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# Sensitization on Family Planning among community women

IMPACT ANALYSIS OF FAMILY  
PLANNING AND REPRODUCTIVE  
HEALTH WORKSHOP

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## **ACKNOWLEDGEMENT**

The findings of the project are based on the training session conducted in all the 4 locations of Aakarshan centres of Spark Minda on Family Planning & Reproductive Health by Pathfinders expert trainers.

I, Eti Sharma student of MS University, Vadodara have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals. I would like to extend my sincere thanks to all of them. I am highly indebted to Mr. Praveen Karn ( CSR Head- Spark Minda- Ashok Minda group ) and Ms. Pallavi Hatwal (Spark Minda ) for their guidance and constant supervision as well as for providing necessary information regarding the Family Planning and Reproduction Health programme & Survey and also for their support in completing the project.

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And lastly, my thanks and appreciations go to my Alma Mater, Maharaja Sayajirao University and all my teachers for believing in me and encouraging me to take up this project.

## **BACKGROUND OF THE ORGANISATIONS**

### **Spark Minda, Ashok Minda Group (The Group)**

The Group has a major presence in Global Automotive Industry and it is one of the leading manufacturers of Automotive Components for the OEMs with Headquarters in India. The US \$533 Million Group, with 16000 employees was founded in 1958 by Late Shri S.L. Minda. The Group caters to the leading two and four wheeler vehicle manufacturers in India & overseas markets including Europe, CIS & ASEAN countries with 32 manufacturing plants. All Group manufacturing facilities are ISO/TS-16949 & ISO-14001 certified. The Group manufactures products in three verticals: Safety, Security & Restraint Systems, Driver Information & Telematics Systems, and Interior System. It also has significant presence in the Aftermarket. It caters to the needs of all Major Car, Motorcycle, Commercial Vehicles, Tractor and Off-road vehicle manufacturers in India and overseas. The Group also has several JVs with leading companies from Germany, Poland, Czech Republic, Mexico, China, Indonesia, Vietnam, Uzbekistan and Japan.

### **SPARK MINDA FOUNDATION (SMF)**

Spark Minda, Ashok Minda Group has been involved in Community Development initiatives since decades. In continuation to the legacy of a responsible corporate citizenship, the CSR activities being undertaken at the Group are derived from the triple bottom line model of People, Planet and Profit. The Community Development projects were undertaken by various units in and around their periphery. Later it was understood that a common entity for all the Group Companies needs to be incorporated. Accordingly, Spark Minda Foundation (The Foundation) was incorporated under Section 8 of Companies Act and is the CSR wing for The Group Companies to undertake CSR activities. They work to build a sustainable society through improving the quality of life, protecting the planet through affirmative actions and establish integrated and inclusive growth of people and environment. The main aim of the Foundation is to work for community development by catering education, women empowerment, facilitation of healthcare, upliftment of people with disability and to sustain the environment.

Under Spark Minda Foundation, the major community development projects are operational at Gautam Buddha Nagar of Greater Noida in U.P, Pillaipakkam district of Tamil Nadu and suburban areas of Uttarakhand and Rajgurunagar district of Maharashtra. These projects are benefitting children, youth and women at large through its quality delivery and sustenance.

Following are the interventions areas in which the foundation operates:

1. Under-privileged section of society
2. Youth
3. Environment and natural resources
4. Persons with disabilities

## **PATHFINDER INTERNATIONAL INDIA**

Pathfinder International India is a subsidiary of Pathfinder International, a global nonprofit organization headquartered in Boston, United States and operating in India since 1999 as a key partner of the Government of India and various state governments in addressing health issues around family planning, maternal health and adolescent health. Pathfinder International's mission is to champion sexual and reproductive health and rights worldwide, mobilizing communities most in need to break through barriers and forge their own path to a healthier future. Pathfinder envisions a world where everyone has access to contraception, where there are zero new HIV infections, where no woman dies from preventable pregnancy-related complications, and where everyone leads a healthy sexual and reproductive life. They champion sexual and reproductive health and rights worldwide, mobilizing communities most in need to break through barriers and forge their own path to a healthier future.

## **INTRODUCTION**

People all over the world should have access and rights to sexual and reproductive health services. Pathfinder is driven by the conviction that all people, regardless of where they live, have the right to decide whether and when to have children, to exist free from fear and stigma, and to lead the lives they choose. As government aid is not provided minimally, it is increasingly seen to be insufficient in terms of budget allocations and innovative approaches that can quickly address family planning issues. Corporate participation through various approaches including CSR and workplace interventions can have great impact on family planning interventions. Awareness regarding family planning is low in most of parts of India. Women are unable to access family planning services due to lack of knowledge and other socio economic barriers. Lack of awareness on family planning leads to poorly spaced birth of children, malnourished children and mothers. Frequent child bearing puts stress on the mother and the family and leads to poor health outcomes.

To generate demand and improve awareness levels of women in the community, around the vocational training centers of Spark Minda Foundation; Pathfinder's expert trainer conducted sensitization workshops for women in the community on Family Planning in the villages of states of Uttar Pradesh, Maharashtra, Uttarakhand and Tamil Nadu. In the one day workshop, the women were oriented on each family planning method; its usage, myths, misconceptions and eligibility criteria. An impact assessment test was conducted to assess the knowledge level of women on family planning, before and after the training. Through these workshops the pathfinder trainers helped the women to realize the need of Healthy Timing and Spacing of Pregnancy (HTSP).

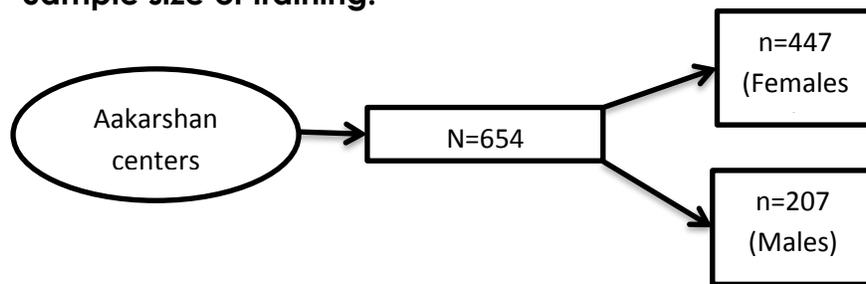
## RESEARCH METHODOLOGY

**Objective:** To assess the impact of Family Planning and Reproductive health sensitization session.

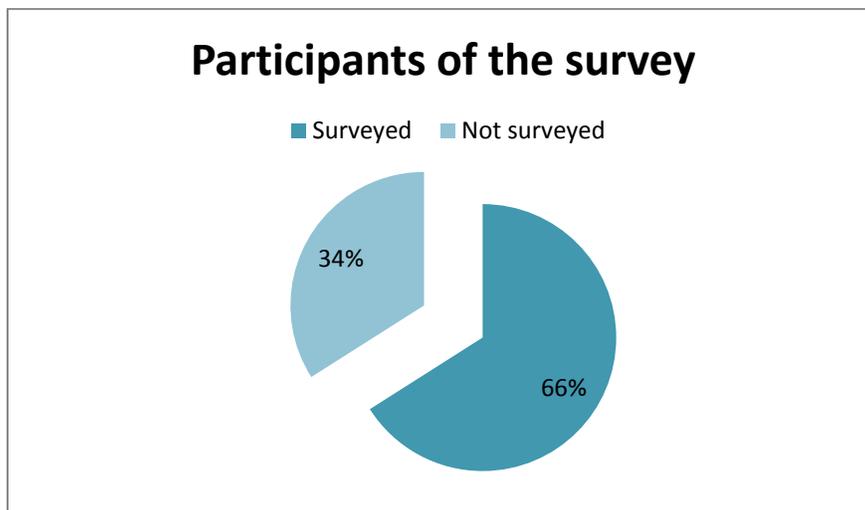
### **Sampling technique and criteria:**

The sample was selected using Purposive sampling technique. The sample was selected keeping in mind that trainees are above 18 years, who attended the menstrual hygiene, newly-wed couples, women having 1 to 3 children, and mothers who have not gone under sterilization.

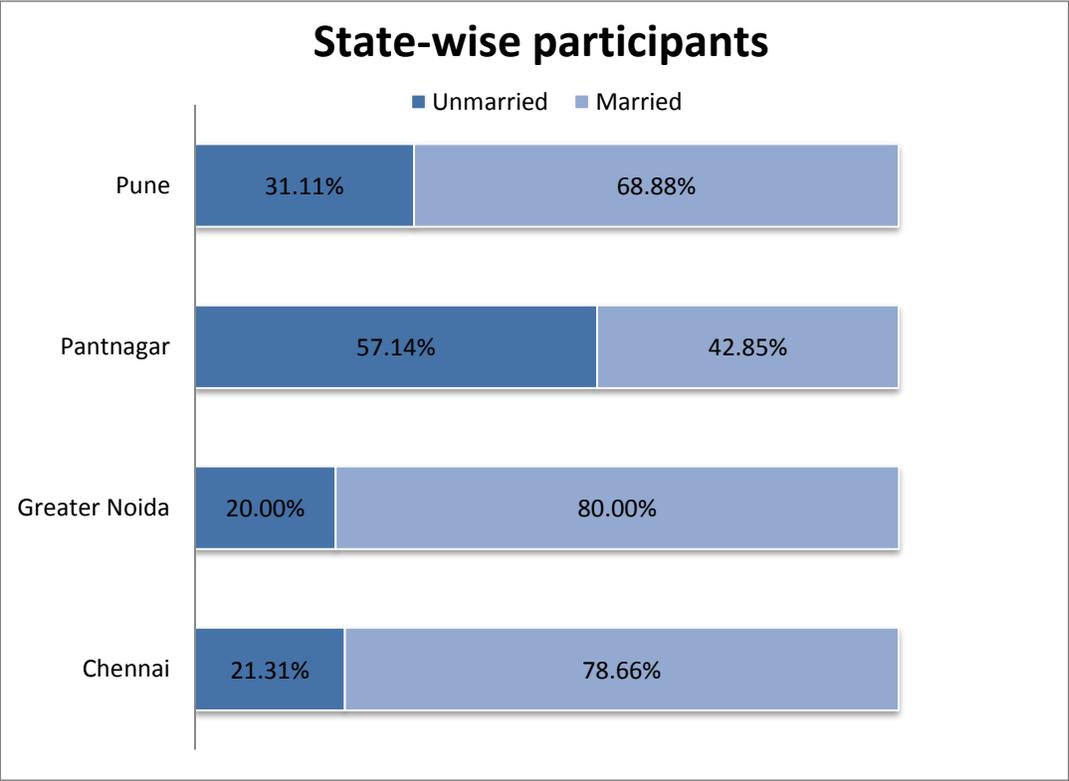
### **Sample size of training:**



### **SURVEY SAMPLE SIZE**



The chart shows that the survey was conducted on 66% trainees which mean 295 women out of the 447 women.



**Procedure of data collection:**

The data was collected from 4 different villages of the country by 2 methods: Direct personal interview and Telephonic interview. The participants were contacted by the workers of Aakarshan centers in each of the village and the researcher. Every woman was individually interviewed. The workers and the researcher first contacted a few people living near the centers and remaining participants were sampled through telephone. Prior to the interview, the participants were explained the purpose of the research, its output and then their oral consents were obtained. The detailed interview was conducted either in participants' house or in the Aakarshan Centers, or any other place convenient to both the participant and the researcher with no outside interruption, focusing on the impact of the training program they attended. Each participant took between 5-10 minutes answering the questions.

## **Tools and measures:**

The tool used for the survey was questionnaire constructed by the Pathfinder expert trainers for the present study. It is a semi-structured interview schedule which had certain open-ended questions and some close-ended questions to get a detailed account of women's perspective of family planning after the training.

## **DATA ANALYSIS**

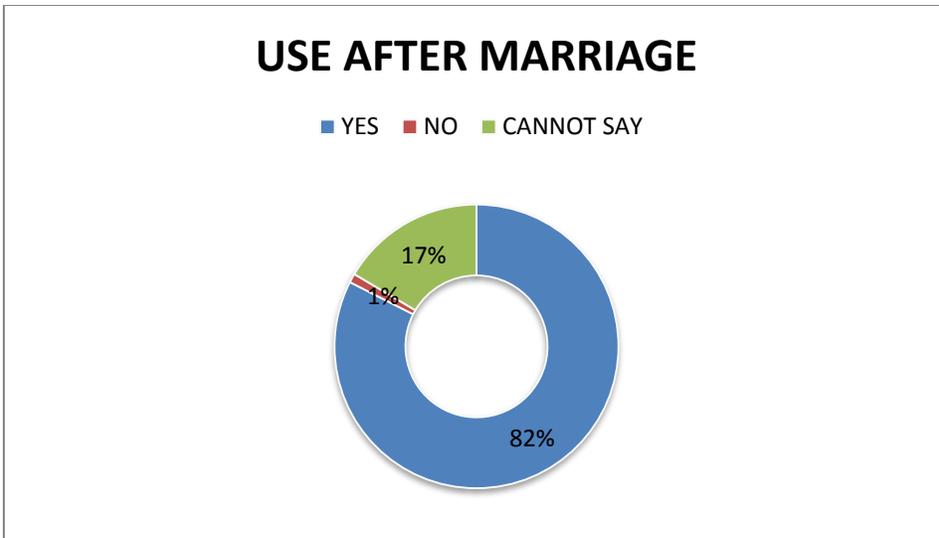
### **UNMARRIED WOMEN**

#### **1. LEARNINGS FROM THE SENSITIZATION SESSION**



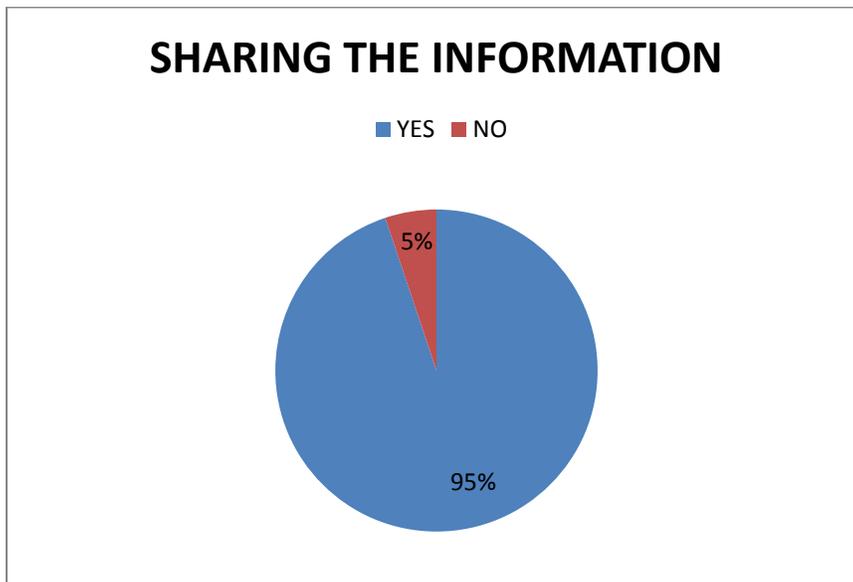
The above chart depicts that maximum number of trainees learnt something from the training which are 92 trainees from the 97 girls, and also found the training useful. All the trainees from Chennai learnt something or the other from the workshop.

#### **2. ADOPTION OF FAMILY PLANNING METHODS AFTER MARRIAGE**



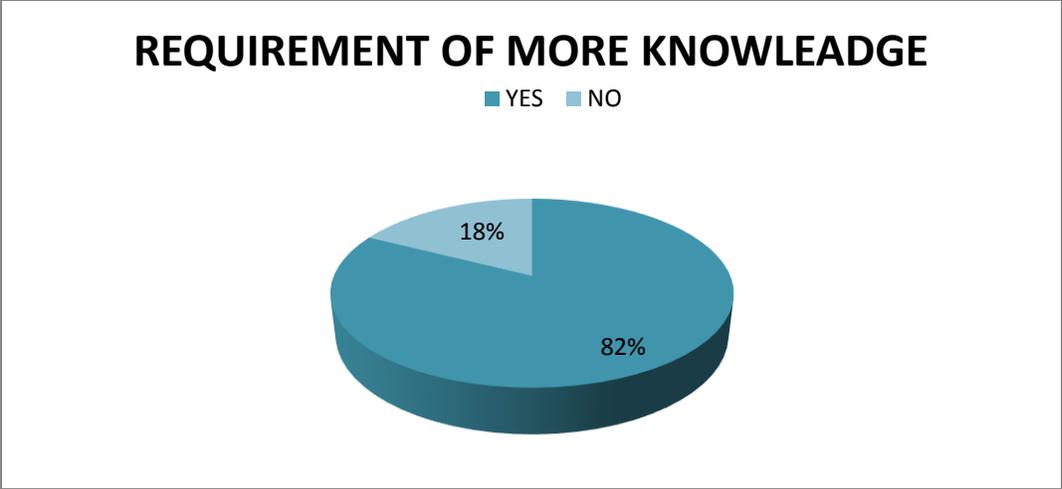
The above figure shows that 80 girls will surely use the methods even after the marriage, 16 people have not planned anything, and only 1 person will not be using any family planning method out of the 97 trainees.

### 3. KNOWLEDGE SHARING WITH FRIENDS AND FAMILY



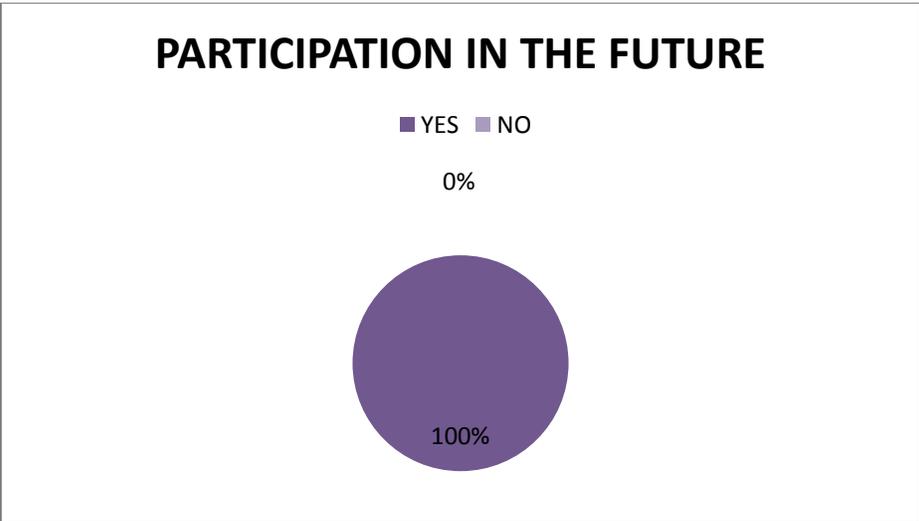
The above graph shows that 92 girls found the information relevant to share it with family members and close friends, and 5 girls did not disseminate it with others.

### 4. MORE CLARIFICATION ON FAMILY PLANNING



The above figure shows that 80 trainees want to have more clarification on the family planning and reproductive health.

**5. WILLINGNESS TO PARTICIPATE IN THE FUTURE**

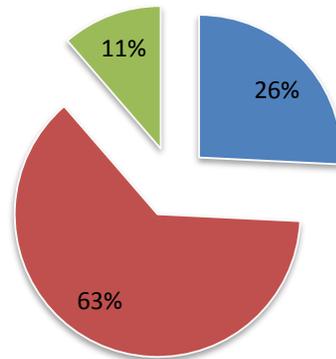


The above figure suggests that all the trainees will participate again in these types of workshops. And they found the information knowledgeable and informative which they can use in their lives.

**6. PREFERENCE OF INDIVIDUAL COUNSELLING OR GROUP WORKSHOPS IN THE FUTURE**

## PREFERENCE OF WORKSHOP

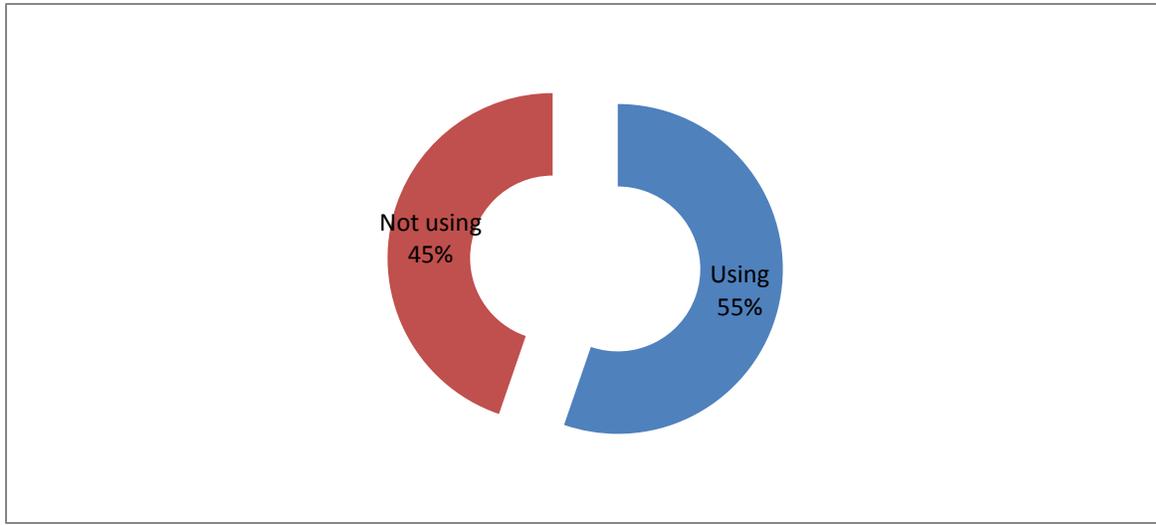
■ INDIVIDUAL ■ GROUP ■ BOTH



The above figure shows that maximum number of girls i.e., 61 trainees would be comfortable in the group setting, 25 girls would be comfortable in individual workshops/counseling and 11 trainees would be fine with both of the methods.

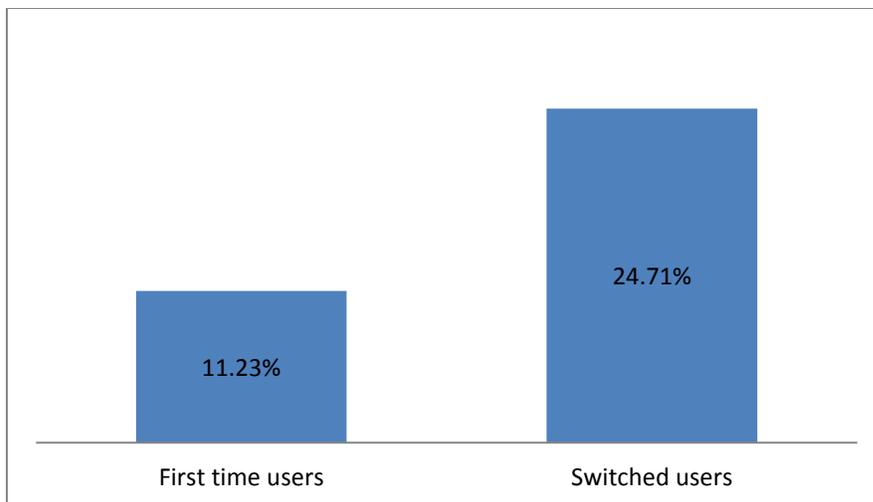
## MARRIED WOMEN

### 1. USAGE OF FAMILY PLANNING METHODS BEFORE THE TRAINING



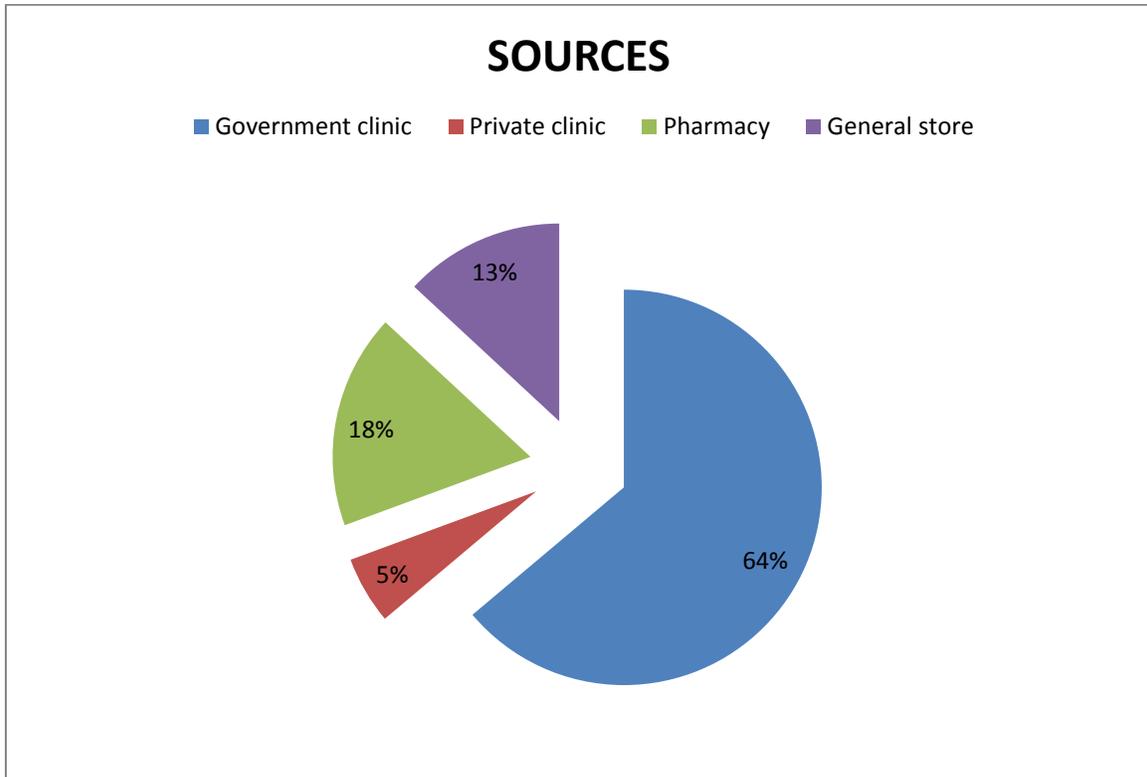
The above chart shows that 55% trainees, which mean 110 women, were using any family planning method before the sensitization session and 89 women were not using anything.

### 2. TYPE OF USERS



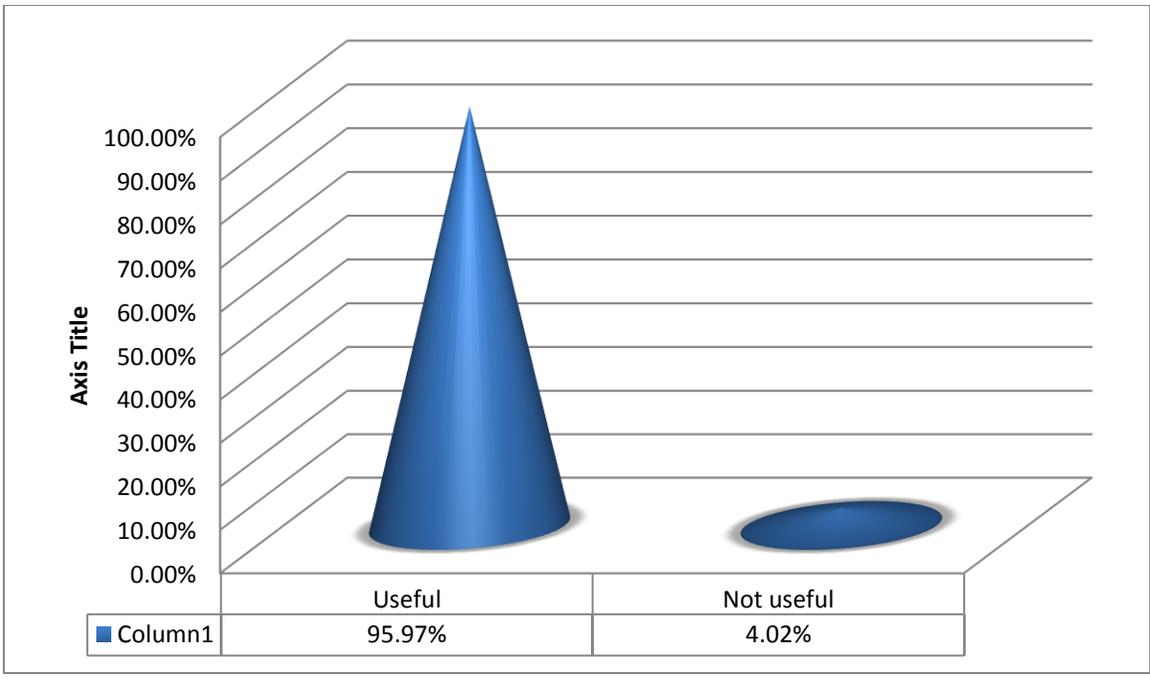
The above graph shows that out of the total trainees, 10 women started using some method after the training and 22 women has switched from the method they were using before to a new method introduced in the workshop.

### 3. Source of Family Planning Services



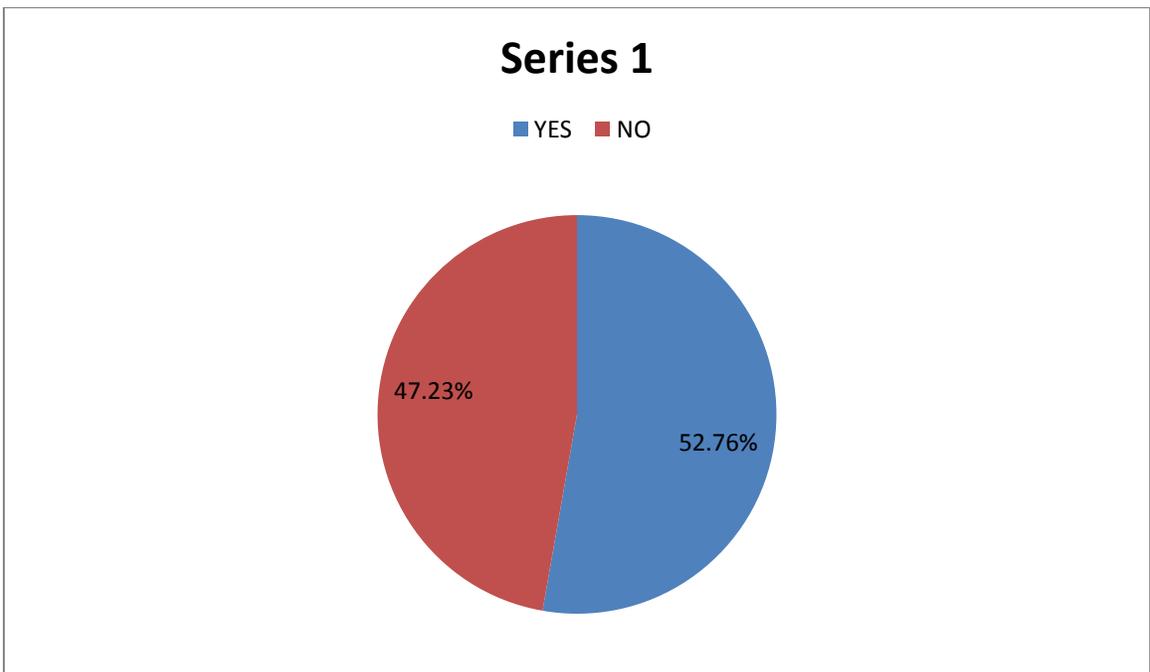
From the above chart it is analyzed that the maximum number of women availed the method from any Government clinic, other women availed the method from either Pharmacy or any general store. Only 10 women took the service from private clinics.

### 4. Feedback from the training



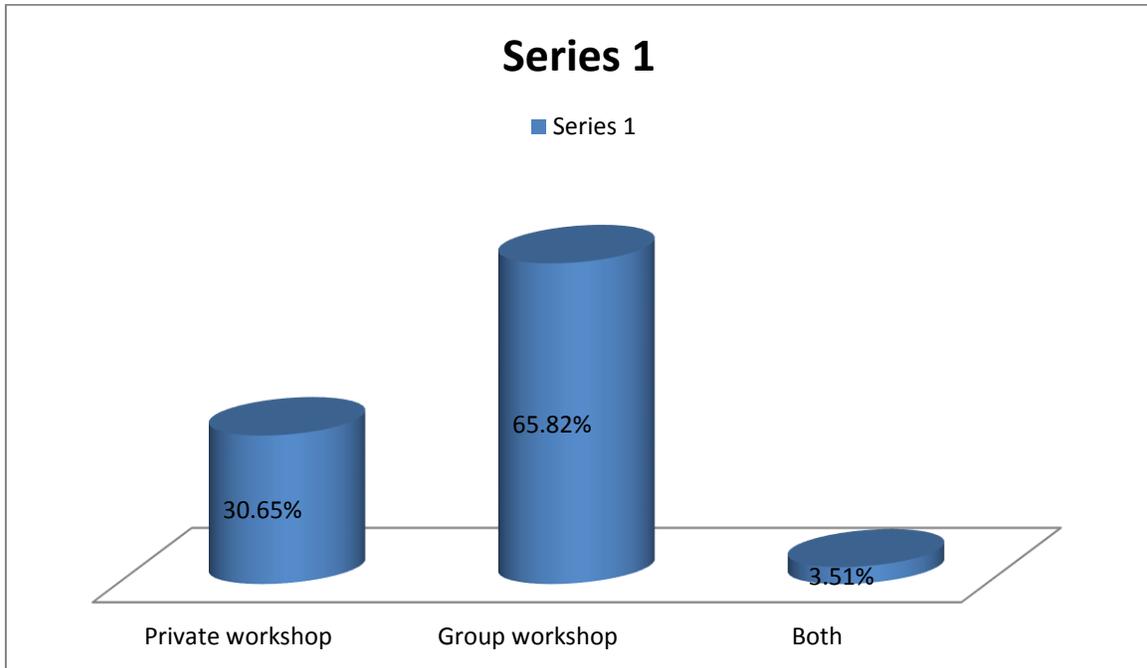
The above chart shows that 191 women out of 199 married women found the training useful. Majority of the women will try to inculcate the practices in their day to day life which are suggested in the workshop.

### 5. More clarification



From the above chart it is clear that slightly more than half of the women would love to gain more information and knowledge about the topic whereas according to other half women, the information given is sufficient.

## 6. Preferences for future workshops



The above chart suggests that more than half of the trainees prefer the group workshops or sessions than the private counseling. Majority of women thinks that they are more comfortable to communicate in the group setting and more points of view are taken.

## CASE STUDIES



This is Thulasi, a 25 year's old married woman from vengadu village, Tamil Nadu. She has been married for 8 years and has 2 children. All the people in her village including her had no knowledge or awareness about the Family planning and Reproductive health. After the workshop, she used one of the family planning method introduced in the workshop, called Ligation and now living a happy life, avoiding

## **ETHICAL CONSIDERATIONS**

Ethical considerations were taken care of before conducting the study. The following points explain this further:

- Participation was voluntary.
- Assurance of confidentiality was given.
- All communications will be done with full honesty and transparency.
- Participants had the right not to answer any question if they did not want to.
- Privacy at the time of data collection was taken care of.

## **FUTURE RECOMMENDATIONS**

1. Organizing of a 1 week workshop for sensitization of family planning among community women.
2. The sensitization of family planning and Reproductive health should be provided to the adolescents as well.
3. Surveys for the impact assessment should be carried out along with the medical camps with lady doctors and Pathfinder expert trainers in the Aakarshan Centers.