
DIVYA JYOTI MAHILA VIKASH

Annual Report 2018-2019



DIVYA JYOTI MAHILA VIKASH

Divya Jyoti Mahila Vikash
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Board 's Message

Dear Friends,

Greetings from DJMV!

Divya Jyoti Mahila Vikash (DJMV) is a grass-root woman led organization working to improve livelihoods security among marginal communities and empowering women and girls through various development initiatives

It is our immense pleasure to share in brief the Annual Report 2018-2019 of DJMV. DJMV has been working with different national, international agencies and the community based organizations on various high impact projects for the last 20 years on women empowerment, sustainable livelihoods, education, and menstrual hygiene management, operating from the coastal fishing communities, tribal and rural areas of Ganjam district in Odisha (India)- home to some of the poorest communities in the world as per Human Development Index.

Our dedicated team and volunteers focused on improving the quality of life through, livelihood and food security of marginal communities by adopting the multi-stakeholder's approach. Our results significantly reflected in terms of adopting organic farming; increase income of small producers; improve of education of girl child and enhancing menstrual hygiene among adolescent girls and women through capacity building initiatives and affordable sanitary napkins at the door step of poor.

We heartily acknowledge our donors and partners supports especially VGIF International, USA, Consulate General of the Federal Republic of Germany, Australian High Commission, VIEWS India and Community Based Organizations and all for their support to bring about the above changes in the lives of the people of marginalized groups.

Our future initiatives will continue to create an enabling environment of well-being for the poor with a focus on self -sustaining community led initiatives through knowledge, innovation and transformative action

Sincerely yours,

B.Gopamma

President -DJMV

D.Gayatri

Secretary -DJMV

ABOUT DJMV

Divya Jyoti Mahila Vikash (DJMV) is a community based nonprofit organization working towards women empowerment, education, menstrual hygiene and livelihood promotion. DJMV aspires to improve the living conditions of the poor and marginalized by adopting strategies through community initiative, participation and sensitization. Founded in 2000, the organisation has worked among backward communities in the interior unreached pockets of coastal Odisha, identified as one of the most under developed states in India. Women self-help groups have been taken as the base for all interventions and livelihood activities enabling them to contribute towards mainstream development process.

LEGAL STATUS:

- DJMV is registered under Societies Registration Act XXI of 1860 vide number GJM No: 6260-21 of 2001-2002 on 9.05.2001.
- DJMV is registered under Foreign Contribution Regulation Act FCRA 1976 vide Registration Number 104910154 / 2009 dated 21/07/2009.
- Registered under section 12AA(2) of Income Tax Act 1961 vide registration number 17/2009-10 dated : 16.06.2009 and permanent account number AAAAD5702F

VISION: We at DJMV envision a society where women have the guaranteed opportunities of development that enables them exercise their right to education, health, livelihood and social security.

MISSION: DJMV is dedicated for uplifting the status of women especially those from the marginalized section of the society through various development initiatives.

OBJECTIVES:

- To promote community-based organizations at grassroots level for sustainable development in rural and coastal areas.
- To provide livelihood promotion and social inclusion services to the poor and low-income clients in rural and semi urban areas with innovative solutions.
- To promote value-based education among children, women and youth for holistic development.
- To provide capacity building to various stakeholders and undertake evidence-based research on various development themes.
- To work on various issues like HIV/AIDS prevention, Environment and Climate change.
- To network with Government, NGOs, and CBOs for advocacy and policy level changes.

EMPOWERING WOMEN THROUGH MENSTRUAL HYGIENE MANAGEMENT



Menstrual blood is considered impure and unclean among the fishing community in Odisha and there is little awareness about this biological process taking place in a women's body. Since menstruation is looked down upon, women in this community have carried down numerous superstitions and myths associated with it generations after generations. Almost in all the villages in Rangailunda, women are forced to live in an isolated room outside the house during their periods and not allowed to participate in any worship or family rituals. It is believed that a child would fall sick if looked at by a menstruating woman. Hence many women consider it a shame and try to hide anything associated with menstruation. For example, they hide the cloth piece in the roof of their thatched houses in unhygienic conditions. They do not wash it properly in the open for the fear of being seen by anybody. Similarly, the cloth is often dried inside the house in some dark corner where it is hidden from the view of other family members. Many girls in the villages dry the piece of cloth on an iron trunk which is then pushed under the bed. The damp cloth is reused again and again leading to different infections and diseases. Very often the women do not speak out about their diseases out of shame and it is revealed only after the condition is aggravated.

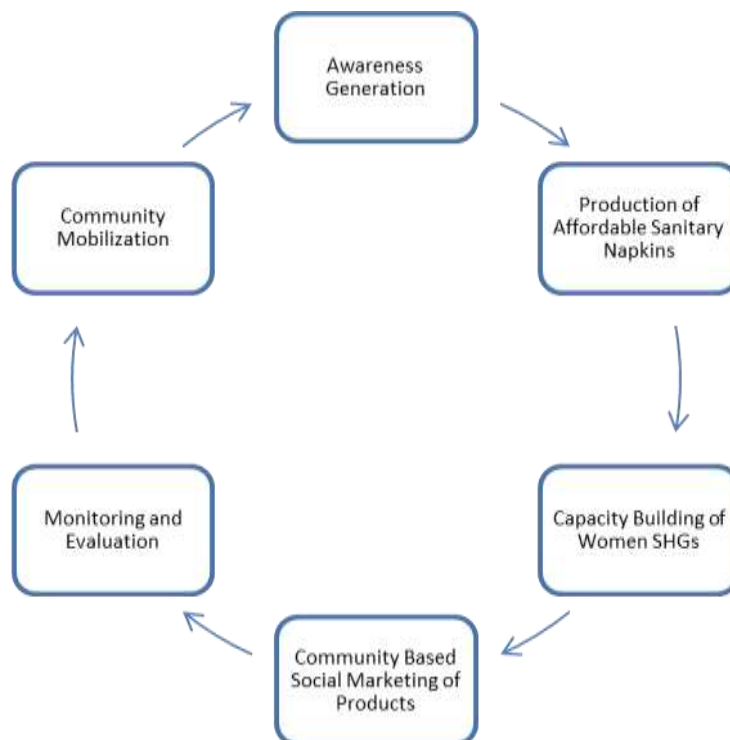
These unsterilized and often unclean methods result in various urinary tract diseases, cervical cancers and labor complications and also lead to loss of lives in serious cases. Our base line report indicates that 89% of adolescent girls and young women do not

use sanitary napkins. Although sanitary napkins are available in towns, these are often costly and the women have no access to these shops.

To address the above issues, Divya Jyoti Mahila Vikash -a women centric community-based organization started a project in partnership with Consulate General of the Federal Republic of Germany, Kolkata from October 2018. The project aimed to enable adolescent girls and young women from Self Help Groups to produce low cost sanitary napkins, which will be available locally in and around their community.

Under this project, DJMV worked closely with about 200 adolescent girls and women belonging to the marginalized households in the fishing community. Beyond project area, we also added another village for promotion of menstruation solutions and social marketing of napkins at door steps of the people. The project was implemented in villages of Ganjam district in Odisha. DJMV initiated the project in October 2018 after agreement with the Consulate General of the Federal Republic of Germany, Kolkata. During this period, DJMV implemented the following strategy to achieve the aims and objectives of the project in a strategic manner step by step not only to educate women about the importance of menstrual and reproductive health but also to provide the women with employability opportunities.

The project implementing process was as follows

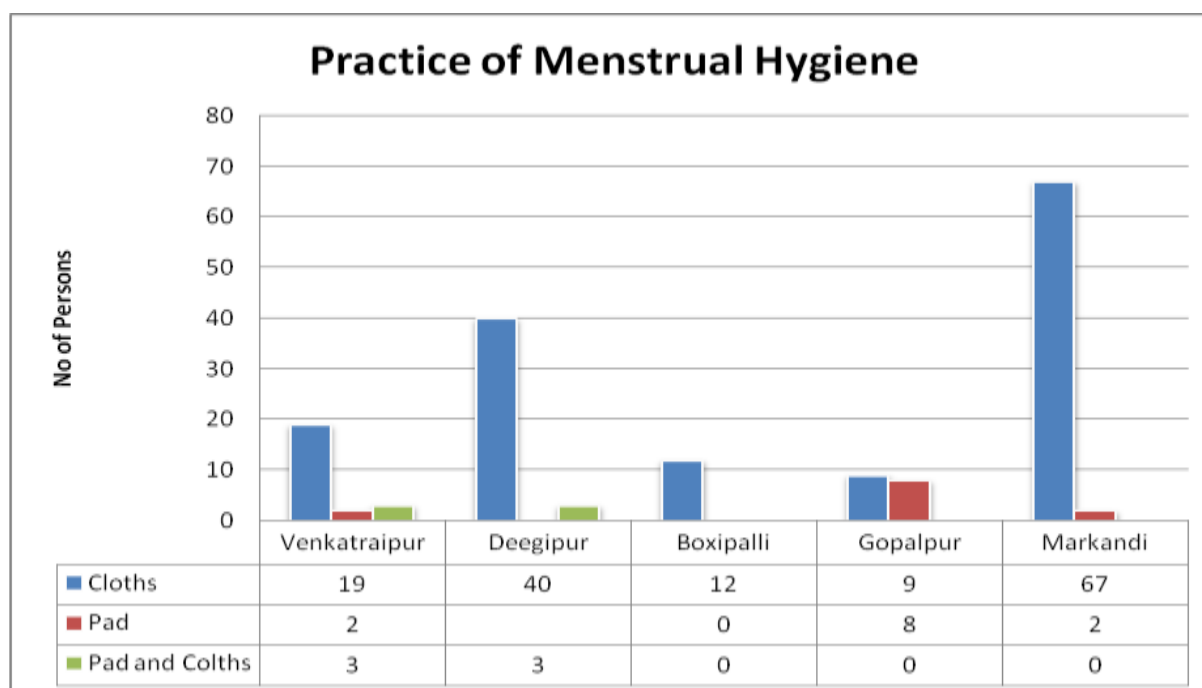


Activities Undertaken : *The project achievements during the reporting period were as follows*

The project cycle has been implemented in various phases as per the context of area

Community Mobilization: To start with, DJMV conducted meetings in the different villages and clusters level in which it discussed about the various health concerns rising out of unhygienic menstrual hygiene, and how they can be prevented. A complete awareness cum training program was conducted for each village. In these meetings we discussed about the issues relating to adolescent girls and how their hygiene and sanitation levels can be improved through the use of sanitary pads. In addition, we had separate discussion with our women SHG members in order to raise awareness about menstrual hygiene. We selected volunteers from amongst the SHG members to campaign the awareness drives in their own clusters.

DJMV conducted a based line study in 5 villages and collected data from 165 adolescent girls and women on use of menstrual practices. The study reflected that 89% women and girls use clothes due to lack of awareness and poor economic condition in the project operational area.



Following the intervention of DJMV, women were seen discussing the topic openly for the first time. Although a little hesitant earlier, they gradually opened up about the issues they face and were positive about the concept of sanitary pads. Although most of them had seen the pads in television commercials, none of them had used it. They were also unaware of the cost of the product.

Awareness Generation: DJMV involved the Anganwadi workers to mobilize adolescent girls and conducted a training session with the adolescent girls and young women. We inquired on the issues and challenges they face in terms of menstrual hygiene. The participants were sensitized on the demerits of traditional practice of using cloth pieces and why usage of sanitary napkins is recommended.



Training was conducted for select members to enable them understand the various challenges faced by women and how they should address the issue of awareness in their own clusters. Many young girls were more than eager about the using sanitary pads and especially the idea of having a unit nearby. 27 awareness camps and meetings conducted for 348 people attended. They were also keen to know the cost of the product and about how long a pad can be used to calculate the affordability factor.

Video Shows cum Training on Menstrual Hygiene Management: DJMV conducted video shows on menstrual hygiene management in Rangeilunda, Chikiti blocks of Ganjam district. The video showed small documentaries on various aspects of menstrual hygiene management, role of girls, students, asha workers and teachers in spreading awareness on the subject. As many as 63 girls attended the video shows. After the video shows, the trainer explained the benefits of napkins, usage of napkins and its impacts on health and hygiene. After the video shows, the girls were encouraged to purchase the sanitary napkins.



They were also informed of the availability of napkins at nearest retail shops.

Awareness on Menstruation Hygiene among adolescent girls and SHG Women:

awareness Camps were organized in ten villages in Rangeilunda Block. Five Kishori Mandal (adolescent girls' groups) in five villages were mobilized and discussions were held on issues relate to menstruation. 10 awareness meetings conducted. In their monthly meeting the SHG members clearly discussed about the menstrual hygiene and symptoms of infection and disease related to menstrual infection etc. A majority of SHG women were unaware about the sanitary napkin, so the community mobiliser explained them about the importance and the benefits of the sanitary napkin. Impact: While the young girls were easily convinced about the benefits, it was difficult to motivate the older women who thought it was a waste of money.



Menstrual Hygiene Management Training at High School: Divya Jyoti Mahila Vikash organized Menstrual Hygiene Management training at P.M High School at Gopalpur on-sea. Dr. Subarna Devi, the resource person and expert on menstrual hygiene covered various topics related to adolescent cycle, reproductive health, and menstrual hygiene practices, use of napkins and its impacts on personal health and hygiene. 8th Class student B.Kalpna said that it was for the first time that she heard about adolescent reproductive health and how to take care of one's health during menstrual period. She



was very convinced about the use of napkins and immediately bought a packet of “HAPPY” napkin” after the training from her pocket money.

Training on Menstruation Hygiene among SHG: A series of training sessions were organized in operational areas on menstrual hygiene among the adolescent girls and SHG women. Mrs. Gayatri, Resource person having a very good experience and knowledge on the reproductive system and menstrual hygiene was roped in for the training.

She conducted the training on menstrual hygiene for adolescent participants from 4 villages in Boxipalli Gram Panchayat.



Mrs. Gayatri, described the reproductive system of female body and the reasons that lead to menstruation, changes of the female body when the girl reaches puberty etc. She applied different methodology like games, quiz, and presentation to explain the reproductive system. She also covered the subject of menstrual hygiene besides explaining the Do and don'ts during the period. The sessions were impactful in the sense that the older women were gradually feeling the need to change the old practices. The professional way in which Mrs Gayatri discussed the issue was very convincing for both young and the old.

Field Testimony: “K. Damayanti, a 14-year-old adolescent girl from the coastal fishing village “Deegipur: says, “Earlier I used cloth and it caused skin tear if I walked for long distances. Hence, I used to avoid going to school during my periods. However, these pads are very comfortable and cause no such problems. I wish they were available for Rs 4 per piece”

Training on Menstrual Hygiene to women Self Help Groups: Divya Jyoti Mahila Vikash organized village level trainings for women Self-help groups in 5 villages. In this training, various topics like the need of menstrual hygiene, role of SHG in menstrual hygiene and benefits of sanitary napkins and its impact on personal health and hygiene

were covered. The trainings were facilitated in Telugu and Oriya languages by Mrs. Gayatri in a simple manner for better understanding of personal health and menstrual hygiene.

Sanitary Napkin Unit Setup and Training: Specialized improved machinery was procured and brought to Gopalpur. The machine has the capacity to produce 800-1000 sanitary napkins per day. A full-fledged training workshop was conducted in which technical aspects of the machinery; operations, its maintenance etc. was taught to the women SHG members who are in-charge of operations now. DJMV has been *monitoring these activities regularly through SHGs* and guiding the field staff/SHGs on how best we can keep the women motivated and productive. The vendor installed the machines and process of production in a detailed way. He explained the reason behind the use of different materials in the sanitary napkin and how this was a low-cost sanitary napkin. The adolescent girls and women have been provided an orientation on use of napkins and its disposal system. Sample products were first distributed among the adolescent girls and women and the feedback collected on the quality of the napkins. During the initial days we received complaints that the pads had too much of gum and following the feedback, we reduced the amount of gum and the pads are now being sold without any complaints.



Voice from the community: *“B. Janaki, Markandi, aged 22 said “I used to use clothes during my monthly menstrual period and it would stay for two days. But I feel pads cannot be used for that long. However, I understand that it is hygienic to change the pads daily,”*”

Develop Business plan of Sanitary Napkin unit: A business plan was developed by Divya Jyoti Mahila Vikash. The packets have been designed with the support of

Neelchan Packaging Pvt Ltd, Bhubaneswar. Each packet contains 6 pieces and costs Rs. 24. The napkin has been branded as “HAPPY” sanitary napkin and the SHG members have decided to market the products through their existing self-help group’s network and retail shops in the local area. The business plan reflected the viability of the business of Sanitary napkin unit and displayed the cost of production per unit, margin of the product and revenue that can be generated from this sanitary napkin business in rural area.



Workshop on Social Enterprise: A workshop on Skill & Entrepreneurship Development was organized by the Bala Vikash, at Warangle. DJMV Coordinator attended the workshop helped in the better understanding the concept of Social Enterprise- how to setup a social enterprise and how to help the beneficiaries to setup a social enterprise. The participants were also trained on the legal frameworks for social enterprise in India: It was a great experience for the team from DJMV to have had an opportunity to learn from the experts and the experienced.

Social Marketing of affordable sanitary products: DJMV implemented a marketing strategy for community based social marketing of sanitary products in rural areas and semi urban areas. DJMV designed a distribution chain for social marketing of the napkins consisting of women self help group members in 12 villages. Selling it through the SHG members made the napkins more accessible for the girls who could now buy them without shying away. The SHG members were also ready to meet the doubts and queries of the young buyers if any and this helped in the process of acceptance at the community level and frequent use of sanitary napkins. The napkins named “HAPPY” napkins” were sold for @ Rs. 20 per packet to the vendors who in turn sell it at @ Rs. 24 per packet to the customers making a

margin of Rs. 4 margins from each packet. Meanwhile the price of **HAPPY** napkins price manufactured by DJMV in this project has been much lower making it affordable for the village women. In our project area, a proper waste management system was missing for disposal of sanitary pads. DJMV have been sensitized the young women on how to dispose the pads in a hygienic manner so that it poses no harm to the environment.

Socio Economic Impact Analysis: The project succeeded in creating a significant impact at the local community as well as organisational level within three months' time. The details are mentioned below



The project gained a visible impact within two months' time in terms of awareness generated on the issue of menstruation among the village women in general and the adolescent girls in particular. In a noticeable difference, girls were no longer shy about talking about the subject, their issues and concerns in their families or friend circle. The openness in discussing this topic was a remarkable change and the elderly women have also become familiar with the topic. The sensitisation videos on the biological processes have busted the myths that menstruation is the wrath from Gods and hence there are fewer takers for the different superstitions associated with it. The young girls can be seen explaining the reason what leads to menstruation with the elder women in the family thus giving them an upper hand. This, we believe will

pave the way for a new breed of empowered girls who will not shy away or get mellowed down we encountered with the topic. The real changes that we witness on the felid are a testimony to the success we have achieved during this small period.

Secondly, the adaptation of cleaner menstrual practice is a commendable change among the women who are now careful after being warned of the diseases that could affect them if they do not practise hygienic ways. There has been a significant increase in the use of sanitary pads especially among the young even though some have continued to stick with the old practise of using the cloth pads. However, those using the cloth pads are making it sure to use it in the most hygienic way so that it does not affect their health.

PROMOTING ORGANIC FARMING THROUGH ORGANIC ENTERPRISE DEVELOPMENT



The increasing dependence on chemical fertilizers and synthetic pesticides in the agriculture fields and kitchen gardens of rural Ganjam has not only led to the degradation of soil quality but also resulted in many health hazards affecting the community. Agri experts have been suggesting that supplementing soil with organic manures is the only solution to improve the soil health and promote environment sustainability. Although the agriculture officers from the state government have tried to counsel the farmers on the harsh effects of the chemicals on the soil and ecology, many are far from being convinced and prefer to stick to their old ways. A few farmers who are keen to try out the concept of organic manure are preoccupied with their daily routines

to prepare their own organic manures. The process is usually time consuming and involves collecting the natural raw materials, mixing them in the right proportion and waiting for several days until the organic manure is ready for use.

To address the above issues, DJMV mobilized women self-help group members and engage them in producing packaged “ready to use organic manures” and allied products at larger scale as an entrepreneurship activity. The women members trained by agri experts to prepare Organic Seed Treatment Solutions, Organic Nutrients and Organic pest control solutions. Organic manures are the natural materials that decay into soils and enrich the soil by providing micro-organisms. The beneficial micro-organisms converted the nutrients in the soil into consumable forms for plants growth.



The project objectives are

- Create employment for women through organic entrepreneurs by establish organic products entrepreneurship business
- Enhance the skill of women entrepreneurs on production of organic products, packaging, financial inclusion and enterprise development
- Establish organic products social enterprise and social marketing of products by using existing Self-Help Groups Network

SHG Training on Organic Farming :52 women from 10 women SHGs trained on preparation of organic manures and sustainable agricultural practices like system of rice intensification and system of millets intensification (ragi promotion) with the help of Expert (Mr. Udit Babu and Agricultural officer from block office. The Packages of Practices (leaflets) on preparation of organic manure, system of rice intensification and system of millet was prepared and circulated among the farmers in 10 villages. The activities enhanced the knowledge on organic farming, use of organic manures and skills of women on preparation of organic farming.



It impacted on lives of farmers in terms of increase of production of paddy cultivation and ragi cultivation more than 40% as compare to other traditional practices. The cost of production in paddy production, ragi and vegetables decreased by use of organic manures in the field. Overall it contributed to increase the organic food security as well as income of the farmers at village level. The project created women as organic entrepreneurs in organic products enterprise. These women skill enhanced on production of organic products and packaging. The project imparted training to 10 women self-help groups on various types of organic manures and covered more than 150 women during sixmonth period of time. The small organic enterprise established by the women and supplied organic manures like Handikhata, Panchagavya, Neemastra, Brahmastra, Agneyastra, Fish Tonic, for controlling pests to surrounding 10 villages. The project



covered more than 520 marginal farmers in 10 villages to practice the organic manures. The 1000 Packages of Practices on Organic Manure designed, printed and circulated among 1000 households beyond the project area. The project offered organic manure to more than 520 marginal farmers at their door steps and offered the manures and trained the farmers. More than 1230 acres of land be cultivated through organic farming by using organic manure and cultivated vegetables, kitchen garden, paddy and millets in our project areas. The project contributed to enhance annual income for women increased and created agriculture production cost at household level and renewed interest in farming among the locals and particularly the youth

Skill training on Sustainable Agricultural Practices:

DJMV organized skill training on sustainable Agricultural Practices for the selected 52 women Entrepreneurs from the women SHGs to enhance their skills on preparation of organic manures, packaging and its social marketing of organic products in local area. One exposure visit conducted for women to show case of the organic manure's preparation and its preparation at the field.



After this, DJMV established five village level organic outlets to supply of the manures to the marginal farmers at the village level. Skill training in organic farming and techniques, Packages of Practices on organic manures provided to marginal farmers at village level by using packages of practices The trainings and exposure

visits enhanced the understanding and knowledge of women on organic farming, preparation of organic manures. This helped the women to prepare the organic manures and package and reach the ultimate farmers in the village. This contributed to produce organic food in paddy cultivation, ragi production. This activity



created part time of employment and increased the income of the farmers as well as the women engaged in organic entrepreneurs. DJMV organized 12 trainings on organic farming to SHG members into 10 villages covered 130 marginal women from 10 SHGs trained in organic farming and sustainable agricultural practices. DJMV engaged trainers to enhance their understanding and skills on use of organic manures at the field. The women members were trained by livelihoods experts to prepare organic manures and sold through various SHGs in rural areas

Organic enterprise Development:



The project significantly contributed to popularizing organic farming among the community during the last five to six months. The organic manures prepared by the women surfaced as a much-needed alternative for the farmers, who are now already convinced about the benefits of the same. The “packages of practices on organic manure” played an important role in spreading the information and knowledge on organic farming among the marginal farmers in remote areas besides helping in renewing the interest in farming among the youth. Promotion of vermin composite pits have helped to preserve the local indigenous seeds. The project encouraged women entrepreneurship to securing



sustainable livelihood by creating employability and increasing their income. The trainings helped poor women from 10 SHGs by boosting their self-confidence and enhancing the skill sets. Farmers in 10 villages understand the importance of organic farming and are convinced about the same. They now have access to readymade organic products and quality seeds at their doorsteps. The low-cost manures have helped farmers to reduce their



cost of production. This year more than 520 marginal farmers adopted the new system of rice intensification; vegetable cultivation and millets promotion using organic manures to improve soil fertility and enhance nutritional value of the crops. The organic manures improved production in millets and paddy as well as farmers income. The project created self-employment for women from 10 SHGs with enterprising skills. More than 1230 acres of land have started using organic and semi organic farming methods in paddy, vegetable and ragi cultivation in operational areas. The impact was reflected in increase in production in various crops like paddy, millets (Ragi production) vegetables and kitchen gardens.

Project Impact and Outreach: The project involved the women in project planning, implementation and monitoring of the project activities from the inception. The women self-help groups played vital role in project implementation. The project organized various trainings to the women self-help groups, it increased their understanding on group dynamics, livelihoods, organic farming and enterprise development. The participation of women in household decision making, palli sabha and gram sabha increased. The



project established strong linkage between with Block level Odisha Livelihoods Mission and agriculture departments. The project benefited to increase the income of marginal women through organic entrepreneurship in rural areas in Ganjam district. The project implemented in 10 villages of Ganjam district, Odisha through a market led gender centric approach to help poor households. The target beneficiaries covered mostly consist of tribal, widows and those living below the poverty line.

Future Plans:

- Providing quality education to the needy children in coastal and tribal areas
- Establishment of Adolescent Friendly Resource Centres to provide quality Education in coastal fishing and tribal areas
- Providing Menstrual Hygiene Management Services for empowering adolescent girls and young women
- Promoting Sustainable Livelihoods for marginal communities through gender centric and value chain approach

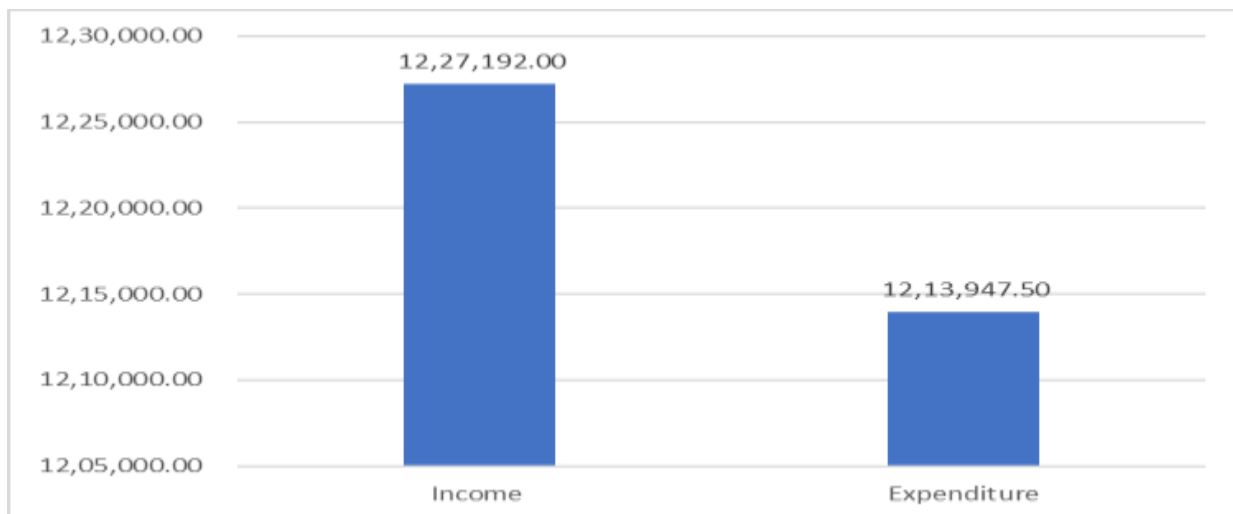
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Board of Governance

| Sl.No | Name | Designation |
|-------|----------------|------------------|
| 1 | Mrs. B.Gopamma | President |
| 2 | Mrs. K.Kamma | Vice-President |
| 3 | Mrs.D.Gayatri | Secretary |
| 4 | Mrs. L.Damanti | Joint Secretary |
| 5 | Mrs.K.Kamma | Treasurer |
| 6 | Mrs. B.Ankamma | Executive member |
| 7 | Mrs.D.Nukamma | Executive member |

Financial Summary



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