



MAARPU DARSHINI

(A Strategy to address Behaviour change through CRPs)



Objectives

- To use the pool of Community Resource Persons in Social & Behavioral Change Communication using flipbook
- To impart tailor made messages to the target beneficiaries and family members
- To involve SHGs and CBOs in change process
- To sensitize community and stakeholders on MAARPU 20 key interventions

Day - 1

Time	Activity	Stakeholders	Plan of Action
9:00am – 10:00am	Collecting information on MAARPU Format	ANM, AWW, ASHA, VO Chairpersons	CRP team should interact with the village level service providers and collect information in MAARPU Format
10:00am – 1:00pm	Maarpu meeting with all members as well as all VO-OBs and SHG leaders as special invitees for discussion on 20 points and situation analysis	Sarpanch, VO Chairpersons, Maarpu members (ANM, AWW, ASHA, Panchayat Secretary, VRO etc.) and special invitees (V.O-OB & SHG Leaders)	Discussion on 20 key indicators, situation analysis, identifying problems and planning for rally
1:00pm – 2:00pm		Lunch break	
2:00pm – 5:00pm	Prioritized home visits (based on SHGs feedback)	CRP Team, ANM, AWW, ASHA	Discussion with target group and family members on gaps and plan for filling of gaps
5:00pm – 6:00pm	Preparatory work for rally with required slogans etc	CRP Team, VO Chairpersons, AWW, ASHA	CRP Team have to plan the rally starting and ending point, stakeholders to be involved, issue based slogans etc.
6:00pm – 8:00pm	Group meetings	CRP Team	CRP Team will identify cluster of households and conduct group

Day - 2

Time	Activity	Stakeholders	Plan of Action
8:00am – 1:00pm	Home visits	CRP Team	The team should visit identified households and conduct IPC session using flip book and make sure husband/ family are involved
1:00pm – 2:00pm			Lunch Break
2:00pm – 5:00pm	Group meetings	CRP Team	CRP team will identify cluster of households and conduct group meetings with the beneficiaries and family members of these households on concerned issues and conduct Inter Personal Communications (IPC) sessions using flipbook
5:00pm – 6:00pm	Rally	Adolescent girls, SHG Women and Community	Explain on 20 indicators with focus on life cycle approach as well social and behavioural issues.
6:00pm – 8:00pm	Group meetings	CRP Team	CRP team will identify cluster of households and conduct group meetings with the beneficiaries and family members of these households on concerned issues and conduct

Day - 3

Time	Activity	Stakeholders	Plan of action
9:00am – 1:00pm	Interaction with ANC, PNC and mothers of children below 5 years on 20 indicators	CRP Team, ANM, AWW, ASHA	Discussion on Ante Natal, Post Natal and Child care
1:00pm – 2:00pm	Lunch Break		
2:00pm – 5:00pm	Group meetings	CRP Team	CRP team will identify cluster of households and conduct group meetings with the beneficiaries and family members of these households on concerned issues and conduct Inter Personal Communications (IPC) sessions using flipbook
5:00pm – 6:00pm	Meeting with Adolescent girls	CRP Team, AWW, ASHA	Discussion on health, nutrition and other relevant issues for adolescent girls
6:00pm – 8:00pm	Group meetings	CRP Team	CRP team will identify cluster of households and conduct group meetings with the beneficiaries and family members of these households on concerned issues and

Day - 4

Time	Activity	Stakeholders	Plan of action
9:00am – 10:00am	Observations on home visits and group meetings	CRP Team, VO Chairpersons, AWW, ASHA	Discussions on observations made in the village
10:00am – 1:00pm	GRAMA SABHA	Surpanch, villagers, beneficiaries, service providers	CRP team should start with 20 key indicators, status of the village, household visit experiences, knowledge and practices of the particular village and need to improve or change the behaviors. On the same occasion conduct 'SAMUHIKA SREEMANTHAS'

Expected change

- **Conducting regular village level MAARPU meeting every month**
- **Improved convergence service delivery by key line service providers**
- **Behaviour change on 20 key indicators among the beneficiaries and families**
- **Improved family support during pre & post natal period**