



# SURVEY REPORT: BENEFICIARIES' EXPERIENCES OF CAMPAIGN KOKH

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INTERNATIONAL INTERN IN NAYA SAWERA NGO 2018

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Survey report: Beneficiaries' experiences of Campaign Kokh

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## Introduction

Naya Sawera NGO was founded in 2009. Since then the organization has organized several events, started several projects and established many permanent operations. Naya Sawera's mission is to improve the fulfillment of their beneficiaries' basic human rights while the organization works to enhance health and welfare, support employment and education and also develop the community. The organization is working for the welfare of the people of different underprivileged sections of society by various means. Naya Sawera's main target group is underprivileged Indian people, particularly women and children. Naya Sawera's employees and volunteers desire to work for the common good and take part in developing Indian society. The aim is to see that no human being is deprived of basic needs because of poverty. The organization also takes part in supporting and nurturing the talents that don't have equal possibilities to shine because of poverty.

The organization supports all its programs from the funds voluntarily donated by people, funds collected by members and the membership fee paid by the members. As of now the organization has over 600 registered members and volunteers with the team of 40 core members who offer their services in the programs conducted by the organization. The organization has 4 hired employees along with around 40 active volunteers to work in their projects and run the organization. Naya Sawera is also chosen by many domestic and international interns every year.

## The survey

To develop the organization furthermore, we decided to interview some of the beneficiaries about their experiences of Naya Sawera's actions and listen to their ideas about developing the organization. The survey was performed by Naya Sawera's international intern with the help of project worker Mamta Verma and three volunteers. Together we interviewed 21 women who had participated in Campaign Kokh in Kunda Basti Slum. The beneficiaries who were interviewed were given information about the survey and the interview. They were informed that participating in the interview is voluntary and they can skip questions or stop the interview at any point. Interviews were conducted as semi-structured thematic interviews. The thematic interview included questions about participants' background information and open questions

about their experiences of Naya Sawera's actions and their impact in the participants' lives. The interview also included questions regarding the participants' needs, dreams and goals in life. The thematic interview layout is attached to this report and you will find it in the annex.

The goal of the research was to gather quality information from our beneficiaries about their experiences of Naya Sawera's actions, ideas about developing the organization and creating new projects. Another objective was to find out the beneficiaries' current needs, dreams and goals in life, and how Naya Sawera could help in achieving those goals. The results were analysed using a material based content analysis approach. The information gathered and the results of the research can be used in developing current projects and also planning and executing new projects and operations.

## Campaign Kokh

Campaign Kokh was established in 2014 on national Women's day. Campaign Kokh's target group is mothers who are expecting a child. The main target is to provide medical and nutritional support to pregnant women in the slums. An important goal is to have more child deliveries at hospitals instead of homes. A total of 424 babies have been born with the support of the project. Campaign Kokh works in several levels: a group meeting once a week and individual support from the project worker. Weekly group meeting consists of monitoring the pregnancy, weight and health check-ups, discussions and information about vaccinations, healthy diet during pregnancy and taking care of the baby. Food and beverages are always served during the group meetings and every thursday the ladies are invited to a shared lunch in order to support healthy pregnancy and promote women's wellbeing. The project worker shares information about delivering a baby, vaccinations, breastfeeding and baby's nutrition. The group is also a possibility for women to meet other pregnant women and share their thoughts.

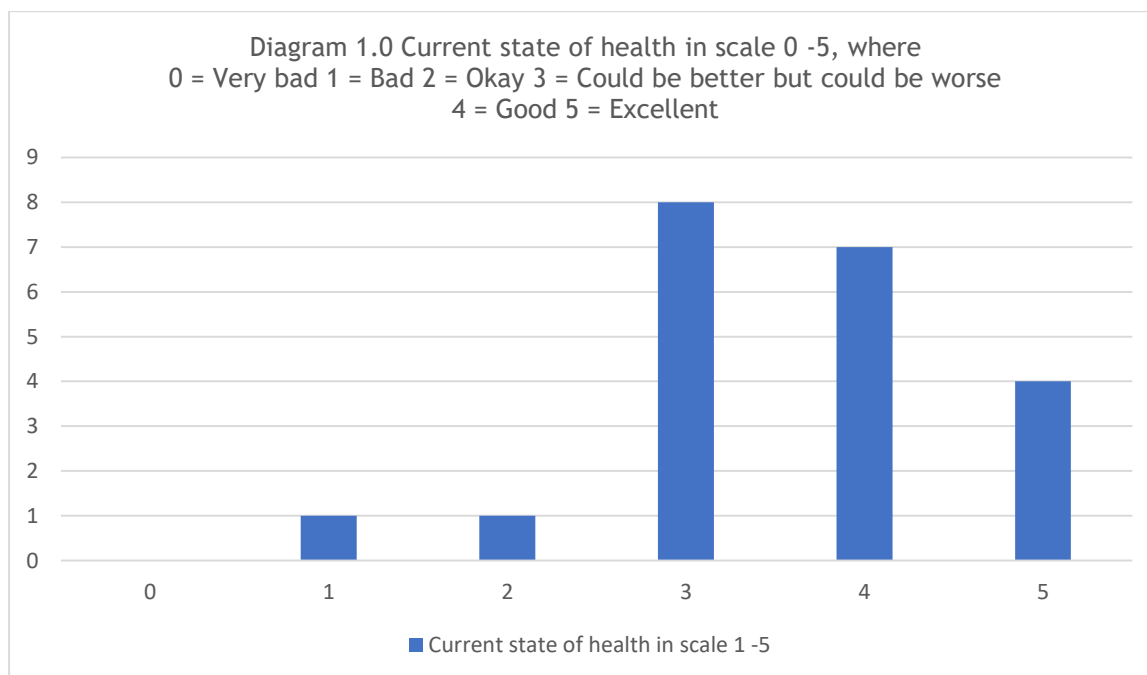
The women who participate in Campaign Kokh are provided doctor's meetings and professional health check-ups every three months during the pregnancy. Individual situations are considered. If there are complications and the situation needs regular monitoring, the health check-ups are provided monthly. The project worker talks with participants regularly and together they find solutions if there are complications. The women will get to decide which hospital they want to deliver their baby in. After birth the child will get vaccinations until the age of five. Naya Sawera pays for all necessary medical expenses that are not included in the government's free healthcare program. After giving birth the women can continue staying in touch with the project worker to get support. Naya Sawera provides diapers and baby clothes. Six months after the

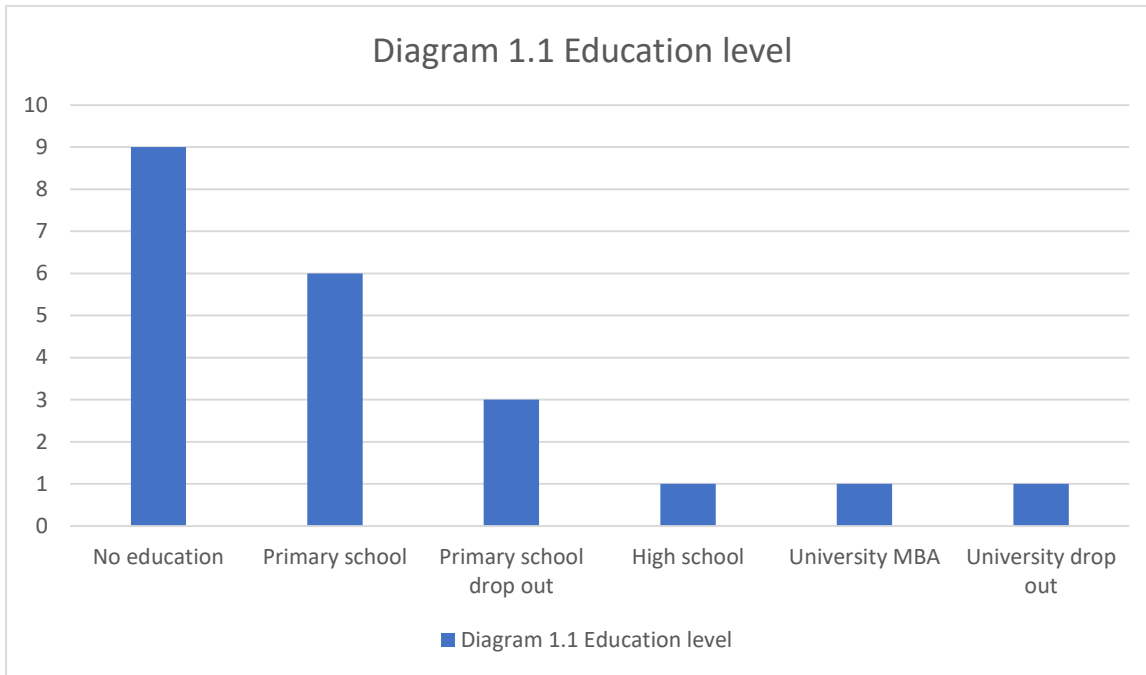
baby is born the project worker provides information for parents about family planning and connects them with medical professionals in order to talk about birth control.

## Results

### Background information

We interviewed 21 women. Most of the interviews were performed as individual interviews and four interviews were performed as two group interviews. The women who were interviewed had earlier or were currently participating in the Campaign Kokh. One woman had not attended to the group meetings but had received individual support during her pregnancy. All the other 20 women had participated in the group meetings also. The age group of the participants was 20 to 29 years. The number of children varied between 1-5 children. Fourteen women were pregnant at the time we interviewed them. We asked women to evaluate their current state of health in a scale of 0-5. Diagram 1.0 shows how the answers were divided within the interviewed group. Education levels of the women varied which is seen on the Diagram 1.1. Nineteen of the interviewed women described their current employment situation as a housewife and their primary duty was to take care of children and the house. One of the participants currently had a job as a school teacher and one was employing herself in a family business which handled clothes.





## Experiences of Naya Sawera’s actions

### Participating in Campaign Kokh

Seventeen of the interviewed women had heard about the project directly from the project worker Mamta Verma who had called or visited their house and told them about the project. Four participants had heard about the project from other people and decided to join the group meetings. Some of them had got in touch with the project worker to learn more about the project before participating.

*” I can always depend on Mamta Ji and get support from her. The place is very close to us so we don’t need to travel to the hospital to get guidance. We also used to get lunches in the group and that was very nice.”*

The women described their motives for participating Campaign Kokh as an opportunity to get information and gain knowledge about pregnancy, health, baby care and family planning. Important motives were also the benefits that women could get by participating: monitoring safe pregnancy, regular health check-ups, medicines and vaccinations, shared food and meals, both in and outside the group meetings, safe baby delivery at a hospital and support after giving birth. According to the women one of the main reasons to participate was the individual support that the project worker provided to participants. Many women also described how the project

had helped them also in a financial way, since they couldn't afford all the services and health check-ups by themselves.

*" I decided to participate because of all the services and health benefits that I wouldn't be able to afford without this. We pay rent and don't have so much money, so the group helped us financially: lunches, blood card, other benefits, and we didn't have to use money for that."*

Most of the interviewed women thought that it was easy to participate. Some of the participants told that their families are encouraging them to participate in the group and the general attitude towards the project is positive so there is no stigma in participating. One of the interviewees felt that she might get judged for having a third child and another had been questioned by her mother-in-law on whether participating is necessary.

#### Impact in life

All of the interviewed women described their experiences of Naya Sawera positively and most of the women who had already delivered a baby felt that the project has had a good impact in their life. Only one of the women who had already given birth felt the project hasn't had any impact in her life. Most of the women who were currently pregnant with their first child felt that it is hard to evaluate what kind of impact the project has or will have in their lives.

*" I really liked all of the actions and discussion topics that we had on the pregnancy group and the overall experience was very good. I have felt safe and comfortable because I can always ask Mamta Ji anything and it is easy to ask."*

*" It's too early to comment on this fact because I am only 3 months pregnant. I have a good feeling that this experience will have a good impact."*

Women described their positive experiences differently and felt that the good impact in life was due to many reasons. One was happy because Naya Sawera had distributed sarees for women, another was happy for the blankets that her family had received, many brought up the food and meals that they had got via the projects and the health benefits such as the hospital care which were available because of the project. Many women also felt that their knowledge about health and baby care had increased by participating in the project. Many of the interviewed women also described how grateful they are for the project worker Mamta Verma and her support. Some women also told that they are happy that Naya Sawera organizes after school activities for

children at the Saksham Centre because it gives their children an opportunity to learn more and supports their education. All of the interviewed women felt that they had gotten the right kind of support.

*” Really good experience, it feels good to get support. This is the first time that I am attending to this group and I have gained knowledge from many things which I didn’t know with two earlier pregnancies. So the group has really had an impact in my life.”*

#### Dreams and ideas

Most of the women felt shy when we asked them about their dreams and goals in life. Some wanted to skip the question. Most of those who answered felt that their biggest dream is to get good education for their own children so that they can have a stable life. They hoped that Naya Sawera helps with their children’s education and that the children’s after school activities at Saksham Centre continue. Women also dreamt that they could learn new skills like sewing, dressmaking and beauty parlour work. Some of the women hoped that they could get a job in the future. The motivation behind learning new skills and getting a job or being able to employ themselves was that they could feel independent and earn their own money. Women hoped that Naya Sawera would organize classes and support employment. Two women also brought up that they dream about moving away from the slum area. They described that they would like to live a quality life with better living standards.

*” I don’t have any dreams, but I regret that I don’t have any education myself. I think about that a lot. I want my children to have education. So I guess my dream is that my children have good education and they can stand on their own feet.”*

*” I want to take care of our home. I would also like to get a job in textile work but that would require more skills than I already have. So I hope that Naya Sawera starts teaching classes so that I can improve my current skills and also learn new skills to get a job.”*

*” I am really inspired of the work that Mamta Ji does, so I would like to do something similar, something for the society. I hope that Naya Sawera could employ me in the future.”*

*“I want to do something with my life.”*



Some of the women brought up that they are not allowed to work because of their husbands' or families' opinion so they suggested that Naya Sawera could talk to their husbands and families so that they would allow them to get a job. One of the women hoped that Naya Sawera could help by distributing clean drinking water to the area. A few women brought up an idea that Naya Sawera could also start hobby classes. One family hoped that Naya Sawera would be able to launch a health care centre in the slum or otherwise expand the availability of health care and support.

#### Other feedback

Women had a chance to give general feedback to Naya Sawera. Mostly they wanted to thank the project worker and Naya Sawera for their work. They also wish that Naya Sawera continues the work in long term.

*"Mamta Ji is doing very good job when she takes care of us."*

*"I hope that Naya Sawera continues the good work."*

*"Naya Sawera is doing very good job and I am happy with Naya Sawera."*

*"I want to thank Mamta Ji and Naya Sawera for their support."*

#### Conclusions and considerations

The feedback that we got from the women was overall very positive. It seems that Naya Sawera and the project worker Mamta Verma's work is considered essential. One of the most significant discoveries of the survey was that the women were very interested in their children's education even if they didn't have an education themselves. Women thought that education is very important and essential for their children to have a good and independent life.

Independence was also a dream to pursue for the women themselves. They dreamed about learning new skills and being able to earn their own money. They believed that the obstacles such as their lack of skills and general attitudes in families were overcomeable. Naya Sawera could help them via spreading awareness in the community and by organizing sewing and beauty parlor classes. The organization's support in employment is also needed. Naya Sawera could also organize events for the whole community, children and adults, where they could learn new skills and hobbies to spread smiles and develop the community.

Women dreamed of better living circumstances and hoped that Naya Sawera could help by distributing clean water and bringing health services to the area. This is a topic that needs a larger conversation and consideration about how the organization continues working for improving life conditions in the Kunda Basti area. There are several ways to work for this matter. Naya Sawera can continue organizing environmental days to support clean environment in the area. The organization can also use educated interns and volunteers when spreading awareness about health topics and contact new collaborators to expand the availability of health care.

The survey and the interviews also worked as women empowerment. We hope the women take part in in developing their community. And because beneficiaries are the most important part in Naya Sawera's work, their ideas and thoughts are the most significant in developing the organization and its work. Hopefully the interviews increased their involvement. Even though some of them were shy or did not want to answer questions about their dreams and goals in life, we hope we also sent a message that everyone has a right to dream and set goals.

## Annex

### Survey question form

#### **Survey about beneficiaries experiences of Naya Sawera's Campaign Kokh**

We intent to study how Naya Sawera's beneficiaries have experienced Campaign Kokh and our other projects. Also we would like to hear beneficiaries opinions on how the organization could improve current operations and what kind of new actions should be arranged. All answers will be gathered together and the results will be published on Naya Sawera's website. You can take part in the research by answering questions and our intern will write the answers down. You can skip a question if you don't want to answer to it by simply saying "skip" or stop the interview anytime. Answers will be written anonymously so that your answers can't be connected to you. We will not ask or write your name in the question form. Participating in the research is confidential and we aim to ensure your anonymity.

#### **Thematic interview questionnaire**

##### **Background information**

- Age
- Number of children in the family
- Health situation on scale 1-5:  
0=Very bad, 1= Bad, 2=Ok 3=could be better, could be worse 4=Good 5=Excellent
- Occupation or education level
- Current employment situation:  
A.) Taking care of children and familyhouse B.) Working C.) Self-employed D.)  
Volunteering F.) Something else

#### **Experiences of Naya Sawera's Campaign Kokh**

How did you hear about Campaign Kokh?

What was the reason that you decided to participate?

Was it easy to participate?

How would you describe Naya Sawera's actions? How have you experienced them?

Do you think that you got the right kind of support from Naya Sawera in comparison to your situation? Why yes? If no, what kind of support you would have needed?

What kind of impact has Naya Sawera had in your life?

**Personal development and ideas to develop Naya Sawera**

How would you describe your dreams, hopes and goals in life?

What would you like to change in your life?

What kind of support or help would you need to achieve your dreams and goals?

What do you wish from Naya Sawera's actions?

What kind of new actions should Naya Sawera start?

**Anything else that you would like to share?**

**Thank you for the feedback!**