
DIVYA JYOTI MAHILA VIKASH

Annual Report 2020-2021



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 2020-2021 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

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) Covid 19 Response
- b) Women and Girls Empowerment
- c) Grow Your Own Food
- d) Promoting Kitchen Garden

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

COVID 19 Response



The COVID-19 pandemic is affecting the Indian as well global community at large. The poor and marginal communities in coastal fishing villages of Ganjam in the state of Odisha have weak access to information, healthcare and livelihood. Pandemic and loss of livelihood has severely affected their physical and mental wellbeing of women and children. The Ganjam district in the state of Odisha is home to migrant workers who generally go for seasonal work to different states of India.

The poor, mainly engaged as daily wage labourers in the unorganized sector, and are expected to bear a disproportionate brunt of the economic fallout of this unprecedented health emergency. Over the past five months of lockdown, the people in coastal fishing villages in Rangailunda block of Ganjam district have lost their daily income and are forced to remain indoors. While some of them managed to purchase supplies, many are still unable to gather resources. The situation is very difficult for the poor women in coastal





fishing villages. The marginalized sections which includes poor women from coastal villages and migrant population have lost their jobs, and have very less or no food to eat; also do not understand or not aware of safe hygienic practices. These women especially single mothers, widows and pregnant women are going through numerous problems. The lockdown has left them to fend for themselves within the four walls of their houses. Although the government has announced ration, these members do not have the required documents and cards to avail these benefits. The situation has led to an upsurge in domestic violence and sexual abuse many of which go unreported. Adolescent girls and children are vulnerable to sexual abuse to men in the community and within families. Under such conditions, **Frauen Power** extended support to provide food baskets and awareness related to contain the spread of pandemic.

The overall objective of the project was to provide food baskets to the distressed



women in coastal communities of Ganjam district.



The project was implemented in 6 villages including Markandi, Deegipur, Boxipalli, Ganga Vihar and Venkatraipur in Rangailunda block of Ganjam district in Odisha. The project covered 400 poor households. The project was implemented in the month of August 2020.

The project was implemented in the 6 villages in Rangailunda block of Ganjam district in Odisha with active support of women self help groups members and community volunteers.

Our community volunteers conducted household survey and selected poorest of poor beneficiaries from below poverty line, family headed by poor women, elderly persons, children of migrant parents living with grandparents, pregnant women, lactating women from fishing villages



The project took care of hunger of these poor families, the food baskets and brought relief to the households particularly the women who usually get to eat the left over from the meals in the family. The project created Awareness on COVID 19 in coastal villages among 400 households. 400 Food baskets were distributed to poor households. Frauen Power support came as a much-needed help for the needy communities during this global crisis especially for the single women, and below poverty line people who had lost their income and were rendered hopeless during the pandemic.

Story of Change: L. Guramma, 56 years old widow woman living in Deegipur village of Boxipalli Gram Panchayat in Ganjam. She is engaging in dry fish business for her day-to-day livelihoods. During COVID-19 lockdowns, as she is living in distress condition, she could not go to sea shore for purchase of fish and she lost her livelihoods due to lockdown. As a single woman, she faced lot of problem for their Essentials Material. The lockdown was very difficult for her as government help has not reached in time, she fail to manage their food.

The local women organization timely reached with the support of Frauen Power. The beneficiaries were overwhelmed and expressed their deepest gratitude to FRAUEN POWER and the team of DJMV. The community members shared that we were the first to reach out to them when their entire savings had drained out. These food kits and hygienic kits will help to manage their family food requirement minimum one month. The project helped to enhance the visibility of **FRAUEN POWER** and DJMV and the community executed confidence and trust in our project staff. This will certainly go a



long way in achieving our other project activities.

With the support of Frauen Power. DJMV women organisation distributed ration and hygienic kit. This support give them a hope to live in this situation. Team DJMV supported 400 poor households within the project period of 1 month. But the livelihoods restoration and food security of poor women from fishing communities is the need of the hour. DJMV women's organization sincerely acknowledge the contribution of FRAUEN POWER for financial support for COVID 19 Relief response in this global crisis period.

GROW YOUR OWN FOOD



Hundreds of farmers and farm laborers who had migrated out of the tribal pockets of Odisha's Ganjam district have returned home after the Covid pandemic and the subsequent lockdown. Media reports stated that the district received close to 10 lakhs of migrants during the Covid. While the initial supply of free rations by the state government helped them sail through the lockdown period, there is now a growing uncertainty over food requirements in the household. For women in the tribal villages of Chikiti, managing food has become a major cause of worry and anxiety. With breadwinners of the house, now unemployed at home, has led to the draining of all the savings. With extra mouths to feed, the health, and nutrition of the family is the first thing to be compromised. This has led to visible signs of malnutrition such as weight loss, fatigue, and low immunity to diseases among children and women. Women, who heavily compromise the food intake are the worst sufferers.



Traditionally the male member of the house is served the major portion of the cooked food. The female members including pregnant and lactating mothers are the last ones to have whatever is left over. Of late it has been only watered rice with salt and pickle for most households. While malnutrition has remained prevalent in tribal pockets, the situation has worsened due to the ongoing pandemic. Food insecurity is prevalent among tribal groups and there is a high prevalence of stunting among tribal children in Odisha points out a UNICEF report. The proposed project would make sure that agriculture and natural resources are linked to nutrition. It will ensure that each family grows eight to twelve kinds of vegetables in a scientific way to meet their dietary requirements.

DJMV implemented a community-based project with the support of Australian High Commission, Kolkata.

The overall objective of the project is to introduce 300 tribal households in 10 villages to the concept of “Grow your own food” through organic kitchen garden in order to supply their daily dose of nutrition from their own backyards and empty spaces around the houses.

DJMV has undertaken the following activities at the village level.

- Conducting community level meetings on Grow Your Own Food
- Developing Information Education and Communication Materials on the preparation of organic kitchen garden
- Organizing training on benefits of organic kitchen Garden among women self-help groups
- Organizing training on preparation of bio-fertilizers for use in the organic kitchen garden to ensure nutritional security
- Supported for vermicompost pits at village level to produce organic manures in kitchen garden field
- Handhold support for the promotion of kitchen garden to ensure food and nutritional security for women and children at household level



The project was implemented in 10 villages with the support of women's self-help groups. The following changes occurred at the field level.

- Interest and habits on Kitchen Garden promotion increased among women at the household level
- Awareness and skills set on the preparation of organic manures improved
- Now the community people preparing vermicompost pits by using wastages
- 300 households engaging in the kitchen garden at the household level
- Food habits and using of nutritional food increased among pregnant women and children

The project increased understanding on the preparation of organic manures and cultivation of organic kitchen gardens in their backyards. Now all the 300 households having organic kitchen gardens in their backyards and small fields during this covid crisis period. Now they no need to go to the market for the purchase of vegetables. Now they are cultivating their own organic, safe, and fresh food without using any chemical fertilizers in the field. Now they have organic food in their family and ensured nutrient



security in households without depends upon the market. The kitchen garden women farming saving Rs.20 to Rs.25 at the household level by consuming organic vegetables and selling the remaining produce in the market. This project made a visible change at the community level to grow their own organic food without going outside during this



covid 19 crisis period.



During this implementation phase, DJMV faced the following challenges at field level.

- Lockdown and shut down due to covid cases
- Promoting kitchen garden helped to ensured nutritional security at every household level
- Need more training on the preparation of bio-fertilizers
- Water availability is one of the major crises during summer season



The organic kitchen garden is very successful at the field level. It directly supports the community and contributes to Sustainable Development Goal 1, 2,3, 12, 13, and 15. The following recommendations are mentioned for the successful implementation of Grow your own food project. Based on this project implementation experience, the following recommendations for successful implementation of the project



- Creation of Kitchen Garden Didi at field level
- Strengthening of community-based seed banks at village level for saving of indigenous seeds and internal land
- Promoting of Rural Marketing of organic vegetable through Vege-cart in near coastal and low towns to ensure better price to the market
- Producing value-added products from vegetables
- Replicate and scale of kitchen garden model in other areas of Ganjam
- Support of low-cost irrigation and water-related infrastructure is the need of the hour.



EMPOWERMENT OF ADOLESCENTS GIRLS AND YOUNG WOMEN THROUGH MENSTRUAL HYGIENE MANAGEMENT

In Indian culture, menstrual blood is considered impure and unclean and there is little awareness about the most natural bio-physiological phenomenon in a women's lifecycle. Throughout history, directly or indirectly, women have been told that having periods is shameful and burden for them. Even today most of the societies carry this understanding of menstrual cycle and accordingly they practice certain activities, which are not acceptable in so called civilized world. For instance, women do not enter temples or carry out auspicious activities during their menstrual periods. Since menstruation is looked down upon, women also tend to neglect the importance of proper menstrual management. In studies it has been found that only 12% of India's 355 million menstruating women use sanitary napkins and rest i.e. 88% women follow unhealthy practices.

A closer look at the traditional practices adopted by women and girls in India throws light on a shocking scenario. According to a study conducted by AC Nielsen, around 300 Million women in India rely on old rags, plastics, sand and ash to address their



sanitation needs during their menstrual cycle. These unsterilized and often unclean methods result in various urinary tract diseases, cervical cancers and labor complications which claim thousands of lives each year.

This is due to unawareness of menstrual management and costly available options in the market (70% Indian families cannot afford costly napkin pads). Often women in Villages dry the cloth they use during menstruation behind the doors and remove it (even if it is wet) before the male members come and use it again with dirt & moisture, that leads to vaginal infections, skin irritations and other sexual diseases. However, this is still to be implemented in vast parts of India due to unavailability of low-cost sanitary napkins and a proven model of distribution.

The project **“empowerment of women through menstrual hygiene management”** was aimed to dispel the blind beliefs surrounding menstruation that is considered

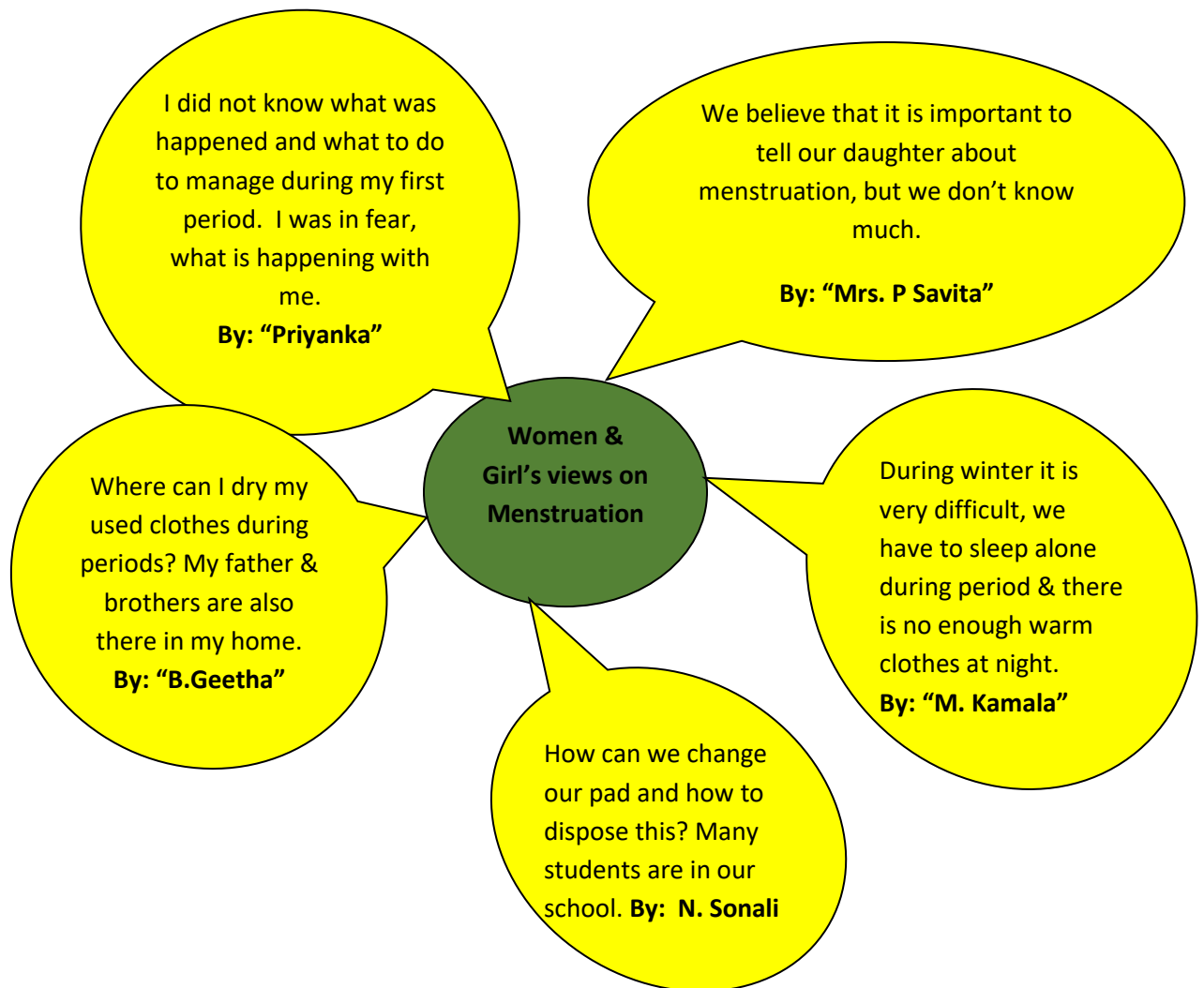
impure and unclean among the Tribal & Dalit community in Odisha. Our aim was to sensitize the households in the tribal villages in Ganjam about the importance of menstrual hygiene and burst the superstitions surrounding the biological process that is being carried down generations after generations. At the same time we wished to provide them with an alternative in form of sanitary pads that were not only affordable but could be easily accessed without any reluctance. This could be done by setting up of a sanitary pad manufacturing unit at the village level itself run as a social venture by young women entrepreneurs for regular income generation and employment opportunities. It may be noted that women in the tribal & dalit community consider menstruation 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.

The project played a significant role in empowering adolescent girls and young women on menstrual hygiene through enterprise development for their economic wellbeing. The implementation of this project was an exclusive combination of education and awareness building to ensure greater behaviour change among adolescent girls and women in order to motivate them to use clean, safe sanitary napkins at affordable cost. As a grassroots organisation, the project provided

Following the intervention of DJMV, women were seen discussing the topic openly. 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.



Develop IEC Materials Development on Menstrual Hygiene Management

Divya Jyoti Mahila Vikash designed a leaflet for the rural adolescent girls and SHG members in Ganjam district. This leaflet developed in local language was aimed to

about the sanitary napkin, so the community mobilizer make understood about the importance and the benefits of the sanitary napkin in the above awareness eetings. We found the following issues during our awareness meeting.



DJMV conducted video shows on menstrual hygiene management in our operational area 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 296 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.



DJMV 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.

DJMV is providing technical guidance and support, supervision to SHG Member. DJMV producing low cost sanitary napkins with the of young women to earn their livelihoods.



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. DJMV contacted local NGO and sold out 25500 sanitary Napkin packet to local NGOs to distribute relief material during the lockdown for COVID-19.

In addition, we had separate discussion with our women SHG members and raise awareness about menstrual hygiene management. We selected volunteers from amongst the SHG members who will champion the awareness drives in their own clusters and SHG group members. The project positively impacted the organisation at different levels. The staff learnt a lot throughout the process especially on breaking the ice and discussing sensitive topics such as menstrual hygiene management with adolescent girls and young women in coastal fishing and rural areas. It has boosted a lot of confidence among our staff that will help us in our future projects of similar nature.



Moreover, the brand HAPPY brought us the much needed visibility not only in our area of operation but also at the district and state level. We were overwhelmed with the response and queries coming from both media as well as other non profit organisations who wanted to implement similar projects in their respective areas.



DJMV was fortunate to receive guests including students from outside the district who visited our unit to understand the functioning of our unit as a social enterprise.

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	Ms. Sibani Behera	Treasurer
6	Mrs. B.Ankamma	Executive member
7	Mrs.D.Koralamma	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

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