



# Annual Report 2014-15



Narottam Lalbhai Rural Development Fund

Narottam Lalbhai Rural Development Fund (**NLRDF**) is a registered NGO founded in 1978 by **The Arvind Mills Ltd.** The organization stands on the principles and philosophy of services to mankind with a genuine interest in integrated human progress and firsthand experience in diverse facets of social development.

In the last 36 years of its foundation, **NLRDF** has grown as a grassroots organization striving for a holistic development. Our initial direct intervention was intervening in the development process at the village level through specifically designed programmes.

### **OBJECTIVES:**

The broad basic objectives of NLRDF in rural development can be summed up in the following words:

"Stimulating, initiating and setting into motion a process of development which within a specific span of time would become self-sustaining and self-perpetuating, whilst monotonically reducing the relative disparities between various levels of the society".

### **STRATEGY:**

In order to evolve a strategy for the fulfillment of the objective, it was decided to copy nature as far as possible. Since in nature, the various facets of life are all inter-related and inter-dependent. It was accepted that NLRDF would take an overall integrated, total-view point in development intervention, at the same time, taking care of the various components that together form the whole.

### **ROLE DIMENSIONS:**

In the light of the above strategy for development intervention the trust carried out operations in various sectoral areas, like agriculture, social and farm forestry, horticulture, fodder development, animal husbandry, minor irrigation, rural electrification (street and agriculture related), roads, biogas, medical services, health care, nutrition, sanitation and disease control, non-formal education, Adult education, vocational training of handicapped persons, watershed development, AIDS awareness and prevention, women empowerment and women and child development etc.

### **STAFFING:**

The trust has a total strength of more than 35 persons, most of whom are in rural areas. Most of them are post-graduates in various disciplines related to rural life.

**MANAGEMENT:**

NLRDF is structurally working under a Board of Trustees, the Chairman of which is directly responsible for the overall policy direction and guidelines for the trust. **The present Chairman is Mr. Samveg A. Lalbhai.**

Reporting directly to the Chairman and the Board of Trustees is the Executive Director of the trust, who has the responsibility of guiding policy formulation and providing necessary feedback for the same. He is also responsible for the strategic and operational planning of the trust's programme. **The present Executive Director is Mr. B.M.Shah.**

**FUNDS:**

NLRDF has so far been funded by the Arvind Mills Ltd. Ahmedabad, to the tune of Rs.20 Million. NLRDF has also been mobilizing government funds directly for the beneficiaries of its programme as well as for certain infrastructural activities and other purposes of rural interest.

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## Health Related Activities

### **"Promoting Appropriate Maternal and Infant & Young Child Nutrition Practices at Family and Community level "**

In Gujarat, malnutrition is a major problem seen in children, particularly in children less than 2 years of age. The current prevalence of under nutrition among children under 5 years in Gujarat is high; 16% of children are severely underweight. 25% of children are severely stunted and 6% of children are severely wasted (NFHS 3). Around 41% of children fewer than 3 years of age are underweight. One of the key reasons for under nutrition setting in early in life is faulty and sub optimal infant feeding practices, which is further aggravated by factors such as repeated episodes of childhood illnesses and low birth weight.

The programme is implemented by the supported of UNICEF - Gandhinagar. As apparent from the name, the main objective of the project is to promote the nutrition and dietary practices for mothers as well as infants & young children at the family and community level. The overall aim of the project is to ensure that communities and families with pregnant women and mothers of children below 2 years of age and the caretakers are aware of appropriate mother and infant nutrition practices and have access to the village Health Nutrition Dept. services.

This project is undertaken to ensure better nutritional health of infants and young children and their mothers in the project area through intensive community engagement, linkage to government services and the development of an enabling environment. Initially, the identification of the rightful beneficiaries was taken place which helped in field intervention and led to establish rapport with the local leaders as well as the health and ICDS functionaries. The process of identifying village volunteers took place and were promoted and prepared well for the work by delivering trainings regarding the project implementation.

The infant mortality rate is high in Khedbrahma Taluka. Due to lack of health services, the residents in general, and pregnant women and children in particular, are not able to get health services in right time, thus pregnant women have to suffer and they are not able to go to hospital for pregnancy. The infant mortality rate is 29% and mother mortality rate is 0.69%. There are 42318 children under 0 to 5 years, and number of malnourished children is 238.

Khedbrahma Taluka's 137 villages was divided in 9 clusters namely Gadhda Shamlaji, Kheroj, Hingatiya, Laxmipura, Labadiya, Matoda, Delwada, Dantral and Poshina for better implementation of the programme,

- **Staff Capacity Building Training:**

A 5-days orientation training about the project was organized. In the beginning of the training ice breaking activity and pre-testing were done which helped participants to raise their confidence levels. Then a session was held on "Why a need for change." In this session, discussions were held on the issues such as belief systems, social customs, attitudes, thinking patterns, etc. and how these issues are linked with infant and mortality death rates in the community.



- **Village Volunteers Capacity Building Training:**

Objectives of these trainings were:

Two days training program and carry discussion on the topics as per need to build on the capabilities of volunteers.

- Enhance understanding of volunteers regarding village map.
- Improve understanding of volunteers regarding target group and how to show them on map.
- Enhance understanding about use of flipbook.
- Enhance understanding about growth game.

Project identified and trained trainers at the District level, who in turn conducted a training of Anganwadi workers.



348 Aanganwadi workers from 137 villages in 9 batches were trained. The trainings emphasized on project implementation, role of AWWs, use of effective communication tools on Infant and young child feeding and counseling skills, counseling during home visits and Mobisodes.



The video series were planned aiming to promote changes in knowledge, attitudes, practices and beliefs that relate to the IYCN Practices and Care during the pregnancy which helped rural

women:

- To understand the benefits of recommended behaviors
- To address some of the constraints in their social environments
- To adopt simple household behaviors
- To access frontline workers (like Aanganwadi Workers, ANMs, ASHAs, Panchayats, etc) in their Communities

#### • Use of Communication Tools :

The project was envisaged for a sustained dialogue on appropriate maternal and IYCN practices will be initiated with the community, specially mothers, fathers, elder women in the family self help groups and VHSNCs would be enlisted to participate in the project villages. Mentioned below activities were imparted in the field.

- Facts for Life Video Show
- Flip Chart
- Growth Chart Based Interactive Game
- Counseling: During Home Visits





- **Video Show :**

Following shows during FFL shows were covered:

1. Care during Pregnancy: Food and Rest
2. Exclusive Breastfeeding
3. Initiation of Breastfeeding: Colostrums
4. Right methods of Breastfeeding
5. Appropriate Complementary feeding
6. Vitamin A
7. Iron and Anemia
8. Iodine
9. Growth Mapping
10. Vaccination
11. Care of Adolescent Girls
12. Mental development through proper nutrition

Total 813 Video Shows were organized in 137 Villages during this programme in Kehdbrahama Taluka.



- **Use of Flip Chart**

Flip charts were used for presenting ideas in a display format. Each illustrated sheet presents only the most important ideas; pictures are accompanied by short, simple text written in a font that is easy to read. It was conceived and developed as an informational, motivational, and educational tool that could communicate the strategic importance of IYCN, Child Care and Care during Pregnancy in rural area.



The three objectives-to inform, motivate, and educate-are achieved by inviting reflection on the "stories" that are presented. A story is presented on each page of the flip chart. Through individual or collective reflection about the images, new stories, behavior, lessons, and conclusions were presented that will enhance the adoption of correct behavior on IYCN practices. In total, 1268 Flip charts used in 137 Villages during this programme in Kehdbrahama Taluka.

Flip charts were provided to all AWWs and VVs in the project area by District Administration with the support from UNICEF. These flip charts/flash cards were used during the Home Visits, Mamta Diwas Observation, and Group Meeting as counseling tool by AWWs and VVs.



- **Visit to Home :**

Home visit is very important for educating parents to enable mothers and family members to plan an effective role in the child's growth and development with special emphasis on nutrition practices for



infants and young children. The project also envisaged the importance of home visits by the Village Volunteers and Anganwadi Workers. To improve the quality of home visits by AWW or VVs different job aids like flip chart, flash card, Mobisodes, FFL video films and story books were developed. These all job aids acted as references material



for AWWs and VVs to review and prepare in advance, and carried along and used while counseling the beneficiaries.

While counseling the beneficiaries' training was covered. There were counseling techniques like a

"GATHER" model and how to use all the job aids at the time of home visits. The AWWs and VVs received the flip charts and interactive games. In addition, the AWWs also received flash cards, counseling story books and FFL video films.

During the field visits, many VVs and AWWs pointed out numerous advantages of these job aids such as they were easy to understand and helped them to explain benefits to beneficiaries. Others pointed out that they make the interaction with the beneficiaries

easier, more interesting and engaging. Beneficiaries also spoke same when the time of interaction.

Services for pregnant and lactating women as well as services for infants and young children, were offered to more than 4500 beneficiaries, who were covered in this programme.

- **Other groups covered:**

SHG meeting were held to explain the use of our equipments and aids. 64 such SHG meetings were held and 545 members attended this programme. Other groups like Swadhyay Parivar, Local Bhajan Mandal, Primary Teachers group are also covered in this programme



**Details of activities carried out:**

Sr. No	Name of Cluster	No of Villages	Video show	Use of Flip Chart	Growth Game	Mobisode	SHG meeting	Panchayat Meeting
1	Labadiya	15	90	30	15	22	5	0
2	Dantral	14	84	18	10	13	4	0
3	Posina	15	90	25	19	25	0	5
4	Delwada	14	84	23	15	27	0	0
5	Matoda	15	90	33	20	15	5	9
6	Hingatiya	16	96	21	07	13	6	0
7	Laxmipura	17	102	51	26	25	17	0
8	Kheroj	15	90	32	13	21	8	0
9	G.Samalaji	16	96	35	23	22	19	1



- **Other Innovative Activities:**

- Guided 24 poor widows to apply for and get widow pensions through the Social Defense Department - Gujarat state.
- Our V Vs are very active and out of 546 V Vs, 3 VVs were selected as ASHA workers and one V V was selected in Taluka Suraksha Setu project
- Demand was generated by village community after our intervention with this Project. Seven mini Anganvadi and two Mamata Divas' were demanded at the community level and applications for the same were submitted to related Govt. department.

- ❖ **Outcome of the project:**

- Were successful in removing misunderstandings among the people about child birth.
- Misunderstandings and concerns about the child crying after getting vaccination were addressed and cleared.
- Knowledge upgrade was given to the villagers about the breast feeding in first hour of delivery and intake of food after six month of birth.
- As a result of our efforts, more number of people preferring to get the delivery done at the hospital.
- Information about the precautions needed for pregnant women was successfully and is being acted upon.
- As an important outcome of the project, people, especially women, are able to discuss these things more easily. They share experience with the other women and that hence they solve their problems amongst themselves.
- Number of beneficiaries grew as participation in the 'Mamta Divas' celebrations increased, to get benefits of government schemes.





## Experience sharing workshop:

An experience-sharing workshop with the support of UNICEF was organized on "Care for Mother and New Born Child and Nutrition for Good Health." This programme is implemented for 137 villages of Khebrahma Taluka of Sabarkantha District. As stated earlier, these villages are divided into 9 clusters.



Initially UNICEF delivered training to a team of twelve persons. The focus of the training was on understanding and use of inter-peer communication, selection of beneficiaries and volunteers, etc. After the training, field staff started the process



of identifying the volunteers from the villages. After the selection of volunteers, trainings were given to them. The volunteers had to follow the process of identifying and making a list of pregnant women, mothers and children below the 2 years who suffer from malnutrition, and who are not aware about the Government schemes or not able to access to benefits of the schemes. A list of 10376 beneficiaries from 137 villages was prepared by 548 volunteers. These women were given training with the help of effective tools, aids and modules. Interactions during the trainings with women were held through video shows. At some places where video shows were not possible, interactions were held through flip charts, and for those women who could not attend the trainings, the team visited their places and made them aware and educated them through mobisode. Following points were covered during the trainings:

## Importance and appropriate methods of breast feeding

Overall the focus of the trainings was to make pregnant women and mothers aware and educated about taking care during pregnancy, care of new born child and proper nutrition. Thus they were encouraged and helped provide better overall care to themselves and their children. The village volunteers played very important role to mobilize and interact with women in the villages. They put their best efforts to make this programme successful.

In this context, an experience sharing workshop for village volunteers was planned in which they shared their experiences and learning from each other. In this workshop, Shri Jayant Kaneria, the district level official welcomed and encouraged participants to gain the maximum possible knowledge from the workshop. Then a video show on experiences and benefits to beneficiaries were shown which was very much meaningful and helpful. The participants shared that their level of understanding has been



increased through such programmes. During the workshop, VVs Joshi Kundan - Gundel village, Dahiben Jagdishbhai Parmar, Vankar Rashmikaben Vinodbhai and Parmar Kokilaben Bharatbhai shared their special experiences and learning in the workshop. These four women voluntarily without any remuneration contributed two to three hours in a day and helped pregnant women and mothers

to provide health services related information and also guided them for better care. They also visited their houses and interacted with their in-laws and made them to understand about importance of having delivery of a baby in a hospital, importance of breast feeding, giving food to child after six months, regular vaccination during Mamta Divas, etc.

During the workshop Reeni Ansari - field worker from NLRDF shared that working with women was a challenge. Working with tribal women in was very different experience. They have different issues and understandings. Particularly approaching pregnant women and mothers in tribal communities is is an eye-opening process. First of all women have to follow their traditions and customs which make them sometimes difficult for them to understand the health issues properly. In the tribal community, when child is born, they are given wine which is very perilous to children. So it was challenge to work with community in such issues as it involved changing their basic thought processes.



Shri B. M. Shah - Executive Director from NLRDF shared about the activities going on in Sabarkantha district by NLRDF since last 30 years. They also provide guidance to the field team during their visit to the field. He shared his field experiences that how field staff work in remote villages of the district and interact with pregnant women and mothers and their families. He appreciated the efforts of the staff and village volunteers. He also expressed gratitude to UNICEF for support and cooperation throughout the project.



Ms. Jeroo Master - Chief from UNICEF discussed about purposes behind the programme. He talked on achieving better results working in coordination with the government. He appreciated that more than 10000 women now have started to get



benefits with the efforts of NLRDF and UNICEF. He also appreciated the methods of video shows which were very useful and a meaningful medium to reach women and community people.

Mrs. Shubhani Kanani - Retired Professor, M. S. University, Vadodara shared his feelings regarding the work of volunteers. He encouraged

and appreciated women volunteers' efforts who reach pregnant women and mothers to make them aware and educate them. He stated that this success is achieved because of collective efforts and action of villagers, volunteers, anganwadi workers, staff of NLRDF. He also talked about inter-personal communication tools which were very helpful to build trust in women and community people

Vinod Desai - Project Coordinator, NLRDF expressed thanks to all who participated in this experience sharing workshop.

Overall, the entire workshop was very interactive. Participants actively participate in the workshop and brought out particular learning from the workshop.



## National AIDS Control Programme

### Migrant Workers Project at Dahej, Dist- Bharuch.

There are many migrants workers in Dahej Industrial Area Dist - Bharuch. They are from Bihar, Rajasthan, MP. Punjab, Orissa and other districts of Gujarat. They are of the age group of 18-49 years. Their literacy level is low. Due to high unemployment in their native places, they migrate to the Dahej industrial zone. They are earning 8000 to 15000 per month. They either live at their work-place or rental places with co workers. They visit their families annually/biannually at their native place. They spend 10 to 12 hours in their work place. Excess money and being away from family make them vulnerable to indulge into high risk activities.

This project helped to scale up TIs with the aim of reaching out to the targeted population groups.

The interventions under this programme included: (i) the provision of behavior change interventions to increase safe practices, testing and counseling, and adherence to treatment, and demand for other services;(ii) the promotion and provision of condoms to HRG to promote their

use in each sexual encounter; (iii) provision or referral for STI services including counseling at service provision centers to increase compliance of patients with treatment, risk reduction counseling with focus on partner referral and management.

- **IPC Meetings**

As a part of outreach activity, IPC meetings with the target groups were organized focusing on delivering information on the project and making them understand about HIV/AIDS. Awareness and information during the meetings were disseminated through



IEC materials, condoms demonstration and used IPC tool which included body mapping,

importance of using condoms, seasonal map and daily routine of migrant. In the meetings , emphasis was given to encourage targeted stakeholders to join with the project.

- **Street play**

Street play is one of the most effective media to reach the audience. To reach out the targeted stakeholders of the project, street plays were planned to generate response from them and to spread awareness on HIV/AIDS and treatment at the maximum level.

- **Health camps**

In a country where poverty, illiteracy and poor health are widespread, preventing the spread of HIV/ AIDS presents an overwhelming challenge. The organization has made a small beginning by way of initiating an HIV and AIDS awareness campaign. The health camps focus on providing solutions, information dissemination and preventive healthcare practices.



The objective of conducting the camps was to create awareness and offer counseling about general health and healthcare issues, as well as provide non-specialized healthcare services.

Health camps were organized to link HRB people with the project and refer STI patients for further treatment. A number of targeted stakeholders attended the health camps and availed assistance, guidance and necessary information regarding

HIV/AIDS. Awareness also was spread about use of condoms during the health camps. There was a special camp for creating awareness on HIV/AIDS issues for the migrants. This special camp focused on all basic information regarding HIV – modes of transmission, preventive methods, myths and misconceptions about HIV and AIDS, The information dissemination was a crucial need as many of the workers are from rural areas and don't have ready access to such information. A question-and-answer session helped clear many misconceptions about HIV and AIDS.

The event witnessed participation of over hundred people including women and children.

- **Congregation event:**

The main purpose of the event was to bring the targeted stakeholders together and develop an environment of gathering which help them to come together and support one another. Such types of events are held on the festivals or any special occasions.

- **Demand generation activity**

Specific visits to the migrant colony were planned and the project staff met about 80 migrants in the colony, and also they were provided essential services by placing stalls at the colony through which they get information regarding their health, use of condoms, SIT treatment and also other related information through IEC.



- **Rally**

A rally in coordination with primary school was planned on awareness generation of HIV/AIDS. Slogans were prepared. School teachers, children and people from colony participated in the rally.

- **Poster exhibition**

IEC has been an important component. Poster exhibition was organized through which people from migrant colony received awareness and understanding on HIV/AIDS.



- **Linkages with the companies through workshop**

Coordination with the companies was made and workshops were held for the migrant people and other employees of the companies. Information on HIV/AIDS through interactive sessions, IEC materials, posters and video show were disseminated which were very helpful to understand HIV/AIDS.

Linkages also were built with local doctors of the areas and they were given information about the project and the targeted stakeholders. Besides, visits and meetings were held with the representatives of the companies and providing them necessary information regarding the project.



**Major Activities Conducted During the year:**

Sr. No.	Activity	Covered Population
1	No. of migrants were contacted through IPC sessions	27765
2	No. of migrant registered	9746
3	No. of demand generation activities	6
4	No. of health camps organized	120
5	No. of migrant treat for SIT	62
6	No. of HIV patients tested for HIV	20
7	No. of total outlet established	14
8	No. of HRG tested for HIV	1034
9	No. of HIV, reactive	4
10	No. of HIV positive registered at ART centre	3
11	No. of congregation events conducted	2
12	Street plays	6
13	Advocacy meetings	20
14	DIC meetings	80
15	Staff meetings	46
16	Stakeholders' meetings	20
17	Two day PE training	1

**HIV/AIDS Control Programme in Sabarkantha:**

The project HIV/AIDS Control was implemented with the support of Gujarat State AIDS Control Society, Ahmedabad. NLRDF has been actively involved with GSACS in the programme since 2003 and has been implementing the programme in Sabarkantha district. These interventions provide comprehensive and integrated approach for HIV prevention among the marginalized and vulnerable populations. NLRDF Target areas for the programme are Idar, Khedbrahma, Vadali and Himmatnagar. Target population in core group MSM (Male having Sex with Male) and FSW (Female Sex Worker).





Following are the major components to control epidemic of HIV/AIDS in the areas:

- BCC- Behavior Change Communication.
- Condom Promotion.-condom distribution & condom demonstration.
- STI CARE -counseling, Regular Medical Checkup (RMC), Presumptive Treatment (PT),Sexually Transmitted Infections(STI) Syndrome treatment.
- Referral and linkages- Integrated Counseling and Testing Center(ICTC) Anti-Retroviral Treatment(ART),DOT S, DIC center, Gov scams,
- Enabling Environment
- Community Mobilization.



Peer Educators are trained by GSACS and they have been given Orientation by the organization at the work place regularly in monthly



meetings. The various sessions included condom demonstration, counseling with key population regarding RTI and STI, RMC and PT. Condom promotion is done by peer educators by one to one contact.

Participatory methodologies like games and interaction sessions were planned in the trainings.

Referral services and linkages are provided at ICTC center in

Civil Hospital Himmatnagar, ICTC Center Idar, Khedbrama, Laxmipura, Vadali PHC center, ICTC vijapur, pilvai F-ICTC center, etc.



### Major Activities Conducted During the year:

HRG: MSM-390 ,FSW-628 Total HRG:-1018

Sr. no	Particulars	Achievement
1	Converge	1005
2	STI Clinic Visit	2507
3	Regular Medical Checkup	1796
4	Presumptive Treatment	692
5	STI Treatment	19
6	HIV Testing	1604
7	RPR Testing	1604
8	Counseling	951
9	Hotspot & demand meeting	70
10	P.E Review meetings	12
11	DIC meetings	26
12	Crisis Meetings	2
13	Stakeholder Meeting	2
14	STI Meeting	4
15	DIC Committee Meeting	4
16	1-Relly ( World Aids Day)	1

- **Mid-Day-Meal Programme**



NLRDF in coordination with CHETNA implements the programme on mid-day-meal scheme. Mid-day-meal scheme is a Government of India flagship programme that aims to prevent malnutrition and enhance the nutritional level of children, achieve universalization of elementary education by increasing enrollment, retention and attendance of students and thereby reducing dropout rate.

The mid-day-meal programme focuses on improving the nutritional status of children in



classes 1 to 8 in Government, Local Body and Government aided schools and Education Guarantee Scheme and Alternative and Innovative Education centre, National Child Labor Project and Madarasa and Maqtabs supported under Sarva Shiksha Abhiyan, and encouraging children from marginalized and disadvantaged sections to attend school on a regular basis and in drought

affected areas during summer vacation. The project aims to address the serious and widespread problem of malnutrition among school children through increasing efficacy

of MDM Scheme especially towards improved nutritional status (measured through Body Mass Index and Hemoglobin of children at the start and end of the project) of children.

The prime focus remained on sensitizing and motivating teachers, parents and school authorities to support children to access the MDM services. Training programmes were conducted regarding nutritional needs of children and MDM programme. The training programmes aimed towards enhancing the capabilities of teachers, MDM staff (Coordinators, Cooks and Helpers), school health programme team, parents, and SMCs constituted under the Right to Education (RTE) Act. Special nutrition and health education activities through joyful and participatory learning approaches were organized for children.



Following are the main objectives of the programme:

- To enhance capabilities of teachers, food providers (MDM staff coordinators, cooks and helpers), school health programme team, parents and children regarding nutritional needs of children and healthy eating habits.
- To enable children with knowledge on nutrition and health as well as imparting life skills for ensuring their participation in school nutrition and health programme.
- To evolve and strengthen mechanisms for inter-sectoral coordination and convergence among different sectors/departments.



- To develop a replicable model for integration of nutrition education in Mid-day-meal scheme.

The intervention reached out to 1162 children (596 girls and 566 boys) of class VI and VII directly and additional 4500 children indirectly in 15 schools. As a part of the programme strategy, awareness and capability building of about 100 stakeholders including 30 teachers, 25 school management persons, 30 cook/helpers and MDM coordinators was undertaken. Through community meetings we reached out to about 3000 parents and community members, including School Management Committees (SMCs).

A baseline survey was conducted prior to initiating implementation of the project to assess the nutrition and health status of students studying in class VI and VII in Government Primary Schools, examine the level of awareness about nutritional requirements and entitlements of children especially from the MDM Scheme, knowledge and skills of the MDMS staff, coordinators, cooks/helpers as well as school principals and teachers, children and their parents, especially SMC constituted under the RTE Act.

The baseline study highlighted that there is gross lack of information and awareness of nutritional needs of school children. This increased the importance of MDMS in the context of complementing the gaps in the nutritional needs and what they receive at home, as well as enhanced the role of each stakeholder, MDM staff, teachers, parents and children in effective implementation of the MDMS. Also, there were no efforts towards nutrition and health education and encouraging children's participation in MDM activities. As a result, despite the MDM programme operating in all the schools, the nutrition and health status of children was poor. Consequently trainings and workshops were planned by CHETNA for MDM staff, teachers, SMC members and students.

## ➤ Case Study

Mid-Day-Meal Scheme is an intuitive taken by Government of India to prevent malnutrition and enhance the nutritional level of children, to achieve universalization of elementary education by increasing enrollment, retention and attendance of students and thereby to reduce dropout rate.

Compare to the other districts in the state, Sabarkantha district, particularly Khedbrahma Taluka is very poor and backward. It doesn't have any awareness amongst its residents, who are poorly educated. Over 60% of the population in Khedbrahma block in the Aravali hills is tribal. The geographical remoteness, poor socio-economic conditions, low literacy levels and large size families with 7-8 children per family affects the access to health and nutrition services, thereby affecting the health and nutrition status of community members, especially children. This results into malnutrition and low hemoglobin (Hb).



In this context, NLRDF initiated a pilot project in 15 villages. After baseline survey, trainings and workshops were planned by CHETNA for MDM staff, teachers, SMC members and students.

As a result of these capability building programmes, today teachers take better care of the children. The mid-day meal distribution is being overseen by the teachers. Teachers in all the schools felt that the meal programme has brought an overall improvement in their school.

In all of the schools children were asked to clean their hands before and after having food. There were either taps or hand pumps in the school. The food was being served in the steel plates. In almost all the schools, children were made to sit on the mats spread in front of the corridor of the class rooms. In two of the schools, some children were acting as volunteers and serving the other children happily. In all the schools the children were being given a second serving also. Food is cooked under the supervision of teachers.

In each of the schools visited, interviews with a variety of people (principal, teachers, community members, parents, children) as well as personal observation confirmed that the school normally provided cooked mid-day meals on a daily basis (six days per week).

The scheme has been successful in developing good food habits among children. Teachers also instruct the students regarding good food habits. Children learn good habits such as: washing hands before and after meals, chew their food properly, do not waste food, do not scatter food while eating, clean the sitting place, eat in rows and discipline, provide help in cooking, cleaning utensils and keeping them on proper place. The scheme provides an opportunity where children of all groups and communities are made to sit together and have their meals. The children also learn to wait for their turn. The children also learnt serving food to others.



Maintenance of proper record is very important for successful running of any programme. All of the school having MDM keep the record and maintain registers for food grains and buying of vegetables, dals (pulses) and condiments.

## Women Empowerment Activities

### SHG Formation and Bank Linkages

The 'SHG - Bank Linkage' Programme is an important part of the strategy for delivering financial services to the women in a sustainable manner. It was observed that the women tend to come together in a variety of informal ways for pooling their savings and dispensing small and unsecured loans at varying costs to group members on the basis of need.



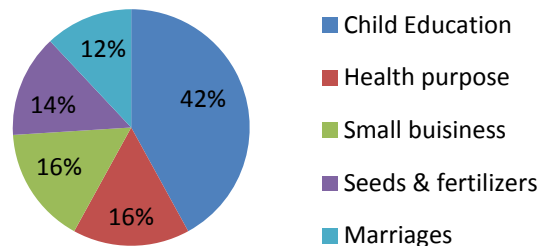
The programme, 'SHG Formation and Bank Linkages' was implemented by the support of NABARD in 23 villages of Khedbrahma Taluka. Total 50 SHGs were formed, strengthened and promoted for bank linkages. SHGs were given trainings on different aspects like book-keeping and leadership. SHGs have opened accounts in different banks such as Dena Bank, Dena Gujarat Gramin Bank, Gramin Bank, State Bank of India. SHGs were graded and then processes were initiated for bank loans through bank linkages, which helped SHGs to avail loan. 35 SHGs have availed the loans of Rs. 50000



to 100000. Total savings of 50 SHGs amount to Rs. 606710. Out of this Rs. 318000 is an internal credit, and Rs. 1810000 received as loan from the banks.

Because of continuous efforts of NLRDF, women now have become aware and sensitive to children's education and health.

### Purposed of internal credit



## Success Story

### Sant Rohidas SHG, Laxmipura Village

The SHG was formulated in 2012. Members of SHG save Rs. 50 monthly. Leadership and managerial capabilities of the women of SHG have been developed and strengthened through the trainings. Now, they have started to deal with banks and to maintain their accounts and other administrative functions. They were also given trainings on starting small scale entrepreneurships. This helped them to start their own small business in the village. They decided and started selling of sand and small stones for the construction sites. They received loan of Rs. 100000 from the bank. Initially they ordered 70 tractors of sand and 12 tractors of small stones at the rate of Rs. 900 per tractor and they sold at Rs. 1050. Slowly business started growing. In the starting, they used to get tractors on rent, but then they decided in a meeting to purchase their own tractor for the business. In this regard, they held meetings with bank, and consequently the SHG gained the loan of Rs. 650000 to purchase tractor.



## Impact of the programme

- Reduced the incidence of poverty through increase in income, and also enabled the women to build assets and thereby reduce their vulnerability
- Empowered women by enhancing their contribution to household income, increasing the value of their assets and generally by giving them better control over decisions that affect their lives
- Contributed to a reduced dependency on informal money lenders and other non-institutional sources.

## Women Empowerment through skill upgradation (Garment making)

The Oil and Natural Gas Corporation (ONGC), Ahmedabad, has promoted women empowerment through skill up gradation (garment making ) for the poor women in Borisana



village, in the Kalol block of Gandhinagar district with a view to empower rural women towards self employment and entrepreneurship. The

Overarching objective of the project is to improve life of women through providing basic technical and management training in garment making. This will help in:

- Economic upliftment and decrease in unemployment.
- Provision of regular source of income to needy women at their door step.
- Establishment of Training cum production centre in the village.
- To build capabilities of women by forming Self-Help Group to achieve self sustainability.



A group of 20 interested and capable women were selected for the training. A village level training cum production centre for garments has been established in the village. It would be managed by Self-Help Group's efforts to link with wholesalers, manufactures and local traders. Some of the garments produced are blouses, frocks, kurties, newborn baby clothes, cotton fancy bags and cushion covers. The required machines and tools has been procured and installed in the training centre.



## Water Harvesting Project

### Support to Farmers in Vidarbha For Providing Protective Irrigation to Standing Kharif Crops during Water Stress Periods through Rain Water Harvesting under Convergence of Agriculture Innervations in Maharashtra ( CAIM )

The present cluster of 22 villages of Murtizapur-Akola Taluka is predominantly rained area. Soil is in nature having average depth of 100 - 175 cm. Kharif is the main season with cotton and soybean are the major cash crops. Pigeon pee is intercropped with these two major crops. In some part rabbi is also taken where soil hold moisture longer time. Gram is main crop of rabbi season.

Major cash crop cotton and soybean fetches stress or dry spell during their reproductive growth which largely affect yield, protective irrigation at this time plays a curtail role and avoid yield loss. Water Harvesting Structure ( WHS ) harvest rain water and retain soil moisture longer time. Harvested rain water can be utilized for protective irrigation. Protective irrigation is the urgent need of the cluster. Considering the above need the present WHS project was design and financial supported by Navajbai Ratan Tata Trust - Mumbai.

During the year 2014-15 following activities have been carried out at the Murtizapur cluster, Akola district.

- Farm Pond of 20\*20\*3 meter size 67 with maximum 134 were area covering under protective irrigation in seven villages.



- Farm Banding of 41600 running meter covering around 350 acres of land which helps to check soil runoff during heavy rain fall.
- Distributed 112 Sprinkler sets which will help farmers to uplift the water from their available resources during requirement for irrigation to



their kharif and rabbi crops covering around 280 acres of land under protective irrigation.

- 32 Pump sets distributed within farmer for uplift water from the resourced.



## Livelihood through Skill Up gradation Activities

### Micro Entrepreneur Development Programme

#### Mason Training Programme

Mason training was planned for SHGs and their family members. 30 tribal youths from different villages were identified and were given mason training who were involved in mason, construction works or other labor works. The following agenda were covered in the training:



- Introduction and purpose of the training
- Understanding and use of mason related equipments
- Understanding about construction related materials such as sand, stones, water, cement
- Process and methods of mason work

After the training, these youths are able to get work in their villages.

#### • Artificial Jewellery Training

SHG women were given training on artificial jewelry. 30 women from different villages were selected. During the training they learnt about preparing necklaces, bangles, rings, Mangalsutras and other items. During the training, a trip also was planned at the Temple of Ambaji where such jewelry items are sold. They visited, observed and learnt the selling process. This process helped them to start their own business at the small scale.





- **Beauty Parlor Training**

Most of the women from the villages had to come to Khedbrahma for beauty parlor during festival, marriage or any function which consumed their time and money. Some



poor women were not able to come. Looking at this situation, a training programme for women was planned. 15 women from 6 villages were given beauty parlor training for a month. Poor and needy women were selected for this training, so they

can earn something at their level. Theory and practical both the aspects in the training were covered. During the training women learnt about eyebrow, bleaching, wax, facial, pedicure, preparing mahendi cone and design works, hair cutting and preparing bride etc. After the training, women were helped to link with Jilla Udyog Kendra (District Industry Centre) for further help.





## Success Story

### Earning for family

Generally it is a belief of community that poor or vulnerable women who come from SC are not able to do work or business. To break this belief system, the organization made an effort to strengthen and promote SC girls through beauty parlor training. For this purpose, girls of the age of 18 to 21 years were selected for the training.



Jagrutiben Natubhai Vankar from Vankarvas, Khedbrahma also participated in the training. Prior to training, she had shown interest in learning about beauty parlor and also continuing her education. She said that as her parents are engaged with agricultural labor works, she want to do something different and want to be helpful to be helpful to her family. She participated in one month training, and as a result of the training, she initiated and started beauty parlor in her own house. Now she gets works and does well in her village. She earns about Rs. 2500 through this beauty parlor and also studies in the college and thus, now she helps her family. Her parents are very happy.

## Involvement of Management



Review meeting by Chairman Mr. Samveg Lalbhai with field Staff

Visit of field area by Executive Director Mr. B M Shah.



Mr. Punitbhai Lalbhai's motivation speech to field staff



## Block Placement for Students

Sr. No	Name of Student	Course	Name of Collage	Placement Place	Period of Placement
1	Parmar Virabhai Girdharbhai	MSW	Krantiguru Shyamji Krushna Varma Kutch University - Bhuj	NLRDF Khedbrahma	2-6-2014 to 30-6-2014
2	Sutariya Subhas Dhulabhai	MSW	Divyachetna collage of MSW, Bhetali Ta-Idar, Dist-SK	NLRDF Khedbrahma	30-12-14 to 5-2-2015
3	Prajapati Bhavesh Nareshbhai	MSW	Divyachetna collage of MSW, Bhetali Ta-Idar, Dist-SK	NLRDF Khedbrahma	30-12-14 to 5-2-2015
4	Sutariya Nailesh Motobhai	MSW	Divyachetna collage of MSW, Bhetali Ta-Idar, Dist-SK	NLRDF Khedbrahma	30-12-14 to 5-2-2015
5	Patel Rahul Fuljibhai	MSW	Grambharati Mahavidhyalay, Amarapur, Dist-Gandhinagar	NLRDF Khedbrahma	1-1-2015 to 30-1-2015
6	Prajapati Sailesh Madhubhai	MSW	Grambharati Mahavidhyalay, Amarapur, Dist-Gandhinagar	NLRDF Khedbrahma	1-1-2015 to 30-1-2015
7	Kansara Tejash Rameshbhai	MSW	J M Patel Institute of MSW, ANAND	NLRDF DAHEJ - Bharuch	1-1-2015 to 28-2-2015
8	Parmar Vinod Ramjibhai	BSW	IGNOU - Delhi Bharuch Centre	NLRDF DAHEJ - Bharuch	15-1-205 to 10-2-2015



## Visitors

Sr. No	Name	Designation	From	Purpose to visit
1	Ms. Paridhi Jain	Student	CEPT University - Ahmedabad	Role of Corporate sector in rural areas.
2	Ms. Jeroo Master	Chief	UNICEF - Gandhinagar	Visit for project activity
3	Mr.Kamlesh Bhatt	Project Officer	TSU ( PHFI )	NACP - Dahej Monitoring - regular 3 day visit every month
4	Ms. Jigisha Patel	Assistant Director	GSACS-Ahmedabad	Project activity of NACP
5	Mr.Virat Nagar	Project Manager	TSU ( PHFI )	Project activity NACP
6	Mrs.Minaxi Shukla	Dy. Director	CHETNA - Ahmedabad	Project Planning meeting
7	Mr.J.J Patel	General Manager	ONGC - Ahmedabad	Inauguration of Garment making Training.

## Field Offices

### NLRDF

Behind Gayatri Temple  
At : Khedbrahma,  
Dist. Sabarkantha

### NLRDF

F-206 Damodar Complex  
At : IDAR, Opp- SBI Bank,  
Dist. Sabarkantha

### NLRDF

S.K.Dist. Sangh Building  
At : Himmat nagar,  
Dist. Sabarkantha

### NLRDF

304, Sanskar Avenue,  
At : Jolve, Dahej Road Dist. Dist :  
Bharuch.

**NLRDF Identity :****Board of Trustees :**

No.	Name	Designation	Age	Qualification	Occupation
1	Shri Samveg A. Lalbhai	Chairman	52	B.Com.	Industrialist
2	Shri Anang A. Lalbhai	Trustee	50	B.Com.-MBA	Industrialist
3	Mrs. Jayshreeben S. Lalbhai	Trustee	56	B.A. M.Ed.	Social Services
4	Mrs. Anamikaben S. Lalbhai	Trustee	52	B.A. (Hons)	Social Services

**Management**

1	Shri B. M. Shah	Executive Director	61	M.Com., F.C.A., LL.B.,CISA (USA)	Service
2	Shri K. P. Patel	Chief Manager	56	B.Com., LLB	Service

- ❖ Narottam Lalbhai Rural Development Fund is a Voluntary Organization registered under the Bombay Public Trust Act 1950 as Charitable Trust (Reg. No. E/3296/29.7.1978.)
- ❖ Narottam Lalbhai Rural Development Fund is registered u/s 12A of the Income Tax Act. 1961 No. N-83/ARV.
- ❖ All individual & Corporate donations are also eligible for exemption u/s 80.G The exemption under section 80 -G is available vide their letter No. DIT(E) /80G(S)/1176/06-07, dated. 20.9.2007
- ❖ Narottam Lalbhai Rural Development Fund is also registered under Foreign Contribution Regulation Act 1976 for accepting any foreign donations & grants vide Registration No: 041910009 dated. 8.1.1985

**Name and address of the Bankers :**

- ❖ State Bank of India , Naroda Road, Ahmedabad - 380025.
- ❖ State Bank of India , Bhadra Main, Ahmedabad. (FCRA Account).
- ❖ HDFC Bank, Mithakhali, Ahmedabad.

**Name and address of Auditors :**

Sorab S. Engineers & Co.,  
909, ATMA House, Ashram Road, Ahmedabad.

Media

**“અનુભવોનું આદાન-પ્રદાન કાયશાળા”**



નરોત્તમ લાલભાઈ રૂરલ ડેવ. ફંડ સંસ્થાના આરોગ્ય વિભાગના ડૉ. જયંત કનોરિયા સાથે એવેલ મહેમાનોનું સ્વાગત કર્યું અને તેમણે કાર્યક્રમને આઈસીટીએસ પુનિસેક અને આરોગ્ય વિભાગ તથા એન.એલ.આર.ડી.એફના સહીયારા પ્રયાસથી સફળ બનાવ્યો છે તેનો આનંદ વ્યક્ત કર્યો.

અંતમાં સંસ્થાના પ્રોજેક્ટ ડો.ઓર્ફિનેટર શ્રી વિનોદભાઈ દેસાઈએ સૌનો આભાર વ્યક્ત કર્યો.

હતા. નરોત્તમ લાલભાઈ રૂરલ ડેવ. ફંડ સંસ્થાના એક્ઝીક્યુટીવ ડાયરેક્ટર શ્રી બી.એમ.સાહેબ અંતરીયાળ વિસ્તારમાં સંસ્થાના કાર્યરત્રકો અને સ્વયંસેવકો એ કરેલ કામગીરીની ખિરદાવી હતી. પુનિસેકના ચીફ શ્રી જેવમાસ્કરે જણાવ્યું કે એક વર્ષના સમયગાળામાં દસ હજારથી વધુ બહેનો યરકાલી આરોગ્ય વિષયક સેવાઓ લેતી થઈ છે. તેની પ્રસંશા કરી એમ.એસ.પુનિસેકની વડોદરામાં શ્રી સુભાની કામાની એ કાર્યક્રમને આઈસીટીએસ પુનિસેક અને આરોગ્ય વિભાગ તથા એન.એલ.આર.ડી.એફના સહીયારા પ્રયાસથી સફળ બનાવ્યો છે તેનો આનંદ વ્યક્ત કર્યો.

અંતમાં સંસ્થાના પ્રોજેક્ટ ડો.ઓર્ફિનેટર શ્રી વિનોદભાઈ દેસાઈએ સૌનો આભાર વ્યક્ત કર્યો.

**કડીયા કામ તેમજ હસ્તકલા ની તાલીમ યોજાઈ.**



નરોત્તમ લાલભાઈ રૂરલ ડેવ. ફંડ તેમજ નારભાઈ આઝાદી કલ્પ કાર્યક્રમની ભાઈઓની તાલીમ બેઠકમાં મુકાયે, તેમજ હસ્તકલા ની બહેનોની તાલીમ ગઢવા સામગ્રી મુકાયે રાખવામાં આવી જેમાં ગીર-ગીર તાલીમશાળાઓને તાલીમ આપવામાં આવી જેમાં કડિયાકામની તાલીમ માં સાધનોની તોલમ, ચણતર કામ, ઘાસ નું માપ અને રિનિંગ કૂટ નું માપ કાઢવાની માહિતી આપવામાં આવી, હસ્તકલાની તાલીમમાં ગુફ સુશોભન ની વસ્તુઓ, જુમર, બારણાનાં તોરણ વગેરે વસ્તુઓ બનાવવા નું શીખવવામાં આવ્યું, આ બંને તાલીમ શખતા વર્ષના માટે તેમજ પોતે સ્વયંસેવાર મેળવી શકે તે માટે રાખવામાં આવી. તાલીમના ઉદ્દેશ્યે નરોત્તમ લાલભાઈ રૂરલ ડેવ. ફંડના વિનોદભાઈ તથા નારભાઈના અંતભાઈ દ્વારા તાલીમશાળાઓને કીટ, સ્ટાર્ટપેન્ડ તથા પ્રયાણપત્ર વિતરણ કરવામાં આવ્યું.





## Narottam Lalbhai Rural Development Fund