

# Samvad

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## મેરિગોલ્ડ

### અસ્પતાલ

અજાણી સેવક સચ્ચી સ્વુશિયો



HLFPPT

Partners for Better Practice

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## Our Presence



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# Not a Minor Issue Anymore

*A crucial aspect under the ambit of RCH is holistic Adolescent Care which contributes towards creating responsible adults who are more likely to seek safe sexual behaviours and build healthier communities*

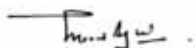
As a leader in Reproductive and Child Healthcare (RCH), HLPPT has been catering to the health needs of the nation through solutions for Maternal & Child Healthcare, Family Planning and HIV Prevention & Control for the last 23 years. In its journey so far, HLPPT has made significant contributions towards the National Health Mission's larger goals of reducing Infant Mortality Rate and Maternal Mortality Rate through our various programme implementations and providing technical assistance as well. We have been supporting the government schemes such as the Janani Suraksha Yojana (JSY), Janani Shishu Suraksha Karyakram (JSSK), etc, facilitating family planning services and products to the underserved population, building capacities of health service providers and strengthening public healthcare system.

While this is a significant feat in protecting millions of lives, it is equally important to provide care and guidance to the surviving lives, thus shaping better future for them. A crucial aspect under the ambit of RCH is Adolescent Sexual and Reproductive Health (ASRH) which needs to be addressed holistically. Ensuring sound development of all faculties including physical, emotional, psychological, cognitive and mental abilities during adolescence goes a long way in creating responsible adults who are more likely to seek safe sexual and reproductive behaviours in future and who contribute towards building healthier communities.

Rashtriya Bal Swasthya Karyakram (RBSK) is a new initiative by NHM that aims at early identification and intervention for 4 D's – namely Defects at Birth, Deficiencies, Diseases, and Development Delays including Disability – among individuals right from childbirth to 18 years of age. These conditions, if not managed at the right time, can have life-long ramifications on an individual's life.

As an organisation committed towards building happier & healthier communities, HLPPT supports this initiative by the Ministry of Health and Family Welfare and envisages a sizeable role in facilitating services under this programme. Adolescence, after all is, is that delicate phase in life when vulnerable young minds are driven by curiosity and are prone to influences of all sorts. We strongly believe that correct mentorship and care are integral to protect adolescents from falling prey to unhealthy behaviours such as drug abuse, risky sexual practices, violence, poor eating habits, or psychological disorders such as depression and anxiety.

We need to ponder over all these issues – not just as an organisation, but also as individuals. Let's work together to be a positive influence in their lives, because they hold the future for us.



Sharad Agarwal  
CEO  
HLPPT



Sharad Agarwal, CEO, HLPPT

## CONFERENCE

**HLFPPT Represents India at Global Forum on Female Condom**

As a leading organisation in Reproductive and Child Health for 23 years and a strong advocate of Female Condoms Programme in India for more than a decade, HLPPT represented India at a Stakeholder Meeting for Promotion of Female Condom in Dhaka, Bangladesh. The two-day meeting, held on 5<sup>th</sup>-6<sup>th</sup> May 2015, witnessed participation by more than 60 stakeholders from the government, civil society, the private sector and international development partners, who converged on a common platform to share their experiences and discuss

ways for promoting the use of female condoms among women and girls in the country. Talking about the success story of Female Condoms Programme in India, Mr Sharad Agarwal, CEO, HLPPT, and Dr Anasua Bagchi, Head TSD, HLPPT, shared how the programme is creating more than 300,000 Female Condom Users in 13 states and more than 3.5million pieces off take of Female Condoms in India. The meeting was initiated by Universal Access to Female Condom (UAFC) and funded by Share-Net International. It was co-hosted by the Directorate General Family Planning of the Ministry of Health and Family Welfare of Bangladesh, the Embassy of the Kingdom of the Netherlands and Oxfam Bangladesh.



(L to R): Sharad Agarwal, CEO, HLPPT; Conor Molloy, Country Head, Oxfam Novis (Session Chair) and Senior Govt Officials from the Directorate of Family Planning, Govt of Bangladesh, sharing their views on FC promotion at the inaugural session



HLL's FC communication material and products on display

## ADVOCACY

**Wheat at INR 2/Kg for PLHIV Now**

As a testimony of its impactful advocacy, HLPPT under Project Vihaan has enabled a landmark ruling by the Government of Punjab that will entitle all People Living with HIV (PLHIV) in the state – irrespective of their BPL/APL status – to get wheat at subsidised rate of INR 2/kg. The ruling is an outcome of repeated advocacy meetings by HLPPT Team with the state's Department of Food Civil Supplies and Consumer Affairs and Health Department officials. This is a significant move for PLHIV as nutritional support is imperative for ensuring a healthy lifestyle for them. Under this, PLHIV shall be issued Blue Cards under the *Aata Daal* Scheme of the State Government. The Departments of Food Civil Supplies & Health shall work in tandem. Punjab State AIDS Control Society (PSACS) shall share list of PLHIV registered at ARTCs with the Food Civil Supplies Department and the latter will further issue Blue Cards to PLHIV.





## LAUNCH

**Mobile Medical Unit Reaches Rudraprayag**

Buoyed by its earlier success of MMU in Tehri and Chamoli districts of Uttarakhand, which operated during 2008-14, HLFPTT has entered into a new partnership with the Uttarakhand Health and Family Welfare Society (UKHFWS) for operating an MMU in Rudraprayag district. The 10-month project commenced from 12th May 2015 and is expected to continue till March 2016. As a part of the agreement, one health van has been facilitated by the National Health Mission. The van comprises a Doctor, an Auxiliary Nurse Midwife (ANM), an LT & a Pharmacist and covers over 22 villages of the district. The van offers preventive, promotive and curative healthcare services to the residents and acts as a connecting link between villagers and the nearest health facility. So far, the health van has successfully conducted 1,271 OPDs in the district.



## AWARENESS

**MMU Durgapur Crusades against Diarrhoea among Children**

*School children at Sarenga village attending session on personal hygiene and ways of protection against diarrhoea*

Considering the spurt in cases of diarrhoea among children during summers, HLFPTT's Mobile Medical Unit (MMU) Team at Durgapur, West Bengal, organised a Diarrhoea Awareness Session among School Children at Sarenga Village (Kanksa Block, Burdwan District) in May 2015, whereby the MMU Team motivated children to maintain personal hygiene and adopt healthy practices for preventing diarrhoea. The Team apprised school children about diarrhoea symptoms, prevention & ways of protection from severe heat and concluded the session with distribution of water bottles among children.

In yet another move, MMU Durgapur team conducted Diarrhoea Prevention and Management Camp for Mothers, Adolescent Girls and Anganwadi Workers (AWWs) at Kataberia Village (Faridpur Block, Burdwan District) on 12th May 2015. HLFPTT has been operating MMU in Durgapur with support from Essar Oil as a part of Essar's Corporate Social Responsibility initiative. The essential objectives of the Camp were to: Create awareness about diarrhoea & its prevalence during summers; Apprise community members about the symptoms of diarrhoea and preventive measures; and State the importance of ORS for Diarrhoea Management. The included an Awareness Session with 32 participants who were oriented on various aspects of diarrhoea management including the method of making ORS at home. MMU Team also requested AWWs to immediately take care of the small children suffering from Diarrhoea and provided them with a module of Diarrhoea, ORS with container & bottles for such emergencies. Following this, the MMU also clinically assessed patients.



*Mothers, adolescent girls and AWWs at Diarrhoea Prevention Camp at Kataberia Village, Burdwan*





### Malaria Awareness Camp in Suvali

The Community Health Intervention (CHI) Programme team from HLPPT organised World Malaria Day Celebration at Suvali Village Health Information Centre (VHIC) on 25th April 2015, with the purpose to Intensify Awareness Generation on World Malaria Day. The event was conducted in coordination with Primary Healthcare Centre (PHC) Suvali. The Project Team invited Dr Ajay Thakur, Medical Officer, PHC Suvali, and PHC team to conduct a session on World Malaria Day Awareness and Malaria Testing. Dr Thakur addressed the participants with information about Malaria, its Global Scenario, Genesis and History of World Malaria Day, Requisite Precautions for Malaria, Community Responsibilities, etc. Participants included Community Members, Village Youth, AWWs, Helpers, ASHA, FHW and PHC team members. IEC Material was distributed among the participants and after the session, PHC team collected blood samples of participants for malaria testing. HLPPT has implemented CHI Programme with CSR support from Cairn India Ltd to improve health and nutritional status of communities in Suvali, Junagam, Tena and TenaRaang villages of Surat from 2011 to April 2015.



### Nanhe Kadam Celebrates World Health Day

To mark celebration for World Health Day, team members from Nanhe Kadam Programme organised Awareness Generation Learning & Play Activities at Suvali AWC-1 and Junagam AWC-2 (Surat district, Gujarat) on 7th and 8th April respectively. These activities were attended by AWC children & their parents, community members, AWWs, ASHAs, school teachers and other stakeholders. Participants were given orientation on the significance of World Health Day and Food Safety (which was the Theme for 2015), how to maintain food safety, relevance of hand washing, etc. World Health Day is one of eight official global public health campaigns marked by WHO along with World Tuberculosis Day, World Immunisation Week, World Malaria Day, World Tobacco Day, World Blood Donor Day, World Hepatitis Day and World AIDS Day. HLPPT has implemented Nanhe Kadam (AWC Improvement) Programme in Surat district, Gujarat, with support from Cairn India Ltd. as a part of the latter's CSR initiative.

## RESOURCE MOBILISATION



### CSC Jalandhar Raises INR 81,000

HLPPT is playing an instrumental role in improving the quality of life of PLHIV (People Living with HIV) through Project Vihaan in the states of Punjab, Chhattisgarh, Haryana & Chandigarh. Regular advocacy with government officials, decision-makers, community members and other stakeholders is a key indicator of the project. As a part of such advocacy, Care and Support Centre (CSC) in Jalandhar took initiative towards fundraising and resource mobilisation for PLHIV during June 2015, whereby it mobilised fund of INR 81,000. Major part of this amount has been utilised in providing nutrition and education to PLHIV. Some amount has also been used in procuring sewing machines and clothes for PLHIV and in supporting marriage of a PLHIV. So far, HLPPT has reached out to 25,883 PLHIV through registrations at CSCs and linked 2,505 PLHIV with government social welfare schemes under the Project.



## TRAINING

## Students Take Lead in Rainwater Harvesting

In an attempt to address the issue of water scarcity in Kerala, HLPPT worked with adolescent students from government schools at Karakulam Gram Panchayat (Thiruvananthapuram District, Kerala) to construct rainwater harvesting units in their school premises. The activity was part of CSR initiative by HLL Lifecare Ltd in Kerala, being implemented by HLPPT. Team members from HLPPT selected four government educational institutions and a village office to construct rain water harvesting units. Educational institutions were selected as



adolescents are considered to be the best peer educators and change agents in influencing community members. HLPPT team also invited eminent personalities as speakers during the inauguration of units to educate the youth and conducted live demonstrations with selected students to educate them about the technology used and significance of such initiatives in resolving water scarcity. Moreover, during follow-up sessions, students had to orient their parents and relatives on rainwater harvesting. All stakeholders including school authorities, students, Gram Panchayat, parent teachers' associations and members from HLL Lifecare Ltd & HLPPT were actively involved in this.

## PHC Dihen Staff Trained on e-ASHA

Over 21 staff members from Primary Healthcare Centre (PHC) in Dihen (Surat District, Gujarat) benefitted from a Technical Capacity Building Training Session on Family Planning, Maternal & Reproductive Health and e-ASHA Module. The PHC Staff Training was organised on 9<sup>th</sup> April 2015 by HLPPT under its Community Health Intervention (CHI) Programme being implemented in alliance with Cairn India Ltd in Surat since 2011. Chief District Health Officer (CDHO), District IEC Officer, Medical Officer, other health officers and PHC team set agenda for the training. Dr Shipa Patel, Medical Officer, PHC Dihen, addressed a session on "Family Planning, Maternal & Reproductive Health", emphasising on methods of contraception and how to motivate the community. This was followed by a session on e-ASHA Data Entry and Follow-up System conducted by Mahesh Sathwara and Dipika Patel, FHW, PHC Dihen.





# Saving Lives, Gifting Happy Birth Stories



*As a unique initiative, HLPPT is utilising the crowdfunding platform of Global Giving to raise funds for safe pregnancy and delivery for 500 underprivileged women in Uttar Pradesh*

It is often said that pregnancy is the most beautiful experience in a woman's life. However, not all pregnancies end up as happy birth stories. Every 8 minutes a woman in India dies during pregnancy and childbirth, whereas 7.6 lakh newborns die every year, the highest for any country in the world. In fact, India also tops the list of stillbirths, accounting for nearly one-fourth of stillborn babies worldwide.

These are not mere statistics. Each one entails the heavy burden of lost hopes, indefinable grief and devastated families. To add to this collective frustration is the fact that we are losing our young mothers and newborns to some of the most evitable conditions such as anaemia, haemorrhage and

sepsis among mothers and low birth weight, neonatal infections, birth asphyxia and trauma among newborns. Neglected outlook for mother & child healthcare (MCH), coupled with lack of awareness, resources and access to quality healthcare services, especially during labour, is largely to be blamed for the dismal scenario.

*The project has so far raised \$10,524 from 80 individual donors. This has supported safe deliveries for over 35 women in Uttar Pradesh*

## Need for Intervention

It has widely been researched that expanded intra-partum, obstetric and neonatal care can save many of these lives. Going by a 2014 Lancet report, titled "Can available interventions end preventable deaths in mothers, newborn babies, and stillbirths, and at what cost": Increased coverage and quality of preconception, antenatal, intra-partum, and postnatal interventions by 2025 could avert 71% of neonatal deaths, 33% of stillbirths, and 54% of maternal deaths per year globally.

However, there is lack of hospitals in India which provide obstetric and postpartum care at a price that is affordable for all sections. Pregnant women from economically weak



backgrounds are often deprived of basic tests, medicines and nutrition, thus putting theirs as well as their babies' lives at risk.

HLFPPT has been working towards addressing this problem through the inception of an economically sustainable, easily scalable and innovative social franchising model, called Merrygold Health Network (MGHN). MGHN creates provision of high quality MCH services, safe abortions and family planning services at reasonable rates and promotes safe motherhood and institutional deliveries among the underserved.

So far, HLPPT has partnered with 300 hospitals in the state of Uttar Pradesh to provide safe pregnancy and delivery facilities to poor women. This includes medical checkups, counselling support, medicines, tests, nutritional supplements, delivery care, etc. More than 500,000 women have availed services through MGHN hospitals.

To further extend its reach, HLPPT has initiated a unique project that intends to provide these healthcare services at MGHN hospitals free of cost to 500 expecting mothers who belong to below poverty level in UP. HLPPT is utilising the crowdfunding platform of Global Giving to raise funds for this project.

### Crowdfunding Platform

Global Giving is a charity fundraising web site that gives social entrepreneurs and non-profits from anywhere in the world a chance to raise the money that they need to improve their communities. Since 2002, Global Giving has raised \$183,864,716 from 470,092 donors who have supported 12,465 projects. Seeing potential of this platform, HLPPT registered its application on Global Giving website and posted its project on "Safe pregnancy & delivery for 500 poor women in Uttar Pradesh, India." HLPPT qualified the Open Challenge in March 2015 by raising USD 5,000 from 40 unique individual donors within time span of 10 days. Consequently, our project has been granted a permanent slot on Global Giving website.

## Donors Help Rekha during a Complicated Pregnancy



Rekha and Ravi Dewakar live on poor means in Shahpur village (Kanpur district) in Uttar Pradesh. Ravi, a laundry worker, is the sole earning member of his family. Last year, his wife Rekha, who is just 20 years old, got pregnant with their first child. Being first-time pregnant, her excitement was natural. However, worries engulfed the couple during one of the checkups when their doctor informed them that the baby was not in normal position, which could lead to complications during delivery.

*"I barely earn enough for the two of us and this news of complication was worrisome for me. The very thought of my inability in providing proper healthcare for my baby gave me restless nights. I didn't have enough savings to afford a safe delivery," says Ravi.*

*When they shared their plight with Merrygold's Outreach Worker, Mamta, she considered their case under the project. "They live in a one-room rented place without any assets on a meagre monthly income of \$80 (INR 5,000). Global Giving provided the much needed support to them. I feel very happy that I could do something for them," says Mamta.*

*With Ravi's and Mamta's support, Rekha attended ANC's regularly and took proper care. As a result, she delivered a healthy baby girl in the last week of June. "I am grateful to Global Giving and the project's donors for sponsoring my pregnancy. Nobody in my family has ever delivered in a good private facility like Merrygold. My baby is so lucky! I plan to name her Anjika, which means fortunate," says Rekha.*

### Making a Difference

Through this project, HLPPT intends to provide much-needed healthcare to 500 poor pregnant women in the state of Uttar Pradesh and enable them to deliver healthy babies under medical supervision. By contributing as little as \$10 (INR 655), individual donors can become a part of a poor woman's birth story. Donors can choose from a range of donation amount – from \$10 to \$1,000 (INR 655 to INR 65,500) – for sponsoring specific health services for pregnant women.

This project is contributing towards prevention of needless deaths of mothers by ensuring that at least 500

poor pregnant women are blessed with healthy babies. Given the key role that mothers play in the health of their families, the programme will also contribute towards improving the overall quality of healthcare in the state, starting with one mother-baby pair at a time.

HLFPPT plans to raise \$50,000 (INR 3,175,000) this year. So far, the project has successfully raised about \$10,524 (INR 690,000) from 80 unique individual donors and through this it has sponsored safe deliveries for over 35 women belonging to poor socio-economic strata in the state of UP. ■



# We Go the Extra Mile



Akhilesh Yadav, Chief Minister of UP, flags off World Population Day celebration in Lucknow along with other ministers from the state government, including (L to R): Rajendra Chaudhary, Cabinet Minister, Dept of Political Pension; Ahmad Hasan, Health Minister; & Nitin Agarwal, State Minister for Health. Representatives from important stakeholders working on MCH in UP, including Sharad Agarwal, CEO, HLPPT (extreme right) are also present

*In its zeal to improve reproductive & child healthcare and build healthier communities, HLPPT is going beyond the realms of programme implementations. During the World Population Day, HLPPT Teams organised special events in different states to spread family planning awareness*

**W**orld Population Day is an annual event that is observed on 11<sup>th</sup> July every year across the world. It is celebrated to increase awareness among people towards population issues. It was first started in the year 1989 by the United Nations Development Programme and has been celebrated since then. Theme for 2015 was "Vulnerable Populations in Emergencies".

On this occasion, HLPPT celebrated World Population Fortnight in July 2015 across different states to reach out to underserved communities with messages on family planning issues. To involve community members and ensure maximum participation, HLPPT's programme team members organised special events such as essay writing &

slogan competitions, awareness rallies, painting competitions, general health check-ups, counselling sessions, condom distribution campaigns and community meetings. Here's a snapshot.

## UP Chief Minister Celebrates WPD

The Government of Uttar Pradesh held a grand World Population Day (WPD) celebration on 11<sup>th</sup> July 2015 at the Chief Minister's residence in Lucknow. The theme for this year was "*khushhal pariwar ka mantar – do baccho mein teen saal ka antar*" for which more emphasis was placed on spacing method.

The celebration of WPD fortnight in UP began with an Awareness rally with more than 5,000 participants. These included students, NGO representatives, nurses, SIFPSA staff, NRHM staff etc. The rally



Awareness rally with more than 5,000 participants including students, NGOs, nurses, SIFPSA staff, NRHM staff etc, held at Lucknow on 11<sup>th</sup> July 2015

was inaugurated by Akhilesh Yadav, Chief Minister of UP. Other eminent attendees on the occasion included – Ahmad Hasan, Health Minister; Rajendra Chaudhary, Cabinet Minister, Department of Political Pension; Nitin Agarwal, State Minister for Health; Arvind Kumar, IAS, Principal Secretary (Health), Department of Health & Family Welfare; and Amit Kumar Ghosh IAS, Mission Director (NHM) – from the Govt of UP, along with Rigzin Samphel, IAS, Additional Executive Director, SIFPSA; Vikas Gothalwal, IAS, ED, UPTSU; and Sharad Agarwal, CEO HLPPT.



HLFPPT was among the leading partners for organising the event in UP. It launched "Hausla Sajhedaari Van" in the rally and also distributed Caps, T-shirts & Umbrellas with HLPPT logo and message of Population Day among participants & guests. Moreover, it distributed IEC materials and condoms through its stall.

### Rally on Stabilised Population in Chhattisgarh

HLFPPT has been operating Mobile Medical Unit (MMU) in Dantewada district of Chhattisgarh as a part of CSR initiative by Essar. In order to spread awareness regarding Population Control & Family Planning among community members of Kadampal Village, Dantewada, MMU team members organised an Awareness Rally on WPD with support of village sarpanch, Essar officials and school teachers. A team of 10 school teachers and 120 school children participated in the rally, which was conducted across major areas of Kadampal and ended at a primary school in Gayatapara village. Key messages on population control were announced during the rally. This was followed by a Drawing Competition on the theme of "population stabilisation" among students of Middle School at Gayatapara. These apart, Health Check-ups, Counselling Sessions and Free Medicine Distribution were also done.

### Rajasthan Villagers Briefed on Spacing Methods

As a CSR partner for Suzlon, HLPPT is implementing MMU project at selected 57 villages of Jaisalmer district in Rajasthan. To mark World Population Day this year, the MMU team organised a couple of activities involving students and community members at Government Higher Secondary School at Mulana village in Jaisalmer. The activities included: a Rally, where 130 school students and villagers participated, and a Painting and Essay Competition on the topic "Ill Effects of Increasing Population", with around 40 participants. Moreover, community meetings were organised with adult men and women of the village, briefing them on basket of choice on family planning, especially regarding spacing methods.



Community meeting on reproductive health issues held at Jambon Village, Burdwan district, West Bengal during WPD

### West Bengal Witnesses Walkathon

HLFPPT's MMU team in West Bengal organised a "Walkathon" at Jambon Village, Bidbehar Gram Panchayat in Burdwan district. The walkathon witnessed enthusiastic participation of community members and conveyed key messages on family planning, such as – Avoid early marriage, Adopt small family

norms, Plan proper spacing between two children, Save the girl child; etc. Community meeting was also held, in which the village ANM, Kalyani Kar, encouraged community members to promote women's health. She took sessions on reproductive and sexual health issues, and on methods of family planning. This was followed by a health quiz among community members. Other stakeholders, including ASHA and AWW were also present and played a key role in mobilising the community.

WPD celebrations also witnessed convergence with the government. In West Bengal, HLPPT and NRHM conducted a Condom Distribution Campaign in a canopy at Malandighi PHC under Kanska block. ASHAs actively took part in organising this program, through which HLPPT reached out to more than 240 beneficiaries. ■

## Slogans that Touched Hearts



Ahmad Hasan, Health Minister, Govt of UP, felicitates Winners of Essay Competition on "Stabilised Population" at IEC Mela, Lucknow

"Yuvaon ne ye thhaha hai, jansankhya nahi badhana hai", "parivar niyojan ke hain anek upaaye, chune wahi jo mann ko bhaay" – these were some of the inspiring slogans that came out from the masses at a Slogan Competition organised by HLPPT at "IEC Mela" in Lucknow Medical College. The Mela was organised by SIFPSA in association with the Govt of UP, where HLPPT also held a stall. Approximately 200 people participated in the competition, out of which best five slogans were declared winners. Besides, the stall also displayed HLPPT activities through posters & banners.

To sensitise students about stabilised population, HLPPT organised an essay competition at four inter colleges in Lucknow, which drew 166 participants. Winners were felicitated by Ahmad Hasan, Health Minister, Government of UP, at the IEC Mela. Topic of the competition was "how stabilised population is an indispensable aspect for overall socio-economic and technological development of India". Through their essays, students delved on the various problems being faced in India such as unemployment, illiteracy, migration, pollution, hunger, etc and how they are all an outcome of uncontrolled population.





## OUR PARTNERS

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