



Story of Change

Ms. Anitha, a 23-year-old woman with a genetic disorder that caused her to be a dwarf, faced numerous challenges in her quest for economic independence and employment. After the unfortunate loss of her father, with her mother's ailing health and limited income, Anitha desired to start her own business without relying on others. Determined to succeed, she enrolled in an Entrepreneurship Development Programme (EDP) training, which provided her with the necessary support and materials worth Rs. 70,000 to kickstart her venture.

Anitha decided to focus on trading and renting imitation and artificial jewellery, a business she could efficiently manage from home. To promote her products, she circulated photos within her village's WhatsApp group, accepting orders for bridal make-up and festival decorations. The rental price for her jewellery sets ranged from Rs. 1,000 to Rs. 1,500 per day, depending on the set's value. Additionally, she began selling other daily-use artificial jewellery with a minimum margin of 40%.

Encouraged by the positive response from her village, Anitha expanded her marketing efforts by sharing her product catalogue with neighbouring villages through her classmates and well-wishers. Within two months, her business was generating an additional income of Rs. 4,000. Overwhelmed with gratitude, she now plans to set up a small shop in front of her house to showcase her products, providing a convenient space to manage both her business and household responsibilities while attracting more customers.

Anitha's newfound confidence has empowered her to face the challenges of life and provide for her mother's care. She expresses deep gratitude for the support she has received, as it has given her the opportunity to shape her own destiny.

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Reducing Anaemia Prevalence in Ballia District – Alkem Laboratories

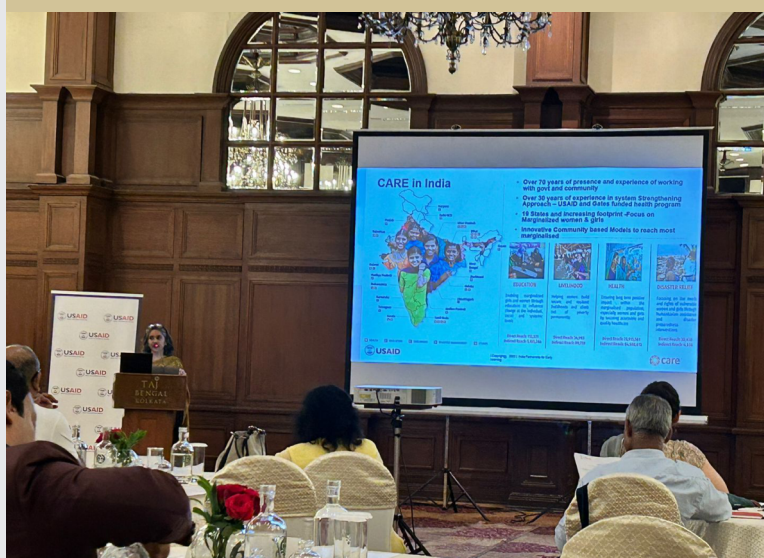
Alkem Laboratories partnered with CARE India to decrease the prevalence of anaemia among various target groups, including children in the age group of 6 to 59 months, adolescents, reproductive-age women (including pregnant and lactating women), and women beyond their reproductive years in Ballia district of Uttar Pradesh. To achieve this goal, there will be an emphasis on enhancing the testing, treatment, and monitoring of anemic patients in the selected areas. Additionally, efforts will be made to strengthen the regular intake of iron and folic acid supplements amongst pregnant and lactating women. Steps will be taken to improve public awareness regarding anemia. Foster a better comprehension of the condition within communities, encourage the adoption of nutritious

eating practises, and highlight the significance of maintaining proper sanitation to prevent anaemia. Public health facilities will be improved to provide better services for childbirth and contraception, as well as the management of severe anaemia cases. The project also includes population enumeration, training healthcare workers to use digital methods for anaemia screening, ensuring the availability of liquid form iron and folic acid supplements, conducting deworming campaigns, promoting behavioural changes related to diet and sanitation, providing menstrual education and care, and involving district officials in the planning and implementation process.

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CARE at USAID India's Industry Day Event



CARE India actively participated in the commemoration of the USAID/India Industry Day, on Tuesday, April 25, 2023, held at the Taj Bengal Hotel, Kolkata. Geeta Verma, the Chief of Party at India Partnership for Early Learning (IPEL) programme, represented CARE India at this significant event. Geeta shared CARE India's perspective on working with USAID and engaged in discussions about the organisation's noteworthy contributions as a USAID partner, as well as their inspiring success stories.

The success stories presented by CARE India during the event exemplified the tremendous impact that can be achieved through collaborative partnerships and innovative solutions. These stories showcased the transformative outcomes resulting from the synergy between CARE India and USAID. By focusing on sustainable development and leveraging their combined expertise, CARE India and USAID have made substantial strides in creating positive change in communities and individuals' lives.

CARE India eagerly looks forward to the continuation of its fruitful collaboration with USAID and other partners. They remain committed to forging ahead with their shared vision of a brighter future for all, as they strive to address pressing social challenges and make a lasting difference in the world.

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Valuable Heroes - PI Industries

The most crucial asset of any organisation is its employees, especially in the social development sector where the individuals working on the ground play a vital role in ensuring the project's success and longevity. The field level team adds a personal and human touch to the project, which proves invaluable in establishing trust, fostering relationships, and cultivating a sense of community. These elements are essential for project success as they create an atmosphere of mutual understanding and respect,

encouraging greater engagement and involvement from the local community. We take this opportunity to acknowledge and express our gratitude to the unsung heroes of the IAIDVC project. These remarkable individuals serve as the strong pillars sustaining the community institutions, and their contributions are instrumental in the initiative's achievements. We strive to emphasise their unwavering commitment and acknowledge the pivotal contribution they make to the achievements of IAIDVC.



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CARE at IPHACON - Kolkata



The 67th Annual National Conference of the Indian Public Health Association (IPHA) took place in Kolkata, from April 7th to 9th, 2023. CARE India actively participated in the conference by hosting an academic material and knowledge product dissemination stall, featuring audiovisual displays and informational standees and hoardings at prominent sites. During the conference, the Knowledge Management and Learning Centre of CARE India organised an exclusive session titled "From Evidence to Action: The Evolution of Knowledge Management & Learning in Public Health." The session included a plenary talk on "Data as an Intervention" by Dr. Tanmay Mahapatra, followed by a panel discussion on questioning the Theory of Change to improve public health services. Throughout the conference, the CARE team actively engaged in discussions on various topics related to public health, gender equity, service quality etc. keeping the vulnerable, impoverished, and marginalised population at centre. On the third day, CARE participated in a joint session with the Asian Development Research Centre on "Climate Change and Health," highlighting vulnerabilities, coping mechanisms, mitigation, and policy analysis. Here is the link to the official photo gallery <https://www.iphaonline.org/iphacon-2023-kolkata/> of the conference showcasing CARE's active involvement and presence.

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