

# Micro-Poultry Farming Project Shohratgarh, India

Supported by DFW

## Mid-Year Impact Report

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September 2018



## Grant Information

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| <b>Grantor:</b>                        | Dining for Women  |
| <b>Project Title:</b>                  | Micro-Poultry Farming Project in Shohratgarh, India       |
| <b>Project Duration:</b>               | 1 Year  |
| <b>Project Dates:</b>                  | February 15, 2018 to February 15, 2019                    |
| <b>Period Covered in this Report:</b>  | February 15 to August 31 2018                             |
| <b>SoCCs Service Provider:</b>         | Asia Initiatives  |
| <b>Representative:</b>                 | Ms. Surabhi Prabhu  |
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| <b>Project Team, Asia Initiatives:</b> | Ms. Surabhi Prabhu,<br>Ms. Jay Jaidev,<br>Dr. Geeta Mehta |
| <b>Local Partner in India:</b>         | Mr. Sandeep Srivastava, Shohratgarh Environmental Society |

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## Program Objectives

The program was designed to fund the Social Capital Credits initiative in Shohratgarh, India to improve the livelihood and nutrition of women in underserved communities through poultry farming and to improve their living conditions. This is being achieved by bringing women together into groups, and encouraging participation, training in financial literacy, and management of income generating activities. The changes we are expecting at the end of the project are:

- Increase in income of women involved in poultry farming.
- Increase in confidence and family status of women through additional income generated from poultry farming.
- Increase in knowledge of women on financial literacy, reproductive and sexual health, sanitation, hygiene, gender equality etc. through regular interaction.
- Women at-risk will be trained to communicate, negotiate and resolve conflicts to address gender discrimination and violence.

Since the inception of the project, our commitment to deliver these objectives has been further strengthened based upon positive results achieved so far.

## Funding

The program remains fully funded by the grant provided by Dining for Women.

However, Asia Initiatives has funded additional costs incurred due to increase in program size from 450 to 498 women as also some unexpected costs that were not budgeted for in the grant proposal.

List of costs funded by AI -

- Poultry starter kits for 48 women - chicks, feed and minor poultry appliances including containers for feed/water
- Additional staffing costs to meet this increase in demand
- Cost of survey design and implementation in 22 villages to determine and document needs of women participating in the program
- Five tablets on which women are being shown reproductive health, hygiene and nutrition-related videos.

A detailed breakdown of costs funded by AI will be provided in the final report.

Through the first half of the year (February to August), we have used 65% of the annual budgeted amount provided by the Dining for Women grant. Total program expenses are on track and are expected to be within the annual budget.

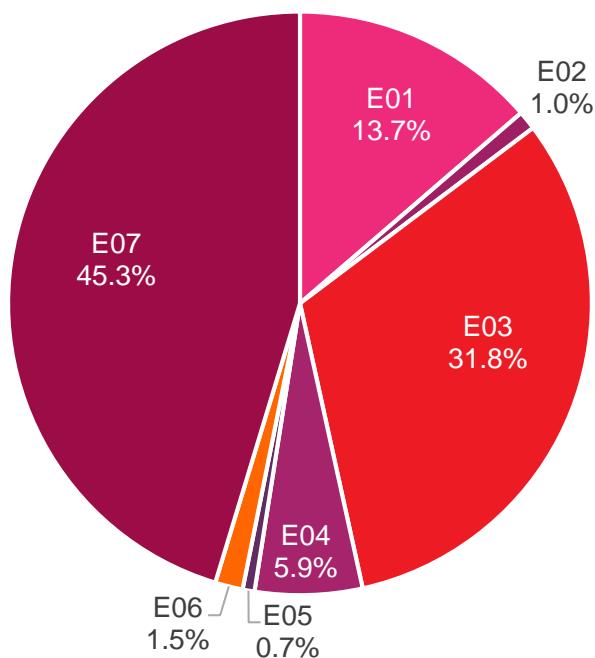
## SoCCs Menus

SoCCs Earning and Redeeming Menus were finalized after a SoCC-ratic dialogue with participants in which women voted on “socially good” activities they could carry out to earn SoCCs to redeem for micro-poultry kits.

### SoCCs Earning Menu from start till the 1st redemption:

| SN  | Activity   | Frequency     | iSoCCs | CommSoCCs |
|-----|--|---------------|--------|-----------|
| E01 | Women attending regular SHG meeting                              | Twice a month | 15     | 3         |
| E02 | Women bringing members who have not attended SHG meetings before | Twice a month | 10     | 2         |
| E03 | Women saving regularly   | Monthly       | 50     | 10        |
| E04 | Women taking oath against child marriage                         | Once          | 30     | 6         |
| E05 | Women bringing additional member (husband or mother-in-law)      | Once          | 20     | 4         |
| E06 | Women planting five Moringa trees                                | Once          | 50     | 10        |
| E07 | Attending hygiene awareness challenge                            | Once          | 50     | 10        |

### Percentage of Earned SoCCs by Menu Items



### Redemption

20 chicks

Women’s Sports Day/Movie Screening

### iSoCCs

300

### CommSoCCs

When each woman accumulates 40 CommSoCCs

After the first round of redemption, Earning Menus were re-visited, and certain items added to bring increased accountability like awarding SoCCs to ensure that moringa plants will continue to be taken care of and thrive and that chicks will survive under the care of the beneficiaries. Attendance at business literacy sessions has been made a priority to ensure that women acquire basic book-keeping skills and realize the importance of savings as well as re-investing partial profits from sale of poultry into buying new stock of chicks. Since SoCCs always prioritizes the good of the community, not just the individual, SoCCs have also been allotted for introducing the benefits of moringa to neighbors and sharing moringa cuttings with them.

### SoCCs Earning Menu modified after 1st redemption review:

| SN                                  | Activity  | Frequency     | iSoCCs |
|-------------------------------------|---|---------------|--------|
| 1                                   | Women attending regular SHG meeting   | Twice a month | 15     |
| 2                                   | Women bringing members who have not attended SHG meetings before                            | Twice a month | 5      |
| 3                                   | Women saving regularly  | Monthly       | 30     |
| <b>New Activities Added to Menu</b> |   |               |        |
| 4                                   | All five moringa trees thriving   | Monthly       | 25     |
| 5                                   | Sharing, cutting and introducing Moringa cooking to a neighbor who is not already using it. | Once          | 25     |
| 6                                   | All 20 chicks survived  | Monthly       | 100    |
| 7                                   | Attending business literacy sessions  | Monthly       | 50     |
| 8                                   | Bringing one new member to the business literacy session                                    | Monthly       | 25     |

## Organizational Structure

The organizational structure of the project remains consistent with the original proposal. There have been no significant staffing changes and the program continues to be managed by our local partner Shohratgarh Environmental Society, with the support of Asia Initiatives.

The scope of our program, however, has expanded from that proposed in the grant proposal. The number of beneficiaries we are targeting has increased from 450 to 498 and the number of participating villages has increased from 10 to 22 in Siddharthnagar District due to popular demand and the diligence of our local partner. Under this program now 22 Gram-Panchayats (Village admin) of 3 blocks are covered and mobilized. Experts and team members are jointly managing the capacity building of Self-Help Groups (SHGs), building blocks of the poultry cooperative which will be formed at the end of 3 years.

## Project progress during first half of grant period

### Accomplishments

Much work has been done during the first half of 2018 per below:

- A baseline survey was conducted with 498 women participants to better understand their conditions and needs.
- From February to August, 202 SHG meetings have been held, averaging 67 meetings per month.
- Three community events on reproductive health, nutrition and literacy awareness have been conducted so far. The objective of these events is to create awareness of the importance of reproductive healthcare, nutrition and literacy of women/girls, among community members and stakeholders, including frontline workers (ASHA – Accredited Social Health Activist, AWW – *Anganwadi* Worker, ANM – Auxiliary Nurse Midwife), and Panchayati Raj Members. Waste management is a growing issue in rural areas as use of plastic increases. Therefore, the team has organized meetings and discussed ways to “dispose and separate dry and wet waste” with all Self Help Groups.
- The project team has developed 2 nurseries of Moringa plants. Project team members have been overseeing the nursery sites and giving technical advice to farmers. As of August 31, all 498 members have planted 5 saplings of moringa each.

### Events

- In one community event, 191 attendees signed and took an oath to not get their daughters married till the legal age of 18. All SHG members, actively participated in key activities of the event such as the rally, the chutes and ladders game to signify constant use of hygiene practices, wall painting to highlight the importance of Moringa usage, the signature campaign against early marriage and the hand print activity to “Beat Plastic Pollution”.
- On April 2nd and 3rd, 2018 a consultation session was organized at the head office of Shohratgarh Environmental Society. Dr. U.B. Mall, a consultant and technical expert led a discussion on key topics, including micro-poultry rearing, feeding (nutrition), disease and immunization, shelter, etc. The project team was advised on project management for poultry rearing and related issues. Project coordinators and trainers facilitated group exercises and training sessions to inform participants of the project’s objectives and strategies.
- From April 10th to 12th, 2018, 12 group members and project staff participated in a 3-day training program on financial and business literacy at the head office of Shohratgarh Environmental Society. Financial and business literacy programs have also been conducted at villages in Birdpur and Gonaha. A total of 53 group members participated in a discussion on the training agenda and the importance of collective efforts in SHG exercises for financial improvement. SHG members have been informed on the importance of saving by community facilitators, many of whom have already begun saving.
- In early June, 200 selected beneficiary members who had earned 300 SoCCs and shown an interest in raising poultry redeemed the first batch of chicks. The chicks were fed and vaccinated before distribution. The second round of distribution occurred in August where another 168 women received the first batch of chicks.

- In June, two movies on women’s reproductive health, “Hello Periods” and “Diet during Pregnancy”, were shown to all groups and related discussions held, moderated by SES India staff.
- A community event was held on World Population Day, July 11, 2018 to reinforce the need for reproductive health care awareness and practice.



Image 1: Chicks Received as Redemption Items



Image 2: Planting Moringa Sapling

## Case Study

Seema Khaton has suffered from ill-health most of her life. Her family too has been plagued by easily-avoidable illnesses such as fevers and colds largely due to a lack of nutrition in their diets. Videos she saw in SHG meetings under the micro-poultry program alerted her to the long-term benefits of moringa.

She was one of the first SoCC members to plant her moringa saplings. Not wanting to wait for them to grow, she sourced the moringa leaves locally and started consuming them by grinding and mixing them with water. She also attended sessions on different ways to make and consume moringa and has begun drying the leaves, to make them into a powder.

She has encouraged several others to plant these trees in her backyard. Today Seema Khatoun is inspiring fellow women to plant moringa and partake in it's health benefits.



Image 3 Seema Crushing moringa leaves

## Challenges

The most pronounced challenge that the program currently faces is to ensure that the chicks survive in the heat and humidity. Before the monsoon season, the weather was particularly hot, and many of the chicks died despite vaccination prior to disbursement. During the first round of redemption, some of the women who met the SoCCs requirement lost all 20 chicks within the first couple of days. These were then replaced. Due to the heat and long-distance transport in tightly packed spaces, the chicks had become very fragile.

As a result of the poor conditions in the first round, the ground team consulted with local veterinarians and field experts to find solutions. We decided to postpone the next disbursement date until the temperature becomes cooler. In addition, the team is also working to find vendors that are located closer to the villages to reduce transport distance. There will also be trained professionals to help deworm the chicks and perform follow-up.

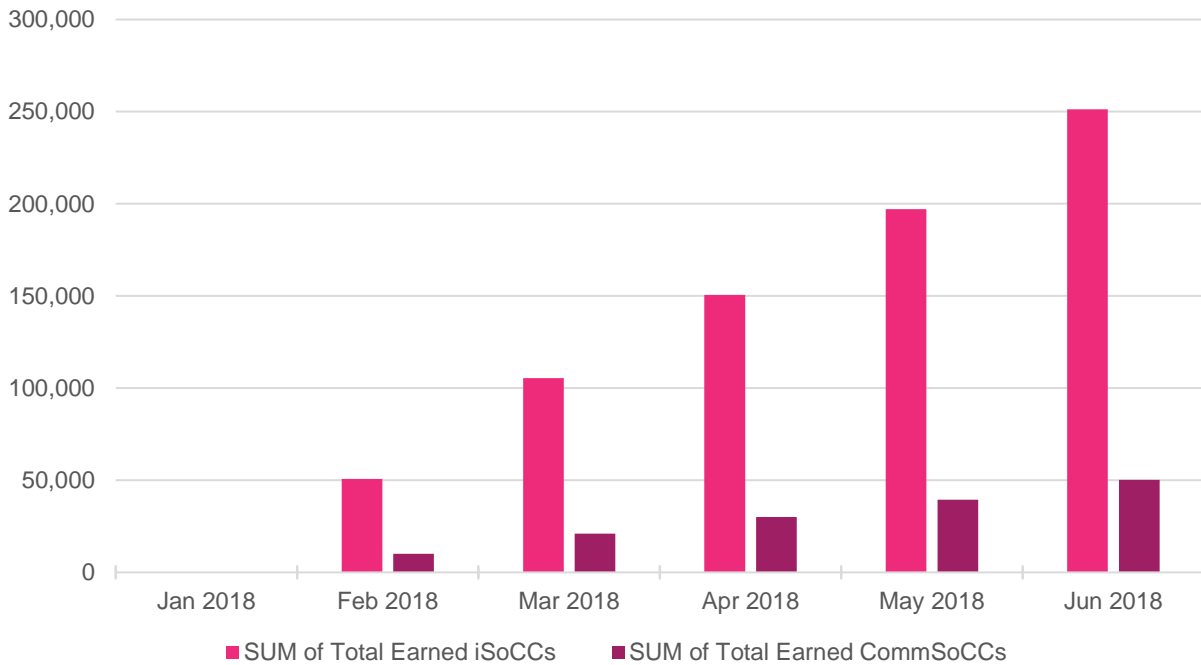
Despite the setback, we fully anticipate that the project will be completed and successful on schedule. There are several valuable lessons that the ground team has learnt:

- Social Capital Credits has proven to be a very valuable tool in bringing the community together to achieve common goals.
- Issue based video clips are helpful to facilitate group discussions on topics such as menstrual hygiene and waste management, as the literacy level is low. Having accurate information on menstruation will help reduce health problems for women.
- Building rapport by conducting group activities to increase active participation of group members, as well as communities, are significant.

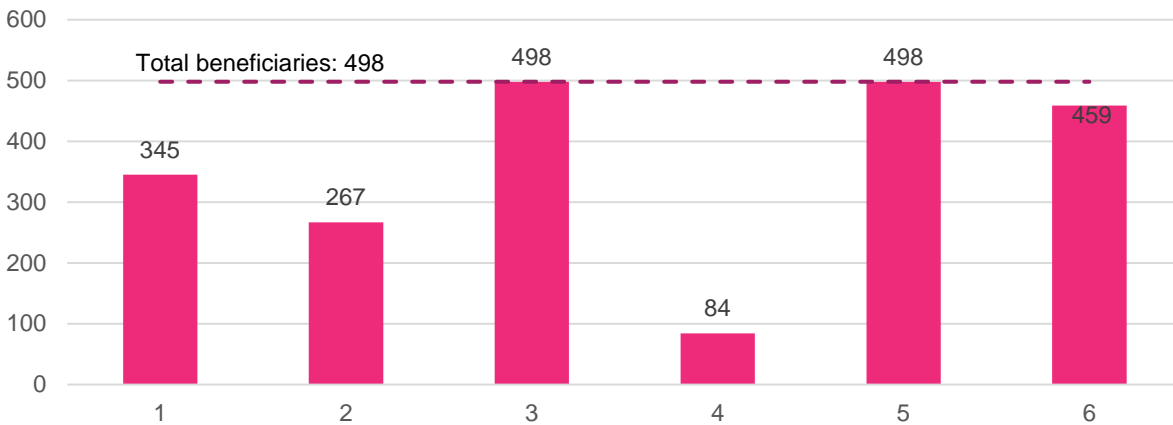
In the upcoming months, the team will prioritize the development of financial and business literacy trainings, conduct more issues-based discussion on the topic of personal hygiene and nutrition through group interactions and educational movie viewings. Data will be collected to inform and update group members on the progress. The ongoing challenge is to mobilize group members for the upkeep of the Moringa plantation and to motivate group members to participate regularly.



## Total Earned SoCCs



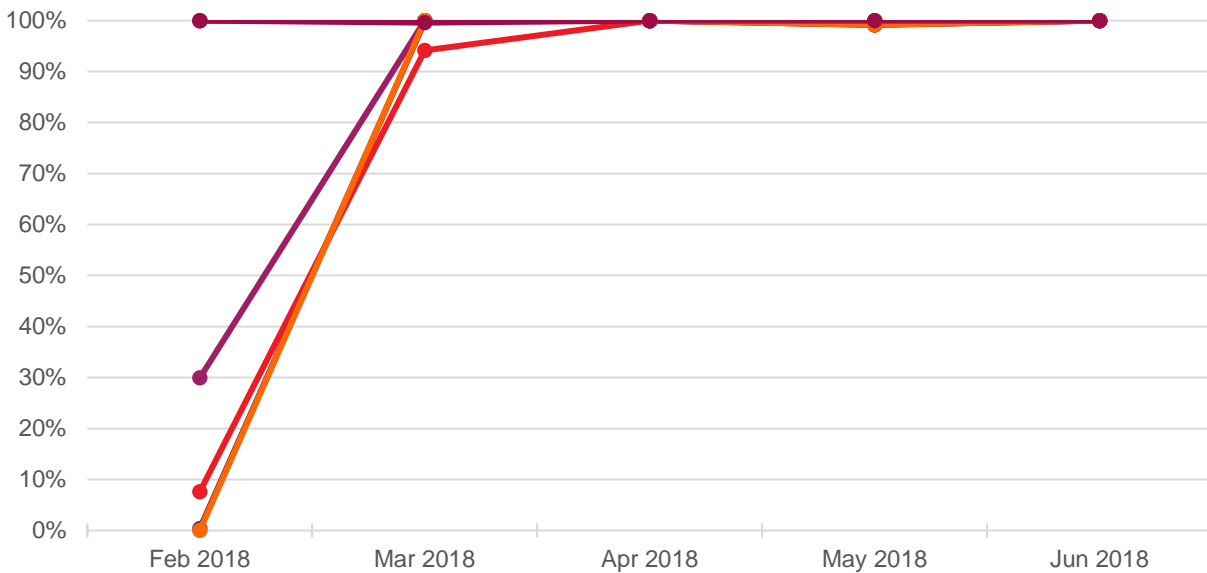
## Progress of SoCCs Earning Activity



1. Average no. of women contributing savings to SHG account per month
2. Women brought additional members who have not come before to SHG meeting
3. Women took oath against child marriage
4. Women brought additional members to oath taking (Husband/Mother-in-Law)
5. Women who planted moringa
6. Women participated in hygiene awareness challenge

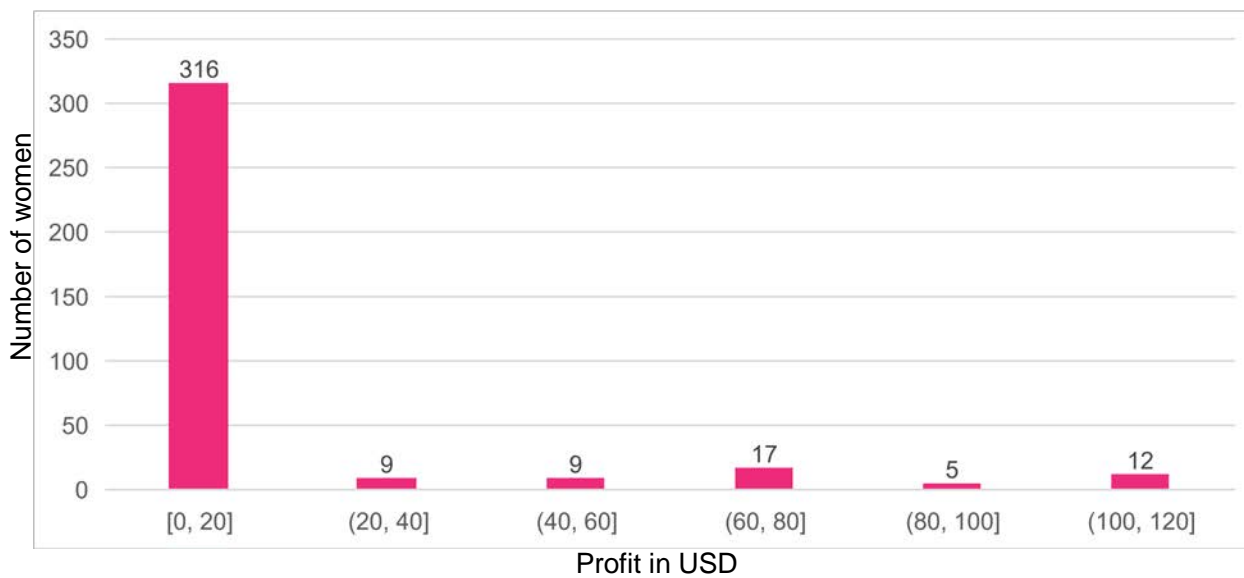
Note: The women who brought an additional member to SHG meetings, thereby introduced them to better reproductive health and hygiene practices and tools to achieve financial literacy.

## Members' Attendance by Earning Menu Activities



After the first month of launching the program, attendance rose steadily for each activity, eventually reaching 100% for all of them.

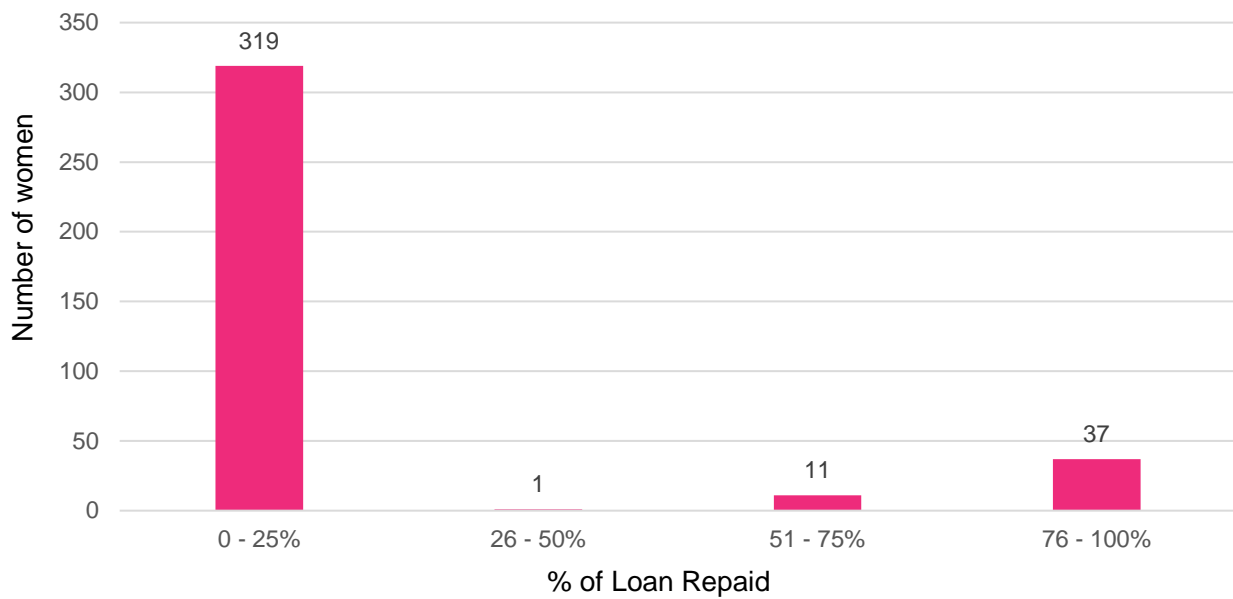
## Profit earned per woman



Note:

- This diagrams reflect results from 368 women who received the chicks in first phase. Out of the 368, 52 sold their chicks. 316 women posting no profit havent sold their chicks yet.
- 1 USD = 64 INR which was the foreign exchange rate at which SES received the grant

## % of Loan for chicks repaid to SHG with interest per woman



### Note:

- This diagram reflect results from 368 women who received the chicks in first phase.
- Each woman was given a loan amount to buy chicks which was repaid in part or full by the women who sold their chicks. Out of the 52 posting profit, 24 have repaid the loan in full.

## Key Performance Indicators (KPIs)

Baseline survey of all 498 participants was done at the onset of the program to learn and record the socio-economic status of women of target area.

| Activities   | Expected Results/Outcomes   | Actual Results/ Outcomes  | Criteria to Assess Outputs and Outcomes   | Notes   |
|--|---|---|---|---|
| <b>Poultry Farming by Women</b>  | The project will empower 498 women by providing them with practical skills in poultry keeping, business, marketing, and management. | 368 members received chicks, pots and feed.   | Regular physical financial records of each woman in poultry farming   | Result is awaited through sale of those chicks.   |
|  | Several women reinvesting parts of the profits in poultry farming or other income generation activity.                              |   |   | 52 women have sold their chicks and made total profit of \$3775   |
| <b>Working with Self Help Groups on imparting financial literacy, sensitizing on reproductive and sexual health, health and sanitation, gender equality, prevention of child marriage, promoting education for girls and better nutrition.</b> | Inculcate the savings and banking habits amongst community members  | <ul style="list-style-type: none"> <li>• 406 meetings were conducted</li> <li>• 34 new SHGs were formed ensuring that all participants are linked to a SHG</li> <li>• 159 women have opened bank accounts under <i>Pradhan Mantri Jan-Dhan Yojana</i> (PMJDY)</li> <li>• 43 women have taken benefit of <i>Sukanya Samriddhi Yojana</i> – a government backed, micro deposit scheme launched for the girl child in India</li> <li>• 105 beneficiaries have taken benefit of <i>Pradhan Mantri Jeevan Jyoti Bima Yojana</i> – a government backed, low cost life insurance scheme</li> <li>• 36 women have taken benefit of <i>Pradhan Mantri</i></li> </ul> | <ul style="list-style-type: none"> <li>• Number of groups engaged in saving</li> <li>• Number of women availing financial support or loan from SHG and engaged in income generation activities</li> </ul> | Group members were made aware of various avenues of saving and investment such as investing in government scheme. |

| Activities                            | Expected Results/Outcomes   | Actual Results/ Outcomes   | Criteria to Assess Outputs and Outcomes  | Notes   |
|---------------------------------------|---|--|--|---|
|                                       |   | <i>Suraksha Bima Yojana</i> – a government backed, low cost accident insurance scheme                                      |  |   |
|                                       | Increased knowledge and information of women on sexual and reproductive health, gender equality | 281 direct beneficiaries participated and spread information to another 3500 community members                             | Assessing increased knowledge and awareness of various issues (evaluation shall be pre and post project)                 | Base line survey completed. Final evaluation post completion of project |
|                                       | Reduction in child marriage   | All members have taken an oath against child marriage  | Local government participation records and cases   | Final evaluation post completion of project                             |
|                                       | Several moringa trees planted   | All 498 members planted 5 trees each   |  |   |
|                                       | Several women/ families adopting moringa in their food habits once a week.                      |  | Number of improved cases of women (anemic condition) and newborn babies' weight recorded on Village Health Nutrition Day | Final evaluation post completion of project                             |
| <b>Veterinarian Advice and Visit*</b> | Improved technical knowledge of community   | Project team and poultry farming members were made aware about chicken de-worming medicine and vitamins for healthy growth |  | Improved technical knowledge of community as well as of project team    |

\*Additional Outcomes



Image 4: Self-Help Group (SHG) Meeting



Image 5: Members Built Their Own Chicken Coop using resources available at home and in the community