Annual Report
2012-2013 & 2013-2014

Jagran Pehel
A Division of Shri Puranchandra Gupta Smarak Trust
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**Disclaimer:** The Annual report presented here covers a span of two fiscal years (2012-13 & 2013-14).
GENERAL SECRETARY SPEAKS

I am pleased to present this annual report amongst you. The previous years have been a milestone in the decade long journey of Jagran Pehel as the progress of the organization has been steady throughout. In this annual report you shall find a detailed description of the organization’s interventions, challenges and achievements in the past two fiscal years.

Jagran Pehel focussed on consolidating its projects and strengthening its relationship with its partners. Over the years we have been able to build a strong relationship with our partners and retain it. Our focus on quality outcome and ensuring to achieve it beyond commitment to all our projects is a key factor behind this success. I thank our partners for having recognised this unique element of Pehel’s operational strategy, and for having reposed their faith in our ability to meet their expectations.

It has been an enchanting experience and being responsible for the contribution towards our stakeholders but it is our donors, our duty bearers, and stakeholders who equally took the challenge in coming together, believing in us, on our commitments and for their unprecedented support. We hope that you would continue supporting us and more people join this endeavours with much commitment and sensitivity.

I must also appreciate the sincerity and dedication with which the Jagran Pehel team has worked in order to deliver results over the past years. The team’s efforts have enabled Jagran Pehel to grow from strength to strength, tiding over several challenges and emerging stronger. I wish them well in their future endeavours.

Shri Mahendra Mohan Gupta
Ex. MP, Rajya Sabha
General Secretary
Sri Puranchandra Gupta
Smarak Trust
CMD
Jagran Prakashan Limited
TRUSTEES’ POINT OF VIEW

Jagran Pehel’s vision statement is “to develop a well-informed society through social information infrastructure that will create an environment in which people support one another to build a responsible and responsive social order”. Thus Pehel epitomises our effort to fulfill our social responsibilities as a media organisation through its broad based communication network.

In the past two years, Pehel’s efforts were focussed on consolidation of projects and advocating with stakeholders on different issues like gestational diabetes, neo natal care and survival, and women empowerment, etc. Our advocacy efforts have resulted in getting the issues on the forefront of the government domain in its different policies and schemes.

Pehel has always focused on building a strong and committed contingent and we are proud of our team that has worked day and night in bringing services to the needy, to make people more aware and bridging the gap between need and availability of services. Pehel tends to focus on improving the awareness and advocacy spectrum at all levels, meaning from an individual up to the system at local and central government institutions for a sustainable change in the society.

I wish this report would put light to our efforts in stepping ahead towards building an unbiased, economically sustainable, healthy and educated society and I am hopeful that the reader would find it remarkable in our collective endeavour towards a new age.

I thank all our partners for their sustained support to us all through our efforts to create a better-informed and more aware society. As always, we hope that we will be able to meet all such expectations in future.
FROM THE DESK OF CEO

I take pride in sharing with you the Annual Report for 2012-'13 and 2013- '14. This year we are publishing a consolidation of all the activities that we have done in the last two years. In the last few years, Jagran Pehel has significantly contributed in the development of building the society. Our teams have consciously been innovative, networked with right groups of people that marked significant impact through successful models of change which have been replicated at different places. Mentioning few Programmes like Neo Natal Care and Survival, Gestational Diabetes, Tuberculosis and Diabetes Mellitus Inter-linkages, and Sapno Ko Chali Chooney, have proved to be a catalyst in the history of development & protection of community of urban and rural India.

The result oriented initiatives for raising living standards, improving health indicators and empowering women for the underserved communities have helped us to showcase ourselves properly in front of the government, stakeholders and our funding organizations without whom our efforts in reaching to the masses would have gone in vain.

In Jagran Pehel, we have been always successful in streamlining state and national policies with the roles and programme intervention of the organization without compromising on organizational approach or programme need and we verily know and thank our donors, government and beneficiaries to show their complete faith on us. We are sure would replicate much good work in this year to come.

Pehel - the Initiative was registered as a Society on 28th February 2014 with a special emphasis on the mandatory Corporate Social Responsibility under new company law act. Now the Government of India has made this effective and operational w. e. f 01.04.2014.

Always learning and improving from our experience, we like to believe in the power of team work. In this regard, are planning to build on our existing relationships with the Government Agencies and International donors and develop new associations under two new themes; a) Livelihood, b) Sanitation and c) Care of the Elderly.

Our first and foremost expression of gratitude goes to Jagran Prakashan Limited, who over the years, have been a constant source of support for us in carrying out our community welfare campaigns. For years, Jagran Pehel has been utilizing the plexus of Jagran to reach out to the masses with our programs and actions.

In a special way, I would like to place on record the generous support of our Donors World Diabetes Foundation-Denmark, UNICEF, WDC, Government of Bihar and UNFPA. I cordially thank our Chairperson, Board Members and all other associates for their active and positive contribution to Jagran Pehel as we venture, build and grow to be one of India most loved people’s organization.
About us

Jagran Pehel, a division of Sri Puranchandra Gupta Smarak Trust (popularly known as Pehel), registered under the Societies Registration Act 1864, is actively involved in awareness generation aimed towards behavioural change and advocacy on social issues through innovative means of mass communication throughout the country. Pehel works across a diverse spectrum spanning health, hygiene and sanitation, sustainable livelihood, education and gender.

Pehel, with its primary partner JPL, one of the largest media plexus in the country, is actively involved in awareness generation and promotion of social development through innovative means of mass and mid media approaches and stimulating interpersonal communication. Pehel follows a partnership approach where it liaisons with institutions who share its social development goals. It creates Information Infrastructure Network (IIN) using Jagran’s nation-wide plexus in the form of 360° approach by carrying comprehensive and synergistic campaigns and on site delivery of information and services.

**Goal:** To improve the quality of human life through self dignity, community education, self efficacy and in longer run to bring about behavioural change for all round development of society.

**Vision:** To develop a healthy and informed society that provides for a holistic and sustainable development of the people in a responsive social order.

**Key Focus Areas:**

- Health, Hygiene and Sanitation for All
- Population Issues
- Water & Sanitation
- Corporate Social Responsibility
- Sustainable development – economic, environment and social sustainability
- Education for All
- Gender Equality
- Poverty Alleviation

Over the years, Pehel has collaborated with different stakeholders like The World Bank, UN agencies, Corporate, World Diabetes Foundation, Denmark, MoHFW-GOI, Population Service International, Dr. Reddy’s, Max Foundation, Guardian Pharmaceuticals, Eli Lilly, JANANI, State Governments (Bihar, Jharkhand, Uttar Pradesh, Punjab and Delhi) to implement sustainable models of reaching out to people on various social issues.
BROADENING HORIZONS

With the changing trends across the sector and emerging new avenues, especially after the enactment of the new CSR Bill, 2013; Pehel has consciously decided to make a paradigm diversification of our outreach; to surface with pragmatic and sustainable ventures which are harbingers in the socio-economic development of the community, particularly the BOP (Base of the Pyramid Population).

**Approach:** We shall be looking to work in collaboration with the Government/ Public sector partners and Public Service Units (PSUs) to generate new partnerships. Pehel is already in the process of developing a working relationship with the State Governments of Bihar, Uttar Pradesh and Jharkhand to foster relationship and promoting developmental behaviour change among the target groups.

**Emerging Avenues:**

**Sanitation:** Poor sanitation is something that not only affects the health of the people of the country, but also affects the economic and social development of the nation. We believe that if rural India can learn to operate ATMs, mobiles, smart cards, it can also learn to sanitise its behaviour. We shall look to develop programs focusing on maximizing the coverage of 100% sanitation and thus contribute towards making "Open-Defecation free” zones in the country.

**Livelihoods:** In India, over 60-70% of the people are living in rural areas that neither have adequate land holdings nor alternate service opportunities to produce or procure these commodities. In the absence of adequate employment opportunities, the rural people are unable to generate enough wages to sustain their livelihood. We shall look to empower and enable the communities to adopt livelihood options based on conventional and non-conventional income generation avenues.

**Elderly Care:** Given the trend of population aging in the country, the older population faces a number of problems and adjusts to them in varying degrees. These problems range from absence of ensured and sufficient income to support themselves and their dependents to ill health, absence of social security, loss of social role and recognition and to the non-availability of opportunities for creative use of free time. We shall adopt a holistic approach to population ageing taking social, economic and cultural changes to effectively solve the emerging problems of the elderly.
In year 2010-11 Jagran Pehel in association with its parent body Jagran Prakashan Limited and World Diabetes Foundation implemented a nationwide mass awareness campaign project titled “A Multi Media Approach for Awareness Generation on Gestational Diabetes and its Management in selected districts of India” was focused on Gestational Diabetes which is a growing concern for the public health.

Jagran Pehel in collaboration with the World Diabetes Foundation (WDF), Denmark implemented the project on “Follow Up Campaign on Mainstreaming GDM (Gestational Diabetes Mellitus) in Public health care and delivery system” The project was aimed to advocate with the stakeholders (bureaucrats, health department officials of the respective state governments, frontline health care workers like ASHAs and ANMs and other stakeholders including civil society, media houses etc.) for mainstreaming GDM in the existing public health system and also create a cadre of trained personnel (health care service providers) who will undertake screening of patients for GDM in their health care system. This will help in addressing the demand as well as the supply side of the services.

The project was implemented in four states of India – Bihar, Jharkhand, Delhi and Punjab over a span of one year. Through this project, we have been able to sensitize/advocate more than 300 persons (approx) directly through the multi stakeholder panel discussions and train more than 180 doctors (approx) from the public health system in the four project states. 200000 IEC materials on GDM for ANM and ASHA have been distributed through District level health department of all the districts of the project state.

**Orientation Program for the frontline health workers**

As a part of the continued partnership, we organized orientation program for ANMs and ASHAs in the districts of four project states. Since ANMs and ASHAs are the first contact point for the pregnant women in the community, it is very essential that they are sensitized on the GDM issues and their roles in GDM management. This orientation workshop proved to be the right platform to provide information and regarding GDM and its management. Over 3208 ANMs (Auxiliary Nurse & Midwife) and 12589 ASHAs (Accredited Social Health Worker) were oriented covering a spectrum of 4 states (Delhi, Punjab, Jharkhand & Bihar).
State level advocacy Forum on mainstreaming GDM

Four State level advocacy forums were organized with the objective to sensitize and orient state level health service providers for effective implementation of government initiatives of mainstreaming GDM in public health delivery system. The forums were participated by State Health Ministers and other elected representatives, Bureaucrats/district level administrators, State Health Department officials, representatives of Health Professional bodies, Noted Endocrinologist and Gynaecologists, NGOs, and Media houses.

State Level Training of Trainers (TOT) for Public Health Professionals

Five (two in Bihar and one each in Delhi, Punjab and Jharkhand) state level TOTs were organized for health practitioners working in the public sector. The training evolved around; a) Orientation of Public health professionals on their roles and responsibilities in GDM Management and b) Developing a collective action plan for district level training and for distribution of IEC materials. The training programs saw great success in terms of; Action plan developed for IEC distribution to ANM and ASHA and scheduling of district level training program and a clear understanding of the content of the Guideline and protocols of GDM among the participants.

The State Wise details of the ANM and ASHA oriented on GDM issues:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of State</th>
<th>No. of ANM oriented on GDM issues</th>
<th>No. of ASHA oriented on GDM issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bihar</td>
<td>1256</td>
<td>6010</td>
</tr>
<tr>
<td>2</td>
<td>Jharkhand</td>
<td>616</td>
<td>2100</td>
</tr>
<tr>
<td>3</td>
<td>Delhi</td>
<td>188</td>
<td>1454</td>
</tr>
<tr>
<td>4</td>
<td>Punjab</td>
<td>1148</td>
<td>3025</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>3208</td>
<td>12589</td>
</tr>
</tbody>
</table>

The State Wise details of doctors oriented on GDM issues.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of State</th>
<th>DOCTORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bihar</td>
<td>70</td>
</tr>
<tr>
<td>2</td>
<td>Jharkhand</td>
<td>36</td>
</tr>
<tr>
<td>3</td>
<td>Delhi</td>
<td>22</td>
</tr>
<tr>
<td>4</td>
<td>Punjab</td>
<td>52</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>180</td>
</tr>
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</table>
Impact evaluation by KPMG:

As a part of the project, an impact evaluation of the GDM project has to be conducted in the 4 states. The evaluation will be done by KPMG. They will be undertaking field visit for data collection at Delhi, Jalandhar, Patna and Ranchi. The proposed study will be a qualitative analysis based certain sets of evaluative questions and field observation. It shall use both focused group discussion for the direct target group and guided questionnaire for other respondents groups such as stakeholders.

The evaluation shall evaluate two broad components:

a. Qualitative impact assessment of the project – To understand the effectiveness of the program design in terms of the various methods used to advocate and create awareness amongst all the stakeholders.
b. Formative research of the communication strategy and tools used in the project – To understand how effective were the messages communicated.

Major Achievements:

- Memorandum of Agreement/ letter for strategic partnership signed between Jagran Pehel and Health Department, Bihar, Jharkhand, Delhi and Punjab for smooth implementation of the project.
- The Health department of the concerned states appreciated and endorsed all the IEC materials and the GDM guideline prepared by the technical expert and approved the same.
- Through this project, we have been able to sensitize/advocate more than 300 persons directly through the multi stakeholder panel discussions.
- Trained more than 180 doctors from the public health system in the four project states.

Health: Media Advocacy Campaign on Promotion of Family Planning & Birth Spacing

In India, every year, about 78,000 women die during pregnancy, child birth or within 42 days after delivery. These deaths could be prevented through family planning alone. Mass media communication campaign has been considered as an important strategy to increase knowledge and raise awareness in the community.

Therefore to create an enabling environment as well as sensitize the stakeholders, Jagran Pehel, collaborated with PSI in U.P to undertake the following activities:

Syndicated Columns and Advertisements:

Repeated messaging has a greater impact on the recall value of a product amongst the people, therefore, it is important to reach out to the audience with the message regularly. Columns and articles were published on family planning and related issues in Saptarang– health specific page in Dainik Jagran. The articles were written by renowned gynaecologists from Uttar Pradesh on different aspects of family planning and published on Tuesday’s every week. A dedicated advertorial on Freedom 5 (a family planning device for women)
was also published along with the article. These advertisements were focussed on promoting the demand and use of IUCD services, myth busters related to IUCD and other family planning methods.

Prashna Preher sessions (Question & Answers through newspaper):

Prashna Preher is an interactive platform wherein people can speak to experts on a particular issue through a dedicated telephonic call in service and seek clarifications on the same.

Q&A sessions were organized at Aligarh, Meerut, Allahabad, Bareilly, Gorakhpur, Varanasi, Agra, Kanpur and Lucknow on family planning and related issues. We received approximately 800 calls from the 9 districts. Each session was for two hours wherein 2 experts (gynaecologists) from the team of PSI answered to the queries of audience.

Dedicated print media space over a period of one month campaign:

Repeated messaging has a greater impact on the recall value of a product amongst the people, therefore, it is important to reach out to the audience with the message regularly. Advertorials on Freedom 5 were published in different sizes twice every week for creating the desired effect. Full page jackets describing Freedom 5 was published at the start and end of the campaign.
The details of print media coverage are as follows:

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Activities</th>
<th>Space Used (Sq.Cm)</th>
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<tbody>
<tr>
<td>A.1</td>
<td>Print Campaign (Jacket)</td>
<td>26136</td>
</tr>
<tr>
<td>A.2</td>
<td>Print Campaign (3rd Page 400 Sq.cm)</td>
<td>22400</td>
</tr>
<tr>
<td>A.3</td>
<td>Print Campaign (Front Page 400 sq.cm)</td>
<td>12800</td>
</tr>
<tr>
<td>A.4</td>
<td>Total</td>
<td>61336</td>
</tr>
<tr>
<td>B.1</td>
<td>Prashna Preher Pre-coverage</td>
<td>1440</td>
</tr>
<tr>
<td>B.2</td>
<td>Prashna Preher Post-coverage</td>
<td>5600</td>
</tr>
<tr>
<td>B.3</td>
<td>Total</td>
<td>7040</td>
</tr>
<tr>
<td></td>
<td>Total A+B</td>
<td>68,376</td>
</tr>
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</table>

Major Achievements:

- Mass Awareness Generation through syndicated columns in newspapers: Outreach to over 1 Million people
- Direct interaction between about 1000 persons seeking solution to safe birth spacing methods through Prashna Preher sessions

Health: Campaign for Neonatal Care and Survival Issues

In Uttar Pradesh, according to Annual Health Survey Report, Census 2011, the neonatal mortality rate is 50 per 1,000 live births. Uttar Pradesh accounts for 16 percent (%) of India’s population and in contrast, 28 percent (%) of India’s newborn deaths. As per the data available in the Annual Health Survey Report Bulletin, Census 2011, IMR and MMR of UP are 71 and 36 respectively. The number of newborn deaths in Uttar Pradesh is more than any other State in India. Most of these deaths are preventable if timely and definite measures are undertaken. Pehel undertook the gauntlet of preventing these deaths by raising the issue at the levels which matter the most; Grassroots governance, front-line workers and the community. There are two major causes: a) Lack of awareness amongst community and b) lack of awareness of service providers. Jagran Pehel in collaboration with UNICEF implemented a project entitled “Awareness & Advocacy Campaign for Neo-Natal Care and Survival” in 17
districts of Uttar Pradesh, which was followed up with an additional 12 districts. The objectives of the project were: a) To raise the profile, increase visibility and create a sense of national urgency on neonatal mortality & b) Creating an enabling environment for positive change on neonatal care. Intensive block level intervention was undertaken as a part of the project.

**Panel Discussions:**

Jagran Pehel organised panel discussions in all the 11 intervention districts. Participants included elected representatives (MPs, MLAs, Ministers, PRI members, etc.) government representatives, pressure groups, civil society organizations (CSOs), experts, school and college teachers, social activists, and members of the media. The overall objective was to create a forum of discussion and generate a sense of commitment from the key stakeholders on the issue. It was supported by pre and post coverage in Dainik Jagran local editions highlighting the commitments made by the stakeholders.

**Prashan Prehar (Question Answer session through Newspaper):**

Two domain experts working on related issues (paediatrician and gynaecologist) were invited to the Dainik Jagran office as resource persons and people were encouraged to call in and put their queries to them. The entire activity was promoted through Dainik Jagran by placing “announcement advertisements” which mentioned names of experts, timings of event, and phone numbers so that people could call in. The experts were available throughout the duration of the event and answered questions on a wide range of issues, including neonatal child care. The relevant conversations and details of the question-answer sessions between the experts and the people were then published in the respective editions of Dainik Jagran the day following the event, so that the benefits could be distributed on a wider scale.

**Radio intervention:**

RJ mentions and radio jingles about neonatal care and practices were produced by Pehel and aired through four radio stations in Uttar Pradesh In Radio Mantra and 12 stations in AIR. 15 minutes program along with 20 seconds of jingles and promos were played to educate people about neonatal care in the intervention districts through Radio Mantra and AIR over a period of 27 weeks.

**Out-of-Home:**

Wall paintings, posters were placed at strategically selected locations like PHC, CHC, Block Office, Panchayat Bhawan, Markets, etc in the districts. Wall paintings were placed in 21 blocks of Moradabad and Varanasi locations during the project period. Besides collaterals (posters and leaflets) were designed containing key messages on neonatal issues specifically targeted to the different stakeholders and disseminated to the participants during the advocacy workshops (panel discussions).
Major Achievements:

- There was a perceived increase in the knowledge levels as well as greater clarity on the issue of neonatal care amongst the stakeholders.
- 750 stakeholders, 526 Health care workers and 709 PRI members sensitized through 11 district level advocacy forums and 1700 stakeholders through block level intervention in 21 blocks on the issue and their role in reducing neonatal deaths.
- Large scale commitments received from political as well as bureaucratic levels in the state. The commitments were published in Dainik Jagran editions, but follow up has not been done due to lack of scope in the previous project.
- PRIs and health care workers brought in the same platform, sensitized on their roles and expectations from each other for providing better services in the community, increased synergy and work in coordination.

Health: Multi Media Campaign on Tuberculosis and Diabetes Mellitus

Jagran Pehel in partnership with The World Diabetes Foundation, Denmark is implementing a “multimedia campaign on tuberculosis – diabetes mellitus linkage in 3 states of India” namely Bihar, Jharkhand and Uttar Pradesh. The project intends to address the demand side through mass scale awareness generation using different media tools as well as the supply side by building capacities of health care personnel and thus strengthening the health service delivery system. The project is being implemented by Jagran Pehel with technical support from The Union, one of the leading organizations in the field of Tuberculosis in the world. Dainik Jagran is the primary partner and respective state governments and health departments are the strategic partner in this project.

The project focuses on the factor that people with diabetes are more prone towards tuberculosis and vice versa due to different health indicators. The project tries to establish the correlation between the two (TB & DM) during the health camps and thus advocate with the government to look at this in a holistic manner as a part of their larger programs. The project also targets creating awareness amongst the community members for the need to go for testing of both the co-morbidities.

Baseline Survey:

A comprehensive baseline survey was carried out in the 3 project states (Uttar Pradesh, Bihar and Jharkhand) to make an assessment of the prevailing knowledge of TB & DM, causes and symptoms, treatment and inter-linkages in the target population. The key findings are:

- In Bihar about 50% of the respondents, 69% in Jharkhand and 64% in Uttar Pradesh were not aware about the most advertised symptom of TB i.e. ‘Cough that lasts longer than two weeks’
- Only 8.7% respondents in Jharkhand, 11% respondents in Uttar Pradesh were aware that TB patients can get Diabetes.
- More than 50% of the respondents in Uttar Pradesh and 70% in Jharkhand were not aware about diabetes or its treatment.
- About 15% respondents in Jharkhand and 17% in Uttar Pradesh were aware about the tuberculosis treatment (DOTS)
- 23% of the respondents in Bihar, 46% in Uttar Pradesh and 63% in Jharkhand mentioned cough & cold as the root cause for Tuberculosis.
Generating Awareness & Resolving queries through Prashna Prehar Sessions:

Prashan Prehar was conducted in 8 districts (Allahabad, Koderma, Hazaribagh, Godda, Saran, Seohar, Bhojpur and Bhagalpur) and we received an average of 25 questions per district. Domain experts the Civil surgeon/ CMO /ACMO/ DTO of respective districts were invited to the Dainik Jagran office as resource persons and people were encouraged to call in and put their queries to them.

Global Diabetes Walk

To observe World Diabetes Day Pehel organised Global Diabetes Walk in 10 project districts of TBDM linkage project in collaboration with World Diabetes Foundation. The Walk was attended by children, MLAs, PRI representatives, District Health officials, District Administration, medical students, media professionals, eminent social workers and not-for-profits in the districts working on health issues. A total of more than 3000 people participated in these walks around the 10 project districts making it a huge success. The Walks were typically designed to spread the awareness about diabetes’ preventive, curative and lifestyle aspects and the linkage issues between TB and DM. The district administration and district health officials were also present in large numbers. The mix of administrative officials, health providers and policy makers in the participants set the informal ground for future collaboration and linkages for fight against Diabetes and TBDM linkage issues.

Participants’ Profile of Global Diabetes Walk, 2013 Held in 10 TBDM Project Districts in 3 States

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Particulars</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Eminent Guests who participated in the rally (MP/MLAs/Mayor/eminent citizens)</td>
<td>11</td>
</tr>
<tr>
<td>2</td>
<td>Guests from District Administration (Collector/DM/ADM/SP/DSP etc.)</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Guests from Health Department (CS/CMO/DyCMO etc.)</td>
<td>25</td>
</tr>
<tr>
<td>4</td>
<td>Other Elected Representatives (PRIs etc.)</td>
<td>20</td>
</tr>
<tr>
<td>5</td>
<td>Schools whose children participated</td>
<td>20</td>
</tr>
<tr>
<td>6</td>
<td>Number of students</td>
<td>2917</td>
</tr>
<tr>
<td>7</td>
<td>Total area of pre and post coverage (in sq cms) in newspapers</td>
<td>6229</td>
</tr>
<tr>
<td>8</td>
<td>People from media fraternity</td>
<td>66</td>
</tr>
<tr>
<td>9</td>
<td>Any other</td>
<td>38</td>
</tr>
<tr>
<td></td>
<td>TOTAL PARTICIPANTS</td>
<td>3112</td>
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</table>
Women Empowerment: Sapno Ko Chali Chooney – Phase III

Sapno Ko Chali Choone (SKCC), is one of the flagship projects of Pehel, aimed at women empowerment and addressing the issues of gender equality. The program was born out of an effort to bring gender issues to the forefront and empower college going girls in Bihar to become confident & be the change agents in the society.

In due course of time the program has been widely appreciated and has been successfully replicated/up scaled in certain districts of Bihar. Initially, the project was initiated by Jagran Pehel, in partnership with United Nations Population Fund (UNFPA) in the year 2009 and later was adopted by Women Development Corporation (WDC) of Bihar in the year 2011 i.e. the Phase II of the project. At present the program is into its third phase of implementation in partnership with Women’s Development Corporation, Bihar (WDC) for the second consecutive time across all the nine commissionaires in the state of Bihar. The project will be implemented in 18 colleges across the 9 commissionaires over a period of one year. An MOU has been signed with the Women Development Corporation of Bihar for implementing the program.

Two Day College level activity:

- Day one is dedicated to ‘Gender Fair’ and ‘Gender Talk Show’. In gender fair, many state and district level government and non-government organizations participate in the mass activity. All organizations interact with large no students imparting knowledge over social issues. In the third phase a total of 135 organizations participated in gender fair. Second half of day one is dedicated to movie screening and gender talk. The movie ‘Gender Bender’ which is a short documentary film is displayed. This documentary shows example where girls and women from various parts of India who have changed the idea of gender by the means of their action. After the movie, social experts interact with the students answering and discussing issues or questions from the students. Students actively participating in the discussions are well observed as an important aspect of selection of champion’s of change.

- On day two, essay writing and poster making competitions are organized. Students are free to participate in any of the competition as they want. Topic for girls is “Main ek Ladki Hoon aur Mere Anubhav” (Being a girl what are my experiences) and for boys is “Samaj me Nariyo ka Mahatva” (importance of women in society).
Selecting and grooming of Champion's of Change:-

The champions of Change were selected on the basis of their performance in essay and poster making competitions and also according to their participation in talk show. A multi-tier selection procedure is followed by external examiners. The panel of screening experts is briefed about the project and the essence of CoC by Pehel team for better result. Language and Psychology experts from other colleges screen the essays and art specialists screen the painting. This process can be better understood by the diagram below-

Capacity building:-

All 40 selected CoC’s were called to Patna for a two and a half day capacity building workshop and half day of felicitation ceremony. In this workshop two day were dedicated to target issues like personality development, project handling, time management, team and its importance and understanding our selves by experts from various renowned management institutes and organizations. The idea was to provide them the initial skills to develop as a leader and impact the society. First half of third day was dedicated to sessions related to Mini Grants being supported by UNFPA. Experts from UNFPA provided details of process involved in conducting research activity on the topic 'Marriage at Low Age' which was selected by girls.

Felicitation of the CoCs:

Felicitation was organized to commemorate all CoCs and college for their achievements and support to the project. The event was honoured by the presence of Sri P K Shahi – Minister HRD, Smt Parveen Amanullah – Minister Social Welfare, Sri Rajit Punhani IAS – Secretary Department of Social Welfare, Sri Sunil Gupta – Director JPL and Sri Sanjay Kumar – National Program Officer UNFPA. Apart from the mentioned guests representatives of other government and non-government agencies were also present.
### Champions of Change (Phase III)

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<tr>
<th>Sl. No</th>
<th>Name (Ms.)</th>
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<td>Babli Soren</td>
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<td></td>
<td>Ritesh Sawya Sachi*</td>
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* Supporters of Change (Boys)
Major Achievements:

**Extending the reach of SKCC:** In phase III SKCC reached to 9 Divisions of Bihar. A total of 18 colleges were the implementation unit for the project. This is the widest span undertaken by SKCC in any Phase in the past.

**Participation of students:** A total of 14904 students registered in the gender fair conducted in all 18 colleges. It is a huge figure as most of the colleges belong to remote areas and student registration is very low especially amongst girls.

**NGO's participation in Gender fair:** In SKCC III a total of 135 NGO’s participated to support ‘Gender Fair’ at the colleges. This is a huge number which indicates growing name of SKCC and its expanded reach. All participating organizations were overwhelmed by the response they received at the colleges and few of them even travelled to other districts to interact with the students.

**A family of 18 colleges:** In Phase III all 18 colleges have become a family being connected with roots of Pehel. 36 CoC’s, 4 Supporters of Changes (Boys), 36 Nodal Teachers, 18 principals and various staffs of colleges came under one banner of SKCC and completed a task which has a span of 9 divisions of Bihar sensitizing 57000 students.

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**Care of the Elderly: JAGRAN BAGBAN CLUB**

Our Golden Generation is as alive to the world as they’ve ever been – they revel in the sunshine, and enjoy the moonlit sky. They love the birds chirping away and enjoy the blooms in the garden. They listen to discussions happening around them and occasionally chip in with their point of view. They enjoy the sound of a beloved voice on the phone which brings a twinkle to their eyes. With their varied life experiences, they stand and appreciate the world… spring to them was never more vibrant and autumn never so richly gold.

The club has been formed with an aim to engage with senior citizens in social events like community talks, day trips, coffee mornings, board game afternoons, storytelling sessions and much more. The club will also create special interest groups for likeminded people to come together. The Baghban club is an attempt to give them a chance to share these experiences with the next generation and enrich the society. At the same time, the club will also come together in solidarity to provide them assistance with the travails that come with old age. The club is their very own space in which they laugh, they share, they talk, they reminisce, they teach…. and get respect, care, love…and much more out of life.

**Formation of Baghban Club:**

The Baghban club is an attempt at providing respect, identity by establishing an epicentre of interventions that shall facilitate access of senior citizens towards healthcare, recreation and exchange of experiences. A series of editorial campaigns was carried out in the Patna edition of Dainik Jagran showcasing the intolerance faced by the senior citizens. Over 150 pages were exclusively printed as case studies, articles and narratives. In continuation, deliberations were conducted in Patna involving development practitioners, media professionals and 142 choupals in 142 days were organized in Patna in which 2200 (1600 senior citizen) people participated that led to the formation of the Baghban Club.

**Holi Milan Samaroh:**

It was an initiative of Pehel and Dainik Jagran to organize a ‘Holi Milan’ for the senior citizens under the banner
of "Baghban Club". The event was conceptualized and planned to provide the senior citizens and opportunity to enjoy the festive spirit of Holi to the fullest. About 300 senior citizens participated in the event. All arrangements were made with an idea to keep alive the traditional spirit of Holi. Cultural music group was playing traditional Holi music and various singers shared melodious Fagua songs, kavita and shlokas. With exchange of 'abeer' and 'gulal' the ambience became joyous. Nearly all participants sang and danced with the music. Remaining encouraged with synchronized claps and singing. As the spirit rose higher, three different stalls for food, thandai and water were crowded to taste the delicacies being served.

Health Camp:

On the occasion of 'World Health Day' Jagran Pehel and Paras HMRI jointly decided to organize an event for senior citizens of Baghban Club. To make the day memorial a free Health Checkup Camp was planned. All members of the club were invited by Jagran Pehel providing technical support to Baghban Club. The camp provided the following services; a) Blood sugar checkup, b) Blood Pressure diagnostics, c) Body weight check, and d) ECG measurement. Nearly 200 members availed the facilities being provided. The doctors and the paramedical staff of Paras HMRI were very delighted to serve so many senior citizens at a time. Many club members gave the feedback that they visit doctors quite regularly but the ambience of this checkup camp was very unpretentious and it was a matter of pride for them that their "Baghban Club" had been a part of such a noble cause, especially for those who cannot afford such specialist treatment. Paras HMRI offered the family facility registration vide which they shall provide upto 30% discount to the family members of the Baghban Club and declared free Ambulance services to the Baghban Club members.
Other Spin-Offs

Jagran Pehel has kept up its tradition of observing Special days such as the World Literacy Day, International Girl Child Day, Children’s Day, Diabetes weeks, etc., Following is a shufti into the observance.
PHOTOGRAPHS & NEWS COVERAGE

Awareness Campaign on Gestational Diabetes and its Management

Dr Debashish Bhattacharya Additional Director, Directorate of Health Services, Delhi

Mr Anand Madhab- CEO Pehel, Dr Anil Kapoor GB Member WDF, Mr Sanjay Kumar Secretary Deptt. of Health-Bihar, Dr Ambrish Mithal-Chairman Endocrinology Medanta, Mr Anand Tripathi – Dainik Jagran during Advocacy forum at Bihar

Orientation of ASHAs & ANMs at Muzzafarpur, Bihar

Orientation of ASHAs & ANMs at Hoshiarpur, Punjab

In the news

PHOTOGRAPHS & NEWS COVERAGE

Awareness Campaign on Gestational Diabetes and its Management

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Orientation of ASHAs & ANMs at Muzzafarpur, Bihar

Orientation of ASHAs & ANMs at Hoshiarpur, Punjab

In the news
Campaign for Neonatal Care and Survival Issues

Dr Ved Prakash (GM-NRHM, UP), Dr S T Hussain, (DG-DOHFW), Sri Ahmed Hassan - Health Minister, Ms Adele Khudr, Chief-UNICEF Office for UP, Dr Prof D K Gupta – Vice Chancellor KGMU and Anand Madhab, CEO - Pehel

Ms Ritu Maheshwari DM Shahjahanpur, Dr Neeraj Agarwal Sec IMA, MLA, Dr Kalpana Agarwal Sec FOGSI, Mr Suresh Khanna City MLA, Dr A K Srivastava CMO - Shahjahanpur

Mr Hazi Yusuf, City MLA Moradabad during Panel discussion on neonatal care and survival issues in UP

District level PRI sensitization: From L to R Mr Anisur Rehman (MLA, Kaanth), Veena Agarwal (Mayor Moradabad), Dr. Ajay Agarwal (IMA, Moradabad), Dr. Anupama Shandilya, DPO, Moradabad, Mr A K Shahi-DPRO Moradabad.

In the news
Multi Media Campaign on Tuberculosis and Diabetes Mellitus

Global Diabetes walk at Bhagalpur

Global Diabetes walk at Chaibasa, Jharkhand

Global Diabetes Walk at Akbarpur, Kanpur Dehat

Global Diabetes Walk at Godda, Jharkhand

In the news
Sapno ko Chali Chooney

Lamp lighting of the SKCC Phase 3 Felicitation ceremony at KS College Darbhanga

Post felicitation picture of the Champions of Change

DSP, Deputy Mayor, Gynaecologist & Lawyer in talk show panel at Bhagalpur Marwari College

Nukkad Natak for girl’s education at Banka PTJ Inter College

In the news

[News clippings of various events and activities]
Jagran Baghban Club

Honourable Governor of Bihar Sri D Y Patil addressing the audience at the inauguration of the Baghban Club

Sri Nitish Kumar, Chief Minister-Bihar along with Mr. Sunil Gupta, Director-JPL inaugurating the Baghban club

Blood Sugar inspection during the Health Club organized at Baghban club, Patna

First Working Committee of the Baghban Club

In the news
Board members

Shri Yogendra Mohan Gupta (Chairman)

Shri Yogendra Mohan Gupta is the Chairman of Shri Puranchandra Gupta Smarak Trust. He has an experience of more than 55 years in the Print Industry and holds the degree of Msc. Stats. He is the publisher and editor of Jagran Varshiki, Mai Rahun Na Rahun (Smriti Granth on Late Narendra Mohan), Purn Pradakshina (Smriti Granth on Late Puranchandra Gupta). He is the Managing Editor of Punarnava Magazine (Annual) and has also been the ex-Chairman & Managing Director of Jagran Prakashan Pvt. Limited.

Shri Mahendra Mohan Gupta (General Secretary)

Shri Mahendra Mohan Gupta is the General Secretary of Shri Puranchandra Gupta Smarak Trust. He holds a bachelor’s degree in commerce and has 56 years of experience in the print media industry. Mr. Gupta has held various key positions in the industry including being the Chairman of United News of India (“UNI”), President of The Indian Newspaper Society (“INS”), President of Indian Languages Newspaper Association (“ILNA”), Council Member of Audit Bureau of Circulations, Member of Press Council of India and Member of the Board of Press Trust of India (PTI) besides holding senior honorary positions in various social and cultural organizations. Mr. Gupta was a Member of Parliament (Rajya Sabha) from April, 2006 to April, 2012 and presently Member on the Board of PTI, INS and Merchants’ Chambers of Uttar Pradesh. His work for the cause of society, Indian trade and industry in general and newspaper industry in particular has been recognized by various social, cultural and professional bodies in India. For excellence in Hindi newspaper, he has been honoured with ‘Indira Gandhi Priyadarshini Award’ by All India National Unity Conference, New Delhi.

Shri Sanjay Gupta (Member)

Shri Sanjay Gupta is one of the members of Shri Puranchandra Gupta Smarak Trust. He holds a bachelor’s degree in science. Mr. Gupta has more than 31 years of experience in the print media industry. Mr. Gupta is also the director of Mid-day Infomedia Limited, MMI Online Limited, Suvi Info Management (Indore) Private Limited, Naidunia Media Limited, Jagran Media Network Investment Private Limited and Indian Newspaper Society. Shri Sanjay Gupta is a Whole-time Director and also holds the position of Editor and CEO of Dainik Jagran.

Shri Dhirendra Mohan Gupta (Member)

Shri Dhirendra Mohan Gupta holds a bachelor’s degree in arts. Mr. Gupta has more than 48 years of experience in the print media industry. He is the member of Shri Puranchandra Gupta Smarak Trust and also the Director-in-charge of Dainik Jagran operations in the western regions of Uttar Pradesh, Uttarakhand & western U.P. Chambers of Commerce & Industry and Jagran Media Network Investment Private Limited.

Shri Devendra Mohan Gupta (Member)

Shri Devendra Mohan Gupta is one of the members of Shri Puranchandra Gupta Smarak Trust. He holds a bachelor’s degree in Engineering (Mechanical). Mr. Gupta has vast experience in handling Product Design, Research & Development, Production, Purchase & Sales (Domestic & Overseas). Indian Standard Institution (I.S.I.) took Mr. Gupta on its Panel in the year 1979 for introducing D.C. Micro Motors technology in the country. He is the Managing Director of Jagmini Micro Knit Private Limited, Classic Hosiery Private Limited, Director of Jagran Media Network Investment Private Limited and Kanchan Properties Limited. He is the recipient of Export award of Electronics & Computer Software Export Promotion Council (sponsored by the Ministry of Commerce, Govt. of India), New Delhi for the year 1995-96 from the then Hon’ble Minister of Commerce. He also holds the position of Non-Executive Director at Dainik Jagran.
Shri Shailendra Mohan Gupta (Member)

Shri Shailendra Mohan Gupta is a Non-Executive Director of Dainik Jagran. He holds a bachelor’s degree in science and has over 35 years of experience in administration, sales and marketing fields in Sugar, Alcohol and Electronics industry. He is the member of Shri Puranchandra Gupta Smarak Trust. He is also the Director of the India Thermit Corporation Limited, Kanchan Properties Limited, Classic Hosiery Private Limited, Jagran Media Network Investment Private Limited, Om Multimedia Private Limited and P. C. Renewable Energy Private Limited.

Smt. Ritu Gupta (Member)

Smt. Ritu Gupta is a self directed, enthusiastic educationist & a compassionate leader believing in Sustainable social well being. She is the Vice Chairperson of Jagran Education Foundation and has rendered sterling service to the field of education by steadily expanding the operation of Jagran Education Foundation, under the aegis of Shri Puranchandra Gupta Smarak Trust since over a decade. A member of the very prestigious FICCI Ladies Organisation (FLO), she is an energetic proponent of Woman Empowerment and Education for All. She is also one of the members of Shri Puranchandra Gupta Smarak Trust.

Shri Sarvamittra Sharma (Member)

Sri Sarvamittra Sharma aka Goodday sharma is the Founder Chairman and Chief Advisory in Pehel - The Initiative and also holds the position of Group Advisor to the Board/Gupta Family holding controlling shares: Dainik Jagran, MidDay, Nai Dunia & RadioCity. He holds degree CA(F2) Law Economics. Mr. Sharma holds various key positions in the industry including being the Business Strategy Advisor to the board of Rotomac Global (a Vikram Kothari Enterprise); Chairman: Audit Committee and Non-Executive Independent Director at Eastern Coalfield - a subsidiary of Coal India ltd.; Corporate Strategy Advisor to the board of IITD Incubated Co, Mentor & Strategic Consultant (CSR & SD) at Hi Tech Bio Sciences India Ltd, Member of NSE’S IGRC, Mentor of Suman Smriti Sansthhan.

He has also been a part of CSR SD enthu: Duckweed Based Integrated Aquaponics, Biogas, Solar & Heal Thee Nutrition https://www.linkedin.com/redir/redirect?url=http%3A%2FDuckweed&urlhash=013H&trk=prof-project-name-link project. His work for the cause of society and newspaper industry in particular has been really commendable. The enthusiastic approach and dedication towards his work has made him achieve a respectable position in the Industry. He is passionate about health, hygiene and sanitation. He is a keen researcher, positive thinker and social reformer. He believes that serving human kind always gives one ultimate satisfaction.

Shri S.S. Bishnoi (Member)

Shri S.S. Bishnoi is the member of Shri Puranchandra Gupta Smarak Trust. He holds the degree from Indian School of Mines Dhanbad. He held various Key positions at Shaw Wallace Company, J.K. Minerals, and BCCL etc. He was also the District Governor of Lions Club. He had been a keen sportsman and appointed as convener of All India Amateur Athletics Association. He has also worked as member of various appointment committees of Govt. like NMDC, DGMS etc.

Shri Padam Kumar Jain (Member)

Shri Padam Kumar Jain is the Managing Director of SPFL Securities Limited. He has done his masters in commerce and was instrumental in establishing the Uttar Pradesh Stock Exchange Association Limited at Kanpur in 1982 and was Director since inception and became President of the same in 1992. Mr. Padam Kumar Jain was President of Kanpur Commodity Exchange in the year 1996 dealing in Futures Trades in commodities. He has been the Director of Merchants’ Chamber of Uttar Pradesh, for many years and is at present Vice President of the same. Mr. Padam Kumar Jain has been very active in social services field and is associated with various social and religious organizations and at present he is the President of Kanpur Digamber Jain Samaj.
The Team

Mr. Anand Madhab (CEO)
A Media and Communication Specialist, Mr. Madhab is also a Social Marketing Expert and has more than 25 years of experience in Media Marketing and conceptualizing Social Awareness Campaigns on issues like health, sanitation, gender, population, ageing etc. He is a Post Graduate in Political Science and Masters in Business Administration. He has worked with different Media houses including The Times of India, The Pioneer, Sunday Mail and Aaj. He remained associated with different mass and multi media and social marketing campaigns with organizations like The World Bank, UN agencies, World Diabetes Foundation, INGOs and state and central governments. At Jagran Pehel, he has spearheaded various campaigns on different social issues, some of which have become champion programs recognized globally.

Ms. Abira Chatterjee (Regional Manager)
A Masters in Social Work from Viswa Bharati University, Abira is a development professional having rich experience and expertise in Program Management including conceptualization, planning, development, and implementation. She has mixed experience in working with both Public and Private sector organizations like FICCI, Ipas, Planning Commission, (Govt. of India, New Delhi) Credibility Alliance, and CAPART. She has published couple of papers in National and International Journals and has presented various papers on issues like HIV/AIDS, Maternal Health and CSR in various national and international forums. As a Regional Manager at Pehel, she is responsible for designing and development of new programs and documentation of various initiatives.

Ms. Rashmi (Regional Manager)
Masters in Rural Development, Ms Rashmi is a development professional with extensive experience in working with various organizations in Bihar & Jharkhand. She has been working with Jagran Pehel since 2007, and has formed close liaisons with Government and Non-Government Organizations working in the field of Health, Women Empowerment, Water and Sanitation in Bihar & Jharkhand. Having more than 11 years of experience she aspires to apply her skills and functional expertise to work and contribute in this area. Currently she heads Bihar and Jharkhand Pehel Team.

Mr. Iqbal Ahmed (Regional Manager and National Project Coordinator for TB & DM Linkage Multimedia Campaign)
Mr. Iqbal Ahmed has more than 14 years of professional experience. With a Masters’ Degree in Social Work from Jamia Millia Islamia, he comes with expertise in Agriculture Development, Water Resource Development, MSME and livelihood programme development. He was one of the Founding Directors of Kaarak Enterprise Development Services Private Limited, an advisory support firm. As the National Project Coordinator, he is managing TB & DM Linkage Multimedia Campaign being undertaken in collaboration with WDF and The Union.

Mr. Neeraj Singla (Manager Accounts & Finance)
Mr Neeraj Singla has done his M.Com, MBA from Maharishi Dayanand University, Rohtak and C.A (inter) from ICAI. He has more than 13 year experience in accounts & Finance. He has been associated with Dainik Jagran for more than 10 years and at Pehel he is responsible for all the financial and budgetary functions.

Mr. Amit Kumar Srivastava (Senior Development Officer)
Having worked for nine years in the development sector with UN agencies and other bilateral agencies, Amit has enriched experience in project implementation, team management, networking and strategy designing. He has done his post-graduation in Industrial relation & Personnel Management from Kashi Vidyapeeth, Varanasi. Currently he holds the position of senior development officer in Jagran Pehel and is responsible for implementation and execution of Projects in UP.
Mr. Rajesh Ranjan (Assistant Manager-Projects)

A development professional and a post graduate in Rural Development from XISS, Ranchi, with over 12 years of experience in program management, monitoring & evaluation, capacity building, community mobilization and designing strategies with international agencies, corporate and NGOs. He currently serves Jagran Pehel as Assistant Manager- Projects.

Mr. Neeraj Kumar (Graphics Designer)

Graphic Designer with over 8 years of experience Neeraj has been associated with Jagran Pehel for the last 6 years and has been responsible for designing of collaterals for all projects being implemented by the organization. He holds a post graduate diploma in computer applications.

Mr. Vikash Rohila (Senior Accounts Executive)

Mr. Vikash Rohila holds the degree of B.B.A. Finance from Eastern Institute of Integrated Learning Management (EIILM) University. He has more than 5 years of experience and worked with S.K. Enterprises, Hireman Consulting Pvt. Ltd. At present he manages the accounts of Pehel.

New Entrants

Mr. Ashish Srivastava (Manager Development)

A post graduate in Sociology with a PG Diploma in Rural Development Ashish has 12 years of experience in Program Management, Resource Mobilization, and Monitoring & Evaluation on issues such as Human Trafficking, Women Empowerment, Livelihood & Food Security, Dalit Rights and Health. At Pehel he currently holds the position of Manager- Development where he is responsible for program development and resource mobilization.

Mr. Pratim Kumar Basu (Manager – Development)

Over 14 years of experience in the social development sector Pratim Has developed, managed and implemented several scale projects in Education, ICT and Good governance verticals for both rural and urban audience. He Holds a Bachelor’s degree in Science with a Post Graduate Diploma in IT. At Pehel he currently holds the position of Manager-Development where he is responsible for resource mobilization.

Ms. Maneet Kaur Juneja (HR Executive)

MBA with specialization in HR and Marketing Maneet, is looking after the HR division of Jagran Pehel. Besides HR, she is also responsible for research and documentation of various initiatives taken and regular communication through our digital interface (website and social media). Starting her career with Pehel, she has done her internship at Tata Consultancy Services in HR and CSR Department.

Mr. Arunendra Nath Rai (Development Officer)

A graduate in Mathematics and Scientific Computing from Indian Institute of Technology Kanpur, Arunendra has started his carrier in October 2014 as a Development officer at Pehel. Currently he is doing Media Tracking and research work at Pehel.
Project Staff

NAGESHWAR PRASAD SINGH
District Project Coordinator
GODDA
TB and DM Linkage Multimedia Campaign in 3 states of India

MANISH KUMAR
District Project Coordinator
SARAN
TB and DM Linkage Multimedia Campaign in 3 states of India

PRADEEP KUMAR SINHA
District Project Coordinator
SHEOHAR
TB and DM Linkage Multimedia Campaign in 3 states of India

SANJAY KUMAR GUPTA
District Project Coordinator
BHOJPUR
TB and DM Linkage Multimedia Campaign in 3 states of India

PAWAN KUMAR SINGH
District Project Coordinator
BHAGALPUR
TB and DM Linkage Multimedia Campaign in 3 states of India

ZAKIR HUSSAIN
District Project Coordinator
KANPUR DEHAT
TB and DM Linkage Multimedia Campaign in 3 states of India

ABDUL MALIK
District Project Coordinator
KODERMA
TB and DM Linkage Multimedia Campaign in 3 states of India

SHUBHANJALI KUMARI
Admin & Account Officer
BIHAR
SKCC Mini Grant project

MAHTAB ALAM
District Project Coordinator
HAZARIBAGH
TB and DM Linkage Multimedia Campaign in 3 states of India

MD MURSHID REYAZ
State Project Coordinator
BIHAR
SKCC III

MITHUN CHOUDHARY
District Project Coordinator
WEST SINGHBHUM
TB and DM Linkage Multimedia Campaign in 3 states of India

PRAVEEN KUMAR
Divisional Project Coordinator
BIHAR
SKCC III

ANKIT SHUKLA
District Project Coordinator
ALLAHABAD
TB and DM Linkage Multimedia Campaign in 3 states of India
TRANSITION

Pehel - the Initiative was registered as a Society on 28th February 2014 with a special emphasis on the mandatory Corporate Social Responsibility under new company law act. Pehel shall now undertake programs with more focus on Sanitation, Livelihood and Elderly Care.

Financial Information in (INR)

For year 2012-13

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Project Description</th>
<th>Project Partner</th>
<th>Grants received</th>
<th>Pehel / JPL contribution</th>
<th>Total project value</th>
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<tbody>
<tr>
<td>1</td>
<td>HIV Awareness Campaign</td>
<td>Jharkhand State AIDS Control Society</td>
<td>34,14,466.00</td>
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<td>34,14,466.00</td>
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<td>16,13,681.00</td>
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<td>4</td>
<td>Other Projects</td>
<td>Misc</td>
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<td>5</td>
<td>Neo Natal Care Awareness Campaign</td>
<td>UNICEF</td>
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<td>307,61,182.00</td>
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<td>World Diabetes Foundation</td>
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<td>4,72,008.00</td>
<td>32,77,609.00</td>
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<td>7</td>
<td>Sakhi Saheli Training</td>
<td>SABLA</td>
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<td>Improved Irrigation Management</td>
<td>ADB</td>
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<td>11</td>
<td>Media Advocacy Campaign on Promotion of Family Planning</td>
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<td>245,45,952.00</td>
<td>194,61,140.00</td>
<td>440,07,092.00</td>
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For year 2013-14

<table>
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<th>Sr. No.</th>
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<th>Project Partner</th>
<th>Grants received</th>
<th>Pehel / JPL contribution</th>
<th>Total project value</th>
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<td>1</td>
<td>Skewed Sex Ratio At Birth Addressed Through Advocacy And Action (SKCC-III)</td>
<td>UNFPA</td>
<td>3,42,073.00</td>
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<td>JPL</td>
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<td>38,01,355.00</td>
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<td>PSI</td>
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<td>170,45,520.00</td>
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<td>TB &amp; DM Linkage Multimedia Campaign</td>
<td>World Diabetes Foundation</td>
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<td>98,27,863.00</td>
<td>469,73,165.00</td>
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</tbody>
</table>

For year 2013-14

- **Amount Received**: 79%
- **Contribution by Pehel**: 21%
Jagran Pehel
A Division of Shri Puranchandra Gupta Smarak Trust

Email: pehel@jagranpehel.com Website: www.jagranpehel.com

Registered Office:
Jagran Building, 2, Sarvodaya Nagar, Kanpur-208005, Uttar Pradesh
Tel: +91-512-2216161-2-3-4

New Delhi (Head Office):
9-11, Okhla Industrial Area Phase -III, New Delhi – 110020
Tel: +91-11-30651100

Patna:
6th Floor, Reshmi Complex, Kidwaipuri, Patna 800 001, Bihar
Tel: +91 612 3983500/6602222

Lucknow:
57 A/3, Meerabai Marg, Lucknow- 226 001
Tel: + 91 522 3027200/ 6697000

Ranchi:
62, Kokar Industrial Area, Ranchi – 834 001, Jharkhand
Tel: +91 651 6600300