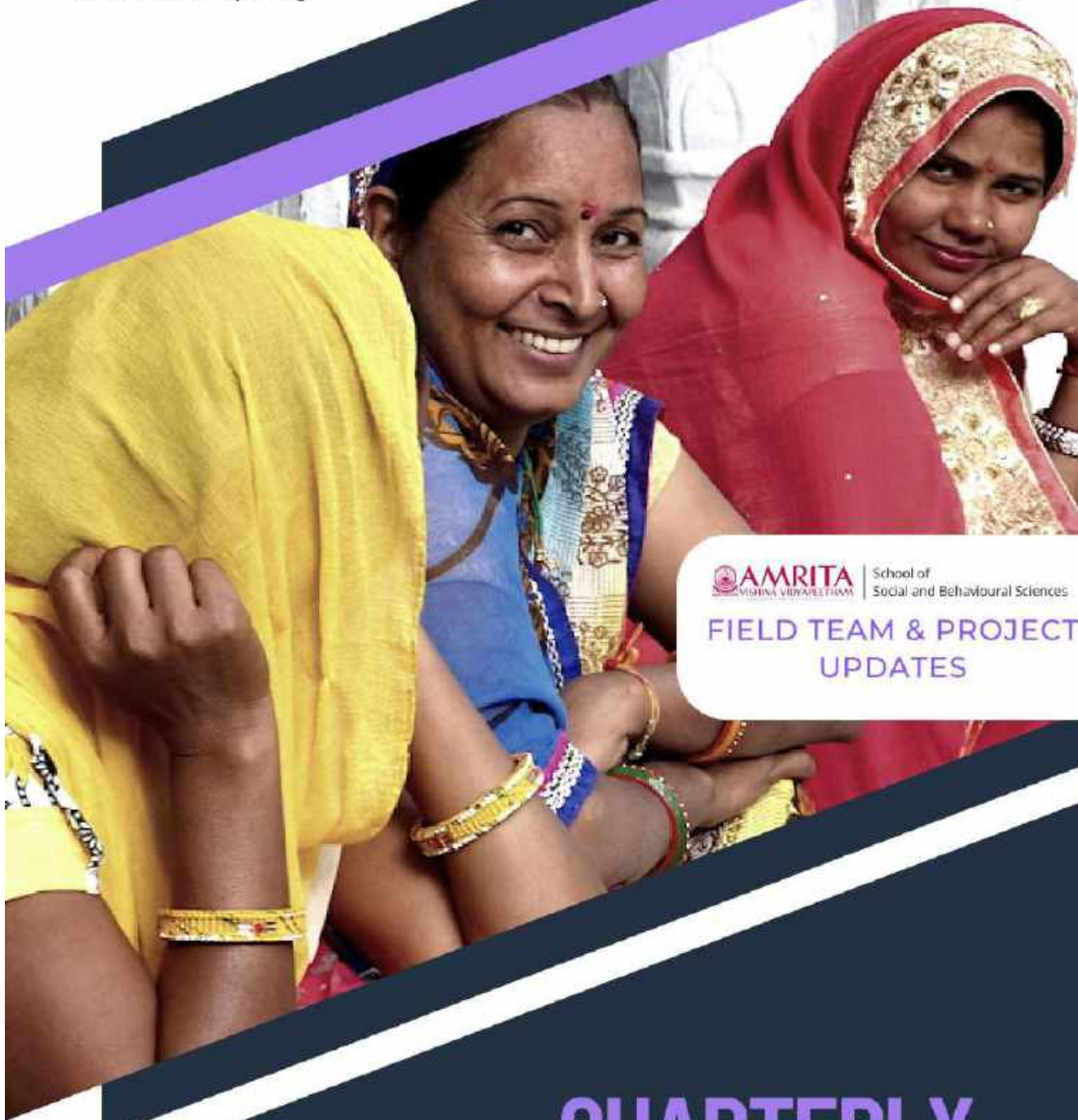


Amrita School of Social and
Behavioural Sciences
Center for Women's Empowerment
& Gender Equality



School of
Social and Behavioural Sciences

FIELD TEAM & PROJECT
UPDATES

20
22

QUARTERLY REPORT

JANUARY - MARCH 2022
36 VILLAGES | 15+ STATES &
TERRITORIES



“It is time to acknowledge that our villages are our very foundation, and move forward with one heart and one mind to protect and serve them.”

Sri. Mata Amritanandamayi Devi
Chancellor, Amrita Vishwa Vidyapeetham

UNESCO CHAIR IN GENDER EQUALITY AND WOMEN'S EMPOWERMENT



Amrita Vishwa Vidyapeetham was conferred the UNESCO Chair for Gender Equality & Women's Empowerment by the United Nations (UN) in 2016. The Sustainable Development Goal 5 (SDG 5) of the UN 2030 Agenda envisages achieving gender equality and empowering women and girls to make crucial contributions to progress across all the goals and targets. All activities under the Amrita Social and Behavioural Sciences remain strongly committed to realizing this goal.

LOCATIONS OF FIELD DEPLOYMENTS

36 Villages, 14 States + 1 Union Territory

Participatory Design Approach to Field Deployments & Projects

Between January - March, our field and project teams deployed various activities across India that focus on COVID-19 health awareness, women's empowerment, mental health awareness, vocational skills training, life enrichment education, health, hygiene and sanitation awareness, sessions on Government schemes, financial literacy and soft-skills and more. Field deployments and projects are modeled upon a participatory design approach that benefits the communities that we travel to. Our engineers, social scientists, field workers, volunteers and exchange students from around the globe all work alongside rural villagers to jointly find solutions to social problems. Below is a list of the villages and states visited.

Village/City Name	State/Territory
Maira, New Thraiya	Punjab
Nala, Dunda, Bheeri, Chandrapuri	Uttarakhand
Kurvakurda	Karnataka
Golamba, Kharkali, Havelikheda	Madhya Pradesh
Kanti	Haryana
Indupur	Himachal Pradesh
Nani Borwai, Nani Vav, Moti Borwai	Gujarat
Sarainoodinpur	Uttar Pradesh
Ratnapur, Tenduni, Morasia, Echari, Hadiabad	Bihar
Kalinagar, Ramnagar	West Bengal
Malgoan	Chhattisgarh
Guptapada, (Gobardhanpur, Diha Sahi, Munda Sahi, Tantichira +5 more for WADI Project)	Odisha
Wayanad	Kerala
Srinagar	Jammu & Kashmir (Union Territory)

FIELD ACTIVITIES CONDUCTED

Empowering Women through Technology

Our projects are modeled upon a multidisciplinary approach to skill development utilizing technology.



Various technology based computer training programs are conducted across states .

Top Left: SMART SHG certification ceremony in Kanti, Haryana

Top Right: Pallavi conducts a computer class with nine students in Maira, Punjab (March 16)

Bottom Left: Facilitator Bhubaneshwar Poyam conducts computer classes for 10 students in Malgoan, Chhattisgarh (March 8)

Bottom Right: Pallavi conducts a computer class for 13 students in Maira, Punjab (March 31)

Technology Based Trainings

- Sustainable social improvement can be achieved through a multidisciplinary approach to skill development, utilizing low-cost technologies.
- Ongoing computer classes and skill training sessions on a frequent basis in Maira (Punjab), Nala (UTK), Dunda (UTK), Chandrapuri (UTK), Kharkali (MP), Malgoan (Chhattisgarh)

FIELD ACTIVITIES CONDUCTED

Training Women in Skills for Economic Viability -cVET

Digital skills are one of today's key requirements for economic and social participation. Our tailoring courses begin with tablet-based learning followed by hands on practicals.



Kokal conducts a tailoring class for 8 students in New Thariyal, Punjab (February).

Trainings in Tailoring Skills

- Our technology based trainings first teach women the skills via tablet.
- They get hands on opportunities to sew while being trained by local SMEs and Facilitators.
- Ongoing tailoring courses in Bheeri (UTK), New Thariyal (Punjab), Raichur (Karnataka), NaniVav (Gujarat) & Golamba (MP)

PROJECT SPOTLIGHT: WOMEN IN SUSTAINING THE ENVIRONMENT: (WISE)

The WISE Project empowers women to be sustainability officers in their community.



Water Ambassadors, Wayanad

From the first week of January 2022, Phase 2 of WISE Project (Women in Sustaining the Environment) in collaboration with Tel-Aviv University, Israel began in Nellarachal Village in Wayanad. The Project is now in its final phase and five Water Ambassadors have been successfully trained in the community. The training involved topics related to water, its quantity and how to effectively monitor its quality parameters. The women were trained on how to utilise a survey tool created by the AmriTAU Team to collect household information on water quality, their attitudes and practices. The monitoring and maintenance work women do in their villages is an integral part of sustainability of their natural resources. As we move forward, the project will focus on the next phase of training and deployment.

WISE IN WAYANAD, KERALA



- Post Training Women Ambassadors conducted water quality testing in 125 households in the community
- For the assessment process researchers also followed their tests to compare the accuracy. From the assessment, it was clear that they have successfully understood the training
- Going forward, the water ambassadors will continue monitoring the water quality in the households which will generate data over the time for the water quality assessment study for the duration of the project.
- The research team also conducted Participatory Rural Appraisal (PRA) activities to understand the baseline information about their community and the real-life challenges they face



FIELD TEAM: COMMUNITY OUTREACH ACTIVITIES

Our field projects encourage women leaders to engage other women in awareness about relevant social issues.



Ms. Bhanu (Junior Assitant) Leads an awareness session on gender bias and child marriage on International Women's Day in Raichur Village, Karnataka

- Celebrations of United Nations designated International Days (World Water Day and Women's Day) and Festivals (Mahashivartri & Sahid Bhagat Singh Day) were celebrated by 942 people.
- 13 Community Activities were conducted with 525 participants.
- 26 participated in 2 Amala Bharatam (Community Cleanup activities)
- Books and pencils were distributed to 27 children and sanitary napkins to 19 girls

LIFE ENRICHMENT EDUCATION (LEE AWARENESS SESSIONS)

Life skills training is integrated into our projects to bring about social changes that impact society.

- LEE awareness sessions on Domestic Violence, Health & Hygiene, Child Marriage, child sexual abuse, COVID-19, Government schemes, Dowry, Female foeticide & financial literacy, and benefits of SHG Formation and Maintenance for 1280 people (WB, HP, UP, Haryana, Punjab, UTK, & Gujarat)
- 221 people received COVID-19 vaccinations with help of the village staff in Kanti (Haryana), Echari (Bihar) and Indupur (HP)
- Amrita Ganga screenings to 162 villagers in 23 sessions

SELF-HELP-GROUPS (SHG ACTIVITIES)

Women's SHGs are collectives of change that empower and uplift both participants and communities.



Women's SHG wins the top prize as a stellar SHG. The Amma Pooja SHG in Haryana was awarded a cash prize of 1 Lakh Rupees (around \$1305 USD) by the National Rural Livelihoods Mission

- 81 regular SHG meetings took place with 299 women participants.
- 6 Self-help groups from Kanti (Haryana) received a 16 lakh loan from NRLM (GOI)
- The newly formed SHG consisting of 12 members begins in Ramnagar, West Bengal
- SMART SHG leader training sessions for women in UP, Kanti, & Gujarat
- SHG related programs provides competencies and skills that enable women to become self-employed/entrepreneurs.

PROJECT UPDATE: SMART SHG



Post-training smiles from participants of the SMART SHG in North India. The SMART SHG project uses communication technologies as a platform to create viable business models to advance the socio-economic empowerment of women-run cooperatives in Northern India.

SMART SHG GALLERY - GUJARAT



With the new year, the SMART SHG outreach restarted in four villages in Gujarat in January 2022. Financial topics and soft skills trainings were highly successful. Field team member Bhanu Vijaykumar says: "We have received great feedback from the women regarding the course and its deployment"

The SMART SHG course for leaders to support financial and accounting empowerment towards effective and profitable SHG management. The course aims to (i) enhance bookkeeping & transparency, (ii) identify and manage loan defaulters & lending risks, (iii) strengthen leadership & democratic participation, and (iv) improve interactions with stakeholders.

This 65h-course was developed using a participatory approach involving financial and accounting experts, a specialized instructional and digitization team, researchers, future beneficiaries, and grassroots stakeholders such as government representatives, banks, and NGOs. Rich interactive media content and digitized activities specifically designed for low literacy users help provide training quality standards; raise the learners' interest, and enable scalability. This digital and technical training is blended with soft skill development through role-plays, debates, and real-life situations to engage women in discussion and problem-thinking scenarios.

SMART SHG GALLERY - UTTAR PRADESH



Women from Uttar Pradesh participate in the SMART SHG Project

In March, member training for the SMART SHG project in Uttar Pradesh was completed. The project was a success in UP because of all the wonderful women who genuinely wanted to be a part of a SHG and make a change in their lives and for others.

113 women attended the training. Our field staff Dheeren and Sunita have done a commendable job in organizing the training and doing follow up project work. Children of SHG members also helped their mothers in tablet training and basic math skills.

GOVERNMENT BENEFITS AWARENESS TRAININGS

Our field teams conduct training to villagers about government schemes and provide assistance to apply & avail of them.

A total of **415 applications** were submitted through the various sessions conducted to make villagers aware of important Government schemes and financial opportunities that greatly benefitted them.

Scheme	Applications
Aadhar card linking	9
Bank Account	20
KYC	46
Labour Card	12
Aadhar Card	19
E-SHRAM Card	150
Pension	4
Health Card	9
Ration Card	2
Jan Dhan Account	13
Elderly Pension	33
PAN Card	5
Birth Certificate	93

- Our awareness programs support the Government of India's schemes that benefit rural populations:
 - Ministry of Rural Development
 - National Rural Livelihoods Mission (NRLM)
 - Ministry of Education .
- Over 353 Govt. applications on E-SHRAM cards, Ration cards, Pension, Ujjawala Gas, and others were submitted by the Field Staff.
- Staff and community organizers conducted 11 Government Meetings
- Our outreach especially impacted women

DATA COLLECTION

At the core of our efforts to research, design, and implement social and technological solutions is the practice of impact evaluation. Surveys are an important part of our research which provide relevant data and feedback.

In our data collection outreach, a total of 1493 surveys were distributed this quarter.

Survey	Number
Technology-based surveys	297
Live-in-Labs, Child education, population	1196
Total	1493



Women in Kanti Haryana attend a SMART SHG leader training

INCLUSIVITY OF SURVEYS

- More than 132 activities including Community activity, LEE sessions, SHG meetings, Government meetings, and Amrita Ganga sessions with participants of 3366 people.
- 1493 data collections, 415 government beneficiaries, and 352 Govt. Applications were submitted
- Our surveys promote the inclusion of women and girls by giving them a platform to exercise their voice and gain confidence.

PROJECT UPDATES: WADI

The project aims to develop and implement a comprehensive strategy for sustainable development of tribal families in Odisha.



Pictured Here: Woman in the tribal belt of Dhenkanal Dt. Odisha gathers fruit saplings to be planted.



- Orchard Based Livelihood
- Located in Dhenkanal Dt, Odisha
- Training and capacity building
- Focus on women's empowerment
- Health and sanitation
- Institution building
- Funding from NABARD
- Aligns with SDGs
- Implementation agency: Amrita Vishwa Vidyapeetham

Q1 HIGHLIGHTS OF THE WADI PROJECT

Fruit Orchard Planting Area Covered – 25 Acres in Odisha

- 1) 3 community events, distribution of blankets and essentials, International Women's day painting competition, and facilitation of 3 women leaders
- 2) Training program for the Community Resource persons
- 3) Liasoning with the Block Development Officer (BDO) for the construction of wells under MGNREGS
- 4) Mobilization and field activities in 9 villages for the monitoring and expansion of the WADI activities
- 5) Total of 265 families were confirmed as beneficiaries for the second phase of the project along with the first 35 families in the first phase total number of beneficiaries adds up to 301 now
- 6) Total 175 acres of land, confirmed and mapped for the project's second phase. This land will be converted into fruit orchards with vegetable intercropping

WADI PROJECT GALLERY



Pictured Here: Meetings at Gobardhanpur, Diha Sahi, Munda Sahi, and Tanchira with active participation of prospective beneficiaries



Layout and land clearing process at new villages

PROJECT UPDATE: GENDER CONVERSATIONS

*Building Inner Strength Among Paramilitary Forces in India,
Srinagar sector, Jammu & Kashmir*



Scenes from the Gender Conversations CRPF Project.

*Dr. Bhavani Rao, Dean of SBBS pictured with Smt. Charu Sinha IPS Inspector
General, CRPF, Srinagar Sector*

Q1 HIGHLIGHTS OF GENDER CONVERSATIONS (CRPF PROJECT)

- 1) Over 21,000 jawans (soldiers) underwent a seven day training as of Jan 31, 2022
- 2) Amrita Trainers conducted a four day "Refresher Training" for the 2021 batch of MTs and FLTs between March 5-8, 2022.
- 3) The refreshed batch of 2021 MTs and FLTs, under the guidance of Amrita Trainers, conducted 15 day training for the 2022 batch of MTs and FLTs between March 10th and 24th.
- 4) Currently the 2021 batch of MTs and core FLTs, along with the 2022 batch of MTs are conducting an comprehensive 11 day training for fresh batches of 2022 FLTs. The training was scheduled between March 29- May 6 in three different slots.

***MT-Master Trainer**

***FLT-Front Line Trainer**



Jawans participate in breakouts and group discussions about gender-related issues.

IN THE FIELD: OBSERVATIONS AND OUTCOMES

- Supporting women and ensuring they have the same opportunities to succeed as men has been observed as the key to building a successful and sustainable world.
- It has been observed that after a long term engagement in Life-Enrichment-Education and awareness sessions on socially relevant topics such as Child Marriage, Human Trafficking, Domestic Violence, and Child Sexual Abuse, women has translated into active community participation and peer-cooperation with other women.
- Many have even begun teaching about the importance of hygiene and cleanliness to peers in the community fostering communities of practice.
- Through the LEE Videos, villagers have become aware of health, hygiene and sanitation basics and the importance of having and maintaining a toilet. Their knowledge of waste management, awareness about the health benefits and importance of clean drinking water, and nutritious food have been observed to have significantly improved.
- The community has greatly benefited by receiving spiritual values through the Amrita Ganga screenings. Participants have expressed an improvement in mental health and well being.
- Villagers have acknowledged that education for girls is more important than child-marriage and have learned of the detriments of child-marriage.
- Women started to become aware of their rights and their social-democratic voices.
- Awareness of Government schemes has translated into active participation in them.

TRANSFORMING OUR WORLD: 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT



Our project work aligns with the 2030 Agenda



ABOUT THE CENTER FOR WOMEN'S EMPOWERMENT AND GENDER EQUALITY



Center for Women's
Empowerment &
Gender Equality

The Center for Gender Equality and Empowerment is a research focused academic center for promoting gender equality and fostering women's empowerment with a special focus on technology and other innovative methods. The center offers diverse courses on key focus areas, pilot radical ideas, and collaborate with leading universities and institutions to advance the initiatives. The center supports the implementation of various development projects undertaken by the university and our parent organization, M A Math and Embracing the World.