

ISSUE 4 · JAN 2021

# SAMVAAD

Quarterly Newsletter of Aatapi Seva Foundation

**Wishing Our Readers and Well Wishers a Very Happy and Productive New Year 2021!!**

## **WE TOO CAN FLY**

### OUR ENTREPRENEURIAL JOURNEY

This new year, we resolve to not just facilitate Rural Women Entrepreneurs to stand on their own feet but to be with them in dreaming high and reaching for the skies. To accelerate the entrepreneurial journey, members of the Self Help Groups and other Community Based Organisations are being trained in new business opportunities and mindsets, and are motivated to start new ventures to enhance their livelihood portfolios. With support from experts in the area, like AICGUSEC and Business Schools, Aatapi is hoping for a big leap in this direction in the coming year.



## **This issue:**

OUR ENTREPRENEURIAL  
JOURNEY

KITCHEN GARDEN UPDATES

OUR ONGOING ACTIVITIES

OUR CELEBRATIONS

## MUSKAAN

### STAYING HEALTHY-THE NATURAL WAY

Muskaan is a social enterprise by women Self Help Group members and women farmers to locally produce medicinal plants, care for them using natural means, and prepare nutritional and immunity-boosting premixes, using environmentally friendly methods. This is a venture, aimed to promote health and happiness by meeting day to day immunity-boosting and nutritional needs through healthy processing.

Our mentors - Gujarat University Startup and Entrepreneurship Council- and collaborators (S.P.University and M.S. University) give us the confidence of moving ahead to leverage our experience in natural farming and Enterprise Development to meet overarching goals of Nutritional Improvement and Poverty reduction.



## MINI TOOL BANK

### ENTERPRISE TO REDUCE DRUDGERY

The Mini Tool Bank is envisioned to reduce the drudgery of the women farmers by provision of appropriately designed agricultural tools. These tool banks would be run and managed by women members of SHGs in Jambusar.

Supported by our CSR partner, Sumitomo Chemicals, we aim at two such tool banks which will reach out to atleast 500 women farmers for reduction in drudgery and associated health problems.

"We envision to empower our local communities especially the small women farmers to be active rural entrepreneurs, co-creating a journey toward a healthy & happy community."

### TEAM MUSKAAN







## MASK MAKING

### ENTERPRISE FOR THE NEW NORMAL

Till date, 30 women are involved in mask making, catering to 28 clients. Our women entrepreneurs have championed in mask making by preparing 32789 masks of which 31635 have been sold. With a booming demand, we are continuing to get orders for our masks. The members have also started stitching double and triple layered masks for greater protection.

"Skill development through tailoring classes has enabled women to hone their sewing skills"



## TAILORING ENTERPRISE

### A COLLABORATION FOR EMPOWERMENT THROUGH TAILORING

With Tailoring classes supported under our CSR program, as many as 200 women in multiple locations have been trained in tailoring in this year. We now move ahead with Enterprise Development among the women, initiating enterprise development trainings and establishing market linkages for sustained income generation. We have also embarked our journey in Dahej for the same.







## KITCHEN GARDEN

### AN INTEGRATED APPROACH TO PROMOTE HEALTH

We have grown 100 Kitchen Gardens in last four months. Vulnerable community members including women of Self Help Groups, Persons with Disabilities, Pregnant and lactating women, adolescents and children under the age of 5, having low Hb count and nutritional insecurity were identified to grow kitchen gardens. To positively change the beneficiaries' consumption patterns, our Arogya Sathis, community health leaders, have taken up the task of generating awareness about need for a variable diet through recipe demonstrations and knowledge sessions.

Preliminary data reveals an increase in consumption of green leafy vegetables and other foods promoted in the naturally grown gardens. With another round of stocktaking and nudging, we hope to move swiftly in the direction of creating a supportive ecosystem for sustained improved nutrition of the community as a whole.



As our aim was to promote both sustainable agricultural practices and good health practices, we have facilitated the usage of natural manure and compost with absolute zero chemicals usage. Most of our kitchen gardens are built near the cattle shed to easily care for the garden.

**"Arogya Sathis are our frontline champions promoting good eating practices, one of our Arogya Sathis helped in making 2 kitchen gardens. They are also urging the kitchen garden beneficiaries for health check up to keep a check whether their health has improved with the recent interventions."**





## CONNECT TO GROW

### OUR KNOWLEDGE PARTNERS

We have partnered with Navrachana University under their flagship program, KHOJ and Nirma University, Ahmedabad, to create innovative solutions to social problems, develop marketing strategies and business models for our budding enterprises. We are pleased to collaborate and work alongside SP University, MS University, and Parul University to take forward our Health and Nutrition program and enterprises.



## FACILITATING BEHAVIOURAL CHANGE

### INFORMATION ON COVID PREVENTION

With vaccine introduction in the country, we also see the end of the long dark tunnel called COVID-19. However, till the time the disease is completely eradicated, sustained efforts to ensure preventive behaviors are required. Keeping this in view and a lack of requisite information material in our catchment villages, Information Education Communication material including banners and posters were installed in 15 villages in collaboration with Sarpanches and the women SHG leaders to facilitate Behavioral change.



## MITIGATING CLIMATE CHANGE

### PROMOTING CLIMATE SMART AGRICULTURE TECHNOLOGIES TO SMALL AND MARGINAL FARMERS

The pilot phase Promotion of Climate Smart Agricultural Technologies, with NCCSD and NABARD concluded in December 2020. A hundred farmers have now adopted new seed varieties of cotton & castor, and have included onion as their new crop. They have adapted to newer technologies in sowing, irrigation and composting. Fifteen farmers have adopted the Laser irrigation, thereby setting a trend in water management system. We hereby look forward to scaling up the program for reduced input expenses, reduced labour work and an increased yield with prospect of doubling farmer's income in the geography.





# CELEBRATIONS!

We made sure to keep our spirits high through the pandemic.

Well, our children's day was fun packed



Aatapi turned 11 years old on November 10th



AATAPI  
आतापी



We celebrated inclusion month in Dec



We reached to more than 250 community members sensitising them about different types of disabilities and how to envision a more inclusive society

2020

at a  
glance

## Tejasvi Bal Vikas Karyakram

ACCESS TO CONTINUED EDUCATION TO  
400 CHILDREN THROUGH SELF  
LEARNING AND DEVELOPMENT KITS

2000 relief ration kits  
provided as COVID  
response

55

New SHGs made in  
Panoli, Ankleshwar

## HEALTH

MORE THAN 2000 PEOPLE  
REACHED TO SPREAD  
AWARENESS ON COVID-19  
AND NUTRITION

AGRICULTURE  
RESEARCH ON INNOVATIONS IN  
TRELLIS STRUCTURES IN  
COLLABORATION WITH WATER  
AND LIVELIHOODS FOUNDATION

ZOOM MEETINGS CONDUCTED FOR  
TRAININGS AND COMMUNITY CONTACT

DIGITISATION OF  
PROGRAMS AND  
DATA ANALYSIS  
WORKSHOPS FOR THE  
TEAM  
TO PROMOTE  
HYBRID MODELS OF  
WORKING



Hopeful

FOR THE NEW YEAR 2021





Protect yourselves with the  
cotton masks made by our  
women entrepreneurs



Rs. 20 onwards

- Washable
- Reusable
- Customised fit
- Children's masks available

### CONTACT US

AATAPI IS A SOCIAL DEVELOPMENT INSTITUTION INCORPORATED  
UNDER SECTION 25 OF THE COMPANIES ACT, 1956 (FOUNDED  
BY TML INDUSTRIES IN 2009)

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