

HEALTH EDUCATION AND SUSTAINABLE DEVELOPMENT : ROLE OF SOCIAL ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO SIDART

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Abstract

“Wisdom is knowing the right path to take, Integrity is taking it” this quote by M.H. McKee rightly explains the aim of sustainable development goals. By adopting best practices and innovative techniques, the severity of problem can be minimised. Educating people towards change is the first step towards a sustainable society. Health plays a major role in everyone's life and by adopting healthy practices one can sideline pathogen which may cause diseases like diarrhoea, fungus infection, worms etc. and it makes lifestyle healthy. This paper attempts to highlight the role non-government organisation “Society For Integrated Developmental Activities Research and Training (SIDART)” play in creating awareness towards personal hygiene, sanitation and other environmental issues. SIDART is one of the non governmental organisation covering different regions of Jaipur and Dholpur with an objective to spread awareness about health, sanitation, personal hygiene, women safety, women empowerment and law by providing vocational trainings for boys and girls, child road safety programme, training and awareness for drivers, HIV/AIDS awareness generation programme, health and nutrition counselling and capacity building programs. This paper discusses vision, mission and goals of SIDART and further illustrates the activities conducted by organisation for improving the quality of life of less privileged people. It also throws light on the problems encountered by organisation in addressing the social issues and explores the future prospects of SIDART. Research methodology which is applied during the research is descriptive in nature. Primary data of the study has been collected through discussion with officials of SIDART. The brochure and published data of SIDART are the source of secondary data. Also, the paper reviews the objectives and action agenda of the upcoming projects of SIDART namely Child Health Project in Phagi, Legal Awareness project for women, young girls and boys and roll out and expansion of child road safety programme.

Keywords: Non-Governmental Organisation, Awareness generation programme, Integrated Developmental Activities

Introduction

About Society for Integrated Developmental Activities Research and Training (SIDART)

SIDART is a non-profit organisation formed by a group of committed and passionate individuals established on 1 Jan 1998 with the motive to empower children and women of society. It got registered under Rajasthan Societies Registration Act on 23rd April 1998. Dr. Pramila Sanjaya is the founder member of SIDART. SIDART believes in the power of knowledge, perseverance and wisdom and follow facilitative approach in functioning. It supports projects from time to time which are need based and subsequently organizes capacity building and training programs.

Vision and Mission of Organization

The vision of SIDART is to explore, nurture, promote and develop the ways to help those who are in need. To make society sensitized towards the hardships faced by poor people and generate awareness about individual rights. To keep working for the betterment of the others, and help them to survive through road crashes and accidents, by being responsible users.

The mission of SIDART is to empower the poor and marginalized people of society especially women and children and to help them attain right to life, gender equality by withstanding exploitation emerging out of gender, society, caste and class. The target is to preserve, support and sustain values that promise quality of life, road safety, availability of basic resources to the needy and equal treatment to each section of society through capacity building programs, road safety trainings and programmes and awareness generation programs.

The Objectives of SIDART are:

- To spread awareness about the role of sanitation, education, hygiene, safety and law .
- To unearth, nurture and strengthen techniques of operation to help people who are in need.
- To promote gender equality, right to education, right to life through various awareness programs.
- To empower poor and marginalized section of society by conducting seminars and workshops thereby making self sufficient in all spheres of life.

Projects of SIDART

SIDART's area of focus includes Sanganer, Transport Nagar, Dholpur, urban and rural slums of Jaipur.

SIDART's area of expertise are:

Women Empowerment: SIDART in collaboration with Hanns Seidel Foundation has been conducting various workshops and training programs for women. The main objectives of such programs is to impart knowledge and vocational training to the poorly educated women so that they become confident, aware and feel capable enough to fight against the odds.

Child Road Safety Education Program with the support of J&J, UPS and Fleet Forum : SIDART in collaboration with Johnson and Johnson and Fleet Forum facilitates its community-driven Child Road Safety Education Program to create awareness and convey importance of behaving responsibly on road to avoid accidents.

Sora Tabar : SIDART in collaboration with Glenmark Pharmaceuticals Ltd has been conducting several awareness campaigns about the importance of child health and nutrition. Activities like school rallies in the rural areas of Jaipur is also conducted.

The Mega Health and Nutrition Awareness Camps: SIDART has organised various " Mega Health and Nutrition Awareness Camps" in collaboration with Au Small Finance in and around Jaipur in rural areas, slum areas as well as in urban areas to create awareness among parents and school children for healthy personal hygiene and nutritional practices.

Corporate Social Responsibility Training Course: SIDART(Society For Intergrated Developmental Activities Research & Training) in collaboration with UNGCNI (United Nations Global

Compact Network of India) have started a one month Experiential Training Course of Corporate Social Responsibility.

SIDART Swabhiman Kendra : SIDART's has played a major pivotal role in setting up of Swabhiman Kendra. The organisation has helped women in different ways : First by educating them and making them aware of their legal rights , second by providing them trainings to make them self-sufficient in all spheres.

Child Health and Child Survival Programme: The motive of this project is to provide community based trainings and building capacity of caregivers, elder siblings or mothers so that they take good care of their children.

Literature Review

- K.T Ganesh, Doss Swami S. , Usman Mohamad Shaik (2015) in their research paper titled “Financial Sustainability: A model to govern the Non-Profit Organisation” examines the importance of financial sustainability in Non Profit Organisations. It is concluded that financial flexibility and accountability are ever present issues for NPO as they seek to balance their mission with financial responsibility.
- Gupta Smita and Dubey Nishith (2017) in their research paper titled “Role of social entrepreneurs as social change agents: an insight”, highlighted the importance of social enterprises as they are the local change makers who try to improve the system with their innovative ideas and approaches and create better solution for society.
- A report title “Social Entrepreneurship and Social Sustainability: An analytical study” prepared by Rajput Namita and Chopra Parul throw light on how Social Enterprises amalgmated with sustainability initiative has brought about concrete results bifitting both our society as well as nature.
- Ramadan Abo Mohammed, Borgonovi Elio (2015) in their research paper titled “Performance measurement and management in Non-Government Organisation” aimed at reviewing performance measurement and management definitions and systems in NGOs. It mainly highlighted the different frameworks of measuring performance and the key performance indicators mentioned in the literature.
- Satar Shahid Mir (2016) in his paper titled “A Policy Framework for Social Entrepreneurship in India” seeks to explore the policy areas concerning the moderately contested field of social entrepreneurship. The paper responds to the recent social entrepreneurship policy development of India and attempts to address the need for policy development for this sector.
- Upadhyay Shekhar, Rawal Priyanka, Awasthi Alka (2016) in their research paper titled “Uplifting society by providing innovative solutions- A study of social entrepreneurs in India” presents a detailed study on variety of topics related to social entrepreneurs, including the conceptual framework and process of social entrepreneurs.
- Raveendra P.V (2017) in his research paper titled “Social Entrepreneurship: An alternative approach for Indian Economy” underlines that “social entrepreneurship is becoming a popular form of social responsibility and a way to solve variety of urgent social problems”.

Research Methodology

Objectives of the study

- To study the role of social enterprises/SIDART in generating awareness towards personal hygiene and sanitation among children in slum areas.
- To understand methodology of identification of social issues related to personal hygiene and sanitation practices.
- To study the problems faced by organisation in addressing the social issues.
- To identify future prospects for SIDART in addressing social issues.

Research Design

Research methodology which is applied during the research is descriptive in nature. Primary data required for the study has been collected through interviewing the officials of SIDART. Secondary data used in this study is collected through brochure and published data of SIDART .

For the cross-sectional study, a survey is conducted to understand the working of SIDART. Following specifications were undertaken:

Sampling technique: simple random sampling

Sample size: 102

Sample area: people of Jawahar Nagar slum (Teela no. 1 to Teela no. 7) , Jaipur

Statistical Analysis: Analysis is done using SPSS software version 17.

A structured questionnaire is designed to interview people of slums of Jawahar Nagar. The issues and problems related to health and hygiene were identified.

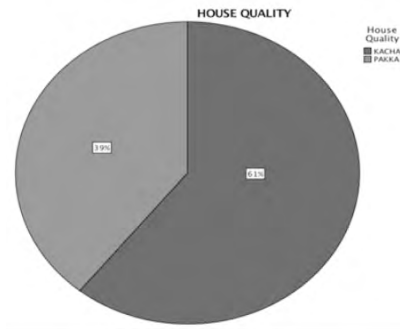
Data Analysis

Table 1: SWOT Analysis of SIDART

Strength	Weakness
<ul style="list-style-type: none"> • Available resources • Support of national and international organisations. Ex- Hanns Seidel Foundation • Collaborations with other NGO's ex-UNICEF • Successful implementation of various development programmes across Rajasthan • Dedicated, committed and efficient manpower • High public awareness level 	<ul style="list-style-type: none"> • Short duration of programmes and projects • Turnover of well qualified staff • Weak Information and communication infrastructure
Opportunities	Threats
<ul style="list-style-type: none"> • Increase interest of private players in social sector • Unsatisfactory performance of government at all levels • Government norms (CSR) • Public support 	<ul style="list-style-type: none"> • High cost of media and publicity • Insecurity

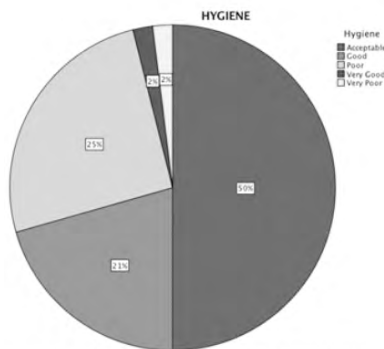
Survey Data Analysis

A cross-sectional study is conducted to understand the methodology of identification of social issues. A total of 102 mothers participated in the study of which 61% of participants live in Kachcha house and 39% lives in Pakka house



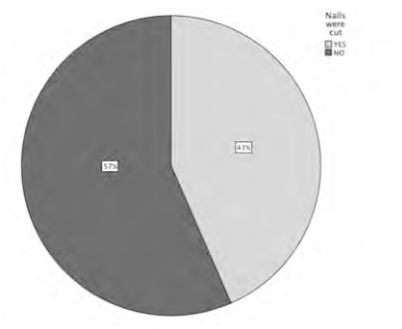
A total of 102 mothers participated in the study of which 61% of participants lives in Kacha house and 39% lives in Pakka

Figure 1: Percentage of type of House Quality in which people live



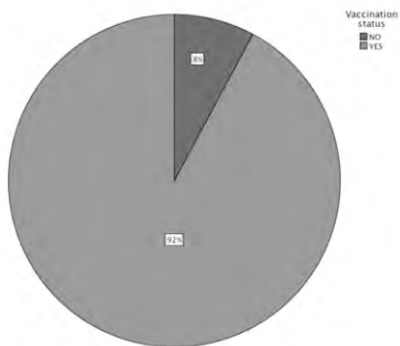
50% of families follow acceptable level of hygiene practices, 21% of families follow good level of hygiene practices, 2% of families follow very good level of hygiene practices, 25% of families follow poor hygiene practice and 2% of families follow very poor hygiene practices.

Figure 2: Percentage of Degree of Hygiene Practices followed by Participants



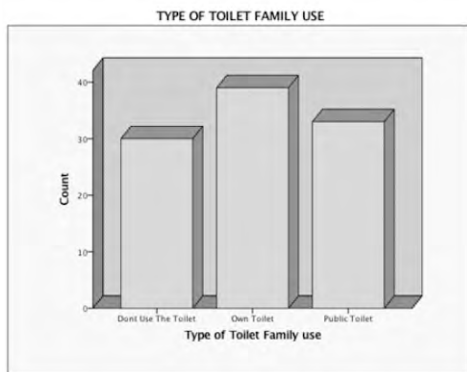
57% of participants have followed the nail cutting practices and 43% haven't followed at all.

Figure 3 : Percentage of Nail Cutting Practices followed by People of Slums



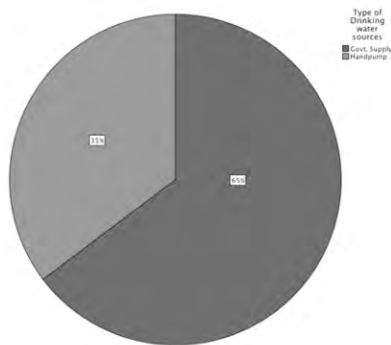
92% of children of age 0-6 years are vaccinated and 8% were not vaccinated.

Figure 4: Percentage of Vaccination Status of Children of 0-6 Years In Jawahar Nagar Slums



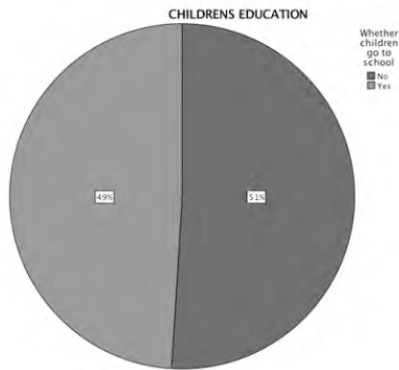
32% participants use public toilet, 30% people still don't use toilet and 38% use their own toilet.

Figure 5 : Percentage of Kind of Toilet usage among Participants



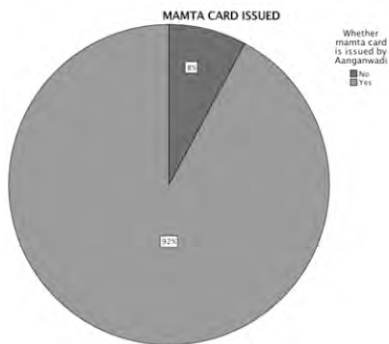
65% of families use government supply as drinking water source and 35% of families use hand pump as drinking water source.

Figure 6: Percentage of Different Drinking Water Sources used by Participants



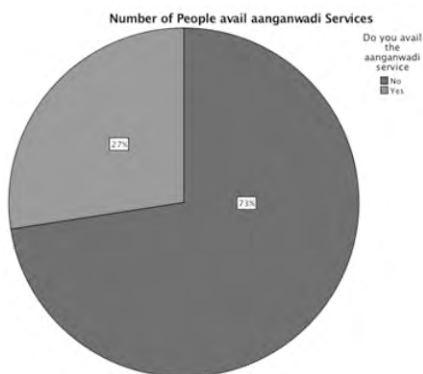
49% of participant's children go to school and 51% of children are not going to school

Figure 7 : Percentage of Participant's Children going to School



92% of participants have knowledge and have issues Mamta Card from Aanganwadi and 8 % haven't issued Mamta Card

Figure 8 : Percentage of Number of People who know and have Issued Mamta Card From Aanganwadi



73% participants have availed Aanganwadi services and 27% haven't availed aanganwadi services

Figure 9: Percentage of people who avail Aanganwadi services

Data Interpretations

During the data study, it was observed that the educational status of children living in slums is not satisfactory as more than half i.e 51% of children are not privileged to attend school as they are forced to work at an very early age of their lives for living and hence promote child labour.

Only 50% people follow acceptable personal hygiene practices like bathing, washing hands before taking meals, nails cutting and using toilets but half of the target population is still not following satisfactory hygienic practices which may create gateway to many diseases thus potentially contributing to the spread of infection.

And the slum infrastructure regarding the sanitation were quite poor, drainage water was overflowing on the roads and people have to cross that every morning to go to school or work. Also, the knowledge among nursing mothers about basic health care service from anganwadi were at par, 73% of target population has availed the services. Services like Health checkup, Preschool education, vaccination and immunization were provided.

Conclusion

This study reviews the role, challenges faced and future prospects of SIDART in generating social awareness and addressing social issues in Rajasthan state. The study identified that SIDART is not only spreading awareness about the various social issues but also work on the educational seminars. Besides making the women aware they educate some village women in the project area to work as volunteers. They are thus the change agents in the community and work as the role model for the others.

Issues Faced by People of Slums

During data collection it was observed that in some of the slum areas, slum infrastructure regarding the sanitation were quite poor, drainage water was overflowing on the roads and people have to cross that every morning to go to school or work.

Most of the people of these slums are workers of low wage institutions or others working on per hour basis because of lack of skills and education. Half of the children of this population has started working at an early age due to shortage of money. Child labour is the direct consequence of this situation.

The rural people and semi-urban dwellers are very much prone to health hazards due to inadequate services namely health care facilities, lack of ventilation, drainage system, water supply.

Recent evidence indicates that India is heading towards a major sanitation crisis in the coming years. Nearly half of India's 1.2 billion people have no toilet at home, but more than half of India's people own a mobile phone, indicates the latest census data.

SIDART has identified these gaps as a major issue to work upon. To ensure the sustainability of the movement, certain volunteers from each Teela were recruited who can continue spreading the knowledge and also act as a leader in communicating any issues faced by the families regarding personal hygiene and sanitation.

Challenges faced by organisation while addressing social issues

The study identified following as problems faced against SIDART's efforts towards addressing social issues and poverty alleviation.

- **Hard-to-reach population:** It becomes difficult to cover the target population at times due to unavailability of people at home. They leave for work early in the morning.
- **Recruiting staff:** Trained and experienced professionals are required while conducting health programs in and around rural areas. Because of the unavailability of professional staff, recruitment becomes a tough job.
- **Keeping the community motivated:** Regardless of the efforts made by the organisation for creating awareness about social issues, commitment among individual towards change is necessary in the long run to address those concerns.
- **Limited life of programme:** effectiveness of programmes can only be tracked if they are impactful and run for a longer time and but due to budget provisions and lack of resources they come to an end too.

Future prospects : Upcoming Projects

- Child health project in Phagi.
- Legal awareness project for women and young girls and boys.
- Expansion of Child Road Safety Programme in different areas of Rajasthan.

Also, the study highlights that the future prospect of SIDART in generating social awareness and developing human resource is very bright. High level of poverty, increase interest of researchers in social sector, government rules and regulations for third sector, rapid population growth, inability of government at all levels to reach up to expectations brightens the prospect of NGO's like SIDART thereby proving positive implication of social development in Rajasthan.

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