave, we acted as an implementing partner in a study with Mr. Sebastian Bauhoff, a Harvard Professor, aiming to see if SMS reminders could be an effective nudge to encourage people to stay home and wash their hands to reduce the COVID-19 spread.
- We seconded several team members to support our state and district government partners in their direct pandemic response, carrying out data analysis to track cases early in the pandemic, and more recently supporting the vaccination roll-out.
- In the second wave, we sent informational messages to over 3,00,000 users about home care for COVID-19 patients, specifically the proning technique to improve breathing.

## Achievements

We piloted a novel Immunization Ambassadors programme inspired by ground-breaking research from Nobel-Prize-winning economists. This initiative provided immense learnings which we will incorporate into the next iteration of this programme in the current year.

## Our blueprint for 2021-22 and beyond

- Consolidate and expand SMS reminders for childhood vaccinations
- Pilot immunization ambassadors programme remote model
- Respond to the next waves of the COVID-19 pandemic

## #FightCOVID-19: COVID-19 Response

The Novel Coronavirus has left an indelible mark on the world. The fatal virus engulfed the world in a way least expected and laid bare fragilities in social and economic spaces that had been hitherto overlooked by the world. The pandemic infused considerable fear into the mind as it ebbed lives and livelihoods – the anxiety across the world against this invisible and unknown enemy was palpable.

Even as healthcare systems, various institutions, organizations and individuals from all walks of life came together to flatten the first wave of the pandemic, the COVID-19 outbreak made people around the world re-evaluate their everyday lives. The familiar patterns around our homes, our work, our relationships and our lifestyles have been disrupted.

At DC, we joined hands with the rest of India to fight the COVID-19 pandemic that impacted millions in India. We adopted a multi-pronged approach.

On the one hand, we encouraged members of the team to volunteer with different community level programs within their geographies which included food distribution, assistance to front-line workers and other appropriate activities. While on the other hand, we secured funds through self-funding and crowd-funding efforts (online activations and one-to-one outreach initiatives).

As soon as the socio-economic impact of the current COVID-19 pandemic started being reported across media and through our on-ground team, DC took an early response strategy across THREE intervention areas.

**RELIEF:** It included procurement, assembly and distribution of a HYGIENE KITS to 3,000 families in marginalized communities in Purnia and Katihar districts of Bihar. The kits included food supplies, soap, detergent and sanitary napkins and were handed over to village dwellers in some of the most under-developed areas of the districts.

**CARE:** Within the first few days we distributed 500 N95 masks, 10,000 gloves and 600 PPE kits to frontline Police personnel and healthcare workers in Delhi and Gurugram, both in close association with authorities in each location. Later, we set-up SHGs in semi-urban Lucknow and provided skills training and material, enabling people from marginalized communities to manufacture PPEs and masks and provide the same to small hospitals/clinics as well as police personnel in the city.

**AWARENESS:** We put together a bilingual awareness kit with five essential reads to help everyone prepare for the life ahead. The kit contains guidance and advice on:

- Fighting COVID19 - Daily Hygiene Tips
- Imbibing the concept of social distancing as an essential practice
- Corona in your vicinity: Important tips
- Filtering fake news from important health information on social media
- Taking care of self and the family during and post lockdown
- The COVID-19 vaccines in India - Top facts
- COVID-19 vaccination in India - What is the process?
- COVID-19 vaccination: FAQs (for people with specific conditions)
- COVID-19 vaccination: FAQs

डेनिक RNI No., UPHIN/2014/55541 का केन्द्र  
**सहारा टुडे**  
 24 Nov, 2011 Pg 6  
 मंगल बुध 24 नवम्बर 2021 को 08:00-04:00 तक 8 पृष्ठ पर

माया आर आवापका का तलाश शुरू कर दा हा

**रक्तअल्पता (एनिमिया) में सुधार हेतु पोषण की पूर्ति करने के लिए आयरन युक्त आटे का हुआ वितरण**



सहारा टुडे (पंजाब गुप्त) बगौली, हरदोई। किशोरियों में हिमोग्लोबिन अर्थात् खून की कमी का कारण किशोरियों को पर्याप्त पोषण की कमी होना एक आम समस्या होती जा रही है, वर्तमान परिदृश्य में उक्त समस्याओं का निराकरण काफी चुनौतिपूर्ण है। इस समस्या को पहचानते हुए स्वस्थ विभाग, एच० सी० एल० फाउंडेशन एवं डेवलपमेंट कन्सोर्टियम के संयुक्त प्रयास से सुरसा ब्लॉक के अंतर्गत निम्न ग्राम पंचायतों सहोरिया बुजुर्ग, भेलावा, बन्नापुर के 17 मजरो में फोरटिफाइड आटे और सहजन के पत्तों से निर्मित मोंरीगा कैप्सूल का वितरण किया गया। उक्त आटा एवं कैप्सूल किशोरियों आयरन एवम बिटामिन सम्बन्धी पोषक तत्वों को पोषण संबंधी चुनौतियों को काफी हद तक हल कर पाएगा। इन ग्राम पंचायतों के लगभग 1109 किशोरियों ने इसका लाभ उठाया, परामर्श के माध्यम से उन्हें आटे एवं कैप्सूल के प्रयोग विधि भी बताई गयी। इस वितरण कार्यक्रम में एच सी एल समुदाय से पल्लवी जी और अमन जी ने एक अच्छे सहजकर्ता की भूमिका ली जिन्होंने टीम का समय समय पर मार्गदर्शन किया और यह सम्पूर्ण वितरण कार्यक्रम डेवलपमेंट कन्सोर्टियम संस्था के परियोजना समन्वयक कुलदीप द्विवेदी और अविनाश जी के मार्गदर्शन में किया गया।



# दैनिक भास्कर

28-May-2020  
कटिहार Page 2

## हसनगंज में डेवलपमेंट कंसोर्टियम ने 185 ग्रामीण महिलाओं के बीच हेल्थ किट का किया वितरण

बरासी के आदर्श मध्य विद्यालय गुरुबाजार परिसर में प्रवासी मजदूरों के बीच बांटे हेल्थ किट

**भास्कर न्यूज | हसनगंज/बरासी**

हसनगंज में डेवलपमेंट कंसोर्टियम ने ग्रामीण महिलाओं को जरूरतों को ध्यान में रखते हुए फूड कम हेल्थ किट जिसमें सर्फ, साबुन, पैड, मास्क, बिरिस्ट, चॉकलेट आदि का वितरण किया गया। डेवलपमेंट कंसोर्टियम के प्रोजेक्ट प्रबंधक राकेश टुवे एवं प्रोजेक्ट ऑफिसर डॉ. विक्रम सिंह ने बताया कि हसनगंज के कालसर रामपुर कोसपाली और रामपुर स्थानी टोला गांव में 185 परिवारों की महिलाओं को संस्था की जया कुमारी, सोनाली कुमारी द्वारा फूड कम हेल्थ किट का वितरण किया गया।

साथ ही साथ समाज के सभी लोगों को साफ- सफाई, बच्चों के उचित देख भाल एवं सामाजिक दूरी बनाने का सुझाव दिया गया। इस अवसर पर बोडीओ मनीष कुमार श्रीवास्तव और मुखिया राजेंद्र उराव ने कहा कि इस महामारी के वक्त महिलाओं के बीच सामग्री बांटकर समाज के अंतिम पंक्तियों तक पहुंचने का कार्य सराहनीय है। बरासी आदर्श मध्य विद्यालय गुरुबाजार के परिसर में दिल्ली, फरीदाबाद और मुंबई से आए 28 प्रवासी मजदूरों के बीच हेल्थ किट को



हसनगंज में डेवलपमेंट कंसोर्टियम के कार्यकर्ता जरूरतमंदों को दे रहे किट।

वितरण किया गया। जिसमें बाल्टी, रलास, कटोरा, लुग्गी, गमछा, गंजी, साबुन, कंघी, ऐनक, तेल, मग, चादर, मच्छरदानी आदि सामग्री थी।

केंद्र प्रभारी कृष्णकांत चौधरी एवं प्रधानाध्यापक सुबोध प्रसाद द्वारा लगातार आवासित मजदूरों को सामाजिक दूरी साफ-सफाई शारीरिक अभ्यास का प्रशिक्षण भी दिया जा रहा है। इस अवसर पर राजकुमार रविदास, संजीव कुमार, मो. मिनहाज आलम द्वारा भी सहयोग दिया जाता है।

**दैनिक युवी गौरव**  
 एक की आवाज  
 वन : 07 अंक : 366 कालमु. बुधवार 24 नवम्बर 2021

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## किशोरियों में रक्ताल्पता को दूर करने हेतु एच सी एल समुदाय के उद्देश्य हेतु डेवलपमेंट कंसोर्टियम संस्था द्वारा एक प्रयास

युवा गौरव [संवाददाता]

बगौली हरदोई रक्तअल्पता (एनिमिया) में सुधार हेतु पोषण की पूर्ति करने के लिए आयरन युक्त आटे का वितरण किशोरियों में हिमोग्लोबिन अर्थात् खून की कमी का कारण किशोरियों को पर्याप्त पोषण की कमी होना एक आम समस्या होती जा रही है, वर्तमान परिदृश्य में उक्त समस्याओं का निराकरण काफी चुनौतिपूर्ण है। इस समस्या को पहचानते हुए स्वस्थ विभाग, एच० सी० एल० फाउंडेशन एवं डेवलपमेंट कन्सोर्टियम के संयुक्त प्रयास से सुरसा ब्लॉक के अंतर्गत निम्न ग्राम पंचायतों सहोरिया बुजुर्ग, भेलावा, बन्नापुर के 17 मजरो में फोरटिफाइड आटे और सहजन के पत्तों से निर्मित मोरीगा कैप्सूल का वितरण किया गया। उक्त आटा एवं कैप्सूल किशोरियों आयरन एवम बिटामिन सम्बन्धी पोषक तत्वों की पोषण संबंधी चुनौतियों को काफी हद तक हल कर पाएगा।

इन ग्राम पंचायतों के लगभग 1109 किशोरियों ने इसका लाभ उठाया, परामर्श के माध्यम से उन्हें आटे एवं कैप्सूल के प्रयोग विधि भी बताई गयी। इस वितरण कार्यक्रम में एच सी एल समुदाय से पल्लवी जी और अमन जी ने एक अच्छे सहजकर्ता की भूमिका ली जिन्होंने टीम का समय समय पर मार्गदर्शन किया और यह सम्पूर्ण वितरण कार्यक्रम डेवलपमेंट कंसोर्टियम संस्था के परियोजना समन्वयक कुलदीप द्विवेदी और अविनाश जी के मार्गदर्शन में किया गया।

# सहारा टुडे

**न्यूज ब्रीफ**

## किशोरी स्वास्थ्य शिविर का हुआ आयोजन

सहारा टुडे (पंजाब गुप्त) बगौली-हरदोई ब्लॉक सुरसा क्षेत्र के अंतर्गत आज ग्रामसभा बन्नापुर में प्राथमिक विद्यालय में एचसीएल फाउंडेशन समुदाय की वित्तीय संयोगिता से चलाई जा रही परियोजना किशोर पोषण एवं एनीमिया में सुधार हेतु एक कैप का आयोजन किया गया जिसमें एस के पोली क्लिनिक के डॉक्टरों द्वारा प्राथमिक विद्यालय के परिसर में लगभग 270 किशोरियों ने सहभागिता कर अपने स्वास्थ्य की जांच कराई जिसमें प्रमुख रूप से मौजूद यम एम ई श्री अरुनत भट्टाचार्य प्रोग्राम समानवक श्री कुलदीप द्विवेदी कृष्ण खंड राहुल सिंह डॉ अर्पिता सिंह एम बी बी एस एवं समस्त टीम उपस्थित रही



# Our Team

## **Our core team:**

- Geena
- Anamika Srivastava
- Vithika Yadav
- Arti Shukla Wankhede
- Anshuman Prasad
- Arnab Bhattacharya
- Kirti Agarwal
- Navnita Mishra
- Avinash Solanki

## **Gratitude**

This report has been compiled with key inputs from all project teams, especially:

- Arti Shukla Wankhede
- Nidhi Sharma
- Varsha Venugopal
- Fiona Conlon
- Urmi Bhattacharya
- Nikita Patel
- Anshuman Prasad
- Arnab Bhattacharya
- And many others...