

## Project Muskaan- Strengthening Government rural primary education system

### Toon Magic: Innovation in Project Muskaan-Supporting Rural Govt. Primary Education system

Embarking the three successful years of project Muskaan, JBF has witnessed reduced absenteeism, low school dropout rates and a participative community. Now the time has come where the foundation focuses on quality of education and learning. Taking forward the objectives of Project Muskaan to improve the quality of education imparted and motivate the students in attending school, Jubilant Bhartia Foundation initiated a new teaching methodology "Toon Magic" for the Muskaan Kids as a pilot in 6 schools at Gajraula.



Toon Magic is an innovative teaching and learning strategy developed by Ernst & Young Foundation which is not only interesting but also ensures active participation from students.

The initiative aims at enhancing learning amongst students with the effective use of Audio Visual Aids.

#### Methodology of Toon Magic Program:

It is implemented with the help of a local entrepreneur. The process is as below:

- Procurement of projector and screen by the entrepreneur.
- Allocation of schools to the entrepreneur and short duration training of entrepreneur on training methodology and modules.

- Pre analysis of indicators like absenteeism, drop-outs, girl's enrollment etc to be carried out before starting multimedia training in the schools.
- Multimedia training initiation by the entrepreneur in the allotted schools.

So far, this initiative has been well accepted by the block education department and ABSA Gajraula requested to implement this model in other Govt. Primary and Upper primary schools of the block. Similar requests for implementation of this model in other schools have also come from Gram Pradhans of other villages.

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Toon Magic Program at a Glance

## Pre education Learning material Distribution and Training Program

JBF, Nanjangud in association with Pratham, Mysore and Dept of Women and Child Development organized "Pre education Learning material Distribution and Training Programme on Pre Education Skill for Anganawadi Workers". The program was attended by 20 Anganawadi workers who were taught to use learning kits, teaching methods for children, responsibilities of the workers. The training module included different types of teaching methods and games for all workers.



Pre education Learning material Distribution and Training Program

## Infrastructure Support (Renovation of School Toilets) to Muskaan School at Sahibabad:

JBF is moving ahead with the agenda of holistic development of the Rajkiya Prathamik Vidyalaya, Sahibabad (near Jubilant Industries Ltd, Sahibabad under the Muskaan initiative.

It was observed during the JBF's preliminary- project assessment that the toilets of the school were in a miserable condition and were blocked. Therefore, it was decided by JBF, to renovate the toilets of the school as it is a basic amenity. An amount of Rs.29,700 was donated to the school for the renovation of toilets. After the renovation of the school toilets the attendance of the school improved gradually.



Before



After

# Supplementing Basic Healthcare

## ANC session of pregnant women at Gajraula:

Regular ANC sessions of expecting mothers are organized at Gajraula Location under Swasthya Prahari initiative with a focused approach which enables the medical practitioner to identify the high risk group. Regular health check up is followed by hemoglobin examination and personal counseling. These sessions also facilitate beneficiary registration and tracking for promoting institutional delivery.

## Dental Camp at Nanjangud

Dental Check up Camp at Debur School in Nanjangud was organized in association with JSS Dental College and Hospital, Mysore. A Team of 6 doctors screened 238 students. Out of which 2 students were treated and 06 students were referred for further treatment.

An awareness session on healthy dental practices and hygiene was conducted by the doctors during the camp.

## Project SAMRIDHI at Kapsan

Farmers in the project villages, viz. Singhpur, Banakia and Narela, have been cultivating hybrid maize but their knowledge about the hybrid maize cultivation practices including quality seeds, sowing methods, sowing time, plant geometry and population, pest & disease management, balanced use of inputs has been rather superficial. Due to lack of awareness and knowledge about good agriculture practices their crop average yields were also low



ANC Session at Gajraula in Progress

(about 10 qtls per acre). Soil health was also an issue in these villages, though they are cultivating their crops next to a fertilizer factory and their awareness about soil health is very poor.

## Project Objectives:

Promotion of Improved Hybrid Maize Cultivation Practices to increase yield and income of farmers to improve their livelihood.

## Project Key Interventions

1. Selection of farmers/ village meetings and Pre sowing interventions
2. Training on hybrid maize cultivation practices - Pre sowing, during the crop, pre and post harvest.
3. Organizing 25 demonstrations of best agronomic practices- 1 acre each.
4. Agriculture Extension services and Experts visits to farmers fields
5. Introduction of micro irrigation

After the baseline and primary visits, meetings with the farmers in three villages viz. Singhpur, Banakia and Narela were organised in the Kapsan



Hemoglobin checkup of expecting mother at Gajraula

block of Chittorgarh district. Project farmers were trained on maize package of practices in three phases viz., pre sowing, during crop & pre harvest, covering INM, IPM, IWM and farm produce handling with quality consideration. Field Demonstrations on hybrid maize on 25 acres covering 3 villages were organized in Kapsan block of Chittorgarh district. On the each demo plot, project demo boards with the support acknowledgement of Jubilant Foundation were placed. Regular extension services were provided to the farmers by the project staff through one to one

meetings and field visits. Major problems observed in the crop by extension workers were when the crop was at knee stage and cob formation stage.

## Senior Citizen Felicitation Program

Jubilant Bhartia Foundation has been working across four vital social issues namely Education, Health, Livelihood promotion & Trust building activities. As one of the most important initiatives for trust building in the surrounding community, it was felt that one of the most important members of our society i.e. the senior citizens were the most neglected ones and they deserved a degree of recognition and reward which they were deprived of. JBF scheduled the event again wherein 53 senior citizens of Hasanpur block as well as Gajraula block were felicitated which had been selected through participatory approach.



Dental Camp and Awareness session at Gajraula



The objective of this programme was to recognize the efforts of seniors (above 60 yrs.) who have dedicated their services to the community throughout their life.

Chief Guest CDO-J.P. Nagar graced the occasion with his presence.

The programme was steered forward by releasing a book named Abhinandan which inherits the write-up of the seniors who were felicitated last year.

## Other Activities

### Blood Donation Camp at Noida

Blood Donation of blood is a sign of kindness and care for the fellow human beings. Every 2 seconds, someone in the country is in need of blood. 60 percent of the Indian population is eligible to donate blood—only 5 percent do. Jubilant Bhartia Foundation has developed "Jubilant e-Blood Bank" where the employees could opt for its membership. The unique Jubilant e- Blood Bank could facilitate the following:

1. The voluntary donor will be able to donate blood in Camps organized by Jubilant Bhartia Foundation at our Locations or Corporate offices
  2. The voluntary donor would be requested to donate blood during any requirement of the blood for the Jubilant Employees and their wards.
  3. During the time of emergency, the voluntary donor can receive the blood from the nearest blood bank without replacement or from any member of 'Jubilant e-Blood Bank'.
- More than 270 employees from all the facilities registered for the "Jubilant e-Blood Bank"

Besides, a blood donation camp was also organized by JBF in association with Indian Red Cross Society at the corporate office, Noida where in 61

### Skill Building Programme for Poor Widows in Garment Stitching

JBF supported the capacity building of 57 poor widows by providing them training on basic garment stitching for 10 days (15-25 February). The training partners for this initiative were SEWA Delhi Trust, whereas the Loomba Foundation provided them sewing machines after the completion of the course.

units of blood was donated by the Jubilant employees. Necessary health tests were done by IRC doctors prior to accept the blood units from the employees thereby ensuring safe blood from the donors. All the blood donors were given blood donation card by IRC which can be utilized for future need of blood within one year.

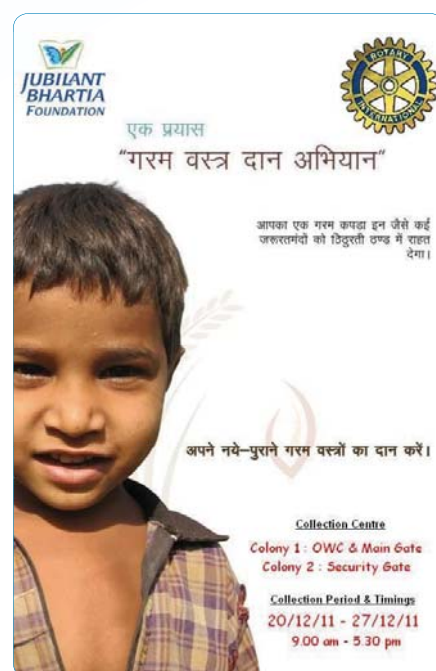
Roorkee plant also witnessed a blood donation camp organized by JBF where in 66 unit of blood was donated by the employees of the location.

### Vastra Daan Program at Gajraula & Roorkee

Taking forward the maxim of charity begins at home and the employee engagement initiative program-Prayas; JBF at Gajraula & Roorkee location organized a vastra dan program to help and support underprivileged section of the community to fight extreme

Farmer exposure Visit to Gobind Vallabh Pant University of Agriculture and Technology

With a view to widen the horizon of new agro-technology and motivate farmers to adopt new technology, JBF organized a Farmers Exposure Visit to Gobind Vallabh Pant University of Agriculture and Technology for 22 progressive farmers from the project villages in Gajraula. The visit acquainted the farmers with the modern technologies in farming and allied activities.



Vastra Daan Program at Gajraula

cold weather. The new and old but usable & wearable woolen clothes & rags were collected from Jubilant employees and distributed to the needy people.



Vastra Daan Program at Roorkee