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# Message

I am pleased to share another landmark that Aarogya Public Welfare Organization, the dynamic social development organization based at Bhopal (MP) has achieved through its dedicated service to the yeoman and society by marketing the government welfare schemes. I am glad to share with you all that Aarogya Public Welfare Organization is bringing out its Annual Report for the year 2010-11. Aarogya Public Welfare Organization has been the vibrant social crusader and a catalyst of change over these years of devoted service to society reaching the most bereaved section of society. We uphold human values where people have equal opportunity for the ownership and utilization of resources for integrated development. It is our duty and privilege to share our experience with all the partners in the development process.

Recalling our past achievements for the progress and the development of the marginalized groups in and around Madhya Pradesh I feel proud and confident that we have with the unstinted support of the people, have meet all the challenges and hope to continue this saga. Thus contributing to the social welfare and reaching out to the needy. While putting forward this report I extend my hearty gratitude to all and sundry including our associates working untiringly for the organization for their sincere commitment towards the noble cause. I wish all the very best to the entire Aarogya Team engaged tirelessly to achieve objectives of the organization. I am happy to put forward the copy of achievements attained by the organization for the year just gone with its mixed traces and hope that everyone concerned would appreciate efforts and would continue to be with us in times to come as well.

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Sincerely yours,

( Madhuri Jamathe) President

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## Message

Aarogya Public Welfare Organization, a silent crusader and a catalyst of change, completed another year of dedicated service to the poor and the marginalized! At its most ecstatic age we present the Annual Report of Aarogya Public Welfare Organization for the year gone by. We also take this opportunity to thank each and every one who has voyaged with this organization to make it a successful people's movement. We also positively look forward for the multifaceted development commitments during the coming years. Aarogya Public Welfare Organization has been firmly established among the community as the real catalyst for change with its innovative ideas and noble mission.

Our significant accomplishments during the reporting period are abundant. We have initiated a number of innovative programmes, which has become a platform to demonstrate the rural entrepreneur's production skills and marketing capabilities. Aarogya Public Welfare Organization devoutly stands behind these creative entrepreneurs at the grass root level and facilitate their journey through number of income generation activities. Affordable and accessible health security is assured to the poor through the health insurance coverage. The Rural SHGs with varieties of rural handmade and homemade products for further exploring the marketing horizon of the small entrepreneurs at the centre premise is another highlight of this year.

Aarogya Public Welfare Organization maintains the development equilibrium with strong linkage and collaboration with Government and other partners in the development process. The Family-Centered development approach of Aarogya Public Welfare Organization provides outstanding results in the fields. The widened operational area of Aarogya Public Welfare Organization increased our V a responsibility but is more dynamic and confident in attaining our noble mission.

The real dynamism of our organization lies in its well-knit structures and systems. The accomplishments are the results of outstanding work of our staff at the Central, Regional and field level. It draws a strong support from the, Government, donors, Think Tank Members and other well-wishers. The assiduous efforts of organization have yielded maximum results but we have to conquer peak results with good team spirit and collective effort. I hopefully look forward for other blissful years to come with strong linkage and collaboration with other development actors both, Government and Non-Government to address emerging challenges and needs of the poor. Let us march forward with more determination and hope culminating our society as more inclusive and prosperous.

Sincerely yours,

(Ashwin Sharma) Secretary A TRY FOR BETTER SCORT

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## About Us

Aarogya Public Welfare Organization is working for a vision where the citizens and civil society should "do" development and "make" democracy work. Its goal is to foster democratic and autonomous village institutions that can effectively address development issues such as poverty, ignorance, disease and inequality.

From foundation day, Aarogya Public Welfare Organization has sought to help the poor change their circumstances of deprivation. In the course of the last three and a half decades Aarogya Public Welfare

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Arogya Kendra's mission is to make real the idea of society consisting of free and equal citizens, able to come together and solve the problems that affect them in their particular contexts. The commitment is to work for a paradigm of development and governance that is democratic and non divisive on caste, creed or religion. It is to institutionalize the idea that development and governance is not only to be left to the State and its formal bodies like the legislature and the bureaucracy, but that citizens and their associations should engage separately and jointly with the State and Nation.

Organization has evolved. It was started at a time when there was little encouragement and space for voluntary action. By the time the space for voluntary action opened up which was in the mid 2000s it had already had a significant infrastructure and presence in the area of its engagement. As a result it was quickly able to participate in and contribute to the initiatives taken by the State to involve civil society in taking responsibility for the implementation of development programs.

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Aarogya Public Welfare Organization's field of work is mostly in the rural and urban areas of Madhya Pradesh State. It is presently working in 30 districts, including a more comprehensive involvement and presence in about 175 Development Blocks. The area covered by Aarogya Public Welfare Organization constitutes remote tribal pockets and least developed distant areas.

Enabling village institutions underpins all the different activities undertaken by Aarogya Public Welfare Organization, such as strengthening rural livelihoods, increasing health awareness, improving access to education, and providing reproductive health services to women. The work area of the organisation is characterised by widespread poverty and deprivation, both in social as well as economic terms. The livelihood base is mainly dependent on natural resources, particularly land, which in turn has remained under utilised and overexploited in the absence of clear access rights. The poorest have had to rely on fragmented holdings of land for subsistence, while the much larger areas of public land (forest, revenue, village pasture etc.) have been steadily degenerating into wastelands. Although land productivity has been enhanced under recent Statesponsored development programmes, its sustainability is threatened in the absence of strong institutional mechanisms to protect and manage the regenerated resources. The absence of institutions that ensure sustainability and the equitable distribution of benefits is equally debilitating to other sectors of rural development

in which Aarogya Public Welfare Organization works. A history of feudalism, casteism and exploitation has cast deep fissures through communities that make the management of development initiatives and common resources extremely problematic. As a result the poor have, in general, gained less from the development initiatives meant to help them than the powerful 'patrons' of the society. Aarogya Public Welfare Organization believes that breaking this vicious cycle will need the presence of cohesive village institutions built around horizontal ties of mutual trust among the poor and the under-privileged.

The emergence of a civic consciousness of co-operation and equity impelled Aarogya Public Welfare Organization to search for ways to institutionalise this phenomenon by forming village institutions on a generalised basis. In order to do this the idea of creating a common property resource in the form of a village fund was conceived. The fund in question was to be created and controlled by the village people themselves. The key idea was to create a resource that would bring people together and provide them the means to address their own development needs, shifting the locus of authority to within the community.

#### Following are the major activities undertaken by the organization:-

## 1) Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA)

National Rural Employment Guarantee Act is enacted in 2005 by Indian Parliament, to guarantee minimum 100 days of wage employment for the rural households. To beat the high incidence of starvation deaths, continuous droughts conditions, decrease in employment opportunities in rural areas provided the context for this act, though this was the demand of various agriculture labour unions and people's organizations for long.

For fair implementation of "Mahatma Gandhi National Rural Employment Guarantee Act" run by the Government for better livelihood, a comprehensive van publicity program was implemented by our organization at many districts of Madhya Pradesh aiming to achieve the objectives of the scheme through various modes and means viz.

#### Broad approach:

- Work in villages of selected districts on ground on different aspects of NREGA in terms of enabling the communities to access the entitlements and critical engagement with various issues in the program
- Bring those processes and learnings into the consortium and work as a collective for arriving at improved processes and ideas
- Feed the learnings and issues into the state level advocacy forum a collective forum comprising various NGOs, activists, people's organizations etc.
- Take up some pilots in its selected villages so as to try out numerous approaches to resolve the emerging issues in the program.
- Research on important issues will be an integral part of the process, like on migration patterns, household consumption patterns, land/resource utilization etc.

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#### **Major** Activities:

The approach of the project intervention was to ensure the scheme to be operationalised crafted through IEC activities:-

## **Ensuring the entitlements:**

Enable the target masses to access the entitlements in NREGA through orienting, organising and capacitating them over the procedures and process of the employment gurantee to ensure,

- Job card to each household
- Regular application for work and taking of receipt by each selected household
- Timely provision of appropriate work that increases the productivity of their asset, particularly land
- Timely payment of wages
- Proper systems and functioning of field level functionaries like Secretary, Field assistant and Technical assistant
- Transparency in implementation at village level
- Visibility and collective strength of the labour groups through liaison with agriculture labour unions etc.

# Help people Build participatory and transparent planning process and implementation systems at Panchayat level:

- Develop and operationalise participatory planning exercises for preparing shelf-of projects that will have a longer-term development impact, particularly on small and marginal farmers belonging to S.C and S.T; these may also include identification of work, preparation of designs and estimates, proper prioritization, forming and training planning teams etc.
- Ensure integration into the shelf of works and implementation of works evolved from the participatory exercise.
- Develop appropriate systems of management of work and capacities at the Gram Panchayat level for ensuring timely provision of works and payments, including proper matching and batching of works and wage seekers.

#### **Inputs for Innovations and Pilots:**

- Ensuring Productivity enchantment of the resources of the poor including land, water and other commons through the works in NREGA
- Evolving new forms of works as per the needs of the poor and integrating those into the permissible works list
- Initiating pilots for testing various approaches to make the program more participatory and effective.

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#### **Evolving as Resource organizations:**

The program in the selected clusters will evolve various models and act as resource teams to take the lessons into the mainstream and build the capacities of the mainstream program functionaries of their respective divisions and districts.

#### **Policy Advocacy:**

The team members from our organization use the existing forum in the state for sharing their experiences to enrich the impact of MNREGA with other fellow NGOs working in this field work collectively on different issues to influence the policy and procedures at state level and act as a learning ground for the forum in effectively engaging with the government.

Being part of the national consortium this collective will also contribute to the processes and visibility of the MNREGA at national level.

We will play an active role in compilation, consolidation and sharing of the processes and achievements of the forum, apart from anchoring research tasks in the project at state and national level

#### **Results/Goals achieved:**

- The intervention witnessed increased numbers of households accessing the wage employment
- The intervention witnessed increased No. of days of wage employment increased accessed increased incr
- The intervention witnessed increased cases of availability of work within 15 days of application
- The intervention ensured payment of wages within 15 days of work
- No. of identified works of land and resource development of S.C and S.T households taken up in the program
- No. of women wage days increased
- Ensured minimum and equal wages at par
- Ensured increased worksite facilities
- Played active role in ushering positive changes in the procedures and implementation of the program at state level

The above achievements are expected to contribute to the -

- enhancement of income and food security of the selected households in the selected villages
- increase in productivity of their resources, particularly land
- reduction of distress migration;
- improve in the quality of the overall implementation of the program in the state and at national level.

2) Tribal Development

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The tribal economy is structured around two key elements: land and forest. This is operationalised in three different ways: by gathering of minor forest produce, by shifting agriculture, and by settled agriculture. Traditionally, barter was an effective mechanism to share resources, especially related to the minor forest products. With increased exposure to non-tribal customs this has changed dramatically. For example, the level of awareness among tribal's concerning the use of money and the value of their products is generally poor. As a result, they are often victimized by unscrupulous traders, who buy tribal produce at low prices. This leaves the tribal economically vulnerable and open to exploitative labour practices. In the context of tribal development, most efforts so far have failed to integrate the tribal indigenous knowledge systems and institutions into their development activities. The state tribal development programmes, for example, have ignored the relevance of indigenous knowledge systems and the role of traditional leaders. Similarly, in agriculture, the policies based on subsidies and modern development inputs have ignored the existing agro-ecological practices, which are the lifelines of these communities. Indigenous people possess complex knowledge systems, which are virtual databanks with valuable insights into the environment. The indigenous communities always prioritize their own time-tested experiences, with communal harmony, local exchange, and customary regulations being the main guiding principles. The lack of understanding of these traditional tribal practices often leads to the failure of integrated development programmes. From its continuous interaction with tribal communities, it is convinced that any effort to improve the ecology would be incomplete without drawing on these databanks, or without active participation of the indigenous AROGYA AROGYA people.

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Aarogya Public Welfare Organization believes that endogenous development emphasizing the judicious blend of traditional and modern elements is the best solution to resolve the problems, economic crisis and conflict situations in the tribal belts. The three cases, expressed by representatives of tribal groups, show various endogenous development initiatives implemented.

#### Methodology

When entering a new community, we start by building up a relationship with individuals. Case studies, group discussions and building relations with traditional leaders follow. We encourage and participate in cultural programmes with songs related to peoples' history, culture and festivals, their ancestors, clan totems and environment. This attracts immediate attention and creates emotional participation and physical integration. Extensive dialogues are held with the community leaders on the interconnectedness of the natural world, human world and spiritual world. Then the more formal part of the process begins. Short simple lectures are given during group and village meetings. Examples and evidence from the community are cited, and explanations of the meaning of the songs are given. We try to establish relationships between customs, norms, festivals,

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environment and animistic religious practices. This enhances people's confidence in their practices.

The community feeling is strengthened in their minds and hearts. All people, including the traditional leaders, participate in the programme. This element of emotional integration is a central to the organizations methodology. The third stage includes formalizing the groups and setting a common agenda. This implies experimentation with sustainable technologies, documentation of local practices, and revival of cultural practices. At this level the local knowledge systems interact with outside practices. For example, traditional herbalists receive training in documenting their local practices, and learn about allopathic first aid. Traditional birth attendants received training in mother and childcare, immunization and nutritional improvements. Environmental protection and development groups are established and work out plans for integrating their ecology-related cultural festivals and their natural resource base. Village based women's groups are organized, with involvement of their traditional leaders, to enter into the thrift programmes. The fourth stage includes leadership building, networking and lobbying. A network organises various activities that benefit the tribal population as a whole.

#### 3) Total Sanitation Campaign

Sanitation is a basic need for every human being. Though had been neglected for centuries its being pushed forward as the living standard of society going up. Due to consumption of unsafe drinking water, improper disposal of human excreta and lack of personal and food hygiene have been the major causes of many diseases in developing countries like India. High infant mortality rate is also attributed largely to poor sanitation. Government has launched sanitation programme with the objective of improving the quality of life of both rural/urban people and to provide especially privacy and dignity to women. The concept of sanitation was earlier limited to disposal of human excreta by cesspools, open ditches, pit latrines, bucket system etc. today it connotes a comprehensive concept, which includes liquid and solid waste disposal, food hygiene, personal, domestic as well as environmental hygiene. Proper sanitation is important not only from the general health point of view but it has a vital role to play in our individual and social life too. Sanitation is one of the basic amenities people must have as it has a direct link to food hygiene. Good sanitation practices prevent contamination of water and soil and thereby prevent diseases. The concept of sanitation was, therefore, expanded to include personal hygiene, home sanitation, safe water, garbage disposal, excreta disposal and waste water disposal.

Reforms in the Rural Sanitation Sector were introduced with a view to scaling up the coverage in rural areas. The Total Sanitation Campaign (TSC) is implemented in a project mode with a demand responsive and participatory approach. However due to various reasons people need to be taught about the need and importance of the programme at a farther level say to the grass roots.

In view of this a comprehensive programme as an intense and lively campaign have been organized by the organization in several districts to enhance social participation with the government in Total Sanitation Campaign. The organization used Publicity vans, Dance troupes, Nukkad Nataks, Musical groups and Video Vans as publicity-circulation material.

#### 4) Water Conservation Campaign

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The water sector in number of districts of Madhya Pradesh is currently depleting with a very faster rate. Profound implications for both water management and water services in rural and urban areas. The recent multifarious interventions aim to ensure that everybody has access to water for sustenance and survival. Against this background, water use clearly needs to increase to meet people's needs and to help raise standards of living. More water is required not just to meet basic needs for drinking, washing, cooking and sanitation but also to promote productive uses of water at the household level, and village-based enterprises including small-scale irrigation.

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The contributions to rural incomes, food security and the wider economy from small-scale irrigation are widely acknowledged, but the contributions to livelihoods of water use for productive activities at the household level, and for normally 'informal' village-based enterprises are not seriously considered. Productive water use at the household level includes activities such as extensive irrigation from deep tubewells, cattle rearing, brick-making and construction. These have been shown to have important economic, nutritional and other benefits. Madhya Pradesh State has launched Water Conservation Mission with following major objectives:-

- a) To develop wastelands/degraded lands and drought-prone areas on watershed basis, keeping in view the capability of land, site conditions and local needs.
- b) To promote the overall economic development and improving the socioeconomic condition of the resource poor and disadvantaged sections inhabiting the project areas.
- c) To mitigate the adverse effects of extreme climatic conditions of drought on crops, human and live -stock population for their overall improvement.
- d) To restore ecological balance by harnessing and developing natural resources i.e. water, vegetative cover.
- e) To encourage village community for sustained community action for the operation and maintenance of assets created and further development of the potential of the natural resources in the watershed. Simple, easy and affordable technological solutions and institutional arrangements that make use of and build upon local technical knowledge and available materials.
- f) To generate employment, alleviate poverty, empower the community and develop human and other economic resources of the village.

To disseminate the objectives an awareness campaign was organized by the organization in several districts to enhance social participation with the govt. in MP Govt's Jal Abhishek Abhiyan. The organization used Nukkad Nataks, Musical Groups and Video Vans as publicity-circulation material in the districts. Outline of the work plan was prepared and publicity materials such as posters, pamphlets, brochures, flex-banners were manufactured by the organization in several districts of the state. It is an important part in the popularization of the Jal Abhishek

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scheme by initiating water preservation and save water movement in the districts. Extensive campaigns as under had been conducted as under:-

## 5) Formation and stabilizatiom of SHGs under Swarna Jayanti Gram Swarozgar Yojna

To bring the poor families above the Poverty Line by ensuring appreciable sustained level of income over a period of time Swarna Jayanti Gram Swaraj Yojna is being implemented. This objective is to be achieved by inter alia organising the rural poor into Self Help Groups (SHGs) through the process of social mobilization, their training and capacity building and provision of income generating assets. The SHG approach helps the poor to build their self-confidence through community action. Interactions in group meetings and collective decision making enables them in identification and prioritization of their needs and resources. This process would ultimately lead to the strengthening and socioeconomic empowerment of the rural poor as well as improve their collective bargaining power. Major objectives of the scheme are to utilize maximally -

- The infrastructure activities should enable SGSY Swarozgaris' to make full utilization of their assets. Marketing linkages should be given priority.
- The proposals should emerge out of the specific activities being taken up by the Swarozgaris and the location decisions should be made by the Blocks/DRDAs in consultation with Bankers.
- Only village or block or district level infrastructure should be planned. In no case should the proposals envisage development of infrastructure at the State or regional level.
- Only the fixed cost and not the recurring expenditure should be met out of SGSY funds. There should be an undertaking that the State Government or the organization concerned would meet the recurring expenditure on staff **V** A and other items.
- In the case of assistance for development of infrastructure to cooperative societies, it should be ensured that at least 50% of the members are SGSY Swarozgaris.
- Important activity of this scheme is formation of Self Help Groups which need to go through various stages of evolution like

• Group formation (formation, development and strengthening of the groups to evolve into self-managed people's organisation at grassroots level. In our society, members are linked by various common bonds like caste, subcaste, community, blood relation, place of origin, activity etc.

• Group Stabilization through thrift and credit activity amongst the members and building their Group Corpus. The group takes up internal loaning to the members from their Group Corpus.

• Micro credit, the Group Corpus is supplemented with Revolving Fund sanctioned as cash credit limit by the Banks or Self Help Group-Bank Linkage Programme.

• Micro enterprise development, Group takes up Economic Activity, of their choice for income generation.

To maximise the impact of the scheme several self-help groups were trained to run economic activities and to improve the economic condition of people living below poverty line (BPL) under the Swarna Jayanti Gram Swarozgar Yojna. Training was given to one adult member of the family living below poverty line.

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## 6) Other Programmes

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Aarogya Jan Kalyan in its pursuit to achieve its mandate as an voluntary nongovernment organization entity is constantly endeavoring in various sectors to usher in a positive impact of the social and other developmental schemes. In this pursuit right from its inception in 1995 various important interventions are taken up routinely. Details of some of the programmes are enumerated as below to fulfil the dream of a better, healthy and just society:-

#### 1. Dr.Ambedkar Jayanti

Aarogya organized Aids-Nasha mukti photo exhibition for public awareness on the occasion of Ambedkar Jayanti on 14<sup>th</sup> April 2005 in various slums of the city. Approx. 10,000 people were benefited with it.

Evening meetings were also organized on this ocassion. Dr. Ambedkar was of the view that production and business of intoxicating materials is a conspiracy against underprivileged and suffering people, hence it is necessary to eradicate drug addiction in order to get rid of poverty and backwardness.

#### 2. Buddha Purnima

A symposium was organized on the ideologies of Bhagwan Buddha at Sadbhav Nasha mukti Kendra on the occasion of Buddh Purnima. It was kept in mind that the teachings of Buddha will be beneficial to get rid of various problems.

#### 3. International Anti Drug Day

Nasha mukti rally was organized on International Anti Drug Day (26<sup>th</sup> June). One day workshop was also organized by NSS and other student organizations. 320 students and 20 teachers supported the program.

#### 4. Mahatma Gandhi Jayanti and Vyasan Mukti Week

Mahatma Gandhi was a strong supporter of Nasha mukti, it was always on his priority. Vyasan Mukti Week was organized by Aarogya from 2th-8<sup>th</sup> Oct 09. On 2<sup>nd</sup> Octm On this many students gathered at 8 o'clock in the city and took pledge of nasha mukti and offered garlands to Mahatma's picture. Nasha mukti rally was also organized at the end of the program in which students carried anti-drug slogans and posters.

5. Vyasan mukti Woman Council

On 1<sup>st</sup> and 2<sup>nd</sup> Nov 09 vyasan mukti woman council was organized, approx. 340 women participated in this event. It is a known fact that an aware woman can keep her family away from drug addiction. In this context women will have to unite and fight against this curse.

## 6. Vyasan Prevention Education Program

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Drug prevention school education program has been constantly organized in the premises of Aarogya organization from the last three years, in which students from 100 schools did active participation. Under this program students and teachers from class 8<sup>th</sup>-12<sup>th</sup> were given vyasan prevention training. 500 teachers and 50, 000 students were benefited from it. After this event anti-drug slogans were written on the school walls. Question-answer session, essay, speech competition etc. was organized on 2<sup>nd</sup> Oct and 30<sup>th</sup> Jan.

7. Counseling Facility

Aarogya organization has been providing counseling in different parts of the city. Which include Arera Colony, Shahpura, Chichli Bairagarh, Nayapura, Bisenkheda, Barkheda Bondar, Kolar Nayapura slum area, Barela village, lalghati gufa mandir slum areasukhisevania, etc. on a regular basis by councilors. Many drug addicts are given pre-counseling before providing complete treatment. Family counseling and follow up is followed by this.

## 8. Rehabilitation program

Social rehabilitation is must after getting rid from drug addiction. Without proper and systematic rehabilitation, a patient can again turn towards drugs. Rehab is done by keeping marriage, profession and law in mind.

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