

PROJECT PROPOSAL

On

**REDUCING THE PREVALENCE OF ANAEMIA
BY DOUBLE FORTIFIED HEALTH SALT**

Implemented By:

SUKARYA

(A REGISTERED TRUST)

E-Block, Sushant Lok – Phase-1, Gurgaon -122002

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Project Title	:	Reducing the prevalence of anaemia by double fortified health salt
Implementing Organization	:	Sukarya, Gurgaon, Haryana
Project Director	:	Ms. Meera Satpathy
Project Area	:	10 villages of Gurgaon District in Haryana,
Project Implementation Period	:	1 year
Total Budget	:	Rs.6,60, 800

ABOUT THE ORGANIZATION

Sukarya is a not-for-profit non-governmental organization based in Gurgaon, Haryana. It was established in 1999 and registered since February 2001 with the aim to contribute to the physical and mental well-being of the marginalized and vulnerable sections of society, particularly women and children. Our vision is to bring together people's energy and create self awareness for a better and healthier society. Sukarya is run by volunteers and professionals with commitment and dedication

Sukarya initiated its activities by conducting various Health Camps, Health Melas and Free Medical Services including free distribution of medicines in various slums of Delhi and Gurgaon with the help of team of doctors. Sukarya has been implementing Income Generation and Life Skills Projects in Gurgaon and covering many slums and villages situated in and around Gurgaon.

Sukarya has been implementing the good health program, income generation program, life skill program and taking up relief work during natural calamities. Under the good health program, Sukarya is implementing a pilot project on “Assessment, prevention and control of Iron deficiency Anaemia among adolescent girls, pregnant and lactating mothers” from May, 2006 in 10 villages of Gurgaon. This project is supported by Population Foundation of India (PFI). Delhi and project period is three years.

OBJECTIVES OF THE ORGANIZATION

- To advocate, encourage and guide positive ‘health-seeking behaviour’ with special emphasis on mental and spiritual health.
- To reduce mortality, morbidity and fertility through training, awareness campaigns, workshops and health related education for all.
- To initiate and implement social and community development activities in the field of healthcare, income generation for women as well as education for the weaker sections of society.
- To empower women by strengthening their physical and emotional well-being and economic security.
- To provide humanitarian assistance to areas affected by the natural calamities such as cyclones, earthquakes, flood etc. and to facilitate the rehabilitation process.

MAJOR PROGRAMS OF SUKARYA

- 1. Good Health Program**
- 2. Life Skills Program**
- 3. Micro Enterprise Program**
- 4. Relief Work For Natural Calamities**

1. Good Health Program

This project has been ongoing since 1999, even before *Sukarya* was formally registered in February 2001. Our focus is preventive, curative and advocacy measures for a healthier society. The various projects and activities under the Good Health Program are as follows:

Mobile Health Diagnostic Clinic

The Mobile Health Diagnostic Clinic was inaugurated on 5th November, 2006, at the *Sukarya Sehat Mela*, by the Hon’ble Parliamentary Secretary, Minister of Transport, Government of *Haryana*, *Shri Rao Dan Singh*. The goal of the mobile health clinic is to provide diagnostic services, referral services, free distribution of medicines and conduct advocacy campaigns on maintaining good health especially for women. The clinic will target the remote rural regions of *Haryana* where primary health care services are either not available or inaccessible or unaffordable or low quality services are provided.

Anaemia Detection, Prevention and Eradication Campaign

Started in October 2005, the Project aims to reduce the prevalence of Iron Deficiency Anaemia among adolescent girls in the age group of 13-19 years, pregnant and lactating mothers in *Gurgaon* district of *Haryana* in a span of 3 years. We are working in 10 villages of *Gurgaon* with a population of approximately - 30,000. We are catering to 5420 women in the age group of 15-49 years of age, which includes 414 lactating women, 841 pregnant women and 1820 adolescent girls in the project area every year.

Sukarya Health Centre

Sukarya runs a Health Centre in its premises at *Sushant Lok, Gurgaon* to provide free general health services especially to children. A general practitioner to provide basic health care service regularly attends to children (5-15years of age) from a non- formal education centre called *Sankalp* based in slums of DLF phase –V, *Gurgaon*. The Health Centre has specialist doctors in Allopathy, Homeopathy and Ayurveda. This has become a boon for the many poor and needy people residing in the urban clusters and construction sites in Gurgaon.

Village Health Centre

Sukarya recently inaugurated a village health centre in the remote village of *Bandhwari* on the *Faridabad* Highway. The centre will cater to a population of 3000 in the village and aims to gradually improve the health indicators of the village. *Sukarya* has also received financial assistance from Charities Aids Foundation (CAF), India for running the health centre.

Physiotherapy Unit

The Physiotherapy Unit was started in 15th August, 2005 and operates in the premises of *Sukarya*. This unit provides treatment to 7-8 patients from the rural as well as urban areas everyday amounting to 200-250 patients a month. This unit was initiated to emphasize the importance of physiotherapy as an effective treatment and its preventive role in conditions that affect the musco-skeletal system of an individual like arthritis or injuries by accident. *Sukarya* is creating strong awareness on physiotherapy in the rural and urban areas of Gurgaon on a regular basis.

Generalized and Specialized Medical Camps and Health Melas

Sukarya organizes comprehensive health care camps and specialized medical camps in urban slums and rural villages in *Gurgaon* regularly to help the poor access free health care services including medical check-up, diagnosis and referral services. *Sukarya* has organized diabetes detection camp, heart care camps, mental health camps, eye camp, multi-specialty treatment camp and health check up camps for pregnant and lactating women. These camps also serve the purpose of advocating healthy practices by conducting workshops, presentations and informal discussions. The camps are conducted by doctors from the South Delhi Medical Association. *Sukarya* caters to 500 patients on an average in each camp.

Pulse Polio Vaccination Drive

Sukarya joined hands with the health department of Government of Haryana, for conducting the Pulse Polio Vaccination drive in DLF phase-V, *Gurgaon*. *Sukarya* organized door to door campaign and covered approximately 1000 children in 5 villages in 2004.

Cleanliness Drive

Sukarya initiated a cleanliness drive in the slum of DLF Phase-V in 2004. The objective was to educate and motivate the slum dwellers to keep their vicinity clean for preventing recurrent outbreaks of diseases like malaria, cholera, TB , dengue etc. We regularly

educate the slum dwellers on the importance and ways of maintaining hygiene and sanitation.

2. Life Skills Program

Saath Saath Project

This project seeks to empower and enhance the overall status of adolescent girls and young women. The Project objective is to impart life skills through learning about self, environment, interpersonal skills, problem solving, decision making, handling of emotions and stress management (mental health).

An important component of the project is education on 'reproductive health' and covers issues like sexual health, marriage, family planning, parenthood and related aspects. *Sukarya* recruits and trains "peer or community educators" who spread the message to the larger community. The project has so far benefited 300 adolescent girls from the 3 villages of *Tighra*, *Ghata* and *Samaspur*.

Kishori Shakti Yojna

Sukarya was given the opportunity to assist in the implementation of the Government of India scheme i.e Integrated Child Development Services (ICDS) in rural Gurgaon. The Program focuses on school drop-out girls in the age group of 11-18 years and attempts to meet their nutrition, health, education, literacy, recreational and skill development needs. With the assistance of the *Anganwadi* workers, the focal point of ICDS services and other ICDS functionaries *Sukarya* was successful in catering to approximately 300 adolescent non school going girls of village *Tighra* and *Ghata*.

Advocacy/Outreach Campaigns

Advocacy campaign is a crucial aspect in our effort to promote good health. *Sukarya* pursues aggressive IEC campaigns for all its major projects. Audio-visual mediums like street plays, workshops, printed materials, music, painting, documentaries are used to conduct the advocacy drive. In 2004 *Sukarya* undertook an advocacy campaign through the medium of street play titled '*Hamari Bitiya*' to sensitize parents and community about women's rights, gender discrimination and its consequences. An impact assessment was undertaken through another play called "*Aaj Ki Adalat*" to assess changes in perception, knowledge and attitude of the community elders. More recently, in 2006, under the ongoing Anaemia Intervention Campaign, street plays were performed in all the 9 Project villages by a theatre group from the NGO, *Deepalaya*.

3. Women's Income Generation Group – Spice Making Project

This project is a modest step towards assisting women of marginalized communities in generating additional income for meeting their household needs, by utilizing their skills in the production of unadulterated spices, pickles and chutney. This is known as the 'Spice Making Project'. *Sukarya* provides women with space, capital investment, and other required resources for grinding fresh spices (including *Dhania*, *Haldi*, *Chilly*, *Jira*, *Curry powder*, *Garam Masala*) in the traditional way and also for their packaging. They

are given wages for their labour. The money received from the sale of the spices is used to keep the project running. The project has benefited several women of *Wazirabad* and *Kanhai* villages. Apart from production of spices we have also expanded our range of products to include *Papad*, *Achar* and *Chutney* so that we can involve and reach more families through this work. *Sukarya* further plans to form Self Help Groups (SHGs) of women in various villages to involve them in small income-generation activities.

IV. Relief Work in Natural Calamities

Sukarya in its modest capacity has provided humanitarian assistance to areas affected by the natural calamities such as cyclones, floods and earthquakes. We undertook several relief measures for the cyclone-affected victims of *Jagat Singh Pur* and *Paradeep* of Orissa in 1999 and the earthquake victims of village *Khoru* and *Morvi* of District *Sunder Nagar*, Gujarat in 2001. In 2004, we provided relief in the village of *Pudhunadukuppam*, *Kanchipuram*, *Tamil Nadu* , to the victims of Tsunami.

Relief Operations

Sl.No	Natural Calamity	Target Area	Year	No. of beneficiaries
1.	Tsunami	Pudhunadukuppam Tamil Nadu	2004- 2005	100 families
2.	Earth quake	Bhuj,Gujrat	2001	7 villages
3.	Super Cyclone	East Orissa (Jagatdeep, Paradeep,villages around Bhubhaneshwar)	1999- 2000	

ABOUT THE PROPOSED PROJECT

Reducing the prevalence of anaemia by introduction of double fortified health salt

NEED OF THE PROJECT

Anaemia is a condition in which there is reduction in the Haemoglobin content or in the number of red blood cells. Iron deficiency anaemia is the most prevalent nutritional problem in the country today. Most at risk are women of child bearing age, especially pregnant and lactating women, adolescents and young children. Anaemia is life threatening to the life and health of the pregnant mother during delivery. It may result in premature birth, low birth weight and poor vitality of the infant. Anaemia increases mortality and morbidity rate of the children and impairs learning and working capacity of adults and children.

A baseline survey conducted by PFI with cooperation of Sukarya and FRDS , which revealed that 80% of pregnant and lactating mothers in the 10 villages of Gurgaon block is anaemic.75 % of adolescent girls are deficient of iron and are anemic. Sukarya has taken the initiative to reduce the prevalence of anaemia in the 10 backward villages of Gurgaon by implementing a pilot project on “Assessment, prevention and control of Iron deficiency Anaemia among adolescent girls, pregnant and lactating mothers” which began from May, 2006 in 10 villages of Gurgaon. This project is being supported by Population Foundation of India (PFI). Delhi and the duration of the project is three years. The project villages include Bandhwari, Waliawas, Gwalpahari, Samaspur, Ghata, Tighra, Wazirabad, Kanhai, Silokhra and Sainikhera

Sukarya is working extensively on awareness building, behaviour change and networking with the government departments for the availability of iron folic acid tablets to the pregnant women and lactating mothers’ .Sukarya is intensely following up the anemic women and adolescents and distributing iron folic acid tablets.

To strengthen the program further Sukarya intends to implement the double fortified salt (Health salt) in all the 10 target villages. Fortified salt is a common salt to which iodine and iron components are added. Fortified salt looks, tastes and smells exactly like common salt and yet provide the daily iron and iodine requirements which is very important for prevalence of anaemia. The use of double fortified salt on a regular basis , in place of common salt is bound to result in improved well being , contributing to better health of everybody. It can be used as a cooking salt.

This product under the brand name of” Health Salt” has been tested at National Institute of Nutrition , Hyderabad under ICMR, New Delhi and also by Food and Nutrition Board laboratory under Women and Child Development Department of Government of India. The Bureau of Indian Standard (BIS) has also approved and certified the product’s quality standard. Henceforth Sukarya would like to introduce the “Double fortified Salt” or the health Salt in the Anaemia Project being implemented in 10 villages of Gurgaon.

Apart from other measures, Sukarya is introducing double fortified health salt which is an additional factor to reduce the prevalence of anaemia for the entire family. As the intake of double fortified health salt does not have a fixed time table schedule for regular monitoring, so it is easy to implement with a qualitative output.

Project Objectives

- To reduce prevalence of anaemia by emphasizing on nutritional aspect, which includes iron rich diet and taking care of sanitation
- To provide double fortified health salt to the 640 target group families in ten villages for the period of one year
- To give focused attention to the anemic women regarding consumption of health salt.

Geographic Focus

10 Villages of Gurgaon Block, Haryana

- Bandhwari , Waliawas, Gwalpahari
- Wazirabad, Kanhai, Silokhra & Sainikhera
- Samaspur, Tighra, Ghata

Target Group

640 pregnant and lactating women, giving special attention to anemic women

Project Period

Initially for 1 year

Project Implementation Plan

1. Mobilizing the village level leaders and other resource persons.
2. Identification of pregnant and lactating women in all the 10 villages
3. One to one counselling
4. Awareness generation on nutrition and sanitation
5. Identification of health workers
6. Distribution of double fortified salt
7. Developing IEC materials
8. Monitoring and evaluation

Outcome of the one year project

- Reduction of anaemia at least in 50% of the target group by consumption of health salt, taking proper nutritious food and taking care of sanitation.

Monitoring of the project

The overall supervision of the project will be the responsibility of the Coordinator. The records of the salt packets distributed will be maintained and followed up. Quarterly progress and financial reports will be developed. The coordinator will be reporting to the program manager of Sukarya.

PROPOSED BUDGET

As per the records of the year 2007,

Sl	Village	No. of pregnant	No. of lactating
1.	Bandhwari	36	53
2.	Gwalpahari	13	27
3.	Waliawas	14	22
4.	Samaspur	16	21
5.	Wazirabad	42	47
6.	Tighra	38	36
7.	Ghata	23	44
8.	Kanhai	54	51
9.	Silokhra	23	33
10	Sainikhera	15	32
	Total	274	366

- Total target families in 10 villages is 640 (274 + 366)
- Consumption per month per household is 2.5 kg
- Total consumption per month by 640 families is 1600 kgs
- Total consumption in one year is 19,200 kgs
- Rate per kg is Rs.9
- **Total budget for 640 target families(pregnant and lactating) for one year is Rs.1,72,800**

Total expenditure for one year

Sl.No.	Heads	Proposed Expenditure(Monthly)	Annual expenditure
1.	Salt cost		Rs.1,72,800
2.	Procurement cost	Rs.5000 quarterly	Rs.20000
3.	Storage and maintenance cost	Rs.2000 month	Rs.24000
4.	Awareness campaigns	Rs.4000/ month	Rs.48000
5.	IEC materials	Rs.3000/ month	Rs.36000
6.	Coordinator	Rs.7000 per month	Rs.84000
7.	Health workers (20 health workers)	Rs.1000 / month/ person	Rs.2,40,000
8.	Transportation cost (Conveyance for the chairperson, Person in charge and volunteers to the project area as well as for networking with government offices and markets.)	Rs.2000 per month	Rs.24000
9.	Administrative Overheads (Stationary , documentation, Phone, photography, Courier, refreshment etc)	Rs.1000 per month	Rs.12000
	Grand Total		Rs.6,60,800

Total budget for health salt distribution for one year among 640 target families is Rs.6, 60,800