

Quarterly

N  
E  
W  
S  
L  
E  
T  
T  
E  
R



AUROBINDO CHAUDHURI MEMORIAL  
**GREAT INDIAN DREAM FOUNDATION**



January - March 2011

**In This  
Issue...**

Reena Nurses Her Dreams

4

A New Dawn For Usha

6

# Health

## I. A Vehicle Of Health, And Hope

GIDF's Mobile Health Outreach Programme intends to take basic healthcare and spread awareness about health and hygiene among disadvantaged sections of people in India's remote hinterlands. The purpose here is to overcome the barriers posed by the lack of health infrastructure by taking healthcare professionals and consultants to these villages in a medically equipped van. Every month, at district Guna in Madhya Pradesh under this programme, we cover a set of villages providing medical assistance to the less privileged. The GIDF team also sensitizes the villagers about health issues like malnutrition, immunization and de-worming. This quarter, we also conducted **special camps for pregnant mothers and infants** in villages like **Gidiya, Sarasbeh and Maharkimahu**.

Besides, we also conducted several community meetings in all the targeted villages related to health issues as well as about our services, so that maximum number of villagers can approach us and benefit from the outreach programme.

## II. A 'Friendly' Approach Towards Awareness

As a part of our HIV/AIDS awareness initiative, we recently initiated a one of a kind programme called the

**Behaviour Change**

**Communication Park** in District Guna, M.P. which was inaugurated by **Mr. Narendra Kumar, GM, GAIL (India) Ltd.** on the 23rd of February, 2011.

HIV/AIDS being a sensitive issue, talking to people about it, especially truckers who fall in the high risk category, is a big challenge in itself. After repeated attempts, we found that usual methods like calling truckers to sit for meetings and counselling sessions often fail to bring the message home. The communication, we felt, needed to imbibe a more friendly approach.

To facilitate this, we selected a location near a truck halt which is next to a LPG/CNG station where most of these truckers come. The new park will be a place where they could be educated by showing movies, involving them in interactive sessions while enjoying games like carom board & cards. This makes the entire environment much lighter, helps them open up and understand what we want to communicate to them, in a much better manner.



*The new BCC Park Inauguration function held in Guna, M.P.*



## Driving On A Different Track

**P**ramod is a young 24 year old driver. When GIDF met him, they found out that he used to frequently visit sex workers near various roadside dhabas & restaurants. As expected, he was totally ignorant about HIV/AIDS & didn't ever bother to take any protective measures. GIDF workers counseled him & urged him to get a check up done in their "Hamraaj" clinic, which has been set up exclusively for truckers. Pramod was detected with signs of STD (Sexually Transferrable Diseases). He was provided medicines & counseled about the harmful effects of having multiple partners for fulfilling sexual desires and the advantages of using a condom for protection from diseases. Promod is now a more aware & changed man today.

## ENVIRONMENT

### Conserving Water, Sustaining Life

Depletion of water resources is a global issue that's fast assuming the proportions of a disaster like situation. In India, the problem has become more acute due to unplanned growth, lack of awareness and rampant drawing of ground water for industrial and construction purpose. Considering the fact that

India, with 16% of the world's population, has only 4% of its fresh water resources, the issue need to be addressed on a war footing, involving the grass roots and the policy makers alike.

GIDF understands the crucial need to spread awareness – because without active collaboration from the common man, **all water conservation efforts** are likely to fall flat. With this in mind, a joint awareness class **on World water day was organized at Thusharagiri in Kodancherry Panchayat by Alphonsa SHG and Karunya SHG.** GIDF's Project officer in Kerala, Mr. Alexander P.J, gave an orientation lecture on Water Literacy. The members took an oath to conserve water and natural resources.



*Members take an oath to save water*

# Employment

## II. Towards A More Confident Future

GIDF conducts a range of training programmes for youth who fall below the poverty line (BPL category). Our projects, running in **Delhi, Assam,**



*A session being on conducting retail marketing in Assam*

**Rajasthan, Uttar Pradesh & Madhya Pradesh,** provide the participants with job assistance once they successfully complete their training & clear the course examination. We have several training centres in these states currently training hundreds of students. This quarter, in accordance with our expansion plans, we started some more training batches. For example, we started 5 more batches in **Assam in trades like welding, retail, fitter & basic electrical; a new batch in Raebareli in the month of February; 2 more batches in Retail Marketing in Bassi & Achrol block of Jaipur.**

Moreover, the girls that enrolled in our e-Shiksha

programme were given **free training in beauty culture for a week in the village of Awan, Madhya Pradesh.** Around 30 girls participated and were trained in the basic course of beautician including threading, facial and bridal make-up. Majority of girls who participated in this one week training belong to SC/ST class. Armed with this training, a few of these girls are already considering opening their own beauty parlour

## II. Skill based training for Artisans

Through this programme, GIDF aims to empower rural artisans of India through capacity building & skill up gradation workshops. **Our areas of operation include seven major crafts across the nation, ranging from Paper Mache of Srinagar to Palm Leaf Crafts of Kanyakumari.**

In this quarter, our main **focus was to counsel these artisans to form self help groups** through further training, focusing on new techniques to make products in demand. Besides helping artisans, this also prevents the traditional arts of India from phasing out.

We provided the artisans with ID cards & link them with a bank so that when they start working together, they would be able to save their money and work towards starting their own venture.

**23 female artisans in Kerala participated in a two day training workshop in March on imitation jewellery making. Mrs. Teresa, an expert from**



*Members of a self help group in Kerala participate in a artificial jewellery making workshop*

**Kozhikode, trained them on how to make the latest designs.**

The Self Help Groups celebrated **Women's Day** on the 8th of March. SHG Jyoti & Usha from Thalayad in Panangad Panchayat and 2 other SHGs at Myllepampara in Puduppadi Panchayat organized a guest lecture on **Gender equity and women empowerment.**



### **Reena Nurses Her Dreams**

**R**eena Pinara, from one of the interior villages of the **Bassi Tehsil of Jaipur in Rajasthan**, was married at an early age. After her husband, the only earning member in her family, met with an accident that fractured both his legs, she was stranded by her three children & in laws. It became crucial for Reena to find an alternative source of income, but being less educated, it was a tough task.

Reena heard about GIDF's job oriented training programme for BPL families, which was running in

Bassi Tehsil. She decided to give the three months Nursing Training a try. That was one decision that helped her turn around. After successfully completing her training, GIDF helped her get a job in **SAHAY Hospital** where she was placed as a **General Duty Assistant** on a monthly salary of Rs. 3,000/- with free accommodation.

It was a big support for her family. Besides, it boosted her confidence a lot, because she decided to take the right step at a time when the future seemed bleak for her family. Reena is now a role model of many other ladies of her village who are struggling with similar types of problems and fighting for their self dignity and existence in the society. **Last but not the least, her children are now back in school, which seemed like an impossible dream just a few months back.**



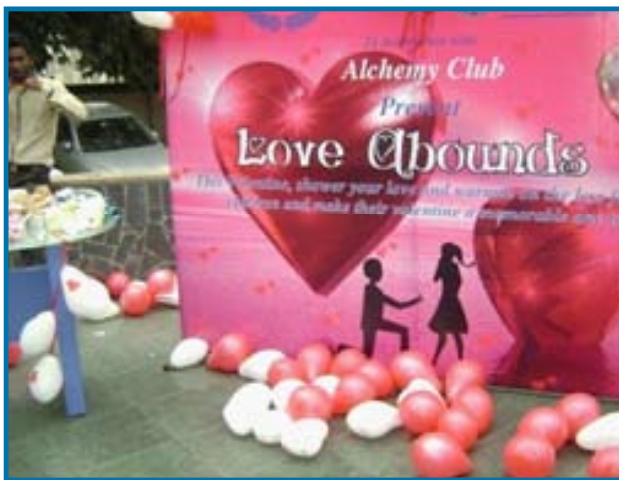
*Reena at work*

# Education

## I. Making Them Belong To The Mainstream

### Early Childhood Development (ECD) Programme

This quarter, besides academics, a series of extra curricular activities happened in all the ECD centres across the 6 states where we run this pre-school programme for disadvantaged children. It started with **New Year celebrations**, followed by **Republic Day**, where children dressed up as well known historical figures. In some centres, games were organized, while in others, kids were asked to colour the Indian Flag.



*Love Abounds*

Also, in Hyderabad and Pune, children celebrated **Makkar Sakranti** in January by flying kites.

In the month of February, Delhi ECD centre kids were taken to the IIPM on **Valentine's Day**, to spend some time with young management aspirants. After a session of dance and revelry at the IIPM Cafeteria, the kids were taken



*Children during the painting competition*

to the open lawn within the campus to participate in fun games like piggy bank painting and paired Musical Chair. The programme, designed to boost the confidence of these little kids with emotional support, was a huge hit with the IIPM fraternity as well. The kids were loaded with fabulous gifts like toys, books and clothes, thanks to a donation drive organized by the student committee of the GID Club of IIPM. In March, all the centres celebrated Founders Day, in remembrance of Aurobindo Chaudhuri, the driving force behind GIDF. Kids participated in drawing and singing competitions. Besides, we conducted quarterly health check up camps at all the ECD centres.

## II. One With The Environment

### Expanding the horizon of e-shiksha programme

True education combines classroom teaching with outdoor exposure, and if that could be done in a spirit of fun and frolic, the learning stays on for a sustained period of time. With this in mind, ACM GIDF arranged an exposure visit for 40 girl students of village Dharnavda, Madhya Pradesh, to the nearby



*e-Shiksha students visit the Govind Sagar dam*

Govind Sagar Dam. The purpose was to expose the girls to the importance of water conservation.

Water scarcity is, in any case, a major issue for this impoverished region which depends mainly on agriculture for their daily sustenance. Arranging potable water is generally the task of the women in the village. If they become aware of the importance of water conservation, and start taking necessary steps to this effect – it's bound to have a long term impact on water management at the grassroots level. The educational tour was one first step towards that.

The students enjoyed their day out where we organized a host of fun competitions like sports, drawing and essay writing. The best performers were awarded with prizes.



### **A New Dawn For Usha**

**U**sha, a five and a half year old girl, lives in a rented house with her parents and her younger brother in Delhi's Madanpur Khadar.

Her parents migrated from Bihar in search of livelihood. Although her father works in a private firm, he earns so less that it's difficult for the family

to afford education of their child. As a result, **Usha got confined at home and did not go out to play with other children.**

During a survey, GIDF spotted her. Our field staff came to know about the reluctance of her parents to send her to the center because according to them early childhood education was not necessary and they wanted her to enroll in formal school. The GIDF educator explained to them the importance of early childhood education as a stepping stone to formal schooling. Her parents were also told that confining the child at home can make her introvert and fearful in future. After a few sessions of counseling, they agreed.

In the beginning, Usha used to be very silent and unresponsive. After observing for few days educators spotted her area of interest



*Usha*

- listening to stories and rhymes. **She was encouraged to participate in story telling and rhyme sessions, paying extra attention to her.** She opened up slowly and started participating in all group activities. Her parents were amazed to see the change in their child. This year Usha has been enrolled in Nagar Nigam Praptnik Bal Balika Vidhyalaya, Madanpur Khadar in class one.

ACM GIDF is a developmental organization of national repute; facilitating community development initiatives since 2002. We are working for the cause of human development focusing on the less privileged sections of the society in the rural & urban areas of the country. The spheres of our work are governed by issues related to Health, Education, Employment and Environment.



## AUROBINDO CHAUDHURI MEMORIAL GREAT INDIAN DREAM FOUNDATION

Regd. as a National Level NGO under the Societies Registration Act XXI of 1860

**Head Office :** IIPM Campus, Chattarpur Bhattimines Road, Satbari Chandanhaul, New Delhi –110074, India.

Tel.: +91-11-42789846/42/40/37, Fax: +91-11-42789887, Email: care@gidf.org, Web. : www.gidf.org

*All contribution are 50% tax exempted under section 80G of Income Tax Act 1961*

Let no girl ever dropout of school

Please fill in Block letters

Name:

Address:

Email:

Phone: Res.:  Code  –  Code

Off.:

Mobile:

Sex: M  F  DOB:  –  –

Pan No.

(for donation of Rs. 10,000/- and above)

₹548 for sponsoring a **child's** primary education for **one month**.

₹6,572 for sponsoring a **child's** primary education for **one year**.

₹16,440 for supporting a **Learning Centre (30 children)** for unprivileged children for **one month**.

₹1,97,160 for supporting a **Learning Center (30 children)** for unprivileged children for **one year**.

Enclosed Cheque/DD No. .... Date: .....

of ₹ ..... Bank Name ..... Branch.....

Made in favour of "Aurobindo Chaudhuri Memorial Great Indian Dream Foundation" payable at New Delhi.

Signature .....



**AUROBINDO CHAUDHURI MEMORIAL GREAT INDIAN DREAM FOUNDATION**

Regd. as a National Level NGO under the Societies Registration Act XXI of 1860

**Head Office :** IIPM Campus, Chattarpur Bhattimines Road, Satbari Chandanhaul, New Delhi –110074, India.

Tel.: +91-11-42789846/42/40/37, Fax: +91-11-42789887, Email: care@gidf.org, Web. : www.gidf.org

*All contribution are 50% tax exempted under section 80G of Income Tax Act 1961*