



# Mahila Mandal Barmer Agor (MMBA)

**An NGOs accredited by**

National women commission for National women Excellency Award

## *Annual Report 2016-2017*

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## Secretary Desk

*The year 2016-17 witnessed instability and lack of tangible progress of the political, economical and social situations in the Thar Desert of Rajasthan. Yet, it added through the drought more difficulties to Thar Desert people, especially to Barmer district, in terms of the provision of water for drinking and for their cattle use as well as the sharp shortage of water for irrigation, which consequently caused the aggravation of people mainly women' problems.*



*The year 2015 witnessed a bright point and object of hope for MMBA as we increased and consolidated our openness to the surroundings and coordination with local institutions, which increased in number, compared to previous years. The overall progress that MMBA had witnessed in this context achieved a greater benefit to target groups.*

*Moreover, MMBA expanded its dependence on the enormous reservoir of voluntary work, which is one of the resources of assistance and sustainability for MMBA. The response and achievements in this domain were greater than the expectations.*

*Undoubtedly, the uniqueness and distinction of MMBA work across the years in protecting the people rights and assisting women and poor people in reclaiming their traditional water sources and developing water harvesting structure, socio-economic development through rehabilitation of person with disabilities and child development with right based approach had the precedence in the activities of the year*

*The provision of water resources and resisting the drought formed the forefront of the work priorities and projects agendas in the year 2015. MMBA exerted serious efforts to help the livestock breeders particularly the rural areas to through fodder camps with support of community committee.*

*The year 2016 witnessed a unique activism and achievement by all of MMBA employees, volunteers and friends, who made remarkable efforts to realise MMBA's goals and achieve a larger benefit in favour of the targeted groups. Further, our friends at the partner organizations put forth distinguished efforts in providing expertise, know how, and necessary funds to assist the needy Thar Desert people.*

*In this context, I would like to assure all of them that their assistance had been utilised in achieving the mutual goals that we are struggling for together.*

*In the name of MMBA and all staff, we would like to express our thanks and deep appreciation to each one of you particularly to our consortium members who continue to fund our core programme.*

**Sarana Akhtar**

## **MMBAs Philosophy**

The philosophy that guides MMBAs work is "true development is an organic process growing gradually from older traditional systems." MMBA aims to generate equity and participation for rural women by creating awareness about the importance of women's roles in Society. It aims to improve productivity through women's participation in the decision making process.

MMBA offers support to the needy people of the marginalised and poor society. Not discriminating amongst race, caste, complexion or religion, MMBA aims to help people generate a better future. The organisation tries to address the spiritual and emotional as well as the materialistic aspects of development. MMBA also creates consciousness of their supporters in District, State and Country regarding the problems of social and economic in the Thar Desert of Rajasthan.

The thrust area of MMBA is in the field of women and child Development, Disability, Natural Resource Management, Promotion of Human Rights through Education, Empowering Women for economic and political intervention, raising voices on Child Rights, women and DALIT rights and Panchayat Raj.

MMBA also take direct action on social evils like female infanticide, belief on superstition, oppression against Dalit and women in particular, child marriage, dowry, income generation activities particularly to rural women etc. Apart from this MMBA takes initiatives in drought mitigation & disaster management activities and Rehabilitation of Person with Disabilities and Old age people.

### ***Vision***

***"To establish a society with equal rights for men and women"***

### ***Mission***

***"To bring consciousness and awareness among the villagers, especially women, Dalit & person with disabilities for their fundamental rights and their up-liftment through education, peoples' support participation and organization's efforts."***



## **WOMEN EMPOWERMENT PROGRAMMES**

The realities of rural life of women in Thar Desert of Rajasthan, India is difficult to comprehend. While a small minority of people in major cities has benefited from the information revolution of the past decade, the lives of most people in rural Rajasthan mainly in Barmer District have hardly improved. There is a lot of talk about the "digital divide;" the government is planning to bring the Internet to villages, but it is difficult to see how this project will help when the necessities of life are absent.

A majority of villages do not have sustainable economies, and only through oppression of women and lower castes can the property owners, upper castes, and government officials support a better life for themselves. The social injustice that underlines this perennial problem cannot be addressed by a frontal attack on women's issues by targeting women alone, but it requires a comprehensive effort in which communities develop through sustainable and integrated programs that influence everyone.

Development of women involves many things - economic opportunity, social equality, and personal rights. Women deprived of these human rights, often as a matter of tradition. In rural areas of Barmer district, women are generally not perceived to have any meaningful income generation capacity, and hence, they are relegated mainly to household duties and cheap labour.

Without the power to work and avail rights, their voices are silenced. Even in matters of sex and child bearing, women often do not have the ability to oppose the wishes of their men.

**Organisation** organised several activities for women to provide them a platform for sharing their feelings and experiences on various issues that interested them and for building up solidarity among them. The interventions were rallies, workshops, micro-credit, promotion of health, rights based issues and women representation in Panchayati Raj. MMBA is making efforts to strengthen women in Thar Desert of Barmer district through various activities with an integrated approach.

### **Advocacy on rights by women through Legal Centres**

MMBA is engaged in providing free counselling, legal aid services to the needy women and girls, who came and approached the Organisation for help. Our staff attorneys provide citizens with free legal advice in consultations held at two public drop-in centres in office premises.

Organisation addressed 251 cases of women violence and most of the disputes settled through Caste Panchayat and by initiative of MMBA. Few of them registered in police station.

MMBA addresses the cases of women violence and other social evils existing in this region. During the year organisation addressed 39 cases and most of the cases dissolved with mutual understanding and family disputes. Organisation has also taken support of Media and district administration.

### **Socio Economic Development of women**

MMBA is making efforts to facilitate the development of a model community consisting of 3025 women in SHGs from villages that prosper from sustainable and integrated economic activities. Health and education facilities renovated and economic opportunities shared, especially among the socially disadvantaged castes and women.

Organisation is making constant intervention through forming self-help Groups for socio-economic development of women. At present, 353 Self-help groups are engaged in saving and credit activities in which there are 5 groups of disabled women & men and 50 self-help groups are in process. Self Help group linked with income-generating programmes under various government and non-government schemes.

This year the total saving of the Self Help groups is Rs **23,50,790.00** and total Loan disbursed is Rs **17,30,000.00**. Relatively, 95 women SHG women members have started their own small business for better earnings for their family belongs to poor deprived and marginalised community. In this regard, **Jaipur Thar Grameen Bank awarded Ansi Devi** for her contribution in women development through Micro credit schemes.

Apart to saving credit activities, actively participate in raising voice on social issues of women related to atrocity, rights, water, health, education, and representation in Local self-governance as well as for benefiting the poor women of the villages in Barmer district by providing support in terms of loans and personal assistance.

Apart from the saving and credit activities, the organisation provided employment opportunities through Income Generation Activities by promoting traditional handicraft work and training on skill development and traditional manufacturing produce to enhance the capacities in improving their income for better living.

Moreover, to promote the produces of women and artisans engaged in handicraft work organisation actively participate in trades and fairs organised time to time by involving artisans for their sustainable development.

### **District Women Federation**

In working area of MMBA, with the linkages of Self-help groups of women federation formed at district level. There are 126 active women are the member of District women Federation.

The federation works for the betterment of women through organising women meetings at local, block and district level focusing on women issues related to Panchayat, health, education, health and hygiene, livelihood for socio-economic development/empowerment of women.

Federation support women to raise their voice at various level for the betterment of women by organising rallies, participation in workshop and event at district, state and national level. MMBA facilitate federation in their activities of well being.

### **Health aspects of women**

MMBA is concentrating on the health issues In Barmer and Jaisalmer district of Rajasthan through awareness, generation and advocacy at Panchayat block district and state level through awareness building, proper immunisation, ANC check up and forming women health groups in rural areas where access to health services is



comparatively difficult from other parts of both district.

The major objective of the intervention was to create awareness on Maternal, child and adolescent girl's health to change in behaviour pattern so the demand and acceptance for health services to increase substantially. To achieve the objective several activities conducted at village, block, and district level to generate awareness among people with the support of village health committee formed at local level for

- Awareness generation on reproductive child health issues including safe motherhood, family planning, adolescent reproductive health, life skills education, gender equality and equity through meetings, trainings, orientations, peer education and folk media etc.
- Enabling adolescents to gain information and skills through trained teachers and peer educators in selected school and trained animators in the working area of MMBA for the out of school adolescent girls
- Change in current behaviour of community on above issues towards the identified ideal behaviours of the feasible behaviours.
- Strengthening community groups for community monitoring and social audit through village mapping & micro planning, and developing systems (development and maintenance of village health registers etc.) for the same
- Strengthening of various government health stakeholder at local level through sensitisation of government employees with the support of village health committees

To fulfil the above mentioned lines organisation intervened in working area through identified awareness activities like posters, rallies and slogan writing on public places and health awareness meetings at village level and in women groups in remote locations where there is hard access of people to health services mainly for the women.

Moreover, street plays organised to attract people through joyful learning process. Participation of Local self-governance during meeting was ensuring so that representatives of Panchayat can play vital role on issues of women health. Traditional Birth Attendant (TBA) and male members of the community also targeted on reproductive child health awareness; they have important role in society and family respectively.

To ensure the peoples participation during health intervention Village health development committee formed with ensuring women participation. To enhance the knowledge of committee members training events organised at various levels related to health concerns of women focusing on Reproductive child health. In this regard, organisation trained to 528-health volunteer on health concerns of women, children, adolescent girls and eligible couples.

### **Micro Planning for village Development by rural people**

With the objective of women participation in village development MMBA facilitate women representatives and villagers mainly of deprived sections in development of "Village development Plan" through meetings at village level and with involvement of various stakeholders working at local level and their officials.

With the support of Micro level, planning villagers observed the genuine requirement of the villagers for the development of people and village on priority basis. Relatively, according to the need and problems of people and community mainly focus on women and poor community they able to develop plan

Because of this intervention, villagers are taking keen interest in Panchayat activities and functioning. Moreover, participation increased in Various Panchayat meetings mainly of Dalit community and women and raising their voices for their rights.

### **Other Events for strengthening of Women**

MMBA made affords to strengthen women by providing platform for women to enhance their knowledge on their rights by organising Meetings and events concerned to women.

On 8<sup>th</sup> March women, organised "**Swashakti Diwas**" celebrated as women day in MMBA's premises. Mr Anil Vyas Vice-chairperson of Social welfare department also participated in this event. During the celebration, women presented their success stories of their struggle and motivated other women for their empowerment.

Anil Vyas shared the various social welfare schemes for the women and asked them to take benefit of them and share the information to others to take the advantage of the same. He appraised the women efforts and wished them for their bright future. He focused on the girl child education and told that education is a tool for the development of women and their family.

Three days workshop organised at Barmer district headquarter to enhance leadership skills in Dalit women. Fourty women participated from the different gram Panchayat of the Barmer district. During the workshop, the major issues covered regarded to women rights, Dalit rights, importance of health and education, Importance of Dalit women and their community in Panchayati Raj.

MMBA organised workshop to aware adolescence girls for integrated development. In this workshop, 89 adolescence girls and socially active persons participated from rural areas.



The workshop covered the adolescence girl's health, nutrition, education issues in Thar Desert and prepared a plan for the same during the workshop.

Focusing on women to address the social issues of their concern capacity building of self -help group women to enhance their leadership skills in running their groups. During workshop women learned to manage the records of self help group and skills on problem solving approach within the groups. Moreover, to address the social problems at local block and district level with the help of support structures. One Hundred and twenty women participated in this event from 50 self-help groups.

## **USTTAD Project :-**

Traditional Embroidery Craft at the Gagaria, Barmer cluster is age old tradition of Barmer and around areas. This particular women folk community from Gagaria Barmer are doing it for generation is part of their culture, done mostly for wedding gift prepossess and commercial aspect is yet to exploited . Embroidery designs are prepared by fixing small round shaped mirrors to the material with the help of the buttonhole stitch, the outline being sketched by hand. Silken thread is used for the stitching done in stem or herringbone, closely worked. Flowers and creepers are patterned against a dark background.

The community involved in this traditional technique at Gagaria are from low-income areas unlike the mainstream traditional crafts cluster. This craft is highly unorganized and is spread across different geographies in India under different names. This embroidery art work was done in the leisure time in earlier days.

Since the last 10 years of their existence, they are engaged only in embroidery work on the fabrics that are given to them by a local NGO or a direct small client from Barmer city. The male members of the family are often engaged in a contract labour work or truck driver mostly in Rajasthan and neighboring state Gujarat. The problem of this cluster is the social norm this place, most women are illiterate, does not speak lingua franca worse women are kept indoor by male member of the community. Life style of these artisans is very self centered. other problems this cluster faces are middlemen and very much dependent on NGO. The trade agent exploit them leaving the craft at dismal condition.

### **INTRODUCTION**

#### **1 Modular employable Skills (MES)**

The Ministry is responsible for co-ordination of all skill development efforts across the country, removal of disconnect between demand and supply of skilled manpower.

Building the vocational and technical training framework, skill up-gradation, building of new skills, and innovative thinking not only for existing jobs but also jobs that are to be created.

The Ministry aims to Skill on a large Scale with Speed and high Standards in order to achieve its vision of a 'Skilled India'.

#### **Background.**

Skill India is an initiative of the Government of India which has been launched to empower the youth of the country with skill sets which make them more employable and more productive in their work environment. Our National Skill Mission is chaired by the Hon'ble Prime Minister, Shri Narendra Modi himself.

India is a country today with 65% of its youth in the working age group. If ever there is a way to reap this demographic advantage, it has to be through skill development of the youth so that they add not only to their personal growth,

Skill India offers courses across 40 sectors in the country which are aligned to the standards recognised by both, the industry and the government under the National Skill Qualification Framework.

The target to train more than a crore fresh entrants into the Indian workforce

The Ministry of Minority Affairs was carved out of Ministry of Social Justice & Empowerment and created on 29th January, 2006 to ensure a more focused approach towards issues relating to the notified minority communities namely Muslim, Christian, Buddhist, Sikhs, Parsis and Jain. The mandate of the Ministry includes formulation of overall policy and planning, coordination, evaluation and review of the regulatory framework and development programmes for the benefit of the minority communities.

Shri Mukhtar Abbas Naqvi has assumed the office as a Minister of State (Independent Charge) for Minority Affairs on Wednesday, July 13, 2016 in New Delhi.

## USTTAD

### Features of USTTAD Scheme

- The objective of the scheme is to preserve rich heritage of traditional arts and crafts of minorities and build capacity of traditional artisans craftsmen.
- its purpose is to establish linkage of traditional art and crafts with the national and international market and ensure dignity of labour to artisans and provide employment opportunities and a better future to the youth belonging to the minorities community .
- It will be funded by central government and will prepare skilled and unskilled and craftsmen to compete with major companies in terms of equality of products.
- It will be administered by the union ministry affair across the country.
- The scheme was launched in Varanasi to improve sordid conditions of weavers of world famous banaras sarees , belonging to minority community.
- Training to be given under **Modular Employable Skills** (MES)
- Traditional embroidery (theory & practical)
- Soft skills
- The artisans are to demonstrate that they are able to:
  1. Plan and organize work processes, identify necessary materials and tools.
  2. Perform task with due consideration to safety rules, accident prevention regulation and environment protection stipulation:
  3. Apply professional knowledge and soft skill & entrepreneurship while performing the task.
  4. Check the job for accuracy, identify and rectify errors in job.

### Generic Outcome

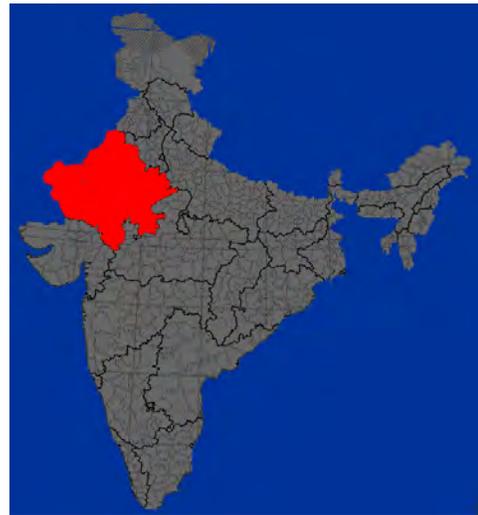
1. Recognize & comply safe working practices, environment regulation and house kipping.

2. Understand and practice soft, working with computers and communicate with required clarity
3. Demonstrate concept and principle of basic accounting procedures and apply knowledge of specific area to perform practical operations.
4. Explain time management entrepreneur and manage/organize related task in day to day work for personal and societal growth

#### Specific Outcomes

1. Practicing safety precaution usage of tools and equipments.
2. Demonstrate, practicing, design development and transferring.
3. Practicing sewing and embroidery with thread & needle defects and remedies, stain removal

## Barmer



A tiny yet lively town in sun-drenched sands, Barmer is a miniature Rajasthan with all its colour, warmth and tradition. Although a barren land with harsh climate and rough terrain, Barmer is known for its rich crafts, dances and music. Once on the ancient camel trade route, the town is now the centre for wood carving, pottery, carpets, intricate embroidery work, block printed fabrics and multi-hued traditional costumes. Especially famous are the geometric Ajrak prints in dark shades of red and blue, idea for protection against the sun.



*We are running 15 centres in Gagaria cluster and improving skill status of traditional artisans with their old and our new Ideas of designing, education related training, business ideas and overall development i.e. leadership, marketing, and as a art and craft men. Some glimpse of centres -*



## Some efforts practicing at Centers

### Introduction to design

Artisans were taught basic of design, theory about design is ie. line, form, space rhythm etc. were taught .though they are very good with embroidery theory of design enlighten them about the subject

### Sketching

Basic sketching is movement of hand and brain coordination, as they are well adapted to conceptualizing the idea translate it on fabric as from of beautiful embroidery, they just need hand brain coordination. Proper guidance was what required as their grasping power is excellent. Beginning of the month they were faulting a bit but as month came to an end, they prove their mettle turn out be equally good with graphite on paper, sketching at par with needle and thread master piece.

### Motif development

It is quite vast chapter by itself but quite simplified version was developed for the artisans. It is very easy for a trainer, teacher or person imparting knowledge, to a crowd of keen student/audience, every individual is keen learner so the task get simpler for fellow, trainer. The subject is mixed of both theory and practical, initially theory was taught, then practical was easy as they were aware of form and deign as they have been doing the embroidery from childhood.

### Colour scheme:

Embroidery can be compared to painting instead colour pigment colorful threads are used. Beautiful motif done artisans needed one thing called colour to come to life. Motif were filled colour, they look splendid. Their colour sense with bright yet it look fabulous, yes vibrancy is new subtle.

### General Awareness

Barmer being not the best in education, general awareness, about other country or world is not up to general standard, so a module was prescribed for the artisans here. Every week a set of day or two were just allotted for general awareness. It did wonder to their approach toward life, began know vibrancy that out country is. The changes is quite noticeable as they refer the respected trainer in their respected local term which in turns, warm conversation.



### Workshop Training

The craftsmen were benefitted from this short term training course and such courses in future will be beneficial. As by teaching new techniques and process it encourages them for their sincere involvement. This way they can be prepared to face the competition from the big companies and can sustain in the competitive market.

### Design Opportunity in workstation and tooling design and Description of ergonomic and environment factors

Proper centers are allocated so that they work with fun and learn design freely. Every artisan is provided proper embroidery kit for embroidery eg, ring frame

### Exhibition/ Display design opportunities

The artisans were given idea of, whole exhibition and design display, how it works? And how they are going to, get benefitted. Thus following things were taught

- The importance of artisans participating in trade fairs at state, national and international level.

### Importance design intervention for inter cluster communication.

- A greater and better cooperation and understanding between the artisans and the traders/middlemen.
- A Common centre will tremendously increase the scope of communication between the artisans and thus lead to sharing of knowledge and skills.

### Details of market and competition study for design advantage and Distinction

Product diversification using traditional colours and motifs will give them a distinctive



advantage, as these designs will not be manufactured elsewhere.

- Maintaining samples. They could archive their pieces through pictures too.
- They could directly sell products to the consumers through boutiques, exhibitions, or even online. Presence of products online will be of great help and reach larger audience.

### Design Development

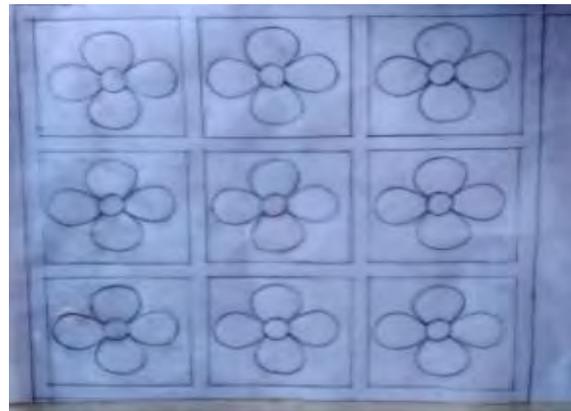
Design development is tedious process and teaching it unconventional student makes it even tougher. First there should be an inspiration and then, according to inspiration and theme, motifs are developed, accordingly colour combination and stitch technique should be used. Artisans did great work, did develop great design then they were taught how manually pierce the design into traceable design stencil.

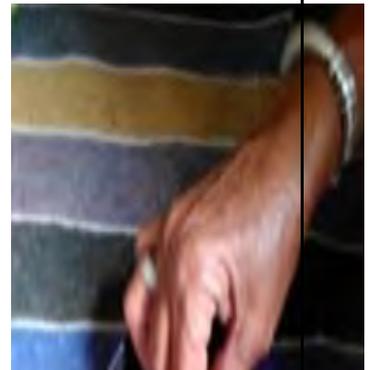
### Design tracing process.

Designs are traced by drawing the design on the tracing paper that is then pierced by the needles by maintaining a 2mm gaps. With the help of bluing fabric powder and kerosene the liquid is made. In small tea cup of kerosene 1 spoon of bluing fabric is enough. The liquid should be thin enough to permeate through the small holes done on the tracing paper onto the fabric. Cotton fabric is used to transfer the design onto the fabric after dipping it into the liquid and then on the surface of pierced tracing paper.

### Embroidery development

After tracing is done, next step is to develop beautiful work of art by those skillful hands of the artisans. They are importance of neat work, it might little tedious but embroidery can fetch more in the market, so all artisans were taught paaka embroidery, most does kacha embroidery though. Paaka (neatly done), kacha (done with difr knots).





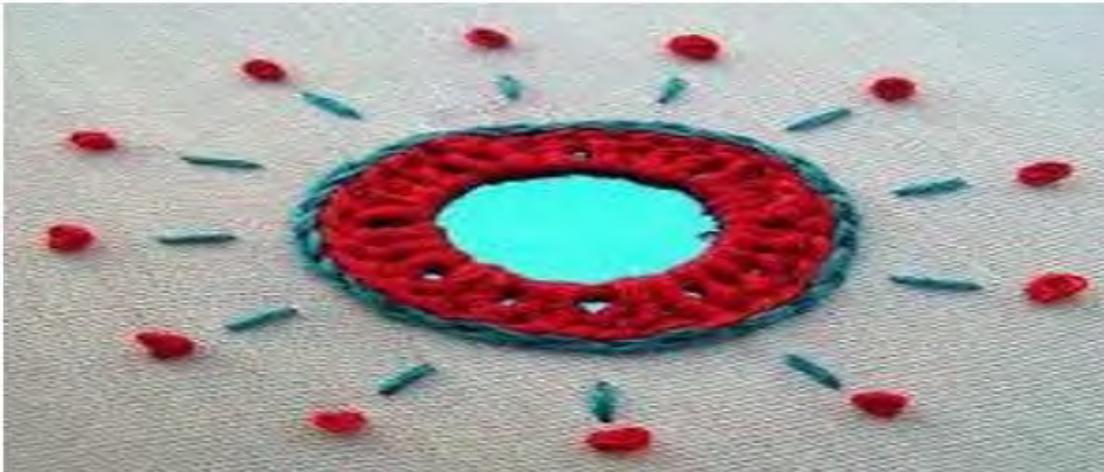
## Types of Garment Decoration

There are many types of surface decoration and they are:

**Appliqué** - This is a popular way of decorating fabrics. Shapes of one fabric are applied to the surface or background of another fabric using a fine zigzag stitch or as in the example shown, with a straight stitch, which overlaps the edge of each shape. The pattern pieces that make up the appliqué are usually backed with interfacing to give them strength.



**Embellishment** - This is the application of a variety of techniques onto one fabric. For example, a currently popular technique is called Shisha work. This is where tiny mirrors are embroidered onto fabrics. Others stitch; dye or print techniques may also be used to give an ornate fabric.



**Fabric Manipulation** - The properties of a fabric can be manipulated using heat or chemicals. A popular process called Shibori, from Japan, explores the manipulation of fabrics in this way. The fabric can be tied in simple or elaborate patterns, the fabric is then subjected to high steam and colour is added. This process works well on synthetic fabrics as they have thermoplastic properties or memories, which allow the fabric to retain its shape. Once heated to a high temperature the shape of the fabric cannot be changed unless the fabric is subjected to high temperatures again.

**Quilting** - This is a method of applying texture and colour by stitching through layers of fabric. The surface texture in fabric is achieved by sandwiching wadding or stuffing between layers of fabric. Interesting patterns and 3D surface textures can be achieved

The origin of Phulkari has not been traced. Where, Phulkari has been mentioned in the famous, Punjabi folklore of Heer Ranjha (a love tale) by Waris Shah.—Its present form and popularity goes back to 15th century, during Maharaja Ranjit Singh's Reign||.

Embroidering on the rough coarse material —khaddar|| reflects the tough, hard nature of the Punjabi women. Use of bright colours portrayed the colourful life and the use of different motifs reflected their observation, their imagination. Wearing a —Phulkari|| adds delicacy, grace, simplicity to their heavy build personality.



### The History of Kantha

Kantha can rightly be called the 'recycling art'. It became popular due to the need to reuse fabrics and threads when they became worn out because of the extreme poverty of the people in India.

A legend tells the story that the Kantha owes its origin to Lord Buddha and his disciples. It is told that they used to cover themselves rags that had been thrown away and patched and stitched them together.

It is estimated that Kantha origins are some 500 years old and traditionally narrates a story and portrays the emotions and the life of the artist.

Kantha is said to be 'dorukha' which means turning the worn out old textiles and fabrics into things of beauty.

**Chikankari** is an ancient form of white floral embroidery, intricately worked with needle and raw thread. Its delicacy is mesmerizing. For centuries, this fine white tracery on transparent white fabric has delighted the heart of king and commoner alike. It is centered mainly in the northern heartland of India, namely Lucknow, the capital of a large state, called Uttar Pradesh. It has survived the loss of royal patronage, suffered deeply at the hands of commercialization, lost its way sometimes in mediocrity and yet stayed alive, is a tribute to the skill and will of the crafts persons who have handed down this technique from one generation to another.

It consists of 36 different stitches, which are:

## Study of motifs

Types of Motifs - Geometric, Natural, Abstract, Stylized

Motif is the most basic unit with the help of which a design or a composition is made. Motifs are often inspired from nature and are also closely linked to natural, cultural, religious and socio-economic factors prevailing in any society.

A motif is the most basic unit or the smallest unit of pattern. Motifs are repeated in different ways to create patterns and these patterns are repeated to create a design. Motif has a distinct identity of its own in a pattern or design. Each motif is generally developed from a geometrical shape or a combination of different geometrical shapes.

## Classification of Motifs

The motifs or units of a textile design may be classified as

- Geometric
- Realistic or Natural
- Stylized
- Abstract

### Geometric Motifs

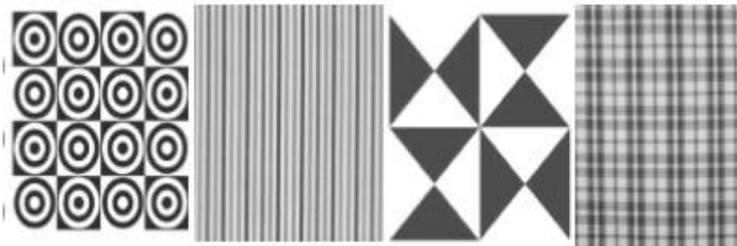
These motifs include lines in various forms, such as vertical, horizontal, diagonal and curved. They form fabric designs, such as stripes, plaids, checks and circles and their associated designs. Geometric designs lead the eye in the design or pattern that is created by them.

Geometrical motifs may be created during the weaving or knitting fabric construction process. If motifs are applied as prints after the fabric is constructed, ensuring that lines are straight with the yarns of the fabric is important; otherwise the finished garment will be unsightly. A distinctive geometric design may dictate the garment styling and limit the possibilities for using the fabric. Geometric designs may require additional fabric in order to match the motifs during the layout and construction.

### Examples of Geometric Motifs

Basket, chevron and herringbone weave designs; box; layout; check board; diagonal stripes, diaper and ogee pattern, plaids and polka dots.

### Geometric Motifs



## Realistic or Natural Motifs

Natural motifs portray as direct replica of things as they exist in nature, such as flowers on trees, animals in jungle, human figure and other natural things. They also called novelty patterns. As these motifs lack a designer's creativity and require three-dimensional platform to copy reality, they do not find wide acceptance in apparel designing.

### 1.1.6 Examples of Realistic Motifs

Animals, animal skins, fruit, games, toys, mythological designs, vegetables, shells and jungle etc are all form the natural or realistic designs.



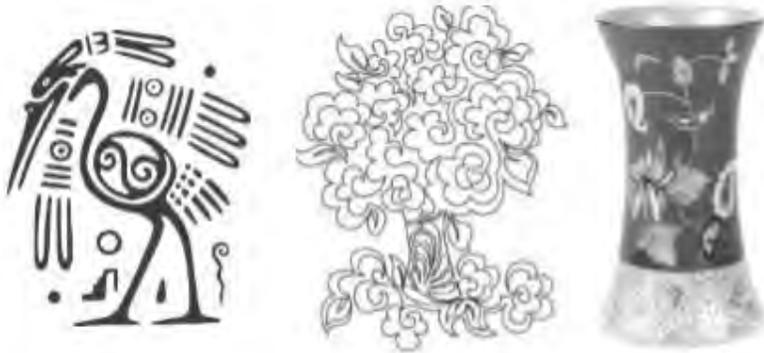
## Realistic Motifs

### Stylized Motifs

These are simplified variations of natural or man-made objects that are no longer recognizable. These motifs are full of creativity, as they are the result of a designer's interpretation of naturally existing things. Stylized motifs are obtained by rearranging the real objects either by simplifying or exaggerating them to achieve the purpose of the design.

Examples of stylized Motifs

Flower spilling out of basket, flowerpots, vases, bouquets and all that coming out the designer's imaginary ideas form the stylized designs.



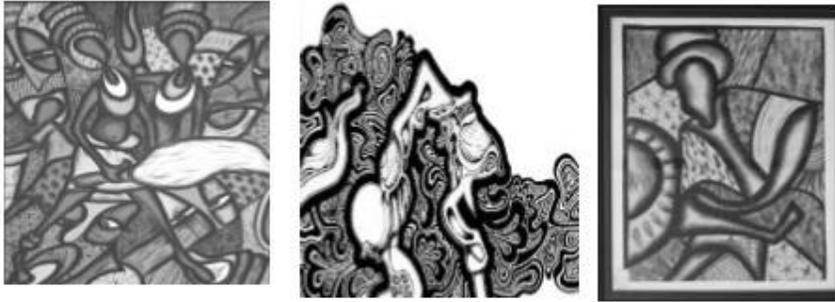
### Stylized Motifs

### Abstract Motifs

These are combinations of colour, size, and shape without relationship to natural or man-made objects. They are full of colour and interest to the fabric. Abstract implies an element of impression and a greater freedom than is found in most geometric designs. This type of design is used in modern art.

Examples of Abstract Motifs

Realistic, stylized, and abstract motifs may be easier or more difficult to use depending on the size of the motif, the contrast between the motif and the background, and whether or not the design is multiple-direction or one-way. Smaller size motifs, softened shadings, and multiple direction designs are easier to sew and wear.



### Abstract Motifs

Types of Layouts - Side, Half drop, Border, All over

Layout in a pattern is described as the arrangement of the motif, whether it is spaced widely or closely on the ground, in neat order or apparently at random, or in rows that form stripes.

Textile design types may be categorized by layout as well as by motif or style of pattern. The term layout in textile designing refers to the arrangement of motifs in the framework of the design plane.

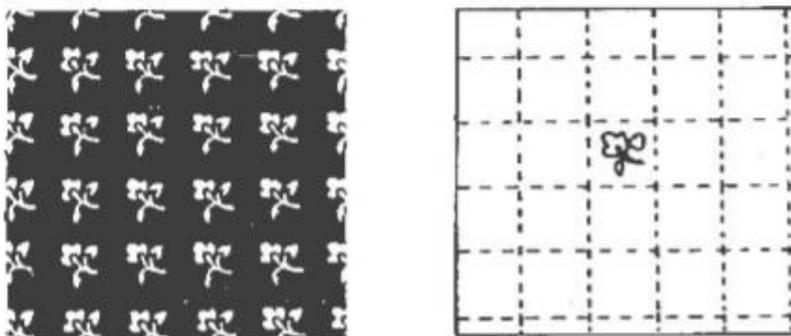
Unlike a painting or drawing, which is designed in relation to its boundaries or edges, the elements in a textile design are designed in relation only to each other. There are no boundaries; when the pattern is printed, it will continue over yards and yards of cloth. For a textile design to be reproduced on fabric, it must eventually be developed into one standard unit containing a specific arrangement of the desired motifs. This one unit, called a repeat, will be repeated across the width and length of the fabric in a continuous manner. Designs are sometimes done in repeat from the start but are often designed in balance and put in repeat later.

The patterns or layouts can be made in various ways to form the design, they are:

- Side layout
- Half drop layout
- Border layout
- All over layout

### Side or Spot or Tossed Layout

A pattern composed of motifs that do not recur at regular, measured intervals within one repeat unit of the design is referred to as a tossed pattern. The motifs in this layout are placed close to touch each other, but are separated by ground area, seeming to float on a plain background. This pattern can be constructed as a repeat of motifs side by side giving a side layout.

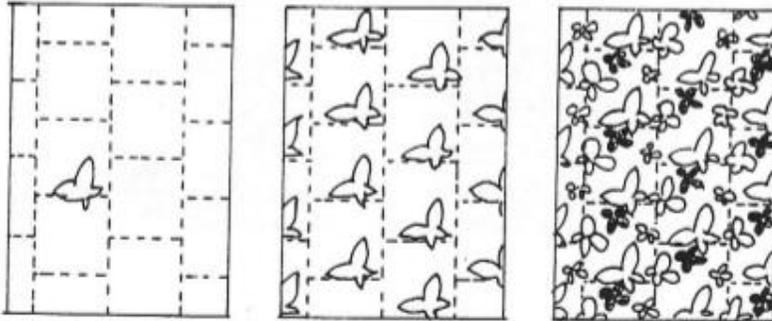


Side Layout

### Half-Drop Layout

The difference between the side and half drop layout is that each motif of a given size will not come just straight across to the next repeat, but will move up or down half of one repeat in the vertical direction. The advantage of a half-drop repeat is that it will not develop an unwanted horizontal movement as it repeats. As the layout creates a brick effect it is also called as brick pattern.

Motifs of different sizes and shapes can be added to pattern and placed in different directions, even upside-down. Varying the space between motifs can create a pleasing look in this layout.



### Half Drop Layout

### Border Layout

Most border designs are composed of a unit or series of units or lines repeated at intervals over the given area. The design used is one, which permits the eye to travel its length easily without interruption. Some times a design which does not seem to leave the eye easily over its length would be very successful if the units used are brought together closely. The rhythmic effect is achieved through the use of an unbroken line running the length of the border. Even if the lines are broken, it should be done at regular intervals, so that the eye automatically bridges the gap and sees it as a continuous line.

In the construction of borders patterns, translation (repeat of motifs in one direction-vertically or horizontally or diagonally), reflection (mirror image of the motif), rotation (repetition around a fixed point) and glide reflection (repeat of motifs in combination of translation and reflection) are followed. The combination of translation and glide reflection can create more number of patterns using single motifs.

### Types of Border layout

### All-over Layout

It has balanced motifs that recur irregularly within the repeat unit. The motifs are connected in some way, forming a network that covers the entire design plane. This is also called a meander. These designs feature elaborate, embellished floral-like motifs that seem to grow and wander across the design plane, resulting difficulty in forming repeat.

A pattern in which all motifs repeat directly under and directly across from one another at measured intervals is called a set or tailored pattern. Small patterns of this type with organic shapes in all-over layout are also called foulards.

Translation

Reflection

Rotation

## Glide Reflection



generation to the other. Our traditional motifs are deeply influenced by religious belief, culture, environment, activities of day to day life, architecture, history, rulers etc.

The artisans have modified motifs based on the whims and fancies of the kings who invaded and ruled India for several years. For creating the variety of motifs and designs, weavers and designers had also taken inspiration from their environment.

Indian artisans have created varied motifs and patterns which are exclusive in their styles and colour combinations like creeping vines and floral patterns, which remind us of Mughal history and the Islamic portrayals. Motifs like lotus, conch shells, fish, elephant and horse etc. which represent the philosophy of Hinduism and the concept of bring good-luck, health and prosperity are typically found in the textiles worn in the occasional ceremonies.

These motifs represent over poetic expressions and imaginations towards life, and devotional characters. Few of these motifs are explained below

Traditional Textiles

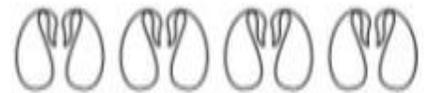
### Peacock Motif

The peacock was painted on Indus Valley depicting tribal art; it was also found in Mauryan Buddhist sculpture, Gupta-period artifacts, Mughal miniatures, and in present-day wall paintings and textiles. Although it is hard to say if it had the same symbolism in every age, the peacock was found in the arts of most post-Indus cultures, indicating that it remained a potent symbol. The peacock is now India's national bird. It symbolizes immortality, courtship, and fertility. In all types of Indian textiles peacock is either printed or embroidered on light background with dark colour combinations.

### Allover Layout

#### Motifs of India– Styles and Colour Combinations

Traditional motifs can be described as the motifs which are being used in Indian textiles since ancient times and are handed over from one





Peacock Motif in Painted and Embroidered Textiles

### Parrot Motif

It is a symbol of courtship and passion seen in Indian art mostly in company of Krishna and Radha, Hinduism's eternal lovers. Motif of parrot is generally found in textiles from West Bengal, Gujarat and Rajasthan embroideries and resist textiles.



Parrot in Indian Textiles

### Goose or Hansa Motif

The motif was found in Indus Valley pottery and on the wall paintings at Ajanta. In Buddhist illustrations, it represented spiritual purity. It was also common in Indian art prior to Mughal times, but afterwards, it disappeared. Its use in textiles is characterized by its highly stylized forms as depicted in woven and embroidered textiles of southern India.



Hansa Design in Kasuti Embroidery And Kalamkri Prints

### Lotus Motif or Kamal (the flower of wisdom)

The lotus is among the most popular motifs in Indian art. Lotus is the symbol of eternal order of the union earth, water and sky. It represents the life giving power of water but is also associated with the sun for the opening and closing of the petals. It is also the symbol of recreating power of life.



#### Lotus Motifs in Embroideries textiles - Traditional Textiles

Depiction of its petals or dalas represents the multiplicity of the universe. There are various forms of lotus motifs like astadal padma - eight petalled to the satadal - hundred petalled. It also symbolizes prosperity and material wealth, associated closely with the goddess Sri Lakshmi. It is one of the multifaceted symbols in the traditional patterns. Its spiritual aspect is emphasized particularly in Indian sarees and furnishings. In kantha embroidery the central motif is almost always a fully bloomed lotus seen from above. The colours used are always bright to depict the richness of the lotus.

#### Jasmine Motif

Jasmine flower has been a popular floral motif from long; known to have embellished textiles given to the seventh-century North Indian king Harsha. The jasmine motif symbolized fertility and called champa in Hindi. Flowers became a popular decorative element in Islamic India. The Mughals adored gardens hence it is seen in the textiles and architects.



#### Jasmine Motif And the Woven Design

#### Mango Motif

It is an important motif found in a wide range of Indian textiles. In Sanskrit the design is known as mankolam and has long been used in India and associated with Hinduism. Rural Indians called the motif as aam or mango and considered as symbol of fertility. In

17th century the elaborated mango motif woven on Kashmiri shawls were called as Paisley, famous till today.



Mango Motif in Kashmir Shawls

### Tree of life Motif

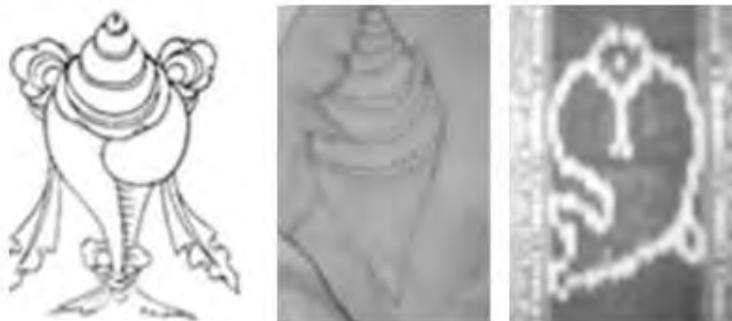
Tree of life motif is a many branched tree laden with flowers and fruits, birds in the tree branches, animals roaming under it illustrating the idea that all life on earth are related and has been used in religion, philosophy, mythology and other areas. Lot of colours are associated with this motif, which is mostly seen in the embroideries and Kalamkari's of India.



Cushion Cover And Wall Panel With Tree of Life Motif

### Conch Shell Motif

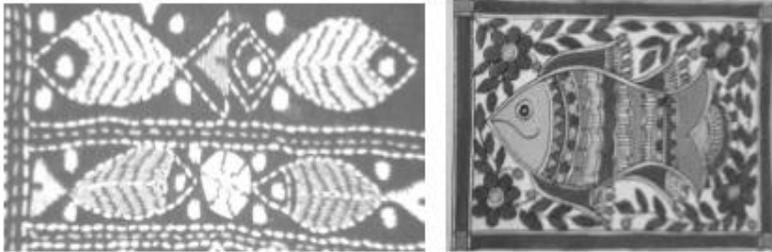
Shankha is a Sanskrit word used to denote a sleek and smooth conch shell. It is believed that if the Shankha is blown with skill, it can scare away evil spirits and is described as a killer of germs and enemies. The Conch or Shankh has remained as integral part of Hindu socio-religious philosophy since the mythological past. It symbolizes the cosmic space of which the attribute is sabda or sound. Thus it is regarded as a divine jewel always held by Lord Vishnu on his right hand. The Shankh is part of Hindu aesthetics as a permanent motif in the stone carvings and canvases made by sculptors and artists of ancient days.



### Shell Motif In Embroidered And Woven Textiles

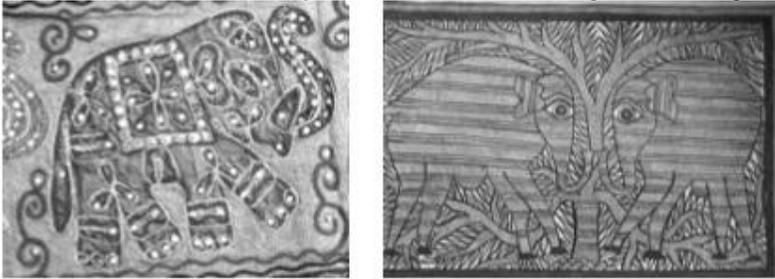
#### Fish

Fish motif is commonly used motif of madubani paintings and kantha embroidery. It is a symbol of prosperity.



### Fish Motif in Kantha Work And Madubhani Paintings Elephant Motif

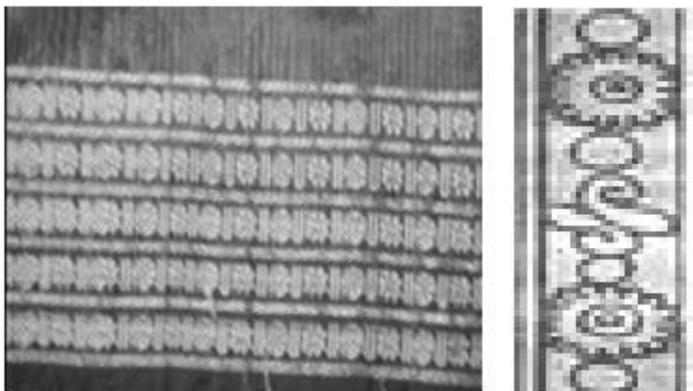
It is widely used motif in Indian textiles. Elephant is regarded as the mount of Kings in India. Elephant is a devastating weapon of war. Elephant came to symbolize the God of Warriors. It is a sign of wealth and power and influence denoting royalty, inner strength and nobility. In India, it is used in richly decorated form in their printed, painted and embroidered textiles to depict war scenes and royal extravaganza.



### Elephant Motif in Rajasthan Embroidery And Madhubani Paintings

#### Rudraksh Motif

Rudraksh beads have an ascetic charm. Associated with Lord Shiva and mentioned in Vedic literature, it has significance for peace and power. Bestowed with electrical and magnetic properties which make them spiritually and medically curative, these beads are positively charged. Rudraksh beads are common motif among south woven sarees.



### Rudraksh Motif in Woven And Printed Textiles

#### Summary

Study of motifs is very important to develop the skill of drawing or creating patterns on the own. This gives the individual touch to the designs drawn by the person. To draw or

create pattern in perfect way it is always necessary to learn the types of motifs like geometrical, natural, stylized or abstract, so that their origin can be clearly understood and the end use can be planned accordingly. Learning the type of design layouts helps the designer to use the motifs and repeat them in proper way to create the design. Motifs of India explain their style and colour combinations used to produce the traditional textiles according to the occasion or ritual to which it is used.

## Advance design development

### Colour combination



As someone with keen aesthetic sense, you know how the interiors of your home look quite different with different colour combination. And using the right colours in the right proportions is the first step towards a holistic décor, along with answering the many questions in your head. What combination goes well with existing furniture/upholstery? How can I use my favourite colour appropriately? Is it possible to create my own customized combination? The answers to all these questions and more can be found in this simple Velvet

Touch decoration tool. Choose from a variety of combinations to easily mix and match colours, and have fun decorating your space, your way.



Tone-on-tone combinations combine a dark or a mid-tone shade with a light shade in the same colour family. They work best in the spaces you'd like to keep it simple, yet

interesting – your living room, hallway, study etc. For example, using the landmark Manish Malhotra Red on your main wall; along with light fresh pinks on the surrounding walls, brings a stunning focus to the room.



**Harmonious combinations**, on the other hand, allow you to be a little more experimental. Pick your favorite colour and combine it with another colour belonging to nearby family in rainbow arrangement of shades. Colours that are close-by in the visual spectrum complement one another. For example, pick a peach and combine it with a lovely pastel orange – and your room will blossom in natural harmony.



**Wide Contrast Combinations** let you be more daring and out-of-the-box. Combine a colour with another one that is far away from it on the rainbow arrangement of colours. For example, flower Indigos and sunshine yellows stimulate energy and activity when used together, making it an [ideal colour combination for a teenager's room!](#)

You can also make colour combinations to reflect your fashion style by choosing from a hand-picked palette by experts.

**'Portraits'**, a décor concept by India's leading fashion designer- Manish Malhotra, has a rich palette of colours that reflect the latest on the ramp.



**Pearl Elegance** is a collection that has a delicate palette of powder pastels, whites, pinks and violets-lending subtle sophistication to the décor.



**Creative Expression** is a bold and adventurous collection with clean, bright oranges, reds and purples.

**Stylized Simplicity** brings out nature's beauty with its fresh palette of sky blues, grass greens and natural earth colours.

Palettes so brilliantly designed, that each colour goes with other colours within the theme, to evoke a distinct look & feel in your home. You're now ready to use the Velvet Touch Decoration Tool to make your own colour combinations from a wide variety of solid colours, patterns and textures.

To know more about these exclusive fashion decor concepts and choose the one that best suits your style download the complete decor guide [here](#).



### Entrepreneurship

**Entrepreneurship** has traditionally been defined as the process of designing, launching and running a new business, which typically begins as a small business, such as a startup company, offering a product, process or service for sale or hire. The people who create these businesses are called 'entrepreneurs'



The basic idea is to remove middle men in whole process from procuring raw material to finish product reaching end user. the artisans community does hard work but benefit is enjoyed by the middle men. the artisans were made aware about whole system how it works and necessary measures should be taken .

#### Procurement of raw material

Raw material is the most important in traditional craft. Availability to pricing all determine situation of the craft. In most cases original material is not available if available it of lower quality or replace with cheaper rip off. Exploiting the artisans has lead to such scenario. The artisans are taught for achieving short term benefit should disturb long term perspective of the craft.

#### Production

It sound quite heavy industry job but in modern world everything need production, if crafts still follows the century old tradition modification is required in creating market standard product. production required new approach to stay afloat in this ever changing consumer need and to beat cut throat competition. Artisans are also taught to invest little from their earning back to the system growing a entity is much easier than just trying remain afloat.



#### Marketing skills

Marketing is key to any selling of any product be a creative craft product or high-tech machine. Our artisans produce beautiful products with craftsmanship but reaching it to customer is daunting task. In the age of globalization market is widen but is cut throat competition from cheap machine made to other craft product of different region. The Artisans were taught basic rules of marketing.



Product should be of market standard and according to customers demand. Pricing of product is equally important, it is not great news for traditional craft but that is the reality. Reality check is equally important as designing and producing the craft, without it put a question on survival of crafts along craftsperson.

# Mahila Mela on 14<sup>th</sup> April 2017.



Mahila Mela organized on Ambedkar Jayanti, it was big program organized to applaud women right, all 300 women from 15 centres had attended the program, and the program was grand success. All women spoke, it was leadership oral test, women to the stage spoke dear learning . There marketing related topic discuss, design marketing every were discussed it as social design symposium. The program is great initiative from MMBA.

## The topic the was discussed in the Women Empowerment

Importance of women in the society, the society, culture which does not give women equal status, never flourishes. The program began with speech from MMBA MD Mr. Adil Khan then Lots of issues were talked about that women faces and how those can be changed. They were more than eager speak out , some took to the podium . Women coming out of veil, to speak out their grievance show important of such program being organized.



### Future of traditional embroidery.

Traditional Embroidery is very important part of culture , it began as tradition , to beautify garment and upholstery in indigenous way. Over time beautiful piece of crafts began get appreciated out community, appreciation developed into a market .people from other communities began buy it, in this process it employed women. In todays time sustaining this tradition more than cultural pride more to do with economy and empowering women. Most Women in here are not allowed to work out, sustaining traditional embroidery therefore very important for women embroiderer.

### Leadership skill



As a leader, you need to be able to clearly and succinctly explain to your employee everything from organizational goals to specific tasks.





Leader must all form of communication, including one –on –one, department, and full-staff conversation, as well as communication via the phone, email, and social media. A large part of communication involves listening. Therefore, leaders should establish a steady flow of communication between themselves and their staff or team member through an open –door policy or regular conversations with workers. Leaders should make themselves regularly available to discuss issues and concerns with employees.



## Nav Chetna School

(Schools running in slums of Urban Barmer)

Intervention of education to bring dropout children in mainstream of MMBA is running Non Formal education Centres named as **Nav Chetna** School Barmer district. Previously, MMBA was running seven schools and now all seven schoolchildren enrolled in government school. Currently intervention, we identified five slums area in Barmer, MMBA are running school in slum area of Barmer Nehru nagar (under the bridge) & Ratanada area, we did meetings with community and parents and started NAV CETNA school from July 2015, mostly the boys and girls are not going to school due to poverty, due to lack of knowledge, due to less importance of education and they have no facilities in adequate manner. Our team visited in slums area and seen the situation of that girls and boys, so we decided to start informal school for deprived children. The total no of students enrolled in the NAV CHETNA School was 92, Out of total enrolment; 53 girls and 39 boys benefited through NAV CHETNA School and joined the mainstream of education

To aware community on child education mainly to girl child education, village education committee is playing a vital role in functioning of Chetna School. Village education committee is efficient and responsible in their work of monitoring the activities of the school and aware community on child rights through various activities at village and school. Apart to education activities addressing the issues of existing social evils like female infanticides, miss-match marriage, force marriage in that area.

Innovative intervention helps to bring the down incidence of social abuses in the villages. They make a note of the negligence in the service provided by the authorities like Panchayat, health and other authorities. In addition, they inform to the concerned authorities as well as to MMBA. With the help of people, MMBA in its turns takes up the issues with the concerned administration.

### **Education for children engaged in Labour work.**

Family's low-income levels, most parents let or make their children work in the shops & hotels in cities from an early age to earn additional income. The Shop and hotel owners



also prefer child labourers, as they are easy to handle and do not hesitate doing petty jobs. These circumstances in turn lead to further alienation of children.

In very early age, boys have to take their animals to grazing faraway and many a times out of state too generally due to drought. Shepherds also take their child with them for long distances and they are far away from the primary and pre-primary education. Here comes that they are losing

their right to education. Lack of water is another big hurdle as small children are enforced to fetch water from the long distances berries mainly girls, which loss their school and comes under loss of child right as there is a lot of talk about restricted child labouring.

Another tragic feature in this area is drought, which affects the overall-rural development and its people and affects children. Relatively, there are no options of livelihood left in the villages. The most affected are children as the whole family migrates in search of jobs to Ahemadabad, Jaipur and other places of country. Therefore, children also move with the family for labour work.

In Navatala village of Chautan Block of Barmer district 50 children ware found engaged in different types of labour work, in the age of they need to food care from mothers; they are serving food and washing tables and utensils only in exchange of few coins. In these places, too they get many abuses when they are tired of working, little late or ask for their wage.

To protect the child rights MMBA is running School for children in Navatala village. Total no of 50 Children age group 6-14 years enrolled for primary Education. Education and learning material, mid- day meal provided to children from school. Three Teachers and one support staff manage the school activities.

## **Special Education for Total Blind and Low vision Children.**

Educational for bringing visually challenged/low vision children to mainstream of education, 39 Total blind & Low vision children getting education through special education like Braille, low vision kits. Visually challenged children are admitted to government school with normal children for integrated education.

Organisation running five Integrated Education units with 39 visually challenged children through trained itinerant teachers. Relatively itinerant teacher visit the home & school and counsel the family & client and they find the need and importance, to give individual attention to every student.

## **PROGRAMMES FOR THE CHILDREN**

In context of children development in remote locations of the Thar Desert district there is lack of education, health, proper care opportunities, early mother care of siblings, and also parents engage their children to the domestic and agriculture work, which exposing them to harmful health effects mainly to the girl child.

The organisation is committed to promote the cause of ensuring children's accessibility to all the necessary kinds of human resources for their all-round development. Towards this end various activities involving and for the children were organised. Quite many competitions on different topics were organized thorough child development activities in project area.

### **Girls Education**

MMBA insight and believe that education is very important tool to develop any society or country, education is make people strengthen in every area or life, we have seen in various society without education they are not developed in adequate manner, so we can say education plays an important role in overall development of children. When both boys and girls grow up with mutual respect and understanding of their capabilities and roles in the society, women are more likely to find their rightful place within the family and the community. However, sadly enough, rural education perpetuates the myth that boys are inherently superior to girls. The family further reinforces this, where even mothers tend to give more attention and opportunities to their boys.

### **Female Infanticides & Force Marriage**

MMBA focused on female infanticides issues in various Programme activities organized in working area. During meetings volunteer and staff aware people and community on serious issue. Sensitisation of Village development committee, self help group member, TBAs and volunteers done during the year.

As a result, 53 girls are saved through immediate action on the same. Workshop at district level was organised in which 198 people participated for integrated approach to finish the incidence of female infanticide and force marriage issue.

Meetings with adolescent girls organised at village level to aware girls on female infanticide issue, as they will the victims of the spoil event in future.

## Other Child-Related Events

### Child Rights Week Celebration:

MMBA organised Child Rights Week at Barmer Jaisalmer and Jalore District. During Child rights week several programmes organised at school and village level to attract the children towards education. To aware on child rights and development meeting with Parents and community organised frequently in working area. On **14<sup>th</sup> November 2016** Huge children rally was organised at Block headquarters to aware community on child rights in addition, cultural programme was organised, in which government Officials and Block level



representatives participated in cultural programme. Sweets and snacks distributed to children. During cultural programme, Children with disabilities also performed on stage, which was appraised by the participants of the programme. Total 1604 children participated from 52 schools of Barmer, Jaisalmer and Jalore district.

### Awareness Meetings on Child rights

In existing 353, self-help groups in working area awareness meetings organized on child rights. The major objective was to increase the knowledge of women on child rights and reduce the incidence of child racism in their locality and village. In working area of 300 village's awareness meetings were organised by covering 60,000 populations belongs to rural community.

### Bal Mela for Children

1604 children from 52 government schoolchildren got opportunity to participate in BAL mela, in which 67 Children with Disabilities participated in the same. In Bal Mela there were several fun, learning and cultural activities conducted by the children. Children suffering with disabilities also presented their talent and proved that if they get opportunity they are able to perform equally like normal child.



District Administration officials and Jan pratinidhi of Block appraised the children performance and distributed the prize to all participants of Bal Mela. The objective to Bal Mela was to aware people on children development and their rights. Moreover, to discourage the gender discrimination and female infanticide issues in this area and concentrate equally on boys and girls.

## Independence and Republic day celebration

To attract children for education organisation celebrate every year independence and republic day through distribution of sweets, balloons toffees and other joyful material to children on this event. Organisation motivated children to participate in cultural activities on special day. Organisation representative shows their presence in school and aware teachers, student and their parents on issues related to child education, health, female infanticide and other burning issues of this area related to children. During event organisation made reach to 26 governments school covering 2719 children.

**Nai Rosani Project** –MMBA started A **Nai Rosani Project** supported from Ministry of Minority Govt of India for Minority Women Leadership development through Capacity development Training Programme. We have completed 9 Training programme in Nagour District in Seven Village. In this training, we trained 225 women by our resource Team and Govt support.



## Rehabilitation programmes for Person with Disabilities

Disabled people are the most challenged community in any society. Particularly, when their disability accompanied by poverty and social sanctions because of prevailing feudal social structure in the society their condition is worse.



In order to overcome the above-mentioned inadequacies, MMBA is committed for the betterment of the Person suffering from disabilities in Thar Desert of Rajasthan Organisation is making efforts through community Based Rehabilitation Programmes through Integrated & right Based approach for all kinds of disabled people in remote locations of Thar desert.

MMBA also raising Community awareness and providing community based rehabilitation services for Person with Disabilities (PWDs) with adding value through information dissemination, media, and posters and learning material, Capacity building of Person with Disabilities through Individual Rehabilitation Plan (IRP).

Moreover, MMBA working for network of various like-minded Communities based organisation in Regional, District and rural areas to strengthen the voice of target groups and community for the betterment of PWDs for the change in policies for this area for their well being

The main approach is to prevent the avoidable disability and provide proper service for the existing one. The approach is through Community field workers, Traditional Birth attendants, Parents and various government stakeholders working at different level, SHG members and ensuring community participation at large extent.

MMBA is engaged in rehabilitation of Person with disabilities Through Medical, Social, Economical, Educational and support services by framing Individual rehabilitation Plan of the beneficiary and their specific needs identified on priority basis.

## Out reach Eye screening Camp

By the time organisation able, to reach near about 17000 people by screening their eyes to ensure the eye care in working area of MMBA by organising 72 camps in remote location where there is hard reach of people to the health services. Total 2299 people benefited through curative eye care services in which 897 beneficiaries benefited with successful eye surgery of Cataract, Glaucoma.



## **Vision centre for eye care**

For paramedic services, .The major objective of this vision centre is to minimise the blindness, to bring awareness on eye-diseases its primary cures, to provide effective eye care services to curable clients suffering from eye-diseases. MMBA is also providing Free Spectacles for poor people and children for their eye care to avoid blindness. This year 1444, OPD held at Centre in which 839 people identified of refractive error. Through vision centre 488 people was given the spectacles at free of cost. Rest of them referred to Hospital for surgery.

## **School Eye Screening**

Due to drought prone area of Thar desert Children are not getting adequate amount of nutrient food not they get green vegetables and Vitamin A in their diet and found mainly in rural areas. Because of this, there is probability of eye diseases in children. Moreover, due to lack of knowledge parents of children are not aware of children eye neither diseases nor children complaints to them.



Looking to the scenario, for children Organisation initiate to organise School-screening Camp in rural areas. Vision technician screened 13,230 children in 105-government school in which 906 found of Refractive errors. Relatively, identified children suggested for the doctors check up for eye care. To avoid blindness Free Spectacles distributed to RE identified children. During school, screening eight children found who were losing their sight. After identification, organisation made efforts and eight children successfully recovered their sight after the Operation at Venu Hospital, New Delhi. Now these children joined with normal children and going to school. Parents appraised the efforts of organisation,

## **Liaison with Government Department for Rehabilitation services for Person with Disabilities**

MMBA liaison with Health Departments, Social welfare Department, Roadways, Railways, and Banks; district Administration, etc to provide better supportive scheme & facilities to the Person with Disabilities.

Capacity building events organised to sensitise government staff in rural areas for Community Based rehabilitation services for Auxiliary Nurse Midwives, Community Health Volunteer, Traditional Birth Attendants, Anganwadi Workers, Teacher Training and Orientation to Ophthalmologist Social welfare dep't official orientation. Moreover, orientation to concerned department such as Banks, Education, etc

Issues covered during event on Community Based Rehabilitation services and roles of government stakeholders for the same. Moreover, rights of PWDs, types of Disabilities and their reason, prevention and Curative methods to avoid disability, PWD Act 1995

and Concept of Individual Rehabilitation Plan (IRP), the objective of the training was to sensitise various stakeholder for the qualitative and quantities services at local level.

<b>Capacity Building Events</b>	<b>Participants</b>
Auxiliary nurse Midwives	105
Anganwadi Workers	71
Teacher Training	270
Traditional Birth Attendant	109
Community Health Volunteers	138
Economic Rehabilitation training to VI & counterpart	43
<b>Total Trained</b>	<b>736</b>

**Under the community-based rehabilitation Programme following services given to the person with Disabilities**

**Medical Rehabilitation and Supportive Services**

Certification work done under rehabilitation programme for the development of Person with Disabilities with support of Health, Social welfare , Roadways, Railways, Banks, Education department to provide better supportive scheme & facilities through Medical Certification, Bus Pass, Rail Pass, Applying to Banks for soft loans for economic rehabilitation, Pension scheme, Aastha & Vishwas Yojna and Scholarships for school Going children. Relatively, 229 disability certificates made through facilitating community and by educating them for the process. MMBA assist 113 PWD in getting support Aid services like Tri-cycle, Hearing aid, and Cane etc.

**Social Rehabilitation**

Sensitisation of community on issues of Person with Disabilities through organising Community Awareness meetings, Support in Developing IRP for to mobilise PWDs in social gathering event with support of community.

For mainstreaming PWD, sensitisation of community for positive approach and through on hand support. Moreover, Right based education provided to socially active people, volunteer and Self-help Group members. Rally, Street plays, Campaign, Federation meetings organised to aware on PWDs issues. Relatively, organisation is working with 1414 PWDs for social rehabilitation through various methods for their betterment.

**Sensitisation meeting organised at village level for the Awareness on Disability Issues and Care for PWDs**

- Every family should get information of care to Person with disabilities.
- PWD should get proper advice on their diseases, timely cured (treated).
- Awareness of disability care services available at local level.
- Support from communities comes forward for initiation for control disabilities.
- Members encouraged to sort-out the various means in which they can ensure the better standard of life for their disabled person.
- These meetings carry the rehabilitation process. Parents/community sorting out the various difficulties faced by their Adult/children suffering from disabilities

MMBA focused to involvement of community & Panchayat Raj Institution Members participation increases in the programme activities to run Community based rehabilitation program more smoothly so we have trained a local Volunteers for supporting in Community based Rehabilitation services.

### **Development of Cluster level committee**

Organisation is formed 15 committees in 15 clusters, the workers taking one meeting in a month, the meeting of committee are facilitating to rehabilitation of PWDs at Panchayat level to enhance their knowledge.

The impact of the Programme has been on many fronts. There has been marked increase in the number of patients in the base hospital at district headquarter, the government schools are no more reluctant to admit the VI children and are providing all the needed support for the same. PWDs are getting services frequently at concern government department related to PWDs.

The Social welfare department has become much more responsive in addressing the right of the Person with Disabilities. In general, the community has gained more information about rehabilitation services

### **Self Help groups of Person with Disabilities**

To mainstream Person with disabilities in society MMBA is making efforts to develop the model for target group through Integrated Rehabilitation Plan by involving community.

Organisation intends to provide a platform at district, state, regional and national level to strengthen the voice of Person with disabilities. Relatively, Organisation is engaged in developing network of PWDs according to their needs for availing their rights.

Relatively organisation is engaged in developing Skills of Target group for the formation of self-help Groups at village level and to shape up these collectives in form of Federation at district level and to link federation with like-minded community based organisation at state and national level.

In this regard, this year organisation supported PWD to form five self of groups and provided the technical training on income generating activities for their economic rehabilitation. Because of training 23 PWD are engaged in economic activity for better earnings for themselves and their family.

Moreover, Organisation feels that instead of providing services to PWD aware community for the rehabilitation of Person with Disabilities through right base approach.

In this regard, organisation-facilitating community in shaping up six Self Help groups of Person with Disabilities. Organisation is also supporting to target group for

developing Federation at District level through approaching People from all areas of the district.

### **Development of IEC material**

In most of the part in Thar Desert, area people are illiterate mainly of women. This situation observed during the work and message dissemination in field. Looking to the scenario Organisation developed IEC material on social rehabilitation of PWD and PWDs rights, 10,000 posters with Pictures printed and distributed for the information dissemination on Disability issues. During the observation, people appreciate the posters covering message through pictures. In this regard, three IEC materials developed on disability issue.

### **Economical Rehabilitation**

For the economic empowerment of PWD organisation provided training on income generating activities to 125 Participants related to vocational training and Technical training as per required to them. In which 67 PWD started self business with the support of community and family members and now they are economic independent and improved their livings through community Bases

### **Integrated Education**

MMBA doing advocacy for qualitative education of Children with Disabilities by running Five Integrated Education units with 39 visually challenged/low vision children education by trained itinerant teachers.

### **Community Mobilisation**

In this intervention itinerant teacher to visit the home & school and counsel the family & client and they find the need and importance, to give individual attention to every student later on these children will join to main stream of Education. Relatively with the initiative organisation, motivated community for the children education and 79 children joined the school during the year that are deprived of education and belonging to disabled community.

MMBA is engaged in advocacy for the policy level change regarding to education of differently able children. Relatively, organisation is raising voice for the appointment of Special teachers in government school. Moreover, organisation-making efforts to aware community and parents of differently able children for children education as well as to build pressure group for the qualitative education.

To sensitise government officials and community rally of differently able children was organised at Barmer Head quarter in which 165 differently able children participated in rally. Special teacher Appointment in every school, Ramp for the differently able children and maximum facilities at school for the differently able children the note given to District collector.



## Rehabilitation of Old Age People

MMBA is making efforts for the betterment of Old age people through Medical and social rehabilitation with right based approach. In Thar Desert area due to lack of Nutrient food people are suffering from eye diseases like Cataract, Glaucoma low vision. In Desert area due to hard reach Old age people are unable to make reach to medical facilities due to difficult terrain. Moreover, due to lack of awareness Old age people are not aware of eye care. The condition is worse of Old age single women living alone and not getting benefits of government social welfare schemes.

MMBA is facilitating Old age people by providing Health care facilities by organising outreach health Camps in remote locations of Thar desert for preventive and curative services. This year organisation Provided Health Facilities to 1669 Old age people through Outreach Camp and Hospital.

MMBA assist Old age people in getting benefits of social welfare schemes by enhancing their knowledge and by on hand support through resource Centre at district Headquarter Barmer. This year Organisation able to provide services of Pension and other welfare schemes to 91 Old age People

Organisation cover the issues of Old age people in various community meetings through sensitising community and doing advocacy at district and state level for change in policies of government and special package for Old age group in desert area for their well being. There is a great need of Home for Old age people who are living alone and no family members for their care.

## Development of Water Harvesting and renovation of Traditional water Sources

In year, 2016-2017 MMBA renovated 24 Water harvesting structures and traditional water sources respectively in Barmer, Baitu, Sheo and Ramsar block of Barmer District. Organisation able to reach 20608 People by providing water storage facilities and renovated of Traditional water sources known as tanka to finish hunt for potable water mainly of women and girl child. Also did awareness generation related to water harvesting structure in govt. and non govt. buildings, its mandatory for all building, aware the officials for proper cleaning of roof top and harvesting of rain water and their long time uses.

### ***Tanka (underground water storage tank) construction***

MMBA first constructed a *taanka* in the Sodai bhilon ki Basti village of Gagaria Barmer

***Tanka:*** small underground rainwater storage cistern. Rainwater from rooftops, a courtyard or natural or artificially prepared Catchment flows into the paved underground pit where it is stored and can be used by one family or a small group of families for 4 to 6 months.

Block in 2001 and continued to build more each year since. For the many marginalized communities that MMBA works with, *taankas* mean eased workloads for the women who would otherwise walk at least two to three kilometre-balancing pots of water on their heads twice a day. *Taankas* also mean substantial saving of money otherwise spent on buying water from distant sources. Moreover, a readily available water source allows families to consume more food that is nutritious, cultivate their own resources and maintain good hygiene.

#### **Detailed components of a Taanka:**

- **Circular Catchment** – 15 to 25m in diameter, paved with locally available murrum (stone fragments) sloping toward silt catchers
- **Silt Catchers** – inlets into the underground tank, lined to prevent sand and suspended material to enter along with the rainwater, covered by an iron mesh guard to prevent birds and rodents from entering the tank.
- **Storage Tank** – 3 x 3.3 m circular pit holding up to 25,000 litres of water, 60 x 60 cm opening at the top for the people to draw water from, iron lid protects the tank against pilfering, tank constructed in cement and stone and roofed with stone slabs.
- **Outlets** – 30 x 30cm-covered vents allow excessive water to release.

One of the major contributions of organisation is that the local communities themselves manage all the natural resources through participatory management and through groups like water Development Committee and women's groups. Organisation gives priority to women issues of water.

## Beri (small well) reconstruction and Desalting

A *Beri* is a small well. These *beries* are rainwater-collecting wells, which aim to collect rainwater from a Catchment specially created for the purpose for supply of drinking water.

*Beries* are an important water harvesting technique promoted by MMBA. Some *beries* can hold up to 250,000 litres of water – a year's supply for 10 families. Those *beries*, which are more productive, and thus more permanent, tend to have a raised concrete platform with a covered opening for the convenience of drawing water and to disallow sand and rocks from entering. Periodic silt removal is necessary for *beries*, especially for those built directly into *naadis till dates*; MMBA has helped in construction and renovation of 144 *beries*.

## Training and workshop on Water Conservation

Looking to the fact that water has become most commercial product of the 21<sup>st</sup> Century. This may sound Bizarre, but true. The stress on the multiple water sources is a result of a multitude of factors. On the one hand, in Thar Desert of Rajasthan, Continuous drought and changing lifestyle has increased the need of water. On the other hand, intense competitions among users in agriculture, industry and domestic sector are pushing the ground water table.

To focus and aware desert community people MMBA organised workshops at block and district level on water preservation and role of women. The major concern of the workshop was to share the water conservation methods in day-to-day life. MMBA target women because women known as good manager of water as their most of the time in this area is engaged in managing water for their family.



## Advocacy for water Right

Despite the fact that government as the prime responsible agency in providing public facilities including potable water supply in this area, people deprived of the minimum facilities. Unawareness, lack of information and communication facilities are all attributing to the fact and have been hindrance in creating demand from the government issues.

Since 2010, rural villages of Thar Desert are facing acute problem and women face mainly the problem. However, government is assuring for adequate supply of water but things are becoming curial and hunt for water remains the same. There are many villages in area where water is coming once a month. Moreover, sources of water are at great distance.

With a growing population of both humans and animals, access to clean, potable water is less and less assured. The most marginalized communities in the Thar Desert are increasingly facing a lack of water rights. During droughts especially, they have no access to clean drinking water.

Working closely with the media, local, national government agencies, and other NGOs in Rajasthan, MMBA actively work to promote water rights for the poor and promote water conservation in rural areas of Barmer and Jaisalmer district.

MMBA believes that a revival of the traditional rain harvesting systems is essential to the survival of the people of the Thar Desert. These structures are technologically sustainable and can build at a low cost. Moreover, by using these structures the people are able to achieve water security and therefore self-reliance. MMBA assist the people of the Thar Desert to achieve water security since founding and uses the majority of resource to this end.

Looking to the scenario, MMBA is creating awareness on potable water issues. MMBA made efforts to form Water Development committee for water issues. Effective

presence of these committees has given good results at gram Panchayat level whether, issue of water tank, supply of water at village preservation methods of water.

Village level committee aware people and prepare for advocacy with district administration. Self Help groups women act as support structure in activities for water activity. The major activities for water advocacy performed this year notes to district administration, rallies at block, district and state level with self-initiative. The important feature of the committees is women participation to large extent. There are Ten Water Development committee actively working in MMBA project area.

Organisation Conduct district level rally to highlight the water issues during drought. The main objective of the rally was to demand from State government for adequate water supply and good quality of potable water in rural areas. The total participants 1369 covering 50 villages of Barmer block. The major participation of Women compared. Panchayat women representatives actively participated in this rally and given note to district administration.

## **Information dissemination on Preservation of Natural Resource**

Wall writing, Pamphlets and posters distribution, village level meetings, meetings in community were the few activities to share the knowledge on water conservation methods and water borne disease. Moreover, focused on to save the traditional sources of water and Plants through participation. These activities help in reinforcement of the messages and sensitise people on natural resources concerns. Organisation make reach in 143 villages covering near 143500 population with the support of initiative in working area of MMBA.

# Health

## Malaria Prevention Programme

Malaria intervention program in Barmer, Jaisalmer and Jalore to save the community from the Malaria that largely found in the area and a number of people die every year due to this serious disease, not only in the field where program implemented has been but also in other areas too. Sorrowfully a number of people are dying every year and all of us are the silent audiences.

Thus, this short-term program made a good effect on the community and a number of people could be saved. A short report given has been below-

MMBA Directly took initiative to sprinkle the DDT helping the *Malaria prevention department*. The aim was to not only search the persons suffering from Malaria but also prevent the disease, so team sprinkled the DDT in the villages of Barmer, Sindhari block and Jaisalmer.

Formation of youth and Bal Mandal to make community aware, While DDT coordinator also made many efforts similarly like Slogan writing on the wall, Puppet shows, Community meetings and awareness generation among the health department too to take the positive support. Relatively MMBA is covering Barmer and Sindhari block in Barmer district whereas Pokharan in Jaisalmer district. The total no of villages are 83 where organisation is committed to finish the Malaria disease. The following are the impact of the of MMBA's intervention.

- Malaria cases reduced in project area.
- People are aware to take precaution to prevent Malaria disease.
- People are taking treatment from qualified doctors and not using their traditional methods of going to Bhopas and homemade remedies.

Through the activities as explained above, MMBA has been growing strongly along with the community by taking up the right based & issue based work. Many individuals, groups, organisation and Government departments were supportive and helpful in successfully working towards social change among the poor, women and children, Person with Disability and the deprived sections. We thank them all, specifically the Sight Savers International, Caritas India, The Hunger Project, IGSSS, National Foundation for India, Action Aid.

## Awareness generation on Health timing and spacing of pregnancies

Mahila Mandal Barmer Agor, Barmer organization with the support of World Vision India ADP Bamer have started formation and follow-up meetings of Mangal Joda in 36 Anganwadi center (ICDC center) of 25 villages of Barmer details given as under-

S.N.	Village name (awc )	Centre Name	No of Participants		Total
			Women's	Mal es	
1	Ramderiya	Ramderiya	6	6	12
2	Lorhi hight	Awc Lorhi hight	5	5	10
3	Kurja	Awc Kurja	7	7	14
4	Dhandupura	Awc (Uday singh ki dhani)	4	4	8
5	Meethadi khrde	meethadi khrde	5	5	10
6	Jasai	jasai -1	7	7	14
7	Jasai	jasai-2	6	6	12
8	Jasai	jasi relway statoin	7	7	14
9	Para	para	8	8	16
10	para	vindaniyo ke dhani	9	9	18
11	Para	mahadansingh ke dhani	10	10	20
12	Asada ke bere	asada ke bere	8	8	16
13	sujan nagar	sujan nagar -1	7	7	14
14	sujan nagar	sujan nagar -2	6	6	12
15	juna patrasar	patrasar	5	5	10
16	juna patrasar	joona gaw	6	6	12
17	juna patrasar	swami je ka kuwa	7	7	14
18	Radwa	neembri	6	6	12
19	Balera	pemaniyo ke dhani	7	7	14
20	Balera	Balera	9	9	18
21	Kirtaniyon ki dhani	Kirtaniyon ki dhani (Balera)	8	8	16
22	Aati	Aati	10	10	20
23	Dabla	dabla	16	16	32
24	Indara	indara	10	10	20
25	Juni ati	juni ati	8	8	16
26	Dabla	soodho ke dhani	9	9	18
27	Ranigaon	Ranigaon-I	5	5	10
28	Ranigaon	Ranigaon-II	5	5	10
29	Ranigaon kala	Aw center (Bheeler ki basti)	7	7	14
30	Segdi	Segdi center	6	6	12
31	Aidanpura	Aidanpura center (Segdi)	8	8	16
32	Ali ka tala	Ali ka tala	7	7	14
33	Undkha	Undkha AWC	5	5	10
34	Berdon ki dhani	Awc (Undkha)	7	7	14
35	Dhandupura	Awc (Bheelo ki basti)	6	6	12
36	Adarsh undkha	Awc Adarsh undkha	8	8	16
<b>Total</b>			<b>260</b>	<b>260</b>	<b>520</b>

**We have completed all 36 Fellow meeting for Mangal Joda Total 260 Mangal Joda select in All Meetings.**

That meetings on **Awareness generation on Health timing and spacing of pregnancies** (HTSP) is an intervention to help women and families delay or space their pregnancies, to achieve the healthiest outcomes for women and children, within the context of free and informed choice, taking into account fertility intentions and desired family size. There needs to be a healthy gap of 3 years, between two children. The HTSP is an intervention to reduce malnutrition and childhood illness for the Awareness generation on Health timing and spacing of pregnancies (HTSP) Targeted beneficiary are pregnant women, mothers, fathers and grand mothers of children less than 5 years.



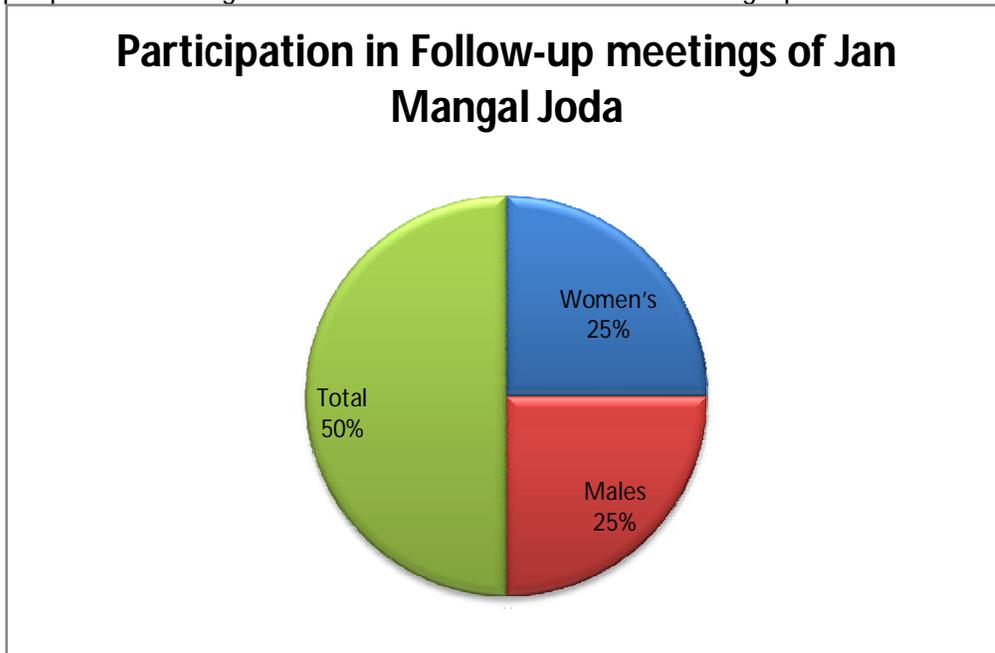
**Implementation process:**

In process we were informed the Aanganwadi worker and ASHA for formation and follow-up meeting with Mangal Joda, our professional team of awareness generation held awareness generation activity, after completion of awareness generation activities we did follow-up meeting with mangal Joda. Our health worker Mrs. Kamla Choudhary and professional team of awareness generation coordinate with health workers ASHA and Anganwadi workers, we discuss on purpose of formulation of mangal joda, need of mangal joda and benefits of mangal joda with participant of mangal joda.

In follow-up meeting we provided information about the health related issues - in these meetings covered the issue on Health, birth spacing, Vaccination, family planning, various modes of family planning, prevention of early marriages, benefits of small families, reducing male child preferences and sex selective abortion, importance of girls and education of girls.

Our team members conducted meeting with the male members or eligible couples on right choice and acceptance of right measures for HTSP.

In whole process we are focusing on Health issues, organization covered totally 520 people in 25 villages' covered in 36 AWC details shown in graph:-



After complitation of the meetings we took feedback and suggestions from the participants, and incorporate in our next meetings, our NGO staff delivered speech and vote of thanks after complitation of the meetings. We have completed our programe in schedule time.

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## Road Safety Awareness

**Background of road safety awareness programme-** Rajasthan has a state road network of 193017 Km that includes 7,260 Km of National Highway, 10953 Km of State Highway, 9,900 Km of MDR, 25,033 Km of ODR and 139,871 Km of Village/Rural Roads. Road density in Rajasthan is 60 Km per 100 sq. km whereas national density is 110 Km. For this quantum of road a huge amount is required initially to build it and then to maintain and periodically improvement of the same. For maintaining such a quantum of road a systematic, scientific and rationale, method is required so that single spent money has justification. Every day, millions of people for number of activities use roads/vehicles. These people are in different states of mind, who are in a hurry, who are preoccupied, whose behaviour is uncertain, who are sick, accompany sick, who are disabled, who are unfamiliar with road environment, who are elderly, who come from rural areas, who use different vehicles, who travel varying distances, who are inexperienced, who are adventurous, who are in sorrow.....

In India almost over one lakh persons lose their lives every year in road accidents, causing loss of human lives and property and trauma to the family of the deceased. As a part of the advocacy campaign for road safety, 'Road Safety Week' is observed

throughout the country every year in the month of January in order to highlight and emphasize the need for safe roads.

India's chaotic roads are officially the most dangerous place to drive on, in the world. The Ministry of Road Transport and Highways 2015 report states that some 1,46,133 people lost their lives and 5,00,279 were injured in road accidents in India.

What's worrisome is that this number is not only the highest that India has ever recorded in the history, but it also represents nearly a tenfold increase since 1970.

To make Indian roads safer and to initiate responsible driving among people, National Safety Council of India along with the Ministry of Road Transport and Highways started with the idea of 'Road Safety Week.'

Road safety week is celebrated in India in the month of January, every year. This year the Ministry of Road Transport and Highways is organising the 28th Road Safety Week from January 9 to 15 but some technical problem in Rajasthan this week celebrated from 30<sup>th</sup> January 2017 to 6<sup>th</sup> February 2017.

National Safety Council of India (NSC) is an autonomous body set up by Government of India to engage with the public on safety, health and environment issues. NSC along with the Ministry of Road Transport and Highways and regional governments set a week in January as the National Road Safety Week in India.

The Ministry allocates a special budget to each state to help them organize the road safety week activities. From organizing special camps in schools by cops and women drivers to performing plays on road safety to distributing pamphlets on roads for creating awareness on responsible driving, the activities can be as diverse as possible, as long as it spreads the message of road safety.

This year the government agenda is to prevent and control road accidents. Various promotional activities are being undertaken with the aim to reduce instances of over speeding, drink driving, helmet-less driving and seat belts not being used. The activities include usage of posters, banners, films among other things to highlight the cause.

### **Road Safety Week**

Road safety week is celebrated with the great joy and enthusiasm every year in India at many places such as Delhi, Bangalore, Mumbai, Chennai, Kolkata, Baroda, Vadodara, Pune, Bhubaneswar, Hyderabad, Chandigarh and etc. and also maximum district of India. People are encouraged about how to drive on road by organizing variety of programmes related to the road safety.

During the whole week celebration of this campaign, variety of educational banners, safety posters, safety films, pocket guides and leaflets related to the road safety are distributed to the on road travellers. They get motivated about the road safety while travelling on road means having planned, well-organized and professional way travelling. People who travel in unprofessional way are requested to use road safety measures and follow traffic rules by giving them roses.

# Road Safety Week 2017

Road safety week 2017 celebrated in Barmer district (Rajasthan) India from 30<sup>th</sup> January to 6<sup>th</sup> February 2017.

## How the Road Safety Week is celebrated

### Road safety week is celebrated by performing the following activities:

- Road safety leaflets distributed to the travelers on the road.
- Commuters are also explained about the methods and necessities of the road safety means they must understand the use of helmets or seat belts while driving on the road or anywhere.
- Various painting and drawing competitions, road safety announcements, exhibitions, road rules test, vehicle rally and women pad rally to encourage the use of helmets, debates on road safety at the All India Radio, workshops, seminar and etc activities are organized.
- Free medical check-up camps and driving training workshops are organized for the drivers to encourage them towards the road safety.
- Road safety quiz competitions are also organized to promote people about road safety.
- Traffic safety games including card games, puzzles, board games and etc are organized to educate school children about road safety.
- 

### Schedule of Road safety week

Date	Program/Activity	Supporting NGO/person
30.01.2017	<ul style="list-style-type: none"><li>• Inauguration ceremony of Road safety Exhibition at Suchna Kendra, Barmer.</li><li>• Banner display on various circles.</li><li>• Motorcycle rally from Suchana Kendra to District transport office.</li><li>• 4. Inauguration of newly constructed Conference hall in DTO.</li></ul>	<ul style="list-style-type: none"><li>• Mahila Mandal Barmer Agor, Barmer</li><li>• Thar Sadak Surksha Samiti</li><li>• Cairn India</li></ul>
31.01.2017	Eye checkup, First aid, awareness	<ul style="list-style-type: none"><li>• Barmer Jan Sewa</li></ul>

	generation and reference material i.e. pamphlet at Road bus stand & Balaji Farm House (Whole week)	Samiti • Hospital support
01.02.2017	• Film show in Moti Nagar & Shiv Nagar, Barmer	• Mahila Mandal Barmer Agor
02.02.2017	Awareness generation raily, Street play and Road safety reference material distribution in Ramsar, Gagaria & Gadra Road.	• Mahila Mandal Barmer Agor • Thar sadak surksha samiti
03.02.2017	• Bal Vahini & Bus drivers training and awareness generation (whole week) with various drivers at DTO, Barmer.	• Transport officers
	• Road Safety awareness generation activities in Chohaton.	• Thar Sadak Surksha Samiti
04.02.2017	4-5 school identify by the DEO (sec.) for essay, drawing, speech competition on road safety and distribute prize to first, second and third winner	• Thar Sadak Surksha samiti & various schools as per order of DEO Barmer.
05.02.2017	• Road safety awareness activity in Bhadkha & Shiv. • Road safety awareness activity in Gudamalani & Dhorimanna	• Mahila Mandal Barmer Agor • Cairn India
06.02.2017	Conclusion ceremony in Town hall Road safety awareness Puppet show, Film show/Documentary, Magical show. Prize and Certificate distribution	• Mahila Mandal Barmer Agor • Thar Sadak Surksha Samiti • Cairn India

### Why Road Safety Week Campaign Celebration is Necessary

Celebrating the road safety campaign was initiated by the ISS India HSE (Health Safety and Environment) in order to make people aware about the national road safety in the Indian subcontinent. ISS India had declared to celebrate the Road Safety Week all through the country in the first week of the month of January. The aim of this campaign was to emphasize and accentuate people about the need of safe roads travel by applying just simple rules.

According to the information, it has been noted that approximately one lakh people are getting killed per year in the road accidents. Or some of them become sufferer of the life threatening problems such as mental trauma, loss of memory, loss of hand or legs and

so many for the whole life. Such situations especially in India increase the importance and necessity of the road safety measures. India has a very huge population of the road travelers such as two wheelers, four wheelers on the road, that's why they must know the road safety.

It also need efforts from different stakeholders such as the community, transport sector, insurance sector, health sector, police, legal sector, educational institutions, highway engineers, vehicle manufacturers, public agencies, NGOs and etc. Students are given a big opportunity to be participated in the road safety week programme as to change something, youths of the country must understand first.

### Road Safety Week Themes

**The theme for road safety week 2017 is "Your safety, secures your family-Be cautious on Roads".**

## Objectives of Celebrating Road Safety Week

- The aim of celebrating the campaign road safety week is to promote the road safety measures in the community, schools, colleges, work places, on roads and etc.
- To decrease and completely remove out the road accidents, road accident death and injury cases by applying the road safety measures.
- To encourage all the travelers to follow the traffic rules and wear helmets on two wheelers and seat belts in four wheelers while driving.
- To implement the new preventative measures which are proved to lessen the risk of road accidents, death or injury.
- To aware the people about the speed limit of the vehicles to prevent road accidents.
- To maintain the speed and required distance from other vehicles
- To aware people that do not drink, do not drive when tired and do not use phones or radios while driving.

## Barmer district celebrated 28<sup>th</sup> road safety week from 30 January 2017 to 06 February 2017.

### 30 January 2017

Started the week by exhibition inauguration at Information centre (Soochna Kendra) by district collector, Superintendent of Police and District Transport Officer on that time many eminent personalities were present all traffic department official, police department, corporate companies and NGOs. First district collector cut the ribbon and started Road safety exhibition for one week.



### Special attraction of women raily

First time in road safety week more than 110 women participated in raily and pad raily started from soochna Kendra to Railway station /Gandhi circle of Barmer district, all women came from Mahila Mandal Barmer Agor organization and participated actively also they joined seminar at DTO, Barmer.



### Vehicle raily

Started the vehicle raily from Information centre (Soochna Kendra) around 156 motor cycle riders covered more then 7 to 8 circle and around 10-11 kms. distance reached at DTO Barmer. As per pre-decided schedule; after arrival of rally, district collector, SP, DTO & Cairn officer inaugurate the new constructed training hall funded and supported by Cairn. Lots of thanks for NCC cadet and police department,



which succeed the rally with the support of other people of district

Conclusion meeting organized in DTO on first day of Road safety week, after inauguration session district collector, SP and Cairn officer interact with public, DTO told about the whole week activity process. District collector and SP told about need of road safety, the new innovation of 28<sup>th</sup> road safety week of this year, they thanks to Mahila Mandal Barmer Agor organization and other supporting NGOs, but they thank Mahila Mandal Barmer Agor for innovation and their contribution towards the road safety issue, organization gave innovative idea for awareness generation in common people mostly in women/girls so that they will organize exam about road safety knowledge and which women/girl score first rank they provide prize as a Scotty, second prize as a mini laptop and third prize as a mobile.

On that movement Managing Director of Mahila Mandal Barmer Agor thanks to all of the officials and participants and address them, he said we would like to raise the issue and seriousness of the issues, so want to create curiosity about the issue with the help of such type of activities and prizes, at least such type of competition create awareness about the issue, people will read about road safety, eternalized the road safety issue, aware the people about road safety, so we are supporting and organizing such type of innovate competition in our district and may be other people and state/NGO's inspire and support for the issues.



**31.01.2017**

**Second day** with the support of Barmer Jan sewa samiti and Medical department transport department organized first aid and eye checkup for drivers at Roadways bus stand and Balaji farm house (private bus stand) 32 eye checkups done for drivers.

**01.02.2017**

**Third day** Mahila Mandal Barmer Agor shows film in **Moti Nagar and Shiv Nagar** area, in these show participated more than 203 women, children and youth, during film show we did interaction with community and know about their road safety knowledge, know their experience about road safety, about any case study etc. and aware them on various road safety measurement i.e. helmet, seat belt, first aid, trauma care, new ordinance of supreme court etc. and past reflector by representative of Thar sadak surksha samiti, Barmer.

**02.02.2017**

Fourth day Mahila Mandal Barmer Agor organize awareness generation rallies, street play and distribution of reference material of road safety in Ramsar, Gagaria & Gadra Road with the support of Thar sadak surksha samiti, Barmer. In these programe staff of organization aware the mass about various things of road safety with various modes, with the support of reference material, street play songs and demonstration. These programs organized on main circle of town and people gathered there, we organize such type of activities in three major town of Ramsar, Gagaria & Gadra road, these town are boarder area and there are lots of many vehicles, not knowing or using proper road safety measurements, so we selected these border area for road safety awareness generation in Road safety week.



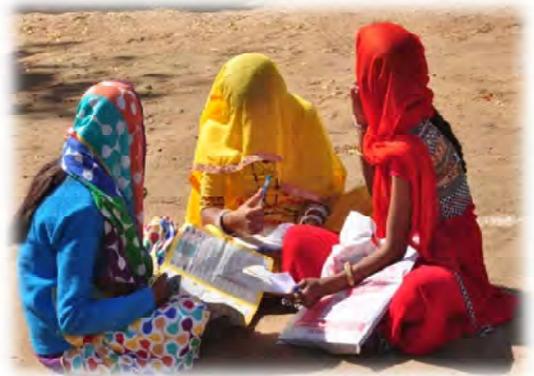
**03.02.2017**

**Fifth day** transport department organized training programme for various drivers of Bal vahini/bus drivers, truck drivers and other small vehicle drivers whole day periodically. These trainings transport department imparted training to 187 drivers. Besides organize road safety awareness generation programme in Chohton by Thar Sadak Surksha Samiti, Barmer and more than 100 participant participated.

**04.02.2017**

Sixth day Mahila Mandal Barmer Agor organize road safety traffic rules exam with the support of transport department, education department and supportive NGO for road safety awareness generation purpose, 382 women/girl participated in exam from Barmer district, this is the different type of activity in Road safety week and first time started in India it's really an innovative idea to

mobilize the mass focusing on women and girl on road safety, because it's our in-depth think, if women or girl aware about any issue they are the basic changer of the society, because they are representing at a time two home and mostly all information and knowledge to their family members (children) provide by them, also they are more caring we all of know, so maybe they will be become a mile stone for road safety behavioural change and it's our main motto. Exam registration process started from 10.30 am to 12.30 pm; without pre-registration not allow in exam. The exam started from 01.30 pm to 3.00 pm, The subject of exam are - safe driving on road safety, traffic rules, signs and vehicle related questions are



main part of question paper, Mahila Mandal Barmer Agor announced earlier on 30<sup>th</sup> January 2017 that “we provide first prize as a Scotty, second is mini laptop and third is mobile. After completion of exam transport department, college administration and NGO checked the copies and prepared the list of success participants, published in news paper on next day. Same day organized various other activities speech, drawing and essay competition in Govt. Sr. Sec. school Gandhi Chowk.

Activity	First	Second	Third
Speech competition	Eshita	Jaishree	Renuka
Drawing Competition	Pallavi Jangid	Lalit Kumar	Bhavika
Essay Competition	Lalita & Hitesh Kumar	Suresh & Jaskaur Choudhary	Hansa Rathore & Ramesh Kumar

#### 05.02.2017

**Sixth day** Mahila Mandal Barmer Agor organized Road safety awareness generation activities in Shiv & Bhadkha, did awareness by street play, film show and interaction with mass, distributed pamphlets and took feedback from the mass about road safety. Besides organize road safety awareness generation programe in Dhorimana by Cairn India organized various interactive activities related to road safety awareness.



#### 06.02.2017

**Seventh day-** The last and final day of road safety week organized conclusion seminar in town hall of Barmer, more than 336 participants participated in the programe, with district collector, SP, DTO and Cairn official, all supporting NGOs, police department and

traffic department officials. In this section of road safety week organized various programs related to road safety-

- Road safety awareness
- Puppet show,
- Film show/Documentary,
- Magical show
  
- Prize and Certificate distribution



Conducted various activities after completion of activities district collector address the all participants and distributed the prizes to all supportive persons and NGOs.



First time in history of road safety, appreciated first prize as a Scotty by Mahila Mandal Barmer Agor organization to Smt. Kamla, Second prize as a mini laptop to Ms. Chandra Kanta & third prize as a mobile to Ms. Chandu. After prize distribution addressed winner's share their experiences about road safety week and gave appreciation speech to other participant. Vote of thanks gave by managing director and secretary of MMBA to all supporters and organizer of Road safety week.

**Recommendations** After completion of the activities we took feedbacks from participants and general people, they were appreciating such type of activities, also we asked about the innovative idea which start this year, people are more excited for that, and told so many people that before this year we don't know about road safety week, only following road rules and listen/know about week, but this year's it's a participatory approach, many people are attached with this week due to huge appreciation and

**दैनिक भास्कर**

**बाड़मेर. बालोतरा**

राष्ट्रीय सड़क सुरक्षा सप्ताह | प्रतियोगिताओं के विजेताओं एवं उल्लेखनीय कार्य के लिए किया सम्मानित

# सड़क हादसों पर अंकुश के लिए यातायात नियमों की पालना गंभीरता से करें: शर्मा

बाड़मेर संवाददाता | बाड़मेर

पर अंकुश के लिए यातायात नियमों की पालना जरूरी है। सड़क सुरक्षा संबंधित गतिविधियाँ लगातार जारी रखने का प्रयास किया जाता है। सड़क सुरक्षा सप्ताह के दौरान पुलिस एवं यातायात विभाग के साथ विभिन्न स्वयंसेवी संस्थाओं ने सराहनीय प्रयास किए हैं। जिला कलेक्टर सुधीर शर्मा ने सोमवार को भगवान महावीर टाउन हाल में राष्ट्रीय सड़क सुरक्षा सप्ताह के समापन समारोह के दौरान मुख्य अतिथि के रूप में यह बात कही।

जिला कलेक्टर सुधीर शर्मा ने कहा कि 28वें राष्ट्रीय सड़क सुरक्षा सप्ताह के दौरान बाड़मेर जिले में कई प्रकार के नवोन्मेष किए गए हैं। इस दौरान विभिन्न प्रकार के आयोजनों के जरिए आमजन तक सड़क सुरक्षा संबंधित जानकारी पहुंचाने का प्रयास किया गया। पहली बार महिला मंडल बाड़मेर आगौर की ओर से सड़क सुरक्षा संबंधित परीक्षा का आयोजन कराया गया। उन्होंने कहा कि पहली बार यातायात नियमों के अंतर्गत चलने वाली को प्रशिक्षण देने का प्रवधान किया गया है। जिला कलेक्टर ने कहा कि दुर्घटनाओं से बचने के लिए दुर्घटना घटाने वालों को प्रशिक्षण देना जरूरी है। जो वाहन चालक अथवा टकराने पर कवच का काम करता है। जिला कलेक्टर शर्मा ने राष्ट्रीय सड़क सप्ताह के दौरान योगदान देने वाले कार्मिकों एवं विभिन्न संगठनों के प्रतिनिधियों का आभार जताया। इस दौरान पुलिस अधीक्षक डा.गणपदीप सिंगला ने कहा कि थोड़ी सी सावधानी बरतने से सड़क पर होने वाले हादसों को रोका जा सकता है। उन्होंने कहा कि वाहन चलाते समय हेलमेट का उपयोग करना चाहिए।

वाहन की गति सीमा भी धीमी होनी चाहिए, ताकि आपातकालीन स्थिति में वाहन को समय रहते काबू में किया जा सके। उन्होंने कहा कि वाहन चालक वाहन के सभी मूल दस्तावेज अपने साथ रखने के अलावा सड़क पर लगे सकेतिक सूचकों का ध्यान भी रखें।

केयन इंडिया के चाई.के.सिंह ने कहा कि आमजन यातायात सुरक्षा नियमों की पालना करके आमजन का जीवन बचाया जा सकता है। उन्होंने कहा कि केयन इंडिया की ओर से यातायात सुरक्षा नियमों के प्रति जागरूकता के लिए समय-समय पर विभिन्न गतिविधियों का आयोजन किया जाता है। समापन समारोह के दौरान जिला परिवहन अधिकारी डी.डी.मैथानी ने सप्ताह के दौरान आयोजित हुई विभिन्न गतिविधियों के बारे में विस्तार से जानकारी दी। उन्होंने कहा कि यातायात नियमों का संकल्प लेकर इसको जीवन में उतारे। उन्होंने कहा कि यातायात एवं पुलिस विभाग के प्रयास तभी साकार होंगे जब आमजन जागरूक होकर यातायात नियमों की पालना करेगा। इस अवसर पर अतिथि के तौर पर पूर्व नगरपालिका अध्यक्ष बलराम प्रजापत उपस्थित रहे। समारोह में महिला मंडल बाड़मेर आगौर की सराना अख्तर ने यातायात नियमों की पालना के बारे में जानकारी दी। उन्होंने कहा कि महिलाएं यातायात नियमों की पालना करवाने में महत्वपूर्ण भूमिका निभा सकती हैं। इस दौरान रजनीकांत ने यातायात सुरक्षा नियम संबंधित गीत की प्रस्तुति दी। इस दौरान पुलिस विभाग की ओर से तैयार की गई डाक्यूमेंट्री सुकराने दो इन मासूमों को प्रदर्शित की गई। कार्यक्रम का संचालन डा.बी.डी.तातेड़ ने किया।

समापन समारोह के दौरान सड़क सुरक्षा सप्ताह के दौरान आयोजित हुई विभिन्न प्रतियोगिताओं के विजेताओं को सम्मानित किया गया। इसके अलावा सड़क सुरक्षा नियमों संबंधित प्रतियोगिता में प्रथम रहने पर महिला मंडल बाड़मेर आगौर की ओर से कमला को स्कूटी, हिनीय चंद्रकांता को लैपटॉप एवं तृतीय चंद्र को मोबाइल पुरस्कार के रूप में दिया गया। समारोह में सड़क सुरक्षा सप्ताह के दौरान उल्लेखनीय कार्य करने वाले अधिकारियों एवं कार्मिकों, केयन इंडिया, महिला मंडल बाड़मेर आगौर, धारा संस्थान, सुर संगम संस्थान के प्रतिनिधियों के अलावा पिछले दिनों गुजरात के कोटेश्वर से वाचा बॉर्डर तक सड़क सुरक्षा का संदेश देने वाली सद्भावना टीम को भी प्रशंसा पत्र देकर सम्मानित किया गया। इससे पहले जादू शो के जरिए यातायात सुरक्षा संबंधित संदेश भी दिया गया। इस अवसर पर महिला मंडल बाड़मेर आगौर के आदिल भाई, धारा संस्थान के महेश पनपालिया समेत कई गणमान्य नागरिक उपस्थित रहे।

बाड़मेर टाउन हॉल में सड़क सुरक्षा सप्ताह के समापन कार्यक्रम में मौजूद लोग।




prizes, in earlier these type of activities looks like only govt. intervention but now it seems common people participation due to new format and innovation. Many people said Road safety week conduct not only in a year; it will be organize regularly, so issue is more spread.



Photo Gallery



Exhibition showing



Exhibition visiting by women



Balloon flying and staring the road safety



Oath on Road Safety



Inspection by DTO



Checking Answer sheets



Winner Participants in Town hall



Participants of Road Safety program

**Road Safety Campaign:** - Because of increasing vehicles of all kinds, roads in India are increasingly becoming accident-prone, necessitating interventions to promote road safety. For the last 15 years MMBA is promoting road safety in the form of annual road safety campaign.

The campaign for the year 2016-17 involved the following activities in Barmer, Jaisalmer, Jalore, Jodhpur, Sirohi, Pali, Bhilwara and Ajmer districts:

- **Chaupal Meetings**

These were organised at main crossings and major places in urban and rural areas. The people were told to keep left on roads all the times; they should keep roadside lights in mind and use helmet for security of driver and pillion riders both. One should never drive under the influence of alcohol.

- **Youth and Child Rallies**

These were organised to impart road safety information through rallies of children and youth of major schools of all the districts. A total of 540 rallies were organised, 90 in urban areas and 450 in rural areas. Nearly 8,100 youth and 2,700 male and female students participated in the rallies. Three kinds of messages were given through the banners and posters used in the rallies:

- Seek safety, aim safety, follow safety, ensure safety, teach safety and yield safety
- Drunken driving means invitation to death
- Wear helmet while driving

- **Street Plays**

The cultural team of the organisation staged 550 street plays, of whom 90 were staged in urban areas and 450 in rural areas, benefitting 52,250 people. Awareness was created among the people through music, songs and plays.

- **Puppet Shows**

Along with street play, the communication team also staged puppet show. In this show messages about road safety were given. During the show, women, men and children participated in large numbers.

- **Slogan Writing**

Under this slogans like helmet *pahan kar gadi chalao*, *sanrakshit yatra kaa laabh uthato* (drive vehicle with helmet and enjoy safe journey), *sharab pikar gadi chalana maut ko swayam bulana* (drunken driving is invitation to death), *gadi har samay dhire chalana* (always drive slow), etc., were written at major and public places in 707 urban and rural areas of the target districts.

- **Posters**

Posters carrying messages of road safety were passed at pasted at 707 urban and rural areas of the target districts.

## Report on Pilot Implementation Program (PIP)

Name of NGO: **Mahila Mandal Barmer Agor**

Date of award of contract: 06.04.2016

date of submission of draft CIP: 17.10.2016,

piloting period notified by CE: 22.10.2016 to 27.10.2016

On the basis of the draft CIP, pilot programs have been implemented to evaluate the planned strategies and the effectiveness of the program. In order to initiate the effectiveness of the plan of action, it has been piloted in the more stacked Gram Panchayat on the basis of more feasible and near highway or risk point of way. We have selected two panchayat samaiti in Barmer district one was Gagaria Station & second was Gadra Road for One-day awareness activity in piloting phase. In these selected Panchayat Samiti the awareness programmes will be conducted first as described in the section of Draft Campaign Plan.

### Selected 5 Panchayat for pilot program implementation are: -

S.No.	Name of District	Name of Panchayat	Date of activity		Venue
			Volunteer training	public training	
1.	Barmer	Gagariya Station	21 October 2016	22 October 2016	Atal Sewa Kendra
2.		Kantal Ka Paar	22 October 2016	23 October 2016	Atal Sewa Kendra
3.		Ranasar	23 October 2016	24 October 2016	Atal Sewa Kendra
4.		Dabbe Ka paar	24 October 2016	25 October 2016	Atal Sewa Kendra
5.		Ramsar	26 October 2016	27 October 2016	Govt. Girls school, Ramsar
6.	Jodhpur	Govt. Sr. School, Chianpura, Mandor Jodhpur	-	10 November 2016	School Campus
7.	Jodhpur	Jodhpur goods truck association, Basni, Jodhpur	-	11 November 2016	Main circle

### Conducting each training program identified locations

The Pilot program was designed to achieve objectives of the project through the use of word of mouth, mentoring, media, including written, audio and visual, and presentations to the intended target audiences. The immediate success we saw by the pre/post test and feedback process, people were involved in the process and gave reply in writing and also by speech. Pilot program is just for testing the campaign activities and know the actual implementing time and conditions.

**Brief about project** - This project covering all 33 district of Rajasthan under the seven zones. Out of this seven zones one zone(Jodhpur zone) program are handling by our NGO named MAHILA MANDAL, BARMER AGOR, BARMER, which cover six district named Jodhpur, Barmer, Jaisalmer, Jalore, Pali & Sirohi & also following panchayat HQ & Gram Panchayat.

S.No.	JODHPUR ZONE (Districts)	Panchayat HQ(Block)	Nos. of Gram Panchayat
1	BARMER	17	489
2	JODHPUR	16	466
3	JAISALMER	3	140
4	JALORE	8	274
5	PALI	10	321

<b>6</b>	<b>SIROHI</b>	<b>5</b>	<b>162</b>
	<b>TOTAL</b>	<b>59</b>	<b>1852</b>

As per district volume and number of days we planned and assess the approx time for overall campaign a group of 12 team members reached the location for experience for the overall campaign programme. The team comprised of the Key trainers, Event manger, trainer and experts of field. The details of team have been provided earlier in draft CIP. For piloting we selected 12 team members, reached the location for piloting on 20<sup>th</sup> October 2016. Pilot programme implementation for know and understand the situation and condition of actual field, time slot and topics given in draft CIP was only proposed and it may be change as per need of field.

**Process of Pilot**

As per guideline of CIP we started our piloting phase from 22 October 2016 from Gagaria Station gram panchat of Ramsar in Barmer district. Before start the activities preparatory work stated from 20<sup>th</sup> October to 21<sup>st</sup> October 2016, met with govt. officials, public representatives and advance publicity by done announcement, pasted posters, displayed banners in pilot area. Invite govt. officials and public representatives for valuable suggestions.

## Description of activities performed during pilot program

Four types of activities performed during pilot program details given as under:-

1. One-day awareness training programme at gram panchayat level
2. Volunteer training programme at gram panchayat level
3. School training programme
4. Truck/bus drivers training program

In piloting process one day awareness training program proposed to conduct in 5 gram panchayat, volunteer training in 5 same gram panchayat, 1 School and 1 Truck/bus driver training.

The Pilot program designed to achieve objectives of the project through the use of word of mouth, mentoring, media, including written, audio and visual, and presentations to the intended target audiences. The immediate success will be determined by how these target audiences absorb this knowledge and how it will help change their behaviour. The long term success will be determined through evaluation of crash statistics that show a decrease in death and injury due to road crashes in these locations. It is important to note that awareness campaigns cannot be a one off program. Awareness campaigns are only successful if the messages are being continually reinforced to the target audiences so that these messages are always at the forefront of their thinking in relation to their road user behaviour.

All things are mentioned in draft CIP and the pattern of training almost same in all activities, tentative time slots are same but some activities are more or less as per need and requirements.

- First of all introduction sessions conducted and distributed pre-assessment questionnaire and after 10 minutes was collected back by the team members.
- Team members described objective of the program and need of program in rural area.
- Show the video of "Phir bhi Dil hain Hindustani" and interacted with the participants, know their sharing and experiences related to road safety issues, and understanding.
- Power point presentation on Road safety issues i.e. use of helmet, seat belt, road crossing, encroachment, road signs etc. and interact with volunteer and public in between presentation and film show.
- Show the video "Akhir kab tak" on first aid and trauma management for better understanding on first aid and trauma management, after completion of video first aid/trauma expert show presentation on first aid and trauma management with demonstration in front of volunteer and public. Told about Golden Hour and its importance and present law. Also told about Good Samaritan and now they should be fearless about the repercussions of the law or being annoyed by the hospital staff or police, and now also no need to become witness of accident until they don't want. Under this section we told them about who are good Samaritan, what's good Samaritan and they should be now fearless about the repercussions of the law or being annoyed by the hospital staff or police, They will not be compelled to be the witness of the accident against their wishes.
- Golden hours and its importance
- We encourage the people for demonstration of CPR.
- Show the video related to Sign of road safety and interacts with the participants about various general signs which are seeing daily, also we orient them on three types of major signs, and all signs comes under only in these three types.
- Showed the video "Afsos" for awareness generation among public and volunteer to help accident victim.
- Show Nukkad Natak and everybody take oath then we have to build up our determination and promise you to save a victim if we come across such an accident.
- Lastly the post-assessment questionnaire was distributed that are the same as pre assessment to see what knowledge have they gained after the training. After the collection of the Post assessment Questionnaire the feedback forms were distributed (copies attached as Annexure)
- We distributed Identity card and certificates to volunteers, along with training material, pamphlets for encourage them and further contact, the pamphlets distributed to villagers and stock holders of villagers.

### 1. One day awareness program

#### 1.1 Procedure adopted for advanced publicity:

NGO did advance publicity by two mode one was nukkar natak team drum play and call the villagers and second was by Jeep (Vehicle was covered two sided with material (Flex banners), fitted with Audio system, 1 mike for announcements. in this process played songs in their local language which used as an attraction tool for general public (used by local Sadak Surakhsha Society and Transport department) distributed pamphlets and paste posters on public places for publicity. In advance publicity process we did two time publicity one is one day earlier and second is same day before start the programme.

Some efforts:-

- Before start the pilot programme we conducted poster relives ceremony at Barmer district and information of poster relive and pilot programme schedule published in news papers of Rajasthan patrika, Dainik bhaskar and Dainik Navjyoti.
- Meeting did with the PRI members Sarpanch, ward panch and gram sewak.
- Meeting did with stake holders of village i.e. ICDS, PHCs school teachers, madarshas and eminent personalities of villagers (religious leaders)
- Did small meetings during publicity with villagers (youth, women, old age) and request and invite them for the training programme, get their confirmation and consents.
- One team which has good command on local language and good communication skill announced two times by decorated vehicle one is before evening and one is same day before start the programme, vehicle was covered with informative banner from two sides.
- Two teams went in various wards on same day again and call the people for the program.
- Pasted posters on public places and hanged the informative banners at public place.

In piloting implementation process we contacted/met and invited various departments' officials in our programs. We contacted as per details given as under

**Administration**

District collector- Sudhir Kumar Sharma

S.P. - Gagandeep Singhla

**Panchyat Raj-**

Nayab Tahsildar Ramsar - Purkharam

SDM Ramsar- Rohit Kumar

BDO Ramsar- Hanumarram Singh

Gagaria Sarpanch- Najriben, Gram Sewak- Moolaram others panchyati raj members

Nathukhan, Heeraram Bheel, Likhmaram & Moyab khan

Kantal ka par Sarpanch- Raji, Ward panch- Roshan Khan

Ranasar Sarpanch- Salma, Laduram & Mangilal,

Pandhi ka par Sarpanch- Shoukat Khan, Kaji Khan & Khamisa

Ramsar Sarpanch- Kamla Choudhary, Kesaram, Purkharam & Ratna ram

**PWD-**

S.E. - M.L. Meena PWD Jodhpur  
Addl. Chief- Jagdish Khatri PWD Jodhpur  
Executive Engineer- Murlidas Vaishanv PWD  
Junior Engineer- Rohitas Singh Gehlot PWD

**Police/RTO**

Traffic Officer - Anand Kumar  
DTO- D.D. Meghani

Traffic Inspector- Vineet Kumar  
Police officer Ramsar- Kamal Kishor

**Education Department -**

Teacher- Bakhatram, Murad Khan & Nawab Khan, Teacher- Shoukat, Bheekha Khan,  
Teacher - Rasul

**1.2 Procedure adopted for Selection and training of volunteers and difficulties faced, if any:**

**Selection process of volunteers:**

We met to Sarpanch, Ward panch and Gram sewak during pilot preparation process, implementation period and that time met with volunteers and described whole process of volunteers training and its advantage tell them about the venue and time of the training.

**Volunteers training process:**

We trained our volunteers before One-day awareness programme, volunteers are very co-operative, so not faced much more difficulties, and all process was smooth. We have been select our volunteer one day before in morning and we trained them one day before of panchyat programe, volunteer training program organised in Atal Sewa Kendra from 02.00 pm to 6.35 pm, and our trainers Mr. Shobaram & Mr. Imdad Nohari have been impart training on various Road safety measurement and orient about first aid and trauma management. Topic and details are mention 1.6 point.

**1.3 Topics for Training of volunteers and villagers like: Road safety; First aid, Trauma care etc.**

**Road safety and its importance**

Do not let the children play on roads, rules for the pedestrians while using the road, Use of helmet and seat belt, use of zebra crossing, say no to mobile while driving, three types of road signage-mandatory signals, driving carefully when cattle is on the road, meaning of the traffic lights, warning signals, informative signals, wrong lane driving, drunken driving, Importance of driving license, over speeding, overloading, overtaking, driving at night using low beam, use of reflective tape, penalties against breaking the traffic rules and regulations, do not let the underage children driver.

### **First Aid and Trauma care:**

Good Samaritan practices, CPR, Important information regarding emergency, numbers, conditions where CPR is to be used and where CPR is not to be used First-aid to accident victim including CPR process, demonstration of CPR and made the participant practice the same. New norms for helper of accident victims by the Supreme Court, Importance of golden hour, Health facilities on required immediately for victim support, introduction of vital organs, activation of emergency services and saving life.

#### **1.4 Details of activities performed with modes of dissemination and time slots like: Presentations, Videos/films, Audios-songs, Nukkad Natak, Katputli shows, Quiz etc.**

In this process we used various modes for awareness at panchyat level we used Presentations, and pre-decided videos/films, we show 4 movies and its took 2 ½ hours with dialogue and interaction with people played audios-songs & Nukkar Natak took 30 minutes in panchyat level.

**Nukkad Natak-** Nukkad Natak organised at village circle in funny script, two persons were debating on road rules and need of rules, in first phase person was against all the rules and after debate in fully style that person was convinced with first person, use of helmet and seat belt, about licence, about over speeding, over loading, about not crossing/jumping red light etc. people are enjoyed the full show. Some where we organised nukkar natak in house, their also we demonstration of CIP and first aid trauma management, with very easy and comedy way for the general public.

#### **1.5 IEC Material distributed**

We distributed pamphlets to public and training booklet, certificate, ID card and pamphlets to volunteers.

**Identity cards for the volunteers:** An identity card had the following information name, district, age, address, and photo and issue date. These ID card covered in card holder with batch.

**Certificate for the volunteers:** - We distributed Certificate to volunteers, who participated in proper manner and performance basis, this certificate had the following information name, district, age, address, and issue date.

**Pamphlets:** - We distributed pamphlets to people with lots of road safety related information.

## Other Major activities performed during reporting period

### T.B. Project

MMBA has participated in prevention of T.B. in our working area, and work for awareness generation among the community, did support to spread up message of Axshya project in whole working area and identified T.B. petition and provide basic support to the petition for cure T.B. MMBA also did -

**Engaging Village Health and Nutrition Committees:** The project has systematically targeted the Gaon Kalyan Samitis (Village Health, Sanitation and Nutrition Committees) constituted under the National Rural Health Mission (NRHM) and informed them about TB with simple messages on identification of TB symptomatics and sputum testing at the nearest RNTCP microscopy centre.

MMBA have established sputum collection and transport mechanisms in remote area to ensure that sputum is collected from the patient and transported to the designated microscopic centre by an identified community volunteer, and volunteer also delivers the result to the patient, and he is ensuring If the patient is suffering from TB, s/he is linked for treatment initiation thus closing the loop.

Organisation gave support in created TB forums at district level, registered as a member, and gave a voice to the affected community and advocate with the programme managers for resolution of challenges faced by TB patients in accessing services.

Organisation disseminated the Patient Charter to TB Care and Control, which outlines the rights and responsibilities of TB patients, aims at empowering those with the disease and their communities and making the relationship with health care providers a mutually beneficial one. And last but not the least organisation is participated in spread up the **Bulgam Bhai** campaign at remote area and disseminated the message rural community, created awareness on treating 2 weeks of cough as a symptom of TB, and promoting sputum testing for TB diagnosis, for those organise some street play at local area and generate awareness. In this project, we have worked in Barmer and Jaisalmer district and covered upto 9000 population.

### Cancer & Nasha Mukti Awareness

Addiction is main cause of cancer dieses and in western part of Rajasthan Doda Post cultivation also known as black gold or poppy cultivation in Rajasthan State has been the tradition in some parts specifically in seven district i.e. Kota, Baran, Jhalawar, Bhilwara, Chittorgarh, Udaipur and Pratapgarh, where licences are issues to farmer under section 8 of NDPS Act, 1985. According to the website of Excise Department there are 22473 registered Doda-Post users in Rajasthan, they require 17370 quintals of Doda Post annually. Around 17400 addicts whose licences have not been renewed for various reasons need additional 13500 quintal of Doda Post. The state Government has banned issuing new Doda post licence registration (after year 2001-02) it is however estimated that there may be 1.5 to 2 Lac unregistered Doda post users in the state.

There are various social, cultural and psychological factors which contribute towards continued use of Doda post. Firstly, the cultural factors are responsible for the spared up of addiction; in marriages, funerals, some social seminars etc. still serving doda post traditionally. Lots of people have belief and myths that doda-post's use as an aphrodisiac and to increase potency, also use as medicinal use. People have using doda post and addicted from a long time but still people have no motivation to quit, lack of awareness about side effects, and also lack of de-addiction facilities in close vicinity. People of involved and indulged in Doda post trafficking. Out of total 33 district in the State, 17 districts have more than 95% of the total Doda post use prevalence, therefore for a meaningful De-addiction programme we need to concentrate on 17 districts as well as in Medical colleges which can create facilities in house for treatment of the addicts.

Barmer, one of the largest and the most backward districts of the exotic state of Rajasthan is largely arid. Apart from a small offshoot of Aravalli hills in the East, the region has vast sand covered tract, which stretches for miles and miles together and forms a part of Thar Desert known for its dryness, extreme temperature and erratic rainfall. For the local population comprising mostly of schedule castes, scheduled tribes and refugees of the Indo-Pak wars, life is a struggle. Agriculture, which is the mainstay of rural India, is an unattractive proposition due to the frequency of droughts that plague the area, the inhospitable terrain and the lack of irrigation facilities, mostly source of income seems to be animal husbandry, the traditional craft of patchwork and mirror embroidery, practiced by the women of the area. Barmer now rises on map for their oil field and due to Cairn Company and other oil field companies.

In 2011, Barmer had population of 2,603,751 of which male and female were 1,369,022 and 1,234,729 respectively. Out of the total Barmer population for 2011 census 6.98 percent lives in urban regions of district. In total 181.837 people lives in urban areas of which males are 95.773 and females are 86.068.

In Barmer district 2817 person registered as doda post users according to 2013-14 and 50000 unregistered users of doda-post and opium users, Rajasthan govt. have stopping supply of doda post after 31<sup>st</sup> March 2015, due to this now it's more necessity to organize and conduct the de-addiction camps in Barmer district. Our organisation do follow up and awareness generation activities on the issue and work done for de-addiction, help did with health department, organised camps and also gave volunteer support in Naya savera yojna camps, and trying to stop cancer and awareness generation on Addiction. Organised various activities at camp i.e. yoga, nukkar natak, cultural activities etc. We benefited 16500 people with our awareness programme, besides we organised small meetings at tea stall, schools, colleges, bus stand and discussion held on causes of cancer and prevention of causes of cancer and did appeal to de-addiction, organised signature campaign with youth and old age showed nukkar natak, displayed poster, announcement on cancer prevention. In this campaign, we have covered and messages spread up to urban area of Barmer and block of Barmer district.

## Swashta Abhiyan

MMBA participated in Swashta Abhiyan from starting date of Abhiyan 2 October 2014, in reporting period, we did several activities in Barmer city



to ensure swaschyta abhiyan and MMBA is active partner of the abhiyan and in rural area of Barmer. We did awareness generation, we aware the population about importance of abhiyan, importance of latrine, impact on environment etc.

We distributed posters, pamphlets and organised meetings in our working area on bi-monthly basis. We also aware them on wastage of unuseful things and their treatment, we told them in future organisation will be generate income for the village or villagers to proper use of wastage. We organised 122 meetings in this regards and covered around 1480 people.

## **Social & scientific Research**

MMBA is running a Scientific Research Centre at Gagaria village in Barmer district. As of now the centre has three units:

- Agriculture Research and Technical Unit
- Disabled Research and Treatment Unit
- Disaster Management Research and Technical Unit

Through these units the organisation is trying to find out the reasons and solutions of above mentioned issues.

### **Research on Agriculture**

This was the first unit to come up and is conducting agriculture research work in different blocks of Barmer district in various situations. Chohtan is desert areas of Barmer and Dhorimanna is the irrigated areas and Siwana is the rocky area. There is different agriculture land for different area. Water resources and option of livelihood are also different. So keeping the different environment in mind research was made in these areas.

#### *Findings*

- Local resources are pervasive in the area
- Implying the better local technique can increase the production
- Abundance of medicinal plants which can improve earning sources
- Need of scientific/technical equipments for qualitative agriculture
- Systematic selling and marketing is required in the area
- There is lack of awareness regarding better seeds, fertilisers and new techniques

According to the analysis agriculture and animal husbandry occupations could be improved through better management and usage of latest technologies which could generate the other sources of income and halt the migration.

### **Research on Disability**

MMBA works with people with disabilities, their families and community. The communities can be one of the biggest support for the inclusion of an individual with disabilities in the mainstream society. The organization initiated study on the status of

disabled in the remote areas and for collecting the various related information. Local administration and other agencies supported this study.

### *Findings*

- Disabled are not in the mainstream of society
- Disabled are not getting the proper care and support from their family members
- Lack of awareness among parents often causes disability in their child
- Infection, accident, addiction, careless behaviour of women during the natal period cause the disability in the child
- Child can have the disability in pre natal, during natal and post natal stages
- Malnourishment of pregnant women increases the probability of disability
- Sometimes malnourished child suffers from major infections in the early age leading to disability
- Owing to high fluoride concentration in drinking water children suffer from orthopaedic disability

### **Research on Disaster Management**

The organization initiated to find out the major reasons of recurring disasters and its effects on human life. For this information was collected from various sources and then analyzed. Local administration and other agencies were also involved.

### *Findings*

- Recurring drought is the major disaster in the area and has badly affected the people
- On an average out of every 10 years, seven years are drought years in the area
- Major sources of livelihood are shattered by drought
- Lack of pasture land and water availability affects the livestock and human leading to migration from the area
- Meddling with environment and biodiversity by humans is worsening drought
- Improper hygiene and un purified water usage during the drought cause the various diseases

### **Embroidery work and trainings centers**

MMBA is working for promotion of embroidery work and artisans; in this process we are organised various skill development trainings of artisans in reporting period and promote artisans embroidery work at all over India, over products sold in all over in India and outside of India. We are working in textile embroidery, lather work, wooden work etc. All the work of hand make but if present time if we will use of machines it would be more effective and time saving process, machinery and equipment will give support in new designing, finishing, cutting, packaging and many others things. So ... we want to use technology as a New designing machinery, finishing cutter, packing machine, Labelling machine etc.

We have organized training on Skill development, design, Marketing, EDP for 30 day for Skill and 20 days for Designing and 5 days for EDP. In each batch 60 artisans participated totally 600 participants have been participated in these trainings.

Presently we are running 15 centres in Gagaria cluster of Ramsar Block, every center have 20 traditional artisans learning about new design, reading & writing, in local language. Skill development related to artisans work



## **Women Legal Awareness**

This year MMBA conducted workshop for legally/right awareness generation, our organisation is believe in that, women of our working area are not boost by legal things, in many areas they don't know about the legal precept, so that MMBA take initiative in that area and want to aware them on legal precept. Mostly we want only aware on basic legal things or precept i.e.

- Right to equal pay  
According to provisions under the Equal Remuneration Act, one cannot be discriminated on the basis of sex when it comes to salary or wages.

- Right against harassment at work

The enactment of the Sexual Harassment of Women at Workplace Act gives you the right to file a complaint against sexual harassment.

- Right to anonymity

Victims of sexual assault have a right to anonymity. To ensure that her privacy is protected, a woman who has been sexually assaulted may record her statement alone before the district magistrate when the case is under trial, or in the presence of a female police officer.

- Right against domestic violence

The act primarily looks to protect a wife, a female live-in partner or a woman living in a household like a mother or a sister from domestic violence at the

hands of a husband, male live-in partner or relatives. She or anybody on her behalf, can file a complaint.

- Right to maternity-related benefit

Maternity benefits are not merely a privilege of the working woman, they are a right. The Maternity Benefit Act ensures that the new mother does not suffer any loss of earnings following a period of twelve weeks after her delivery, allowing her to rejoin the workforce.

- Right against female foeticide

It is a duty imposed on every citizen of India to allow a woman to experience the most basic of all rights — the right to life. The Conception and Pre-Natal Diagnostic Techniques (Prohibition of Sex Selection) Act (PCPNDT) ensures her right against female foeticide.

- Right to free legal aid

All female rape victims have the right to free legal aid, under the Legal Services Authorities Act. It is mandatory for the Station House Officer (SHO) to inform the Legal Services Authority, who arranges for the lawyer.

- Right not to be arrested at night

A woman cannot be arrested after sunset and before sunrise, except in an exceptional case on the orders of a first class magistrate.

- Right to dignity and decency

In the event that an accused is a woman, any medical examination procedure on her must be performed by or in the presence of another woman.

- Right to property

The Hindu Succession Act allows women and men equal share in inheritance, thereby setting new rules and regulations.

In addition, MMBA organised rallies and meetings in various location of working area, in these meetings, workshop participated and covered 551 women, and messages spread up, up to 8600 population.

## **Consumer Right Awareness**

MMBA conducted awareness generation activities for consumer right, in this area people are not aware and they do not know their consumer rights, so that we organise various awareness generation activities and publication for awareness MMBA take initiative in that area and want to aware consumers on their rights, we covered the

issues related to consumer rights and publish them. We started one week campaign from **24 December 2015** on **National consumer right day** and organise various activities i.e. street play, songs, drama, interviews, feed back from consumers and organised huge meeting in conference hall in meeting we disseminate the discussion consumer rights details given as under-

### **Consumer Rights**

The definition of Consumer right is 'the right to have information about the quality, potency, quantity, purity, price and standard of goods or services', as it may be the case, but the consumer is to be protected against any unfair practices of trade. It is very essential for the consumers to know these rights.

However there are strong and clear laws in India to defend consumer rights, the actual plight of consumers of India can be declared as completely dismal. Out of the various laws that have been enforced to protect the consumer rights in India, the most important is the Consumer Protection Act, 1986. According to this law, everybody, including individuals, a firm, a Hindu undivided family and a company, have the right to exercise their consumer rights for the purchase of goods and services made by them. It is significant that, as consumer, one knows the basic rights as well as about the courts and procedures that follow with the infringement of one's rights.

In general, the consumer rights in India are listed below:

- The right to be protected from all kind of hazardous goods and services
- The right to be fully informed about the performance and quality of all goods and services
- The right to free choice of goods and services
- The right to be heard in all decision-making processes related to consumer interests
- The right to seek redressal, whenever consumer rights have been infringed
- The right to complete consumer education

The Consumer Protection Act, 1986 and several other laws like the Weights, Standards & Measures Act can be formulated to make sure that there is fair competition in the market and free flow of correct information from goods and services providers to the ones who consume them. In fact, the degree of consumer protection in any country is regarded as the right indicator of the progress of the country. There is high level of sophistication gained by the goods and services providers in their marketing and selling practices and different types of promotional tasks viz. advertising resulted in an increasing requirement for more consumer awareness and protection. The government of India has realized the condition of Indian consumers therefore the Ministry of Consumer Affairs, Food and Public Distribution has incorporated the Department of Consumer Affairs as the nodal organization to protect the consumer rights, redress the consumer grievances and promote the standards governing goods and services provided in India.

If there is infringement of rights of consumer then a complaint can be made under the following circumstances and reported to the close by designated consumer court:

- The goods or services purchased by a person or agreed to be purchased by a person has one or more defects or deficiencies in any respect
- A trader or a service provider resort to unfair or restrictive practices of trade

- A trader or a service provider if charges a price more than the price displayed on the goods or the price that was agreed upon between the parties or the price that was stipulated under any law that exist

Goods or services that bring a hazard to the safety or life of a person offered for sale, unknowingly or knowingly, that cause injury to health, safety or life.

## **Women Farmer development**

Women farmer are huge amount in western part of Rajasthan, but usually they know only traditional pattern of farming or agriculture and cultivation, also they are only doing supporting role in farming and cultivation. The organisation think develop fully farmer quality and capacity in women, so this insight organisation conduct various field level meetings and block level workshops, there we told about new technologies of farming and cultivation, seeding, cropping and many other technologies. We aware on drip and sprinkler irrigation system, less water cropping, quality of crop also etc.

In this development process, aware on agriculture new era, subsidy, insurance or compensation of crops and many more other things related to good agriculture practices.

We trained 165 women farmers in our reporting period in our working area.

## **Agriculture Strength**

In this area we did three dimensional work, first is in research and development and analysis

### **Research on Agriculture**

This was the first unit to come up and is conducting agriculture research work in different blocks of Barmer district in various situations. Chohtan is desert areas of Barmer and Dhorimanna is the irrigated areas and Siwana is the rocky area. There is different agriculture land for different area. Water resources and option of livelihood are also different. So keeping the different environment in mind research was made in these areas.

### ***Findings***

- Local resources are pervasive in the area
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- Systematic selling and marketing is required in the area
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According to the analysis agriculture and animal husbandry occupations could be improved through better management and usage of latest technologies which could generate the other sources of income and halt the migration.

Second is farmer group formation and women farmer training on agriculture on new technology, about new technologies of farming and cultivation, seeding, cropping and

many other technologies. We aware on drip and sprinkler irrigation system, less water cropping, quality of crop also etc.

In this development process, aware on agriculture new era, subsidy, insurance or compensation of crops and many more other things related to good agriculture practices.

We trained 165 women farmers in our reporting period in our working area.

Third is awareness generation and resource material providing on agriculture development.

## **Oran and Gochar Development**

*MMBA organisation did work for oran and gochar development in reporting period, MMBA is working for a long time for sustainable development for livelihood and communities because organisation is believed that; Oran plays an important role in promoting a flourishing livestock based economy and growth of livestock rearing communities. Therefore, for them managing Oran is crucial for their own sustainable development. Orans have also served as grazing grounds for pastoralists. The concept that historically evolved as a social mechanism to protect the livelihoods of the economically vulnerable sections of pastoralists i.e. livestock- dependent rural communities by recognizing and securing their right to natural resources for subsistence and livelihood purposes. Community-managed Oran that traditionally could be found all across India emerged in ancient times as an explicit acknowledgement of the vulnerability of certain groups in a stratified society, who therefore required some mechanisms that guaranteed their basic needs. In contrast with common lands belonging to the village and therefore in the control of power groups, ancient laws dedicated these areas to divinity, thereby ensuring that the entire community had equal stake to their resources.*

Orans used to be the source of natural wealth like fodder, fuel, timber, berries, roots and herbs. Many species are found both within and outside the Orans and traditional societies use them for a variety of livelihood needs:

Precisely, Oran' an age-old traditional grassland & gene pool conservation system cannot remain in place until the community participation ensured. Today, the government is spending a huge amount on preserving wildlife sanctuaries for gene-pool conservation, but still they are not able to maintain the standards of protection that existed in the old sanctuaries such as Orans/gochar. In those days, these small sanctuaries were located between the villages. Thus small is not only beautiful but it provides more local variety of habitat and involves the local communities directly in caring for their own environmental flora, fauna and gene pools.

Organisation is organised meetings with communities and aware those to proper and sustainable development of oran and gochar also contacted with official and authorities for provide support in oran and gochar development as they can; provide plants for development of oran and gochars.

## NGO capacity building & Networking

MMBA organisation participated and member of various networks for develop their NGO capacity, we formed also network of NGO's, which are doing advocacy on social issues and organised meetings periodically and take initiate whenever any issue raise in front of network, this network have constitution and huge membership, network have associated 10 local NGOs and valuable supported by state NGOs. We are doing continues work with network and raise the voice against discrimination, atrocities, violence. Network is doing research and analysis on social issues and raise voices. Our network doing support to others network associates in their development.

## Shepherd federation development

The main occupation in border districts of Barmer and Jaisalmer is agriculture and animal husbandry, but due to frequent droughts, the people have to face difficulties in their lives. Most of the people in these districts are dependent on sheep rearing for their livelihood.

But the sheep here are not of a fine breed, because of which the shepherds do not earn a satisfactory income. Due to frequent droughts and scarcity of fodder the sheep keep dying.

The famine code of the government does not give any recognition to sheep. Hence during droughts, fodder is distributed only for cows by the government and not for sheep. So sheep become victims of the famine and perish.

Keeping these difficulties of shepherds in mind, the organization is implementing a Sheep and Wool Development Programme in Jaisalmer and Barmer district besides organization is formed **one district level shepherd federation** for various support and advocacy.

This federation seeks to improve breed of sheep to increase the production of wool; health of the sheep; and breed of the sheep to ascertain the livelihood of the shepherd. The programme strategy is to form a committee of shepherds in the project area and implement all the activities through the committee of shepherds. Activities include:

- Shepherd awareness programme
- Sheep health check up and immunisation
- Ram distribution
- Insurance of sheep and shepherds
- Wool grading

## Advocacy for Including Sheep/Goat in Famine Code

Sheep and goats are cows of the poor of the area. MMBA initiated advocacy for inclusion of sheep and goat into famine code. The issue was raised at the state level through the people's support and media. The government supplies fodder only for the cows during the time of drought. When the people of the area approached the district administration for the fodder, they simply denied saying that there was no provision to provide fodder

to the sheep and goat. The people submitted the memorandum to the administration to include the sheep and goat into the famine code.

## Future Plan

Organisation intends to explore its programme in Marwar Region covering Jodhpur and Jalore districts in Rajasthan in year 2016-17. MMBA is preparing plan for the livelihood options for the poor and deprived section women through micro-credit and finance activities through developing women Bank with the support of Self Help Groups

This year organisation will give special attention on women and child development covering livelihood, health, education, Dalit rights women violence and child labour with integrated and right based approach. Moreover, in Marwar region there are several communities involved in Prostitution work like Jogi, Nat sansi communities etc.

Organisation will work on the serious issue of HIV- AIDS in year 2016-17 to bring down the incidence of HIV positive cases in this region. Female infanticide and force marriage issues raised will be equally for development of People in this area. Rehabilitation of Old age people is also a major concern of MMBA and work select on this issue like Skill development, leadership capacity development Training, Livelihood, Social change, Girls child Education, Consumer Awareness, Module development, Education Right and Implementation, health and RCH, SHG formation and Federation formulation, Marketing and Managements.

Looking to the scenario of Thar Desert organisation dedicated to work on the issue of Natural resource management through women, which is the major concern of this area looking to the drought prone area of Thar Desert.

- Strengthen advocacy wing, particularly in areas of democratic reforms, Education, disable's' rights, women rights, child rights and mass communication
- Entrepreneurship development (local resources and skill based) for disabled and women
- Institutionalising initiatives to sustain interventions
- Develop capacities to deal with existing system and face the problems
- Ensured women participation in planning, implementation and management of various development programmes
- Special programmes for women health care
- Development of drinking water sources
- Promote traditional water management techniques
- Mass awareness for health care and available health care facilities
- Providing safe and affordable health care services
- Increase asses of people in all government schemes, provisions and programmes

## **MMBAs Management and Administration**

MMBAs functions through an Executive Committee, the policy making body of the organisation. The Executive Committee comprises 07 Members chaired by a President. The Secretary of the organisation oversees the day-to-day administration. The organisation Co-ordinator heads the organisations ongoing programmes and the professional staff of Mahila Mandal Barmer Agor.

The organisation functions through its working divisions and institutions all headed by Chairperson. There is a Management Co-ordination team, to make decisions relating to execution of policies. The Organization Co-coordinator assists the Chairperson with decentralized authority.

The coordinators head their respective cells under general terms of reference. The works in the cells have planned and implemented through a vertical management structure. Performances of the divisions have reviewed monthly through a co-ordination meeting.

The Program Division implements projects through its field offices. The Program coordinators and program team remain responsible for implementation of the projects. Monthly Progress Review Meetings held at the field and the head office levels. The Program Officers visited fields on monthly basis.

Monitoring Officers visit the project areas to check progress on sampling basis and give feedback to the Management. The organization coordinator and the Chairperson make regular field visits and share their experience at the monthly meetings.

The Administration Division provides administrative support services like procurement, supply, recruitment & management of personnel. The Finance Division is responsible for the fund management including accounts keeping.

Training and Materials Development Division provides technical services including personnel training at Headquarters and field levels, and develops need based educational materials for use in program.

The Documentation & professional Division undertakes research & documentation part, monitoring of project activities with a view to, improving project designs, identifying lapses and weaknesses, in any of the projects under implementation.

## **Human Resource**

The organization has a man-power of 130 as on March 2017 out of which 26 are full-time, and 104 community level workers and volunteers engaged in MMBAs community level field programs on women and Child Development, Disability, Natural Resource Management, Education, income generation, health, Dalit rights, Women Atrocity prevention, Rehabilitation of Old age People. More over community level programs on social abuse prevention and advocacy.

In order to maintain strict accountability and transparency in respect of income and expenditure, there is separate division called finance and accounts division in the organization headed by Accountant. Each year accounts of the organization are audit by

a registered accountancy firm, which is Accounting Firm Chartered Accountants audited the Accounts of the organization for the year ending in March 2016.

## **Finance and Accounts**

For the implementation of its rapidly increasing program and activities, MMBA's funding needs are quite large. It, therefore, depends mostly on external funding. For clear understanding the funding sources they may broadly divided into Three categories, viz. (1) Bilateral donor agencies; (2) international organizations like Sight Savers International, Mumbai, other agencies; (3) governmental organizations including Ministries/Divisions.

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**Sarana Akhtar**  
Secretary