



**Manbhum Ananda Ashram
Nityananda Trust**

2020-21

ANNUAL REPORT



Message from Our Secretary

A year of nightmare has passed with COVID 19 stealing all our attention and imposing endless diurnal worries with countless deaths in its trail. Not all passed, it has left behind its remnants to persist and keep us under the constant fear of contamination. Vaccination has brought a ray of hope but that is much too thin in the face of the ever changing mutants. We have had to postpone all our schedules and keep everything at bay to observe the Diamond Jubilee of MANT, touching a rare milestone. Our journey through thick and thin is a saga of laughter and tears, of achievements and failures, of light and darkness. We have had the opportunity of recounting the tale of gallantry, but alas!

The year in question is rather barren and unproductive in respect of introduction of new schemes and projects and that for obvious reasons. However, we continued with our routine work schedules i.e, the ongoing projects and seized upon the opportunity of our being home locked, thrust upon us, to utilize the leisure to go for a search of projects that could be properly implemented by us and we submitted quite a few such projects which are now being considered and sanctioned. The coming year is posing a busy season for us.

This year we have been sanctioned a project under SFURTI by the Ministry of MSME, GoI. in the name of "Prantik Handloom and Handicraft Cluster, Purulia" and all the paraphernalia are ready for its implementation in the coming year. A single worth mentioning event of the year!

I take this opportunity to thank and extend my gratitude to all our doctors, nurses and other health workers associated with our health programs, the frontliners in the fight against COVID 19, for their nonstop holding of the MMCs for providing service to the suffering humanity during the prevalence of the deadly pandemic. A thousand salutes to them! It's not that I am less grateful to other personnel of MANT. They equally fought for the deliverance of people from the frowns of the pandemic. I congratulate them all and wish the best for them. God be with them!

My sincerest greetings to one and all.

Dated 29 th day of August'21



Dr.Chandidas Mukherjee Secretary



MOBILE MEDICAL CAMP



TOTAL NO. OF CAMPS HELD

6946

TOTAL NO. OF PATIENTS REACHED

513532

AVG. PATIENTS PER CAMP

74

*Operating at
22 Blocks of
7 Districts in
West Bengal,
India*

67.54%

**CURATIVE
SERVICES**

12.01%

**DIAGONISTIC
SERVICES**

17.34%

**RCH
SERVICES**

3.09%

**RADIOLOGY
SERVICES**

7.16%

**FAMILY
PLANNING**

TOBACCO CONTROL PROGRAM

With the pandemic affecting normal lives through out the world, conducting on field control programs became tough for us too.

However, we managed to keep the momentum rolling from where we left it last financial year.

15 Review Meetings with

- i) District Level Coordination Committee
- ii) District Level Monitoring Committee
- iii) District Level Enforcement Squad

The meetings were held both online and offline.



We are actively working in
24 *districts of*
West Bengal



65

Enforcement Drives

in 6 districts of West Bengal to enforce COTPA2003

1

State Level Program

Reorientation programme on effective & efficient implementation of NTCP with DTCC Staffs of all district



17 Training Sessions

On COTPA2003, FCTC Article 5.3 and related topics with

- Teachers
- Govrt. Official
- Law Enforcers
- Lawyers
- Public Administrators



6

Spitting Ban Orders



NO SPITTING

1

Tobacco Vendor Licensing System



RESEARCH ACTIVITIES

The areas in which we did research works are

- Public Health (Tobacco control, Health care delivery, Tribal health, Behaviour change communication, Adolescent health, Maternal & Child health, HIV Aids, Out of the pocket health expenditure)Your group of researchers
- Development issues (Effectiveness of Community radio, Child Marriages, Tribal food habit)The designers of the impact report

MANT has its Ethical committee in place, consists of social scientists, medical scientists, clinical scientists, legal experts, lay persons.



RESEARCH PROGRAMS

Undertaken in 2020–21



Assessment of Compliance with tobacco product display and point-of-sale tobacco control policies and tobacco vendor density in Siliguri, India.

Sponsoring Agency: Johns Hopkins Bloomberg School of Public Health, Johns Hopkins University, USA



Study on effectiveness of ENDS (e-cigarettes) ban in the state of West Bengal.

Sponsoring Agency: The International Union Against Tuberculosis & Lung Diseases



Estimation of bidi production and trade in West Bengal.

Sponsoring Agency: The International Union Against Tuberculosis & Lung Diseases

RESEARCH PROGRAMS

Undertaken in 2020–21



Survey on assessment of number and type of tobacco vendors and point of sale in 10 municipalities of West Bengal.

Sponsoring Agency: The International Union Against Tuberculosis & Lung Diseases



An action research on community based initiative in Tribal areas of India to improve maternal and neo-natal health.

Sponsoring Agency: London School of Hygiene and Tropical Medicine under IMPRINT

NB - Planned Research Studies

1. Study on vaccine hesitancy
2. Assessment of COVID safe behavior in the state of West Bengal
3. Landscape study in tobacco cultivation in India

RESEARCH COLLABORATIONS



The Union



PRANTIK

MANT has established a Hand Woven Garment Production cum Training Unit through its sister concern i.e Prantik Entrepreneurs Pvt. Ltd. It has been in business since 2016 . The unit is run by the tribal women. Recently SFURTI scheme has been implemented under Prantik Handloom and Handicraft Development Cluster where little less than 400 rural women artisans will benefited



WE TRAIN WOMEN ON THE FOLLOWING SKILLS

- Handloom weaving
- Natural Dye
- Garments and Handwoven Fabric Production
- Promote and perpetuate Tribal Motifs in designing clothes
- Hand Embroidery

INTEGRATED LARGE SCALE ERI FARMING PROJECT, ARUNACHAL PRADESH



SAG-KANYASHREE CONVERGENCE PROGRAMME



**Protecting and
Empowering
Adolescent Girls**



**Bandwan and
Manbazar II blocks**



**460 Anganwadi
Centers**

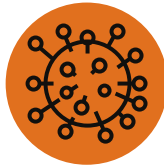
OUR ACTIVITIES UNDER KANYASHREE PROGRAM

- LGG training sessions,
- Online classes as per module,
- Observance of special days, and
- Awareness generation

COMMUNITY RADIO



Covid-19 Awareness Program



A series of 30 episodes on COVID-19 have been developed and broadcast in collaboration with Community Radio Association with the support from UNICEF from June – October, 2020. The episodes were made on 10 specific issues:

- Overall Information on COVID19
- Using Mask
- Home Quarantine
- Home Care during Quarantine
- Maintaining Physical Distance
- Importance of staying at home
- Protect elderly to reduce risk of COVID-19
- Proper Nutrition during COVID-19
- COVID 19 and Food Safety
- Breastfeeding during COVID-19

Programmes on Tobacco use vis-à-vis chances of COVID-19 infection:



MANT has broadcast programmes on Tobacco Cessation, Promos on relative risks of Tobacco use vis-à-vis chances of COVID-19 infection AND also Live Phone-in Programmes on Psychological Support, Counselling and the like by involving eminent Psychologists and Psychiatrists including Tobacco Cessation Experts From April 2020 to September 2020.



Child Protection during COVID-19

Since August 2020, Community Radio has aired several programmes on Child Protection issues, like precautionary measures, psychosocial support and care for children in COVID-19 Era, Child Online abuses and Cyber bullying, Child rights during Covid, violence against children, gender violence, child marriage, right to participation, mental health of children during pandemic etc. The programmes were developed in the form of Interactive Session, Radio Drama and Jingles with the support of UNICEF, CRY and Sanlaap.



Ajker Tara (Today's Star)

A unique programme was launched under the tale of 'Ajker Tara', where people have been encouraged to share positive health behavior they have adopted to prevent COVID-19. More than 100 people have shared their stories till date.



Koutuk Naksha (Funny Skits)

A series of drama were developed and aired in the form funny skits to create awareness on COVID-19.



Jingles on COVID-19

In collaboration with Niti Aayog, Jingles on COVID-19 were aired in local languages.



Programmes on AYUSH:

Special Programmes on Ayush has been broadcast with a special focus on immunity through food and nutrition.



Media Campaigning

Media campaigning was introduced under the banner #StemTheTideTogether in collaboration with District Administration and others. The prepared IEC materials are mostly in vernacular languages i.e. in Bengali and Santhali.



Promotional Posts on Social Media Platforms of CRS:

Various IEC materials, carousal posts, promotional videos in relation to COVID-19 were made as part of awareness generation in social medias, youtube and the like.

Besides, regular programmes on Covid-19, Precautionary Measures, Community Infection, Migration, Special care to elderly people, children or pregnant women etc. have been broadcast. Community people and Govt. officials have participated in radio programmes to share their experiences during COVID.



Radio programmes (apart from COVID-19)



Strengthening Adolescent and Maternal Nutrition

In collaboration with CINI, 5 Episodes of a radio drama were developed on adolescent and maternal nutrition with an aim to improve nutrition status of women & adolescents by ensuring community engagement process.



Public Awareness Campaign on Financial Education Message

In collaboration with RBI, five audio messages of 30 seconds each in Bengali and Santhali language were broadcast 5 times a day for the period of one month in September, 2020. The messages are about fictitious emails, safe digital banking, risk vs. returns, banking ombudsman and RBI Limited liability.



Radio Drama on Child Trafficking

In collaboration with My Choices Foundation, 15 radio dramas on child trafficking was developed and aired in Bengali.



Online Classes

Sidhu-Kanho-Birsha University and NCERT have conducted online classes through community radio for university and school students respectively.



Promotion of Central Govt. Schemes

The radio station produced and broadcast 4 Programmes of a duration of 15 minutes on the schemes and Atmanirbhar programme of Central Govt. in collaboration with Vikaspedia. A webinar was organised for the stakeholders of Purulia district including Govt. officials / service providers, and individuals associated in social development sector and a jingle was made for the promotion of Vikaspedia.

The CRS programmes have reached more than
1.6 lakh people/month

for the period of April 2020 - March, 2021 including
nearly 1 Lakh coverage through social media platforms



LAST 5 YEARS YoY TURNOVER

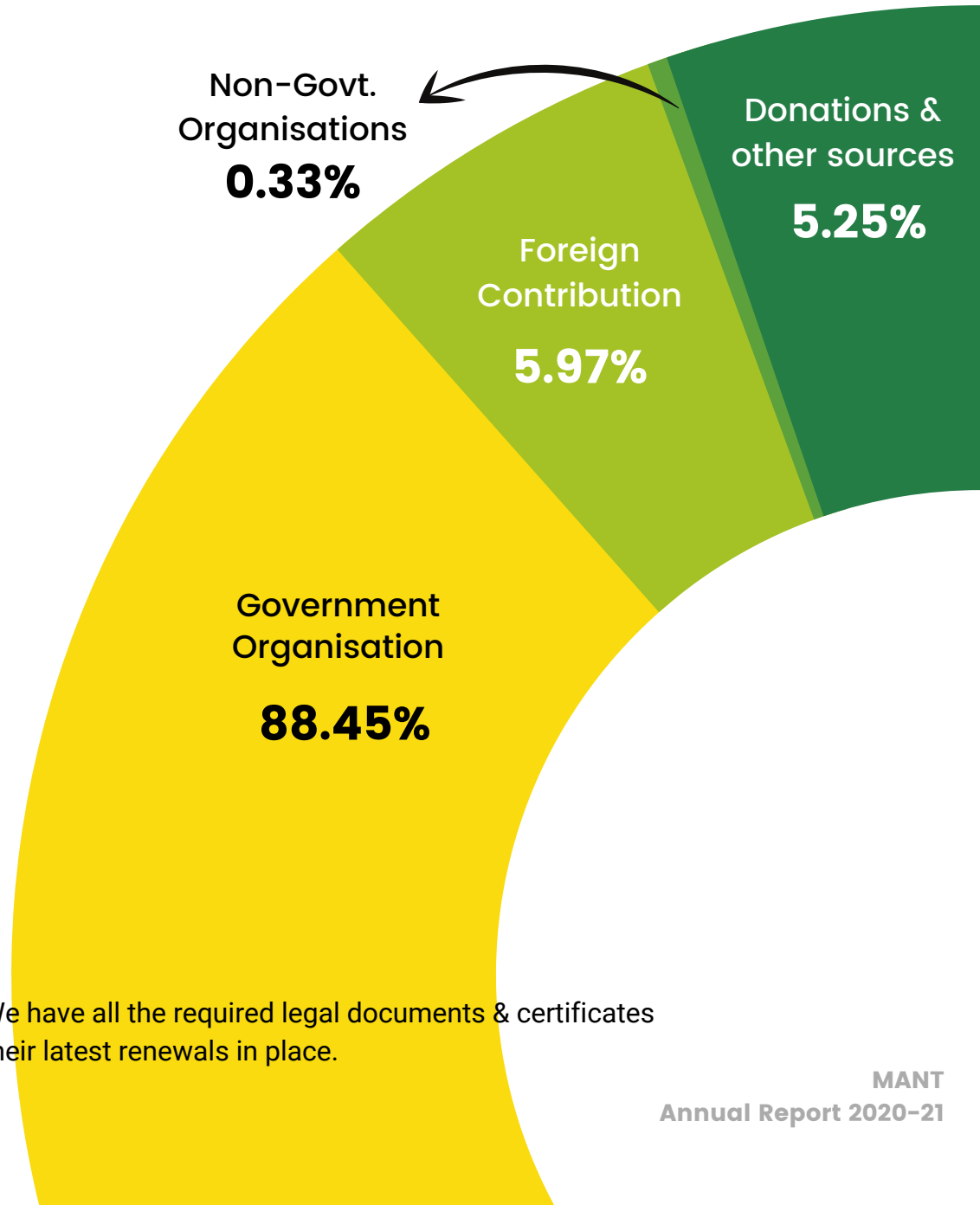


Project Wise Share of Funds



PS. There would be activities transcending the boundaries and may be fall in ambit of other programmatic domains.

GRANT/FUNDS



N.B. We have all the required legal documents & certificates with their latest renewals in place.

MANT.ORG.IN



WE BELIEVE IN A WORLD WHERE
everyone is

HAPPY. WHOLESOME. LIVING IN PEACE.

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