PROGRAMME FOR IMPROVED NUTRITION IN SINDH (PINS)

In close collaboration with the Accelerated Action Plan, Government of Sindh

PINS Media Field Visits – 2019 - 2020
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### Acronyms

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<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
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<tbody>
<tr>
<td>AAP</td>
<td>Accelerated Action Plan for Reduction of Stunting and Malnutrition</td>
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<tr>
<td>CO</td>
<td>Community Organization</td>
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<tr>
<td>ER</td>
<td>Expected Results</td>
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<td>EU</td>
<td>European Union</td>
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<td>GoS</td>
<td>Government of Sindh</td>
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<tr>
<td>M&amp;E</td>
<td>Monitoring and Evaluation</td>
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<td>NRSP</td>
<td>National Rural Support Programme</td>
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<tr>
<td>PINS</td>
<td>Programme for Improved Nutrition in Sindh</td>
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<tr>
<td>SUCCESS</td>
<td>Sindh Union Council and Community Economic Strengthening Support</td>
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<td>P&amp;D</td>
<td>Planning and Development</td>
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<td>RSPN</td>
<td>Rural Support Programmes Network</td>
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<td>RSPs</td>
<td>Rural Support Programmes</td>
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<td>SRSO</td>
<td>Sindh Rural Support Organization</td>
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<td>TRDP</td>
<td>Thardeep Rural Development Programme</td>
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<td>UC</td>
<td>Union Council</td>
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<td>VO</td>
<td>Village Organization</td>
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Overview

With the European Union-funded Programme for Improved Nutrition implemented across ten districts in Sindh in 194 Union Councils, it is imperative that it gets media coverage not just to raise awareness but act as advocacy tools within the community for them to hold their local government accountable.

As a result, in the first year over a 100 journalists from each of the target districts were oriented through one-day workshops led by a seasoned journalist. These journalists have been engaged regularly to observe programme activities and have been taken on media visits.

Due to restrictions with COVID-19, group media visits with district-level journalists were not conducted this year. Instead, they were engaged by our partner RSPs to observe programme interventions. We sized down on media visits to include not more than 2 journalists at the same time and conducted two media visits with national-level journalists in Tando Muhammed Khan and Thatta. This document outlines the proceedings of the media visits and coverage.
Media Field Visit 1 – 16th December, 2020
This media field visit was conducted in Tando Muhammed Khan where we took seasoned journalist Jan Khaskheli from The News International to observe our agriculture interventions, given his interest in agriculture in Sindh.

We started out by meeting up with community livestock extension workers that were gathered at the TMK. The journalist interacted with CLEWs to understand their scope of work – has previously worked with a similar programme in 2011 and was interested in understanding the challenges PINS 3’s CLEWs face.

We then interacted with members of VO Ghulam Nabi Shah and Sultan Mullah with different programme affiliates. One of them was M. Ramzan, a farmer who under PINS was introduced to bio-fortified wheat. He expressed how it allowed him to take more risks and showed off a fish pond that he started on a small piece of land. Mr. Khaskheli also spoke to AEs and CRPs who have been working to improve the state of malnutrition in their communities and how that’s mobilised the households within to actively make changes in their daily routines which Mr. Khaskheli was very taken with.

We also travelled to VO Seharki 1 to visit the community-managed fish pond and spoke with its mangers and the scale given that this was a first-time effort. He was also interested to understand why the community fish pond had been placed in a specific community and how it was set up as an enterprise meant to operate beyond programme run.

As a result of the media visit, a feature was published in The News International on December 27, 2020.

Media Field Visit 2 – 22nd February, 2021
The second media field visit was conducted in Thatta with two seasoned journalists from the Jang Group with experience working in broadcast journalism. This was also the first time that we took in female journalists.

We first visited VO Bhambore to participate in a meeting with the community and observed a session on moringa using the digital toolkit. There, the community mentioned that one of the biggest changes since PINS was how they viewed water and the impact of drinking unsafe water on their health. Of the 15 women present, 6 complained of having gone to get checked out for a sharp pain in their kidney/s which they have had less complaints of since they’ve had their pumps have been chlorinated.

In the session on moringa, there was little post-engagement after the video was played limited to asking the attendees whether they planted a moringa but there is an opportunity to question the cultivation or even if it is being consumed by the households and question and allay any reservations they may have.

The journalists also had a detailed discussion with sisters Khadija and Zulekha who were described as avid kitchen gardeners by the AFSO. Khadija’s herd has also expanded to 6 goats in just 2 years. Zulekha complained of the seeds given by the programme were not of good
quality and that the plants didn’t take off despite her doing everything the way it should be done. Khadija had cultivated a plot for her goats to graze on because she wanted her veggies to grow without the goats eating them up – I had not seen this in any of the KGs that I had recently visited and something that we could encourage so the goat owners know what their goats are eating and that they don’t stray too far in search of food.

We then visited VO Jeelani to observe an alternate water scheme developed under PINS and the impact on the community as a result of it. The VO was prone to flooding and residents mentioned they have been forced to pack up their belongings and their cattle and stay in the surrounding hilly areas until it calms down during monsoon season. The new hand pump with its elevated base was constructed in October 2020 after the flood water had cleared up which they hope will continue to function despite heavy flooding.

Our last stop of the day was to visit a CLEW, Mr. Shoukat Chandio. Mr. Chandio explained that he was a teacher before being selected to train as a CLEW and feels very fortunate to have been. He had been identified as a high-performing CLEW previously and detailed how he worked with Dr. Sajid Husain to gain experience and learn from him by shadowing him. He also volunteers in government-led vaccination camps and can’t wait to start using his training on artificial insemination.

The features from these visits are under development.

**Ongoing Coverage**

Journalists oriented in the first year have been engaged by our field teams helmed by our partner RSPs and have been invited to observe community celebrations and awareness campaign. This coverage has been mostly in Sindhi.

Some of the clippings and video clips have been attached in the Appendix.
Annex 1 – Participating Journalists

<table>
<thead>
<tr>
<th>Sr No.</th>
<th>Journalist Name</th>
<th>Organisation</th>
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<tbody>
<tr>
<td></td>
<td>Tando Muhammad Khan – Dec 2020</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Jan Khaskheli</td>
<td>The News International</td>
</tr>
<tr>
<td></td>
<td>Thatta – February 2021</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Asifa Idrees</td>
<td>Geo News</td>
</tr>
<tr>
<td>2</td>
<td>Sheema Siddiqui</td>
<td>Ary News</td>
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</tbody>
</table>
Annex 2 – Media Coverage

Coverage of Moringa plantation in Sujawal

Coverage of Global Handwashing Day in KSK
ريورت غلام رسول رند باجارا
टर्यान ग्रीट अर्थीय अभियान: जी नोर दिस्कर भी एक रोड में विशेष गैरनक्षेत्र जी है। जी नोर द्वारा भी आयोजित गैरनक्षेत्र जी है। जी नोर द्वारा आयोजित गैरनक्षेत्र जी है। जी नोर द्वारा भी आयोजित गैरनक्षेत्र जी है।
جوہری: سماجی تنظیم پر اپنے کام کے لیے یشی وشی جی

میریپیرامیروں جی بونہن کائنسل جی سیکسکرا سنہنہدز پریجویکٹ پنس پریکرام منعقد

ہلندز روز مرنگا ریز بابت ایکیائی پیاران اہم جان ٹریسی پرکاری میں اپل زراعت جی جوہنہ بیل میسین کی سککی دائری رہی

میہنجزی ور مار کے نالکی اکہادا داکدہ بیجنگ 5 گردوی رہی جی سککی کا مہاریا خیریتی نالکیا من بیجنگ 9 نسیم سبدان

دیوی پریکرام پر شریاد قادر خاصیلی، علی اکبر بیکری، غلام محمد خاصیلی میں رہی اک بہتر یہ شرکت کئی

قائمیپریوریوریوریوریوریوریوریور (وزیر بات کریک) میریپیرامیروں بونی کائنائل سکیئری دم

پریکرامی میری پریکرام پر اپنہن کائنائی پریکرام پنس ہلندز پریکرام پنس پریکرام پنس ہلندز پریکرام پنس پریکرام پنس
لا يوجد نص يمكن قراءته بشكل طبيعي من الصورة المقدمة.
سماجی تنظیم تربیت بدنی گارا نعمت میں حکومت جی گنبد اور دی ایف انسپیکشن کمیشن سیکشن یونین کانوئنل دماغ جی گون مہندن بالاری جو دنور
او دی ایف انسپیکشن کمیشن میمبر گون اسٹیتی کماش آری نیشل باران دنل ٹالی بخش نئیجن کا یو پر تصدیق یوئنی کا کلی فضیلی کا با یک قرار دن
یو سیکرتیری محمد رمضان بالاری تربیت گارا انسپیکشن میستیج نرسین خان برونگار مشنرپنی علی محمد گن کا گالی سرگرمین جو مشادرو حضر
جئن بر گون بر لیترن جی دستیابی استعمال، کمیونیتے پر صحت متعلق رواہ بیشتر جی پائی نکا، محروف طریقی استعمال گون شماری و
کاہر بولا خان (ریورت سهیل پریس مینگ) سماجی تنظیم تربیت بدنی پنڈ پریگر گارا بی ضلعی

فاتحہ گوندن، چی گنبد اور دی ایف انسپیکشن
کمیشن یونین کانوئنل دماغ جی گون مہندن

63 ضروری 3 نمبر 1

[Photo of a group of people standing together, possibly at an event or gathering.]
Government of Sindh (GoS) through the Planning and Development Department (PDD) is implementing a six-year multi-sectoral Sindh Accelerated Action Plan for Reduction of Stunting and Malnutrition (AAP), with the objective of reducing stunting rate from the existing 48 percent to 40 percent by 2021.

The European Union (EU), under the EU Commission Action Plan on Nutrition 2014, is supporting GoS in addressing the issue of malnutrition. The EU has approved the Programme for Improved Nutrition in Sindh (PINS) to be implemented in ten districts of Sindh - Shikarpur, Thatta, Kambar Shahdadkot, Larkana, Dadu, Jamshoro, Matiari, Sajawal, Tando Allahyar and Tando Muhammad Khan.

RSPN is leading the PINS Expected Results (ER) 3 component with four partners: Action Against Hunger (ACF), National Rural Support Programme (NRSP), Sindh Rural Support Organisation (SRSO) and Thardeep Rural Development Programme (TRDP). This is the nutrition-sensitive component of PINS and focuses on community-level WASH infrastructures, sustaining open defecation free status and develop improved community-level nutrition-sensitive food production systems adapted to climate change in rural areas of Sindh.

Programme for Improved Nutrition in Sindh

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