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Change Initiatives

Rationale of the Project

Women from marginalized Scheduled Caste (SC) communities in Balarampur village have faced persistent challenges in achieving sustainable livelihoods, compounded by limited resources, social constraints, and climate change. Despite prior training local women poultry farmers lacked the structure to scale their practices effectively.

To address this, the International Rice Research Institute introduced Change Initiatives, organizing women into leader-based collectives. These groups received training in ethno-veterinary practices, leadership, group dynamics, health, and nutrition through a **learning lab** that enhanced their confidence and fostered collaboration. The initiative **integrates social and technological innovations (STIBs)**, such as poultry feed machines, to build climate resilience, improve health, and promote economic and social empowerment.

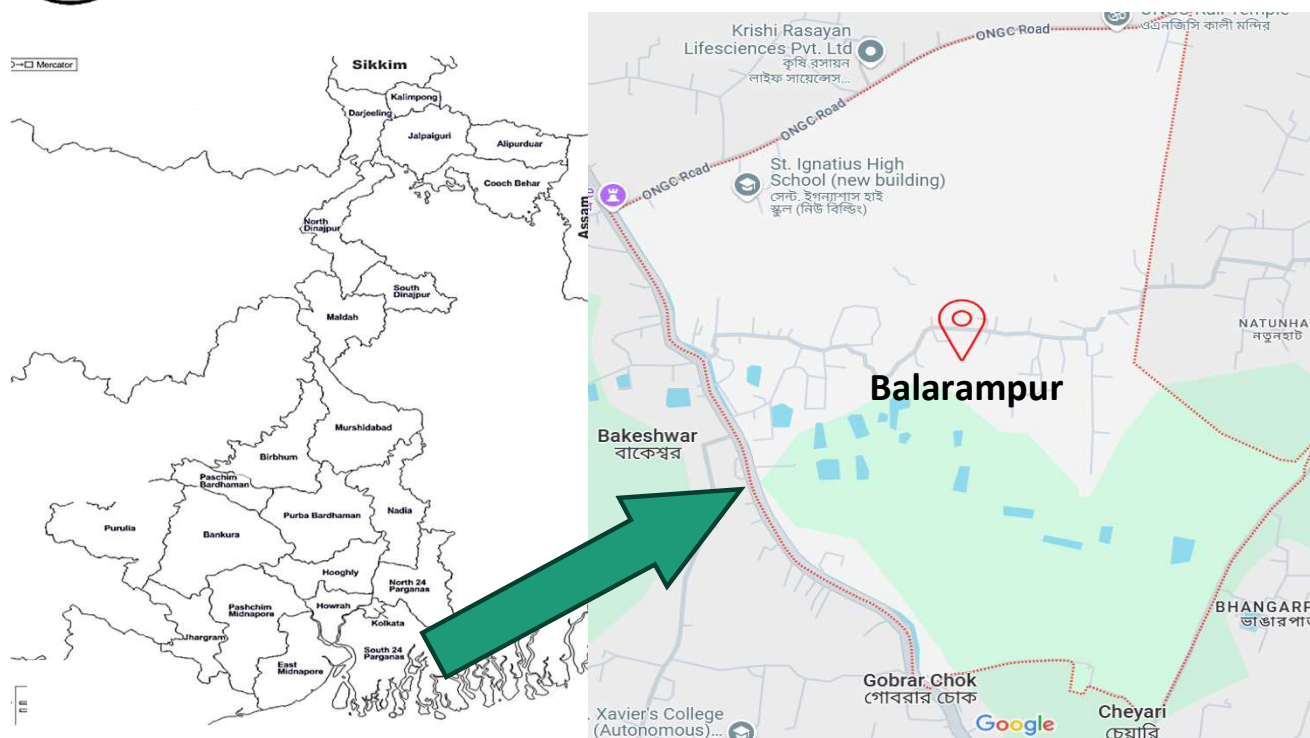
By facilitating multi-stakeholder collaboration with organizations, universities, and experts, the initiative enables community-led businesses, driving sustainable livelihoods and long-term social transformation.



Project Details



Geographic Focus



Balarampur, Gram Panchayat Bonhooghly-II, Sonarpur Block, South-24-Parganas (Around 7.2 km from Garia Bus Stand)



**Duration of the project:
December 2023 to
December 2024
(13 Months)**



**Project value:
Rs. 13,53,000/-**

Community and Beneficiary Details

Community

The project is implemented in **Balarampur village**, South 24 Parganas, West Bengal, involving marginalized **Scheduled Caste (SC) communities**. The community faces challenges such as limited resources, climate change impacts, and gender-based constraints. The initiative focuses on fostering resilience, enhancing social cohesion, and empowering women through structured interventions in climate adaptation, livelihood, and digital literacy.

Beneficiary

The primary beneficiaries are **175 women poultry farmers** engaged in structured training programs on climate-resilient practices, business management, and gender empowerment. Secondary beneficiaries include their families and the broader community, who gain from enhanced economic stability, better nutrition, and social upliftment fostered through the project interventions.

Methodology of Monitoring and Tracking the Project

- Regular field visits are conducted to observe and document the ongoing project activities, providing real-time insights into the project's implementation and progress.
- Meetings with different groups are organized to disseminate trainings and share information. These sessions also serve as a platform to collect feedback from participants about the project activities.

Frequent Field Visits

Beneficiary Interaction

Group Discussions

Project Reports

- During field visits, interactions with beneficiaries help gather their thoughts on the project activities, address their concerns, and share relevant information to enhance their engagement and understanding
- Various project reports compiled throughout the timeline, including field visit reports, reflection reports, and progress reports, help track the project's progress, evaluate its impact, and make necessary adjustments.

Process of Documentation



As part of our ***Ethnographic Action Research***, a qualitative method commonly used in the social and behavioral sciences, we are systematically documenting various aspects of how societies and individuals' function. This research involves collecting data through observations and interviews, which are then analyzed to draw meaningful conclusions. Action research, integrated into this approach, emphasizes taking actionable steps and reflecting on them to address problems within social systems.

01 Field Visit Report

Each field visit is documented in a detailed field report, which includes information such as the objective of the visit, the number of participants involved, and a summary of discussions held. These reports provide a comprehensive record of on-ground activities and help track immediate outcomes.

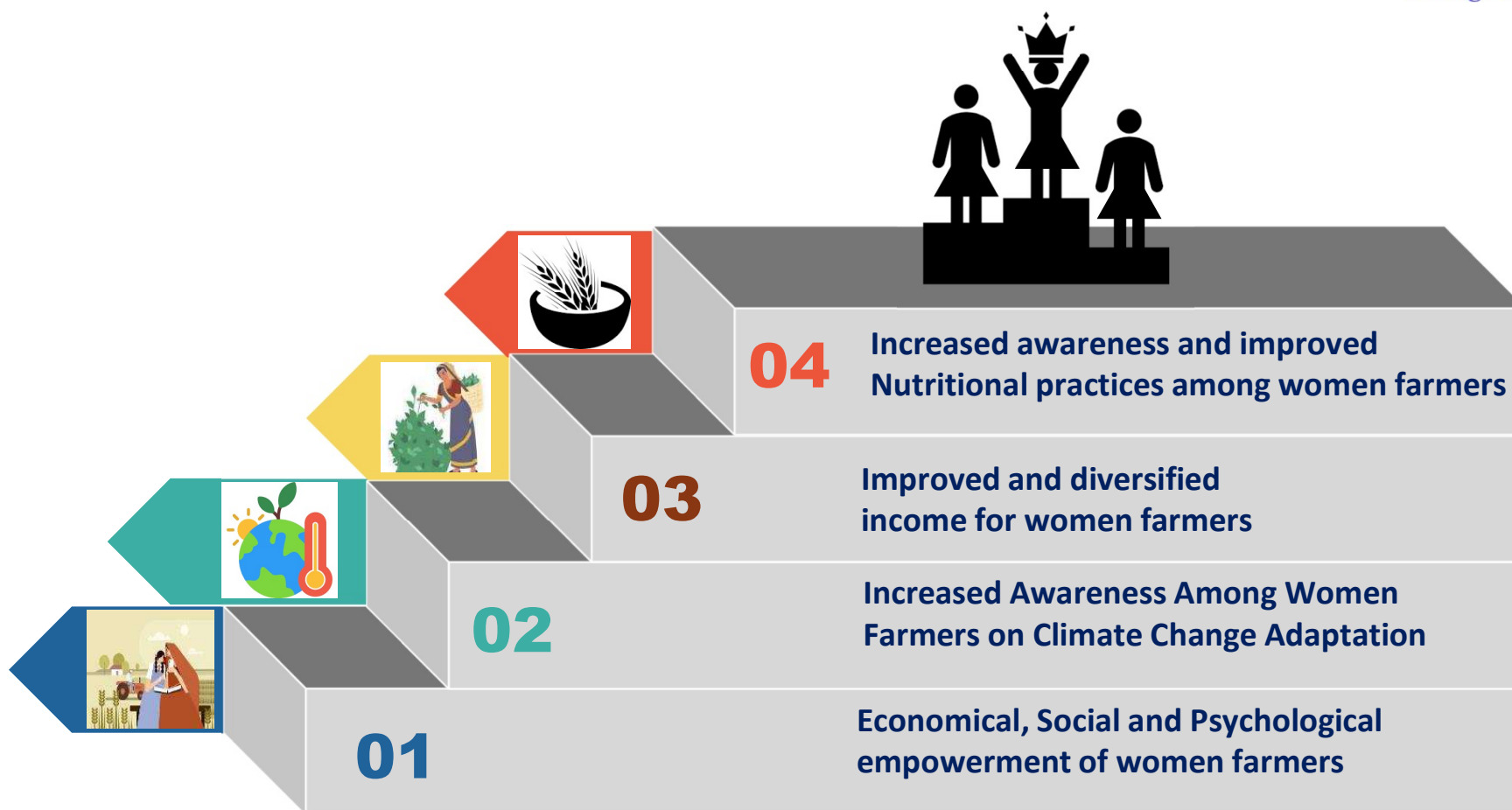
02 Reflection Report

This report captures the reflections and feedback of women farmers following activities, trainings, and workshops. It documents their thoughts, progress, and learning experiences, offering valuable insights that guide the planning and execution of subsequent project activities.

03 Progress Report

Prepared on a monthly basis, this report consolidates the progress of all project activities, highlighting achievements, challenges, and ongoing efforts. It provides a broader overview of the project's trajectory and helps monitor overall effectiveness.

Impact Watch



Impact Assessment



We use the **Outcome Story Method**, implemented by **Sattva Consulting** (Impact assessment agency), to capture real-life narratives, document qualitative changes among beneficiaries and the community, and build a foundation for assessing long-term project impacts. This approach helps track the project's effectiveness, identify areas for improvement, and adapt strategies as needed.

Additionally, **Social Network Analysis (SNA)** evaluates community cohesion, and the **Fuzzy Cognitive Model** analyzes socio-environmental dynamics. These methods are implemented by the **Ramakrishna Mission Vivekananda Educational and Research Institute (RKMVERI)**. Together, these third-party assessments ensure unbiased and multidimensional evaluations, promoting sustainable and scalable outcomes.

Conclusion



In conclusion, this project is designed to empower marginalized women in Balarampur village by integrating poultry farming, climate resilience, gender equality, and digital literacy. Through strategic collaborations with IRRI, it aims to create an inclusive platform where women can lead, innovate, and elevate their economic and social standing.

The project will introduce key interventions such as capacity-building programs focused on poultry farming and climate resilience, the provision of low-cost cages and egg incubators to promote sustainable practices, exposure visits to climate-resilient initiatives in the Sundarbans for hands-on learning, and gender-related training to nurture empowerment and leadership. Organized women's groups will play a pivotal role in fostering social cohesion, enhancing leadership skills, and enabling collective problem-solving, paving the way for a more resilient community.

By addressing immediate livelihood needs and fostering a foundation for sustainable growth, this initiative aligns with global Sustainable Development Goals, particularly **SDG 3** (Good Health and Well-being) **SDG 5** (Gender Equality) and **SDG 13** (Climate Action). It envisions a transformative future where the women of Balarampur are not just beneficiaries but also leaders and changemakers, driving long-term resilience and equitable development in their community..



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