

2016- 17

# Annual Report



Nirman Foundation



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## FROM THE PROJECT HEAD'S DESK

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It is difficult to express the amazing journey that the 4 members of the Nirman Foundation team have traversed together with over 1000 children and adults in a few words.

Among the countless stories of change, the foremost in my mind this year is one of a community leader, a 55 year old man. After attending an awareness program and a talk on Menstrual Health Management (MHM), he shared his story about the time when his own daughter had her menarche. He asked our experts if he could learn more on the subjects as it is for the first time in his life he had heard someone say that menstruation wasn't a sickness and that it can be spoken of openly. He wanted to hear that again.

Such stories give us the courage and the motivation to march along with grit and determination touching the lives of thousands along the way, hoping this will continue to have a cascading effect and many more thousands will be empowered.

In our journey, we also produced a film on MHM "A day in Malti's life" which is screened in different schools and training sessions to delve into the reality of a young girl experiencing menarche; to generate awareness on and make it as relatable as possible.

In our sessions and field experiences, we come across innumerable stories. After a certain stage one loses comprehension of what these hundreds of stories may amount to. However, I do believe that each individual has a story of change. And yet there is more to learn, to embrace, to assimilate and share with the world with a deepened understanding of human behavior.

I convey my appreciation to our funding partners, committed team, peers and well-wishers whose constant support and encouragement has motivated us to carry out our mandate. Our deep appreciation to the communities we work with for welcoming us into their lives and for giving us the opportunity to partner with them in working towards a responsible and compassionate society.



Amarendra Kumar Singh  
Project Head  
Nirman Foundation

## ABOUT US

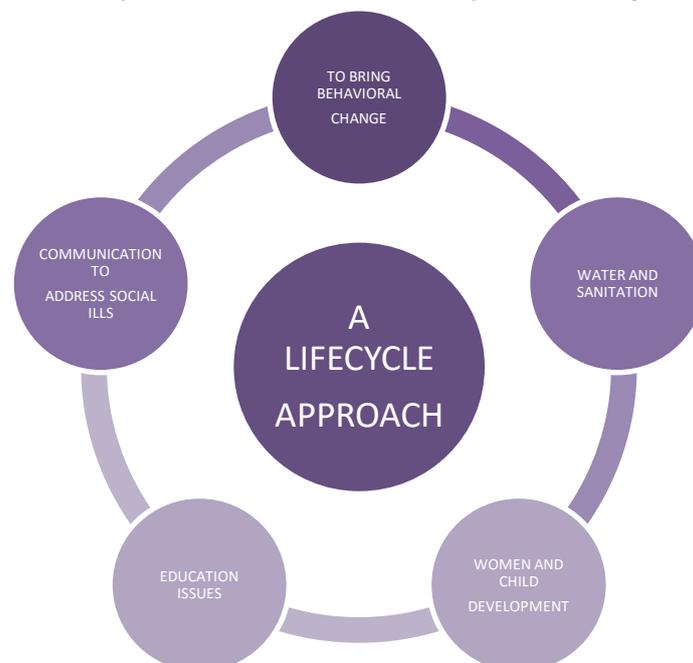
Nirman foundation was established on 3rd April 2009, with the objective of bring a behavioural change in the society.

The main vision is to work towards creating a better India, provides basic healthcare, education and empowerment to every citizen. Nirman Foundation is a Calcutta-based organisation that works on philanthropy and film production, focusing on short films / PSA's on various social issues. Nirman Foundation also works on on-ground communication campaigns as well as outreach programs.

The main objective of Nirman Foundation is to bring about a behavioral change among the society. Our strength is spreading awareness through communication on Rural and Sanitation.

Our main focus is on:

- Advancement of education and spread of literacy.
- Facilitate Provision of healthcare, medicine and proper utilities for the needy.
- To create awareness of economic, social and humanitarian problems.
- Provide drinking water to people and educate them of perils of drinking unsafe water, health linkages
- Using communication to empower communities to make positive changes



## OUR PROGRAM – A LIFECYCLE APPROACH TO HEALTH

## PROGRAMMES

We have worked on a number of projects focusing on communication, outreach, rehabilitation and on-ground intervention. Our projects have involved on-ground communication, using film to communicate on social issues, advocacy and training of community leaders and awareness campaigns. The different activities we are conducting:

- On-ground Communication Initiatives
- Driving change through short films on social issues
- Outreach Programs focusing on rural areas
- Advocacy and training of community leaders
- Comprehensive education and awareness campaigns
- Partnering with organizations to drive social change

### OBSERVANCE OF THE DAY AS 'SWASTHA NIRMAN' ON 9TH JULY 2016



The programme started with students singing Rabindra Sangeet and welcoming the guests, parents and all the teaching and non-teaching staff of the school. One panelist Dr. Parvin Banu addresses the children asking them to follow simple hygienic practices to attain good health. She emphasized the importance of WASH in our day- to- day life. Inculcating simple practice of washing hands can prevent disease like typhoid, cholera, Hepatitis etc.

She also spoke to the girl students along with their parents. Girls had many questions to ask, it seems like they had so many queries regarding the menstrual cycle, but no answer. There was lots of wrong information that they had collected from their peers. Doctor particularly heard them and corrected their misconception. Some mothers owned up that they were too shy to speak to their daughters about it. Let the girls learn it themselves, they said. Doctor told them the way to approach the topic with girls, after all menstruation is a natural cycle not a sin.

Doctor also took this opportunity to talk about the perils of early marriage and the vicious cycle of marriage followed with early motherhood. Also the importance of providing proper infrastructure at home, school and public places to make it easier for girls to manage their menstrual cycle, like having separate Girls toilet in school, having water in toilet for WASH, proper disposal of used sanitary napkins. If using cloth, then hygienic management of the cloth. To make the programme memorable, we organized an Intra-school football match, which was enjoyed by all. To drive the point the physical work is possible during menstrual cycle.

We donated indoor and outdoor games materials to the school like Table Tennis, Badmintons, Cricket sets etc.

All the children were given IEC materials, comic books, hygiene kit and school bags. Children were very happy and also took pledge to wash hands and follow hygienic habits henceforth. Girls were very happy to get this forum and they all took phone number and promised to call when in doubt. Well, this was truly the experience where the silence was broken.



### MENSTRUAL HYGIENE DAY OBSERVANCE ON 28TH MAY 2016



Nirman Foundation in partnership with Wash United celebrated Menstrual Hygiene Day on 28th May 2016 at Keoratala Basanbala Girls High School, South 24 Parganas, West Bengal, and Nirmaya Rameshwar Girls High School, Motiya, Godda, Jharkhand and Rotary Sadan, Kolkata on 31st May 2016. Keoratala Basanbala Girls High School is a non-government school in South 24, Parganas, West Bengal. Currently it has 160

students from classes V to X. The school has been built by Bhowanipore Education Society College. Nirmaya Rameshwar Girls High School is in Motia, Jharkhand. This school is the only girl's school in 10 Km radius which was in danger of getting shut down due to lack of proper infrastructure. It has around 130 students.

A similar program was organized by Nari-O-Sishu Kalyan Kendra, Centre for Advocacy and Research (CFAR) and Nirman Foundation, in partnership with WASH united. Around 200 girls from the slums in Kolkata participated in the program.

One day long activity was designed to be multi sectoral:

- Health Checkup was conducted to let them know about the importance of BMI
- Quizzing on menstrual cycle awareness prevalent, to discussing the new age practices
- Parents who were present from the villages were told by our panel of doctors on the right age of getting their daughters married, the right age of becoming a mother.
- Parents to be more attentive in spotting tell tales signs of child sexual abuse
- Importance of WASH at home school and every time everywhere
- Only use toilets a pledge was taken towards, "Say no to Open Defecation".

## RISING AWARENESS ON “WORLD HEALTH DAY”-7th APRIL, 2016

We conducted the workshop on “World Health Day”, April 7, 2016 related to present health issues among children as well as parents at Mount Litera Zee Schools in Contai, Mahestala and Howrah in West Bengal.

The workshop was conducted by Sonali Majumder, the Nutritionist in all the three schools. The objective of the workshop was to promote healthy lifestyle for entire family, keeping the core idea “Healthy Family Happy Family”. It was an entirely an interactive, informative and enlightening sessions in different forms of activities through games and fun learning method.



**CELEBRATION OF WORLD HEALTH DAY – MOUNT LITERA ZEE**

After workshop handouts were distributed among the children & parents and also pledges were taken to follow up a healthy lifestyle now and beyond.

### A Day in Malti’s Life

“A Day in Malti’s Life” is a short film produced by Nirman Foundation, that talks about the fear and apprehension of a young girl named Malti who is experiencing her first menstruation. The story depicted in the film helps the audience to catch a glimpse of the untold reality of a child. Short films such as this one proves to be effective resource materials for sessions on menstrual health and hygiene. The discussions that take place revolves around how we can create an enabling environment at home and school and public places and what should be the role of mother and roles for family members and stakeholders.

## WAY FORWARD

- Design and implement systematic interventions on menstrual health and hygiene for adolescents
- Address infrastructural gaps to overcome sanitation and hygiene challenges





# **NIRMAN FOUNDATION**

## **We Care So Should You**

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