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# DIVYA JYOTI MAHILA VIKASH

## Annual Report 2019-2020



DIVYA JYOTI MAHILA VIKASH

Divya Jyoti Mahila Vikash  
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## Message from Board of Governance

Dear Friends,

Greetings from DJMV!

Divya Jyoti Mahila Vikash (DJMV) is a woman-led grassroots organization working to improve livelihoods security among marginal communities and empowering women and girls through various development initiatives since May 2001

It is our immense pleasure to share in brief the Annual Report 2019-2020 of DJMV. During Covid 19, DJMV has been working with various stakeholders on various community need-based projects and created significant social and economic impact projects for the last 21 years on Sustainable Livelihoods women empowerment, Girls and Women Empowerment, and Covid Relief Response operating in rural areas of Ganjam district in Odisha (India) for social and economic well being of the community

We are acknowledging our donors and partners supports support during this Covid 19 epically Embassy of Netherlands Embassy, Frauen Power, Sankalp, Australian High Commission, and Community Based Organizations for their timely support

Our dedicated team and volunteers focused on creating awareness on Covid 19 at the village level during this Covid 19 pandemic period. Along with being supported farmers for their livelihood and food security enhancement by conducting training and changing the attitudes towards adopting organic farming at field level, which was helped to increased household income of small farmers. We are conducted various community-based children-centric education for the girl children, provided skills training to youth for computer training, boat engine training. We supported fishery women. DJMV created various menstrual hygiene training and awareness among adolescent girls and women and reached the doorstep of poor adolescent girls and women through our Happy Sanitary Napkins.

Our future initiatives will continue to focus on women empowerment, girls' child education, skills building, and creating livelihoods for holistic development of poor communities through gender centric approach.

Sincerely yours,

D.Gayatri

Secretary

Divya Jyoti Mahila Vikash

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## 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.

**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.

**Theory of Change:** Empowering women and girls for the social and economic well being through livelihoods, Education and sustainable initiatives

### Legal Status:

- Registered under Societies Registration Act XXI of 1860 vide number GJM No: 6260-21 of 2001-2002 on 9.05.2001.
- 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

### KEY 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.

## Areas of Intervention:

During this financial year 2019-2020, DJMV focused on various keys thematic areas as follows

- a) Women and Girls Empowerment
- b) Livelihoods Promotion
- c) Children's Education

**Target Group:** DJMV believes Women and Girls are key drivers of change. DJMV focus on rural women, adolescent girls and girl children in rural areas of Odisha

## WOMEN AND GIRLS EMPOWERMENT

Women and Girls Empowerment is one of the key thematic area and foundational thrust for Divya Jyoti Mahila Vikash since inception.

During this period. DJMV conducted various awareness camps, trainings and other capacity building initiatives for empowerment of women and girls socially and economically in rural areas. We have conducted few activities on key need based



women centric issues as follows

DJMV conducted meetings in various village & clusters level in which DJMV discussed about the various health concerns which occur relating to following unhygienic menstrual hygiene, and how they can be prevented. A complete awareness cum training program was conducted for each village. In these meetings we also discussed about the issues relating to adolescent girls and how their hygiene and sanitation levels can be improved through the use of sanitary pads.

**Awareness Campaign on Menstrual Hygiene:** DJMV was involved the Anganwadi

workers and its own mobilisers and conducted a training session with the adolescent girls and young women in stage 1. We inquired with them on what are the main issues in terms of menstrual hygiene, which our community women face. Based on the issues identified, DJMV spread awareness amongst their community members about



sanitation practices and why usage of sanitary napkins is recommended. Training was conducted for select members of the project team which will enable them to understand the various challenges faced by women in using menstrual hygiene product and how



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they should address the issue of awareness in their own clusters.

Various Awareness meetings was organized in five villages of two Gram panchayat of



Rangeilunda Block. There are 5 Kishori Mandal (Adolescent girls group) and 7 Self Help Groups in five villages. The community mobiliser conducted 20 no's of awareness meeting and discussed about the issues relate to menstruation and their bio-physiological phenomenon in a women's lifecycle. In these meeting they clearly discussed about the menstrual hygiene and symptoms of infection and disease related to menstrual infection etc. There also they discussed about the precaution for these problems. The SHG women are not aware about the sanitary napkin, so the community mobilizer make understood about the importance and the benefits of the sanitary napkin in the above awareness meetings.

## Menstrual Hygiene Management for Government High Schools



DJMV conducted various video shows on menstrual hygiene management in Rangeilunda 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 96 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.

**Reflection from the community** "A 16 years old young woman Ms. Syamali from Gangavihar village shared her experience on how she was treated after her first menstrual period and how she was forced to stop her education and married away at the age of 14. She opined that the use of sanitary napkins will be help controlling the dropout rates among high school girls."

Gopaipuri on menstrual hygiene among the adolescent girls in these High School. There is the external resource person Ms. Sahana, having a very good experience in the reproductive system and menstrual hygiene. She facilitated the training on menstrual hygiene training to the adolescent girls of the participants of these schools. In this training Ms. Sahana described the reproductive system of female body and the symptoms of the menstruation, changes of the female body when the girl reaches puberty. She applied different methodology like games, quiz, and presentation to explain the reproductive system. She also captures the menstrual hygiene in this

training. Do and don't do at the period of menstrual hygiene. She explain menstrual cycle of the female, symptoms of the before and after menstrual cycle. She also explains the hygiene at the time of monthly menstrual period of the female.

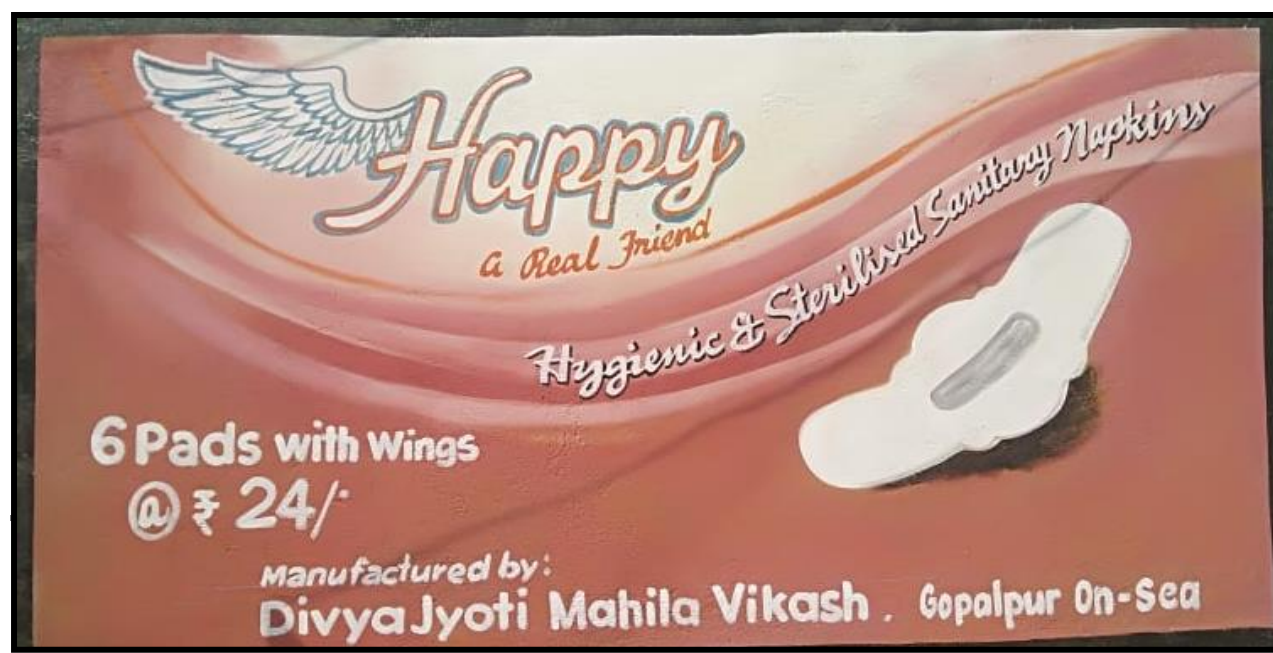
DJMV is monitoring these activities regularly through SHGs and guide the field staff/SHGs on how best we can keep the women motivated and productive. SHG is looking after day to day operations of the production unit. DJMV is mobilizing the community, motivate them, and create an enabling environment in the community.

### Community Based Social Marketing of affordable sanitary products

Mainly napkins were sold in shops operated by men, so women/girls feel shy to buy it from shop. Thus, having a distribution chain consisting of women will help the process of acceptance and use of sanitary napkins.



DJMV implemented a marketing strategy for community based social marketing of sanitary products in rural areas. Hence DJMV designed a distribution chain for social marketing of the napkins consisting of women self help group members and local retailers in 5 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**” were sold for @ Rs. 20 per packet to



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the vendors who in turn sell it at @ Rs. 24 per packet to the customers making a margin and transportation of Rs. 4 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.

### **Branding and Marketing level**

- “Happy” napkins as a low cost sanitary napkin brand we have promoted and publicity in the local area.
- Promotional activities like wall painting we have done in the village for advertising
- Channels of distribution for social marketing for sanitary napkins like SHGs & local retail shops we have encouraged through commission and incentives.
- Marketing of sanitary napkins in rural areas was a big challenge for DJMV. To promote Happy Napkin, DJMV made 6 wall paintings in key locations of Rangailund block. This wall paintings attracted people, promoted ‘Happy’Napkins and created a demand for the products at retail stores. The retail vendor from Gopalpur G.Kamala revealed that, after seeing this wall paintings, the demand of Happy napkins had increased.

### **Voice from the community:**

*“K. Anjali, a 16 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.”*

*“D. Sukamma, Venkatraipur, aged 19 said “I used to use clothes during my monthly menstrual period and it would stay for two hours. So I could not go out during my periods. But now I am using Happy pads and I feel I can go outside and do my work with no fear.”*



***The immediate impact of the project is as follows***

- Awareness created among 295 adolescent girls and young women on menstrual hygiene practices in 5 project villages and other surrounding villages through video shows, IEC material and awareness camps.
  - Skills enhanced on production of napkins and its packaging process among women self help groups.
  - A collective women led social enterprise- (Sanitary napkin production unit) has been established by the SHG members at Gopalpur.
  - Adolescent girls started using sanitary napkins during menstrual cycle and started avoiding the unhygienic methods practiced earlier.
- Trained 128 women Self Group members on menstrual hygiene management.
- 10 women SHG leaders trained on social marketing of napkins in rural areas through group approach.
  - 5 retail outlet engaged in social marketing of napkins in rural areas



## PROMOTING ORGANIC FARMING

Divya Jyoti Mahila Vikash with the support of VGIF International implemented sustainable livelihoods project through organic farming practices in Ganjam. Hybrid seeds and chemical fertilizers increase the cost of production of the marginal farmers who are forced to take loan from the local money lenders at higher rate of interest which they are unable to repay later.



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### Key problems at field level:

- More than 70% farmers in Ganjam depends upon on Agriculture for their livelihoods
- Increasing dependence on chemical fertilizers and synthetic pesticides
- Degradation of soil quality & 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
- Preparation of organic manure 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.
- Easy availability of neatly packed chemical pesticides prompts the farmers to use these toxic substances in the fields.
- Farmers do not realize that although these products produce instant results, they leave behind a trail of harmful after effects on the soil, the community and the climate.

**Project Goal:** To promote organic farming and ensure ecological balance in agriculture fields through collective women entrepreneurship and enhanced income opportunities for the rural women

### The key objectives as follows:

- To promote organic farming among marginal communities at village level
- To enhance skill sets of women SHG members on organic farming
- To establish a small-scale organic product unit to enhance the annual income of the women



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**Project Implementing Strategy:** This Project is implementing in 10 villages of Chikiti Block of Ganjam District. DJMV engaged women self help groups as key drivers for



change for sustainable implementation of the organic farming practices to enhance the skills sets of farmers and change their behavioral practices.

**DJMV organized various activities Undertaken**

- Community mobilization
- Institutions Building
- Orientation on Organic farming

- Training on Organic Farming



### Key Achievements

- 3 Package of Practices developed on organic farming, SRI and millets promotion
- 28 training conducted in 10 villages
- 1 Exposure visit conducted
- 52 women selected and trained on organic enterprise
- 10 organic manure and pesticide prepared by the SHG member
- 15 Vermi compost pit were installed
- 10 outlet established at village level by SHG members
- 2 Women Organic Network Meets organised on Enterprise and Social Marketing of Products
- 10 SHGs trained & engaged in organic manure

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**Project Impact at Field level:** 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 project 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 famers 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



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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.

***The visible outcomes at fields as follows:***

- Increase of awareness level of farmers on organic farming
- Capacity building of women entrepreneurs on preparation of various of organic manures/bio fertilisers enhanced
- Skills set of farmers especially on women on organic enhanced
- Best practices on organic manures, System of Rice Intensification (SRI) and System of Millets Intensification (SMI) introduced among the farmers' fields
- Engagement of women in organic business improved their self-confidence at village level
- Application of organic manures at field decreased the cost of production in paddy field, millets, vegetable cultivation and kitchen garden
- women led organic farming campaign initiated at small scale
- SHG connected with Government to access schemes and financial services

The project significantly contributed to popularizing organic farming among the community during the six months. 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 helped soil



fertility have helped to preserve soil fertility at the ground. The project encouraged women entrepreneurs to secure a sustainable livelihood by creating employability and

increasing their income. The trainings helped boosting the self-confidence of poor women from SHGs and in enhancing the skill sets of farmers. It is encouraging to see the women – who like cadres are taking lead in promotion of organic farming and explaining the benefits of bio-fertilizers in villages.

The project helped to improvement in the quality of soil fertility and the crops had enhanced nutritional value. The agriculture officers from government who visited the field said that the project will contribute to improve soil quality particularly because use of this manures. They attributed it to the nourishment of the soil and the use of organic manures.

### Future Plans:

DJMV board of Governance prepared annual action plan for the financial year 2020-2021.

The Future Plan of DJMV as follows;

- a) Ensure quality education to the Girls Children in coastal and tribal areas
- b) Establish Digital Literacy and Skills Training for Adolescent girls and youth
- c) Access to Menstrual Hygiene Management Services for empowering adolescent girls and young women
- d) Secure Sustainable Livelihoods for marginal communities especially women to improve their quality of life
- e) Establishment of Adolescent Friendly Resource Centres to provide quality Education in coastal fishing and tribal areas

### 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
9	Mrs.D.Koramamma	Executive member

## Our Valued Partners

- Netherland Embassy, New Delhi
- Australian High Commission, New Delhi
- Sankalp, USA
- VGIF, USA
- Nourish International, USA
- German Embassy, Kolkata

## Registered Office

### DIVYA JYOTI MAHILA VIKASH

At/Po: Markandi

District: Ganjam district,

State: Odisha ( India)

Email: [djmv.ngo@gmail.com](mailto:djmv.ngo@gmail.com)

**FOR WOMEN'S SAKE**

DESPITE FACING MUCH RESISTANCE FROM HER COMMUNITY INITIALLY, BADE GOPAMMA HAS SUCCEEDED IN HER EFFORTS TO ENABLE WOMEN EMPOWERMENT

“Any talk of menstruation cycle, hitherto, was considered taboo in our community. Due to illiteracy, people were influenced by superstitions. We tried to overcome these problems but due to lack of awareness we had to work extra hard. Once we participated in a fair at Bhubaneswar to display our fish products and that is where we first came across low-cost sanitary napkins being manufactured by self-help groups for ₹15. In addition to selling napkins, we held awareness raising programmes on menstrual hygiene and educated adolescent girls and women on the subject,” Gopamma said. The venture now generates regular income and the sanitary napkins available in the market, but the napkin quality is adequate to maintain cleanliness,” added Gopamma. Gopamma is an active member of the Ganjam District Traditional Fishermen's Union and Odisha Marine Fish Workers' Union. She has participated in workshops and meetings sponsored by the World Social Forum and World Fisher Forum and in various national fisheries workers' forums under the NFF banner. Gopamma organises community-based awareness campaigns focusing on the girl child and girls' education in coastal fishing villages. She was also instrumental in minimising child labour and child marriages in the coastal villages. Besides, she is also active in community-based social marketing of oral contraceptives to popularise family planning in Ganjam district.

**Gopamma's self-help group Divya Jyoti manufactures low-cost sanitary napkins and holds awareness raising programmes for adolescent girls and women on menstrual hygiene**

Get ready for Love, a many-splendoured thing