



UTTARAN



[E - Newsletter of Social Behaviour Change Communication Cell, Malda Collectorate, Malda, West Bengal.]

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From the Desk :

Some initiatives are taken for integrated developments in the district of Malda of West Bengal. To achieve the goal of such initiatives like NIRMAL MALDA - A MOVEMENT FOR USE OF TOILET & NO OPEN DEFEICATION, TO PROHIBIT CHILD MARRIAGE, TO REMOVE THE CHILD LABOUR, EDUCATION FOR ALL, TO ENSURE THE INSTITUTIONAL DELIVERY - Behaviour Change Communication is a big challenge to us. A cell is formed in the name of SOCIAL BEHAVIOUR CHANGE COMMUNICATION CELL in support of UNICEF. This cell is formulating the integrated & systematic strategy of Communication Plan using Traditional Folk media, IT media, Poster, Banner, Hoardings, Community Mobilization, Training, Workshops etc. for successful time-bound execution of the Programmes/Schemes. UTTARAN, e- Newsletter, is the correspondent of the activities of the district.

- S.K. Dwivedi, IAS, District Magistrate Malda .

OUR COMMUNICATION MASCOT



FAZLEEBABU is our Communication Mascot. It was developed during planning of SVEEP(Systematic Voters' Education and Electoral Participation) programme in last Assembly General Election,2016 having the brand of *Fazlee* Mango of Malda district.

Now, **Fazleebabu** advocates/speaks for all sorts of communication for the people, by the people & of the people to the target of social empowerment and integrated development in social sector from the end of Malda District Administration. At present, Nirmal Malda(No Open defecation), No child marriage & child labour, education for all, Health for all and women empowerment are the main focus points. Everyday **Fazleebabu** speaks about those issues.

An Initiative of NIRMAL MALDA

Malda District Administration has achieved within one & half month the status of 11 (eleven) ODF G.P.s namely Kumbhira, Krishnapur, Dharampur, Bangitola, Hamidpur, Uttar Panchanandapur-I, Uttar Panchanandapur-II, Bakhrabad, Dakshin Chandipur, Mathurapur, Gopalpur G.P.s with a holistic efforts of all line departments and everyday rigorous monitoring system. Everyday Morning & Evening Triggering, Nirmal Adda with villagers at evening, Campaigning through Folk Media like BOUL, DOMNI, GAMBHIRA, Positive discrimination in Ration Shops- Schools- ICDS Centres- Govt. Offices, sensitization of Government of officials- Teachers- Spiritual leaders- elected PRI members created an impact on Social mobilisations in this respect. The representative of UNICEF has also provided necessary support. This revolution was possible due to integrated planning & support of District Magistrate, Malda & his team of officials.

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The SBCC cell arranged Communication strategies for this programme. The Everyday a message was delivered to the community by our Community Mascot through Whatsapp Group ' SBCC CELL MALDA and introduced a facebook page <https://www.facebook.com/SBCC-Malda-711096822325739>. Today on the 15th August,2016, a webpage "<http://www.sbccmalda.org>" is being launched for the community awareness.



COMMUNITY MOBILIZATION IS OUR CHALLENGE

SBCC Cell having the representation from Senior Government Officials, Teachers, Panchayati Raj Functionaries, NGOs, CBOs is working for better understanding in the communities in Malda District. People in the communities have some sorts of grey areas in respect of their integrated development. The Cell is intervening in those areas like Child Labour, Child Marriage, Child Trafficking, Drop Out in Education, Use of Toilets, No open defecation, Cleanliness of the areas, Community Health Issues, Institutional delivery, Women & Child Protection –Welfare, Women Empowerment through SHG Movements & Livelihood promotions. The Spiritual Leaders like Imams, Moazzins, Purohits, Kazis are motivated and committed for the targeted development in respect of social reforms in the district.



DREAM TO REALITY – YOUTH MEET

The District SBCC Cell planned the YOUTH MEETs at Chanchal-I and Kaliachak-III Block to attract the adolescence groups towards better outlook of their life, education, thought, sense of responsibility to family, society & nation. The said conventions were held on 18th-19th July,2016 at Chanchal-I Block and on 21st -22nd July,2016 at Kaliachak-III Block. The students of adolescence group of schools of the said Blocks attended the Programmes. They shared their views, aspirations in drawings, debates, discussions, dramas, songs. The participants were committed to reform the society in respect of Child Marriage, Child Labour, Child Trafficking, Community Health Concept(No Open Defecation, Use Toilet, Clean the Village),Schooling of Children- no drop out. The BANGLA NATOK DOT COM under SBCC Cell was deeply involved with this programme.



STORY OF AN AGRARIAN LADY



Sustainability in agriculture is a back burner issue. Manju Munda, a SHG member, residing in the village of Manoharpur in Bulbulchandi Gram Panchayat under Habibpur block of Malda district, West Bengal says “Agriculture was never practiced as part of the culture, but always considered as a way of earning more and more”. Manju Munda applied Community Managed Sustainable Agriculture (CMSA), a drive undertaken by West Bengal State Rural Livelihood Mission to ensure sustainability in agriculture, promoted and managed by the agency of the SHGs and its federations. *Contd.....*

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It aims at regaining the lost agricultural equilibrium. System for Rice Intensification (SRI) method combined with the use of organic fertilizers and pesticides as promoted under CMSA was adopted by her and she benefited Rs.37080/- per 0.25 acres. . She stated that one day she will no longer be dependent on market and will produce inputs for agriculture by herself. She says, “At least my children and their children won. Land is like our mother. I will be leaving behind a healthy environment for them.”



-P.D. Sherpa, BDO- Habibpur.