

**A Study on Impact of Peer Group Counselling Through
Triggering Process for Community Action under Joint action For
Sustainable Health and Nutrition (JASHN) of JSLPS(I), Sadar
Chaibasa, Tantnagar and Chakradharpur Block in West
Singhbhum Jharkhand.**



The IIHMR University, Jaipur

Synopsis for Dissertation

Submitted

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(MBA) Development Management

by

Baleshwar Birua (0025)

Under the Supervision and Guidance of

Dr. Ratna Verma

Title –A Study on Peer Group Counselling Through Triggering Process for Community Action under Joint Action For Sustainable Health and Nutrition (JASHN) of JSLPS, Sadar Chaibasa, Tantnagar and Chakradharpur in West Singhbhum Jharkhand

Place and Project: *Jharkhand State Livelihood Promotion Society (India)*
Taluka – Sadar Chaibasa, Tantnagar and Chakradharpur, District – West Singhbhum (Jharkhand)

Introduction:

Joint action for Sustainable Health and Nutrition (JASHN) project is being implemented in 31 blocks across 14 Jharkhand districts. The initiative for 36 months, and the learning and experiences of this project is being to scale the Food Nutrition Health and Wash (FNHW) intervention across the geographies of Jharkhand. The project was initiated in the month of January 2021 and was kicked off with a virtual meeting that included all the DPMs and BPMs from the proposal area.

Objective of the JASHN project:

- Promoting **dietary diversity** through the promotion of the Poshan Bagicha and **agriculture nutrition continuum**
- Strengthening the **convergence with service providers at ground level** for greater access to services and entitlements.
- Reduce incidence of **anemia amongst women, undernutrition in children**
- Enhancement of **knowledge and skills among SHG/VO members around FNHW issues** through capacity building and dissemination of social behaviour change communication, development of immersion sites.

According to the most recent **NFHS-5** data of Jharkhand, child feeding habits below 6 months, nutritional status of children under 5 years, in the country and need to be addressed. Child age (6-59):67.5, all women (15-49):65.3, men (15-49). Underweight: 39.4, wasted: 22.4, stunted: 39.6, exclusive breastfed: 76.1.

Peer Group Counselling (PGC) is unique in its approach that the peers (fellow members of the SHGs) counsel the pregnant women on the aspect of antenatal care (during pregnancy), intra-natal care (during childbirth) and post- natal care (after childbirth/lactation period). Peer group counselling, by the SHG for a creating a positive environment by helping pregnant women and their families, to better understand health and nutrition issues and adopt positive health and nutrition seeking behaviour. A peer group counselling often is the edifice of the outreach strategy, providing pregnant women and their families with opportunities to access accurate and correct information to make the women aware and educate them, regarding maternal, child health and nutrition.

Triggering Process for Community Action (TPCA) aims to build a community, when women may claim and fulfil their rights in the important area of FNHW and social security. With the help of the community, this unique process is being used to construct/prepare the villages health and nutrition plan. Triggering process and community action is one of the key activities under JASHN project and there are seven steps followed during these processes.

- **Collectivism** – bringing people from all corners off the community is one place
- **Sensitization** – sensitize the community about the necessity & importance of the exercise
- **Collective & collaborated analysis** by assessing current health and nutrition services
- **Prioritization** – five to six issues were prioritized for immediate action preparation
- **Action plan preparation** – a three-month action plan prepared with clear role of community institutions members/leaders, FWs, and PRIs. A joint accountability matrix is prepared in consultation with all FLWs.
- **Monitoring and follow-up** – month reviewed and timely monitoring.

Research Question:

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?

Objectives:

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.

Material and Methods:

Study Design -This study utilizes observational and analytical research design.

Setting - The research will be conducted in the block- Sadar Chaibasa, Chakradharpur and Tantanagar, District – West Singhbhum.

Study Population-The study will target a sample population within the project area, involving a total of 150 beneficiaries selected randomly from the 902 TPCA and PGC beneficiaries in the Block – Sadar Chaibasa, Chakradharpur and Tantanagar, District – West Singhbhum. The sample will be diverse, representing different socio-economic backgrounds.

Study Tools - Annual report of JSLPS for the open sources such as the internet, literature reviews, and newspaper articles.

Duration of Study:

The study will be conducted over a period of 90 Days, from April 1, 2024, to June 30, 2024.

Sample Size – 60 beneficiaries.

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

Data Collection:

Quantitative data are called using structured questionnaires measuring health knowledge, behaviour, and outcomes before and after the intervention. qualitative data are gathered through semi structured interviews and focus group discussions to capture in-depth insights into participants experience and perceptions.

Statistical Analysis:

Utilize statistical methods, such as t-tests to compare outcomes between the treatment and control groups.

Data Analysis Plan:

The collected data will be analyzed using statistical software (e.g., Excel, SPSS). The data analyzed will be represented in the form of tables, and graphs, with identifying differences in numbers and percentages.

Ethical Considerations:

- ✓ Informed consent will be obtained from all participants.
- ✓ Privacy and confidentiality of participants will be strictly maintained.
- ✓ The study will be conducted in adherence to ethical guidelines.
and regulations.

Implications of Research:

This research aims to improving community engagement, enhance social capital, empowerment of marginalized group, community-led development, informing policy and practices, and contribute to the overall development of the JSLPS region in Jharkhand, particularly in the West Singhbhum.

Reference: -

<https://jslps.in/assets/documents/other/Peer-Gr-Counseling.pdf>

<https://jslps.in/national-sop-for-FNHW-intervention.html>