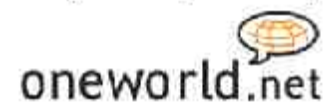


Designed and produced by



OneWorld Foundation India within  
JICA - OneWorld Content Partnership



Japan International Cooperation Agency  
JICA India Office  
2nd Floor, Dr Gopal Das Bhawan,  
28 Barakhamba Road, New Delhi - 110001, India  
Tel: 0091-11-4768-5500  
Fax: 0091-11-4768-5555  
URL: <http://www.jica.go.jp/english/index.html>  
<http://www.jica.go.jp/india/english/index.html>  
[http://www.jicaindiaoffice.org/welcom\\_e.htm](http://www.jicaindiaoffice.org/welcom_e.htm)

## Grassroots Innovations for Sustainable Development

### JICA Partnership Programme in India



## Grassroots Innovations for Sustainable Development

# Content

Message from Chief Representative of JICA India Office	4
JICA in India	5
RURAL LIVELIHOOD	
Micro Acts for Macro Prosperity	6
Where Milk, Water and Money Flow!	8
AGRICULTURE	
The Greenhouse Effect	10
Planting Seeds of Security	12
GENDER	
Where Girls can Just be Girls!	14
HEALTH	
Health Watch!	16
Compassionate Care	18
Honing Skills of Well-being	20
LEADERSHIP	
Model Leaders	22
Map of JICA Projects in India	24

## Message from Chief Representative of JICA India Office



The Japan International Cooperation Agency (JICA) India Office is happy to present this pamphlet on JICA Partnership Programme (JPP), a bilateral cooperation programme, implemented by JICA.

In India today, poverty alleviation and rural development are critical issues to achieve inclusive development. In addition, improvement of economic infrastructure such as railways, roads, ports and power, and global warming are important issues for development. In order to resolve these issues, I believe JICA could extend strong support through various cooperation schemes, such as Japanese Official Development Assistance (ODA) Loans with wide

impact projects and JICA Partnership Programme at the grassroots level.

Recognising the growing importance of NGOs in international cooperation, the JICA Partnership Programme (JPP) was introduced in 2002. JPP is a technical cooperation programme implemented by JICA to contribute towards social and economic development at the grassroots level, in collaboration with partners in Japan, such as NGOs, universities, local governments and public corporations.

In India, JPP was started in 2004. Since then various projects have been implemented, mainly in agriculture and health sectors as briefly mentioned in this pamphlet.

JICA is pleased to share this important and useful publication with NGOs and other related organisations and associations in India. JICA and OneWorld Foundation India have been cooperating in JICA – OneWorld Content Partnership from July 2010 to summarise the methodology and approach, and disseminate the experience and learning from JPP projects in India. I hope this publication would serve as a useful material for understanding the activities of JPP in India, which aims at achieving sustainable development in the social sector.

Shinichi Yamanaka  
Chief Representative  
JICA India Office

## JICA in India

Japan's ODA to India first started in 1958, when a concessional Japanese ODA Loan of JPY 18 billion was extended to supplement the efforts of implementing the Second Five Year Plan at the request of the then Prime Minister, Jawaharlal Nehru. The JICA Partnership Programme (JPP) was introduced in 2002 to support and cooperate with the implementation of projects formulated by Japanese NGOs, Japanese local governments, and Japanese universities to utilise their accumulated knowledge and experience in assistance activities for developing countries. In India, JPP was started in 2004 and various projects have been implemented, mainly in the agriculture and health sectors.

In the last two decades, more ODA Loans which are long term as well as concessional have been committed for infrastructure, such as transportation and power, water supply and sewerage, forestry and irrigation projects to accelerate poverty reduction as well as to improve development base and address environmental problems in India.

Technical cooperation with India started in 1966. One of the early instances was the establishment of Indo-Japanese Agricultural Extension Centers across the country, in which the Japanese method of paddy cultivation was introduced and model farms were set up. Projects for infrastructure and facility development have also been implemented. During the past 40 years, more than 5,000 Indian personnel have participated in training courses in Japan and more than 800 Japanese experts have come to India to offer their expertise.

Grant Aid of Japanese government has also covered various areas in India, including construction of medical research institutions, providing equipment for educational institutions and construction of the Nizamuddin Bridge in Delhi.

Today JICA is the world's largest bilateral aid agency and India is its largest development partner.



## Micro Acts for Macro Prosperity

“Earlier we used two wild bushes to make one broom. But this year because of more soil buildup we may be able to make a broom with just one bush. We are expecting about 5,000 more brooms this year” - Uhika Jujaru, farmer

Partners in Change  
SOMNEED (Society for Mutual aid, Networking, Environment, Education and Development)  
Japan  
SOMNEED India

Project  
Micro Watershed Management with Local Initiatives

Timeline  
Aug 2007 - Jul 2010

Location  
Srikakulam district,  
Andhra Pradesh

The Srikakulam area of the Eastern Ghats mountain range is home to Andhra's many tribes. A portion of the district is plain terrain while the other is rocky and hilly covered with forests.

The region, in recent years, has witnessed a serious water crisis due to demolition of forests, intense agriculture and a growing population.

Balaiya of Pogadavalli village and his fellow farmers had to travel often to neighboring city Hyderabad to earn a living – but not anymore.

A micro watershed project in his village and six others has helped rejuvenate rural livelihoods through better resource management. It has just rained in Pogadavalli and Balaiya is in a hurry to get working on his farm.

Managing resources to reduce poverty

The Micro Watershed Management with Local Initiatives Project is being carried out in three different watershed areas in Srikakulam district. Run by SOMNEED Japan and SOMNEED India, and supported by JICA, the project targets 183 rural households in seven tribal hamlets. The aim is to promote sustainable rural livelihoods through community based initiatives in land, water and forest conservation and management.

SOMNEED has a participatory five-point approach that includes community based issue analysis; target setting; budgeting; environment protection and conservation measures; and monitoring, evaluation and feedback.

Locals are integrated at every step, right from the project's inception to its execution, and undergo extensive training at the SOMNEED Training Centre in Borubadhra village to learn ways of leveraging resources at hand.

To cite, in Godiyapadu, the project team helped the villagers to document 100 local varieties of plants in the region, their propagation and usage. They were then aided in the regeneration process through soil erosion checks, rainwater harvesting, and soil fertility boosting.

As work increased, the villagers formed community based organisations (CBOs) – the Grama Chaitanya Sangham in Pogadavalli and Maliyamatha Chaitanya Sangham in Godiyapadu – to better plan, coordinate and manage all village development activities.

The project builds the CBOs' capacities in planning and decision-making, forest regeneration, water and land resource management and microcredit.

The CBO in Godiyapadu aims to make the village self-sufficient in ten years. Its members currently share the responsibility of monitoring the village wells. The Pogadavalli CBO aims to check migration, educate children, protect common assets and provide *pukka* houses to each family. Both have extensive bylaws, and a major clause is the participation of women in the CBOs.

“The villagers formed their own laws. They realised themselves that involving women was critical to building a successful and sustainable organisation,” says Mudunuru Ramaraju, SOMNEED official.

Thriving times

In both Godiyapadu and Pogadavalli, the residents are expecting a bumper harvest. Regular and better irrigation has helped farmers to cultivate more land and carry out mixed farming. They now grow paddy, sunflower or sesame in rotation on the plains and cashew, mango and turmeric on the slopes.

Even with the end of the project period, the micro watershed project marks the beginning of a new hope-filled future for the people, now empowered to stand on their own.

“We have learnt how to conserve water and other resources, and now we need to preserve them for a lifetime” - J. Padma, Secretary of Grama Chaitanya Sangham, showing off a handful of seeds from her village



RURAL LIVELIHOOD



## Where Milk, Water and Money Flow!

*“Earlier I would go out at six in the morning to fetch firewood for my kitchen. But now I can spend more time with my children, help them get to school on time and also cook faster. I feel better” - Usha Bai Khanekar, a mother of four and a biogas beneficiary*

Partners in Change  
Institute of Cultural Affairs Japan  
(ICA Japan)  
Institute of Cultural Affairs  
India (ICA India)

Project  
Rural Development for Poverty  
Reduction

Timeline  
Oct 2008 - Oct 2011

Location  
Mulshi , Pune district,  
Maharashtra

Two years ago, Sandeep Khanekar, 26, a resident of Khamboli village, owned only two buffaloes. Like other young men of his village, he was keen to move to the city for greener pastures. Today, he has 25 buffaloes that produce sufficient milk to fetch him a decent profit. Ask him now, and he says that he would rather milk cows in his village!

This surprising turn of fortune is due to the quiet efforts of non-profits, Institute of Cultural Affairs Japan (ICA Japan) and Institute of Cultural Affairs India (ICA India) that helped set up the cooperative Vithal Rukmini Dairy Society in 2009. The dairy is part of the Rural Development for Poverty Reduction Project supported by JICA.

Prosperity for development

The project was initiated in 2008 in 4 villages in Mulshi taluka, Pune district – Khamboli, Katarkhadak, Andhale and Jawal. The project focuses on land productivity through technology transfers in irrigation; economic progress of farmers through dairy development; and clean energy production through biogas promotion among cattle owning farmer households.

The project initially funded needy farmers to buy buffaloes and join the dairy cooperative. Every day, the village members bring about 150 litres of milk to the collection centre where a price is fixed based on its fat content and then taken for sale to Pune city.

While the milk produce is bringing economic benefits to the farmers, the cattle waste from the dairy is used as manure for domestic purposes. Farmer households have now set up biogas plants in their homes.

This alternate cooking fuel has been most significant for women, as this has not only cut down their drudgery in collecting firewood, but also given them cleaner, smokeless and healthier kitchens to work in.

The Mulshi region, though picturesque, is mostly rocky and lacks sufficient ground water for farming. Two percolation dams in Khamboli and Katarkhadak had not benefitted farmers much, who still depend on the monsoon to harvest their crop.

A new lift irrigation system set up in the two villages is now bringing waters to the fields and keeping the farmers busy with two harvests in a year. It is a water distribution system that pumps water from the percolation dams to the fields through a network of pipes and outlets laid by the ICA. A fee of Rs. 40 is charged per hour from the farmer.

Involving the community

ICA's programme approach is based on the Technology of Participation (ToP) principle that assumes that the local community has the wisdom and knowledge to chart their own development.

The project is not just about creating infrastructure, it is also building the capacities of people to plan and implement what they want for themselves, and bring about a community-driven change for good.

Project beneficiaries, including farmers and dairy members, attend regular meetings facilitated by ICA, where they discuss development plans for their village, and come up with solutions through collective decisions.

This collective engagement through participatory empowerment has been the driving factor in the project's success, and echoes the time-old adage: “Give a man a fish, and he will eat for a day. Teach him to fish, and he will eat for a lifetime.”

*“The irrigation system allowed me to plant bajra as a second crop and get a yield that was four times that of the previous year. My income increased and I was able to send my daughter to junior college” - Dande Malpote, resident of Khamboli*



RURAL LIVELIHOOD



## The Greenhouse Effect

*“Usually 60% of the seeds used to sprout, but by following the soil cooking and germination process, almost all seeds did, which meant a 95% yield. This year we had enough ball chillies to sell in the market” - Dolma Sherpa, trainee farmer from East Paiyong Busty*

Partners in Change  
Miyazaki International  
Volunteer Centre (MIVC)  
Dr Graham's Homes (DGH)

Project  
Regional Horticulture  
Promotion

Timeline  
Apr 2009 - Apr 2012

Location  
Kalimpong, West Bengal

A silent agrarian revolution is taking place in the quaint hilly town of Kalimpong. Small farmers are generating not just their produce but productivity and profits.

Nestled between two hills and overlooking the Teesta river, this popular hill station is known for its tea gardens and orchids. With plenty cultivable land and a moderate climate, one would expect high farm yields all through the year. Yet most produce is seasonal and consumed locally, and does not stand up to competitive markets.

The JICA supported Regional Horticulture Promotion Project (RHPP) is fast changing the state with its many agro-innovations.

Agro-education for profit

The project is the result of a unique collaboration between Japanese NGO Miyazaki International Volunteer Centre (MIVC) and Dr. Graham's Homes (DGH), a reputed local educational institution. Established in 1900, DGH primarily provided shelter, education and vocational training for underprivileged children. Over time, it opened its doors to fee-paying pupils as well while staying committed to its mission.

In 2005 the MIVC took up the India Green House Community Service Project to provide agricultural education to needy students that encouraged the use of local and Japanese agro-horticultural products and techniques.

Supported by JICA over three years, the project led to the establishment of the Horticulture Technology Centre (HTC) to research and develop new knowledge and practice for higher productivity, better products and new markets. An off-shoot of the first project – the RHPP started agro-horticulture training programmes at DGH's Green House in 2009.

The sessions combine theory classes with practical field trips to guide crop choices and methodology. The across-the-board curriculum includes cultivation practices, soil and manure, disease and pest management, tissue culture, food processing, shipping and marketing. The HTC also runs a computer course to equip trainees with technical skills for better farm management.

Changed lives

Arun Chettri, a onetime tourist guide, runs a booming nursery in Lower Bong Busty that offers a wide range of seedlings and exotic flowers and ferns, thanks to the training he underwent at the DGH Green House.

With his new skills and know-how, Arun constructed a low-cost, simple and efficient greenhouse to begin a nursery. Expensive fabricated aluminium structures were replaced by cheap bamboo structures and the glass frame substituted with vinyl sheets and net.

A rigorous process of soil cooking and germination produced healthy good quality seedlings that are

popular among local farmers. His packing and shipping techniques ensure that his products remain fresh and attractive right till delivery.

The Green House training has also inspired non-farmers such as Subash Subba to venture into his field. A retired teacher, his first tomato harvest was a bountiful one. He now plans to produce and market compost-based organic manure.

The RHPP has led to prized results indeed. New organic techniques are influencing local farming. There is variety in crops, improved technology and yields and incomes around the year. Farmers have surplus produce for the markets. Livelihood options are expanding with food processing and packaging, nursery keeping and flower arrangement skills.

A 'Trainees Realistic Shop' in the project premises helps farmers to correctly price and sell their produce. The shop is popular among the local populace who prefer to buy the farm fresh organic products.

With guidance from the project team, the trainees have now come together to form a cooperative society to improve market reach. Jitendra Rongong, President of the Cooperative, is confident that this will help the farmers to get their due by eliminating the intermediaries who have been pocketing the chunk of profit.

*“The greenhouse has increased my farm productivity, and also improved my health. Since I am now sheltered, I can work at anytime, even when the sun is hot...Now with less effort, we gain more profit!” - Yograj Pokhrel grows vegetables all year on his farm in Lower Bong Busty*



AGRICULTURE



## Planting Seeds of Security

*"I was unemployed a few years back. I then enrolled for the animal husbandry programme in ASHA. Today I earn enough to meet the needs of my family"*  
- Rajendra Prasad, poultry farmer

Partners in Change  
Asian Sustainable Holistic Approach (ASHA)  
Makino School of Continuing and Non-Formal Education (MSCNFE), Sam Higginbottom Institute of Agriculture, Sciences & Technology

Project  
Practical Farmers' Education  
Project for Improvement of Quality of Life among Marginal and Small-scale Farmers in North India

Timeline  
Jul 2009 - Jun 2012

Location  
Allahabad district,  
Uttar Pradesh

**F**ar away from the hustle-bustle of Allahabad city, is the small village of Kanjasa amidst lush green fields on the banks of the river Yamuna. Home to a fishing community and landless farm labourers, the village has been a bustle of energy since the Practical Farmers' Education Project took off in 2009.

The JICA supported project is run by Japan based NGO Asian Sustainable Holistic Approach (ASHA) in partnership with the Makino School of Continuing and Non-Formal Education (MSCNFE), Sam Higginbottom Institute of Agriculture, Sciences and Technology, formerly Allahabad Agricultural Institute.

### The right produce

The project targets 250 marginal and small-scale farmers and women affiliated to rural organisations in four villages of Karchana block in Allahabad district and 20,000 of the general rural populace. The aim is to cultivate rural leadership and build capacities for improving the quality of life.

The ASHA team realised that the community's low literacy and poor health status were indirectly linked with the absence of better livelihood options.

"Since most residents are poor, we focus on affordable, sustainable agriculture to encourage a healthy lifestyle. For instance, we recommend the use of organic fertilisers like husk charcoal as it is inexpensive and easily available," says Takako Miura, a health specialist with ASHA.

The project team has introduced farmers to green manures, organic liquid fertilizers, photosynthesis bacteria and straw mulch for soil improvement. The produce, which is healthy, tasty and chemical-free, is then sold through cooperatives.

Japanese Rice Seminars were recently launched for the local farmers who learnt to cultivate Japanese rice by making the seedlings, fertilizing the soil, monitoring its growth and harvesting. This also helped them earn well, as the market rates are quite high for the variety.

### Building bonds of trust

The formation of Self Help Groups (SHGs) by ASHA has played a major role in building the financial capacity of villagers. They can now get loans through microcredit to meet crucial expenses at reasonable rates of interest.

Socially active women were roped in by the project facilitators to convince others.

This has led to more women being involved in the process and creating new businesses for themselves. For instance, women and girls now learn stitching and tailoring to earn extra.

"Each SHG has about 10-12 members. As the women get trained in income-generating activities, they develop confidence. Some are mentored to take on bigger leadership roles to propagate ASHA's work," says Namita, the Microfinance Coordinator at MSCNFE, who has been responsible for forming 40 SHGs during the year.

ASHA now shares a relationship of trust with the villages. People are eager to learn more as many report increased incomes. This has had positive effects on the community as average literacy rates have gone up.

"Children were earlier involved in fishing and farm activities. Now almost all attend classes as parents are eager and willing to pay the fees," says A. K. Mishra, Project Coordinator with MSCNFE.

The project's success in essential training in sustainable agriculture has now expanded to cover other income-generating activities, such as poultry farming, small-scale animal husbandry and food processing.

*"I took a loan to expand our agriculture business. We could buy better soil and the profit we incurred was deposited back to the account"*  
- SHG member from Bargohna village



AGRICULTURE



## Where Girls can Just be Girls!

*"This is a safe and free space where the girls, who otherwise lead lives of hard work, poverty and discrimination, can sing, dance, and share their hopes and aspirations"*  
- Beena Walia, Programme Coordinator, Mamta Samajik Sanstha, on the GRC

Partners in Change  
Terra People ACT Kanagawa (TPAK)  
Mamta Samajik Sanstha (Mamta)

Project  
Adolescent Girls  
Self-Sufficiency Support  
Project

Timeline  
May 2009 - May 2012

Location  
Vikasnagar, Dehradun  
district, Uttarakhand

The Sherpur village's Gender Resource Sub-centre may be unremarkable in its appearance but there is nothing ordinary to what is happening within its confines. The Adolescent Girls Self-Sufficiency Support Project has been running here – making a steady and positive inroad into a conservative and economically underprivileged society by enabling young women to take control of their lives.

Life for women in the hilly state of Uttarakhand has been traditionally oppressive and difficult. Young girls drop out of school due to lack of money, or to take care of their families; higher education remains a distant dream for most. Married off early, they toil their lives to feed their men and children.

Catching them young

The project is managed by Japanese NGO Terra People ACT Kanagawa (TPAK) and local NGO Mamta Samajik Sanstha, and supported by JICA. Locally known as the *Kushal Kishori Pariyojna* (or 'scheme for able adolescent girls') it runs on the premise that a woman's recognition of her own strength and ability is the precursor to improved familial lifestyles and greater contribution in the community. Currently operating in 20 villages of Vikasnagar block in the district of Dehradun, the project targets 1,200 adolescent girls between 10-19 years.

The Gender Resource Centre (GRC) forms the core training and activity hubs. Each centre is managed by a Coordinator (a former local health worker), and supported by an instructor and four more sector coordinators to help mobilise the community.

Every centre has 20-30 adolescent girl members who elect two peer educators (PEs) from amongst themselves. The PEs receive training in life skills and leadership at the GRC at Premnagar, run by Mamta, and are responsible for leading change in their villages. Currently 40 PEs are enrolled.

"The reason we decided to work with adolescent girls is two-fold," says Kaori Takeuchi, Project Manager of TPAK. "First, the adolescent age group has largely been ignored. Second, the selection and training of girls as Peer Educators is an important aspect. We strongly felt that to empower women, we need to infuse women's lives at an early stage – and nurture their thirst for knowledge, creativity and leadership."

To intensify the activities of the GRC, a sub-centre has been set up in each village. The idea is to establish the village's ownership over the centre so that the community continues with its work once the project winds up.

Boosting self-worth

The girls are given practical tips on nutritious and balanced diets, cleanliness, dental care and regular health checkups. In addition, they are trained in stitching, shawl making, carpet weaving and other crafts. They also have the choice of personal grooming and beauty care training as possible earning options.

And it's not just a matter of preaching to the choir. "Though we primarily work with women, we do realise that both men and women need to be equally gender sensitive for the society to prosper," says Beena Walia, Programme Coordinator, Mamta. "We make men understand that both sexes need to have equal access to opportunities, resources and rights," she explains.

The Gender Resource Centres – so aptly named – as such recruit male coordinators who conduct village meetings and encourage parents to allow their girls to sign up to the programme. While the project's success is visible in the staffing of the GRC members by state or district governments, it is the inner confidence and invaluable sense of self that the girls have gained, which is the project's biggest triumph.

*"I am a trained beautician and now coach other girls in my village. There is lots of demand for beauty services and I can help these girls become independent, just as I am today"* - Poonam Pal, 23, Instructor at Sherpur sub-centre



GENDER



## Health Watch!

*"I was teaching at a village school when I was chosen to be a VHV. I am in charge of three villages that I visit regularly. I befriend the women and counsel their families on benefits of breastfeeding and nutritious food" - Phoolkali, a Voluntary Health Worker*

Partners in Change  
Asian Sustainable Holistic  
Approach (ASHA)  
Makino School of Continuing  
and Non-Formal Education  
(MSCNFE), Sam Higginbottom  
Institute of Agriculture,  
Sciences & Technology

Project  
Improvement of Rural  
Nutrition and Child and  
Mother Care in North India

Timeline  
Jan 2010 - Mar 2012

Location  
Allahabad district,  
Uttar Pradesh

**T**ravelling beyond the city of Allahabad to its many marginal villages in the namesake district, it is easy to encounter intense poverty.

Most rural communities have poor access to health facilities; nil pre and post-natal care; and stunted and malnourished children. Low incomes and lack of education add to their deprived lives.

The Rural Nutrition and Child and Mother Care Project has been working in six such villages of Bargohna, Maida, Kanjasa, Haladi, Semura and Chakkahwaali to address the problem of malnutrition of mothers and infants. It aims to build knowledge gaps in key areas of health and education to ensure safe and healthy lives.

Eating right, saving lives

The project was started by Asian Sustainable Holistic Approach (ASHA) in 2008 in partnership with Japanese organisation Ajinomoto. In 2010 it entered a new phase with support from JICA and the Makino School of Continuing and Non-Formal Education (MSCNFE), Sam Higginbottom Institute of Agriculture, Sciences and Technology, formerly Allahabad Agricultural Institute.

The project targets 30,000 marginal and small-scale farmer households, with a strong focus on young mothers and children.

As part of the strategy, Village Health Volunteers (VHVs) from remote rural areas are identified, trained and nurtured to conduct health seminars and workshops in villages.

The VHVs also carry out health surveys in the six villages and counsel and follow-up on expectant mothers on prenatal and postpartum care for safe pregnancy and birthing.

Currently over 200 children are monitored by the VHVs. Height and weight records of newborns are maintained; mothers are given advice on immunisation and nutrition for the child's proper growth and development.

"We try to understand what kind of issues confront the family, and why the child does not receive adequate nutrition," explains Pushpa Devi, a VHV from Kanjasa.

"People here eat to fill stomachs, not to stay healthy. An average meal mostly consists of potato, rice and wheat. The lack of awareness about essential nutrients has led to chronic malnutrition and other diseases," says Manmeet, the Health Coordinator at MSCNFE.

Workshops on kitchen gardens demonstrate the benefits of home grown vegetables to women.

They learn to grow vegetables in bags that can be placed on roofs and other small and safe spaces.

Educating women

ASHA realised that educating the women was an important step toward improving their health. The most potent condition to be addressed was the mix of traditional beliefs and ignorance.

Most women did not seek prenatal care as it was considered bad luck to acknowledge a pregnancy. Few understood the benefits of immediate and exclusive breastfeeding. Families did not weigh their newborns in the fear that it would jinx their health.

Dominance of family elders and husbands also make it harder for women to adopt healthier practices for themselves.

"Challenges still remain; it takes time to bring change in people's attitudes and to ensure that the change is permanent. So, we have a long way to go," observes Dr. Teruo Miura, Dean of MSCNFE and Project Manager, ASHA.

Even so, results have started to show. Women have begun to feel empowered enough to take charge of their families' safety and health – and their own as well. For ASHA, this road is now less rocky though long.

*"Our aim is to equip the local population, especially women and children, with the right information to help them lead healthy and secure lives"*  
- Dr. Teruo Miura,  
Dean of MSCNFE and  
Project Manager,  
ASHA



HEALTH



## Compassionate Care

*"It is good to have the hospital in the village; else we would have to go to Gorakhpur town or other big cities. We are poor people, and cannot afford costly treatments there" - Uma Shankar, patient and resident of Kurmauta village*

Most of the tropical diseases prevalent in the area include malaria, typhoid, tuberculosis, asthma, virus infections and dysentery – which largely can be prevented through proper hygiene and sanitation alone.

Dr. P. N. Gupta, Medical Superintendent at Ananda, recalls how the hospital started with just a table and two chairs! Today it has a pathology lab, X-ray machine, ECG and ultrasound facilities, and a 7-bed ward. Gupta's pride and contentment is visible as he takes his rounds.

The hospital also conducts pre-screening for patients who show symptoms of possible HIV infection, and conducts the ELISA test at one-third of the normal cost. Till date, near 100 HIV cases have been screened here, which reflects a significant contribution by a primary health centre towards prevention of the HIV/AIDS pandemic.

Over a hundred patients visit the Ananda Hospital every day; many from the poorest and lowest social classes. Nominal fees are charged for registration, lab tests and medicines.

A large chunk of the patients include women, and the hospital has special health classes every week for expectant mothers on maternal health, safe

pregnancy and delivery, hygiene, nutrition and child care. Female hospital assistants Suman and Urmila, who conduct the class, use local dialect to help the village women easily grasp the issues, and encourage them to share their problems.

Ananda is also well known among the local populace because of its well-stocked and high quality medicine available at fairly subsidised rates. This is acknowledged not only by patients, but also by doctors and hospitals in neighboring areas.

### Model institution

Ananda is a highly laudable model of an efficient primary healthcare service provider in rural India. And its success has been scripted by the unyielding efforts of the Indo-Japanese team.

This is best exemplified through Koichi Otake's commitment, hard work and passion that have overcome his language barrier – knowing only Japanese and a few words in Hindi – to reach out to people. Indeed, intent coupled with action can lead to results worthy and able.

Partners in Change  
India Welfare Village Society  
(IWVS)  
Ananda Mission Charitable  
Trust

Project  
Hygiene Education to Farm  
Villages and Nurturing  
Talent

Timeline  
Sep 2007 - Aug 2010

Location  
Sirsia, Kushinagar, Uttar  
Pradesh

**F**or the people of Sirsia and nearby villages in eastern Uttar Pradesh, the Ananda Hospital is a god send. But the bigger blessing has been the presence of Koichi Otake, a modest and unassuming pharmacist from Japan, who is committed to a vision of exemplary public health.

Otake, the Coordinator of the Japanese NGO, India Welfare Village Society (IWVS), visits India every year to contribute to the hospital's charity work.

Built in 1998 by the IWVS and Ananda Mission Charitable Trust – under the personal supervision of Otake – the hospital has provided affordable medical services to over 20,000 rural poor and raised public awareness on health and hygiene over the years.

The JICA supported project Hygiene Education to Farm Villages and Nurturing Talent has been an effort to take forward the philanthropic work of the hospital.

### Quality healthcare within means

The project aims to reduce the spread of infectious diseases and improve public health through health education and nurturing community leadership. It targets pregnant women in particular to ensure improved infant mortality and pre and post natal care.

*"Only when medicines work, will the patients come. We get first class medicines here, and they are also cheaper, therefore people come here" - Bhiku, patient*



HEALTH



## Honing Skills of Well-being

“Right to equality with boys, right to education, right to health, food and nutrition and above all, the right to be born and to live a normal life”  
- Tanuja, 19, from Saiti village, counts on her fingers. Thanks to the project, she is now aware of her rights as a girl child

Partners in Change  
Terra People ACT Kanagawa (TPAK)  
Mamta Samajik Sanstha (Mamta)

Project  
Health Camp and Mobile  
Centre for Health, Hygiene  
and Gender Improvement  
among Women in Northern  
India

Timeline  
Mar 2010 - Feb 2012

Location  
Ghat, Chamoli district,  
Uttarakhand

Life in the hills of Uttarakhand is not easy for women, who traditionally bear the larger burden of earning livelihoods than their men. Home to low income tribes, most villages have few health facilities. Young girls are largely anemic; and often walk miles on foot to reach the nearest school. Women are fundamentally unaware of their rights here.

Bridging this gap is the Health Camp and Mobile Centre for Health, Hygiene and Gender Improvement Project in Chamoli district. It is doing wonders to the confidence, self-esteem and well-being of young womenfolk who lead otherwise unaware confined lives.

Healthy minds, healthy lives

The JICA supported project is run by Japanese NGO Terra People ACT Kanagawa (TPAK) and local NGO Mamta Samajik Sanstha. It targets 800 poor tribal adolescent and young married women between 10-19 in 40 villages in the remote Ghat block.

The focus is on educating them on health and nutrition, and thereby create a thirst for knowledge for better lives. It is premised on the belief that women who are educated and in good health, would ensure the same for their families by improving their nutritional status and producing healthier children. Enhanced knowledge would also lead to self-confidence and greater awareness about gender equality.

Project Coordinator Shakambhari Devi, gentle and friendly with the girls, manages a mobile centre with health camp in the 40 target villages. The girls learn to use life skill kits, flash cards and play creative games. Discussions are encouraged on an illustrative series of posters on health, hygiene, education and gender equality put on display.

The Health Camps educate the girls on importance of iodised salt, protein, iron, greens, and other micro-nutrients in one's diet to support their growth and meet their body's needs. The sessions are made interactive as Miki Asano, Project Sub-Manager of TPAK, performs an easy action song on a handwashing technique. The girls, initially shy, are quick to respond to the song and join in.

Two girls from each village are selected as Peer Educators (PEs) who are trained in leadership skills and health awareness at Mamta's headquarters in Dehradun. Back home, the young eager PEs organise fortnightly meetings with their peers to pass on the knowledge and skills gained.

Volunteer doctors meanwhile review the health status of every girl, and counsel on diet and health issues.

Each girl is then given a health card that documents her physical health status. Given that many are from extremely poor backgrounds, free iron and vitamin supplements are dispensed every week.

PEs are also trained to conduct regular checks of the salt used in village homes and encourage others in use of iodised salt.

Engaging the community

The project engages local stakeholders including educational, administrative officials and health workers, such as *aanganwadi* workers, the ANMs (Auxiliary Nurse Midwife) and ASHAs (Accredited Social Health Activist) to take the programme ahead.

For instance, at the Life Skills Fair held in Ghat the girls got an opportunity to interact with the Block Education Officer, the Principal of the District Inter-College, and the ICDS Supervisor.

By making the girls aware of their rights to good health, hygiene, and life-enhancing skills, the project has indeed paved the way for a better community as the girls grow to be women of strength and character, and fully integrated into society.





## Model Leaders

*"The normal flush toilet needs more water but for the eco-san toilet, just add ash and cover - it's simple and hygienic. It's safer and convenient too as we no longer fear for snakes, scorpions or lecherous men in the bushes" - Bhavani, Nadu colony resident*

Partners in Change  
Institute of Buddhist  
Economics, Komazawa  
University (IBEKU)  
Coastal and Rural  
Development Trust (CRDT)

Project  
Young Leaders Development  
Training Programme

Timeline  
Jun 2009 - Mar 2011

Location  
Kovalam, Kanchipuram  
district, Tamil Nadu

A school dropout and mother of two, Kamatchi is the President of the Kovalam Panchayat coalition of 85 Self Help Groups (SHGs) representing over a thousand women (a panchayat is a local self-governing body at the village level). She is currently in negotiation with a top beach hotel's management to hire her SHG members as casual workers during banquets.

Kamatchi's confidence in dealing is due to the three-month training that she had under the Young Leaders Development Training Programme conducted by the Institute of Buddhist Economics, Komazawa University (IBEKU), Japan.

Leading change through community

The Kovalam fishing village, for time now, has attracted a number of tourists for its scenic beauty, pristine beach, and proximity to Chennai city. But efforts to capitalise on it to make the place more thriving has not yielded results. Caste and religious divisions have been the major barriers to people getting together for better development. Despite its coastal character, the village lacks clean water. Women walk long distances to the bush in the absence of proper toilets.

The JICA supported IBEKU project aims to resolve such issues by focusing on community mobilisation; leadership training of youngsters and women; and creating engineering innovations to attain total sanitation.

Formal classroom trainings and exposure visits to various panchayats have succeeded in getting women and youth groups to work together for community development.

Women, who otherwise would have not ventured outside the confines of their homes, are now well versed in the working of the panchayat system and aware of entitlements under various schemes. As active members of the SHGs, they use microcredit to create their own businesses and earn money.

Cleanliness drive

The SHG members have now joined hands with the Kovalam Rotary Community Corps (KRCC), a platform supported by the Rotary Club of Chennai, to clean up the village. The 'Clean Kovalam' campaign focuses on Kovalam's public spaces and aims to make its markets more tourist-friendly over the next three years.

Also in the pipeline it is the dream to make Kovalam a model panchayat. Working toward it, the project addresses the issue of water and sanitation – a critical concern of women and Dalits in particular.

Ninety percent of the households in the Dalit hamlets do not have access to toilets – which means almost all practice open defecation.

Thanks to 45 eco-san toilets constructed under the project, the scenario is fast changing in Kovalam's Nadu colony. Innovative and affordable, these dry toilets do not require water and are apt for the region where a high level of ground water level during high tide and monsoons make it almost impossible to use normal flush toilets.

The youth leaders are trained to make their own concrete blocks to cut down the cost of construction and enable their sale in outside markets. The organic soil created by the eco-san toilets are used to grow fruits and vegetables.

Janakiraman, President of Kovalam panchayat, fully supports the use of dry toilets and is now trying for bank loans for scaling up the venture.

This poor Dalit colony is now on its way to achieve total sanitation and become open-defecation free, and is inspiring others such as the Pungeri village to follow its step.

## How the Eco-san works

The unit has two vaults above the ground. A special squatting pan drains the urine from the unit to a small plant bed. The faeces get deposited in one of the vaults and is covered with a cupful of ash after each use. The first vault is used for about six months or until it is  $\frac{3}{4}$  full; it is then sealed and the second vault used. Meanwhile the faeces in the first vault decompose and kill all dangerous pathogens. At the end of the cycle, the decomposed faeces are removed for use in organic gardens or may be simply burnt.



## JICA Projects in India

