Flood-ravaged Kerala
Our Relief Efforts

August 2018 witnessed heavier than usual rainfall in Kerala, which resulted in flooding, destruction of resources (houses, infrastructure, availability of food, etc.) and loss of life. CARE India responded to the disaster almost immediately.

Rapid Assessment and Rapid Gender Assessment studies were conducted by the Disaster Management Unit (DMU) to identify the most marginalised communities who survived the floods. Based on the results of the assessments, a detailed strategy was developed for implementing relief and rehabilitation efforts. Wayanad and Idukki were identified as the districts of intervention, with special emphasis on helping the worst affected people from marginalised communities, women and adolescent girls.

Relief Distribution

Relief kits were distributed to 1642 households as on October 11, 2018

- 1051 HHs in Wayanad district, Kerala
- 591 HHs in Idukki district, Kerala

Relief distribution started on August 23, in association with our on-ground NGO partners and volunteers. Groups of staff, who are members of the Emergency Response Team, were deployed at regular intervals to support the team at the relief camps. CARE India also ensured that across six locations, a stock of 500 kits were available for distribution in the relief camps.
The kits distributed at the relief camps included:

- **Shelter kits**: tarpaulin, ropes, floor mats, bed sheets, blankets, and mosquito nets
- **WASH kits**: water purification tabs, jerry cans, sanitation and hygiene products including sexual and reproductive health kits
- **Non-Food Item (NFI) kits**

Since the pre-distribution assessments revealed that the needs of women and girls are different from those of their male counterparts, the following gender-specific interventions were implemented:

- Prepared sex and age disaggregated lists of beneficiaries
- Coordinated with women’s organisations/groups to understand the specific needs of women and girls
- Identified local markets to source relief supply, including hygiene items of importance for women and girls
- Distributed relief items addressing gender-specific needs, such as personal safety and hygiene items for women and girls
- Built the capacity of the affected community in WASH practices
- Trained the response teams on how to maintain an environment that prevents sexual exploitation and abuse as well as child abuse

**Capacity Building & Advocacy Efforts**

- CARE participated in a coordination meeting at the National Disaster Management Authority (NDMA), Delhi to take stock of the impact of floods and landslides in Kerala and identify the immediate and urgent needs of the affected population. CARE also participated in an Inter Agency Group (IAG) meeting, held by the District Commissioner, Idukki to provide updates on response initiatives by NGOs and district authorities and the emerging needs of the affected population
- WASH awareness orientation meetings were organised across all flood-affected villages with relief interventions in Kalpetta block, Wayanad to promote the use of water purification tablets, hand-wash, water storage, handling and usage techniques and safe sanitation practices
- CARE India along with its partner NGOs (Shreyas and ESAF) organised a planning workshop for the staff in Wayanad to develop a common understanding of relief and recovery projects and develop a detailed implementation plan
- CARE India conducted the post distribution monitoring in the villages of Wayanad to ensure that emergency response project is implemented as per the indicators of Core Humanitarian Standards on Quality & Accountability

**Fundraising Efforts**

- Coca Cola provided support for relief and long-term recovery and rehabilitation
- Shapoorji has committed to fund relief and early recovery
- Intercontinental Hotels Group (IHG) is supporting replenishment of stocks
- UPS has committed to fund relief and recovery operations

**Outreach**

Awareness generating activities were carried out on CARE’s social media and website, as well as through media visibility.
How Do We Address the Alarmingly High Malnutrition Rate in India?

Hunger has gripped our nation for years.

Despite India’s impressive economic growth over the past decade, we remain a nutritional weakling. According to the National Family Health Survey 4 (NFHS 4), 38.4 percent of children in India are stunted and 21 percent wasted. India remains one of the highest-ranking countries in the world in terms of the number of children suffering from malnutrition.

This grim situation continues to haunt the nation despite strong constitutional support, legislative policies, and plan and programme commitments, like the Integrated Child Development Services (ICDS) and Mid-Day Meal Scheme.

According to the World Bank, the prevalence of underweight children in India is almost double that of Sub-Saharan Africa. In fact, a child under the age of five is almost twice as likely to be chronically underweight in India than in Sub-Saharan Africa.

India’s ‘Unacceptably’ High Levels of Malnutrition

Virtually every survey has re-confirmed the urgent need to address the issue of poor nutrition—from the National Family Health Survey 4 (NFHS 4) to Global Nutrition Report 2016 and Global Hunger Index 2017, in which India ranked 100th out of 118 countries.

India has unacceptably high levels child undernutrition with 38.4 percent of children stunted and 21 percent of children wasted (NFHS 4), despite strong constitutional, legislative policy, plan and programme commitments evident by the creation of Integrated Child Development Services (ICDS) in 1975 and national coverage of the mid-day meal scheme in 1995. In fact, a child under five is almost twice as likely to be chronically underweight in India as in sub-Saharan Africa.

To catalyse progress, the Government of India (GoI) launched the National Nutrition Mission, also known as the POSHAN Abhiyan, in December 2017. The Mission is tasked with reducing undernutrition in all its forms, including preventing and reducing stunting and underweight among children, reducing low birth weight, and reducing the prevalence of anaemia among young children, adolescent girls and women.

**Underweight children in India: Status and road ahead**

<table>
<thead>
<tr>
<th>Year</th>
<th>Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005-06</td>
<td>42.5%</td>
</tr>
<tr>
<td>2015-16</td>
<td>35.7%</td>
</tr>
<tr>
<td>2018</td>
<td>POSHAN Abhiyan launched</td>
</tr>
<tr>
<td>2022</td>
<td>POSHAN Abhiyan target (20.7%)</td>
</tr>
</tbody>
</table>

POSHAN Abhiyan is tasked with reducing undernutrition in all its forms.
Cynically, in light of previous commitments and trends, such a target may seem over ambitious. Optimistically, however, this is the time for exploring new models to address the structural and systemic issues on a priority basis. The most efficient way to achieve these targets is to use available, sustainable and effective approaches.

**Community-Based Change is Need of the Hour**

Improvements in nutrition will not be possible without broad, widespread changes in the everyday behaviour of people.

Community-based focused behaviour change interventions are required to halt and accelerate the reduction of prevalence of underweight in children below five years. In an effort to trigger a Jan Andolan, the POSHAN Abhiyan should adopt an unorthodox, bottoms-up approach for behaviour change, which can be supplemental. A bottoms-up approach that involves the transference of positive behaviours has been tested in over 40 countries to inform nutrition programmes.

Understanding exactly what these 20 percent are doing differently provides the critical indicator for success.

Subsequently, these individuals are encouraged to educate the other 80 percent to effect significant change in the group’s behaviour. Such an approach is affordable, sustainable and acceptable. The success of this approach rests on its ability to mobilise and engage the community to identify role models within its midst.

**When 70% Children’s Health Showed Improvements**

A recent study conducted by an NGO tested the efficacy of community-based evidence approaches in local contexts. A detailed inquiry was undertaken to identify current breastfeeding, age-appropriate feeding practices, sanitation, hand washing practices, seasonal availability of types of local food and the weight of children below five years. Day-wise sessions were developed based on and grassroots level health service providers like the ASHAs/Anganwadi Workers. Mothers with positive behaviours were the key facilitators of the sessions. Findings from the study were encouraging, indicating that 70 percent of the total 280 children showed improvements in weight.

These sessions should not be considered as a mere rehabilitation practice for reducing malnourishment. Instead, they should be a regular practice that improves the community’s contribution and awareness for improving their health status.

Such an approach to community engagement can be utilised as an important community-based tools for achieving the objectives of the POSHAN Abhiyan—to combat undernutrition among children. This approach can be implemented by Anganwadi centres and ASHAs, with the support of community members. It will serve as an important tool not to only reduce malnutrition, but also implant sustainable and positive behaviour in the community.

*Saloni Gautam, Technical Associate and Pushpendra Kumar Mishra, Technical Specialist - Research & Analysis, are professionals with CARE India. This article was originally published by The Quint on September 28, 2018.*
News from the Field

Uttar Pradesh Flood Response 2018

- Relief distribution date: September 5
- Total no. of families/beneficiaries: 84
- Relief distribution centre: Primary School Campus, Tikuri, Mahasi Block, Bahraich

The Tikuri Gram Panchayat, situated on the banks of the Ghaghra river, face flooding and land erosion every year. This impacts the houses of many families, and their agricultural land and crop were ruined. Some people are forced to break their homes themselves. As a result, these people are forced to live in the homes of others who live on elevated areas.

Bihar Technical Support Program

With IBM, CARE India forged a partnership to facilitate informed decision-making and impact the availability, accessibility and affordability of healthcare. It included the integration and synchronisation of two health datasets: e-Aushadhi, a drug warehouse management system and Sanjivani, an outpatient registration system with drug consumption data. This will improve the accuracy of drug demand forecasting (annual and quarterly basis) and ensure adequate stocks exist at all drugstores.

Teachers’ Resource Laboratory

- CARE India’s project on enhancing the scientific aptitude in learners, especially adolescent girls from marginalised communities, has got scaled-up through the government system in 18 divisional headquarter districts of Uttar Pradesh.

CARE’s Education Programmes

- We have implemented a four-year long early literacy programme in over 1000 schools in Odisha and Uttar Pradesh. The reading score of children increased from 34% to 56%, in 2018. Key principles to enhance the reading level of children, which is a critical component of primary schooling have emerged from this project.

- CARE India institutionalised its Early Grade Reading approaches in Uttar Pradesh by creating teacher training manuals and training the master trainers of the state on print-rich environment. We also set up libraries with books for Early Grade Reading across the state.

- CARE India was invited by the National Commission for Protection of Child Rights (NCPCR) to participate in a discussion on the integration of safety and security components within the school curriculum. The recommendations will be presented by NCPCR, as part of its action plan.
Chhattisgarh has set up an ECCE council to guide early childhood education programming in the state. CARE India is a member of this ECCE governing council and participated in the first meeting.

CARE is a technical partner in the Responsible Mica Initiative programming in Jharkhand and Bihar. A detailed baseline study in 40 villages was undertaken to develop strategies for the initiative, focusing on ensuring access to quality schools for children from Mica families.

CARE India participated in finalising the NCERT led Early Childhood Education Curriculum and Guidelines. This Guideline will support the implementation of the Early Childhood Care and Education (ECCE) programme across the country.

**Building Resilient Communities**

Under the project ‘Building Resilient Communities’ in the flood-prone villages of Bahraich, Uttar Pradesh, we organised multiple events on village sanitation awareness to make people aware about proper sanitation practices in the village. All the members of Adolescent Girls’ Group, students of the local schools and members of Social Monitoring Committee participated in these activities.

**Community Meetings**

The following issues were discussed with all participants present in the meeting:

- **Personal Level**: Importance of personal cleanliness, including cutting nails, washing clothes daily, daily bathing, etc. Proper hand washing practice was also demonstrated.
- **Household Level**: Importance of keeping clean potable drinking water, building and using toilets and care of animals and animal shed were discussed.
- **Community/village Level**: Awareness about keeping the surroundings clean and not allowing water to collect anywhere were discussed. In addition, the need for behavioural change to stop open defecation was also discussed.

**Prevention of mosquito-borne diseases**

Mosquito repellents were sprayed in different water-logged areas in the villages.

**Awareness Rally**

An awareness rally was organised in the villages, which drew participation from all the villagers.
**Breastfeeding Awareness Programme: August 22–24, 2018**

A breastfeeding awareness programme was organised to enable the project participants and their communities to adopt healthy breastfeeding practices and reject harmful feeding habits. With a total of 20 events, 113 beneficiaries participated in the events in Hurda, Shahpura and Suwana blocks of Bhilwara. Officials of the Integrated Child Development Services (ICDS) inaugurated the events by welcoming the women and community members and sharing the advantages of breastfeeding with them. A small short film ‘Amaji kehti h’ on exclusive breastfeeding and new born baby care was shown to the participants. Three lactating mothers who practiced exclusive breastfeeding to their child were felicitated. A quiz was organised to enhance general awareness amongst participants and gifts were given to them for answering correctly.

**Nutrition Week Celebrations: September 4–8, 2018**

September 2018 was declared as Nutrition Month or #PoshanMaah by the Government of India, which was also celebrated by the KHUSHI project in Bhilwara and Chittorgarh. A total of 85 events were organised. Activities like recipe demonstration, awareness meetings and quiz competition were organised to create awareness amongst the community about nutritious food and ways to prepare it. Kitchen gardens established at Anganwadi Centres (AWCs) and household level to promote diet diversity were showcased. Nearly 5000 beneficiaries were reached through various events. The #PoshanMaah event was also attended by senior ICDS officials and District Health officials.

**Celebrating Teacher's Day**

Teacher’s Day was celebrated this year in a traditional way with students paying their respect to the teachers. The children of AWCs honoured their teachers by offering garlands and coconut to them.
With the help of the cluster coordinator, children prepared greeting cards using their hand prints and wrote messages expressing gratitude.

**Improved Agriculture and Inclusive Dairy Value Chain**

With the objective of exploring new technology and improved agriculture practices, a one-day exposure visit was organised, in which 89 women and men from 16 project village participated. The participants represent the following categories: landholders, cattle holders and land plus cattle holders. More than 150 exhibitions and stalls were explored by the participants. The participants gained knowledge through interactions and procured different kinds of communication collaterals from exhibitions of agriculture technology, dairy livestock and poultry.

**Kanya Sampurna**

**Job Fair**

CARE India organised a job fair at Srimushnam in Cuddalore district on September 29 to help the youth belonging to 30 villages to gain employment closer to their villages. They also got an opportunity to sit for multiple interviews with different employers and choose the best job option. The event was attended by 366 youths and 35 employers and recruiting agencies. At the end of the day, 184 youths got employment opportunities on the same day and 199 candidates were shortlisted for a second round of interview at the work site.

**Diet Diversity Assessment**

CARE developed a Diet Diversity Assessment tool to help members of Self-Help Groups (SHGs) to:

- Self-assess the nutrition intake diversity in the diet of the entire household
- Map nutritious food that is locally available
- Develop plans to improve the household nutrition diversity of the households

The tool was piloted in two villages and an assessment will be carried out to reach 1500 SHG members, October onwards. This initiative is the first of its kind to address nutrition issues through SHG platforms.

**Women and Water**

**Visit of GAP Inc. and USAID Team**

The Women + Water project had a successful donor visit on August 2-3, 2018. Representatives from USAID and GAP Inc. visited the field and interacted with P.A.C.E. participants and their Learning Groups in three villages: Guradiya Bhil, Bhangarh and Rolupipaliya in Dewas district. The second day of the visit was spent discussing the processes that are being followed for training, monitoring and evaluation, data management and reporting.
CARE India provided technical support for the orientation-cum-training for the ICDS led pilot on Double Fortified Salt (DFS), conducted for the officials working in Tirhut division, Bihar. We also developed a communication campaign for the launch and promotion of DFS for the Government of Bihar and facilitated a state-level orientation on POSHAN Abhiyan & National Nutrition Month.

In association with ICDS, we conducted a capacity building workshop on the Leadership Development Program for District Programme Officers (DPOs), ICDS. We provided technical support focusing on Vision 2020 planning.
• An annual state-level training for teachers in Science and Mathematics was organised in Lucknow, benefiting 55 teachers, which will impact STEM (Science, Technology, Engineering and Mathematics) learning of 6000 children in the state.

Bihar Education Project Council (BEPC) and CARE India organised a workshop for AIE coordinators to develop and freeze an action plan for out-of-school children in Bihar.

CARE India signed a Memorandum of Understanding (MoU) with the Government of Haryana to support an initiative on girl’s leadership in the state. In light of this, a three-day capacity building training was organised for DRG members from Palwal and Nuh districts on Girls’ Leadership.

A two-day assessment tool development workshop was organised in Shyamakhunta Block of Mayurbhanj. This initiative focused on institutionalising learning assessment indicators around language and Mathematics, developed by CARE India in collaboration with DIET, Baripada.

A capacity building programme for AWWs on pre-school education was organised at Srimushnam in which 37 AWWs participated. The participants were trained on puppet making, finger art, storytelling, singing and organising and conducting games for the children at the centre. They were assisted in setting up a creative corner, book corner, display corner and teacher materials corner.

HR Updates

Renewal of Insurance Policies

The Group Mediclaim Policy, Group Personal Accident Policy and Group Term Life Insurance Policy have been renewed for another one-year period, effective from August 31, 2018 to August 30, 2019.

The Group Mediclaim and Group Personal Accident Policy have been renewed with The Oriental Insurance Company Ltd and Group Term Life Insurance Policy has been renewed with PNB Metlife India Insurance Company Limited. All three policies will be coordinated by our existing Insurance Broking Co.—Emedlife Insurance Broking Services Ltd.

Independence Day Celebration

On India’s 72nd Independence Day, we celebrated the true spirit of patriotism. The tri-colour theme was reflected in the staff’s attire, while the entire office sparkled with tri-coloured balloons to celebrate this glorious day.
Also, a drawing and painting competition, themed ‘Independence Day’. The painting competition added an element of fun as everyone.

Note of Appreciation

A research submission from the TARINA project, titled “Climate Vulnerability, Diet Diversity and Household Nutrition Insecurity among Small-holder Farmers of Eastern Region of India” has been accepted for presentation and discussion at the Eleventh International Conference on Climate Change: Impacts & Responses, at Pryzbyla Center, The Catholic University of America. The TARINA team appreciates the supports provided by the HR department.

Fundraising and Marketing & Communications

Direct Fundraising

- Delhi team conducted a fundraising drive in The Great India Place Mall, Decathlon-Noida, M Block GK-I, Select City Walk, Ambience Mall Gurgaon. In Cochin, we set up drives in Decathlon-Cochin, Carnival Info Park-Cochin and in Metro Junction Mall-Mumbai.
- Our inhouse teams and resource mobilisation partners organised fundraising and awareness campaigns in different malls and Resident Welfare Associations RWA for the Kerala floods.
- In total, our campaign awareness reach for the Kerala flood was more than 38,000 people.

Marketing & Communications

Digital and Online: Two project campaigns and one campaign dedicated to the Kerala floods were launched on our website, which were supported by the DFR team and social media engagements.

Media Outreach:

- CARE India was mentioned in over 60 media publications, many of which appeared in Tier 1 newspapers like Hindustan Times, CNN News 18, Times of India, India Today, etc.
- Opinion articles written by CARE’s experts were published in online and offline publications like The Quint, Better India, Hindustan Times, The Pioneer, etc.