

Rejuvenate India Movement (RIM) - Madhya Pradesh

**The biggest number of malnourished kids globally are in India.*

**Malnutrition is the largest contributor to poverty in India.*

**Not having a household member with at least six years of education is the second largest contributor followed by lack of clean drinking water and child mortality.*

**Madhya Pradesh has the 4th largest number of malnourished kids.*

IFA has been supporting Rejuvenate India Movement (MP) for 10 years. Its focus is on kids' malnutrition, education, women's health and empowerment, and mobilization of government entitlements for the villagers.

Sewing For Supplemental Income



Kids Having Hot Midday Meal



Old House



New Housing Provided by Government



The **RIM MP Model** consists of recruiting a young person from each village – a **Samaj Shilpi** – who is supported by local volunteers - 10 to 15 **FOM** (Friends of the Movement). This **FOM** network is provided training on issues faced by the community and how to mobilize available government entitlements for the benefit of the villagers. It also includes helping villagers get employment under **NREGA**.

RIM MP leverages its effort by nurturing existing **Women Self Help Groups (SHGs)** with a current enrollment of **4200 women**. **SHGs** play a crucial role in getting its members small loans to start microenterprises and helping **RIM MP** ensure that kids go to school, get wholesome, hot midday meals, and receive regular health checkups.

Significant ongoing successes have led to a steady expansion from the initial 10 villages to 140 villages in 2021 to **377 Panchayats in 2022 (188, primary & 189 peripheral)** spread over **5 Blocks in 3 Districts in central Madhya Pradesh**. To date major progress has been made – **more than doubling of the outreach – potentially affecting over 500,000 people** versus 200,000 in 2021 with about the same annual budget as in the prior year. This is possible because of having significantly fewer paid staff of only 5 Samaj Shilpis and 5 Soochna Shilpis – under the direction of the State Coordinator – **and a much larger FOM network of over 2250 volunteers!** Widespread use of mobile phones and WhatsApp is now routine, significantly facilitating and enhancing effectiveness of the overall process.

At midyear **RIM MP** and its **FOM** network had directly helped over 14,000 villagers receiving significant benefits in areas such as health/hygiene, employment, pensions, new housing, and construction of toilets. **Additionally, 23,000 school going kids were receiving a daily hot mid-day meal out of 46,000 kids eligible under the program. These numbers are at mid-year point, and expected to significantly increase by year-end.**

~ In Memory of Om Gupta (Dedicated IFA Sewak) ~
~ Gita ~ Sally & Sam ~ Michelle & Jay ~ Leena & Sanjay
~ Terese ~ Kappy & Jeff ~ Vijaya & S. Rao ~



Drip Irrigation for Organic farming



Supporting Microbusiness

RIM MP cost benefit numbers continue to be very impressive. In the first 9 months of the fiscal year 2022-2023, this project is showing a benefit of more than Rs.50 per Rs.1 of IFA support!

Plans for the Next Fiscal Year, 2023-2024: A Major Expansion



The proposal for 2023-2024 envisions radiating out and continuing program expansion to **722 Panchayats in 10 Districts**, (250 primary, 472 peripheral) from the current 377 Panchayats in 3 Districts (188 primary, 189 peripheral). Some of the new districts are 200-350 km away. **Detailed field analyses undertaken early in the next fiscal year will determine the mix of the targeted population and potential challenges.**

The proposed program model envisions **10 Samaj Shilpis (SS)** under the direction of the Program Manager. Each SS will recruit 10-15 volunteers in each of the 250 Primary Panchayats as Friends of the Movement (FOM) resulting in a **total membership of about 3500**. As before this network will be trained extensively to ensure delivery of benefits and government entitlements to 25,000 - 30,000 villagers.

Work to expand from the current (large circle) to the smaller circles.

Despite the distances and other challenges, the project is expected to achieve a benefit to cost ratio of more than 25 to 1.

Two areas with major potential will receive serious attention: -

- **Build on the 2022-2023 success of FOMs elected to Sarpanch, Panch in the local Panchayats.** Ensure increased participation and deeper engagement of village communities in local Gram Sabhas and serving on different committees.
- **Federate FOMs and SHGs to formalize their growing functions and accomplishments in the original 3 districts.** These Federations could become major building blocks towards sustainability with minimal oversight. It would allow the Samaj Shilpis to expend their maximum effort in the new districts.

-- IFA Liaison: Kailash & Rajni Narayan

Love is the law of life: all love is expansion, all selfishness is contraction.
 Love is therefore the only law of life. He who loves lives, he who is selfish is dying.
 Therefore love for love's sake, because it is law of life, just as you breathe to live.

Swami Vivekananda

With Best Compliments From:
Harpreet Singh, MD - Bariatric Medicine
Oxnard Medical Arts Center, 921 W. 7th Street
Oxnard, CA 93030 Phone: 805-486-7300