



ANNUAL REPORT

2020-21

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BACKGROUND

When rural development is concerned, communities residing/working at grassroots level plays a crucial role. Especially those residing in villages that are isolated in terms of quality healthcare services, credible sources of information related to availability of funding and recent know-hows in the world of technology. Among this community, women and farmers compose a major part, yet their needs are neglected. On one hand where technological advancement is taking place with leaps and bounds in urban areas, these people from rural areas are still lagging behind in terms of fulfillment of their basic needs.

As women in rural areas are mostly involved in household work and don't have access to adequate and appropriate medical facilities, it becomes important that they receive quality credible information in timely manner in order to take care of their well-being.

Further, farmers who are dependent upon agriculture for their livelihood, also lack idea about security nets, information on profitable crops, cultivation planning for the season and preventing their crops from adverse natural situations. The situation gets tougher when the already affected community comes to a standstill due to worldwide pandemic. The resources and process that were set up in the field as a result of various philanthropic initiatives gets disrupted in a second.

In such times, care managers/community workers present at field level have much more to contribute. Our 2020 provides glimpse of workers/community level managers who in such adverse times were always ready to serve the community in whatever ways they can.

Present report gives a brief summary about our impact and progress during the FY 2020-21

PROJECT OVERVIEW

Living Well Program

Rooted on the values of ensuring the well-being of the underprivileged section of the society, our "Living Well Program" is all about doing the rural good. The program encompasses a combination of health and social sector interventions designed to lead the community towards a healthier life. In collaboration with The Hans Foundation (THF), we work towards delivering health services inclusive of both preventive and curative aspects in affordable and quality assured way.

Key Highlights of the Program:

- Living Well Program is currently operational in **twenty** villages of Patan, Gujarat, covering at-least **35,000** beneficiaries.
- The Program specifically delivers primary health and wellness services to communities who have the greatest need for healthcare but are least likely to receive it.
- For every village covered under this program, a team of community health facilitators, nurses, Doctors, Field Officer and Program Head delivers preventive, promotive and curative aspects of Living Well Services.

Our Impact:

- More than 22000+ clinical consultations conducted during 2020-21
- More than 8000 sanitary napkin packets distributed by health workers during their monthly household visits
- 300 women were provided with post natal counseling by our health workers
- Community emergency process for combating COVID related situation were mapped out in collaboration with local health bodies



Combating COVID-19 Initiative



In collaboration with Sivananda Ashram, Ashray launched an initiative to provide first hand credible information related to COVID to the local community. The project as such, focuses on prevention of diseases by breaking the cycle of infection by sensitizing the rural households and aimed towards empowering the community from within. The empowerment process of the community is a result of health literacy programs of health workers, and household visits conducted by the joined efforts of health facilitators of the community.

Our Priorities for the project:

- To understand and contain COVID
- To understand better the impact of both pandemic and lockdown on workers and their families
- To create awareness about the epidemic among the masses and teach them about the precautions to be taken through IEC material, household visits and physical distancing.
- To improve efficient patient management and public health preparedness and response to the current and analogous outbreak that may come in future.



14 villages were covered under this initiative



26268 number of members counseled by our health workers



30,000+ masks were distributed among the rural community



6 ft



HIV/AIDS Awareness Project



In collaboration with Gujarat State AIDS Control Society (GSACS), Ashray undertook an initiative of sensitizing Female Sex workers (FSW) and MSM (Male having sex with Male) population regarding implications of HIV/AIDS in their community.

Our Priorities included:

- Spreading awareness regarding HIV prevention
- Condom Distribution
- Counseling of Commercial Sex Workers and MSM population
- Focusing on behavioral change of FSWs and MSMs

PARTICULARS	FSW	MSM	Total
Number of peer educator	117	26	143
Target population	7150	1300	8450
Number of people counselled	2077	437	2514
Number of Key Populations availed RMC	1850	359	2209
Number of Sexually Transmitted Infections treated	19	8	27
Number of condoms distributed	131462	18173	149635
Found positive	68	24	92
Referred for Antiretroviral therapy	68	24	92

Agriculture & Environment - Jalashay

Over the years, Gujarat has palpably been one of the most water stressed areas with several of its districts following chronic water shortages. North Gujarat especially has been facing a recurring problem of shortage of water for drinking, irrigation as well as domestic purposes due to factors like overexploitation of forests, over- extraction of ground water table by 6 meter per year. Over the years, water and related challenges have had a direct impact on the community in terms of agriculture, hygiene, sanitation and livelihood.

Agriculture has been one of the major sufferers with water shortage, soil salinity and reduction in the area of landholding affecting it equally. Depending upon the cropping pattern, leaching, erosion etc, soil losses considerable amounts of nutrient every year. Episodes of land tilling and flash floods causing water stagnation has also impacted crop production, growth and soil health.

In tandem with the above, scarcity and salinity of water has often been followed by a substandard quality of health and hygiene which has been a recurring problem within the community. Toilets in the schools are hardly used due to inadequate availability of water and lack of awareness on water and sanitation with children collecting water from the nearby ponds to use in toilets.

Aforementioned are some of the many traits one will instantly catch hold of, especially in the arid and semi-arid zones of North Gujarat. With an aim to address each of these issues individually, Ashray Social Welfare Foundation in collaboration with Canara HSBC has proposed project Jalashay in the most under-resourced villages of Santalpur Taluka, Patan District, Gujarat



Training on Aromatic plant cultivation



Setting up oil distillation unit



Establishing Bio-gas



Entrepreneurship through organic fertilizer production



Health & Hygiene Initiatives



Activity	Number of Trainings/units	Number of Beneficiaries Reached
Community Biogas	4 Biogas installed	12 households
Pani Samiti Operations	4 trainings	75 beneficiaries
Water Handling and Conservation	8 trainings	162 beneficiaries
Menstrual Hygiene	8 trainings	171 beneficiaries
Cleanliness maintenance	8 trainings	240 beneficiaries
Aromatic Cultivation	9 trainings	168 beneficiaries
Organic Farming and Entrepreneurship	9 trainings	230 beneficiaries

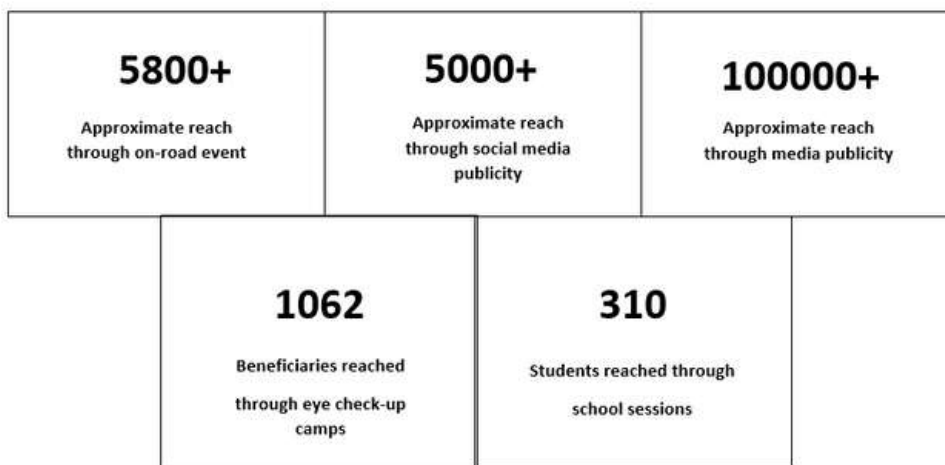
Road Safety Advocacy Project

In 2020, Ashray in collaboration with Ministry of Road Transport and Highways (MORTH) undertook advocacy initiatives to spread awareness regarding road accidents and community behavioral attributes to avoid the same. Based on the above premise, we structured our activities as follows:

- Addressing community behavioral attributes required for following road safety guidelines.
- Involvement of effective awareness campaigns/road safety training initiatives as a part of school curriculum.
- Concrete information disbursement regarding emergency medical services to increase driver survivability.
- Efficient eye checkup initiatives for commercial drivers to curb aggressive/indecent driving attributes.
- COVID related sensitization to destigmatize the concept of illness and preconceived notions in the trying times of the pandemic.

As a result, the activities undertaken included:

- 1) The Transgender Convoy - an event by the change accepters of the society
- 2) School awareness sessions covering Road safety concepts and COVID awareness
- 3) Eye checkup camps and awareness sessions for commercial drivers



Our work at a Glance









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Our Collaborations

