***Annexure-1***

**Sure Start – End of project Report**

Name of the Cross-Site Partner : Sampark

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Project Site : Cross-Site

Project period : May 2007 to August 2011

Project duration (Months) : 53

Sub agreement No: : GAT.1281-2089-SUB

Report Due Date : 29th July 2011

Reporting period from : May 2007 to August 2011

Project Director : Ms Medha Kulkarni

Population coverage : Not Applicable

Report prepared by : Hemant Karnik

Date of submission : 27.08.11

**Table of Contents**

**Executive summary**

Sampark, resource organization in advocacy & communication played a role as a cross site partner in Sure Start project. Sampark did not work at the ground level but provided media advocacy support to the Lead Partners at all the seven sites in Maharashtra. Sampark also produced dossiers carrying information on health policy, urban development, and maternal and newborn health; as also Sure Start news based on the activities in each of the sites.

Five workshops were organized in which basics of advocacy, functioning of the media, Government policy, campaign design, innovative media and other aspects related to advocacy were discussed through knowledgeable resource persons, including senior media persons. Workshops were also organized at all the sites for the Lead Partner staff in which aspects of documentation, case study writing, Liaoning with media, etc were introduced.

Sure Start articles, as also case studies were published in local print media, as well as State-level media. Coverage was also made on Radio as well as TV media.

Press conferences were organized to interface the project with the media. Senior media persons from the English press were taken to visit sites.

Advocacy facilitators were appointed at all the sites who regularly attended functions and meetings and also made field visits to identify stories and to accord media coverage.

A web portal has been developed to highlight Sure Start events and case stories, etc.

A Statewide campaign to promote JSY was organized which was inaugurated by the Chief Minister. It received extensive coverage in all forms of the media and resulted in closer and symbiotic relations with the existing healthcare machinery.

 We had a few challenges such as designing site workshops to suit needs of the concerned LP staff, generating useful material from the LP staff for creating case stories, motivating LP staff towards their own advocacy & adopting to modern media for advocating the urban MNH issue.

 Our learning regarding advocacy has been that it is far more fruitful to work with the existing healthcare system than confronting it on issues of its failures and shortcomings. We realized that Media welcomes positive stories. Highlighting good, effective work is the surest way of winning media and public trust.

Sure start has been recognized as an important stakeholder in urban health planning, in the maternal and neonatal health sphere. This is the key achievement of the project. Many LPs have been empowered to carry on their own advocacy and thereby attract financial and other form of support. This has been achieved through Sampark’s contribution to the project.

**Introduction**

Sampark did not work at the ground level but provided media advocacy support to the Lead Partners at all the seven sites in Maharashtra.

1. “Sampark” literally means communication, dialogue. It is Sampark's maxim that right communication and dialogue, based on right information in today's knowledge era, result in Change. The change could be in people's attitudes and behaviour or it could be in State policy.

Sampark was formally registered in 1993, but its activities had commenced long before. The literacy mission of 1990 in Mumbai was the launching pad. The sustained and successful advocacy of the prohibition movement in tribal district of Gadchiroli was the self realisation moment for Sampark. Medha Kulkarni, a campaign strategist, the Advocacy Fellow (1991) of Advocacy Institute, Washington DC is the founder of Sampark. She was working with All India Radio then and at the same time was actively associated with the social movements of the time. She used the AIR platform for advocating social and cultural issues dear to various sections of the society. The engagement in such activities led her to give a formal shape to the idea of Sampark.

Our activities include 'Charkha Sampark' which is an initiative in developmental journalism. Our “Charkha” spins & projects the issues of the underprivileged communities in state. We have developed and trained a number of 'barefoot journalists' who focus on social issues and find space for them in mainstream media. We have also taken the mainstream journalists at State and national level to interior regions to be face to face with burning issues such as anti liquor struggle, infantile deaths, maternal & neonatal health, malnutrition, employment guarantee scheme, Dalit atrocities, right to information and so on. We also have assisted the Maharashtra government in developing new IEC material in healthcare.

In the course of our media activism, we have published literally hundreds of articles focusing on social issues and social entrepreneurship. We have run series of regular columns and have published a number of documents including 'Mission Possible' (a 27 episodes long fortnightly column in Loksatta, a leading Marathi dalily); 'Kovali Pangal' (report of the committee headed by Dr Abhay Bang to explore the under-reporting of infant deaths and cases of malnutrition in Maharashtra) and a booklet on the proceedings in the Maharashtra Legislative Assembly and Council and other. We have also produced audio-visual documentaries and radio programs.

We have organised workshops for the activists in voluntary organisations like to empower them in advocacy and communication and documentation skills and case study writing, at their request. Through our long experience we have developed training manuals on advocacy and media communication. Recently, we organised a development journalism workshop on the subject of maternal care and child development, on behalf of National Foundation for India and UNICEF.

Sampark has developed a closely knit network of media persons, researchers, intellectuals and yes, netizens who shared the common concern for social change. Sampark has a live connect with social organisations, movements and the media. Through this wide network, Sampark constantly keeps a track of the emerging global trends and the consequent challenges for social movements. Sampark has been instrumental in prompting public debates on social problems and their resolution, formulation and implementation of public policy.

We have been advocating public health issues for a long time and our particular focus has been Maternal and Neonatal Health. We have engendered debates in the State Assembly and he High Court made us a party in a suo moto public interest litigation which resulted in the formation of a committee to monitor the malnutrition among the children in Maharashtra. Ms Medha Kulkarni is a member of the committee. Thus, Sampark made it its mission to act as a 'consulate' for all voluntary organisations in cities and villages of Maharashtra. Sampark provided them with the right information about Government Resolutions, Court decisions, relevant events at local to global levels. Sampark acted on their behalf to media, to the Government, to the Assembly. All these players in the social field too came to accept Sampark as an important agent for public interest intervention.

Sampark’s public interest advocacy and media communication program is unique in its grass root approach. Sampark’s 18 years existence is a testimony of this by the way of its contribution on the issues like anti liquor struggle, infantile deaths, maternal & neonatal health, malnutrition, employment guarantee scheme, Dalit atrocities, right to information and so on. In its long and luminous existence, Sampark has been successful in focusing and helping to bring forward many organizations and its leadership on the forefront of media and public glare. As a consequence Sampark’s positioning and reach is far beyond its physical and network existence.

1. **Project goals and objectives**
2. providing information on health policy, urban development, and maternal and neonatal health, in user-friendly language to Sure Start lead partners and consortium partners in the form of
	* 1. dossier
		2. published material
		3. Sure Start news based on the activities in each of the sites
3. arranging workshops on urban MNH policy, advocacy, documentation and communication with local media
4. arranging workshops on media and advocacy at each project site
5. documenting case studies and other processes
6. preparing advocacy material
7. orienting local media persons on MNH and organising partners' interface with media in each site
8. publishing success stories in print media

Our work plan was subsequently revised as follows:

|  |  |
| --- | --- |
| Developing and updating Web Portal | Web portal will be information Hub on MNH. The portal will be in Marathi and English. The portal will carry information on Sure Start partners. The portal will also have Best stories collected from site facilitators & articles on MNH & other relevant issues to attract wider viewership. Prior approval will be obtained through concerned RPM before uploading SS material. |
| Dissmination strategies workshop | The objective of the workshop will be to orient the lead partners in ways and strategies of dissemination and thereby bring visibility to Sure Start. The lead Partners shall develop their own plans for dissemination. The LPs shall also prepare for the exhibitions.  |
|  Exhibitions at 7 Cities | Sampark will facilitate and help the Lead Partners for exhibitions on Sure Start & MNH. Sampark wil submit a compliance report by 1st April 2011. |
| Case stories Documentation | Case stories will be documented in Marathi (approximately 2 stories / city / month). The case stories will be uploaded on portal. Selected stories & articles will be translated for uploading on portal. |
| Review meeting of site facilitators | Site facilitators need regular team-building and motivation inputs as they are all at separate sites and most of them are removed from the core team. We aim to continue advocating MNH and other health /social issues after the conclusion of the Project. Thus they will also be useful to the LPs subsequently. |
| Book on case stories | A book in Marathi will be made consisting on case stories of SS Maha project |
| Providing visibility to SS in Media | Sampark will continue adovocating SS in media. Shall arrange talk shows, features, news articles, etc. As done earlier Sampark will continue to introduce key persons in partner NGOs & PATH to selected media persons and other opinion makers.  |

1. **Project implementation structure-**

Core staff at Mumbai, including Project manager (editor), accountant and officer support. One project coordinator and 7 site facilitators at Lead Partner sites.

And as explained in the introduction, a network of associates who are stakeholders in all spheres of socially relevant activities. We have engaged some of them as our consultants in respect of web portal contribution, translation, development of material for dossiers and for training workshops, etc.

1. **Start up phase (Feb to Oct 07)-**

It may be mentioned that Sampark did not apply to be appointed as the cross-site partner for advocacy; but was chosen by PATH. Thus both our work plan as well as the budget were made by PATH. Our representatives attended the workshops organised by PATH for SS partners during the initial period. Though Sampark did not have to carry out the preparatory exercises like situation analysis, LFA, etc; the workshops helped in getting introduced to the SS partners and their needs. We also had meetings with PATH, Maharashtra in order to decide upon the design and the contents of dossiers and training workshops.

1. **Implementation Phase (Nov 07 to June 11)-**

Frequent meetings were held at PATH Mumbai office to discuss the contents and the design of the dossiers. It was decided that a dossier will have 8 pages and will contain SS news, selected case stories, profiles of the LPs, important events / initiatives in MNH at the global level. It was also decided to have the entire content in Marathi (with the exception of contributions from Malegaon which will be in Hindi) and a short summary of all contents in English. LP staff was encouraged to contribute. Contributions were also invited from PATH Regional Managers. Special issues were produced on various subjects. The dossiers were published as under:

1. December 2007 8 pages
2. March 2008 Special issue on JSY 8 pages
3. August 2008 Special issue on maternal and Newborn Health 24 pages
4. january 2009 8 pages
5. June 2009 Health Delivery System in Maharashtra 12 pages
6. August 2009 JSY campaign 12 pages
7. January 2010 Comprehensive presentation of SS 94 pages

Five workshops were organised in which basics of advocacy, functioning of the media, Government policy, campaign design, innovative media and other aspects related to advocacy were discussed through knowlegable resource persons, including senior mediapersons.

The reports of the 5 workshops are reproduced hereunnder:

No.1

**A short report on the 1st LP workshop**

Under the "Scope of Work", Sampark is expected to organise 5 workshops for the Lead Partners in the Sure Start Project, on the subject of 'media & advocacy'. The very first workshop was held on 22nd and 23rd October 2007 at CIRT, Pune.

Since it was the very first workshop, it began with an introduction PATH and to the Sure Start Project by Ms Benazir Patil, the State Manager, PATH, Maharashtra. Thereafter, Ms Medha Kulkarni of Sampark spoke on the concept of advocacy and gave an account of Sampark's record on the subject. Then the President of Sampark Ms **Pushpa Bhave**, who is a renowned social activist in Maharashtra and an authority on the social movements in Maharashtra, recounted the gistory of social activism and its representation in the media from thr time of the freedom movement. She emphasised that the time when social activists themselves were the media people, are over and that it is now necessary to trace and cultivate socially oriented persons from among the editorial staff in today's capitalist-owned newspapers. Ms Medha Kulkarni stressed the wide reach of the mainstream media and the importance of being in the mainstream.

**Ms Shubhada Chaukar** of Loksatta, the leading Marathi newspaper, talked about how print media can help public interest advocacy. She insisted that the community organisations must react to important events and register their reations through print media, so that a rapport is created with the media people an the public opinion is suitably influenced. She adised that the organisations should seek professional help if they lack the expertise in writing for the print media.

Ms Manisha Savale of Sampark gave an exercise to the participants and thereby stressed the importance of studying news coverage in newspapers. The exercise analysed the pages of newspapers in terms of news, advertisements, photographs, articles, the editorial, space given for various subjects including health, etc.

On the second day, Hemant Karnik o Sampark talked on the subject of communication, its purpose, its various forms and its content. He also explained the different functions of public communication taking place through the media.

Ms Manisha Savale explained how a press release is written, so as to make it important fisrt to the editorial staff and then to the public.

Ms **Sujata Paranjape** talked about the medium of radio and explained the techniques of using an audio medium without visual support. She explained how the medium stipulates its own language and its form.

**Sunil Tambe** of ETV, Mumbai demonstrated how the same event is showed in different lights by different channels according to their perception and policy. He elaborated upon the constraints and the pressures operating upon the electronic media. He also talked about the functioning of the electronic media.

At the end of the workshop, Hemant Karnik interviewed **Anil Awchat**, the renowned Marathi writer who has set high standards of eminently readable in-depth studies of social affairs. The participants gained important insights into social activism from his personal experiences.

The workshop was attended by the representatives of all LPs as well as by the State manager and the Regional Project managers of PATH.

No.2

**PATH Sure Start Project**

**Media & Advocacy Workshop**

**Organised by Sampark, Mumbai**

*Venue: Hotel 3 – Star, Kharghar, Navi Mumbai*

*Date: 7th & 8th April 2008*

This was the 2nd Media & Advocacy workshop organised by Sampark for the Sure Start Lead Partners. The first workshop had ‘media’ as the theme; whereas the theme this time was ‘Advocacy’.

After the introductions, Medha Kulkarni of Sampark covered in her informative and insightful presentation, the various Advocacy campaigns in the recent past, in Maharashtra, in India and the world over. She explained the importance of the main elements of an advocacy campaign, viz. communication, networking, technology and relationship, in the context of the maternal and newborn health (MNH) issue.

‘Strategies for media advocacy’ was the subject of the next session taken by Harshada Parab of Maharashtratimes.com in which she described the ‘inverted triangle’ of news and enumerated the importance of its six basic elements. She also explained the significance of photographs and gave the trainees an exercise to prepare a news based on the proceedings of the workshop since morning. The news were presented by the groups and were assessed by the others, which helped all to assimilate the ‘art of writing news’.

In the next session, Manisha Sawale of Sampark asked the trainees to rewrite a news on the basis of the six elements they had just learnt. She further presented a few good news and stressed the need of presenting a good deed as a positively oriented news. The trainees then wrote news on the basis of the positive changes brought about by the MNH work they had done in the Sure Start project.

Vijay Dixit, Deputy Director General of All India Radio, gave valuable inputs on use of radio for advocacy. Citing the example of the famous radio presenter, Amin Sayani, he explained the value of good expression and good diction in the context of the medium of radio. He emphasised the need to have a script ready before going ‘on air’. He explained that the district AIR officials will present a program on their own, if they are convinced of the merit of the MNH issue. There are independent agencies that prepare such programs, he added. According to him, the government- run AIR still has retained its credibility on account of its emphasis on authenticity.

In her session, Vaishali Rode of Sakal spoke about the need and the process of changing façade of the print media. She explained that the fast-changing social circumstances are forcing he media to change and anyone desirous of using media has to be aware of the reasons and the compulsions of this change.

Late in the day, Prashant Kulkarni, the renowned Marathi cartoonist regaled all with his cartoons. His entertaining presentation also was educative and it taught the trainees about the efficacy of the innovative media available as tools for advocacy.

The second day began with a recap of the earlier day and the trainees discussed the designing of their individual advocacy plans to suit their city-specific needs. This discussion was facilitated by Hemant Karnik of Sampark and Manoj Bhavsar of PATH. Thereafter Hemant Karnik discussed ‘developing and presenting messages to media’ in which he described how the mode and the style of a differ with differing targets for the same content.

Next was the period in which the trainees formed groups and each group went and talked to a media executive. The performances were judged by Manoj Bhavsar of PATH and Anil Shaligram of Sampark, on the basis of 15 criteria prepared by Sampark. The winners were felicitated at the hands of the celebrated Marathi social thinker and literary critic Pushpa Bhave of Sampark who gave the concluding address. The participants were given valuable guidance with the help of a work-sheet, regarding designing of their city-specific advocacy plans. It was decided that the LPs will submit a broad outline of their plans by 25th April, to Sampark and to PATH.

The feed back received from the trainees made it clear that they had enjoyed the entire workshop. Particular references were made to the valuable insight obtained from the advocacy presentation by Medha Kulkarni, the analysis of news presentation made by Harshada Parab, the learning made from the relationship of the target and the style explained by Hemant Karnik, the guidance regarding radio as an effective medium of advocacy given by Vijay Dixit and the practical advice about news writing enumerated by Manisha Sawale. The trainees were satisfied about the contents of the workshop and they appeared to eagerly looking forward to participating in the next workshop. They also were keen to commence designing their advocacy plans.

The workshop was attended by representatives of all the seven LPs, the entire PATH team and Sampark team.

No.3

**A Note**

**on**

**The Feedback on 3rd LP Workshop**

**&**

**The Responses to City-specific Advocacy Plan and Expectations from Sampark**

Sampark has so far completed all the seven site workshops and three LP workshops. A tentative agenda for the remaining two LP workshops, as also a note on our future activities has already been sent to you.

The feedback is unanimous in its assessment, which is: almost cent per cent approval of the first day's session on feature writing and general dissatisfaction about the second day's proceedings about advocacy campaign. Case study, news have been covered before and it is significant that devoting major part of a day has not been viewed as repetition. It may be concluded that the LP coordinators and other office staff look forward to guidance from Sampark on a regular basis regarding various writing skills. As expected, the responses in respect of advocacy plan emphasize this point.

It is therefore requested that regular site visits by Sampark (with predetermined agenda) be considered by PATH.

Shri Nilu Damle is a seasoned journalist and social researcher and has good experience of teaching this subject. Satish Tambe, who was the resource person for the session on Advocacy Campaign, is a senior copy writer and has participated in designing of a number of such campaigns. We were not able to give him sufficient time to organise his session. Advocacy campaign itself is a vast and complicates subject to be dealt with in a day. At the same time, it is necessary to make concerted efforts at State level to focus the attention of policy makers on MNH issues. This calls for an advocacy campaign. We have already made similar proposals for the ensuing LP workshops.

The expressions of the trainees on the subject of advocacy plan and expectations from Sampark again reveal the need to have regular contact with them. Such contact will serve to refresh the past learnings and to provide assistance for drawing the advocacy plan. The LPs have already been asked to prepare the framework of their advocacy plans. We suggest that every site be visited by Sampark team so as to finalise the plan. This visit will be conducted after a basic plan is ready with the LPs.

It is interesting to note that a majority of the trainees have envisaged a campaign for their advocacy plans. It would therefore be logical to draw the Plan after the LP workshop on advocacy campaign is over. Will that be too late?

No.4

**A short report on the 4th LP workshop**

The fourth Advocacy and Communications workshop for the Lead Partners in the Sure Start Project of PATH, Maharashtra, organised by Sampark, took place on 3rd and 4th May 2009 at BAIF, Pune. It was attended by the key persons from all LPs including Project Coordinators / Managers and by the State Manager and the Regional Project Managers of PATH, Maharashtra. The objectives of the workshop were

 1. To orient LPs on the concept of the advocacy & media campaign on MNH

 2. To acquaint them with the skills required to organise such a campaign

 3. To make LPs conversant with the elements and the tools of designing a campaign for MNH issues

 4. To enable LPs to design campaigns at their sites.

The resource persons were all from the medical fraternity who had either organised health-related campaigns or had contributions in the field of advocacy of health issues. They were

 1. Dr Nandita Kapadia-Kundu, who gave valuable inputs on 'Empowering urban communities to advocate MNH'. A discussion followed her presentation on the subject.

 2. Dr Shyam Ashtekar, Director, Health School, YCMOU, Nashik. He discussed the MNH issues in the context of current social and economic situation. His talk too was followed by a discusion.

 3. Dr Abhijit Vaidya, Arogyasena, who narrated his experiences from various successful health campaigns.

 4. Dr Anant Phadke, Sathi Sehat, who also discussed various campaigns organised by him.

The resource persons gave the participants an insight into the issues in MNH and also helped them get an idea of what a health-related campaign involves. All of the resource persons were activists with a sense of social responsibility. Their word carried weight of both their commitments and their hands-on experience.

At the end of the workshop, there was an interview of Dr Shirish Patwardhan, who was instrumental in the campaign against anaemia and was involved in "Save Motherhood" cycle rally. The interview was taken by Dr Kranti Rayamane of PATH.

The participants in the workshop were made to complete 'campaign resource sheets' and 'position papers for the campaign' (formats provided by Sampark) and the completed sheets were presented to the gathering, which then were discussed threadbare.

The narrations of dedicated medical practitioners and the exercise of preparing for a campaign, so excited the participants that all of them were eager and confident of organising campaigns at their sites. In hindsight, it may be added that the JSY campaign that took place later in the year owed much of its success to this workshop.

No.5

**A short report on the 5th LP workshop**

The fifth Advocacy and Communications workshop for the Lead Partners in the Sure Start Project of PATH, maharashtra, organised by Sampark, took place on 19th and 20th May 2009 at Quality Inn Regency, Kshatriya Estate, Shivaji Nagar, Nashik-Pune Highway,Nashik. It was attended by the key persons from all LPs including Project Coordinators / Managers and by the State Manager and the Regional Project Managers of PATH, Maharashtra. The objectives of the workshop were

1. To orient LPs on the visual media such as photo, film & theatre

2. To acquaint them with the features of visual media

3. To motivate LPs to make creative use of the visual media for MNH advocacy

4. To introduce LPs to documentary making by screening short documentaries followed by discussion so as to facilitate understanding the features & elements of documentary making as a tool to advocacy

5. To introduce to LPs the potential of the theatre through an excercise of developing a skit on MNH

6. To identify themes for documentary on MNH

The resource persons were from the media and they were

1. Nandu Madhav: Renowned artist, film maker & theatre personality
2. Dharmakirti Sumant: Prominent theatre person, writer & director representing the young generation.
3. Vijay Ranadive: Reputed `Radio broadcaster & free lance lecturer in journalism schools.

Even though the workshop began with talks on 'Customising content for particular media', the general thrust was on observing short films, documentaries on various topics with a keen eye, followed by an open discussion on the objectives, the contents and the impact of these productions. Since the makers of some of the films were present, the participants had an opportunity to explore the various aspects of documentary / short film making.

The workshop also had a participatory session on "Creative use of Theatre for MNH advocacy ". As a group exercise, the LPs developed skits on this subject, under the guidance of the resource persons' team and presented them to the entire group. This hands-on experience enabled them to get an insight in the use of such media.

The exposure to media as a tool for MNH advocacy, helped the Lead Partners in planning their future activities incorporating use of media in innovative ways.

The participants expressed satisfaction over the content and the presentation of the workshop.

Workshops were organised at all the sites for the Lead Partner staff in which aspects of documentation, case study writing, liasoning with media, etc were introduced. Additional workshops were held at the request of a few Lead Partners.

Local media persons were invited as resource persons in each of these workshops and there was live, meaningful interaction between the health workers and other staff members of LPs on the one hand and media on the other. The interaction provided motivation to SS workers to approach media, and at the same time, oriented media about the objectives and methods of LPs. Open offers to give space to the SS workers were made by the media persons at all sites.

Sure Start articles, as also case studies were published in local print media, as well as State-level media., which number more than 100. Coverage was also made on Radio as well as TV media.

A press conference was organised to interface the project with the media at Ratnagiri in February 2009 at the conclusion of the sharing workshop organised for SS partners by PATH.

On 19th January 2010, a meeting was arranged with Shri Jayant Kumar Banthia, Principal Secretary, Health, Maharashtra State and the then State Manager of PATH accompanied Medha Kulkarni. Shri Banthia had taken charge recently and was very responsive when he was apprised of SS activities.

Sampark facilitated Ms Malathi Iyer of Times of India to visit Sure Start Swaasthya work at Malegaon on the eve of WHO day. The WHO theme for 2010 was on urban health. She was accompanied by Medha Kulkarni and Benazir Patil, apart from Swaasthya representatives and health workers. On return, Malathi wrote a news story in Times of India dated 8 April 2010.

Advocacy facilitators were appointed at all the sites who regularly attended functions and meetings and also made field visits to identify stories and to accord media coverage.

The facilitators did attend staff meetings, made field visits, assisted the LPs in advocacy and published articles in local media. The stories selected for the case stories book are mostly written by the facilitators.

A web portal has been developed to highlight Sure Start events and case stories, etc.

A story appearing on the portal is reproduced here:

**Pramila…one who stood her ground   By Madhavi Kulkarni,  Navi Mumbai.**

       I still remember the staircase of the hospital where I was sitting, three months pregnant along with my 13 month old on     my lap. The sky came crumbling on me two years ago carving the incident on my consciousness.

  I was really happy… actually there was no one from my in-laws. But when we decided to stay separately ‘Pratham’ was already in my womb. I trusted ‘him’ and he loved me immensely…what more could an ordinary girl like ask for? But I think the destiny wasn’t happy with the arrangement. So I was left alone with one child on my lap and the other in my womb and suddenly my husband was no more….vanished …forever. Whole and hearty with age even below thirty, he got a massive attack of paralysis. The attack was so strong that nothing was left behind only a huge vacuum. I got married at 18 and at the age of 21 everything was lost… I was down in the dumps.

With three years of marriage, a S.S.C. pass stamp and no one from in-laws, I just didn’t know where to begin. The future of my young ones seemed bleek. When my father broke the news of his demise, I couldn’t even cry. My mind and my soul were frozen for the entire night. As reality set in I was all tears. The sight of ‘Pratham’ wrenched my heart. My stomach churned as I looked into his innocent eyes. In such times my only support was my parent’s home. But even they were struggling in terms of money. My father worked a laborer. I had three elder sisters who were already married off and a younger brother. I gave birth to my second son in this scenario, a month after my husband passed away. I was still not my normal self. I was struggling to do something positive for my two little ones. Both my father and my brother opposed a lot. They were ready to on the responsibility of my children. But I myself badly wanted to something constructive for the sake of my children. I neither had enough education nor enough confidence even to step out of the house. But still my mind was made up to be on my own. And a chance meeting with Mrs. Vidya Dhumall, a relative changed my life. Vidya Tai was working with SureStart as a CHW.

I understood nothing when she told me about “SureStart” and “Mother and Child Health”. When I learn’t that even a less educated girl can do this job, I went to Vashi to meet Prajakta madam. The first reaction I got from Prajakta madam was like I, being so low in confidence and education, ‘what can be expected from me?’ She only agreed to let me stay after hearing my condition from Vidya Tai. But she had one condition. She said, ‘first enroll in this course which will be helpful in building your confidence, you will get used to the outside world’

I felt much better after talking to her. I enrolled in the customer care course started by Kotak education foundation. After paying the fees of Rs.300/- at CBD Belapur, I completed the course.  Then I worked in a mall at Vashi for some time. Within a few days I concluded that I was not cut out for this work. I left the work and visited the SureStart office at Vashi. I was a little more confident now. But there was a written exam to be passed for qualifying as a CHW, of which, not a single answer, I knew.  What does and iron tablet mean? What is the importance of diet? Why is a blood test necessary? ….though I had given birth to two infants, I was never troubled with such questions and till today I never felt the need. But now I needed all the answers to pass the written test. Not knowing what to do I casually looked here and there. And there it was, right in front of my eyes, a chart hanging on the wall. And in it was the answer to each and every question asked in the question paper. Immediately I got it all down in my notebook and studied intently. I passed the test. Looking back I still wonder how. But at the time that chart on the wall had become my saviour. After I joined the project I got all the information and in-depth knowledge about it. And now I am spreading awareness of the same among the women staying near me. I will complete one year since I started working for SureStart, this December. I have educated many women from Indiranagar, Turbhe, about the care that has to be taken at the time of pregnancy. Roaming around our settlement I have seen life in its real sense. I forget my woes while solving their problems when possible. Sometimes they only need the moral support to face their life and sometimes they only need a good listener just to lift the heavy burdens their little hearts carry. Each of them has a different story. Some are manhandled by their husbands while some are tortured by their mother-in-laws. Today, thanks to SureStart, I can provide for my family. And I forget my tears in the midst of so many currents of tears that are eroding the life of so many women everyday.

‘Pratham’ comes running to me when I go back home from work in the evening. Once he said,”Aai, neighboring Pappu got a toy car from his dad today. Why don’t I have a Daddy mommy?” I felt a surge from inside me and thought I would throw up any moment. But then I pull him near me and say,”My dear, I can’t get you your father back but surely I can bring the toy car for you tomorrow.” Surestart has given me the strength to say that to my little one. I am happy once again.

Someday this project will be over and then I do not know what will be my plan. But I will never be the same ‘Pramila Ghule’ as I was before the project. I realize that I now stand on a strong foundation of my personality and that is mine forever.  This is the confidence SureStart has given me today and forever. So today I stand my ground with my parent’s strong support, Vidyatai’s timely interjection and the trust shown by Prajakta m’am. The destiny faltered against all these people and tomorrow I can be a pillar for my children to rest on.

The portal (netsampark.org) also carries SS news and highlights the achievements.

A Statewide campaign to promote JSY was organised which was inaugurated by the Chief Minister. It received extensive coverage in all forms of the media and resulted in closer and symbiotic relations with the existing healthcare machinery. The report of the campaign is reproduced here for your perusal:

**Janani Suraksha Jagruti Abhiyan - A Campaign Report**

**Background**

There is a general misconception even among the well-informed that the issue of maternal and newborn health (MNH) in India is a rural issue and that the urban population is well-cared for on account of the easy availability of healthcare. However, the ever accelerating migration to cities has brought the issue to urban environment as well. The poor migrants are twice-deprived: they lose the traditional support systems existing in their villages whereas they carry all their tradition-bound customs and practices to the city. Now, it has been revealed in some surveys that the urban poor in Maharashtra fare no better than the residents of its backward and tribal districts.

PATH is an international non-profit organsation actively working as 'catalyst for global health' in the third world. PATH's Sure Start (Maharashtra) project operates in 7 Municipal Corporation areas of Maharashtra. More than 100 workers and more than 300 community volunteers are striving to take Municipal healthcare to the underprivileged population of 1.65 million in the cities of Mumbai, Navi Mumbai, Pune, Nagpur, Solapur, Nanded and Malegaon. As a result of the efforts of the project workers, institutional deliveries have risen at all the 7 sites and hundreds of mothers have received benefits under the Janani Suraksha Yojana (JSY), a scheme sponsored by the Government of India aimed at promoting institutional delivery. The project functions with the cooperation of the State health machinery and tries to complement it. Persistent efforts are also being made to effect behavioral changes conductive to better maternal and neonatal health at personal, household and community levels.

Sure Start (SS) is the only project in the country which concentrates on this hapless urban population. As a part of this project, a campaign named 'Janani Suraksha Jagruti Abhiyan' was planned and executed between 26th and 30th June 2009. The objectives of the campaign were

1. to propagate awareness among the JSY scheme's potential beneficiaries about JSY and Matrutva Anudan Yojana (MAY).
2. to generate demand among the potential beneficiaries for the health services offered by the Municipal Corporations (MCs), and for JSY and MAY benefits.
3. to build better rapport with the local and State-level agencies implementing healthcare in general and JSY in particular.
4. to bring forth anomalies in the interpretation of the guidelines, rules, criteria, etc of the JSY and the MAY schemes.
5. to establish linkages with other stakeholders, such as private practitioners, other Community-based organisations (CBOs), etc**.**
6. to make Sure Start more visible in the media and to the policymakers.

**Planning**

The planning was site-specific as well as State-wide.

SS has seven Lead Partners (LPs) implementing the SS project at the seven sites. Sampark is a cross-site partner taking care of various aspects of advocacy and Media Communication. Sampark envisaged this campaign as the project progressed and the LP staff received adequate training inputs in this regard. The proposal to hold a campaign for JSY was mooted in the last workshop and the LPs were asked to present their action plans for the proposed campaign with the help of the supportive material provided by Sampark. They all agreed enthusiastically.

**State Level Planning**

A hand book containing names and addresses of the concerned State agencies; of medical practitioners, public transport operators like auto rickshaw operators, youth organisations, etc., who were keen to help the needy was planned. The contents of this hand book were also to include salient features of JSY and MAY.

A CD with two songs, one in Marathi and the other in Hindi, the two languages prevailing among the people at the SS sites, was planned.

It was decided to request the Chief Minister of Maharashtra State to formally inaugurate the campaign by releasing the hand book and the CD.

It was also decided to engage a well-known personality on the small and the big screen as the “brand” for the SS. She was to commence her participation during the campaign.

Sampark contacted media in Mumbai and planned publication of news and articles in Mumbai media.

**Site Level Planning**

As a part of its advocacy efforts, Sampark has appointed ‘site facilitators’ to help the LPs in advocacy. These site facilitators were briefed by Sampark regarding media coverage and dissemination of information. The site facilitators too contacted the local media and planned, in advance, the coverage of the events and activities organised by the LPs during the campaign.

It was decided to involve the local dignitaries and municipal functionaries in the campaign.

The LPs planned medical camps, processions, exhibitions, street plays, as also interaction between Municipal officials and the beneficiary class.

**Action**

The campaign happened from 26th to 30th June 2009 at all the seven sites.

The hand book and the CD were released by the Chief Minister in a formal function. In his speech the Chief Minister announced his intention to form a task force to decide the State’s Urban Health Policy and to include PATH as one of its member. The broadcasting of Chief Minister’s speech praising this initiative of the SS project on the Doordarshan's Marathi news channel Sahyadri, motivated the local officials into participating actively in campaign.

Processions, street plays, exhibitions, medical camps, etc were organised by the LPs at their respective sites.

The famous Marathi TV and Film personality, Mrinal Kulkarni inaugurated the campaign at the Mumbai site as the “brand” person

**Media Coverage**

The activities and the events organised by the LPs received extensive coverage in the local media. A number of articles were published highlighting various aspects of the MNH issue and the SS models. MNH messages were broadcast on the FM band radio stations as well as by the Govt-owned All India Radio (AIR). Articles appeared in State-level positions of important newspapers at regular intervals. The Sahyadri Channel carried an interview of Sampark CEO and an hour-long discussion of the campaign and the MNH issue, involving Sampark CEO and PATH SS Maharashtra Chief, was broadcast.

**Impact**

1. Municipal Corporation staff has become more sensitive about JSY and other similar schemes.
2. Women eligible to receive the benefit under JSY / MAY have started carrying LP-generated material to make their point with the Municipal officials. Institutional delivery has been promoted in 'high risk areas': Demand is being generated.
3. Media has become sufficiently aware of PATH and SS.
4. SS staff is better empowered.
5. PATH has been recognised by the State Government as an important player in the MNH domain.

**Follow up**

As a follow up measure, Sampark asked its site facilitators to obtain feed back on the campaign, with a view to identifying problems, if any, in the implementation of JSY. The problems reported from various sites are listed hereunder:

1.The beneficiary does not possess a 'Below Poverty Line' (BPL) card (Nan, Nag) / yellow ration card (Mal, Pun) though she is otherwise eligible.

2. Beneficiary's name not present on the ration card. (Pun)

3. Husband's name required on the yellow ration card. (Mal)

4. School leaving certificate not submitted. (Pun)

5. Benefit denied for want of Caste certificate. (Nan, Nag)

6. Beneficiaries without T C are asked to bring a certificate from the Civil Surgeon and are charged Rs.50 for the same. (Nan)

7. Proof of age required. (Pun)

8. !8 years of age not completed. (Pun)

9. Papers not complete. (Pun)

10. Corporator's signature required even when husband's name present on the yellow ration card and it is difficult to obtain it. (Mal)

11. Certificates on a Corporators letterhead are not acceptabler any more. (Nan)

12. Corporator's recommendation incorrect. (Pun)

13. Reasons cited at the Govt hospital level: a. No money (Mu, Pun). b. come later to collect the money. (Mum) c. (when the mother went again) "why haven't you brought the newborn?" (Mum)

14. Beneficiary turned away, saying, "money will be sent by post." (Nag)

15. Payment sent by post not received on accunt of incorrect address. (Nag)

16. Forms not in stock. (Pun)

17. Examinations made in Govt hospital, but delivery done in Pvt hospital. (Pun)

18. Delivered in Pvt hospital (Pun)

19. Mothers delivering with C-section who are discharged after 7 days, are refused benefit and are asked to procure the Doctor's certificate. (Nan)

20. If, for some reason, only one TT injection is taken, benefit is refused even if the delivery is done in Govt hospital. (Mal)

21. Beneficiary who had come to her parents' place for delivery, was refused benefit stating that she "belonged elsewhere." (Nan, Pun)

22. Cash gratification of Rs.100 to Rs.200 was demanded even when all the papers were in order. The staff at Govt hospital or at Municipal health centre employed delaying tactics if the money was not paid. (Nan)

23. Some beneficiary women were made to sign receipts for Rs.1000/- though amount paid was Rs.600/- Upon enquiry, cost of stay at the hospital, bed charges were cited as reasons. (Mum)

24. Reasons peculiar to Pune: a. Sasoon Hospital in Pune does not provide papers before delivery. b. Registration and examinations done in Sonavane Hospital, but sent to sasoon for delivery. c. Casein Bhabha Hospital sent to sasoon or Dalvi Hospital. d. Women from city slums going to Nawale Hospital, which is in rural area.

Some of the reasons, such as "age below 18" cited for refusing the benefit under JSY are valid. However, the people in general need to be educated / informed about any such scheme devised for them, so as to clarify eligibility norms and to avoid any undue expectations by ineligible aspirants.

The campaign has focused media and public attention on the JSY and MAY schemes in particular and on MNH issues in general. It has generated goodwill for SS project. It also has exposed the gaps in implementation machinery. More importantly, it has made the SS stakeholders important players in the MNH domain.

**Learning**

The learnings from the campaign may be summed up as follows:

1. It is possible to gear up Govt machinery by working with it.
2. Media welcomes positive stories.
3. Highlighting good, effective work is the surest way of winning media and public trust.

**Advocacy Issues Identified**

The intensive advocacy efforts have helped in identifying certain issues worthy of advocacy support. They are:

1. Highlighting the good work being done by certain local officials.
2. Uniform interpretation of rules at implementation level.
3. Highlighting successful systems and practices.

The campaign resulted in enhanced awareness among beneficiaries and raised the demand for the benefits under the scheme. As a result, the objective of the scheme, viz rise in institutional deliveries too was achived, which in turn made the government functionaries happy. A report from Nagpur is reproduced hereunder to underline the effect of the campaign.

The workshops gave lessons in advocacy and media management and documentation; which in turn activated the LP staff. The facilitators provided support which drew attention of the media, the public and the healthcare machinery to the project and the campaign boosted the confidence of the LP staff in this regard.

1. **City specific models-**

Not applicable

1. **Linkages and resources leveraged for the project.**

The Chief Minister inaugurated the JSY campaign.

The state minister for health gave interview to the Maharashtra SS Chief.

Excellent relations were built with local healthcare officials, as is evident from their interviews appearing in the last dossier.

Editorial level senior media persons offered to carry SS stories on a regular basis.

1. **List of materials developed under project-**
2. **Sure Start Dossiers**
3. **Training material for capacity building workshops held for LPs n Site staff.**
4. **Studies and Publications-**

 At the behest of PATH, Sampark had the opportunity to make a poster presentation at the ninth International Conference on Urban Health (ICUH) which took place in New York, USA in October 2009. The conference was on the subject of "Case Study as a Medium of Advocacy". The poster was prepared under guidance from PATH and was presented at the conference (see page 18 of <http://www.professionalabstracts.com/icuh2010/itinerary/program.pdf> by Ms Benazir Patil, The State Manager, Sure Start, Maharashtra. A copy of the poster is attached seperately.

Hard and soft copies of the hundreds of articles and news items published by the Sampark facilitators have been already forwarded to you. It is not possible to incorporate the scans of them all here without making this report unmanageably unwieldy.

1. **Capacity building-**

|  |  |
| --- | --- |
| **Training material/Manuals**:  |   |
| Media Manual, 'What is Advocacy" | 2008 |
| Advocacy Campaign, Film Making, visual Media | 2009 |
| E-media | 2010 |

Trainings and workshops conducted during project period. Please provide information as per the table below as far as possible

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Subject/Topic** | **Resource Agency** | **Place** | **No of Staff** | **Participants/Designation** | **Number of Days** |
| Orientation | Self and PATH | BAIF, Pune |  | site facilitators | one ( 5th March 2009) |
| future planning & case studies & campaign learning | Self  | MTDC, Ganpatipule |  | site facilitators | Two (1st and 2nd August 2009) |
|  | self | Wadgaon |  | site facilitators | 12th & 13th December 2009 |
|  | self and PATH RM | Talegaon |  | site facilitators | 28th & 29th August 2010 |
|  | self and PATH RM | Shivaji Mandir, Mumbai |  | site facilitators | 30th Dec 2010 |
|  | self and PATH RMs | Shivaji Mandir, Mumbai |  | site facilitators | 26th & 27th Feb 2011 |
|  | self and resource persons | CIRT, Pune |  | LP senior staff | 22 &23 Oct 2007 |
|  | self and resource persons | Kharghar, Navi Mumbai |  | LP senior staff | 7 & 8 April 2008 |
|  | self and resource persons |  |  | LP senior staff | 22 & 23 Oct 2008 |
|  | self and resource persons |  |  | LP senior staff | 3 & 4 May 2009 |
|  | self and resource persons |  |  | LP senior staff | 19 & 20 May 2009 |

1. **Challenges during Planning and implementation of the project-**

1. Designing site workshops to suit needs of the concerned LP staff.

Need assessment was made in each case and the agenda was drawn on that base, in consultation with the LP senior staff.

2. Generating useful material from the LP staff for creating case stories

LP staff were oriented to identify case studies and the site facilitators accompanied the project field staff to have a first hand experience of the problems of the beneficiaries and the subsequent solutions.

3. Motivating LP staff towards their own advocacy.

The inputs in the workshops helped. And the gratifying experience of implementing an awareness campaign gave confidence to the LP staff in the subject of advocacy. They witnessed how Sampark planned the campaign activities, initiated media, involved celebrities, planned time slots on AIR and a private FM band, did TV programs, arranged meetings with municipal staff and inserted articles and news items in newspapers.

4. Adopting to modern media

A website has been designed as a health portal. The portal discusses various health and other socially relevant issues to attract eyeballs and highlights the success stories of SS interventions as also SS contribution towards planning for a better urban health.

1. **Key Learnings of the project-**

1. The organisation staff is eager to learn, but requires refresher sessions to sustain interest.

2. Advocacy activity needs dedicated staff and the regular health workers or their supervisors do not always do justice to necessary advocacy.

3. It is far more fruitful to work with the existing healthcare system than confronting it on issues of its failures and shortcomings.

4. Media welcomes positive stories.

5. Highlighting good, effective work is the surest way of winning media and public trust.

1. **Key Achievements-**

1. Sure start has been recognised as an important stakeholder in urban health planning, in the maternal and neonatal health sphere.

2. Many LPs have been empowered to carry on their own advocacy and thereby attract financial and other form of support.

**Sustainability-**

Sampark has been advocating social causes long before the involvement on Sure start. Moreover, the strength of Sampark to influence public opinion and Government policy liesin its strong and wide network of like-minded persons and organisations. Thus, sustainability of Sampark is assured.

Further, the founder of Sampark Ms Medha Kulkarni has completed a book on the social history of the state of Maharashtra, as depicted through the careers of voluntary organisations. The book will serve as an important reference for all who intend to study the social history of Maharashtra. The book will simultaneously strenghten Sampark's position as an apex organisation in public interest advocacy and also strengthen its ties with other organisations / stake holders.

***­­­­----------------------------------------------------End of Report----------------------------------------------------***