



Our Vision:
Healthy Women and Children for a Healthy Urban World



Society for Nutrition, Education and Health Action

SNEHA Sandesh Vol VI: October 2013

It gives us utmost joy to present our quarterly newsletter, SNEHA Sandesh, aimed at sharing with our wellwishers, the work we do at SNEHA. We thank all our funders, partners, consultants and friends for their continued support...Team SNEHA

Prevention of Violence against Women and Children Programme



The programme began a project in September 2012 to enhance the capacity of the Mumbai police to address violence against women and children. Since then we have trained 352 police officers and 2300 police cadets in Mumbai. From the findings of the project, we realised that instead of working independently, it would be more effective to jointly arrive at guidelines that police officers can implement in their line of duty. On the 5th and 6th of September we organised a consultation with the Mumbai Police at the police club Azad Maidan, towards developing guidelines for dealing with women and children survivors of violence. The topics included domestic violence, sexual assault, child sexual abuse and sexual harassment in public spaces. 117 Police officers, 10 representatives from Municipal hospitals, and 15 members of civil society organisations participated in the proceedings.

Maternal and Newborn Health Programme



SNEHA has collaboratively developed customized guidelines at health posts to standardize primary care services for mothers and newborns in three Municipal Corporations. This exercise engaged different representatives of primary care facilities (health posts) from the Kalyan-Dombivili, Mira-Bhayander and Thane Municipal Corporations. These guidelines are now ready for implementation in 37 public health posts.

Sexual and Reproductive Health Programme



MAKING THE MAJORITY OUR PRIORITY
 On the occasion of International Youth Day celebrated globally on the 12th of August this year and in the spirit of celebrating India's largest demographic, SNEHA organized a half day programme to disseminate the findings of our youth program covering 4000 boys and girls aged 11-19 years. This was followed by a panel discussion by experts. The panel included **Dr. Rajeshwari Chandrasekhar** (Chief, UNICEF Maharashtra), **Dr. Duru Shah** (Ex-President of FOGSI and a leading Gynaecologist), **Dr. Armida Fernandez** (Founder Trustee, SNEHA), **Monisha Singh Diwan** (Senior General Manager, Magic Bus). **US Congressman Ami Bera** joined the panel and also released the programme's publication. The results are available for download on SNEHA's website.

MUSIC FOR CHANGE WITH USHA UTHUP



SNEHA's charity event Music For Change with Usha Uthup was an astounding success. We are grateful to Blue Cross Pharmaceuticals for their sponsorship.

The intimate fundraiser brunch at the Blue Frog saw supporters turn up in large numbers. They were from different walks - doctors, bankers, well-wishers of SNEHA and fans of Usha Uthup. After a heartwarming introduction to SNEHA, Usha Uthup sang popular songs in her strong, inimitable voice and had everybody on the dance floor.

Furtados Music generously donated a Hawthorne Guitar, which was personally autographed by Usha Uthup and auctioned at a whopping 50K. We thank Roger Pereira for buying this guitar and thus donating generously to SNEHA.



WORLD BREASTFEEDING AWARENESS WEEK, 1-7 AUGUST '13

WORLD BREASTFEEDING AWARENESS WEEK was celebrated across SNEHA programmes in the first week of August.

Activities and sessions were held in Dharavi, Mankhurd, Kurla, Govandi, Chembur and the adjoining areas under Mira-Bhayander, Thane and Kalyan-Dombivali Municipal Corporations. The sessions were attended by over 2500 pregnant and lactating women. We were heartened to see the presence of men as well.



In Dharavi, the week culminated with a **Mata Melava** attended by the Hon. Minister for Women and Child Development, Maharashtra State, Smt. Varshatai Gaiwad, the Child Development Program Officer (CDPO) for the Integrated Child Development Services (ICDS) and actor Sonali Kulkarni. During the week, Best Slogan, Healthy Baby and Super Mom contests were held and more than 100 winners were given recognition and prizes. Our rally in the community attracted a lot of attention too.

COACHING & CAPACITY BUILDING

We are proud to have 5 coaches on board and their contribution to leadership development at SNEHA has been immense.

Luis Moniz, one of our coaches graciously volunteered to do workshops on 'Interviewing skills and conducting reference checks' for our senior and middle level staff. Pramod Gothi, joined him in conducting a 'Workplace coaching skills' workshop for all our managerial staff.

Our funder IDFC is assisting us in developing our top line management through a programme on Integrated Coaching.

YUVA MELA



The Adolescents Gaining Ground (AGG) project at 'N' ward (Ghatkopar, Vikhroli Park site), funded by Barclays Bank, saw 4000 boys and girls aged 11-19 years, complete our course on health, life skills and vocational training.

A Yuva Mela was organized on 31st July 2013 to celebrate successful completion of their course as well as to disseminate AGG work in the community. Over 2000 AGG beneficiaries, parents, vocational course providers, other stakeholders and partners (Pratham, World Vision, Magic Bus, ICDS, Municipal Corporation of Greater Mumbai health posts) and the Community Development Officer (CDO) of N/ward attended this event.

DHARAVI BIENNALE

The Dharavi Biennale integrated storytelling and the major areas of work done by SNEHA. Youngsters who were part of this workshop developed a variety of stories based on themes such as nutrition, pregnancy, puberty, female foeticide and domestic violence. These stories were transformed into storyboards on old grills using recycled material, which will be soon exhibited along with recordings of their stories.

As part of the festival season, we had suggested to some Ganesh mandals that they spread health awareness through their pandal themes. It was heartening that several other mandals in Dharavi also chose health as their topic of display.

A workshop was conducted on 27th September by Khushboo Bharti, an artist and researcher based in Jaipur. It investigated the various health signages in Dharavi and was held in the new Dharavi Biennale house in Kumbharwada.



An art competition was organized 3 days before the event, which was judged by a volunteer from Credit Suisse and some SNEHA staff members. Winners of the best art pieces were honored with mementos during Yuva Mela. Beneficiaries organized dance performances, role plays on gender equality and immunization, self-written poems and shared their stories of change.

Our Facilitators, who worked hard in the community to

NEW NURSE AIDE PROGRAMME AT GOVANDI



Our Nurse Aide (Swasthya Sevika) programme has started a new centre in Govandi and has enrolled 70 young women for this course in patient care. 70% of these girls are from the minority community. The fact that we have been able to motivate them to take up a course that would require them to work in hospitals, thereby enabling them to interact with people from different strata of society, is by itself very encouraging.

Very recently, 20% of the girls who passed out in the last semester were absorbed in a 100 bed hospital. They were offered good salary and perks. This programme is supported by Tech Mahindra Foundation.

RECOGNITION

Dr. Armida Fernandez, the founder of SNEHA, was given the title of Honorary Senior Research Associate by the University College London. This is a prestigious post and source of pride for SNEHA.

PAPERS PUBLISHED

Intimate partner violence against women during and after pregnancy: a cross-sectional study in Mumbai slums

Sushmita Das, Ujwala Bapat, Neena Shah More, Glyn Alcock, Wasundhara Joshi, Shanti Pantvaidya and David Osrin

doi:10.1186/1471-2458-13-817 Das et al.: Intimate partner violence against women during and after pregnancy: a cross-sectional study in Mumbai slums. BMC Public Health 2013 13:817.

SNEHA IN THE NEWS

<http://www.livemint.com/Leisure/x7CuKfh4YIz9g6MT27ukFO/Boys-will-not-be-boys.html>

<http://www.livemint.com/Specials/tSgkIrpV5yHMKzh002Hr7l/Armida-Fernandez-lessons-in-scaling.html>

http://www.afternoondc.in/city-news/sneha-and-mumbai-police-join-up-to-help-women-survivors-of-violence/article_90943

<http://www.dnaindia.com/mumbai/1881319/report-slum-youths-gender-view-needs-change-study>

<http://edition.cnn.com/video/standard.html?%2Fvideo%2Finternational%2F2013%2F08%2F26%2Fintv-india-rape-roundtable.cnn&ieref=allsearch>

<http://www.facebook.com/SnehaMumbai>

<http://www.youtube.com/snehamumbai>

<http://www.flickr.com/photos/65668597@N05/> [sneha4action](https://www.tumblr.com/sneha4action)

FUNDRAISING THROUGH MUSIC

Tuning Folks and Indian Medical Association, Chembur raised funds for SNEHA through a musical night on 6th October 2013, where doctors sang songs in memory of the renowned playback singer, Late Shri. Mukeshji.

They felicitated our founder trustee, Dr. Armida Fernandez, who was their professor and Dean.



FUNDRAISING THROUGH ART

The students of the Ecole Mondiale World School raised money for SNEHA through an art auction. The art pieces were beautiful and a generous amount was collected. We would like to thank them for their efforts.



ABSTRACT IMPRESSIONIST Balu Abhang, a young impressionist painter is currently exhibiting his works in Mumbai from October 8th-14th at the Jehangir Art Gallery and will donate part proceeds to SNEHA. We thank him for his generosity.



FUNDRAISING THROUGH CINEMA

Mintel, a global market research company raised £ 306 for SNEHA via a cinema night event in London. The film night was a huge success! The SNEHA video was played and it generated a lot of interest and positive feedback. Mintel is already supporting our Nurse Aide and SNEHA Shakti initiatives.

FUNDRAISING THROUGH THEATRE

Children from Dhirubhai Ambani International School raised money via the April Project. 20 children performed a play at the NCPA in Mumbai and donated proceeds to SNEHA.

FUNDRAISING THROUGH DANCE

Minoshka Narayan, daughter of our volunteer Vrinda Narayan, gave a Bharat Natyam recital at the Mysore Auditorium on the 9th of August and raised funds for SNEHA.



CORPORATE FUNDRAISING

SNEHA received a generous donation for the corpus from Cipla Foundation and we would like to thank them for their contribution.

Donate

Adolescents Gaining Ground
Cover cost of counseling and resettling one woman in crisis
Fund monthly salary of one community worker
Cover cost of one malnourished child
Donation to corpus

Rs. 2,000
Rs. 5,000
Rs. 6,000
Rs. 4,000
Any Amount

Log on to: www.snehamumbai.org
<http://donation.snehamumbai.org/donation.asp>

All donations to SNEHA in local Indian Rupees qualify for 50% deduction u/s 80G (5) of the Income Tax Act, 1961.

For donations from US (which are eligible for tax benefits u/s 501(c)(3)) you can donate via Global India Fund at www.globalindiafund.org.

