

**THE STUDY ON IMPACT OF PEER GROUP COUNSELLING THROUGH TRIGGERING PROCESS FOR
COMMUNITY ACTION UNDER JOINT ACTION FOR SUSTAINABLE HEALTH AND NUTRITION PROJECT OF
JSLPS, IN TANTNAGAR, SADAR CHAIBASA AND CHAKRAHDARPUR BLOCK, WEST SINGHBHUM,
JHARKHAND**

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of Master of Business Administration (MBA)

in

Development Management

By

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Under the Supervision and Guidance of

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Vision:

“Every human being of Jharkhand enjoys a dignified, equitable, rightful, and peaceful life in Jharkhand”.

Mission:

“To reduce poverty by enabling the poor households to access gainful self-employment and skilled wage employment opportunities, resulting in appreciable improvement in their livelihoods on a sustainable basis, through building strong grassroots institutions of the poor.”

Values

Inclusivity and Equity: Ensuring all sections of the society, especially the marginalized and vulnerable, are included and have equal opportunities.

Transparency and Accountability: Maintaining openness and responsibility in all processes and actions.

Community Participation: Encouraging active participation and ownership of the community in the development process.

Sustainability: Focusing on long-term solutions that are environmentally, economically, and socially sustainable.

Innovation and Learning: Promoting continuous learning and adopting innovative practices to improve effectiveness and efficiency.

Collaboration: Building partnerships with various stakeholders, including government bodies, NGOs, and private sector entities, for holistic development.



Purpose of the Research

The purpose of this research is to evaluate the Peer Group Counselling through Triggering Process for Community Action of the Jharkhand State Livelihood Promotion Society (JSLPS), and assess in healthcare practices. The study aims to provide insight into how community can improve health issue, Nutrition, and sanitation in Tantnagar, Sadar Chaibasa and Chakradharpur blocks, West Singhbhum, Jharkhand.

RESEARCH QUESTIONS

1. How does Peer Group Counselling (PGC) influence health and nutrition behaviors among pregnant women in Jharkhand?
2. What is the impact of Triggering Process for Community Action (TPCA) on community engagement and health service utilization?
3. How do combined TPCA and PGC interventions affect maternal and child health outcomes?

RESEARCH OBJECTIVE

1. To evaluate the effectiveness of PGC in improving antenatal, intra natal and postnatal care practices.
2. To assess the role of TPCA in enhancing community participation and accountability health and nutrition initiatives.
3. To determine the combined impact of TPCA and PGC on maternal and child health indicators.

LITERATURE REVIEW

https://www.researchgate.net/publication/276394579_Can_community-based_peer_support_promote_health_literacy_and_reduce_inequalities_A_realist_review

<https://scholar.archive.org/work/rgqznhizp5b5zpedlu6jyp3aya/access/wayback/http://www.ourmediaourselves.com/archives/53pdf/salem-pickartz.pdf>

<https://www.mdpi.com/1634114>

METHODOLOGY

Study Area – conducted in West Singhbhum district, specially in Tantt Nagar, Sadar Chaibasa and Chakradharpur block.

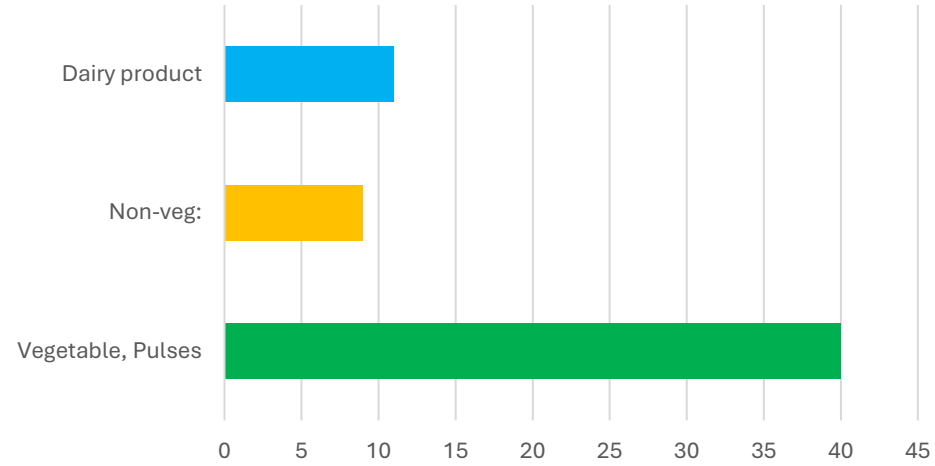
Sample Size – 60 beneficiaries.

Sampling Technique - Simple random sampling and clustered sampling technique will be employed.

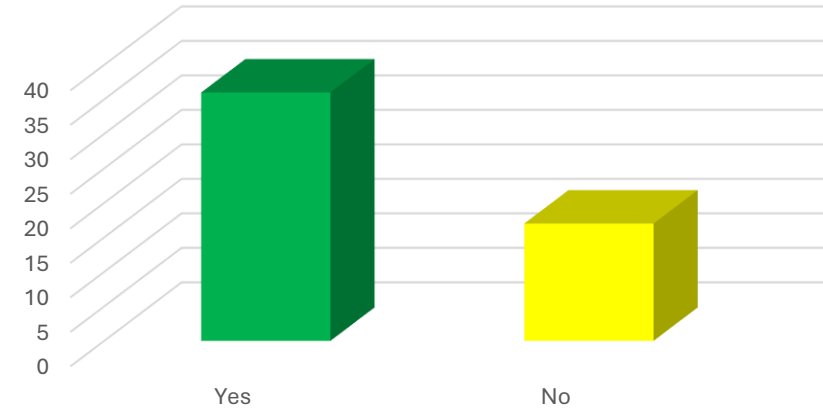
Data Collection:

- Primary data was collected through surveys using a questionnaire.
- Pre-designed semi-structured interview schedules were used for interviews.

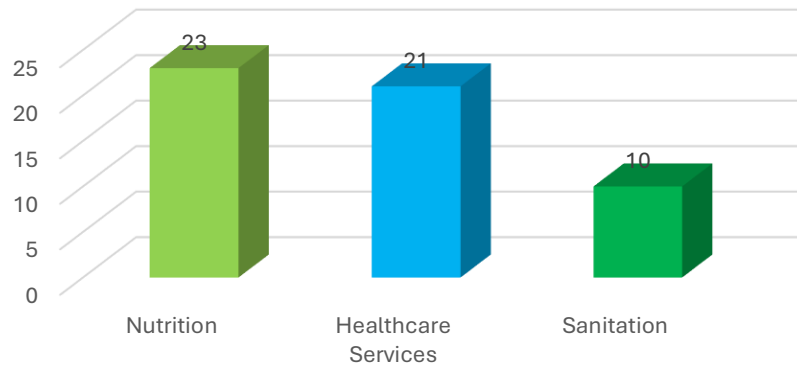
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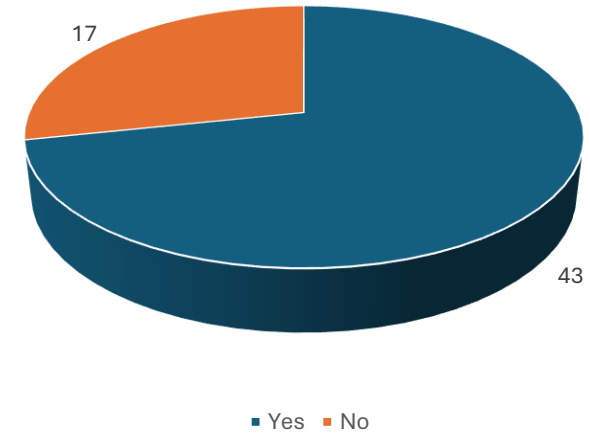
**Prequency of second round of TPCA
conducted in the villege**



**Frequency of Issues Highlighted in the
Second Round of TPCA**



MCP card received



CONCLUSION

The study demonstrates the positive impact of Peer Group Counseling (PGC) and the Triggering Process for Community Action (TPCA) in Sadar Chaibasa, Chakradharpur, and Tantnagar. These interventions have notably improved antenatal, intra-natal, and postnatal care practices, as seen through increased MCP card distribution and enhanced community participation. While Sadar Chaibasa and Chakradharpur show high levels of community engagement, Tantnagar requires targeted interventions to boost involvement. Addressing challenges such as age group representation and session participation can further enhance the effectiveness and inclusivity of the programs.

RECOMMENDATION

To increase engagement in low-participation areas like Tantnagar, implement targeted outreach programs, identify and train local champions, and introduce participation incentives. Diversify age group representation by launching youth engagement campaigns, organizing youth-centric activities, and establishing peer mentoring programs.

Enhance community turnout at TPCA sessions through flexible scheduling, transportation support, and collaborative events. Strengthen MCP card distribution with comprehensive tracking systems, awareness campaigns, and collaboration with health workers. Focus on nutrition and healthcare services by initiating educational programs, improving healthcare accessibility, and providing nutritional supplements. Improve sanitation practices through workshops, community clean-up drives, and infrastructure development. Leverage active community groups by providing additional training, holding regular meetings, and establishing recognition programs.

THANK YOU