



Annexure I. DLR PRERNA CHAI PROJECT DARJEELING

ACTIVITY REPORT 2013 - 14



Summary

During this financial year 2013-14 DLR PRERNA CHAI PROJECT Darjeeling continued addressing the issues of Water Sanitation Hygiene and Livelihood in various rural communities of Darjeeling through projects funded by various donors. During the year more than 5751 number of people were reached through Water, Sanitation, Hygiene Promotion and various livelihood projects. This year DLR PRERNA CHAI PROJECT Darjeeling received Grants from Tazo/Starbucks Foundation for Wash and Livelihood projects, TWINING Tea of London for Wash Projects, VISTA Hermosa Foundation for Livelihood projects for Spice Farmers, Broadleaf HEA for Hygiene promotion in Primary Schools. All of these grants have been awarded through Mercy Corps US and UK. A comprehensive Project Proposal on Market DLR Prerna CHAI Project n Intervention for Dairy Farmers of Darjeeling has been developed and submitted based on the success and learning's of the previous pilot initiative on Dairy. This report describes in

Various Projects during the financial year 2013-14		
Name of the Project	Program	Community/Cluster
Community Health and Advancement Initiative	WASH and Livelihood	Singell TE, Marybong TE and Aduk Cluster
Darjeeling Water and Sanitation Project	Water Sanitation and Hygiene	Dabai Pani Cluster
Comprehensive Health and Hygiene Improvement Program	Hygiene Promotion in Schools	Maneydara, Marybong and Lingten
Market DLR Prerna CHAI Project n Intervention for Spice Farmers	Livelihood	Sittong and Pulungdung Cluster

detail the project's activities in each location including community involvement, public health, economic advancement and youth participation.

PROGRESS IN NUMBERS:

DLR PRERNA CHAI PROJECT Darjeeling	Progress this FY 2013-14
# of Latrines Constructed	479
# of Catchment improved	11
# of Water System Constructed	8
Total # of People reached through Hygiene promotion	3204
Village Primary Schools Implementing Hygiene Program	21
School Children Participating in Hygiene Program	687
# of School children referred for medical support	77
# of International events observed	4
# of Ginger Farmers supported	670
# of Farmers Trained on Spice management	600
# of SMVG established	93
# of Vermi compost unit established	25

Latrines

During this reporting period 479 latrines, as detailed out in the table below were constructed in various communities through different projects funded by various donors. One major achievement this financial year was a successful partnership between DLR PRERNA CHAI PROJECT project and Tea Action Trust Executive Committee (TATEC), a fair trade body of tea gardens owned Tea Promoters of India (TPI). The interventions were focused in Singel Tea Estate, Kurseong. This was mostly possible due to the local partnership and credibility built by DLR PRERNA CHAI PROJECT over the past years and the continued co-operation from the tea management. A Memorandum of Understanding was signed between DLR PRERNA CHAI PROJECT project and TATEC which declares the support of financial assistance for the construction of latrines for Singell tea workers from TATEC amounting to INR 1046128 within two years.

Community	Latrines Constructed	Project
Singell TE	110	DLR PRERNA CHAI PROJECT
Marybong	75	DLR PRERNA CHAI PROJECT
Aduk	74	DLR PRERNA CHAI PROJECT
Dabai Pani	218	DWSP
Calvary Academy	2	CHHIP



Latrine before intervention



Latrine after Intervention

WATER SYSTEMS & CATCHMENT DEVELOPMENT

Mountain communities living in remote parts of the Himalayas often struggle with access to water both in terms of quality and quantity. Like any other hill communities, in Darjeeling people of Dabaipani and Aduk cluster had to carry water from nearby springs which took an average of 20-30 minutes one way, 3-4 times a day. Women and children were mostly engaged in carrying water which takes a toll on the children's education and women's free time.

The intervention strategy of the project focused on restoration and regeneration of catchments through bio-fencing and plantation of water retentive and shade providing trees. A total of 8 water catchments at Dabaipani Cluster and 3 at Aduk Cluster were improved. 8 water systems comprising of reserve,

filtration, distribution tanks and water hydrants were constructed in these communities at strategic locations directly benefiting 1164 people.

As a result the time taken to fetch water has decreased by 86% where on an average a household member spends only 3 minutes to fetch water compared to 20-30 minutes prior to DLR PRERNA CHAI PROJECT Darjeeling intervention. The volume of water availability has increased by 143% from 153 litres to 372 litres per day per household.



A newly Constructed Catchment and Distribution Tank

Hygiene Promotion and Awareness

World Environment Day:

World Environment Day on the 6th June 2013 was observed in Salu and Aduk gaon of Marybong Tea Estate. More than 100 tree saplings were distributed to the communities and primary schools for plantation in and around the water catchment areas to improve water retention. The event was inaugurated by the Manager of Marybong Tea Estate at Salu. In primary schools the DLR PRERNA CHAI PROJECT staff, WATSAN volunteer and the children planted tree saplings around the school compound. A total of 153 community members and school students participated in the World Environment day event.

Global Hand washing Day:

Global hand washing Day is observed globally on 22nd October every year to raise awareness about the benefits of washing hands with soap. Health and hygiene promotion is one component of DLR PRERNA CHAI PROJECT program which is implemented in communities and schools using IEC's like Paper/Cloth Posters for awareness among the people in various communities. Playing materials are also used in the communities and schools to teach about good health and



proper hygiene practice. To garner and impart more knowledge among the community members and school children, important events like Global Hand washing Day, World Toilet Day and World Water Day are celebrated every year in communities and schools.

This year 13 schools from Singell TE, Marybong TE and Dabaipani cluster observed Global Hand Washing organized by DLR PRERNA CHAI PROJECT . Total of 222 school children participated in this event. A pre and post knowledge test was conducted with the school children’s about the health and hygiene practices in daily lives. Practical demonstration on proper hand washing technique was also conducted. The program concluded with the distribution of water bottles to all the children as a token of appreciation for learning and participating in the program.

Health Mela:

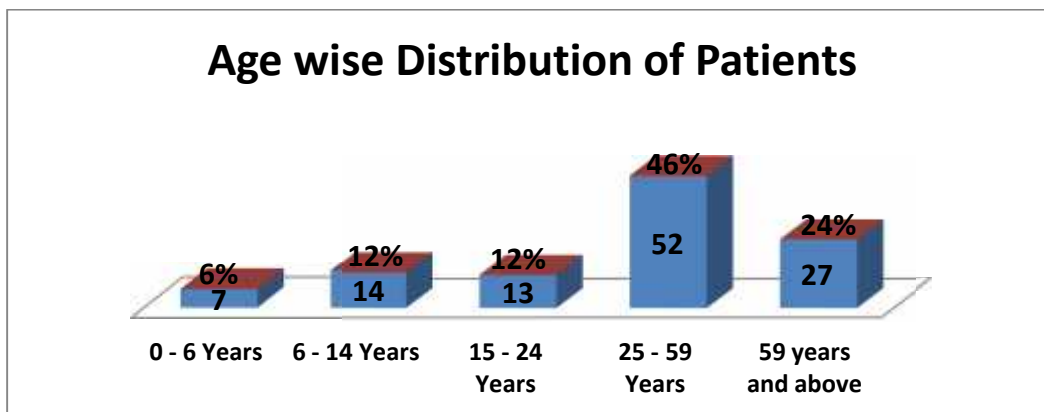
Health Mela was jointly organized by DLR PRERNA CHAI PROJECT and Singell TE Management on 12th May 2013 in the tea garden. The Manager and Joint Body Members from the tea estate played a proactive role in organizing and mobilizing resources for the event. 3 doctors (2 general physicians and 1 veterinary doctor) conducted health checkups for the community members. A total of 283 community members attended the event.

Similar health fair was also organized at Salu division, of Marybong TE on 14 July 2013. The event was inaugurated by the Tea Estate Manager and the Community Action Groups of the three communities in Salu division. 2 doctors (1 physician, 1 dentist) were part of the event where 200 people participated.



Water and sanitation workshop was conducted by the DLR PRERNA CHAI PROJECT . Awareness booths on HIV/ AIDS, Substance Abuse, Differently-abled children and Human Trafficking were set up by various local NGOs from in and around Darjeeling. Dairy and spice stall/outlet was also set up by the Market DLR Prerna CHAI Project n Interventions project.

Figure 1.1 shows that 12% and 46%, of community members who came for health checkups were between the productive age categories of 15-59 years of age.



CHHIP Annual Exercise Day

Annual exercise days were held in schools of Marybong, Maneydara and Lingten in November 2013. Games such as sack race, spoon-and-ball race, and tug-of-war were conducted for the school children as a source of entertainment and physical fitness.

Community Development and Capacity Building

WATSAN COMMITTEES & WATSAN ANIMATORS

The WATSAN committees and WASH Animators are two main mechanisms of Darjeeling Water & Sanitation Project which has been crucial in the success of the program from the planning, implementation to the completion stage. They have been involved in community mobilization, the most important component to enhance participation of the families and sharing of project costs.

They are also involved in monitoring of construction projects be it Latrine construction or Water systems/catchment development.

The trained WASH Animators and the WASH Committees were instrumental in spreading awareness about the importance of hand washing, proper water handling and boiling of water amongst the people. This was done by organizing awareness camps while the WASH animators conducted regular WASH Programs in the schools and communities

Several trainings were conducted for WATSAN Animators, Committee members and for the residents of all the villages.

3 Days Residential WATSAN Animators

Training: The capacity building training which is normally held for 2 days was extended this year by a day. Apart from the regular learning's on effective communication, leadership, planning, water related diseases and use of IEC materials a day was added to incorporate session on joyful learning which is aimed to strengthen the School WASH program.

Masons Training: Masons training was conducted at Dabaipani with the involvement of all the masons and people



who had the requisite skills to help in the WASH project. Issues like wage negotiations, stock management, community contribution, timeline for construction and the design of Water and Sanitation project was effectively covered on the course of the training.

Training on Water Testing & Water borne diseases/prevention: A days training on Water testing was conducted which basically educated the people on issues relating to Water. This training has helped people develop a deep sense of understanding on water and the various effects of water to human health. The training was conducted in partnership with Panchawati Green Tech Laboratory a semi-

government body belonging to the Department of Public Health, which facilitates water testing of various water sources.

Water was collected from 15 water catchment areas of different villages and sent for testing. The results of the water tests were all positive indicating that the water was safe for consumption.

ACT for Gender Training: Two-day training on Mercy Corps “Act for Impact on Gender and Social Inclusion” was organized on 10th-11th November 2013. 18 community animators of different projects including WATSAN volunteers from Singell TE, Marybong TE, Maneydara, Lingten, Sittong, Pulungdung and Singrimtam participated in the training.

The two day training was facilitated by the DLR PRERNA CHAI PROJECT project staff. The objective of the training was to increase awareness and address issues on gender inequity.



SHA Trainings: During the 2013 project year, the SHAs received refresher trainings on de-worming, iron supplementation, vision screening, growth monitoring, IMCI, preventive health screening and wellness exam, lesson observation, and evaluation. The SHAs and CHHIP Project Officers also attended a first aid certificate training course at Divya Vani which was conducted by St. John’s Ambulance Association, Siliguri on March, 2014

LIVELIHOOD

In this reporting period training for improvement of ginger agriculture was continued. A demo farm for converting the training into practice was also started. More than 600 farmers were trained during this reporting period. Three Seed banks for seed saving and promoting cashless banking was also started with a group of 70 farmers. Consolidation work for establishing Darjeeling Spice as a brand entity was continued where advertisement and promotions through the print and electronic media was continued. Push marketing and product awareness campaign was conducted with schools and consumers through various stalls and promotional programs. Marketing runs were also continued for sale of the product through the various retail stores. Work towards improving production in the value addition units were continued whereby an electronic drying unit was procured for reducing spoilage during drying.

Advertisement and Promotions: To create product awareness among consumers the project assisted the packaging/marketing unit for marketing the ginger packets. Posters, flyers and newspaper were the medium of advertisement. Posters and flyers were placed at strategic locations in the urban and semi urban centers within the Darjeeling district. A weekly advertisement, for a period of one month, was also placed in the local newspaper Himali Darpan which has the largest circulation in Darjeeling District. Television advertisements were aired in major local cable TV channels of Kurseong and Kalimpong. Together the two cable channels have a subscriber’s base of almost 200,000 households.

In feedbacks and interviews with the wholesalers and retailers the product has received positive feedback where they have expressed the need for Darjeeling Spice to conduct more advertising to create consumer awareness. Mr. Ritesh Gupta of Siddharth Stores, a spice outlet, says “The product is good and customers have liked the product. The product is catching the market slowly, but it needs more advertisement”

To feed the product regularly to the retail outlets the project has given opportunities to enterprising youths to take up the marketing of spice packets on commission basis. Two youths have been engaged in marketing the product, where they conduct shop to shop visit for regular supply of the products.

Sales and Marketing: Marketing runs were continued to cover retail shops along the main highway and



Customers Buying Darjeeling Spices

major towns of Kalimpong, Kurseong, Teesta and Mungpoo through which ginger, turmeric and chilly packets was marketed in all the stores in the area. The marketing runs have helped the distribution as well as the advertisement of the products. These runs have been conducted on a fortnightly basis

Liaison meetings were also held with wholesalers and distributing agents at Darjeeling and Mungpoo for distribution of the spice products in the market DLR Prerna CHAI Project n. The wholesaler from Mungpoo has taken up an initial order of spices for distribution in the area.

Tea and Tourism Festival: The project got an opportunity for marketing the spice during the Tea & Tourism festival organised by the GTA (Gorkha Territorial Authority) on 20 Dec 2012-5 Jan 2013. Darjeeling Spice was able to get a stall on site the

Tea & Tourist Festival which was a major attraction for tourists. For marketing the ginger packets the team

designed a marketing package/strategy whereby ginger infusion popularly known as ginger tea was made from the ginger powder. Each ginger tea was sold for Rs. 10 where consumers received a packet each with every cup of tea. The ginger tea was an instant hit in the tea and tourism festival.

Information brochures with information on health benefits of ginger tea and directions for preparation were distributed to consumers.

Agricultural Fair: A 17 day agricultural fair (Krishi Mela) was organised by the GTA in two different locations in Darjeeling which was inaugurated on 12 Jan 2013 to provide farmers of the region a common platform to discuss the problems regarding agricultural activities and increase awareness of agriculturists on the use of latest technology for agricultural improvement. Various government departments participated in the fair. Darjeeling Spice also set up a stall to showcase the spice products.

In both events the project team members and members of the value addition units participated proactively. The members of the VAU got exposure and also were able to build linkages with trades and officials from various government departments.

Sampling with schools: To create awareness amongst consumers, the project has been conducting a sampling/promotion in schools of Darjeeling. Higher classes girls from 5 schools participated in this initiative. A 5 minute documentary film about Market DLR Prerna CHAI Project n Interventions was screened in the schools to raise awareness about the agricultural situation and challenges of Darjeeling and the initiative of the project.

Trainings: The team conducted a series of training on ginger where 600 farmers were trained on ginger farming. In some of the trainings, veterinary health camps/trainings were also conducted to provide

free medical checkups and medicines. Farmers were taught the production and use of Panchavati, Tea Compost, use of local plants to produce herbicides and pesticides.

Start-up production materials like rice, jaggery (sugarcane molasses) and bamboo required for the production of IMO and Panchavati were provided to the farmers during the training. Farmers have already started the production where the IMO/Panchavati will be ready in the next four months for spraying in the fields.

Demonstrate and Share Best Practices: Landscaping for remodeling of the land to meet the agriculture needs was started in the demo farm. Basic sloping work to maintain drainage and prevent soil erosion has been undertaken. Construction of SMVG has been completed that showcases best practices in terms of maximizing and diversifying vegetable production. Systems for pest and nutrient management, water distribution systems for irrigation is also being planned at the demo farm to enable farmers home based learning and practice.

Strengthen Seed Banks: A series of meetings for assessments on the quality and quantity of the seeds gathered were conducted in the last reporting period. The ginger seed was audited in the individual farmers' farm to assess the quality and quantity of seeds.

A total of 1260 kilograms of ginger worth Rs. 81,900 at current market price has been collected as the corpus from seed bank which was collected from a total of 62 farmers. This seed was kept in the individual farmer's fields, as storage in a centralized place has higher risks of spoilage. This collected seeds will be given as a loan in kind to other farmers.

Membership drives and appraisals have already been initiated to provide financial support to ginger farmers for cultivation of ginger. Around 200 farmers have already applied for financial support.

SMVG and Vermi Compost: SMVG and Vermi-Compost Units have been promoted at Salu, Aduk Gaon, Singrimtam, Kalej Valley, Sittong, Pulungdung and Singell Clusters for additional economic opportunities of the communities. During this reporting period 25 Vermi-Compost units and 93 SMVG have been established. The Economic Development Committees in each of the above mentioned areas have played a pivotal role in identification and selection of these 118 EDP Units.

The farmers have been marketing their vegetables in the nearby markets and to the people in and around the village. Some of the farmers are conducting door to door marketing. DLR PRERNA CHAI PROJECT has established linkages with Glenburn and Kalej Valley tea gardens for marketing the compost. Most of the SMVG units have completed the 10th cycle of harvest while vermicompost units have successfully completed their second cycle of harvest. At an average this resulted in 6% increase in the income level of the beneficiaries.



A Vermi Compost Pit

Merina working in her SMVG