



## Intervention Logic III Social Development:



The Ultra Poor have a fragile social space. These women face difficult and challenging circumstances because they live in destitute poverty.

Daily life struggles coupled with discrimination, trap them in a harsh environment that needs to be transcended into vibrant social living. Weekly Center Meetings are the platform to articulate their family and social issues concerning their lives and livelihoods. It is also a vehicle for social change with experience sharing and peer to peer learning.



### **Social Development interventions include**

- Group Solidarity
- Gender issues and awareness
- Social Awareness and Conflict resolutions
- Family Development and children up bringing
- Self confidence and problem solving

These initial steps of social cohesiveness should provide a safety net helping to shelter them from their bitter life struggles.

Regular house visits by the Field Assistants help promote faith in their abilities through personal counseling, building self confidence and self-worth. These interventions have drastically helped in narrowing the social divide among these isolated and ostracized women. This is most apparent amongst fast climbers who in the meeting and trainings articulate their problems with higher confidence levels.

A demanding community is emerging slowly and steadily, armed with better awareness levels about gender rights and protection..

Snake and ladder games in the Center Meetings help them understand the ill effects of social evils like child marriage, child labor and superstitions. At the same time help them identify social best practices like sending children, especially girls, to school.



### **The social awareness has strongly impacted their;**

- Social networking including the affinity group formation through Center Meetings
- Dress and appearance including wearing chappal
- Awareness about developmental programs and initiatives
- Self-esteem, self-worth and respect within society
- Family and House keeping including child care and a clean safe environment
- Skepticism about superstitions and evil practices
- Articulation

Adding social muscle to their lives and livelihoods is visibly impacting their graduation from ultra poverty to food and income security.

They are no longer living in the margins of the society, chained to altar of discrimination and isolation, but are instead building strong social pillars within their communities

SKS has a strongly grounded belief in the integration of economic capital with the other four capitals — natural, social, human and physical .

The normative and cultural dimensions of the ultra poor now have taken different trajectory, thanks to the sustained effort through social messaging and family counseling along with a campaign mode that shared experiences amongst peers.