



SAIYAM PROJECT COMPLETION REPORT

“COMMUNITY BASED PROJECT AWARENESS ON DRUGS,
SUBSTANCES AND DIGITAL ABUSE AND ITS ILL EFFECTS”



MASHAL Maharashtra Social Housing
and Action League

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Section I: Introduction, Background and Project details

a) Introduction

Substance /Drug abuse and Digital media abuse represents a significant problem to the public health and overall sustainable development of many communities in India. Substance abuse and digital media addiction is linked to serious health threats and social development problems facing many slums as numbers of deaths, illnesses and disabilities are directly or indirectly related to substance abuse. In addition, alcohol and illicit drug use often results in family violence and child abuse, and the safety of many local communities is threatened by violence associated with the drug addiction.

Community-based programs create awareness in the community of the existence of alcohol and other drug-related problems, bring services closer to substance misusing individuals and their families, and help foster community responses against substance misuse.

b) Background

Nearly 32.5 per cent of the population of Pune lives in slums, a recent study has revealed. The study also found that the 477 slum pockets in the city lie on just about 2.34 per cent of the total land area of the Pune Municipal Corporation (PMC).

Nowadays, the average age for exposure to, and diagnosed substance addiction in Pune city is now between the ages start from of 15 and 16. The substance addiction starts from school phase and increases to collage phase.

In 2019 Tarachand Ramnath Seva Trust has started Saiyam program in schools of Pune city with the implementing partner of Janna Prabodhini Pradnya Shodh Sanstha. After the started saiyam program in schools they realised that its need to be implement the community-based project as a pilot basis. In November of 2022 MASHAL and Tarachand Ramnath Seva Trust launched the pilot substance abuse community-based Awareness Project. The purpose of the Project has been to strengthen the capabilities of



community engagement to design, implement, evaluate and create effective substance abuse awareness and prevention programs. The project's focus is on to create awareness substance abuse, drugs and digital media addiction and its ill effects through public awareness and education.

c) **Project title:** “Community Based Project-Creating Awareness on Drugs/Substances & Digital Abuse”

d) Project Goal

- Improved awareness in targeted communities on drug/substance and digital media addiction/abuse and its ill effects on health and quality of life

e) Project Objectives

- To create awareness of drugs and substance abuse (e.g. Alcohol, Tobacco and Drugs) and its ill effects in community by end of Project period.
- To create awareness in the community of digital media addiction/abuse by end of Project period.

f) Project Area/ Location

Proposed pilot project location was Laxminagar Dahanukar slum in Pune city.

g) **Project Duration:** Six Months

h) **Approved Budget:** Rs. 15,43,290/-

Section II: Program Updates

a) Awareness parameters and Consequences

We were conducted the awareness sessions, campaigns, events, training sessions for the community peoples and associated different stakeholders.



We have covered the following parameters for awareness of substance abuse and ill effects and educate them.

Sr. No	Parameters	Consequences
1	Health	-Substance addiction deaths, -Addiction related clashes -Other illness, disease
2	Financial/Employment	-Loss of income -Unemployment
3	Law enforcement and system	-Diversions -Arrests, Jail and fines
4	Education	-Academic poor performance -School dropouts -Educational issues
5	Social	-Family conflicts -Adverse effects of child welfare -Loss of social behaviour

b) Risk Factors

Variable risk factors include community, school family peer group and individual. We were aligned activities and awareness sessions for the different stakeholders with the analysing following risk factors and its ill effects. Below are the given details about risk factors and its consequences for substance abuse.

- Community - Community disorganization, permissive for substance use, easy access to substance and alcohol.
- School – Academic failure, school dropout
- Family - Relationship problem, poor family management, low parental supervision.
- Peer group – Peer substance use, peer pressure
- Individual – Personal attitude, personality factors, learning disorder.

c) Input / Output / Outcome

Sr. No	Input/ Activities	Output	Outcome
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1	Base line Evidence Collection & Situation assessments - To be conducted by field team	Mashal had conducted 1143 door to door a baseline assessment survey of substance (Alcohol, tobacco, drugs and digital media) use in the community.	Identified community status about substance use, substance availability and issues associated with substance use.
2	Door to Door interaction & orientation of the community stakeholders. Cost to conduct KII, FGDs and F2F meeting or small group meetings as required.	The project staff had conducted 23 FGDs and face to face meeting with community peoples in different pockets of Laxmi nagar slum. 188 community peoples were participated in FGD.	Identified the behavioural and social causes and consequences of substance use in community.
3	Stakeholders meetings, parents, SHG Groups, etc.- 2 session (per 600HH) per month.	Total 16 stakeholders' meetings organized at Laxminagar community and we were sensitized the different stakeholders through the awareness sessions. stakeholders include community peoples, community representatives, Mandals, Health cares, Anganwadi Sevika, SHG and children. 202 peoples were attended the stakeholder meetings from the community.	Encouraged community peoples with engage in activities and created awareness of substance abuse and its ill effects among them.
4	Children awareness through Competitions with different age	The main objective was "To create awareness of substance abuse	Created and increased awareness of



	groups, (Carrom/other games, painting, music, dance, Rangoli etc,)	through conducting competitions among children". 11 different competitions were taken by MASHAL staff in community for the children. 412 children were participated in different competition held at Laxminagar community.	substance abuse through competitions among children.
5	Community wise information awareness program through health professionals govt. representatives, ward officer	The objective of the conducting this intervention was 'To create awareness of substance abuse through health professionals among community peoples. Total 9 different types of events/camps were organized at community and 556 community peoples were attended the camps/events.	Improved the community knowledge about ill effects of substance use through the implemented activities.
6	Awareness and information during Religious events, / celebrations	17 different religious event/ community event had celebrated with community peoples. Main purpose of celebrate event was "To promote public awareness substance abuse and its ill effects through community events celebrations". Total 784 community peoples were participated in the	Promoted community awareness of program services and by the networking with the professionals.



		celebration of religious event.	
7	Honorarium of Trainer for each 500 HH in the community, 25 sessions training programmes	25 Sessions were conducted by Janana Prabodhini's trainers for the children (11 to 16 age group) in the community. 4 sessions conducted for the children (6 to 10 age group). 355 children were attended in the both age group training sessions.	Reduced the risk of substance use and promote the positive peer.
8	Medical professional outreach to community ex. Parents counselling by psychologist information awareness training for parents in community by Med professional.	To improve child outcomes; either by increasing the parent's knowledge, skills or capacity or by improving parent-child interactions, parent wellbeing, or family relationships. 9 counselling sessions were conducted by the Prayas Bahuuddeshiya Vikas Sanstha for the Parents and children. 138 Parents and 119 children were attended these sessions.	Increased the parent's knowledge, improved parents – children wellbeing and family relationship skills
9	Life skill Training program / career counselling for youth in community	4 life skill trainings and 6 career guidance session were conducted in community. the objective of conducting activity was "To build self-confidence, encourage critical	



		thinking and help children to communicate more effectively”. Total 88 children and 96 youths were participated of the implemented activities.	
10	GIS Mapping & Integration of community, including SME staff costs	Using with the GIS tools, from field staff were marked geo location of 1143 house and amenities on the drone surveyed maps and collected data were linked using GIS on the maps.	GIS tool helped us to access need basis data which we integrated with analysed data.
11	Design of Broachers, IEC materials, Posters, shopping bags, stationary, calendars, including printing.	Information, Education and Communication (IEC) materials were used to convey community people’s preventive messages on prevention of addiction. Under the Saiyam project we have been created IEC materials like Stickers, awareness pamphlets, posters, Standees, display board, backdrop banners, printed shopping bags. Wall Clock, Hand bag,	Increased awareness and knowledge and project intervention information through created IEC.



		T-shirts, Caps, Public posters etc.	
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Section III: Achievements and Learnings

a) Achievements

- Increased involvement of the community peoples and stakeholders in the program activities. In the Initial phase of the project very less 10 to 15 participants were attended of the sessions. Over the project completion period it increased by 50 to 60 participants of each sessions.
- Community accepts and trust to MASHAL and have addition confidence to work in community in future.
- Networks were created within and outside the partnership with other organization, which will be used in future sustainability linkages in the community.
- Successfully created awareness of drugs and substance abused, digital media addiction and its ill effects we were reached out 1200 households in community by end of Project period.
- Created awareness of substance abuse through organising event, competitions and training sessions among 901 children in the community.
- We had successfully mapped 1143 household with demographic, socioeconomic and substance use status data of the community and integrated by using GIS tool.
- Successfully spread awareness and knowledge about project objectives through created and used different IEC materials to 1143 household in community.



b) Challenges

- Conducting survey mobile network issue (Hilly Area)- Hard copies used
- During Survey unavailability of respondents (daily wages workers) home visits were repeated.
- Children and women are active participants, men are less participative in the program
- Due geography about half of the community involvement/engagement was more in the flat terrain than the hilly area.

c) Learnings / Recommendations

- Need to engage more professional staff for awareness and counseling to community.
- Involvement of health professional for engaging stakeholders.
- Increase the involvement of other organizations (Health Care Providers, Government Offices, NGOs) in program.
- Program activities should be planned as per the availability of community to improve participation.
- Jnana Prabodhini sessions we can engage 10 to 12 age group children and 17 to 18 age group children.

Section IV: Quantitative Data

Quantitative: Direct Beneficiaries Table (Community, Youth Mandals, relevant Stakeholders etc.

Sr. No	Activity	No. Sessions /events conducted	Type of Beneficiary	No. of Beneficiary
1	Door to Door interaction, FGDs and F2F meeting	23	Community Peoples, Stakeholders	188
2	Stakeholders meetings, parents, SHG Groups	15	Mandal Youth Group	86



			Anganwadi Workers, SHG	21
			Health Care	12
			Community Peoples	83
3	Children awareness through Competitions	11	Children	339
			Parents	73
4	Community wise information awareness program	9	Community Peoples (men, women and children)	556
5	Awareness and information during Religious events/celebrations	17	Community peoples, anganwadi workers, Trust	784
6	Janna Prabodhini Pnachkosh training Sessions	29	Children Age Group (11 to 16)	284
			Children Age Group (6 to 10)	71
7	Medical professional outreach to community	9	Parents	138
			Children	119
8	Life skill Training program/career counselling	10	Children	88
			Youths	96
9	GIS Mapping & Integration of community data	1143 HH	1143 HH	1143

Section V: Financial Reporting

The success of any project to a great extent depends on its financial discipline and its accountability for the provided funds and its utilisation. Accounting plays crucial role in directing and guiding the project to its goals and objectives. For a sound accounting and reporting our accounting system informs the organization management of the financial progress in implementation.

The total project approved cost was Rs. 15,43,290/-. The approved budget heads defined in the mainly four ledger heads i.e. Program cost, staff



capacity building, HR personal cost and operational cost. MASHAL had successfully utilised 100% the budgeted amount for the implementation of project activities. At the end of the project financial utilization certificate will be submit to the TRST. Below table indicates the financial utilization summary of the project heads.

Sr. No	Particulars	Project Area	Total Proposed Budget	Cumulative expenditure Amount	% of Total Expenditure of Proposed Cost
1	Program Cost	Laxmimnagar, Dahanukar Colony	5,57,800	5,80,852	104%
2	Staff Capacity Building		12,000	5,005	42%
3	HR Personal Cost		9,00,000	8,78,323	97%
4	Operational Cost		73,490	73,490	100%
	Total		15,43,290	15,37,670	99.63%

Section VI: Community Details

a) Community Details

1) General Information:

The Laminagar community is situated on the hill slope in Kothrud area. It was established in 1975 and covers an area of 27803 sq.m It has an estimated population of 5,485 members in 1143 households. Banjara community peoples were migrated from Vijapur Karnataka at the time of slum establishment. This slum is getting facilities under the Warje-Karvenagar administrative ward. The community is situated on the



hill slope in Kothrud area. The Pune Municipal Corporation (PMC) has provided facilities like water, electricity, Community Toilet Blocks (CTBs) and a good network of sewer pipes across the settlement. Sr. No.26 and Prabhag no.12 is the electoral ward of slum. The slum is the legally declared slum. Land ownership of this slum is private. There are temples, study centers, PHC, Anganwadi and Buddha Vihar as amenities within the slum.

- 2) **Toilet Information:** Total 9 toilet blocks available in the community.
- 3) **Waste Management Information:** Ghanta Gadi waste collection services provided to slum every day, but it covers 95% of the households. Some houses dump waste at the edges of the settlement.
- 4) **Water Information:** Water avails for around 4-5 hours, daily. Due to plenty water supply some people waste lot of water in washing their vehicles and some women waste water while washing clothes and utensils.
- 5) **Roads & Access Information:** As the slum is located on hill slope, level variation between internal lanes and huts is observed. Some internal lanes are narrow.
- 6) **Drainage Information:** There are no drainage pipes laid at the hill top region of the settlement. The PMC has laid sewer pipes within the settlement and are connected to the main sewer pipes.

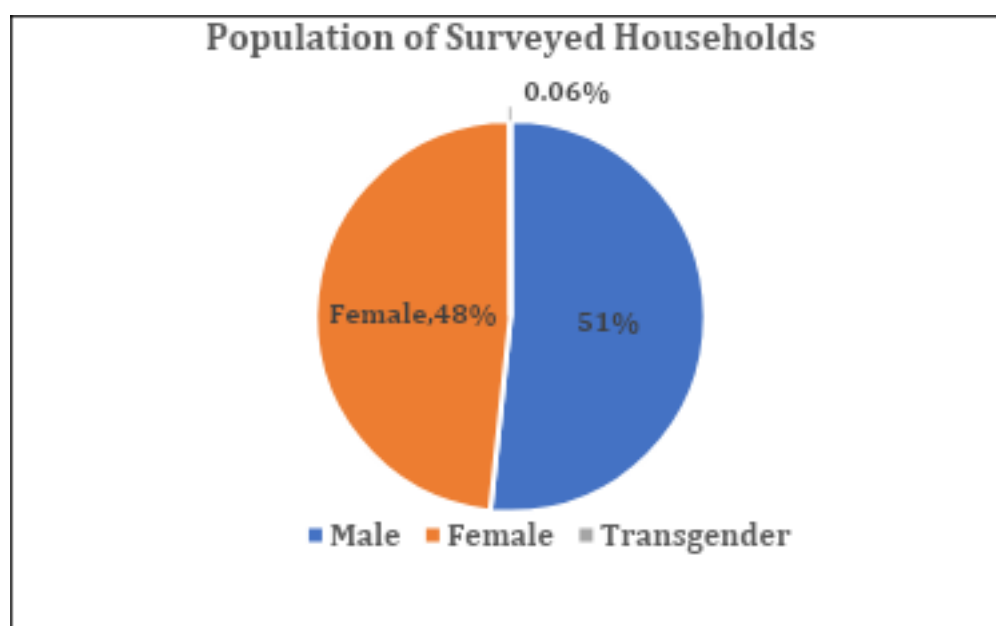


b) Community Situation assessment survey

1) Population of Surveyed Households:

The Laxminagar slum has population of 3,049 of against the surveyed 849 households. among them 1575 (51%) are male and 1472 (48%) are female and 0.06% of transgender. 12% of the whole population are from general caste, 38% are from schedule caste, 34% are schedule tribes and 5% are OBC caste. There are 1143 households in the Laxminagar community.

	Count	Percent
Male	1575	51%
Female	1472	48%
Transgender	2	0.06%
Total	3049	100%



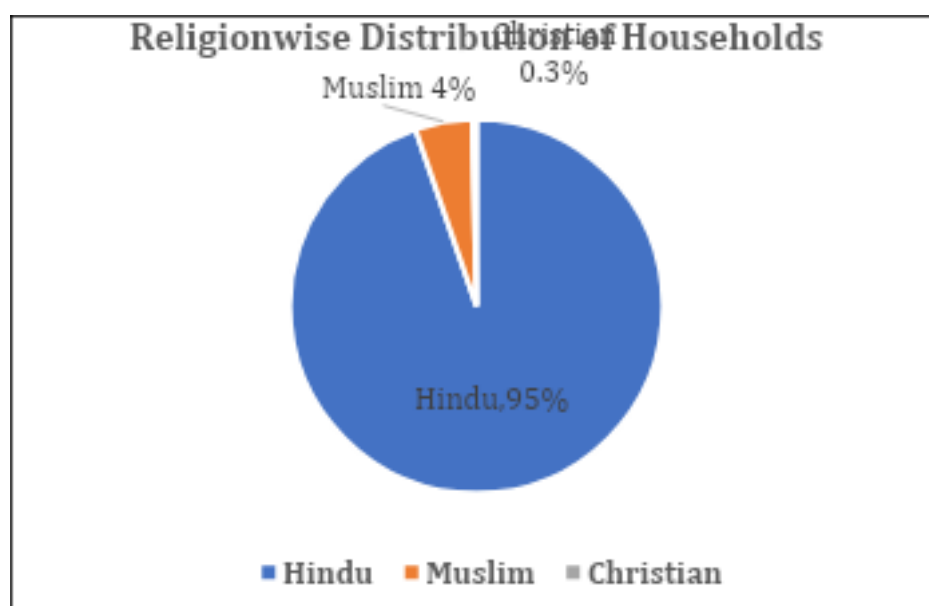
2) Religion Wise Distribution of Household:

As per the door to door surveyed of community Hindus contribute 94% of the total households and are the largest religious community in the slum followed by Muslims which contribute 4% of the total household and



Christian are the third largest religious community here with 0.3% household.

	Count	Percent
Hindu	804	94%
Muslim	42	4%
Christian	3	0.3%
Total	849	100%



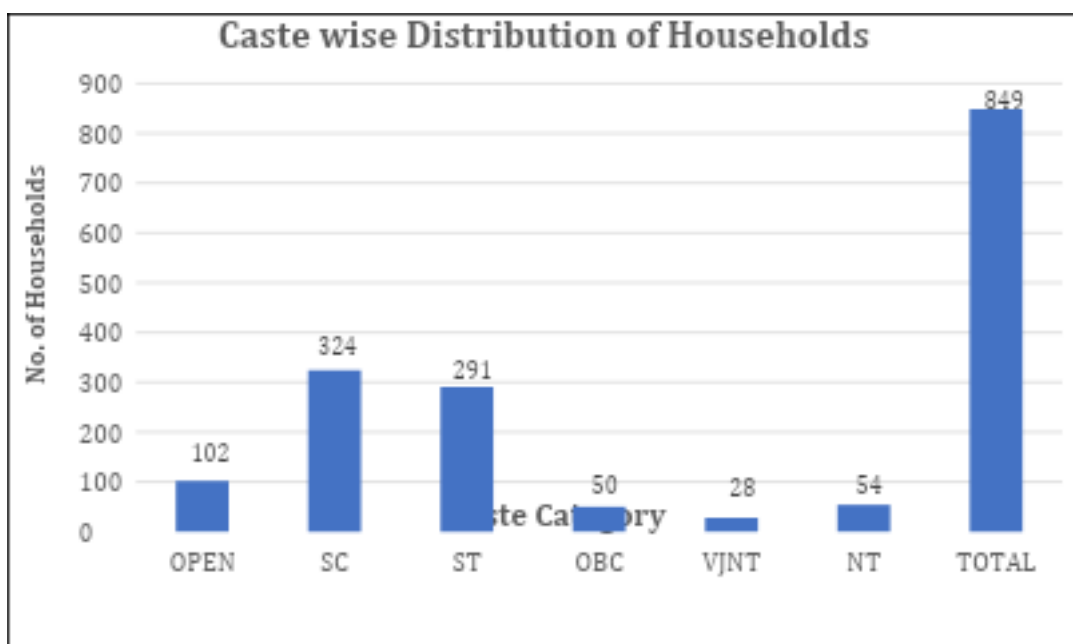
3) Caste wise distribution of Households:

The community is to about 849 surveyed household, among them 1575 (51%) are male and 1472 (48%) are female. 12% of the whole population are from general caste, 38% are from schedule caste and 34% are schedule tribes, 5% are from OBC and 9% are other casts.

	Count	Percent
Open	102	12%
SC	324	38%
ST	291	34%
OBC	50	5%
VJNT	28	3%



NT	54	6%
Total	849	100%



4) Literacy among community population:

Total surveyed population 1974 peoples in the community are literate.
Literacy rate of Laxminagar community is 65%.

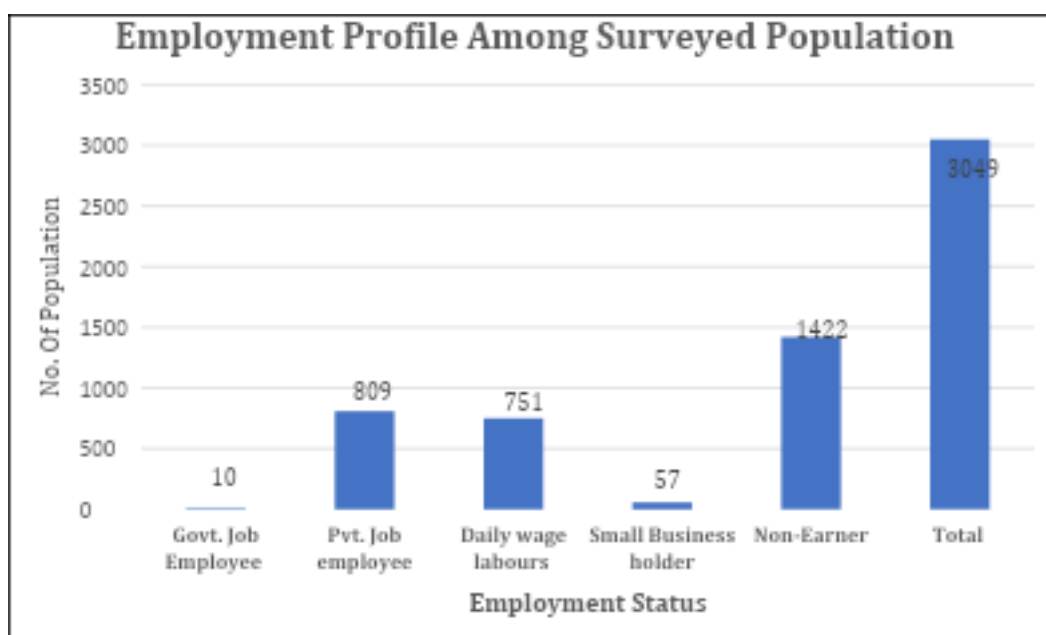
	Count	Percent
Literate	1974	65%
Illiterate	1075	35%
Total	3049	100%

5) Employment Profile among total population:

Laxminagar community has 53% (1627) population employed in govt job, pvt job and having own small business.



	Govt. Job Employee	Pvt. Job employee	Daily wage labours	Small Business holder	Non-Earner	Total
Count	10	809	751	57	1422	3049
Percent	0.32%	26%	25%	1.68%	47%	100%

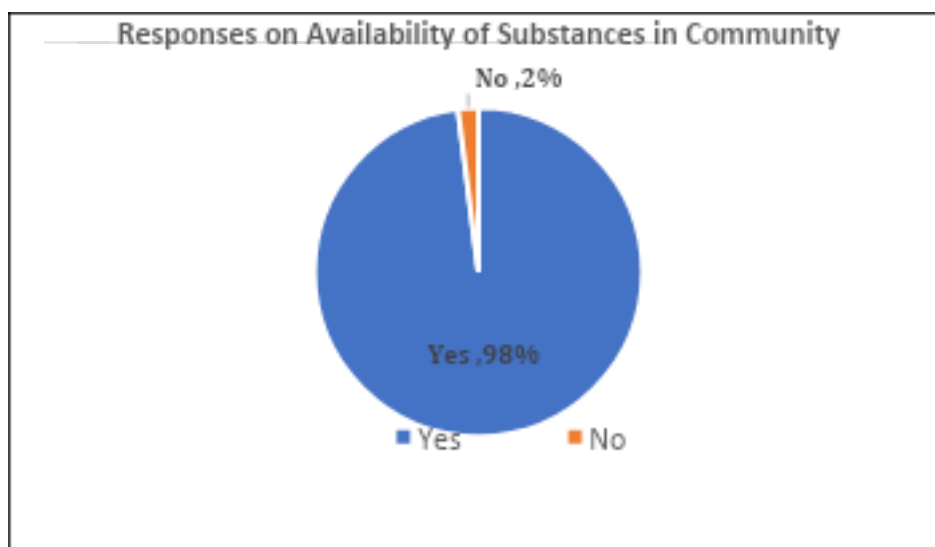


6) Availability of Substances in community:

While, majority 99% of the respondents were responded that alcohol, tobacco, cigarette, Gutakha and Mishri easily available in the community. Below table indicates the count of the respondents responded among the 849 household about substances available in the community.

	Alcohol	Tobacco	Cigarette	Gutakha	Mishri
Yes	843	843	840	842	839
No	6	6	9	7	10
Total	849	849	849	849	849

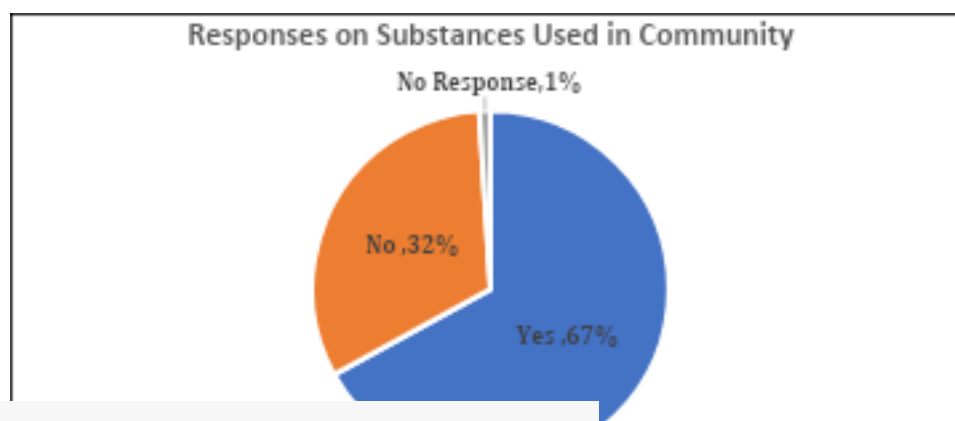




7) Substance Used in community:

Among the 849 respondents 67% respondents were responded substance were used in community and 32% respondents were responded that substances not used in the community. 0.1% respondents were not responded about substance used in community. The respondents were responded that majority of alcohol using in the community by peoples and tobacco is the common substance frequently used by the community peoples. Cigarette, Gutakha and Mishri also used by the community peoples. Overall findings in the community, Alcohol, Tobacco, Cigarette and Gutkha these substances are used by community peoples frequently.

	Count	Percent
Yes	574	67%
No	274	32%
No Response	1	0.1%
Total	849	100%



8) Substance Used in the family:

Among the 849 respondents 69% (586) respondents were say that Yes about substance used by the family members in the family. 30% (262) respondents were say that, no substance used by the family members in the family. 0.1% respondents were not responded about substance used in the family.

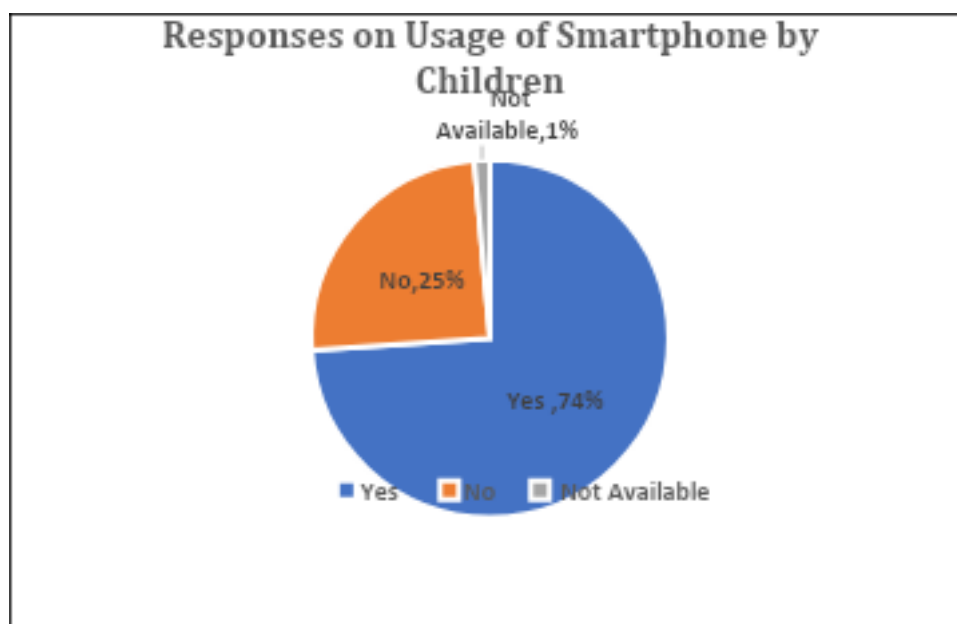
	Count	Percent
Yes	586	69%
No	262	30%
No Response	1	0.1%
Total	849	100%

9) Usage of Smartphone by children

Among the 849 respondents, 628 respondents responded that 73% household children were frequently used the smart phone. 24% household children in the family were not used the smart phone and 1% respondents were have not available of smartphone.

	Count	Percent
Yes	628	73%
No	209	24%
Not Available	12	1%
Total	849	100%





10) Children time spent on smartphone:

Among the 849 house holder respondents 32% household respondents' children uses smart phone an hour. 38% household respondents' children were uses smartphone of 2 to 3 hours. 3% respondents' children were uses 3 to 5 hours. 0.7% children were uses more than 5 hours to smartphone.

	Count	Percent
1 Hours	273	32%
2-3 Hours	327	38%
3-5 Hours	28	3%
More than 5 hrs.	6	0.7%
Not applicable	215	25%
Total	849	100%

c) Community Activities

1) Door to Door interaction, FGDs and F2F meeting:

A total of 23 FGD have been taken in the different clusters in Laxminagar community over the project period. To conducting FGD main objective was to identify the behavioural and social causes and consequences of



substance use in community/family. In every FGD discussion points was initially general introduction, general discussion on substance availability in community, discussion on use of substance in community / family, discussion on availability of digital media and use of addiction. 9 to 10 community peoples were participated in each FGD. Total 188 community women were participated in the focused group discussion. We were recorded all the FGD details and prepared report. Among the community people's women and children were participated in the Focused Group Discussion.

2) Stakeholders meetings, parents, SHG Groups, etc.



All the stakeholder meetings counselling by the resource persons of different NGO. They were conducted awareness session on the topic of Introduction of addiction, & its ill effects. Total 16 stakeholders' meetings organized at Laxminagar community and we were sensitized the different stakeholders through the awareness sessions. stakeholders include community peoples, community representatives, Mandals, Health cares, Anganwadi Sevika, SHG and children. 202 peoples were attended the stakeholder meetings from the community.



3) Children awareness through Competitions:

Over the project period 11 different competition were taken. The main objective of this intervention was “To create awareness of substance abuse through conducting competitions among children”. 11 different competitions were taken by MASHAL staff in community for the children. During the competition awareness session on substance abuse and its ill effects also conducted for the children. 412 children were participated in different competition held at



Laxminagar community.



4) Community wise information awareness program:

The objective of the conducting this intervention were 'To create awareness of substance abuse through health professionals among community peoples. Free Check-up health camps and events were organized over the project period. Total 9 different types of events/camps were organized at community and 556 community peoples were attended the camps/events. During this camp anti addiction videos also run for the awareness purpose. During the camp or event expert counsellor were one to one counselled the community peoples.



5) Awareness and information during Religious events/celebrations:

17 different religious event/ community events were celebrated with community peoples. Main purpose of event celebration was "To promote public awareness substance abuse and its ill effects through community events celebrations". Total 784 community peoples were participated in the celebration of different types of religious events.



6) Janna Prabodhini Pnachkosh training Sessions:

25 training Sessions were conducted by Janana Prabodhini's trainers for the children (11 to 16 age group) in the community. 4 additional sessions were conducted for the children (6 to 10 age group). 341 children were attended in the both age group training sessions from the community.



7) Medical professional outreach to community:

The objective of the intervention was “To improve child outcomes; either by increasing the parent's knowledge, skills or capacity or by improving



parent-child interactions, parent wellbeing, or family relationships. Nine counselling sessions were conducted by the 'Prayas Bahuuddeshiya Vikas Sanstha' for the Parents and children to improve positive relationship. 138 Parents and 119 children were attended to these



counselling sessions.



8) **Life skill Training program/career counselling:**

4 life skill trainings sessions and 6 career guidance counselling sessions were conducted in community. The objective of conducting to activity was "To build self-confidence, encourage critical thinking and help children to

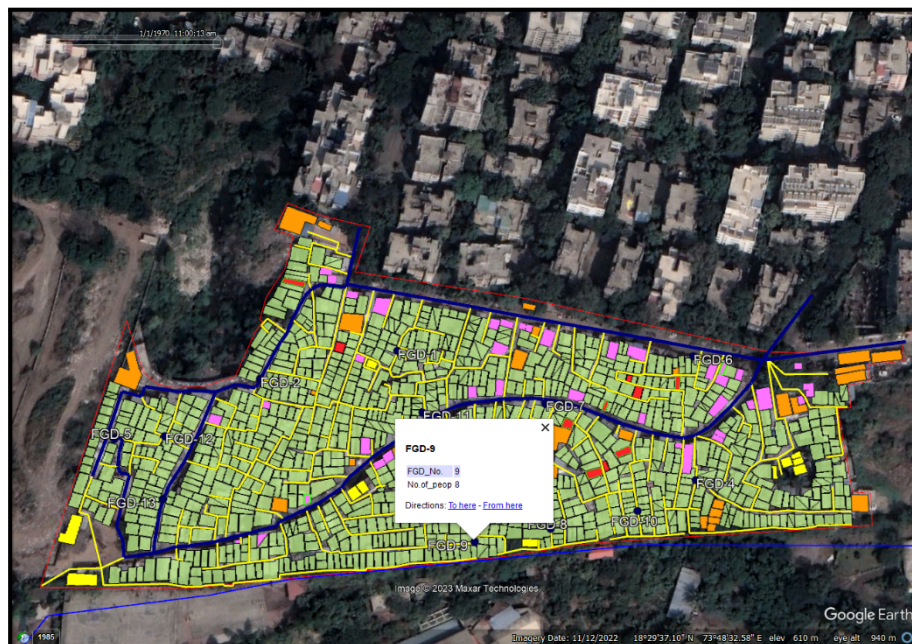


communicate more effectively”. Total 88 children and 96 youths were participated of the conducted sessions.



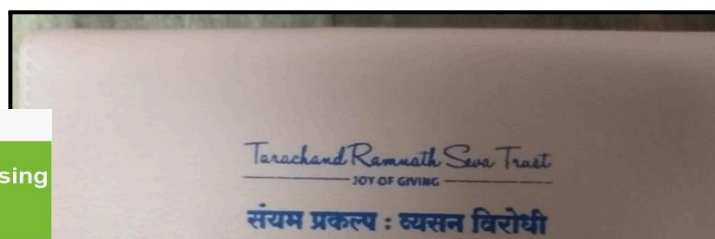
9) GIS Mapping & Integration of community data:

Using with the GIS tools, from field staff were marked geo location of 1143 house and amenities on the drone surveyed maps and collected data were linked using GIS on the maps.

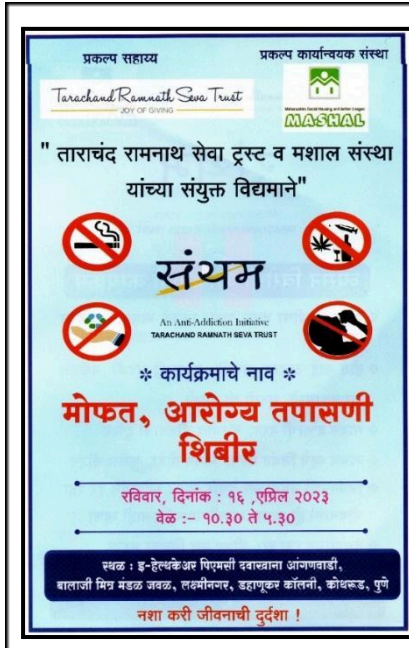


10) Design of Broachers, IEC materials:

Information, Education and Communication (IEC) materials were used to convey community people's preventive messages on prevention of addiction. Under the Saiyam project we have been created IEC materials like Stickers, awareness pamphlets,



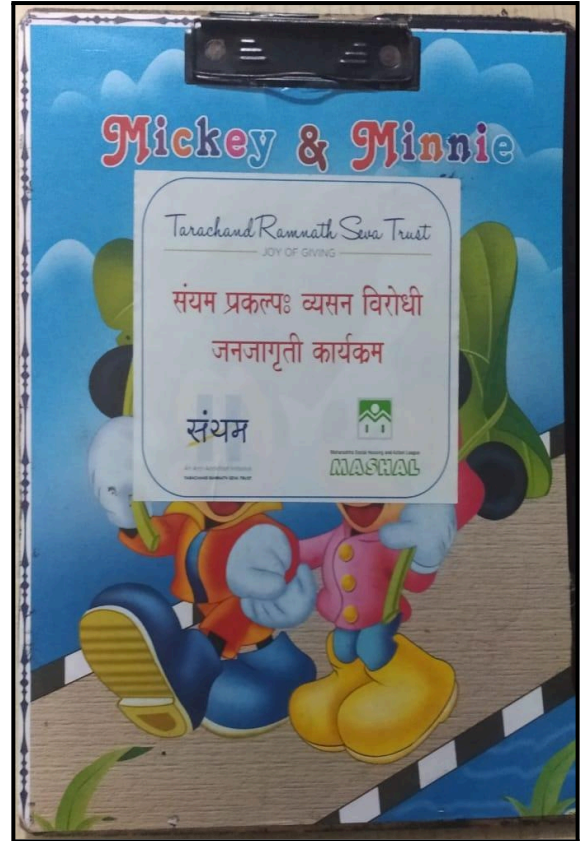
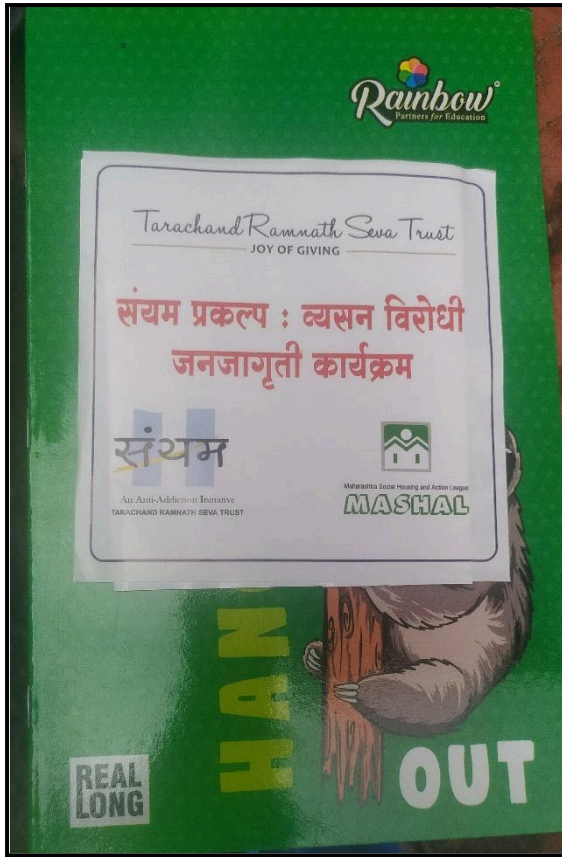
posters, Standees, display board, backdrop banners, printed shopping bags. Wall Clock, Hand bag, T-shirts, Caps, Public posters etc.













Section VII: Feedback from Field

a) Case Studies

Case Study 1

Balasaheb Bhumbe age 45, has living in a rented house in a slum in Laxminagar for the last 10 years. He has a wife and two children and he lived with him in the family. The wife was earning money Rs. 2000 monthly by doing a job as a maid. While Balasaheb nurturing his family with the money earning from plumbing work. Meanwhile Balasaheb got addicted to alcohol his friends peer pressure.



Due to his **addiction of alcohol**, he had fight with his wife every day at home. Also, his school studying children were disturbing due to the behavior of his father. Sometimes Balasaheb would even avoid going to regular work.



During the last nine months, substance abuse and its ill effects awareness program was conducted for the slum dwellers and children in Laxminagar by **Mashal and Tarachand Ramnath Seva Trust**. Both the children of Balasaheb regularly attended the training session of **Jana Prabodhini**. His children informed him and his wife about the ongoing anti-addiction program in community. After that, Balasaheb was attending the counseling sessions of substance abuse and its ill effects conducted by **Multangan** and **Parivartan** rehabilitation center. After attending three sessions, Balasaheb got detailed information about the addiction and its various side effects.

One day, after the counselling session Balasaheb asked the representative of the organization that “I wanted to give up alcohol and I was ready for that and what I had to do for keep away from addiction of alcohol. Counselors guided him properly about the de addiction treatment and procedure. Balasaheb had a positive effect on his mind through various sessions attended in the slums, and he showed his readiness to get rid of addiction on his own. All representatives of the organization also motivate and helped him about de addiction treatment. Now his **alcohol consumption is much less** than before and he goes to work every day. These awareness sessions always motivate the peoples in Laxminagar for the keep away from the various addiction of substances.

Case Study 2

Kalpana Gangadhar Todkari is a 14-year old girl living in a poor family in Laxminagar community. Her family has been living in this community for the past 35 years and her mother and father supported the family by doing daily wages. She has two siblings and her parents a total of 5 people lives in her family. Kalpana is studying in class VIII in a government school.



In the family, Kalpana always **used to argue** with other members of the household. She used to fight with her parents too. After coming home from school, she always likes to handled mobile phone. Due to the **excessive mobile use** she used to neglect her good behavior with others and also her school studies.

While Mashal's representatives were conducting door to door surveys at Laxminagar community, Kalpana's mother came to know that **children's various programs and sports competitions** were conducted in the community by MASHAL and Tarachand Ramnath Seva Trust. Kalpana's mother registered Kalpana's name to participate in various competitions organized by MASHAL.

After participating in the first two to three competitions, Kalpana also started having a lot of fun and started attending all the sessions regularly. Through the organized competitions and games awareness session for the children were conducted on children's addiction, types of addiction, its ill effects, mental health, good health and excessive use of mobile phones and its ill effects.

Kalpana participated in various sessions organized by MASHAL in community. So, she got the detailed information about what is the addiction, types of addiction, side effects of addiction, excessive use of mobile phones and irritability in nature. Kalpana is now incorporating the things taught in the session in to her daily lives.

Also, she freely shares the **information and knowledge** gained from the attended sessions in her home, neighbors, friends in the community, peoples in the community and friends in the school and **motivates others** to do the same.



b) Project Pictures



Figure 48 Baseline Situation Assessment Survey



MASHAL

Maharashtra Social Housing and Action League



Figure 51 Children Rangoli Competition







Figure 58 Jana Prabodhini Training Sessions for 10 to 16 age group children



Figure 59 Jana Prabodhini Training Sessions for 10 to 16 age group children



Figure 60 Awareness Training and counseling Session



Figure 61 Awareness Training and counseling Session



Figure 62 Life Skill Training Session



Figure 63 Career Guidance Session





c) Annexures

Figure 65 GIS Mapped Residential House

Analysing and acting on stakeholder feedback will be essential to make meaningful improvements and innovations in our implementation plan. Feedback from the stakeholders always help us to guide about planning of future strategy. Finally, when we measure and evaluate the impact and effectiveness of our solutions or prototypes, then communicate and celebrate our future results with stakeholders. We have received the attached letters from the community.

Figure 66 Letter received from Parivartan Sanstha

