

About the Organisation

The Beginning: SEWA Rural is a voluntary development organisation involved in health & development activities in rural tribal area of Bharuch and Narmada districts of South Gujarat for past 32 years. The activities were initiated in 1980 by a group of friends having education & experience in India & abroad and based upon the ideals & ideas of Swami Vivekananda & Gandhiji. Over a period of time many like minded youngsters joined the organisation.

Mission: SEWA Rural endeavours to **reach out & assist the poorest of poor** through various health & development programmes based upon the community needs & available manpower. While involved in such activities it also seeks to ensure that the **values are preserved and self development**, in broader sense, of those involved in the work is achieved simultaneously.

Approach: The focus of all programmes has been vulnerable members of family i.e. women, children & elderly and underserved sections of society i.e. the rural, poor & tribals. In all activities an attempt is made to incorporate as well as balance the following three principles of **Social Service, Scientific Approach, Spiritual Outlook**.

Scope of Work: Even though overall development was the ultimate objective, SEWA Rural started with a 30 bed hospital in Jhagadia having better understanding and expertise. The maternity Home was generously handed over by local organisation Kasturba Medical Aid Society. Over the years the medical activity went beyond the four walls of hospital and resulted into community based health care. Apart from successful management of the Govt entrusted primary health centre, delivery of safe motherhood & new born care at door steps covering entire Jhagadia block were some of the main accomplishments. Considering the needs of local community, particularly elderly, comprehensive eye care programme was started offering good low cost eye care. As a result of such rich experiences in field of health care, a training centre in primary health care was established. Gradually other development programmes were introduced including vocational training centre for providing employment opportunity to rural poor and tribal youth and the women empowerment programme with income generation. The latter is now managed by an independent organisation - **Sharada Mahila Vikas Society** promoted by SEWA Rural since 2002.

Recognitions and linkages: SEWA Rural was conferred many awards in recognition & appreciation of its work including SASAKAWA award given by WHO in 1985 and MacArthur award in 2007. All these work has provided opportunities to work closely with many sectors of civil society, including local community, voluntary agencies, governments, industries and academic institutions. While remaining apolitical in approach & work, it has been a learning & enriching experience.

Overview of Present Activities

Kasturba Hospital:



People of surrounding 5000 villages take advantage of hospital having 22 full time doctors, 100 beds and facilities like operation theatres, X-ray, Laboratory, Sonography, Blood Storage etc. Every year about 68000 OPD & 12000 Indoor patients are managed and about 2800 deliveries and 6000 operations are performed. The hospital

is also approved as FRU and for various schemes like Chiranjivi, Balsakha and RSBY. In spite of subsidised charges, about 50% of OPD and 80% of Indoor patients are treated free being poor. The hospital services are dependent on Govt. grant, patients income, contributions from various schemes and on going support from Mumbai based Ur-Asha Javeri Foundation Trust & Lilavati R Shah Medical Relief Trust & donations.

Eye Programmes: The eye Care Program started in 1988 provides range of services from primary to tertiary level care covering 20 lacs pop. and largely supported by Sight Savers (UK) for first two decades. The services include once a week



diagnostic eye camp in the periphery, and OPD, operative (including phaco surgery for cataract) and super specialty eye care services through the base hospital at Jhagadia. It has facilities like operating microscopes, Diode & YAG lasers, auto refractor, phaco emulsification & automated perimeter. About 40,000 patients are treated in OPD & 5,000 surgeries including cataract with IOL implantation are performed every year. Community Based Rehabilitation of Blind programme covered seven blocks (9 lacs pop.) in stages. More than 900 blinds including 125 blind children have been rehabilitated through building a cadre of about 50 CBR workers. Jhagadia and Valia blocks have been made cataract free as per WHO guidelines.

Community Health Project: SEWA Rural successfully managed



total health care responsibility of one Primary Health Centre (PHC) covering 40,000 pop. for almost 15 years. This was entrusted by state government under a unique NGO-GO Partnership and on 100 % grant in aid basis. The project achieved most of the targets of Health for All by 2000 AD much

earlier and sustained them over a period of time. Innovations of primary health care introduced by SEWA Rural were accepted in many other organisations & Govt. system.

Following Unicef & Govt granting First Referral Unit to SEWA Rural and return of PHC to Govt in 2000, SEWA Rural's "Family Centred Safe Motherhood and New Born Care Project" covering entire 168 villages of Jhagadia Block (pop. 175,000) was launched in 2003 with financial assistance from MacArthur Foundation (USA). With successful introduction of micro level interventions through building a village based cadre of front line health workers, there has been 74 % reduction among cases of maternal deaths, 40 % reduction in Neonatal Mortality Rate as compared to baseline information and institutional delivery has increased from 22 to 65%.

The project has formally ended by March 2011 and now innovative mobile phone technology is being introduced to empower village level front line health workers for better surveillance and service delivery. Efforts are also going on to strengthen and empower Village Health and Sanitation Committees and reduce prevalence of anaemia by conducting research to test innovative strategies in Jhagadia Block.

Health Training & Resource Centre: started in 1990 provides training opportunity to different cadres of health workers from voluntary organizations, government staff and students. They come from varied academic institutions of India and



abroad and learn from its rich grass root level experiences in community health, comprehensive eye care and rural development. To meet the ever increasing demands, additional state of the art Training Center at our Gumandev campus has been newly constructed and became functional since February 2010. In all, about 1000 trainees and students of different cadres from about 50 organisations and academic institutions take the advantage of this centre every year. Various training programmes and workshops are also organised for the staff of SEWA Rural so as to enhance their competence, knowledge, involvement & to reaffirm the informal core values of organisation.

Vivekananda Gramin Tekniki Kendra: This vocational center established in 1986 for development and economic betterment of rural tribal youth is located at Gumandev which is 5 km from Jhagadia. Local youths, who could not pursue higher education for various reasons, are given one year free residential training in various trades like Fitter, Welder, Turner, Environment Plant Operator & Electrician. Efforts are also made to



inculcate moral values including character building and becoming responsible citizens. Every year about 100 youth are trained in Vocational Centre & job placement of all those trained (more than 1500 so far) is guaranteed in nearby industries. About 35 have been assisted to set up self employment units to make them self reliant. Financial assistance came from multiple sources like CAPART of Govt. of India, Mumbai based Sir Ratan Tata Trust & Ur Asha Javeri Foundation Trust, other industrial houses, philanthropic organisations and well wishers.

At present major revamping work is getting completed for replacing twenty year old dilapidated workshops and hostel buildings, procuring latest and modern machineries and strengthening infrastructure facilities. The entire work will be completed by mid 2012. With this new trades like basic computing, printing, machinists have been recently introduced with increase in students strength. This has been made possible by significant financial help received from Chandrabhai and Kumudben Shah (USA) and grant from state government's Tribal Development Department under its Vanbandhu Scheme.

Financial Outlay: During these 32 years, SEWA Rural has spent about Rs. 80 crores for its various programmes. The yearly expenditure is about Rs. 5 crores for which State Govt. provides 35% as grant, 20% comes from international funding agencies & foreign donors, 25% from indigenous trusts & well wishers as donation, while rest 20% comes as receipts from patients income & endowment interest.

Future Course: SEWA Rural is completing 32 year of its work for the poor in October 2012. Our efforts have been to ensure that fruits of development & growth ultimately reach the marginalised and underserved sections of society i.e. women, tribals & the poor. This has been made possible by our dedicated and sincere team members committed to cause of SEWA Rural. It is encouraging that the younger generation is successfully taking over the reins of SEWA Rural and marching ahead. We wish to thank all of you who have helped us directly or indirectly to realise this dream. We look forward to your continued interest, valuable guidance and support in coming decades as well.

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The poor, the illiterate,
the ignorant, the afflicted
let these be your God.

Swami Vivekananda.

SEWA RURAL

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Dist. Bharuch,

Gujarat, INDIA

April 2012

Complating **30** Years
(1980 - 2010)
assiduous
Journey of