

ANNUAL REPORT

2017-2018



Manbhumi Ananda Ashram Nityananda Trust (MANT)
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From Secretary's Desk

Yet another year has whizzed past compelling us to look back and scale, assess and recount our performance during the year 2017-18. Even a cursory look at the performance sheet, impels on us a realization that it is as usual an on the whole quite gratifyingly satisfactory achievement on the part of MANT. The activities revolving round the projects of MMC, Tobacco Control, AIP, to name the major ones, have become so ingrained with MANT that it appears simply impossible to segregate them and judge them piecemeal. But MANT hates to be complacent and rest the oars to take some respite. Struggles and strivings continue to egg us on to locate new pastures of human activities that might go a long way in helping it to befriend the community it works for. Naturally, a new planet has swam into our ken! We have brought in the Empowerment of the Women of the Minority Community in our scheme of things with support from the Ministry of Minority Affairs, Govt. of India this very year. Along with this, we have extended our Community Radio Activities to the yet unexplored region of agriculture with support from the Pancha Block ADO office and as the field concerns a wide section of the commonalty the response to our venture has been found to be overwhelmingly sound and positive.

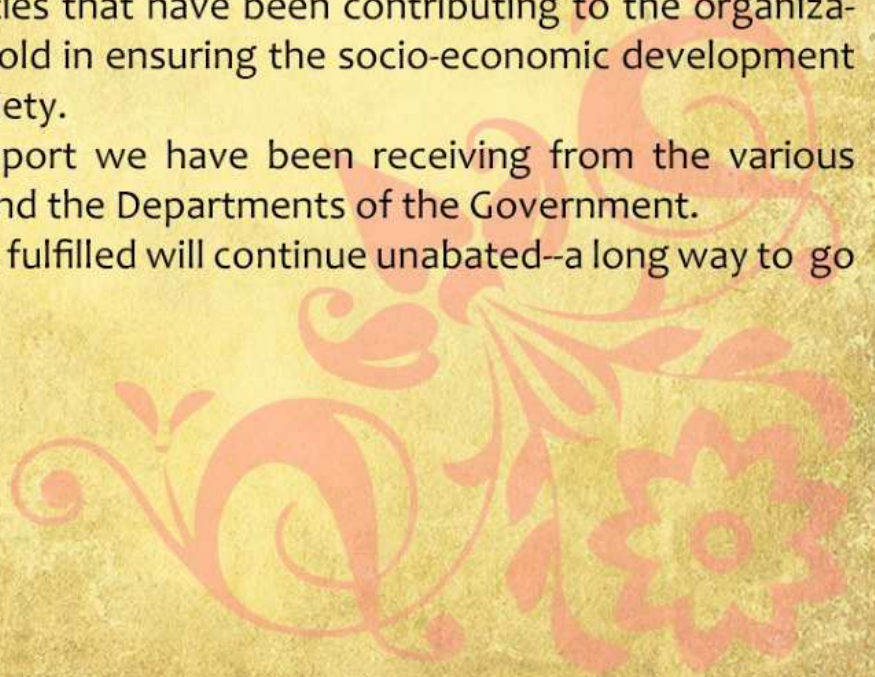
Other activities continue to be in line with the demands of the project/program. I seize this opportunity to extend my heartfelt greetings and respect to all the categories of the staffs of MANT for their sincere and affectionate discharge of their respective duties and responsibilities that have been contributing to the organization's stride in having a firm foothold in ensuring the socio-economic development of the deprived section of the society.

I gratefully acknowledge the support we have been receiving from the various Funding Agencies, the Ministries and the Departments of the Government.

Our struggles to see our objectives fulfilled will continue unabated—a long way to go before we rest and sleep.

Chareibati! March forward!

Dr.Chandidas Mukherjee
Secretary



GLORIOUS PAST

Emergence – Swami Nityananda Brahmachari came like a “trailing cloud of glory” from Sargashram (Haridwar/ Hrishikesh) and became so enamoured with the shape of the then ‘Patra’ (a sprawling land) that he purchased it from its owners, the local Mukherjee family. He christened it ‘Manbhum Ananda Ashram’. Like a true Svant he espoused the cause of the local people who were at the time grovelling in poverty, superstition and lack of educational facilities. For him, the panacea was the spread of education. He founded a ‘Chatuspathi’ and that turned out to be the lamp which dispelled the surrounding gloom and darkness. The Trust in its embryonic form took shape in his lifetime and on his demise it was registered as Manbhum Ananda Ashram Nityananda Trust bearing Registration No. S/3863 of 1959-1960. Our ‘ZERO HOUR’ commenced accordingly.

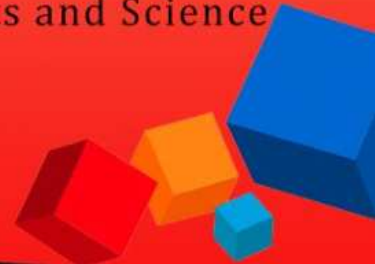


HISTORICAL DEVELOPMENT

The mantle of glory of the deceased Svant was then fittingly donned by his worthy disciple Late Harihar Mukherjee, an undaunted social activist with a checkered career. He began where the Svant had left off. Challenges and odds were plenty but the determined visionary in him took arms against the sea of troubles. The Savnt had his Chatuspathi – the proverbial 'jeevan deep' a flickering lamp against gusts of wind from all corners. Sri Mukherjee with his will and determination guarded this proverbial lamp with his hands and helped it glow brighter still. Under his leadership a High English School was started on 1st January, 1940. It was a long, patient and strenuous travel from pillar to post in search of resources. He did not aspire for any princely donations or charity from colonial rulers, instead he went to common people. The people contributed whole heartedly to translate his Guru's long cherished dream into a reality. Under the aegis of the Trust, and blessed with the founder Secretaryship of Late Harihar Mukherjee, an educational complex has since been developed through the years in the Manbhum Ananda Ashram with the following educational units starting from Nursery School to Degree College –



- Laulara Radha Charan Academy-A Co-educational High School
- Vivekananda Jr. Basic School
- Subhasini Pathagar – Rural Library
- Manbhum Ananda Ashram Girls' Jr. High School
- Ramananda Centenary College- A Degree College in Arts and Science
- Naba Sishu Niketan- (Pre-Basic Nursery)





And in the year 1994 the Trust revitalized itself and tightened its belt with an unrelenting vigour and determination to be instrumental in bringing about a sea change in the Social sector as it had successfully done in the Education Sector. Accordingly the Trust was revitalized and our 'Zero Hour' commenced anew.

VISION

The Trust believes in people-centered development through empowerment of marginalized people. It believes that integrated development is a process in which people take conscious initiative in order to manage resources for the people, thereby ensuring people's participation, which leads to their development.

MISSION

From thought to act, from act to habit, from habit to nature, from nature to destiny- these spell human progress with a view to spreading the mandate -

“..Sarbeiba sukhina santu
Sarbe santu niramaya
Sarbai bhadrani pashyantu
Ma kaschit dukhya bhak bhabet...”

Let everyone be happy; let all be wholesome; let everybody see the good of life; let none suffer; let peace reign supreme Modus Operandi by spreading education and raising awareness- the cure-all to all ills that flesh is heir to.

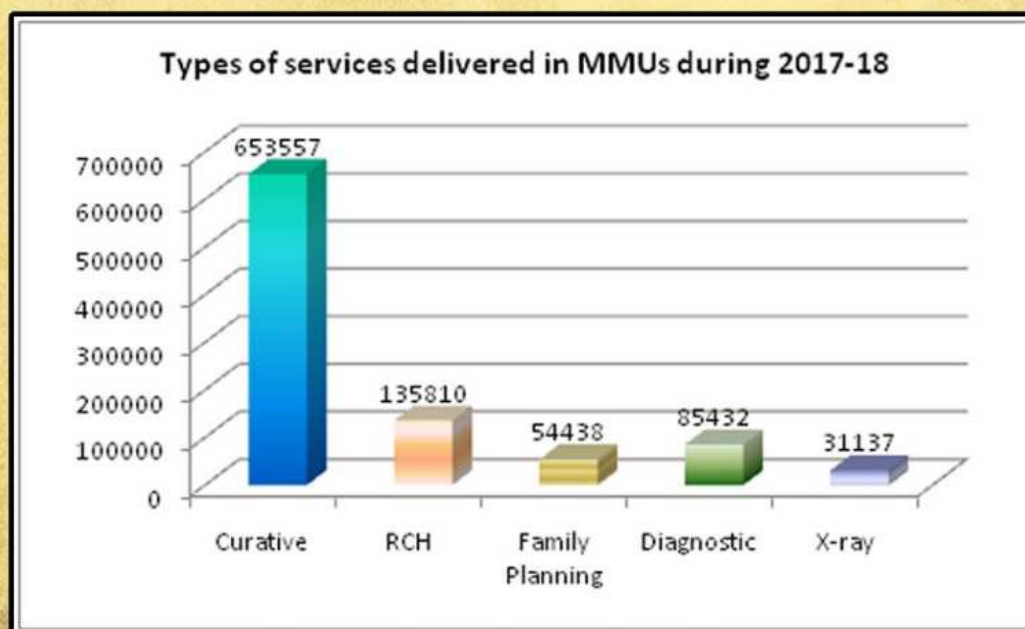
RETROSPECTION

Activities in Financial Year 2017-18

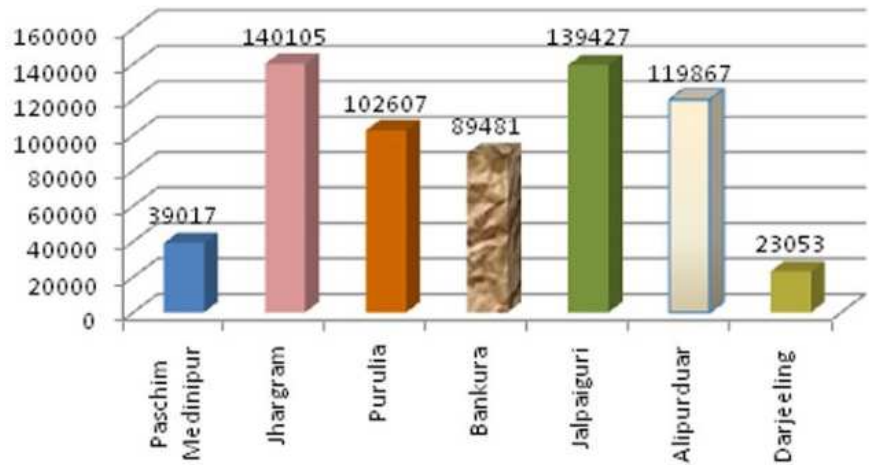
MOBILE MEDICAL UNIT

Mobile Medical Camps are in operation in 7 Districts in West Bengal covering more than 2.5 million people living in under-served areas. 23 MMCs have been running in 22 Blocks of Purulia, Bankura, Alipurduar, Jalpaiguri, Darjeeling, Jhargram and Paschim Mednipur Districts. Last year we could provide primary health care services to little less than 10 lakhs of people. A recently conducted exit survey pointed out that more than 90% people have been satisfied with the services rendered by MMCs.

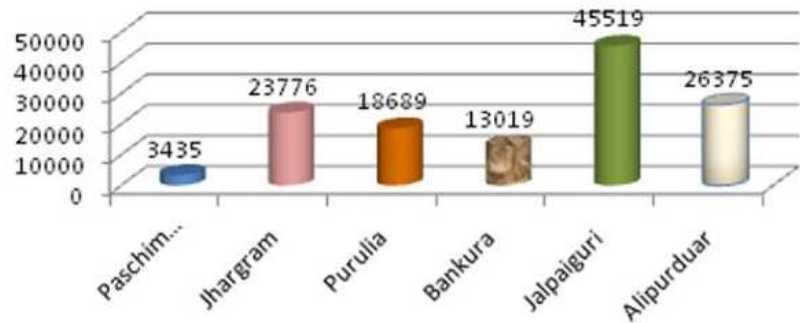
Total Districts covered	7
No of MMUs	23
Total Camp Held	6941
Total Patient Reached	789367
Average Patient per camp	114
RCH services provided	135810
Curative services provided	653557
Family Planning provided	54438



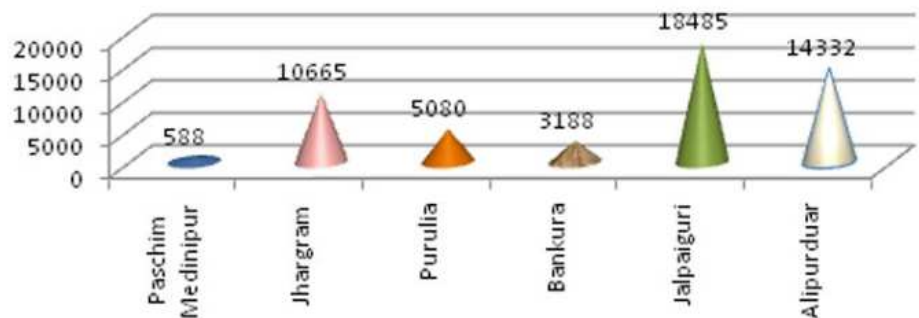
District wise curative service provided in MMUs during 2017-18



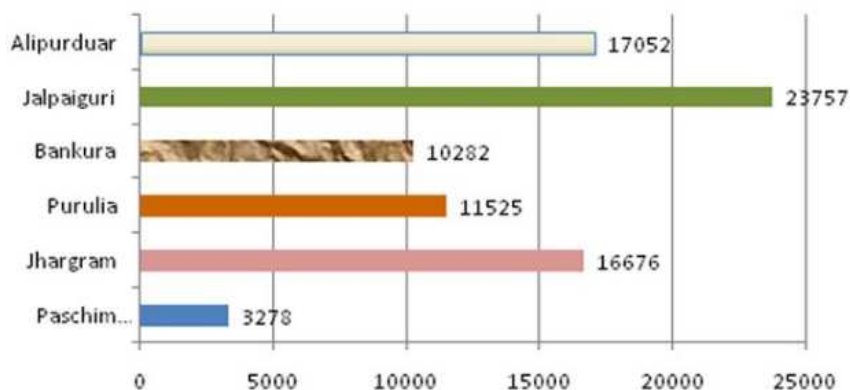
District wise RCH services provided by MMUs during 2017-18



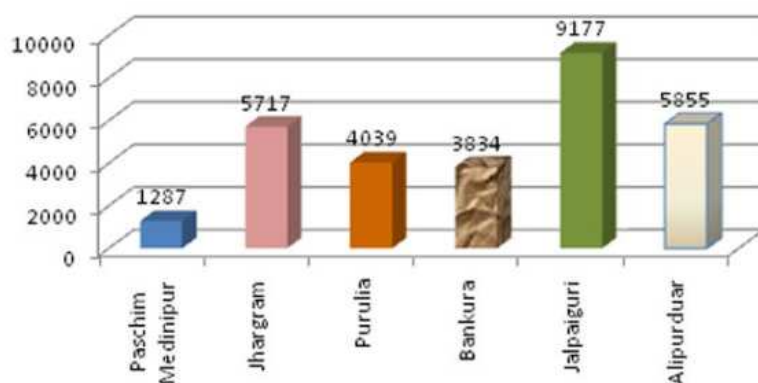
District wise family planning services provided by MMUs during 2017-18



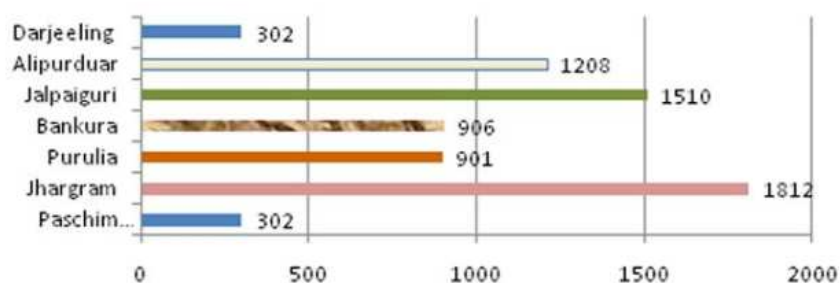
District wise diagnostic services provided by MMUs during 2017-18



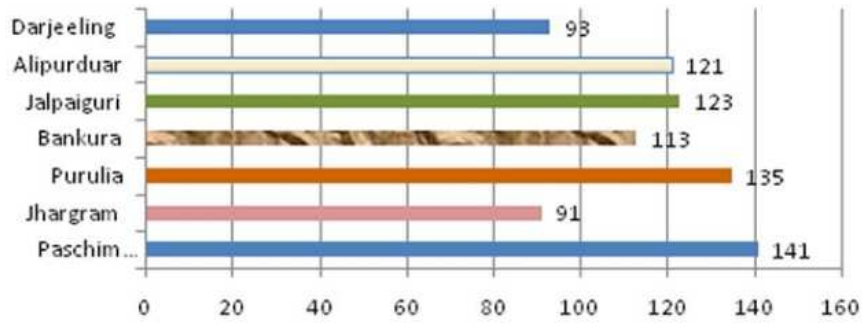
District wise radiology services provided by MMUs during 2017-18



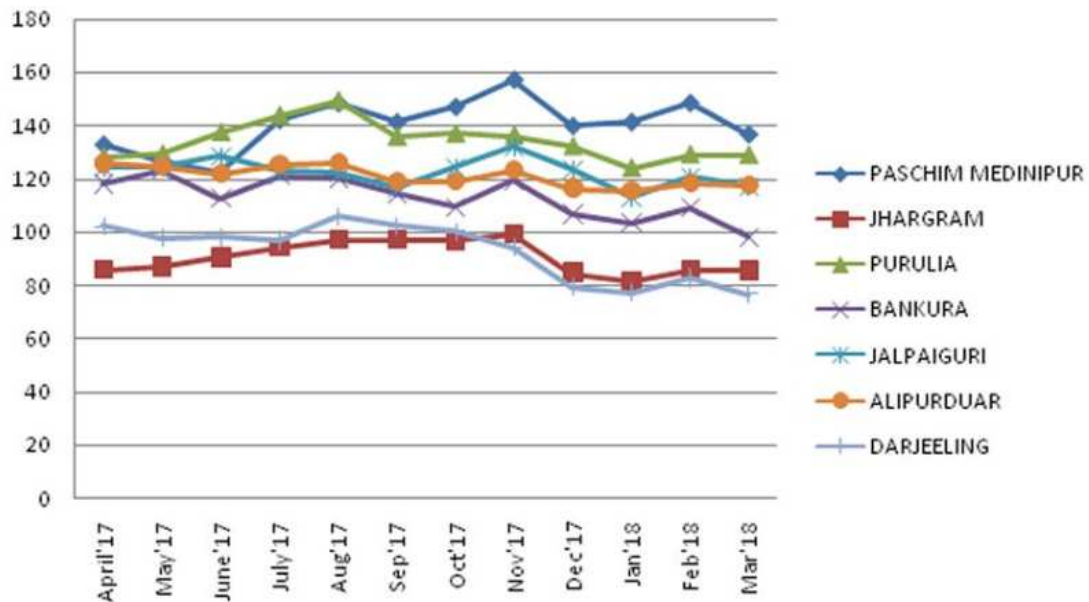
District wise no of Camp held during 2017-18



District wise avg. patients per Camp held during 2017-18



District wise patients timeline during 2017-18



Sl. No.	MMU	No. of Camps held	No. of patients received RCH Services	No. of patients received Curative Services	No. of patients received Diagnostic Services	No. of patients received X-ray Service	Family Planning
PASCHIM MEDINIPUR							
1	Garhbeta II	302	3435	39017	3278	1287	588
JHARGRAM							
2	Sankrail	302	4800	26214	1776	1059	2649
3	Binpur II	302	4129	24539	3776	1501	2664
4	Jhargram	302	3938	24421	2517	468	1094
5	Gopiballavpur II	302	4008	21195	2716	1059	902
6	Binpur I	302	4264	26371	3159	1074	1705
7	Amlasole	302	2637	17365	2732	556	1651
		1812	23776	140105	16676	5717	10665
PURULIA							
8	Bundwan	302	6722	27762	3744	925	2641
9	Jhalda II	299	5414	40351	3560	1826	2038
10	Manbazar II	300	6553	34494	4221	1288	401
		901	18689	102607	11525	4039	5080
BANKURA							
11	Simlapal	302	4516	30454	4247	1407	794
12	Ranibandh	302	4404	26819	2250	1218	1269
13	Raipur	302	4099	32208	3785	1209	1125
		906	13019	89481	10282	3834	3188
JALPAIGURI							
14	Nagrakata	302	9821	27220	4126	2094	3759
15	Matiali	302	6105	27841	4701	1518	1786
16	Rajgunj	302	7934	22997	4163	1457	3799
17	Dhupguri	302	10667	33304	4915	2647	4959
18	MMU I (Raj-Moy)	302	10992	28065	5852	1461	4182
		1510	45519	139427	23757	9177	18485
ALIPURDUAR							
19	Madarihat	302	5552	27296	4210	1095	2369
20	MMU II (Kal-Mad)	302	5218	31845	3991	797	3371
21	MMU III (Ali-Kum)	302	9567	29145	4719	1948	4293
22	Kalchini	302	6038	31581	4132	2015	4299
		1208	26375	119867	17052	5855	14332
DARJEELING							
23	SMP	302	4997	23053	2862	1228	2100

TOBACCO CONTROL

MANT has been implementing the Tobacco Control project in the state of West Bengal with support from The International Union Against Tuberculosis and Lung Disease, South-East Asia Office, New Delhi since 2014 and in active collaboration with Health and Family Welfare Samities. It is to be noted that MANT is a member of 15 District Level Coordination Committees (DLCCs of NTCP) formed under the Chairmanship of the Hon'ble District Magistrates of 15 Districts of West Bengal and 8 District Level Monitoring Committees formed to review the enforcement of Section 5 of COTPA, 2003 and its subsequent rules in 6 districts.



MANT has also been facilitating the training sessions on tobacco control in Administrative Training Institute, West Bengal Judicial Academy and Swami Vivekananda State Police Academy.



Honourable Inspector General of Police, CID, West Bengal sent a letter to all the SPs and CPs of West Bengal (Excluding Kolkata) to hold the sensitization programmes for the concerned police personnel on COTPA, 2003 in collaboration with MANT.

We also successfully facilitated the issuance of protocol to deal with the tobacco industry in two Districts. During the last three years, almost 5000 people (both government and non-government) were trained and the tobacco control activities in the state reported in media through earned media of more than 30 million INR. We have also supported Kolkata Municipal Corporation and two districts i.e. Darjeeling and Howrah to be declared smoke-free. Government Departments like Health, Social Welfare, Sports, Postal, School Education, Higher Education, Minority Affairs and Madrasah Education and State Sishu Siksha Mission, West Bengal Commission for Protection of Child Rights also issued tobacco-free/smoke-free orders with our active facilitation.



Highlights . . .

Organize Sensitization Program on COTPA 2003 with	
Police Administrations	11
Municipalities	13
Corporations	3
Govt. line Depts & District Admin	28
Observance of World No Tobacco Day & World Cancer Day	2 events
Actively Participated in Enforcement Drive at Howrah	4 times
Institutional Training organized	7
Member District Level Coordination Committee	14
Orders issued by several Govt. Line Dept., Municipalities, District Administration & the like during this financial year	38

Smoke-free Howrah

On 31st May 2017, the District Magistrate in presence of Honorbale CMOH, Government officials, media declared Howrah District Smokefree. The declration was signed by Honourable DM, Commissioner, Howrah City Police, SP, Howrah Rural Police, CMOH and Dy CMOH-II Howrah.



Formation, Stabilization & Strengthening of SELF HELP GROUPS

INTRODUCTION:

Organization believes that SHG is a holistic programme covering all aspects of self-employment, occupational skill & capacity building, planning of activity clusters, infrastructure build up, technology, credit and marketing and thus actively working for economic & social development of the rural women through formation, stabilization and strengthening of Self Help Groups. Organization consider SHG as one of key instruments for the empowering women of the marginalized section of the society and has been effectively functioning on this issue for last two decades. MANT has been organizing & conducting several skill & capacity building training programs, workshops, group discussions for Self Help Groups with the objective that they have a general consciousness & awareness on social issues, have information on several income generation activities, have sufficient knowledge to manage the productive natural assets, gain self-reliance to increase the access to & control over natural resources.



ACTIVITIES:

MANT has been entrusted by the Directorate of Sericulture, Government of Nagaland in the Intensive Bivoltine Sericulture Development Project for Nagaland under NERTPS with the task of Social mobilization & Group formation including thrift fund, Support for organizing women cooperative society, Women Education Programme at the group level, Organization of Workshops, Organization of Group discussions/camps, Kits for Teaching aids



& health care at group level, Orientation Training for Mahila Resham Karmis, Exposure visits for progressive women sericulturists, Medical Health Camps and Organization of Women Groups and Social Mobilization & General Awareness, Gender Sensitization. 1000 beneficiaries from 2 Blocks (Dhansiripar & Medziphema) of Dimapur District of Nagaland have been covered under IBSDP Project, NERTPS.



The detailed activities that were implemented during this reporting period i.e. Financial Year 2017-18 have been shared below in tabular format.

Component	Program brief	Venue	Block / Cluster	Participants	No of Trainings	Outcome
A. Capacity Building Training Programme	Training imparted on basic concept, features, benefits, functions of SHG, roles & responsibilities of SHG members, rules & regulation for running a SHG, leadership & their required quality, book keeping and the process of bank linkage for opening bank account in the name of SHG. Relevant flash cards were also placard for the sessions. The focus was given on SHG sustainability & documentation.	Sericulture Farm, Dhansiripar Block, Dimapur, Nagaland	Dhansiripar CLA – II	200 (20 members per group)	10	20 SHGs have been formed (10 SHGs per cluster) & 20 members per SHG. SHG training Kit were provided to all 20 SHGs that includes Resolution Book, Savings Register, Loan Register, Individual Pass Book, Stationeries, Bag, Clock, Calculator, Cash Box & the like.
		District Sericulture Office, Signal Angami Basti, Dimapur, Nagaland	Medziphema CLA – III	200 (20 members per group)	10	
B. Women Education Programme at Group level	The programme covered up the need of women education in India, barriers of women education, about educating Girl child, why it is important to educate women on women's health, how does our culture & gender affects women health, How women health reflects family genetics, Culture, Social norms, Daily actions and thoughts.	Sericulture Farm, Dhansiripar Block, Dimapur, Nagaland	Dhansiripar CLA – II	200 (20 members per group)	10	The facilitator received mixed responses from the group members. From the oral feedbacks it has been understood that the participants gathered the basic fundamentals of women empowerment and have understood the barriers to their education.
		District Sericulture Office, Signal Angami Basti, Dimapur, Nagaland	Medziphema CLA – III	200 (20 members per group)	10	

Component	Program brief	Venue	Block / Cluster	Participants	No of Trainings	Outcome
C. Organizing of Workshops	The training workshops imparted with women beneficiaries on basic concept of cluster, its function, why it is necessary, why economic independence is need of the hour for women, social empowerment, community action/activities to mitigate women violence, effects of violence against women and need for getting united & empowered were also discussed.	Sericulture Farm, Dhansiripar Block, Dimapur, Nagaland	Dhansiripar CLA – II	200 (50 women each*4)	4	The scope of the programme was to sensitize the women members on empowerment, economic up-liftment vis-a-vis their role in the contemporary Society. It's an important component under social mobilization & activation.
		District Sericulture Office, Signal Angami Basti, Dimapur, Nagaland	Medziphema CLA – III	200 (50 women each*4)	4	
D. Formation of Cluster	The issues like concept, features, and benefits, functions of cluster, roles & responsibilities of cluster leaders were elaborately discussed during the programme. The special focus was given on selection of cluster leaders, monitoring part (both financial & physical) of the newly formed SHGs, conflict management and resolution and linkages with different stakeholders which can bring back several benefits to the cluster / SHGs in near future.	Sericulture Farm, Dhansiripar Block, Dimapur, Nagaland	Dhansiripar CLA – II	200 (All members from 10 SHGs)	1	As an immediate outcome of the Cluster formation programme 2 Block level working committee has been formed a. Dhansiripar (CLA – II) – with 11 members b. Medziphema (CLA – III) – with 11 members
		District Sericulture Office, Signal Angami Basti, Dimapur, Nagaland	Medziphema CLA – III	200 (All members from 10 SHGs)	1	

Component	Program brief	Venue	Block / Cluster	Participants	No of Trainings	Outcome
E. Distribution of Health Care Kit	All 20 SHGs were supported with Health Care Kit	Sericulture Farm, Dhansiripar Block, Dimapur, Nagaland	Dhansiripar CLA – II	Group wise one Kit as per project mandate	-	Health Care Kits provided within the period of 5th – 9th June, 2017 and 11th – 15th Sept, 2017 to 20 SHGs of the mentioned blocks respectively.
		District Sericulture Office, Signal Angami Basti, Dimapur, Nagaland	Medziphema CLA – III	Group wise one kit as per project mandate	-	
F. Disbursement of Seed	Each Group has been guided in opening Bank account and Seed Money of Rs. 40,000/- has also been transferred to each of the Group account.	-	-	Transferred through NEFT in Bank Account of 20 SHGs	-	Total Amount Sent 20*40,000/- = Rs. 8,00,000/-
G. Organizing Group Discussions	GDs were conducted on several topics like Mal-Nutrition, Women Health Kitchen Garden, Role of women in Sericulture, Group Evaluation, Natural Resource Based IGAs, Basics steps & precautions of Sericulture, Book keeping, Accounts Management, Access to credit facilities, Internal lending & the like	Sericulture Farm, Dhansiripar Block, Dimapur, Nagaland	Dhansiripar CLA – I	200	8	Sessions were very interactive and participatory in nature. The responses from the participants were spontaneous. The sessions generated positive vibe, increases knowledge level and creates awareness & general consciousness among the participants
		Sericulture Farm, Dhansiripar Block, Dimapur, Nagaland	Dhansiripar CLA – II	200	8	

Component	Program brief	Venue	Block / Cluster	Participants	No of Trainings	Outcome
		District Sericulture Office, Signal Angami Basti, Dimapur, Nagaland	Medziphema CLA – I	200	8	
		District Sericulture Office, Signal Angami Basti, Dimapur, Nagaland	Medziphema CLA – II	200	8	
		District Sericulture Office, Signal Angami Basti, Dimapur, Nagaland	Medziphema CLA – III	200	8	
H. Exposure Visit	2 days exposure visit was organized by MANT	Jorhat, Assam	-	40	1	The progressive farmers were selected from the group for the exposure trip. The entire team was under guidance of Dr. A K Borah, Scientist-D, RSRS, CSB, Jorhat, Assam.

Livelihood Promotion & Women Empowerment

Initiative – I: PRANTIKA

INTRODUCTION:

It has already been reported in FY-2016-17 that MANT has taken up a new initiative called Prantika – Training cum Garments Production Centre managed by Tribal Women established at Majgerya Police Camp under Barikul PS, Bankura with infrastructural support from Bankura District Police.



The unit has successfully completed two years with the primary objective to attain self sustenance and economic growth of the tribal women through skill up gradation programs and trying to show case & commercialize the end products to outer world thus strengthening socio-economic standard of the communities.

HUMAN RESOURCE INVOLVED:

One full time Master Trainer (residential) has been appointed for providing handholding support to 20 tribal women for fabric production. The trainees are now competent enough & producing cotton, polyester & linen fabrics (Mono colour, Bi-colour, multi-colour checks, designer fabrics & the like)



MACHINERIES & EQUIPMENTS USED:

- Handloom – 6 Pcs
- Charka – 8 Pcs
- Drum – 1 Pc
- Jacquard – 6 Pcs
- Supporting hardware tools
- Threads (different varieties & qualities as per requirement)



PRODUCTION:

The average monthly production capacity of the unit is 24 pcs “Than”. The length & width of each Than is 11 mt & 48 inches respectively. The unit is also receiving order at times from Bankura District Police for making of “Uttariyo”. Initially 1500 Pcs “Uttariyo” has been delivered to Bankura District Police from this very unit. This work has boosted up their self confidence & inner ability.

VISITS: The unit has been visited by

- Superintendent of Police, Bankura District
- IC, Barikul, Bankura ; RI, Barrackpore, North 24 Pgs
- Team from Labour Dept.



Initiative – II: SHIROPA

INTRODUCTION:

To reach out to a larger section of the weaker-section of the contemporary society for eradication of poverty and promotion of self-sufficiency, MANT has decided to scale up the intervention to a larger scale. To arrive at this decision, MANT has introspected various opportunities and prospects of the Textile Industry which is found immense. With the change in taste in various types of clothing in recent times the need to make good Salwars, Kurtis, Shirts etc. there is, as believed, excellent potential for growth and that subsequently will impact the economy of the area substantially.



ACTIVITIES:

● Keeping the broader aspect in mind MANT in joint collaboration with Bankura District Administration has initiated a training cum garment production unit at Karmatirtha, Barjora Block wherein it has been providing skill development training to 40 Men and women who are basically folk artists identified by DICO, coming from lower economic background.

● This joint venture has been named as “Shiropa” and has been inaugurated on 1st Feb, 2018 by ADM, Bankura District in presence of OC-Minority, DICO, BDO-Barjora & other distinguish guests.



● Initially they are in receipt of training on different textile related techniques. The trainees are divided into several groups based on their pre-existing skill, capacity, age & work load.

HUMAN RESOURCE INVOLVED:

- Two full time Master Trainer (one for weaving & one for stitching-tailoring)
- One Field Coordinator
- 40 trainees (28 Males & 12 Females)

MACHINERIES & EQUIPMENTS USED:

- Handloom – 6 Pcs
- Charka – 10 Pcs
- Drum – 1 Pc
- Jacquard – 6 Pcs
- Electric sewing machine – 4 Pcs
- Normal sewing machine – 2 Pcs
- Supporting hardware tools
- Threads for weaving & stitching (different varieties & qualities as per requirement)

VISITS: The unit has been visited by

- ADM, Bankura District
- OC Minority, Bankura District
- DICO, Bankura District
- BDO, Barjora Block, Bankura District
- CI, Barjora BDO office, Bankura District
- Representatives from Ministry of Home Affairs, Delhi, GoI



Embroidery Training & Sewing at Bankura District Correctional Home

With kind cooperation & support from Bankura District Correctional Home MANT has initiated Embroidery Training & Sewing with 10 convicts (9 Women & 1 men). Convicts are provided training.

SUPPORT PROVIDED:

- Raw materials
- Machineries & Equipments
- One lady master trainer for embroidery



INSTALLATION OF LOWCOST SMOKELESS CHULHA

Introduction:

With all kind of support & cooperation from Bankura District Administration MANT has been able to install 16 nos of Smokeless Chullahs in 16 nos of Primary Schools & ICDS in total. At Bankura-I Block 5 Primary Schools & 3 ICDS centers have been covered and in Bankura-II Block the team has also covered the same. One expert with one assistant has been allotted for installation of the chulhas. The list of the primary schools & ICDS centres were provided by the respective Block Administration as per the direction from District Administration.



Activities:

Following are the list of the Primary Schools & ICDS centers where smokeless chulhas have been installed.

Sl. No.	Pry School / ICDS covered	Block
1	Manusmura Bankata Primary School	Bankura-I
2	Manusmura Primary School	Bankura-I
3	Manusmura ICDS	Bankura-I
4	Saltoli ICDS	Bankura-I
5	Helnasunia ICDS	Bankura-I
6	Angaria Primary School	Bankura-I
7	Nandigram Primary School	Bankura-I
8	Ailakundi Primary School	Bankura-I
9	Ramdihi Primary School	Bankura-II
10	Mithila Primary School	Bankura-II
11	Bhedua ICDS	Bankura-II
12	Kamladanga ICDS	Bankura-II
13	Bodra-Junbedia ICDS	Bankura-II
14	Paschim Ratanpur Primary School	Bankura-II
15	Bhanga Bandh Primary School	Bankura-II
16	Kumria Dharmadaspur Primary School	Bankura-II



Build supportive ecosystem to wean away Bidi rollers to Alternative Livelihoods and facilitate the implementation of WHO- FCTC

Project Objective:

- To provide a sub-national ground level support to the pilot project initiated by Ministry of Labour & Employment, Government of India.
- Generate greater demand for skill development schemes and alternate vocations by mobilizing bidi rollers and their families.
- To support the process for formation of Self Help Groups (SHGs), through building capacities and interests of bidi workers.



Activities:

Component	Date	Venue	Participants	Program content
Sensitization workshop	1st Nov, 2017	Office of the Labour Welfare Commissioner, Nizam Palace, Kolkata	42 (Administrative Officers, Doctors, Paramedical Staffs, Public health organizations & the like)	The main focus of the programme was to orient and sensitize the Administrative Officers, Doctors, Paramedical Staffs on the burden of tobacco use with a special focus on problems related to health hazard of Bidi rolling in the state of West Bengal.
Opportunities for alternative livelihood with Bidi workers	1st Nov, 2017	Indian Oil Bhavan, Kolkata	45 (Bidi rollers and representatives from Union of Bidi rollers)	The objective was to motivate bidi rollers to take alternative livelihood options for creating their sustainable employment opportunity & thus strengthening socio-economic standard of the community.
Aspiration Survey	30th Nov, 2017	Health Centre of Labour Welfare Department, Barasat	20 married women Bidi Rollers belonged to the age group of 35 years and plus of Kumra Kashipur, Habra Block, North 24 Parganas.	Three Focus group discussions have been organized with women bidi rollers to find out their occupational hazards, economic condition, Health

				condition and choice of alternative livelihood. Facilitators involved: Dr. Biswajit Pal Mr. Anirban Roy Mr. Soumik Nandy
	20th Dec, 2017	Health Centre of Labour Welfare Department, Naihati	20 women bidi rollers below to the age group of 35 years from Kalyani Block, North 24 Parganas.	
	20th Dec, 2017	Health Centre of Labour Welfare Department, Naihati	25 married women Bidi Rollers belonged to the age group of 35 years and plus of Chakdah Block, North 24 Parganas.	
Motivational Program	30th Nov & 20th Dec, 2017	Health Centre of Labour Welfare Department, Naihati & Barasat	65 Women Bidi rollers	Motivational Session has been organized with women Bidi Rollers by the Facilitators.
Case Story	One case story of a Former Bidi Roller has been taken as a part of the project			



National Level Seminar on SBCC and TB/Tobacco

MANT in joint collaboration with Johns Hopkins Centre for Communication Programme- India, New Delhi has organized National level seminar on SBCC and TB/Tobacco at Rabindra Tirtha, Rajarhat, Kolkata on 7th & 8th November, 2017.

Participants:

Speakers - 5

From Government - 8

Media - 2

From NGO - 22

Students - 21

From Media - 39

From MANT - 32 and others

Glorious Presence:

1. Uttara Bharath Kumar, Senior Program Officer, Johns Hopkins University Centre for Communication Programme
2. Prof. Vinod Pavarala, UNESCO Chair for Community Media, University of Hyderabad
3. Dr Sanjay Kapur, Managing Director, John Snow International-India
4. Prof Sanjay Mukhopadhyay, School of Film Studies, Jadavpur University
5. Dr Avijit Roy, Deputy Director (Health), Directorate of Health Services, A&N Administration, Port Blair
6. Samir Goswami, Consultant, Development Communication Course, Roopkala Kendro Information and Cultural Affairs Department, Govt. of West Bengal
7. Vasuki Belavadi, Associate Professor and Faculty Fellow, UNESCO Chair on Community Media Department of Communication, University of Hyderabad
8. Venu Arora, Executive Director, Ideosync Media Combine, New Delhi



“CHUP KOTHA BHANGO”

The Bengali Literary Fest on Violence Against Women which was jointly organized by MANT & Aihik on 6th Dec, 2017 at Bangla Academy and on 7th - 8th Dec at Rabindra Okakura Vaban, Kolkata.

The luminaries of Bengali literature from West Bengal, North-East India and Bangladesh graces the occasion. There were Poets & writers from Bangladesh, North Eastern states and from West Bengal as well.

Participation

From Bangladesh – 12

From Tripura & Assam – 16

From West Bengal – 112



Research and Publications

Research Activities . . .

Communication Failed: National De-Worming Programme in West Bengal

Place of Study: Howrah, West Bengal

Objective of the study:

- To identify the knowledge level of the health workers associated with NDD.
- To observe the effectiveness of information channel from state to guardians through health personnel.
- To study the engagement levels of health personnel on NDD under study.
- To measure the management of adverse effect through infrastructure at field level.

Major findings of the study:

- The knowledge level on adverse effect of Albandazole and harmful effects of Helminthes infection was limited among the health personnel of Shyampur-II Block.
- The communication failure was mostly reported from Shyampur-II Block due to lack of proper knowledge of Health personnel.
- The guardians' knowledge on Adverse effects of Albandazole and harmful effect of Helminthes infection was also limited . It may be due to improper knowledge level of the health workers who did not properly communicate the correct message to the guardians.
- The knowledge level of Health workers related to NDD and worm infection were significantly low in Shyampur-II Block and Significantly high in Sankrail Block. It also signifies the adverse event cases.
- Most of the health works from Shyampur-II Block did not ask for mandatory information of the child's earlier de-worming.

A Comparative Study of the Effects and Awareness among Vendors Regarding Chewing Tobacco Ban in Kerala and West Bengal

Place of study: West Bengal & Kerala

Objective of the study:

- The main aim of the study is to find out whether the ban on chewing tobacco sale imposed on the two states is effective or not.
- The study was also conducted to find out the awareness level of the vendors in selling chewing tobacco, the availability of chewing tobacco after the ban and steps taken to make the ban effective by the officials.

Major Findings of the Study:

- 100 percent of the vendors in Kerala know about the ban imposed on chewing tobacco. Comparatively, in West Bengal, about 62.2 percent of the vendors know about the ban.
- It seems that media played a huge role in dissemination of the chewing tobacco ban in the states. In Kerala, most of the population i.e. 74.7 percent came to know about the ban from newspapers. On the other hand, in West Bengal, 71.4 percent consumers know it from the television.

- 68.5 percent vendors in West Bengal said that chewing tobacco is easily available even after the ban. In Kerala, 48.8 percent vendors replied that chewing tobacco was not available after the ban.
- In West Bengal, it was found that 84.3 percent of the vendors sell chewing tobacco to minors without asking for id proof. For the same, the percentage in Kerala is slightly lesser at 39.4.
- The average gross income from sale of chewing tobacco in West Bengal is INR 3188.31 which is much higher than that of Kerala's which is INR 1880.
- It was seen that in Kerala, 61.4 percent of the vendors have said that they have incurred losses due to ban on chewing tobacco. The percentage is contrasting in case of West Bengal which is only 16.9 percent.
- Only 1.1 percent of the vendors in West Bengal have faced raids for selling chewing tobacco. In Kerala, the percentages of vendors who have faced raids are 12 percent.
- In terms of sale of gutkha per month it is found that in Kerala it is significantly lower than that of West Bengal whereas enforcement of the ban in Kerala is highly significant ($p < 0.01$) than that of West Bengal.
- Significantly higher number of Vendors from Kerala wants to shift to other business after the 'Gutkha' Ban was enforced there.

Effectiveness of Capacity Building training programme on knowledge level of SHG members of Nagaland (Phase-II)

Study area: Dhansiripar & Medziphema Block, Dimapur District, Nagaland

Objective of the study: To know the impact of Capacity building training on the SHG members of Nagaland.

Results: The results of the study which was showed positive and significant effect of capacity building training on knowledge level of SHG members on diffrent SHG related affaires was shared with Ministry of Textile, Govt. of India and Directorate of Sericulture, Govt. of Nagaland.

A study on Tribal Food Habits in West Bengal

Study Area: Jhargram, Purulia, Jalpaiguri and Alipurduar districts of West Bengal

Objective of the study:

- To know the food habit of selected tribal sub-castes in West Bengal
- To compare the food habit among vulnerable Tribal Sub-caste with Major Tribal species under study.
- To ascertain effect of food habit on disease profile of different tribal sub-castes.
- To identify the disease profile of different sub caste under study.
- To know the effect of socio-economic status on food consumption behaviour among different tribal groups.
- To enumerate the effectors affecting the health profile of Tribes under study.

Major findings:

- Munda are the significantly higher cereals takers than other sub-caste under study where as vulnerable types of tribal (Birhar, Toto, Lodha and Sabar) are least cereal taker.
- Oraon sub castes are significantly high mean vegetable in takers where as Bhumij tribes are the least.

- All the respondents from every tribe have reported that they use mustard oil and none of them have used sunflower oil for cooking.
- Different tribal sub castes have only significantly different in case of types of alcohol chose of alcohol (Mahua or Bangla wine "Country liquar") where as Oraon are significantly prefer Handia than orther types of alcohol.
- 23.91% of tribals from the vulnerable groups are affected with diseases as well their food consumption is low.
- Regression result indicates health condition of the tribal is better if the condition of their sanitary latrine is good and if they are concern to wash their hand before they eat.

Research paper prepared and communicated for PUBLICATION:

- A. Tobacco Consumption Behaviour of Adolescents in West Bengal, India
- B. Impact of Demonetization on sale of Tobacco Products: A comparative analysis of Tobacco Sales during November 2016–January 2017 in Rural and Urban West Bengal
- C. Short term impact of gutkha ban on tobacco consumption behaviour in Punjab, West Bengal and Kerala
- D. Communication Failed: National De-Worming Programme in West Bengal
- E. Assessment of Smoke-free Policies in Selected Districts of West Bengal

Data collection work for external research agencies:

Monthly data collection for price changes of tobacco products in West Bengal studied by The Union, South-East Asia.

Paper / Poster presented in International forum:

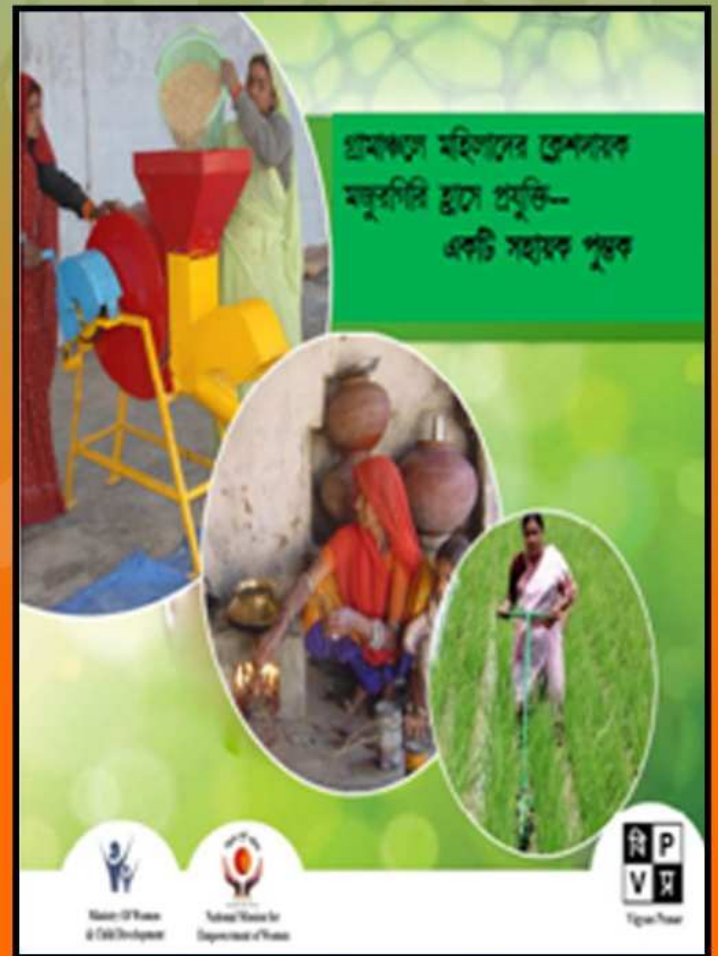
- ✓ A paper namely "The National Deforming Day- A Failed Communication"- selected for presentation in International SBCC Summit, to be held in April, 2018 in Bali, Indonesia.
- ✓ "Is Community Radio effective in AIDS Communication? A case study from India"- another paper to be presented by Mr. Nirmalya Mukherjee, MANT in upcoming International SBCC Summit, Indonesia, April, 2018.
- ✓ A paper titled "How compliant is Kolkata Metro to Prohibition of Tobacco Advertisement , Promotion and Sponsorship legislation? A case study from India" presented by Mr. Nirmalya Mukherjee, MANT in 17th World Conference on Tobacco or Health held on 07-09 March 2018 in Cape Town, South Africa
- ✓ Another paper namely "How effective is gutka (a smokeless tobacco) ban in West Bengal, India? A case study" presented by Mr. Nirmalya Mukherjee, MANT in 17th World Conference on Tobacco or Health held on 07-09 March 2018 in Cape Town, South Africa

S&T Communication on Drudgery Reduction Health and Nutrition for Tribal Women in West Bengal & Jharkhand

MANT in collaboration with Ramananda Centenary College, Laulara, Purulia has been implementing this initiative with support from Vigyan Prasar, Department of Science and Technology, Government of India.

During the financial year MANT developed the following:

1. Three video films in Santhali- on reproductive health, nutrition and drudgery reduction.
2. A digital repository for consolidation of materials available for tribal people in the area of intervention
3. Documentation of Documentation of indigenous food habits, nutrition required for tribal women
4. Translation of a Book of Vigyan Prasar on drudgery reduction in Bengali, Santhali and Kurmali languages.



Pranta-Kotha Mobile IVR

The technology used is a basic 'mobile radio' system, which allows online uploading of audio content, made available to phones through a push-call (server calls stored numbers) or missed call (users place a missed call to servers and receive a call back). All users are able to listen to messages, browse older messages, and respond to messages by numeric input or voice recording. All call data and responses are made available on an online reporting dashboard immediately. Content shared on the platform will include curated 2-3 minute audio clips in the form of informational broadcasts or edutainment messaging, depending on the audience.

Pranta-Kotha is active now in the toll free numbers which are:

For Bengali – 07966210711

and

For Santhali – 07966210712

Target Areas and People:

Pranta-Kotha Mobile IVR System has been providing required information to those who wish to have the same. The information are available in Bengali and Santali languages. It is to be noted that, three tribal populated areas of West Bengal namely Purulia, Bankura and Paschim Medinipur are main target areas of "Pranta-Kotha" Mobile Radio.

No. of Calls:

- Received – 2753
- Answered - 317
- Broadcasted – 344



“Adolescent Intervention Program”

MANT (Manbhumi Ananda Ashram Nityananda Trust) works as the Thematic Partner for the Communication Part of the Adolescent Intervention Program (AIP) at Purulia District of West Bengal. The proposed thematic project is about ICT initiative wherein the adolescents are in the central to air their voices and choices and thereby they can identify their own-self in their respective perspective. Here videos and audio clips have been produced at the community level on the issues like government schemes, importance of education, child marriage prevention, health, nutrition education, abuse and like and will be screened or played at the community by the trained adolescent volunteers.

Objectives:

1. To ensure that a network of adolescents participates in the design, implementation, monitoring and evaluation of the project's activities in the selected Blocks.
2. Promote the rights of adolescents and youth to information and freedom of expression as stated in articles 12 and 17 of the CRC through the ICT Initiatives.
3. Strengthen the capacity of the Local Governments to protect the rights of the adolescents in the areas of survival, development, protection and participation.

Activities:

Video Production

The Community Video Volunteers prepared 4 videos on Early Child Marriage Prevention, Menstrual Health and Hygiene, Kanyashree Club and Importance of Kanyashree Project. The Adolescents Volunteers were trained on Scripting, Camera Handling, Video Photography, and Editing.

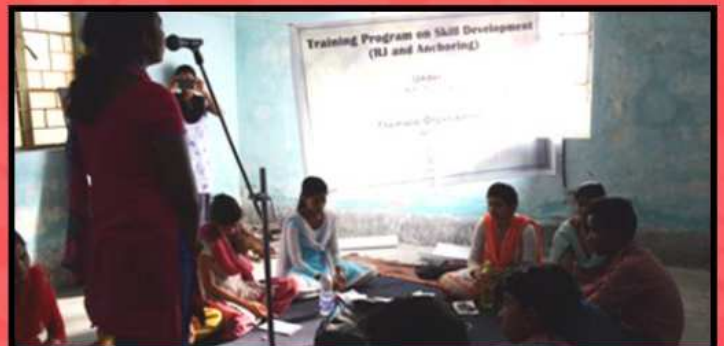


Training of Mentors or Communicators

Total 47 adolescents were trained on communications on the basis of their merit to have peer to peer information sharing mechanism and liaison.

Training for RJing and Anchoring

Total 56 adolescents (3 training programs) were trained on the basics of RJing and Anchoring. This initiative was to develop their skills of communication and to present them in a confident way to the outer world.



Preparation of Audio Magazines

8 audio magazines including some dramas have been produced keeping adolescents' interest in mind in close collaboration with community radio centre. The audio magazines have followed the Edutainment format i.e. 75% entertainment and 25% Information to make them appealing to the adolescents. The audio magazines are also be available in the UTTARAN Application.



Aamra-Tara

The newsletter, Aamra-Tara is a journal for the adolescent youths and children of the district of Purulia which covered various stories related to their achievements and developments along with the organisations working with them as well as the initiatives taken by government for them. The 1st edition of the newsletter was published on 28th July, 2017 on the eve of Kanyashree Diwas Celebration at Purulia and the Santhali translated version of it has also been published. The 2nd edition of the newsletter is dedicated to Kanyashree Diwas Celebration around the district and published in the month of September 2017.



Kanyashree Betar Sabha

To provide the adolescent girls of Purulia a platform to share their stories to others, an initiative called Kanyashree Beta Sabha has been taken where girls from different Kanyashree Clubs of the district will come and share their stories through the Community Radio Station situated at Laulara Village, Pancha Block.



In totality 8 Kanyashree Betar Sabha Program have been conducted in this financial year.

UTTARAN Mobile Application

UTTARAN Mobile Application is for the adolescents in general and Kanyashree Girls for specific.

The application is the tool to communicate health and development messages to the adolescents by the adolescents as their peers. There is a scope for report violation of child rights like early marriage and abuse. The application is also providing scope for both the girls and boys to share their own stories and thereby providing a much-needed platform for the adolescents to be involved in dialogue with their counter-parts.



Kanyashree Club Guideline and Kanyashree Calendar

Kanyashree Clubs have been a huge catalyst for uplift of the adolescent girls in this district. A guideline on how to form Kanyashree Club and what will be its working structure was launched on the occasion of Kanyashree Diwas Celebration. Along with that a Kanyashree Calendar was also published. The calendar contains month wise work plan of Kanyashree Clubs along with its status.

Kanyashree Swabalambi

To make adolescent girls aware and updated about their Kanyashree Schemes along with all their personal details encrypted in a consolidated way, an initiative has been taken as Kanyashree Swabalambi Card. Through this they can track their Kanyashree Scheme in an easier way and can easily communicate with related officials.



Mid-Media Activities

A total of 38 Mid-Media activities were done with help from the DICO, Purulia in 4 blocks targeted by IKEAF. The four blocks are Barabazar (No. of Programs-12), Hura (No. of Programs-10), Bagmundi (No. of Programs-7) and Manbazar-2 (No. of Programs-9). Mid-Campaign has been done with the Help of Lokprasar Prakalpa, DICO, Purulia. The Content has been prepared by MANT with focus on Health and Education. Training were provided to Local Performers. The shows were organized in Pre-identified Places. During this reporting period around 50,000 people covered through - 60 Programmes.

Several villages of the blocks were covered and at least 4000 adolescents along with their parents and guardians were reached through the programs.

Different folk art forms like Street Drama, Jhumur, Baul were taken as the media of message dissemination. Short dramas, skits along with other forms contained different messages related to Kanyashree, other schemes for adolescent girls and boys along with early child marriage prevention, self defence, self esteem, gender discrimination etc.

The audience present shared their views and was of the opinion that it would be very helpful for their well being with regular/intermittent activities like these.



Narrowcast Activities

A total of 32 Narrowcasts were arranged with help from IPs in 4 blocks. The blocks are Barabazar (No. of Programs-9), Hura (No. of Programs-10) Bagmundi (No. of Programs-4) and Manbarzar-II (No. of Programs-9).

Different audio files were sent to IPs which were of the duration of 10 minutes each and contained a song and a skit along with voice over or anchoring. The audio files were in Bengali and Santhali and those covered issues like menstrual health and hygiene, early child marriage, education, gender discrimination, Kanyashree Scheme etc.

Several villages of the blocks were covered by IPs and at least 2000 adolescents along with their parents and guardians could be reached through the programs.



Nityananda Janavani 91.2 F.M Community Radio Station

Major Objectives

- i. Build up awareness, through the mode of education and entertainment (EE) designed by, for and with the community.
- ii. Understand the social problem in all its complexity and simplify it into an easily transferable message.



Target Areas and People

The radio, in fact, a Communication for Development (C4D) initiative for mass reach – the only option available in this under-developed zone of a legendary backward district – that aims at making life – enhancing, life – saving knowledge easily available to everyone living within a radius of 15 km.

Activities and Achievements of Last Financial Year

Program Duration:

The program was broadcast every day for duration of 12 Hours. 6 hours of fresh programmes with 6 hours of repeat ones.

The entire service is an initiative taken to fight perpetual poverty and backwardness in the marginalized areas. It is an approach to help the underprivileged to sustain an upgraded lifestyle triggering social crises at different layers.



Hours of Production:

Almost 1300 hours of production have already been broadcast in the last year with 700 episodes.

People Reached:

Approximately 1,00,000 people were reached in the last year through radio programmes and **campaigning.**

Campaigning: A special campaign on TB treatment adherence was carried out and a video documentation of the successful campaign has been done. A research paper has also prepared which will be published in the next financial year.

Campaigns have also been carried out at local huts in Puncha, Kaira, Barakocha villages and in Block level fairs.

Program Runners:

An efficient team at the core position of the CRS tackles the mechanism at different levels. An employee strength of 22 works at the grassroots level. They put in best efforts for the program's success in the long run. The division is mentioned below:

- 1 Station Manager
- 8 Producers
- 13 RJs
- Along with it, there are 8 people also who work as Community Radio Volunteer.

Typologies in Terms of Production:

CRS undertook several types of programs namely,

- Health & hygiene
- Nutrition
- Income Generation programs
- Culture and local beliefs
- Education
- Agriculture & Environment
- Government Entitlements/Schemes/Services
- Women empowerment
- Celebrating Special Day (Nutrition week, Filaria week, Safe motherhood day, Hool Dibas, Kanyashree Dibas and the like)

School Program organized

- 13 no of Orientation Training Program have been organized on Kanyashree with support from District SBCC cell, Purulia. Total participants 103 Kanyashree adolescent girls.
- Quiz program has been organized in 3 schools. Total no of participants 8700 students.
- School program on MHM has been organized in 2 schools with total participation of 160 students.

Training and Workshop conducted

- One workshop conducted on Community Media with 20 participants.
- Two Narrowcasting Training Programs have been conducted with total 90 participants.
- One 1 RJ training has been conducted by RJ Labonya to 30 participants.



Narrowcasting Program

Issues or the topics of the narrowcasting programs were:

- Diarrhoea (six narrowcasting ; participants 380)
- Safe motherhood (two narrowcasting ; participants 50)
- World mother day (one program ; participants 7)
- Nutrition week (one program ; participants 17)
- Nutrition (five narrowcasting ; participants 150)
- Filariasis prevention (one narrowcasting ; participants 30)

BMOH, BPHNO, Counsellor from Anneswa Clinic were there as a Subject experts/Resource persons.

Radio and Agriculture:

This year in the corpus of our Radio activities, we have introduced the cause of agriculture and have reserved a space on Friday from 7-9pm for live broadcast on various issues of agriculture. We simultaneously have started narrowcast program in the villages to create an ambience of inter personal exchange of views that will enrich us all. We could form two Farmers' Clubs on experimental basis: Saragora Farmers' Club with 25 members and Kundhurka Farmers' Club with 16 members. We have been working in close relationship with the Pancha Block ADO Office with the KPSs acting as resource persons. The initial success in this new venture will be continued with renewed vigour in the next year.

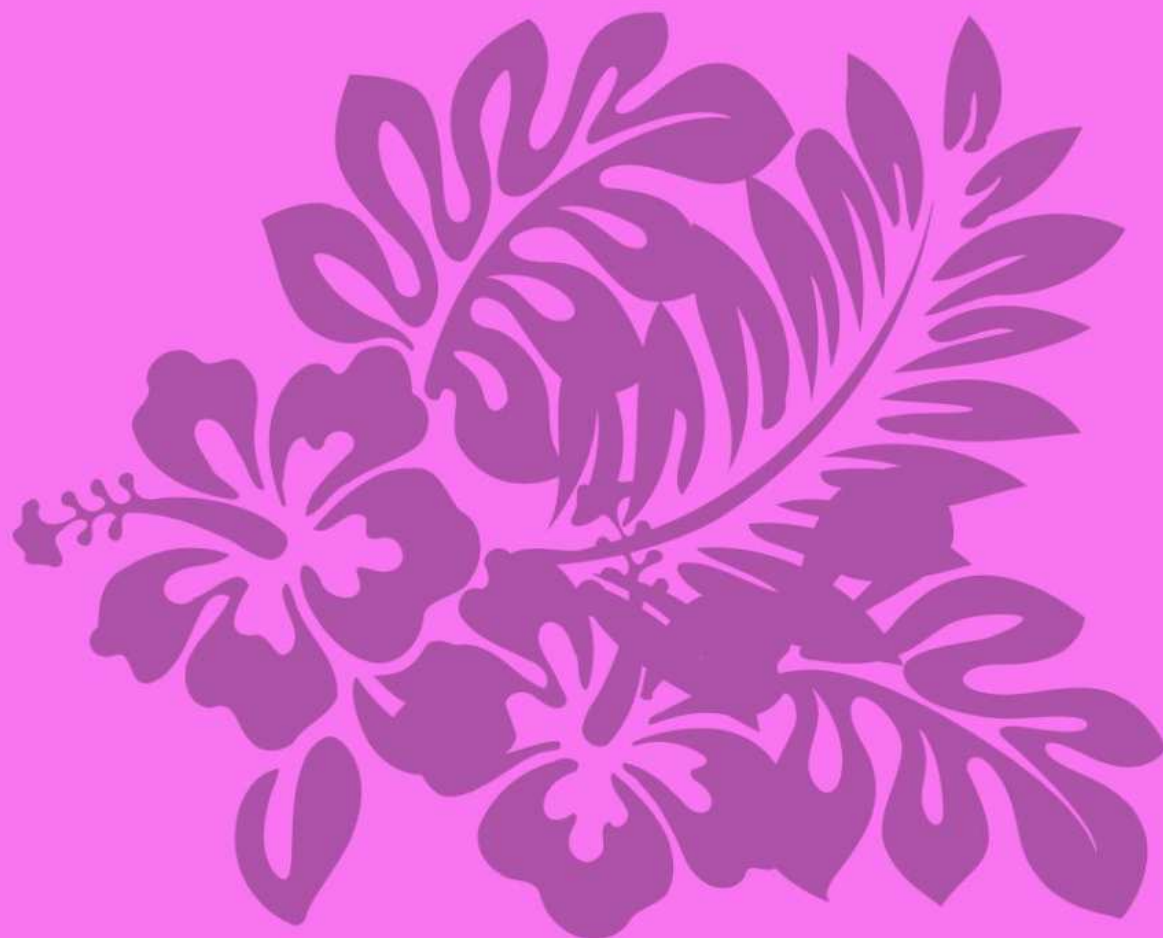


Staff Honorarium

Manbhumi Ananda Ashram Nityananda Trust			
Staff Honorarium for the Financial Year 2017-18			
Honorarium	Head	Male	Female
<2,500/-	8	3	5
<7000/-	12	8	4
<15,000/-	125	92	33
<30,000/-	14	11	3
<50,000/-	3	2	1
Above 50,000/-	21	20	1

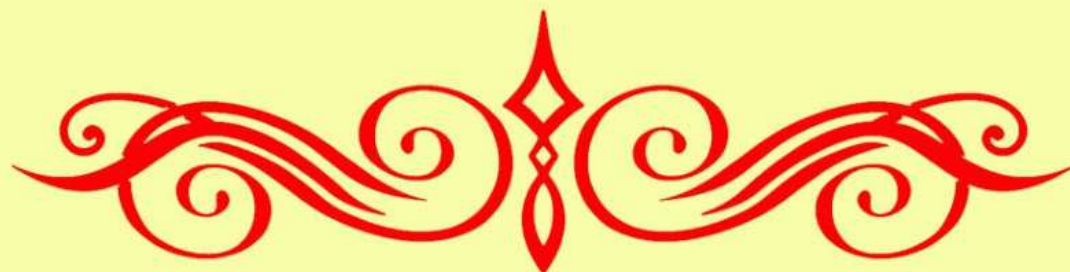
Annual Disclosure of International Travel by Staffs

Name	Designation	Destination	Purpose	Gross Expense	Sponsored by
Nirmalya Mukherjee	Director	Capetown, South Africa	Attending the World Conference on - Tobacco or Health	Entirely borne by the sponsored organization	The Union
Nirmalya Mukherjee	Director	United States of America	Attending Short term Executive Course at University of Pennsylvania	2,87,424.69	MANT



**Executive Committee Members
of the organization for the Financial Year 2017-18**

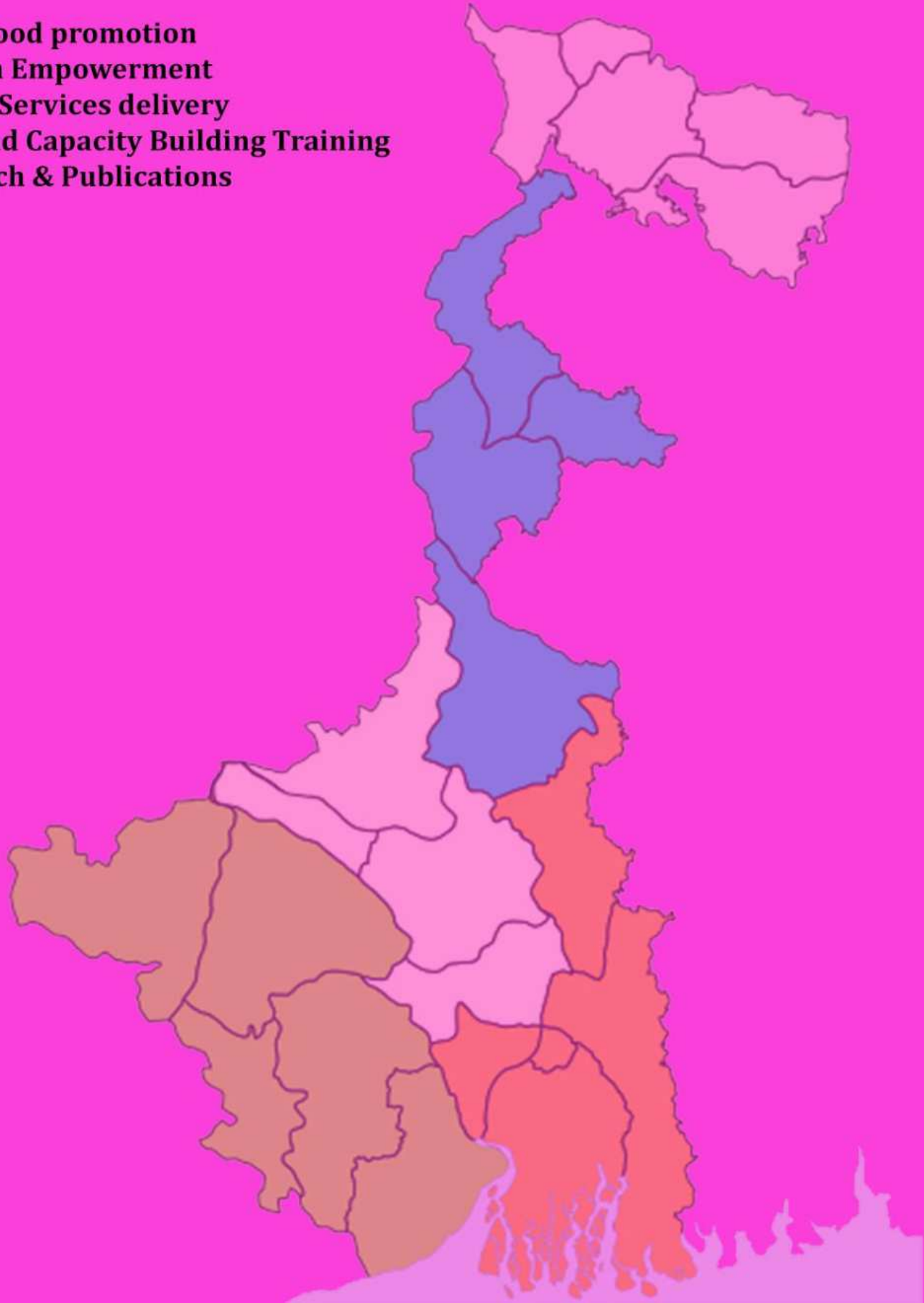
Sl. No.	Name of the Members	Sex (M/F)	Age	Father's Name	Address	Caste	Occupation	Office held in the organization
1	Milan Chowdhury	M	48	Tushar Kanti Chowdhury	Arabinda Sarani, Desh-bandhu Road, Ward No. 21, Purulia, Pin- 723101	GEN	Service	President
2	Narayani Chattaraj	F	64	Gour Chandra Bannerjee	Arabinda Sarani, Desh-bandhu Road, Ward No. 21, Purulia, Pin- 723101	GEN	Retd./Social Work	Vice-President
3	Dr.Asim Sinha	M	50	Bishnu Pada Sinha	Kreeng Apartment, Cooks compound, Purulia Pin- 723101	GEN	Service	Member
4	Jyotsna Sahis	F	54	Rashhari Sahis	Laulara, Puncha, Purulia, Pin-723151	SC	Service	Member
5	Srimanti Hembram	F	35	Ramlal Hansda	Vill.Dhuliapara, P.O.-Menidi, PIN-723151	ST	Social Work	Member
6	Asim Sinha	M	55	Nanigopal Sinha	Puncha, Purulia, Pin-723151	GEN	Service	Member
7	Bankim Chandra Halder	M	74	Gourangasundar Halder	Puncha, Purulia, Pin-723151	GEN	Social Work	Treasurer
8	Mitan Tudu	M	41	Pradhan Tudu	Kurkutia, Puncha, Purulia, Pin-723151	ST	Social Work	Asst. Secretary
9	Dr. Chandidas Mukherjee	M	71	Harihar Mukherjee	Laulara, Puncha, Purulia, Pin-723151	GEN	Retd./Social Work	Secretary



Projects in the offing

There are several initiatives in the offing on the following areas ...

- ☛ Livelihood promotion
- ☛ Women Empowerment
- ☛ Health Services delivery
- ☛ Skill and Capacity Building Training
- ☛ Research & Publications





Manbhumi Ananda Ashram Nityananda Trust (MANT)

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