



**Swashrit**

Educating children  
for a better tomorrow...

**An Introduction and Annual Report**

**2010 - 2011**

**62/2191**

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## REPORT FOR 2010- 2011

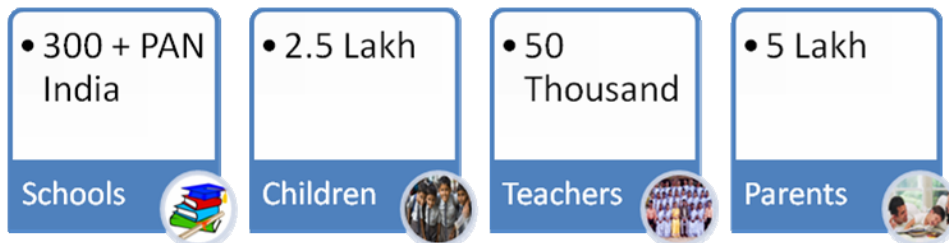
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Swashrit enters its twelfth year of existence. This report provides an overview of the activities/projects undertaken in the year 2010 - 2011, the focus areas, the innovations and the learning.

**Swashrit is a non-government organization registered under Society Act, carrying forward its mission since 1999**

The aim of this organization is to empower people by providing them education and awareness programs to create better health. The organization is making efforts to provide the underprivileged of the society with equal opportunities of learning in the formative years of their lives.

To further its vision of universalizing basic health and education Swashrit has also been actively involved in conducting training workshops for primary, middle and senior school children as well as teachers. These workshops have addressed important health related issues such as stress, sexual awareness and growing up right. The organization has also undertaken prestigious annual projects with schools pan-India, such as **“Save the Young Heart”** and **“Obesity management”, “Get Active”, “Intellichild”, “Substance Abuse Prevention”** and **“360 degree Approach to Holistic Child Development”**.



Swashrit’s endeavor has been duly appreciated and blessed by people like the **Dr APJ Abdul Kalam**, Former President of India, **Mrs. Sheila Dixit**, Delhi Chief Minister, **Mr. Arvinder Singh Lovely**, Education Minister and **Sm. Yoganand Shastri**, Speaker Vidhan Sabha just to name a few.

Facts And Figures In The NCR	
Numbers of free education learning centers running in NCR	04
Number of children in the centers	100
Number of teachers	10
Other staff	03

## SWASHRIT TEAM

The members of the team include eminent health professionals and educationists from all over the country including patrons such as

- Dr. R.R. Kasliwal (M.D., D.M., F.I.M.S.A., M.N.A.M.S), Director, Department of Cardiology, Apollo Hospital, India
- Dr. Susheel Salwan, Advocate, Supreme Court, Chairperson, Salwan Educational Society, and Member of Athletic Federation of India.
- Dr. Peeyush Jain, Senior Cardiologist, Escorts Heart Institute and Research Center, India.

### Advisors:

- Ms. Ishi Khosla (Senior Nutritionist and Director, Whole Foods), India
- Dr. Nitin Verma (M.B.B.S., M.D.(Pediatrics), IAP, DMA), Senior Consultant Pediatrician , Max Health Care and Batra Hospital, India.

**President:** Ms Poonam Keral

**Vice President:** Mrs. Renu Bhandari

**General Secretary:** Dr. Bhavna Verma

**Treasurer:** Mr. Parminder singh

### Team Members

- Mr. Puneet Taneja
- Mrs. Snehlata
- Ms. Monica

**Executive Board Member:** Dr. Rachna Khanna Singh

### Vision

To universalize education and basic health

### Mission

Empower people through education

### Aim

- a) To promote health and education for the underprivileged
- b) To promote awareness and a holistic approach for a healthy lifestyle amongst children

## BASIC ACTIVITIES

- a) To provide basic education to the underprivileged children by helping them with reading, writing and most importantly moral and social values to make them socially responsible and acceptable
- b) To providing the students with basic study material (books, notepads and stationary)
- c) Making students independent and socially aware
- d) Provide access to learning activities, sports and games that are age appropriate
- e) Performance of **Nukadh Natak** by the students of Shri Ram School of Drama to promote the education of the girl child in the community
- f) ELABORATE ...The other project was "**Project Rojgar**", a humble effort to provide jobs to the most needy and deserving in the colony. For this a network was formed with the various placement agencies in the NCR, with request being made to them not to charge from the candidates being send to them
- g) **Self Defense workshops** and workshop on **Family Counseling was conducted and World Literacy Day** was celebrated with "SMILE Foundation" a well-known Non Profit Organization, working for our education programs. Banners and posters were made with the help of schoolteachers and children
- h) **Bal Mela** was celebrated in the park with children. Mr. Ratawal, the sitting MLA of the area was the Chief Guest at the function
- i) **Cricket Match:** between the Swashrit literacy centre children and the health professionals
- j) **Free blankets** were distributed by the members of Swashrit Society for the students of the literacy centres at the time of diwali
- k) **Picnic to Akshardham: IMPROVE and add dates** All the Swashrit literacy centre children were taken for a full day picnic to Akshardham, by the team of director level people of Duetche Bank. The trip was very informative for the children and was also fun filled and encouraging. This picnic was organized on children's day to motivate and encourage them. 85 students were taken to the picnic. These students were also given some colors, drawing sheets etc as a token of encouragement
- l) **Sunshine carnival:** with the Sunshine Company for the young children aged 3 to 12 years of age. Games and programs promoting good nutrition, active lifestyle and mother and child bonding were conducted for the audience
- m) Drawing competitions: Regular drawing competitions are conducted at swashrit literacy centre to encourage students and to arouse their artistic skills. The students were taken to IMI mention the name of the event and chief guest in oct 2009 twice, once for drawing competition and second time for dance and yoga. The drawings and dances of children were highly praised.
- n) English learning: Students from Amity (in April 2009), IMI, Bhatia vidhyapeeth and various other institutes has visited swashrit literacy centre to teach English to the children. These types of classes are very helpful and interactive for the students.

- o) June 2008: Swashrit participated in Philadelphia Trade fair. We presented our endeavours PAN India in schools and corporates. The handicraft items made by the family members of Swashrit school children was put on for display.

### **Projects with MNC's**

Strategy and conceptualization of eminent projects with corporate companies like

- Project Get Active with Pepsico
- Project Substance Abuse Prevention with Duetche Bank
- Health and Nutrition project with R.R. Oomerbhoy Pvt. Ltd. (RRO)

To name a few

### **Creative Activities**

- Diya project –celebrated Diwali by making and selling decorative diyas (earthen lamps) by students and distributing the profits amongst them
  - Time dimension: one month prior to Diwali
  - Number: 5000 diya's every season
- A platform is provided to the children by conducting music, dance and painting competitions annually and prizes are given to deserving children
  - Time dimension: annual
  - Number: 1000
- Celebration of all the festivals like Diwali, Id, Lohri, Christmas, Republic Day, Independence Day, Children's day etc. with the children etc. In addition to the celebration, Swashrit team distributes gifts, sweets, biscuits, milk, fruit etc. to all the children
- The Swashrit team conducts vocational training programs for corporate employees. One such training conducted was on block printing
- Besides the above mentioned activities, Swashrit is also running projects for the **Empowerment of People and Children**

## Get Active

### (Good Nutrition and Active Lifestyle Program for Children)

Swashrit has undertaken an annual National Active Lifestyle Movement called Get Active in schools for promoting Active Lifestyle among school children.

Get Active Movement has been supported by **Mrs. Shiela Dixit** who launched the movement on 11 Jan 2006. It successfully celebrated its annual day with the kind support of **Sm. Yoganand Shastri** on 11 Jan 2007.

#### **Get Active is endorsed by Indian Medical association (IMA)**

**Get Active Patron:** Mr. Ajeet Bajaj (International Adventurist), Managing Director, Snow Leopard Adventures P. Ltd.

#### **Mission**

To drive and INSTILL an active lifestyle and healthy nutritional habits amongst school children.

#### **What was the Impetus for Get Active?**

Swashrit carried out an extensive research spanning two years whereby they found an alarming incidence of Obesity, Diabetes and Heart Disease in Children and Adolescents. These findings spurred them towards this movement whereby a team of eminent Doctors, Psychologists, Nutritionists and Lifestyle management experts have been brought together to engage and chart out a road map, that will help promote an active lifestyle in children and adolescents

#### **The Program**

This program purports to instill and drive habits and practices among children with a special focus on physical and mental well being apart from academics. The uniqueness of this program is that it aims to change the MIND - SETS of children. This is very different from the plain and simple "Nutrition Canteens" which are in effect in schools these days. The idea is to change the choices an individual makes independently. This is radical in itself as it aims to transform ones preferences for nutrition and activity from within. This objective is achieved via a set of activities created by inputs from this panel of doctors, nutritionists and psychologists. This medical team has created **27 Habit Modification activities**. Whereby the activities fall into one of three categories: **Calories In, Calories Out, Community Building**. Some of these activities include Active Tiffin, Active treasure hunt, Active inventions, Active salad, Active theatre etc. Get Active increases the intrinsic value and attraction towards active lifestyles amongst children and adolescents through fun- filled, learning activities.

These Get Active activities were successfully conducted by all our participant schools which were evident by the enthusiasm exhibited by the Principals, teachers, children & parents towards our program.

This year, Get active has introduced the module system which is a more extensive program promoting healthy eating and active lifestyle. The module is being carried out successfully in the schools as an expansion to the success of Get Active activities.

### **Get Active Modules**

Get active has modified its outreach to interact with more students with introducing new theme based modules. Each module centres on a theme for e.g. My Pyramid Module (focusing on the food pyramid and its importance), Breakfast Module (focusing on the importance of breakfast) and has many colorful, interesting, vibrant handouts, posters for the school, teachers, students etc which emphasizes on the theme. The first module –My Pyramid Module has been a huge success with the schools in Delhi & NCR and the schools have praised it and encouraged us for more modules in the future as a positive impact on the students as a guidance to lifestyle modification.

### **Outreach**

<b>State</b>	<b>Number of Schools</b>	<b>Status</b>
Delhi/ NCR	100	Activated
Mumbai	60	Activated
Pune	25	Activated
Chandigarh	25	Activated

### **Special Glimpses of the Project**

Swashrit's **Get Active**, a National lifestyle Movement for school children, having been launched in January 2006 has finished 3 years. This national school contact movement has had the following events:

#### **Stating from December 2005, the activities that have taken place**

- **December 2005**
  - Recruitment of the project coordinator (Delhi)
  - Recruitment of Health Counselors (Delhi)
  - Pre-alignment of Schools (Delhi)
  - Conceptualization of activity kits
  - Testimonials (AV) by the core team
- **January 11<sup>th</sup>, 2006: Get Active Launch**
  - Inaugurated by Smt. Sheila Dixit (Chief Minister, Delhi)

- Realization of the need to such a movement with school children and the encouragement and support to the movement
- AV of the Get Active theme
- **March 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup> 2006: Orientation for Counselors**
  - Trained by Nutritionists
  - Trained by Psychologists
  - Trained by Cardiologists
  - Trained by the core team
- **March 29<sup>th</sup>, 30<sup>th</sup> 2006- Orientation for Schools**
  - Introduction to Swashrit Society, Get Active
  - Role plays, demonstration of activities
- **April 8<sup>th</sup> and 9<sup>th</sup> 2006: Orientation for Counselors**
- **April 12<sup>th</sup> and 13<sup>th</sup> 2006: Orientation for Schools**
- **July 17<sup>th</sup>, 18<sup>th</sup> and 22<sup>nd</sup> 2006: Orientation for Counselors**
- **August 2006: Orientation for Counselors**
- **October 2006: Orientation for Counselors**
- **November 2006: Orientation for Counselors**
- **December 2006: AV of 1 year celebration of Get Active in schools**
- **January 11<sup>th</sup> 2007: Get Active Carnival, Delhi/ NCR**
  - Chief Guest Sri. Yoganand Shastri (former Home Minister) and Mrs. Nita Mehta (culinary expert)
  - Press coverage
  - Community Building: participation from all 52 Get Active member schools
  - Activities
    - Calories in: active tiffin cotest adjudicated by Mrs. Nita Mehta
    - Calories out: Marathon for students/ parents/ teachers
  - Awards
    - Rolling trophy for best school St. Gregorious School, Dwarka, Delhi/ NCR
    - Appreciation award for the best ALC's of the schools
    - Appreciation awards for the schools in special categories
    - Winners of the marathon (medals and certificates)
    - Winners of the Active Tiffin Contest (medals and certificates)
  - Gift packs for all participants including Get Active t-shirt, folders, cds, oat meal, cook books, Gatorade energy drinks, Souvenirs for the school principals
- **March 29<sup>th</sup> 2007: Mumbai Launch and Orientation of Schools in Mumbai**
  - Introduction to Swashrit Society, Get Active
  - Role Plays, Demonstration of activities
  - Prealignment folders for the schools
    - Get Active 1 year celebration CD
    - Testimonials by the core team
    - Get Active theme



- Testimonials by the delhi Schools (Principals/ teachers/ students)
  - Get Active Journey collage
  - Introduction to the Delhi team
- **April 12<sup>th</sup> 2007: Orientation for Counselors**
- **April 26<sup>th</sup> & 3<sup>rd</sup> May 2007 - Mr. Ajeet Bajaj's talk in Get Active schools (St Gregorious Gregorios School and Loretto Covent School**
- **April 26<sup>th</sup> 2007 - coverage of Get active activities by CNN-IBN**
- **April 14<sup>th</sup> 2007 - Orientation for Counselors**
- **April 21<sup>st</sup> 2007 - Orientation for Counselors**
- **May 22<sup>nd</sup> - May 24<sup>th</sup> 2007: Get Active Summer Camp**
  - Snow Leopard Adventures, base camp at Rishikesh, Camp Panther, Shivpuri.
  - Activities Conducted:
    - River Rafting
    - Rock Climbing
    - Trekking
    - Map Navigation
    - Camp Fire
    - Slide presentation on flora and fauna
    - Water games
    - Rope knots
    - Gift hampers were given to all the participants: T-shirts, bags, torches and sippers
- **October 9<sup>th</sup> 2007 – Get Active Principals meet**
  - Get Active, joined hands with Indian Medical Association (IMA) to deliberate on Lifestyle Management and the incidence and prevention of chronic diseases amongst Indian children and adolescents. The occasion was graced by the presence of Principals of Get Active member schools. The panelists included **Dr Ajay Kumar**, IMA, **Dr Sadhana Prashar**, CBSE, **Dr Anoop Mishra**, DFI and Mrs Neena Sehgal, Principal, Delhi Public School, Noida
- **November 2007: Coverage by print media Metro Now**
- **October 20<sup>th</sup> 2007: Rolling trophy handed over to Bhai Parmanand School, Karkarduma**
- **January 11<sup>th</sup> 2008: Gifts to all Get Active Schools for the celebration of second anniversary of Get Active**
- **January 25<sup>th</sup> 2008: Mumbai school orientation, second phase**
- **August 20<sup>th</sup> 2008: Initiation Intra Mela activities in Mumbai Schools**
- **September 5<sup>th</sup> 2008: Rolling trophy handover to St. Mary's School, Sector 19, Dwarka, Delhi/NCR**
- **September 13<sup>th</sup> 2008: Rain dance event with Springdale's school**
- **January 11<sup>th</sup> 2009: A picnic to Gaushala, an organic vegetable farm and a cow breeding center to celebrate the 3<sup>rd</sup> anniversary of Get Active**

- **February 8th 2009: Cricket Match between Swashrit Employees, volunteers, consultants and Swashrit School Children**
- **February 10<sup>th</sup> 2009: Rolling Trophy handover to Children's Academy School, Mumbai**
- **April 15<sup>th</sup> 2009: A talk by Mr. Ajeet Bajaj on Global Warming in N.C. Jindal School**
- **June 10<sup>th</sup> 2009: Launch of Get Active in Pune and Chandigarh cities**
- **November 2009: Launch of Get Active project in Kolkata**
- **January 2010: Media coverage of the Get Active project in Kolkata leading newspapers: Times of India and Telegraph**
- **March 2010: Media coverage of the Get Active project in Delhi leading news paper: Economic times. Punita Lal, executive director (marketing) at PepsiCo India, highly encouraged Get Active project. He also told ET that the company is committed to adopting the new global policy and cited its 'Get Active' programme as another indicator of its obligation to promote student's health.**

## Flu proof your Child awareness initiative with SRL

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Recognizing the importance of seasonal flu vaccination in the schools, Swashrit Society had introduced a vaccination program against Seasonal flu. This was done in collaboration with Super Religare Laboratories, India's largest diagnostic network and Wellness solutions provider. Proper hospital like facilities was provided at the vaccination camp venue. The vaccine included the management by an appointed professional team of trained phlebotomists and Nursing staff. The supervision of the process was done at all times by a doctor with Preventive health expertise. Awareness was created at multiple locations nationally by way of lectures/workshops at a given location .Free Wellness post vaccination consultation was also to be provided pertaining to this offering at SRL Wellness Centers after the vaccination if required. The information was spread to various top schools in Delhi in order to spread awareness amongst the schools To name a few are:

1. Bal Bharti, Pitumpura,
2. Army Public school,
3. D.P.S International school,
4. Lorreto Convent school
5. Kalka Public school,
6. Amity International,saket,
7. Apeejay saket,
8. Ramjus school,pusa road,
9. Dwarka international,
10. Banyan Tree school..... and many more.

## Substance Abuse Prevention

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**SWASHRIT has undertaken an annual pilot program called Substance Abuse prevention for the health and well being of school children of the NCR region.**

**The Substance Abuse Program has been supported by the former President Dr. A.P.J Abdul Kalam**

The Program “Substance Abuse Prevention Program in Schools” was officially launched on 17<sup>th</sup> July, 2007 in the Jamia Millia Islamia Auditorium. Dr. Kiran Bedi, Director General, BPRD, was invited as the Chief Guest. On board the panel of discussion held on the afore said day, we had Dr. Peeyush Jain, Consultant Cardiologist, Escorts Heart Institute and Research Centre, Mr Susheel Salwan, Advocate Supreme Court, Dr. Aruna Broota, Clinical Psychologist and Professor of Psychology, Delhi University, Prof. M.G. Hussain, Head of Psychology Department, Jamia Millia Islamia University, Mr. Bijon Misra, Executive Director, Consumer Forum-Voice and Mr. M. J. Rehman (Director, AKC Group, Amity.) as part of our panelist.

We also invited School principals, teachers, counselors and students of about 100 schools in Delhi and NCR for the launch of this program. It started out with an introduction of Swashrit Society by Dr. Bhavna Barmi, Clinical Psychologist and General Secretary Swashrit Society. An introduction to the “Substance Abuse Prevention Program” was given by Dr. Rachna .K. Singh, Lifestyle Management Expert and member of Swashrit Society, and Srividya Rajaram, Clinical Psychologist, Escort Heart Institute and Research Centre, through a presentation with Audio Visuals effects. It was followed by a very successful interactive discussion ending on a highly positive note for the upcoming Substance Abuse Prevention Program.

### **THE NEED OF THE HOUR**

The rising drugs and substance abuse calls for urgent and focused intervention. The youth of the country need to be cautioned against drug abuse.

Research has shown that individuals who have not used drugs or alcohol till the age of 21 are less likely to become dependant on them. Hence the burning need of the hour is to impart such life skills to the youth that would help them live a healthy productive drug- free life.

**We need to act...Our children are counting on us!**

## **Mission**

To foster responsible adults who recognize the ill effects of drugs and alcohol and are suitably equipped to handle life situations positively without falling prey to any kind of substance abuse

## **About the Program**

Prevention of drug abuse in school children aims to fulfill this mission by bringing together a team of specially trained personnel who while working in close association with the leading schools of New Delhi (NCR), will address the drug problem among youth using a multi pronged approach

## **Target Group**

Students from class VI to IX

Parents of class VI to IX

Teachers of class VI to IX

No. of schools to be targeted in NCR= 30

## **Future Vision**

An active Drug free youth that makes decisions with knowledge and wisdom

## **Special Glimpses of the Project**

Starting April 2007, the activities that have taken place

Substance Abuse Prevention was launched in April 2007

- **April 2007**
  - Recruitment of project coordinator
  - Recruitment of health counselors
  - Pre-alignment of schools
- **May 2007**
  - Pre-alignment for launch
  - Conceptualization of training modules
- **June 2007**
  - Training of counselors by psychiatrist, psychologists, de-addiction experts
- **July 2007**
  - Launch of the Substance Abuse Prevention
  - Invited Chief Guest: Dr. Kiran Bedi
- **August 2007**
  - Orientation of Schools
  - Training for Counselors
  - Initiation of Schools
  - Training for Students, Teachers and Parents
- **September 2007**
  - Training for Teachers, Students and Parents

- **October 2007- February 2008**
  - Training for Teachers, Students and Parents
  - Initiation of Counseling cells
- **July – December 2008**
  - Training for Teachers, Students and Parents
  - Counseling cells

### **Activities Undertaken**

1. **Training Programs:** Programs for training Students, Teachers & Parents to bring awareness among them on the eminent concerns of Substance Use and its pitfalls. The training was conducted through PowerPoint presentations, one-to-one interactions and role plays.
2. **Certification:** The peer representatives (students) and teachers who were trained were given Certificates on behalf of Swashrit Society for participating in the training programs.
3. **Questionnaires:** A questionnaire was distributed among students of classes VI to XII in every school for screening students for their current and likely use of substances.
4. **Counseling Cells:** Counseling cells were initiated in the schools and carefully and diligently attended to by the S.A.P. counselors. These cells are used for counseling students with substance abuse concerns and the students at risk of substance abuse. A holistic assessment of their psychological, emotional and academic aspects is conducted for counseling them.

## **Growing Up Right**

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With today's hectic lifestyle students, teachers and parents are experiencing stress, various psychological, educational and nutritional problems irrespective of age. Presently most families are nuclear in nature and they have only quality time to spend with each other. With full – time working parents becoming a stark reality and the aggressive demands for academic achievement, children are experiencing the pressures of it all. Therefore, these children need the awareness and skills to be able to deal with their problems and lead a physically, psychologically, emotionally and nutritionally healthy life.

Thus, with a focus on these problems Growing up Right Project was planned and started in schools in July 2008.

“Growing up right” is a project of “SWASHRIT” in liaison with Dalmia Manav Seva Trust which aims at enabling the teachers and parents to instill harmonized maturity (physical, nutritional, educational and psychological) in children and adolescents of today. It is an annual pilot program for the health and well being of school children of the NCR region.

### **Growing Up Right Program Details**

#### **1. Physical and Nutritional Health**

- Growth patterns (physical, emotional and mental pattern)
- Nutritional Requirements
- Nutritional Deficiencies
- Healthy eating
- Junk food Vs. Healthy Food
- Childhood obesity
- Psychological Consequences
- Behavior modification
- Exercise (emphasis will be given to calorie in vs. calorie out)

#### **2. Educational health**

- Academic Enhancement (study skills training, attention and concentration, memory, de-stress)
- Sensitization of school representatives to identification of special needs amongst the school children (teachers, parents, students)

#### **3. Psychological Health**

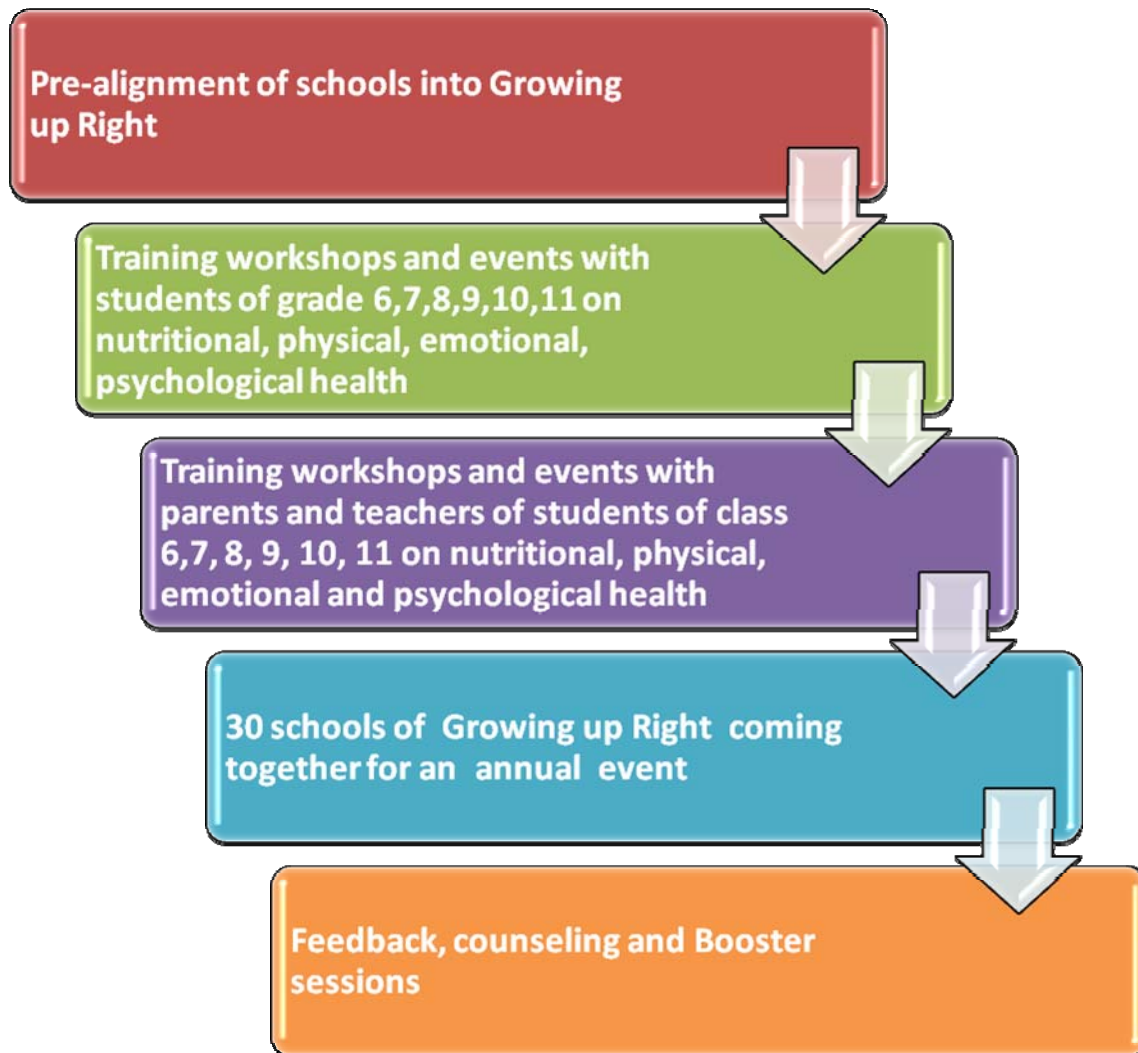
- Personality Development
- Interpersonal relationships (with peers, parents, teachers and school authorities)

### Target Group

- Students in the age group of 10 – 17 years
- Parents
- School/ Teachers
- Media

### No. of Schools Targeted

- The project has targeted 30 schools in the NCR region training students from Classes V to XII
- Training for teachers and parents as a part of awareness building and problem solving
- Establishing counseling cells to help students deal with concerns like academic enhancement, relationship concerns etc





## Health and Nutrition Project

### Swashrit Society in collaboration with RRO

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Swashrit Society in liaison with R.R. Omerbhoy Pvt. Ltd. (RRO) a company committed to health through its healthy food products has come together to bring about a change and spread awareness in the area of lifestyle management through extensive workshops on health and nutrition.

#### **Aim of the program**

The main aim of the program is to promote a good and healthy diet alongside an active lifestyle for a holistic overall development of the child. This new age era of technology and advanced science has, once again, highlighted the need and importance for such a kind of Lifestyle changing Movement. It is with this common vision in mind that Swashrit and RRO has come together to promote and spread awareness on the importance of Health and Nutrition. Its first pilot project has been initiated in Bangalore on 1st June, 2009 and was completed in March 2010.

Project was coordinated by Dr Kavita Prabhakar, Homoeopathic Consultant. It was lead by Ms.Esther Sailo, Counseling Psychologist and Dr Chandrashekhar Bhat, Homoeopathic consultant and supported by Mrs Sonia bajaj and Mr. Gurmeet

#### **Outline of the project**

##### **1. Mode of conduction**

- a. A power point presentation highlighting the importance of good nutrition, food pyramid, nutrients, balanced diet and active lifestyle
- b. Active Theatre: a role play activity highlighting the importance of different nutrients, its functions and overall a balanced diet
- c. Filling up a questionnaire: questions covering personal food habits and activity pattern in order to assess the nutritional status and lifestyle of the children
- d. Treasure Hunt Activity: an outdoor activity promoting calorie out (an active lifestyle)

##### **2. Outreach**

- a. Each workshop is designed to engage a maximum of 150 students at any given time
- b. The Duration of the session including the role play activity is two hours
- c. Total number of students being covered: 3500

## Intellichild

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Another program being run by SWASHRIT is **Intellichild**, which signifies the importance of mother child bonding.

### Program Details

Intellichild is a scientifically designed program by eminent health experts from various prestigious hospitals of Delhi from various fields like **Psychology, Medicine, Lifestyle Management, Homoeopathy, Body therapy, Nutrition, Yoga and Education** along with Fortis, La femme

### Why Intellichild

The biggest joy in a woman's life is giving birth to a child and as joyous as this moment is, it brings with it a lot of apprehension esp. for young parents living in nuclear families.

0-2 years are very important formative years for the child's physical, emotional, mental development. Studies have shown that during this period the brain of the child develops the most and the brain cells proliferate wildly making connections that may shape a lifetime of experiences.

### Aim of the Program

Intellichild is a unique program focusing on

- Complete Maternal Health – Physical, Psychological, emotional, Nutritional
- Holistic Child Care – taking care of all developmental aspects: physical, emotional, psychological, intellectual and social of children upto two years of age
- Parent child bonding

### Innovators of Intellichild

Intellichild is the brainchild of Dr. Bhavna Barmi and Dr. Rachna K. Singh. Dr. Bhavna Barmi, Senior Clinical Psychologist at the Escorts Heart Institute & Research Centre and Dr. Rachna K. Singh, Lifestyle Management Expert and Homeopathic Consultant at EHRC have worked with over 100 schools and have finally put their vision into concrete realization in the form of Intellichild.

### Intellichild

Swashrit has undertaken a "Mother and Child Wellness Project called **INTELICHILD**", running at premier maternity centre -**Fortis la femme hospital (formerly Cradle)**, situated at Greater Kailash II, New Delhi

### Intellichild Events

- The Launch
  - Intellichild was launched on the 8<sup>th</sup> of June 2006 to the media and 19<sup>th</sup> of July 2006 at Fortis La Femme

- The Baby Show
  - A baby show was organized in association with Aadyant, a global preschool in November 2006 which proved to be a huge success and attracted more than 600 parents and children from all over Delhi

#### **The Team of Experts**

- Dr. Rachna K Singh: Pediatric homeopath, Lifestyle Management Expert, Artemis Hospital, Gurgaon
- Dr. Bhavna Barmi: Clinical Child Psychologist, EHIRC
- Ms. Richa Bharti: Craniosacral, body work therapist and healing artist
- Ms. Ishi Khosla: Clinical Nutritionist, Director, Whole Foods
- Ms. Jasmine Chaddha: Educationist
- Shri Hari Yogi: Yoga and Meditation expert
- Ms. Nayanika Chatterjee: Model, choreographer and Ambassador for Intellichild

## NACO PROJECT

### AIDS AWARENESS CAMPAIGN IN JJ CLUSTERS

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The need to be a part of such a campaign comes in the wake of discrimination and rejection due to the stigma of those testing positive for HIV/AIDS. The only way to combat this deadly disease is to create awareness and prevention among the people, especially in the lower socio economic strata of society where the education and awareness is at its lowest. Thus, with a mission to spread awareness about AIDS among the underprivileged strata of society, Swashrit society participated in this endeavor of spreading awareness on HIV and AIDS.

#### **Approach:**

Our main approach to this awareness program was learning through the medium of **recreational therapy**. Recreational therapy contributes to the broad spectrum of health care through treatment, education, and the provision of adapted recreational opportunities all of which aid in improving and maintaining physical, cognitive, emotional and social functioning, preventing secondary health conditions, enhancing independent living skills and overall quality of life.

Given below are few mediums through which Swashrit had conducted the awareness program, all these activities covers every aspect of recreational therapy:

- 1. Street play/ Nukkad Natak:** Swashrit society conducted train the trainer modules where our expert trainers trained the interested community members on basic HIV/AIDS awareness inorder to make them self sufficient in conducting awareness campaigns thus also generating employment.
- 2. Puppet Shows:** Through the puppet shows, we intended to create employment for the JJ cluster inhabitants by enabling them to make the puppets for the show in the evening.
- 3. Counseling cells:** Post the event at a particular cluster, free telephonic counseling helpline was available for a period of one week for related (HIV/AIDS) concern.
- 4. Nutrition Counseling:** Post the event at a particular cluster, free telephonic nutrition counseling helpline was available for a period of one week for related (HIV/AIDS) concern.
- 5. Material distribution:** Written material providing information on HIV/ AIDS in an easy to understand language through books, photographs etc. was distributed free of cost to the beneficiary. Along with written information, promotion of use of condoms through free distribution of condoms was also done.
- 6. Art Therapy:** Art therapy offered individuals opportunities to handle their anxieties and depressions individually and to decide for themselves what and how to paint.

#### **Coverage Area:**

Central District since our head office is in Karol Bagh.

Names of few JJ clusters in Central District:

- JJ Cluster, Sanjay Gandhi Camp part 2
- Netaji Colony, Near Cement colony, Chanakya Puri
- Kali Bari Marg near Filling station NDMC
- Pusa JJ Camp
- Vivekanand Camp
- Sanjay Camp Chankya Puri part -1, Near Dhobi Chat.

**Our Team:**

**Core Team Head:**

- **Dr. Kavita Prabhakar:** Homeopathic Consultant and a qualified trainer for train the trainer program in the field of HIV/ AIDS.

**Other Team Members:**

- **Dr. Bhavna Verma:** Senior clinical psychologist working with Escorts for last 10 years.
- **Dr.Rachna Singh:** Homeopathic consultant and a life style management expert at the Artemis Hospital.
- **Dr. Peeyush Jain:** He is a senior cardiologist (preventive) in Escorts hospital.
- **Ms Ishi Khosla:** Senior Nutritionist and Director, Whole Foods
- **Ms. Srividya Rajaram:** Working with Escorts Heart Institute as a clinical psychologist since the last 5 years.
- **Ms. Radhika Bhatia:** Clinical dietitian by profession heads a health and nutrition project in the Delhi/ NCR region.
- **Hari Yogi:** Yoga Therapist
- **Dr.Manju chhugani:** Member, Society of Midwives(India)
- **Ms.Nipa Das:** International Therapist of alternative therapies and complementary medicine
- **Ms. Malavika Jain and Ms. Sumedha Arya:** Clinical Psychologists

**Teachers of our free literacy centers:**

- Ms. Snehlata, Teacher, Ranjit Nagar
- Mrs. Asha Teacher, Ranjit Nagar
- Mrs.Sangeeta, Teacher, Bapa Nagar
- Mrs.Brinda, Teacher, Bapa Nagar
- Shakuntala, Teacher, Bapa Nagar
- Sonia, Teacher, Ranjit Nagar.

- Noori, Teacher, Bapa Nagar

### Swashrit in Liason with VOICE

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**VOICE** is a VOLUNTARY ORGANISATION in the interest of consumer education SWASHRIT has started working with VOICE in **Consumer** related projects like **Street food vendors** and other illiterate people found on the roadsides. Other work includes surveys of street food vendors and **Conditional Access System**. Voice is a special effort to help these people and facilitate them to lead a healthy and **Independent life**.

#### Additional Activities of SWASHRIT

- 1. Health and hygiene:** basic education for cleanliness and healthy living. Initiation of cleanliness drive with RWA's of NCR through school children
- 2. Free Medical Health Check up Camp (bi-annual):** for a comprehensive health checkup of the slum children (1000 children per camp)
- 3. Ongoing Awareness camps/ Motivational Programs at regular intervals**
  - a. Ways to stay away from social evils like crime and drugs
  - b. Activity initiated through street plays and free distribution of smoking e children cessation kits
  - c. Screening of Educational movies like Meena (UN girl child ambassador) is shown to the children time to time to encourage them to stand school regularly
  - d. Attitude inculcation for schooling among the children of daily wagers, rickshaw pullers, shoe makers etc
- 4. Ongoing Workshops on marital, social and sexual problems for women in the community (Bi-annual)**
  - a. Vocational workshops on tie and dye, batik work, flower making, candle making, rangoli making etc

SWASHRIT's achievements have been numerous in number due to the continuous efforts of our team members and other people associated with us. Some of the valuable achievements are listed below.

#### Achievements of the Free Literacy Centers

Swashrit's schools are providing free education to all who need it, particularly the Girl Child. It was started with 20 children and one teacher. Now it has approximately 1500 regular students who are divided into groups of 0-5 and 6-9 ages, the curriculum is imparted to the students by well-experienced teachers. The schools are run in the community centers of the colony.

The school runs for four hours a day, starting at 1:00 p.m, with the timings convenient to the students so that it does not hamper their “earnings” and other activities.

In school, children are introduced to an interesting learning process; they are taught reading, writing, moral and social values, to make them socially responsible and acceptable.

They are taught on health and hygiene & ways to stay away from social evils liked crime, drug consumption etc. The pre-requisites for education are provided to students such as notebooks, stationary and nutritional benefits that include sweets, biscuits, milk and fruits etc. The child has daily access to supportive and understanding adults whom they can trust.

The teachers appointed are responsible for the smooth functioning of the school and hold classes regularly, and for their effort they earn an honorarium.

In our effort to universalize health and education for empowerment of people many corporate companies have come forward to join hands with us in this cause. Some of them are:

- Hero Honda
- Induslogic
- Ranbaxy
- Airport Authority
- Pepsico
- R.R. Oomerbhoy Pvt. Ltd. (RRO)
- Deutche Bank

APART from these programs, SWASHRIT also conducts training modules for enhancement of children and their parents. Some of these are:

**List of Training Modules conducted by Swashrit for Schools / Educational Institutions all over Delhi/ NCR**

- 1. For pre-school Children**
  - a. Annual Child Wellness Program
  - b. Mental Gymnasium – A creativity Enhancement Workshop
  - c. Mind body Stretchers – Yogic Trainings
  - d. Bringing up a Dream Child (for parents)
- 2. Primary School Children**
  - a. Mental Gymnasium
  - b. Value Orientation Module
- 3. Middle School Children**
  - a. Growing Up Right
- 4. Senior School Children**
  - a. Academic Enhancement Training
  - b. Aptitude and Career Counseling workshop

- c. Stress management module
- d. Eating right module
- e. Awareness program on Health Management
- f. Smoking Cessation
- g. Substance Abuse
- h. Psycho diagnostic testing
- i. Individual Counseling Sessions

**5. For Parents**

- a. Positive parenting for Montessori School Students
- b. Bringing up a dream child

**6. For Teachers**

- a. Teacher training module: primary school children
- b. Middle School Children
- c. Senior school children

**Clinics associated with Swashrit Society**

There are many esteemed clinics associated with Swashrit Society, which are always ready to help us in moving forward in our endeavors. They are:

S.no	Name of the centre	Forwarding Authority
1	Integrated Health Centre	Anju Khanna
2	Bohra Neuro (Psychiatric Centre)	Dr. N.K. Bohra
3	Mind Track	Dr. Ranveer Singh
4	Mind and Feelings Centre	Dr. Bhavna Barmi

**Future plans (2010)**

- 1. Computer education for children (boys and girls)
- 2. Vocational Training for girl child – cutting and tailoring
- 3. Beauty culture training for girls
- 4. Medical checkup camp for the mothers of the school children
- 5. AIDS awareness camps for the women in the colony making them aware of their fundamental rights and duties. (this line needs to be deleted as I have mentioned above about the same)