Samvad taken under its wings by the State NHM

Digital Green's (DG) Samvad project in Jharkhand is a story which unfolds the layered movement of reaching the zenith of goal attainment along with the state partner, state National Health Mission (NHM). The story begins with DG’s entrance to the state and kick starting the project with the Jharkhand State Livelihood Promotion Society (JSLPS) to initiate the Samvad project with Maternal and Child Health (MCH) and Nutrition components only. The project was initiated in Manoharpur block in West Singhbhum district.

The Samvad project was conceptualised with the state National Health Mission as the partner organisation in the states to facilitate the sustainability of the initiative. Intrinsic to the design of the project, Samvad had to augment the NHM’s efforts in pushing the RMNCH mandates. However, the project didn’t restrict itself to just NHM. In many states, especially in the bigger states, other departments and INGOs collaborated to take the mission forward. As the collaboration with the state NHM was making progress, DG team initiated the Samvad project with JSLPS. The Pico based dissemination started in 2016 with the Health and Nutrition wing of JSLPS. In the following year, the intervention was integrated in the MKSP (Mahila Kisan Shasaktikaran Pariyojna) project, primarily focusing on the nutritional aspect through promotion of Agri-Nutrition gardens. In the subsequent two years, 18000 families in the MKSP project blocks adopted the concept of Agri-Nutrition garden as an impact of the H&N knowledge disseminated through Samvad videos among the community (https://youtu.be/A0cKqqsk-Kc). Over a period of time, the successes started pouring in. In association with the H&N and MKSP wings of JSLPS, the pico based dissemination covered approximately 23000 unique households.

As DG was dedicatedly engaged in progressing forward in its mission of achieving Samvad project goals, it continued the advocacy process with the state NHM. Eventually this yielded in achieving success with the state NHM joining hands with DG. It signed the MoU with DG on August 2018 and the implementation started from October 2018 in Ormanjhi block of Ranchi and Manoharpur block of West Singhbhum district. The selection of the particular blocks was attributed to the presence of strong line of the frontline workers Sahiya and Sahiya Saathi. In 2019, the contract between JSLPS and its frontline cadres ended and the extension work stopped. The state NHM came forward to take them under their wings and is striving towards consolidating the Samvad project in Jharkhand.

Perseverance and strategic moves paid off very well for the Samvad project. Today it is very well poised to move forward under the State NHM in bringing in substantial change in the maternal and child health outcomes.