

# SANKALP

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Quarterly  
Newsletter  
By

**Chhattisgarh  
Agricon  
Samiti**

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कबीरधाम के 50 गावों में

# 5982

बोरवेल

अतिदोधन की श्रेणी में आने की ओर

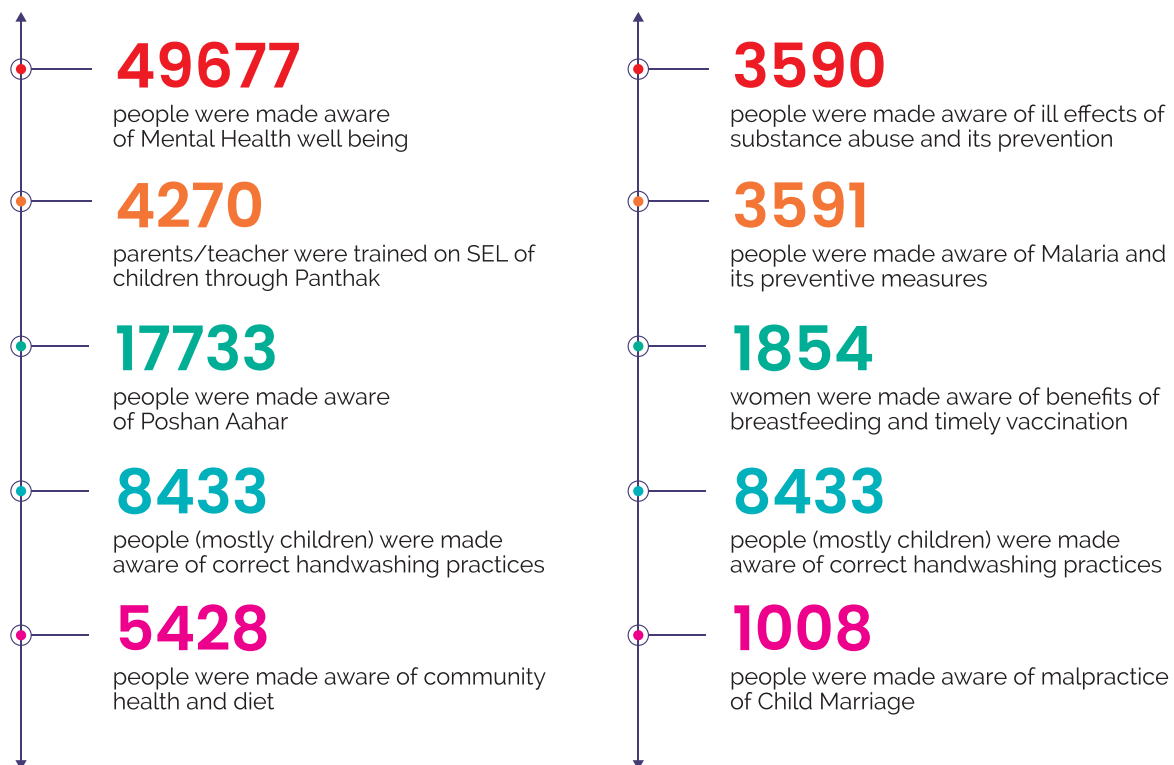
राष्ट्रीय जल सुरक्षा विभाग के अंतर्गत कबीरधाम जिले के पटिया और कपवाँ ब्लॉक भूजल दुष्प्राय के समाधान में राष्ट्रीय मिशन में पाठ पाठ

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### Highlights of the quarter







## IKEA Team Witnesses Landscape Restoration Interventions

On November 2nd, 2023, the IKEA Foundation team along with Commonland Foundation's team embarked on a transformative field visit to Kabirdham, Chhattisgarh, immersing themselves in rural landscapes to witness landscape restoration efforts. Collaborating with Chhattisgarh Agricon Samiti and Commonland Foundation, the IKEA team explored Kawardha and Pandariya blocks, engaging closely with local farmers. Annelies Withofs, Christina Bletsou, and Saurabh Jha from IKEA, accompanied by Mariken Van De Boogaard from Commonland, were distinguished visitors.

In Pandariya's villages of Bandha, Pauni, and Mahali, the team discovered innovative farming techniques such as Trichoderma in paddy fields, wood vinegar for plant growth, neem-based pest control, and Biochar for soil fertility. These sustainable methods not only cut costs but also enhance crop yields. Direct seeding of paddy and the cultivation of twenty resilient rice varieties showcased eco-friendly practices. Mr. Manas Banerjee and Ms. Manisha Motwani outlined program progress, addressing agricultural challenges.

The team visited Kavir Kisan Thiha-Domsara, exploring a soil testing laboratory and an exhibition based on the environment. Local women emphasized the importance of soil conservation, showcasing their commitment to land restoration. The visit, hosted by Commonland and Agricon, illustrated the power of collaboration and innovation in sustainable agriculture, providing valuable insights into the tireless efforts of the local community towards landscape restoration.







## Swayam Siddha Training: Part-2

On 18th Oct 2023, Mr. Manas Banerjee, the Secretary of Chhattisgarh Agricon Samiti, highlighted the essential qualities of a volunteer during a one-day training organized for Kavir Volunteers. He emphasized the importance of bringing people together, building trust, actively listening to their problems, and finding effective solutions through proper approaches. During the training, he discussed how Kavir Volunteers can engage in meaningful conversations with people, understanding their needs and priorities. The focus should be on addressing the most critical issues and ensuring equal participation in discussions. Recognizing the significance of helping people in specific areas and empowering them is crucial for effective volunteer work.

Mrs. Jaagrithi Garg, Project Co-Ordinator Youth Engagement & SBC shared insights on effective communication, emphasizing the need to express ideas in a way that resonates with others. The dialogue process was explained as a means for Kavir Volunteers to connect with communities and convey their thoughts without any constraints.

Mr. Abhishek Singh SBC Specialist UNICEF underscored the impact of small behavioural changes on addressing climate change. He encouraged youth to utilize their time positively and engage with platforms like Kavir for personal growth and community development.

Incorporating information on women and child nutrition, he stressed the importance of a balanced diet during pregnancy and the early years of a child's life. The need for timely vaccinations and regular health check-ups for pregnant women and infants was also emphasized.







## Mr. Dilip's visit to the fields

Mr. Dilip Kumar Rout, assistant scientist from IRRI visited Mangsa village in Raipur district and Mahli village in Kabirdham district. His meticulous exploration of on Farm Trial plots, mini-kit fields, and the Rice Varietal Cafeteria fields at IGKV Raipur provided a comprehensive understanding of the diverse rice varieties and their performance in the local context.

Through photography and engagement with farmers, Mr. Rout documented the preferences and perceptions of the farming community regarding the 20 different rice varieties.

The data collection encompassing plant height, tiller count, panicle length, lodging percentage, disease and insect incidence, and effective panicle count, offered a detailed assessment of crop growth, health, and overall performance. This data serves as a crucial resource for researchers and agricultural stakeholders, aiding in evaluating a variety of effectiveness, implementing control measures, and making informed decisions for further research and agricultural advancements.

Furthermore, the adherence to IRRI guidelines during harvesting ensured uniformity and standardization in crop management practices, contributing to the reliability and credibility of the study's outcomes. Overall, Mr. Rout's meticulous documentation and data collection have significantly enriched our understanding of rice cultivation practices, variety preferences, and crop performance in these regions, offering a foundation for future research and agricultural enhancements.







## Training on Program briefs for the Head Office team at Raipur

On December 5, 2023, at the Head Office in Raipur (HO-Raipur), Project Coordinators Danish K Hussain, Jaagrithi Garg, and Manisha Motwani presented their projects to the head office team, elucidating the approach employed in the field. The presentation included a comprehensive overview of their goals, as outlined in the strategy documents. Ms. Hussain delved into the realm of mental health and its associated work areas, Mrs. Garg provided detailed insights into Social and Behavior Change Communication (SBCC), and Ms. Motwani shared valuable information about the environment and ecosystem.

In their respective closing remarks, Mr. Manas Banerjee, Secretary, CAS underscored the pivotal role of strategic planning and implementation. He elucidated how the team could effectively achieve their goals while aligning them with the overarching strategy document of CAS. This emphasis on strategic alignment aims to ensure a cohesive and impactful approach to project execution and success.







## Empowering Communities: Clean Hands for All on Global Handwashing Day

In a spirited celebration spanning five districts, Global Handwashing Day observed on October 15th with great enthusiasm as part of various youth programs. This event, designed to promote proper handwashing techniques, took center stage in creating awareness through dynamic campaigns in schools and communities, with the dissemination of a global message — “Clean Hands for All.”

This initiative, strategically integrated into ongoing youth programs across five districts- Bijapur, Bastar, Kondagaon, Bilaspur, Kawardha aimed not only to educate but to instill a culture of regular hand hygiene within communities. The multi-faceted approach employed during Global Handwashing Day underscored the importance of handwashing in preventing the spread of diseases, particularly pertinent in the current global health landscape.

### Awareness Campaigns

The heart of the celebration lay in a series of awareness campaigns conducted in urban and rural settings alike. Youth volunteers, armed with information on proper handwashing techniques, engaged with community members, emphasizing the impact of clean hands on overall health. Street plays, informative pamphlets, and interactive sessions contributed to a lively and impactful campaign that resonated with diverse demographics.

### School Visits

Recognizing schools as pivotal hubs for knowledge dissemination, the campaign involved visits to educational institutions. Students were not only educated about the science behind effective handwashing but were also encouraged to become ambassadors of hygiene within their families and communities. The ripple effect of such initiatives within schools ensures that the message reaches homes, creating a lasting impact.







### Quantifiable Impact

Records from this quarter highlight the substantial impact of these efforts, with approximately 8,200 individuals now equipped with knowledge about proper handwashing practices. The numerical representation reflects a tangible stride towards cultivating a healthier and more informed society.

### Global Message: "Clean Hands for All"

The overarching theme, "Clean Hands for All," reverberated through every campaign, school visit, and interaction. This global message encapsulates the inclusivity of hand hygiene, recognizing it as a fundamental right accessible to every individual. The commitment to ensuring clean hands resonated as a shared responsibility, transcending boundaries and demographics.



In conclusion, the celebration of Global Handwashing Day within the context of ongoing youth programs across five districts has proven to be a resounding success. The collaborative efforts of passionate volunteers and engaged community members have not only raised awareness but have sown the seeds for a cultural shift towards prioritizing hand hygiene. As we reflect on this quarter's achievements, the impact of "Clean Hands for All" continues to ripple through communities, fostering a healthier and more resilient society for all.







## Discussion with KAVIR KISAN for Upcoming Plans

On December 19, 2023, in anticipation of the upcoming year, a significant meeting took place in Jarti Block, Kawardha, involving Kavir farmers. The session, led by Mr. Manas Banerjee, Secretary of CAS, and Manisha Motwani, Program Coordinator for CHIRP, brought together farmers from various blocks. During the gathering, participants enthusiastically shared their experiences and insights.

Farmer Sanjay Yadav from Khairipar highlighted the noteworthy transition to natural farming methods within the Kavir group, showcasing a reduction in pesticide usage and the adoption of organic fertilizers. Bhagwat Verma from Naudih discussed the success achieved through the System of Rice Intensification (SRI) and the positive outcomes of incorporating biochar in fields, leading to improved plant growth.

The meeting centered around knowledge-sharing, emphasizing sustainable farming practices. Omprakash Chandrakar from Pandariya Block, Mahli village, shared his positive experience with Kavir, showcasing the benefits of adopting organic methods for cultivating healthy and productive crops. In a forward-thinking move, Mr. Banerjee encouraged experienced Kavir farmers to take on the role of trainers in the upcoming season, promoting self-confidence and facilitating practical knowledge-sharing.

The future outlined during the meeting included the establishment of 50 orchards in Kawardha and Pandariya blocks, collective plantation initiatives on community land, and the promotion of sustainable agriculture practices such as direct sowing, alternate wetting and drying, and the use of bio-fertilizers and manures. Additionally, a proposal was put forth for the creation of a local biochar production unit, urging farmers to establish labs for microbial production.

The meeting concluded with expressions of gratitude from Dhaniram Yadav, a farmer, who highlighted the positive impact of being a part of the Kavir Kisan group. The session underscored the collaborative efforts and shared commitment of the farming community towards sustainable and progressive agricultural practices.







## UNICEF's Conversations for Social Change' Resonates in New Delhi

In a transformative gathering on November 15, 2023, UNICEF orchestrated the 'Conversations for Social Change' event at the India Habitat Centre. The event featured inspiring stories from panellists where in Ms. Kalawati Poyam (volunteer) and Ms. Danish K Hussain (Program coordinator), representing Yuvoday and CG Agricon Samiti, respectively were also part of the panel. They shared insightful discussions on community-driven initiatives, challenges, and positive transformations garnered praise from national and international delegates.

Distinguished guests, including Dr. Zoya Ali Rizvi and Ms. Smriti Sharan, Mr. Dennis Christian Larsen, New Chief of Social & Behaviour Change, UNICEF India added charm to the event with their addresses, reinforcing the importance of collaborative efforts. The event explored themes of social behaviour change, challenges in remote communities, and the vital role of community-driven interventions. With approximately 70 selective participants from diverse sectors, 'Conversations for Social Change' emerged as a platform fostering meaningful dialogue and collaboration.

In conclusion, the event showcased UNICEF's and implementing agencies commitment to positive societal transformations, emphasizing the power of collective action in addressing social challenges. The 'Conversations for Social Change' event stands as a beacon of inspiration for those dedicated to making a difference at the grassroots level.







BLOGS

## My Journey from Bastar to Delhi

*Overcoming Fears and Embracing Change*

Embarking on a journey from a village Bastanar in the remote Bastar district of Chhattisgarh to the bustling city of Delhi was not just a spatial transition for me but a transformative experience that challenged my fears and broadened my perspective.

### **Facing Initial Anxiety:**

As a young girl residing in a small village in the LWE affected Bastar region, the prospect of traveling to Delhi, a city known for its size and diverse population, filled my mind with numerous questions and fears. How would I communicate with people in such a vast city? What if I couldn't express myself effectively? These concerns loomed large, and I found myself grappling with self-doubt.

### **Seeking Guidance and Encouragement:**

Expressing my fears to my family and friends, especially the district coordinator Bholararam Shandilya from Yuvodaya, became crucial. Their encouragement and support played a pivotal role in boosting my confidence. They reassured me that this opportunity was a positive turning point, urging me not to succumb to fear but to face it with courage.

### **Overcoming Fear of Air Travel:**

The journey to Delhi involved taking a plane, a mode of transportation I had only seen from a distance. Hearing about air travel's safety and comfort did little to ease my anxiety. The thought of leaving my small village to enter a bustling metropolis intensified my trepidation. However, with unwavering determination and the encouragement of my family and friends, I pushed past my fear and prepared myself for the journey. Yes, I did scream a little when the flight took off.

### **Empowering Conversations:**

Upon arriving in Delhi, I was exposed to a myriad of experiences and diverse perspectives. The National Museum and the bustling Mina Bazaar fascinated me, but what truly enriched my journey were the conversations with people from different states. Listening to their stories and learning about their life experiences brought about a significant shift in my understanding of life and community dynamics.



### Exploring Delhi's Vastness:

Delhi's vastness and the sight of the expansive airport with numerous airplanes lined up further emphasized the enormity of the city. Initially overwhelming, the experience gradually transformed into a source of inspiration, signifying the endless opportunities and diversity that Delhi had to offer.

In retrospect, my journey from Bastar to Delhi was not just a physical excursion but a remarkable highlight of personal growth. Overcoming initial fears, I realized that embracing change and stepping out of one's comfort zone can lead to invaluable experiences and insights. Delhi, with its vibrant culture and diverse population, left an indelible mark on me, shaping my perspective and fostering a newfound confidence. This journey was not just a trip; it was a transformative chapter in my life, symbolizing the limitless possibilities that await those who dare to dream and explore beyond the familiar confines of their comfort zones.

### ■ Kalawati Poyam







## Dr. Anil Kotasthane's Visit to Kabirdham

On December 11, 2023, a monthly meeting convened in the village of Domsara, Pandaria, brought together farmers from Pandaria and Kawardha blocks. District Coordinator Deepak Bagri presided over the session, extending a warm welcome to Dr. Anil Kotasthane, a distinguished senior scientist from Indra Gandhi Agricultural University.

The focal point of the meeting centered on the farmers' experiences with the application of Trichoderma, a bio-fertilizer, in paddy fields during the Kharif Season.

During the interactive session, farmers from Pandariya and Kawardha blocks shared their insights on the positive impact of Tri-coderma on rice production. The yield increase ranged from 2 to 10 quintals per acre. These discussions extended to exchanging information on upcoming crops, and the farmers sought valuable advice on protecting their crops from pests and diseases.

Dr. Kotasthane actively engaged with the farmers, providing practical guidance on seed treatment using Tri-coderma for the upcoming Rabi season. He underscored the benefits of seed treatment with Trichoderma culture, particularly in controlling diseases in chickpea cultivation.

The collaborative exchange of experiences and expert guidance in this meeting serves as a testament to the continuous efforts towards enhancing agricultural practices and productivity in the region.







## Agricon's participation in workshop by FES at Jagdalpur, Bastar

Mr. Manas Banerjee, secretary, CAS, and Ms. Manisha Motwani, Project coordinator participated in a two-day workshop focused on landscape rejuvenation and ecosystem restoration, held on December 11th and 12th, 2023, in Jagdalpur.

The workshop featured valuable insights from Dr. Satish Sharma, a retired Assistant Conservator of Forests from the Rajasthan Forest Service, who shared region-specific and eco-friendly practices, emphasizing the importance of sustainable approaches.

The workshop included field visits and hands-on training sessions, providing participants with practical experiences to enhance their understanding of landscape rejuvenation. The active involvement of the District Forest Officer for Kanger Valley, Mr. Dhamsheel Ganveer, added significant value to the program, elevating its overall significance. This collaboration exemplifies a collective effort towards environmental sustainability, fostering awareness and promoting responsible practices for landscape rejuvenation.

The knowledge gained from the workshop has contributed to our evolving approach for planning future interventions in Kabirdham, aligning our strategies with eco-friendly and sustainable practices. The workshop not only served as a platform for knowledge exchange but also demonstrated a commitment to community impact and the shared goal of environmental conservation.







## A Week of Community Engagement

### Bridging Conservation and Culture in Rural India by Yuvoday Van Mitran

On the account wildlife conservation day, weeklong activities were conducted from 1st October to 7th October 2023. The events unfolded in the rural landscapes with the community heads, blending the spirit of marathon running, cleanliness drives, and wildlife conservation. Organized under the theme of "Marathon Run and Cleanliness for Wildlife Conservation," these initiatives aimed at fostering awareness and active participation among the local communities. This event was organised with the support of the team of Kanger Valley national Park, Forest Department and Mr. Ganveer Dhamsheel (IFS- DFO wildlife Kanger valley) who played a pivotal role in guiding and successfully running this campaign.

#### Day 1: Marathon and Wildlife Conservation

The week commenced with a marathon run, symbolizing the community's commitment to both physical well-being and the protection of wildlife. Participants enthusiastically embraced the challenge, contributing to the larger cause of biodiversity conservation.

#### Day 2: Discussions with Villagers

On the second day, engaging discussions were held with the rural communities. The exchange of ideas and experiences created a platform for locals to voice their concerns and insights regarding wildlife conservation, fostering a sense of collective responsibility.

#### Day 3: Rangoli Competition via WhatsApp

Innovatively using technology, a rangoli competition was organized across villages, with participants sending in their vibrant creations through WhatsApp. This not only showcased artistic talents but also spread the message of wildlife conservation in a visually appealing manner.





#### Day 4: Solo and Group Songs for Wildlife Conservation

A unique program was conducted on the fourth day, featuring solo and group songs that revitalized and brought forward traditional tunes from the village. The performances aimed to revive old songs and dances while emphasizing the importance of wildlife conservation within the community.

#### Day 5: Speech Competition on Wildlife Conservation

Empowering the locals to articulate their thoughts, a speech competition was organized. Participants crafted informative and inspiring speeches on wildlife conservation, presenting them through video submissions to reach a wider audience.

#### Day 6: Bird Watching and Biodiversity Camp

An immersive experience unfolded on the sixth day with a bird watching camp, highlighting the rich biodiversity of the region. The event provided an opportunity for community members to connect with nature and understand the importance of preserving the ecological balance.

#### Day 7: Gulel Competition and Painting Program

The week concluded with a Gulel competition and a painting program in Mavlipadar a village. This event aimed to address the challenges of human-leopard conflict by implementing innovative solutions. Through painting, the community expressed their commitment to coexisting harmoniously with wildlife.

In summary, this week-long series of events showcased the dynamic blend of cultural revival, environmental consciousness, and community collaboration. This event culminated with an event hosted by forest department where Mr. Ganveer Dhamshil (IFS- DFO wildlife Kanger valley) praised the collective efforts of Van Mitran volunteers and the community for the success of the program. The initiatives not only fostered a sense of pride in local traditions but also instilled a renewed dedication to the conservation of the region's unique wildlife. The success of these programs serves as a testament to the power of community engagement in creating a sustainable and harmonious future for both people and wildlife.





## UNICEF and Idea Organization Review Community Mental Health Initiatives in Kondagaon

Under the directive of Collector Mr. Deepak Soni Kondagaon District, Yuvoday Kondanar Champs an initiative supported by UNICEF and Idea Organization, organized activities to enhance community mental health. The team from UNICEF and Idea Organization, including Daniel Selva, Snehal Rathore, Dr. Pooja Saxena, and Miss Anita, conducted a comprehensive overview of the initiatives.

The members explored various techniques, including community awareness, FLW (Frontline Worker) support in schools and Anganwadi centres, and engagement of Yuvoday Kondanar Champs volunteers. They gathered information on the use of different technologies for enhancing community mental health. They also discussed the use of posters and banners for community awareness, organized group discussions, and employed digital media to raise awareness. Additionally, efforts were made to educate people through programs and the use of technology to keep them informed. The community's active participation and engagement were appreciated and were noted as crucial elements in promoting mental health awareness.





## Empowering Democracy: Volunteer Awareness on voting through SVEEP Initiatives

In the vibrance of democracy, the influence of individual voices shapes the trajectory of the nation. Recognizing the importance of citizen engagement in the electoral process, initiatives like the Systematic Voters' Education and Electoral Participation (SVEEP) have emerged as catalysts for change. Volunteer awareness, particularly through grassroots organizations such as Yuvoday in Bastar, Kodanar Champs in Kondagaon, Manobal in Bilaspur, and Bijaduteer in Bijapur, plays a crucial role in enhancing the reach of such great initiatives.

The Systematic Voters' Education and Electoral Participation (SVEEP) program, spearheaded by the Election Commission of India, is a dynamic initiative aimed at maximizing voter participation through education and awareness. At its core lies the belief that an informed voter is the bedrock of a robust democracy. Through strategic planning, SVEEP engages with volunteers to disseminate information, raise awareness, and instill a sense of responsibility among citizens.

Volunteers from Yuvoday, Kodanar Champs, Manobal, and Bijaduteer served as torchbearers of democracy, carrying the flame of awareness to every corner their respective working districts Bastar, kondagaon, Bilaspur and Bijapur. Their role is instrumental in bridging the gap between administration and citizens, ensuring that every eligible voter is not only aware of their rights but also understands the impact of their participation.





Volunteers under the SVEEP initiatives were catalysts of change by organizing community events, conducting awareness drives, and leveraging various platforms to educate citizens about the importance of voting, the electoral process, and the significance of their role in contributing to the democratic process.

Volunteer-driven awareness campaigns serve as a powerful force in demystifying the complexities of the electoral process. These volunteers act as liaisons between election authorities and citizens, simplifying information and encouraging active participation. Through workshops, street plays, and interactive sessions, volunteers foster a culture of electoral literacy, empowering citizens with the knowledge needed to make informed choices during elections.

The impact of volunteer awareness on voting extends beyond individual actions, creating a ripple effect within communities. Volunteers' efforts inspire others to become actively involved in the democratic process. As citizens grasp the significance of their votes, the collective strength of the electorate grows, creating a democracy that is truly representative of the people.

Volunteer awareness initiatives under the SVEEP banner, with active participation from volunteers like Yuvoday in Bastar, Kodanar Champs in Kondagaon, Manobal in Bilaspur, and Bijaduteer in Bijapur, are indispensable in nurturing a culture of informed and active citizenship. As volunteers tirelessly advocate for the power of the vote, they pave the way for a stronger, more resilient democracy. Their efforts echo the sentiment that every vote counts, every voice matters, and through collective engagement, citizens become architects of their own democracy.





## Central Minister Dr. Anurag Singh Thakur Graces Event, Showcasing Vibrancy and Commitment

### Yuva Utsav Shines as a Beacon of Youth Engagement and Government Initiatives

In a spectacular showcase of youth enthusiasm and government initiatives, the 'Yuva Utsav' held at Rawatpura Sarkar College in Raipur on the 5th of October, 2023, left an indelible mark on the participants and attendees. Organized by the state NYKS, the event brought together diverse stakeholders, including government departments, NGOs, and prominent personalities.

The event's primary objectives were to highlight youth engagement and shed light on various government schemes. The bustling atmosphere with over 2000 youth was a testament to the meticulous preparations undertaken that day.

The event witnessed the esteemed presence of Dr. Anurag Singh Thakur, the Central Minister for Sports and Youth Affairs, as the guest of honor. The minister took a keen interest in various stalls, including one manned by collaborative efforts of UNICEF and CAS, led by Jaagrithi Garg (PC youth engagement) and Danish Khatoon (PC community mental health). The duo, along with other dignitaries, briefed the minister on Yuvoday initiatives in Bastar and the Manobal intervention program in Bilaspur, focusing on mental health and behavioural change through Be-Club activities.

A standout moment occurred when the Central Minister actively participated in the fortune-teller game, showcasing his support for mental health activities. The event successfully attracted around 2000 attendees, fostering interactions among PCs, DCs, BCs, volunteers from CAS, UNICEF, government officials, NYKS officers, and the distinguished guest of honor.

The outcomes were significant, providing valuable experience in setting up stalls on mental health and facilitating connections with diverse audiences across state departments. The 'Yuva Utsav' not only achieved its objectives but also became a platform for collaboration, dialogue, and shared commitment towards empowering the youth and promoting government schemes.





## Noni Johar 2.0

A Celebration of Mental Health, Girls' Leadership, and Well-being- Empowering Youth, Redefining Narratives, and Fostering Dialogue for a Brighter Tomorrow

The two-day extravaganza, Noni Johar 2.0, unfolded with a focus on celebrating life, addressing mental health challenges, and promoting the leadership and well-being of girls. Organized by UNICEF in collaboration with DPR Chhattisgarh, Alliance for Behaviour Change, CG Agricon Samiti, and We the People, the event marked the occasion of International Girl Child Day and World Mental Health Day on October 10th and 11th, 2023 respectively.

The program's objectives were multi-faceted, ranging from raising awareness about mental health to empowering adolescent girls with knowledge and honouring local young champions. Stakeholders from diverse backgrounds, including youth, international organizations, civil society, grassroots leaders, government departments, and women leaders, actively participated.

Keynote addresses by Chetna Desai and Abhishek Singh from UNICEF set the stage, followed by engaging ice-breaking sessions introducing mental health to young participants. Insightful panel discussions on adolescent mental health, moderated by Manas Banerjee, provided a comprehensive overview. The event showcased the significance of mental well-being through various activities, including participative interactions, theatre performances, and discussions led by industry experts.

The star-studded lineup included Ms. Smriti Kalra, Bollywood actress, who engaged participants in an open discussion titled 'Chiriya: Socializing with Smriti.' The event successfully addressed challenges associated with identifying mental health issues, seeking help, and community awareness. Discussions on women's leadership highlighted the importance of dismantling stereotypes, overcoming biases, and promoting a conducive environment for career growth.

Outcomes included enhanced community understanding of mental health, open conversations among youth, and a renewed commitment to women's leadership. The event also emphasized the responsibility of media in changing the narrative around crimes against women and promoting holistic stories.

In conclusion, Noni Johar 2.0 emerged as a platform that not only celebrated life but also catalysed meaningful conversations, fostered understanding, and ignited a collective commitment to building a society that champions mental health, girls' leadership, and overall well-being.



## Chhattisgarh Agricon Samiti's Women Staff Shines at Noni Johar 2.0

In a remarkable display of commitment and empowerment, the women staff of Chhattisgarh Agricon Samiti made a significant impact at Noni Johar 2.0, the two-day celebration focusing on mental health and girls' leadership. CG Agricon Samiti, known for its dedication to agricultural development mental health and SBC, showcased a different facet by actively participating in the event organized by UNICEF.

Danish H. Khatoon, Program Coordinator was also a panellist who spoke on challenges on field during community engagements of mental health, the other women were Jaagrithi Garg, Manisha Motwani and Ananya Jha (program coordinators) and Ritika Dewangan and Parvati from the back office from Chhattisgarh Agricon Samiti played vital roles throughout the event. They were engaged in different activities. CAS's commitment to fostering awareness and knowledge about mental well-being was evident in their interactive sessions and collaborative efforts with UNICEF and other organizations.

Their active involvement highlighted the organization's dedication not only to agricultural advancements but also to broader societal issues, emphasizing the holistic development of the community.

In aligning with the objectives of Noni Johar 2.0, the women of Chhattisgarh Agricon Samiti emerged as catalysts for change, promoting dialogue, empowerment, and community well-being. Their participation exemplifies the organization's commitment to a more inclusive and progressive society in Chhattisgarh.







## Online-Talk Show Kalpana Thaiwat and Yogesh Purohit–MH

On 30th October 2023 an Online talk show was organised in collaboration with Alliance for behaviour change & Chhattisgarh Agricon samiti on "Mental Health and the Role of the Community" the guest speaker for this talk show was Ms. Kalpana Thawait who is currently working as a field worker on Mental Health along with Mr. Yogesh Purohit, District coordinator Manobal Program Bilaspur.

**Introduction of the Individual and Organization:** The session commenced with an introduction to the guest speaker, Kalpana Thawait, a dedicated field worker. The moderator, Yogesh Purohit, highlighted the significance of mental health and the vital role played by the community in addressing related issues.

**Discussion on Mental Health:** Kalpana spoke on mental health, emphasizing that it is not an illness but often gets overlooked due to a lack of awareness. She shed light on how mental health is perceived in different situations, including one's thoughts, behaviour, emotional management, and coping abilities.

**Comparison Between Mental and Physical Health:** Kalpana elucidated the distinction between mental and physical health, emphasizing that while physical health is visible, mental health is not. She explained that mental health is experienced through behaviour changes of a person, which can only be understood through careful observation and interaction.

**Community Perception of Mental Health:** The discussion touched upon how communities perceive mental health issues. Kalpana highlighted the prevalent lack of awareness, leading to societal misconceptions and stigmatization. Instances were shared where individuals facing mental health challenges were often misunderstood or socially isolated.

**Real-Life Incident of Community Support:** A real-life incident was presented where the community, with the assistance of the Agricon Team, actively supported an individual named Khushi. Khushi, facing mental health challenges due to personal issues, received understanding and assistance from the community and the team, leading to a positive transformation in her life.

**Conclusion and Hope for the Future:** The session concluded with the hope that through community involvement and awareness initiatives, individuals like Khushi can lead fulfilling lives with dignity and restored self-confidence.

This insightful discussion highlighted the critical role of communities in understanding and supporting mental health issues, fostering an environment of empathy, and breaking the stigma associated with mental health challenges.

# Voices from the field

## Feedback from the co-existence training at Achhoti



**Bhagwat Chandrakar**

Bhagwat Ji stated that human life is very important. While everyone receives education, they tend to forget ethics. He expressed gratitude for the opportunity to understand the utility of humanity and discussed organic farming. He

emphasized the need to consider how we are harming the earth by using pesticides and stressed our duty to give back to nature instead of just taking from it.



**Samlia Sahu**

Samlia Ji mentioned that due to the pursuit of money, people have forgotten about the health of the earth and the importance of relationships. He highlighted the need to realize our connection with

nature and understand our responsibility to preserve it. He expressed gratitude to the Chhattisgarh Agricon Samiti, Dr. Sanket Thakur, and the entire team of Abhuday Foundation.



**Narayan Chandravanshi**

He stated that continuous exploitation of nature is occurring, and it is crucial to understand the nourishment of nature as our duty. Human beings need to become complete by taking care of their nature. He expressed gratitude to the Chhattisgarh Agricon Samiti, Dr. Sanket Thakur, and the institute.



**Sudha Bandhekar**

Sudha Ji emphasized the importance of understanding fundamental human qualities and maintaining a balance with nature and relationships. She thanked the Chhattisgarh Agricon Samiti, Dr. Sanket Thakur, and the Abhuday Foundation.



**Birjadevi Sahu**

She spoke about providing crops with the necessary quantity of fertilizer just as we consume food according to our hunger. She emphasized the need to increase awareness of coexistence and human values.



# Voices from the field

## Volunteer Experience at NONI JOHAR 2.0 at Raipur



### Supriya



From the village of Mahali in the Pandariya block, Supriya shared her enriching experience of learning and gaining insights from the Noni Johar event. Meeting experienced individuals with inspirational thoughts was a highlight for her.

Mental health sessions provided valuable knowledge, with Supriya emphasizing the growing need for mental health awareness in today's society. She appreciated a session conducted by Vibhuti Duggar, where participants wrote hopeful letters, revealing the extent of loneliness people experience. Supriya also highlighted the importance of empowering women to walk shoulder-to-shoulder with men in society. The event provided insights into how volunteers can contribute to the progress of their community and country.



### Saraswati Chandravanshi



From the village of Daujari in the Kawardha block, Saraswati Chandravanshi participated in the Noni Johar Kavir Volunteer. She expressed her delight in joining Noni Johar, stating that numerous volunteers from different districts came together to contribute to societal development. Observing the diverse group of volunteers working in various areas, she learned a great deal. Engaging in various activities during the event, she found it to be a positive experience. She emphasized the importance of sharing one's thoughts with others, stating that it can alleviate many life challenges. Learning how to maintain mental well-being was another valuable lesson she gained from the event. Additionally, she highlighted the significance of educating girls on self-defense in adverse situations, empowering them to protect themselves.



### Yogeshwari Sahu



Hailing from the village of Pauni in the Pandariya block, Yogeshwari Sahu expressed that Noni Johar is an excellent platform for girls to learn how to progress in life. She emphasized that girls can excel in various fields and balance home and office

responsibilities just like boys. Learning to communicate effectively with others reduces stress and fosters mutual understanding. Yogeshwari admired the numerous volunteers who have made significant contributions to society, serving as a great source of inspiration.



### Mukesh Dhurve



Mukesh expressed that participating in Noni Johar's program provided an opportunity to learn new things. He found out about mental health and learned how to maintain it. Self-defense skills were taught for future use. Vibhuti Duggar's session was insightful. Interactions with senior volunteers allowed understanding and connecting with each other. Discussions with all volunteers on contributing to Kondagaon district and collaborating were helpful. Thanks to Kavir for the opportunity to learn and explore.



## BLOGS

## Beyond Greenery: Understanding the Web of Nature

In this quarterly update, I am eager to share profound insights gained from a recent ecosystem restoration workshop, shaping my perspective and our approach to environmental stewardship. This workshop served as a profound awakening, reshaping my perspective on how we perceive and interact with the environment. The essence of the workshop lies in understanding the interconnectedness of every element in nature, from the microscopic organisms to the towering trees. It underscored the delicate balance that exists in ecosystems, a balance that is often disrupted, albeit unintentionally, by human interventions.

What became glaringly evident is the unintentional disturbance we cause to the natural management systems that have evolved over centuries. Our well-intentioned efforts sometimes unknowingly interfere with the finely-tuned equilibrium that nature has established. This realization has become a guiding principle in my approach to landscape restoration – an approach that now acknowledges the intricacies of the relationships within ecosystems.

Central to this newfound understanding is the importance of observation. Amid our hectic lives, we often overlook the subtle cues nature provides. Learning to discern and appreciate these nuances has become a vital aspect of our restoration efforts. It is a call to be more mindful of the environment we seek to restore, recognizing and respecting the inherent complexities.

The workshop also highlighted the invaluable knowledge held by local communities. Generations of wisdom about the land, its patterns, and the thriving flora have been passed down. I've recognized the significance of engaging with local communities, seeking their insights, and incorporating this indigenous knowledge into our restoration plans.

Armed with these insights, my future interventions are poised to be more precise and effective. By acknowledging the interdependence of all elements in an ecosystem and collaborating with local communities, we aim to plant the seeds of restoration with a comprehensive understanding. As we move forward, I encourage our team and supporters to embrace this holistic perspective. Let us continue to learn from nature, collaborate with local communities, and implement interventions that align with the natural order of things. Together, we can restore and preserve the landscape for generations to come.

**Manisha Motwani**

Project Coordinator

Chhattisgarh Agricon Samiti Raipur





## BLOGS

## Nurturing Minds: Mental Health and Community Inclusion for Juveniles

In the intricate tapestry of society, the mental health of juveniles often hangs in the balance, particularly those navigating the complexities of rehabilitation. This blog explores the imperative connection between mental well-being, juvenile rehabilitation, and community inclusion, shedding light on the collective responsibility we share in fostering a compassionate and supportive environment.

### Understanding the Journey:

Embarking on the path of juvenile rehabilitation is a transformative journey, marked by challenges that go beyond legal complexities. Society's perception can significantly impact the mental health of these individuals. Acknowledging this, we delve into the nuances of their experiences and the importance of cultivating empathy.

### The Data Speaks:

Examining the data for 2023, a stark reality

emerges – the challenges faced by juveniles extend far beyond legal consequences. The societal shift in perception after their involvement in criminal behaviour calls for a compassionate response, emphasizing the critical role of mental health support in the reintegration process.

### Pillars of Personal Development:

Personalized development pillars, including confidence building and goal setting, empower juveniles for positive reintegration.

### Community Inclusion Initiatives:

Activities like mentorship programs and skill-building workshops bridge the gap, fostering a sense of belonging.

### Breaking Stereotypes:

Addressing stereotypes and stigmas is paramount in creating an environment conducive to mental well-being. We explore the power of open dialogues, awareness campaigns, and support groups in breaking down barriers, fostering understanding, and cultivating empathy within the community.

### The Compassionate Approach:

A compassionate society is pivotal in guiding juveniles away from destructive paths, benefiting both individuals and society.

### Personal Growth and Mental Resilience:

Strategies for stress management and emotional intelligence promote mental resilience.

### Financial Well-being and Life Skills:

Life skills, including financial literacy, empower juveniles to navigate adulthood, contributing to mental well-being.

### Voices from the Community:

Inspiring stories showcase the transformative power of community support and mental health initiatives.

### Conclusion:

Fostering empathy, breaking stereotypes, and embracing a compassionate approach contribute to a society prioritizing the mental well-being of juveniles and all individuals.

### Danish K Hussain

Project Coordinator (MH & CP)  
Chhattisgarh Agricon Samiti



BLOGS

## Some learning on behaviour Let's learn together!

Being in the development field and working closely with UNICEF wrt SBC it is important to know what we are working for. So, let's know the basics.

### What is behaviour?

Behavior refers to observable actions and reactions of individuals influenced by family, environment, community and experiences. Behavior study is crucial for understanding how people interact with their surroundings and with each other. Studying behaviour aids in predicting responses to stimuli and informs interventions for positive outcomes in community.

### What is good behaviour?

Good behaviours are actions that contribute positively to personal well-being and the well-being of community. Examples include kindness, empathy, honesty, respect, responsibility, and cooperation etc. Cultivating good behaviours fosters positive relationships, creates a harmonious community, and contributes to a healthier, more compassionate society.

Good behaviour fosters a positive environment for volunteer engagement by promoting respect, collaboration, and motivation. It enhances teamwork, retention, and effective communication among volunteers. Demonstrating kindness and appreciation creates a supportive atmosphere, inspiring volunteers to remain committed to the organization's mission and goals.

### What is social behaviour change?

Social behaviour change refers to efforts to modify behaviours within a community or society. It involves influencing individuals' actions, attitudes, and norms to achieve positive outcomes. This approach often addresses health, education, environmental, and other social issues by promoting new behaviours or altering existing ones through education, creating awareness, communication, and community engagement.

### Jaagrithi Garg

Program consultant  
(Youth engagement)





BLOGS

## The Significance of Self-Care: A Guiding Light for Women's Well-being

Self-care is a transformative process encompassing the care of one's body, mind, and soul. It involves a harmonious blend of various techniques and practices aimed at assisting individuals in leading a healthy and fulfilling life. Embracing self-care practices empowers individuals to navigate life with positivity, prioritizing their health, and steering towards overall well-being.

**Self-Care for Women:** Women often find themselves deeply engrossed in family responsibilities, careers, and societal duties, leaving little time to prioritize their health. Learning and practicing self-care techniques become particularly crucial for women. It enables them to carve out time for self-reflection, internal health care, and promotes a lifestyle that embraces mental and physical well-being.

### Self-Care Techniques:

**1. Mindfulness and Meditation:** These techniques aid in calming the mind, fostering

mental peace, and enhancing self-awareness. Mindful practices and meditation are crucial for achieving mental serenity and stability.

**2. Yoga and Exercise:** Beyond physical health benefits, yoga and exercise play a vital role in reducing mental stress. Incorporating these activities into a routine contributes to both physical and mental well-being.

**3. Healthy Nutrition:** Proper nutrition is essential for the improvement of both body and mind. Choosing a balanced and nutritious diet significantly impacts overall health and well-being.

**4. Time Management:** Effectively managing time is a key self-care practice. It involves setting aside dedicated moments for self-care activities, work, and relaxation, ensuring a balanced lifestyle.

**5. Sleep and Wake Routines:** Establishing regular sleep and wake patterns is fundamental for maintaining optimal health. A consistent sleep schedule contributes to improved physical and mental wellness.

**The Impact of Self-Care:** Embracing self-care practices has a profound impact on women's health, reducing stress levels and instilling a sense of positivity. These techniques empower women to take responsibility for their health, fostering self-reliance and providing the courage to live in a more positive environment.

The transformative effect of self-care is not just limited to physical well-being. It significantly impacts mental health, promoting a state of equilibrium and resilience. Women who incorporate self-care techniques into their lives find themselves in a more supportive and encouraging space, helping them to confront life's challenges with confidence.

In conclusion, self-care is a beacon of well-being that guides women towards a healthier and more fulfilling life. The adoption of self-care techniques is a crucial and positive step for women, providing them with the tools to lead lives filled with health, positivity, and happiness. Through these practices, women can become architects of their own well-being, steering towards a life that embraces physical, mental, and emotional health.

**Kaushalya Dewangan,**

Volunteer,

Yuvoday Kondanar Champs



BLOGS

## Empowering Women's Mental Health through Community Programs

Community empowerment programs play a pivotal role in raising awareness about women's mental health and emphasizing its significance in society. These programs provide resources for women to understand, address, and seek support for mental health-related issues. By prioritizing women's health and safety, these initiatives also encourage a sense of rights and respect within society.

**Community Empowerment for Women's Mental Health:** Community empowerment programs act as a medium to boost women's confidence and empower them socially, economically, and politically. These programs leverage education, awareness, and collaboration to bring about positive changes in women's mental health. Through various activities, dialogues, training sessions, and social campaigns, these initiatives contribute to positive transformations in how women perceive and manage their mental well-being.

**Spreading Awareness and Education:** Such programs contribute to the dissemination of knowledge on women's social, mental, and

physical health. They educate women on accessing health services, recognizing symptoms of mental health issues, and understanding ways to seek treatment and support. These initiatives bridge the information gap and empower women to make informed decisions about their mental well-being.

**Facilitating Open Communication:** Empowerment programs create opportunities for women to openly discuss and share their mental health concerns in society. By fostering a culture of dialogue and collaboration, these programs break down societal barriers, allowing women to voice their problems and experiences. This open communication encourages a supportive environment where women feel heard and understood.

**Promoting Rights and Equality:** Community empowerment programs aim to raise awareness about women's rights and instill a sense of equality and respect within society. By actively engaging women in these programs, they become advocates for their own rights, actively participating in finding solutions to challenges and promoting gender equality.

**Addressing Stigma:** Through community-based initiatives, women gain support and resources to challenge the stigma surrounding mental health. By fostering a supportive environment, these programs help women overcome societal judgments, encouraging them to seek help without fear of discrimination.

**Creating a Supportive Environment:** Community empowerment programs create an atmosphere of collaboration and support, providing women with the tools and resources to enhance their mental health. These initiatives empower women socially, mentally, and economically, enabling them to gain respect and equality within society. Community empowerment programs dedicated to women's mental health bring about positive changes by fostering awareness, education, and open communication. These initiatives empower women to actively participate in their mental well-being, breaking down societal barriers and creating a supportive environment. By promoting rights, equality, and addressing stigma, these programs contribute significantly to the overall empowerment and mental health improvement of women in society.

**Phulbati Markam,**  
Volunteer,  
Yuvoday Kondanar Champs





BLOGS

## Family and Mental Health: The Crucial Support System

Family serves as the fundamental organization where our first connections are formed, and it is here that we learn how to share our thoughts and emotions. Within a family, a shared bond exists among all members, providing essential support and assistance to one another. When a family member faces mental health challenges, the entire family becomes a crucial source of support, offering encouragement and fostering the belief that the individual can overcome their issues.

### Family Dynamics and Mental Health:

The interaction between family members plays a vital role in understanding and resolving mental health issues. The empathy and support within a family create an environment where individuals feel understood, receive assistance, and are guided towards the right path. Whenever a member grapples with issues like depression, stress, or other mental health concerns, the family is there as a support system.

### The Role of Society:

Beyond the family, societal support is equally significant. A compassionate and understanding society can provide support outside the family structure. Developing awareness, fostering understanding, and encouraging supportive elements in society contribute to creating an environment where people feel comfortable sharing their problems. This, in turn, boosts their confidence in overcoming challenges.

### Creating a Supportive Society:

A society that values mental health spreads awareness through various social organizations and communities. This helps in making mental health a topic that is openly discussed. Such a society encourages individuals to share their problems, fostering an atmosphere of acceptance and understanding.

### Importance of Collaboration:

Addressing mental health issues requires collaboration between family, society, and various social organizations. This collaboration helps individuals cope with their problems, alters their thought processes, and guides them towards potential solutions.

### Conclusion:

Family and societal support are indispensable in addressing mental health challenges. This support aids in facing problems, changing thought patterns, and navigating individuals towards solutions. By understanding, supporting, and resolving mental health issues, families and societies contribute not only to individual well-being but also to the overall development and prosperity of the community.

### Lakheswar Pradhan,

Volunteer,

Yuvoday Kondanar Champs



BLOGS

## Building Bridges, Saving Lives: Volunteers' Impact on 3000 Malnourished Children

There are 43 lakhs malnourished children in India as of 2023, and about 14 lakhs out of these are severely malnourished. Malnutrition puts children's lives and futures at risk as severely malnourished children have weak immune systems which makes them 9 times more likely to die in case of diseases. Untreated malnutrition can also cause impediments in the physical and mental development of children, impacting their learning abilities and competence in basic life skills.

To combat this life-threatening problem the Government of India along with its different ministries implements several policies. One of the interventions carried out by the Ministry of Health and Family Welfare under the National Health Mission (NHM) is the establishment of Nutritional Rehabilitation Centers (NRCs). Reportedly there are more than 1080 NRCs across India, and they have established

mechanisms for promotion, identification, transportation, admission, treatment, and follow-ups of malnourished children along with their mothers through the network of FLWs such as Anganwadi workers.

A 15-day in-patient treatment at the NRCs helps these malnourished children rather infants gain necessary weight, helps mother build a much better understanding of children's nutrition and methods to provide the required diet back at home. The mothers also receive a small monetary compensation during this 15-day treatment period to aid in the provision of nutritious diets at home and which also acts as a compensation for any labor wage loss during this period.

However, community members from rural and tribal areas are still not ardent enough to get their children admitted to these NRCs. This lethargic behaviour can be attributed to lack of awareness, and bounded rationality.

To bridge this gap, different volunteer groups in Chhattisgarh such as – Yuvoday, BijaDutir, Yuvoday Kondanar Champs, Manobal, Kavir and more, have strived to help the children with malnutrition and their families in the communities that they work in.

Upon identifying malnourished children in their villages, the volunteers talk to the families, explaining the importance and necessity of the required intervention. The volunteers also bridge the communication between the community and the service providers i.e., the FLWs and NRC employees. Sometimes, if the situation calls for it, the volunteers also give these mothers and children a ride to the nearest NRC and back.

These volunteers also do follow up visits of the families post treatment, to check up on the progress of the children, and the incorporation of the prescribed diet for a few months.

Through these small actions, the volunteers have been able to save the lives of more than 3000 severely malnourished children and identified & nudged countless more. Their work is truly commendable, and my words would not be able to capture the incredible selflessness of their work. All I would like to say is that we should all seek inspiration from them to also contribute to our communities in whatever way we can.

**Dr. Niti Jha**

Joint Secretary

Chhattisgarh Agricon Samiti





## BLOGS

## Bridging the Gap: Promoting Mental Health Awareness in Communities

Working within community mental health and child protection programs often presents a host of challenges. When we initially embarked on this journey, we encountered stereotypes, language barriers, and, perhaps most significantly, a lack of acceptance regarding mental health and its associated issues. However, through dedication and the implementation of various awareness programs, we have witnessed a transformation in the perception of mental health within our communities.

### Challenging Stereotypes:

One of the most substantial challenges we encountered was the deeply ingrained stereotypes surrounding mental health. Historically, mental health issues have been met with stigma and misunderstanding. These stereotypes can be a significant impediment for those in need of support. It was disheartening to observe individuals with mental health issues being labeled or dismissed due to these misconceptions.

Our work required not only providing direct assistance but also raising awareness about the realities of mental health. Education and open dialogues proved instrumental in dismantling these stereotypes and promoting empathy and understanding. Over time, we observed a shift in attitudes as more individuals began to comprehend the struggles faced by those dealing with mental health issues. Manobal volunteers also played a critical role in facilitating these conversations, providing a bridge between the community and our programs.

### Language Barriers:

Another challenge we faced was the diversity of languages and dialects within the communities we served. Effective communication is vital when discussing sensitive topics like mental health. Language differences presented a hurdle that required creative solutions. We worked with interpreters and developed materials in various languages to ensure that our messages reached everyone, regardless of their linguistic background.

### Promoting Mental Health Awareness:

Our journey to promote mental health awareness within communities included a range of programs and initiatives. Registration of Manobal volunteers, Panchayat Chalo Abhiyaan, Panthak, Hum Honge Kamyab, Life Skills, Mai Hoon Na, village level meetings with community, awareness on nutrition at marketplaces and

the celebration of special days and festivals all played pivotal roles in this endeavor. These programs aimed at both children and adults, addressing the diverse needs and challenges of various age groups.

"Panchayat Chalo Abhiyaan" was an outreach program that engaged with local leaders and councils. This initiative was instrumental in mobilizing community leaders to become advocates for mental health. Their support and endorsement of mental health initiatives were key in breaking down the barriers of acceptability.

"Panthak," "Hum Honge Kamyab," "Life Skills," and "Mai Hoon Na" targeted children and adolescents. These programs focused on nurturing emotional intelligence, building resilience, and providing a safe space for children to discuss their feelings and fears through joyful activities. They played a critical role in teaching young minds the importance of mental health from an early age.

Incorporating nutrition awareness into these programs was a strategic decision. We realized that mental health and physical health are intricately connected. Good nutrition plays a vital role in maintaining mental well-being. By educating the community about the importance of a balanced diet and providing practical guidance on improving nutritional habits, we empowered them to take control of their overall health.

Special days and festival celebrations were not just about merriment but also provided

opportunities for open conversations about mental health. These gatherings allowed us to reach a wider audience, fostering inclusivity and understanding within the community.

### **The Shift in Perception:**

Over time, through these programs and initiatives, we witnessed a gradual shift not only in community perception but within ourselves. Acceptance of mental health and its significance in daily life grew. The stigma began to wane as more community members recognized that mental health is as vital as physical health. This transformation in perception was a testament to the power of education, awareness, and open conversations. In conclusion, our journey within community mental health and child protection programs has been marked by challenges that, through determination and innovative approaches, our team managed to overcome. By fostering awareness and breaking down stereotypes, we have witnessed the transformation of entire communities. Mental health is no longer a taboo subject but an essential aspect of overall well-being, emphasizing the power of education, awareness, and the shared commitment to create healthier and more understanding communities.

### **Yogesh Purohit**

District Coordinator, Bilaspur  
Chhattisgarh Agricon Samiti



## Yuvoday's Social Media Success Story: A Beacon of Hope in Bastar

In the heart of Bastar, where educational resources are scarce, the dreams of young minds aspire to soar high. However, the lack of guidance and support often acts as a stumbling block. Recognizing this need, Yuvoday, has embarked on a journey to bring awareness and opportunities to the youth, especially through the power of social media.

This year, Yuvoday initiated a unique campaign leveraging the reach and impact of social media platforms. The focus was on conducting a book donation drive for competitive exams, with a particular emphasis on the NEET exam. The story begins with a simple WhatsApp message that echoed through the virtual corridors of the Bastar villages.

In the quaint village, three ambitious students caught wind of the message. These students, driven by a thirst for knowledge and a desire to break free from economic constraints, decided to seize the opportunity. The message spoke of a chance to receive NEET exam books through Yuvoday's assistance centre.

Eager to make the most of this opportunity, the trio Vijay Shandilya, Maniram Bako both from Ransargipal tokapal Block Gautam Mandavi from Bastar Block reached out to Yuvoday for support. They shared their stories, dreams, and the challenges they faced

in pursuing their education. Yuvoday, fuelled by its commitment to empowering the local youth, swiftly arranged for the delivery of the much-needed study material.

As the students immersed into their books, a renewed sense of hope and determination filled their hearts. The 12th-grade students not only found resources to aid their NEET exam preparations but also discovered a community that cared about their educational journey.

The impact of Yuvoday's social media campaign extended beyond the tangible books; it reached deep into the aspirations of these young minds. Their stories became a testament to the transformative power of collective efforts and the role social media can play in bridging educational gaps.

In the heart of Bastar, where the echoes of dreams are often drowned by the challenges of reality, Yuvoday's initiative emerged as a beacon of hope. Through social media, it not only provided educational resources but also created a sense of community and support for the youth of Bastar. As these students prepare to take on the NEET exam, their journey stands as a testament to the resilience and transformative potential of initiatives like Yuvoday in fostering a brighter future in the heartland of Bastar.











