

Title **The User**



Name: Shanti

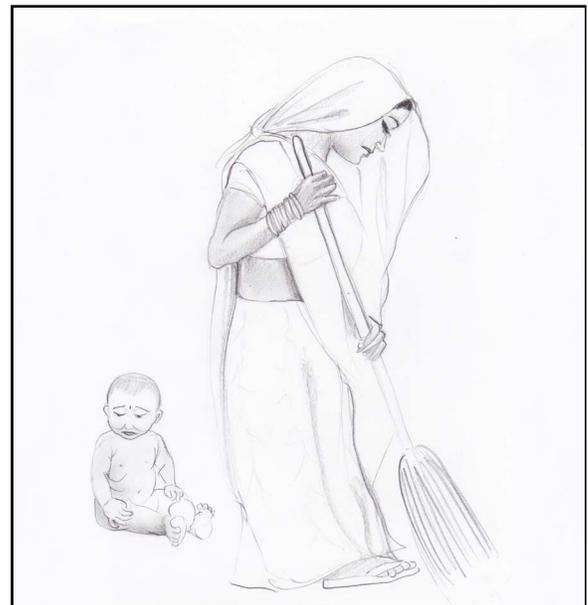
Age: 25

Profession: Stay-at-home mother

Key Characteristics: Member in her village's Self Help Group (SHG), new mother

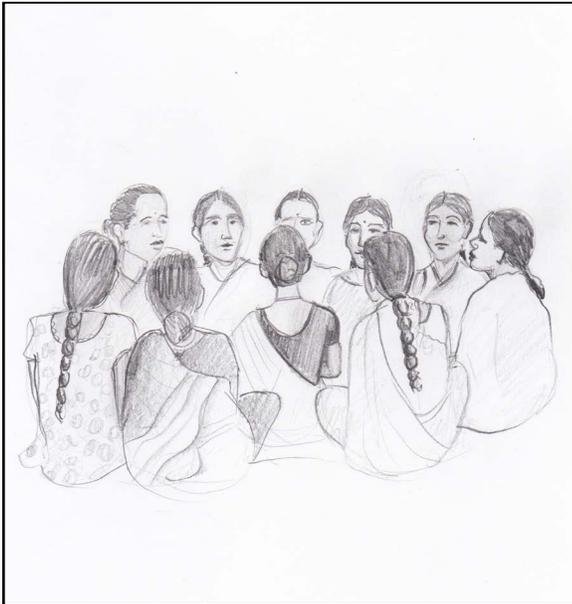
Shanti and her husband have a six-month-old baby. They live with his extended family in a small village in rural India. Every week, Shanti and her mother-in-law gather with other women in her village in a Self Help Group (SHG). She has been a member for 3 years and enjoys being a part of this community of women, the new financial power that it offers her, and the interesting education and ideas that she is exposed to at the meetings.

Title **The Challenge**



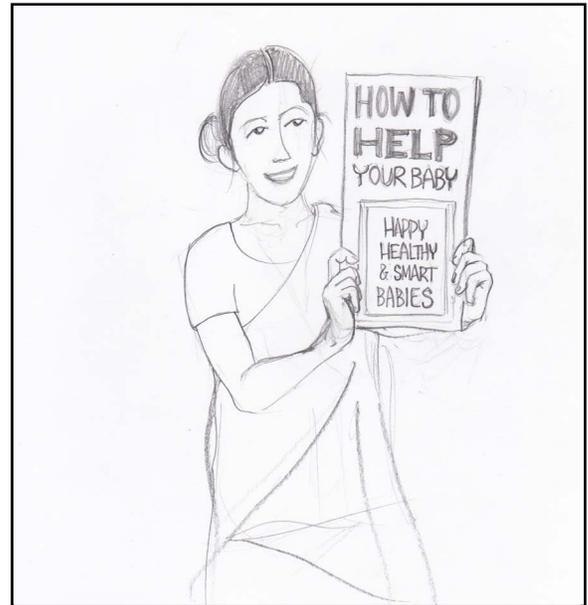
Shanti is eager to be a good mother, but her baby did not come with an instruction manual and her instincts often conflict with her mother-in-law's advice. Her husband believes that babies should be seen and not heard. Shanti feels isolated by the demands of her infant and challenged by her daughter's needs.

Title **Weekly Routine**



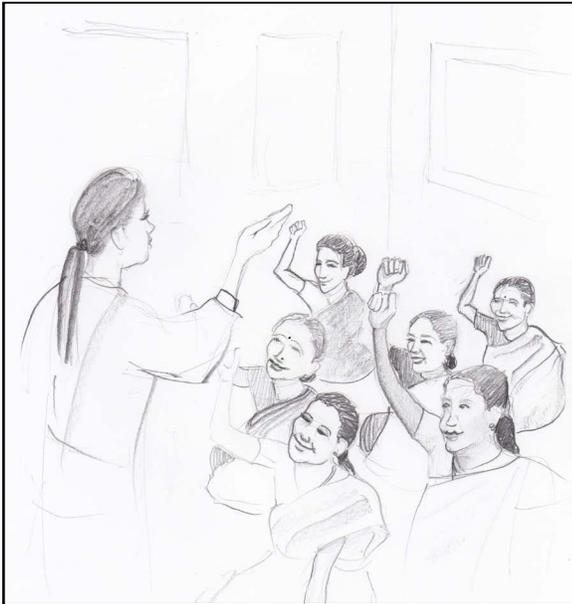
Shanti has been attending the SHG meetings with her mother-in-law since she joined the family three years ago. Both enjoy the combined experience of socializing as well as the opportunity to learn a wide variety of new things. The meetings are a highlight of the week for Shanti and her mother-in-law, and they only miss a meeting in the rarest situations.

Title **Opportunity**



At their weekly SHG meeting, the facilitator announces that next education series will be on parenting. The title of the eight week series is “Raising Healthy, Happy, and Smart Babies.” Shanti is instantly interested. Her mother-in-law, while slightly skeptical (she raised 6 children without anyone’s help) thinks this could be helpful for Shanti, and everyone wants a smart baby. Shanti notices that other women perk up at this too. Even at this early stage, Shanti starts to think that maybe she isn’t the only one who feels overwhelmed.

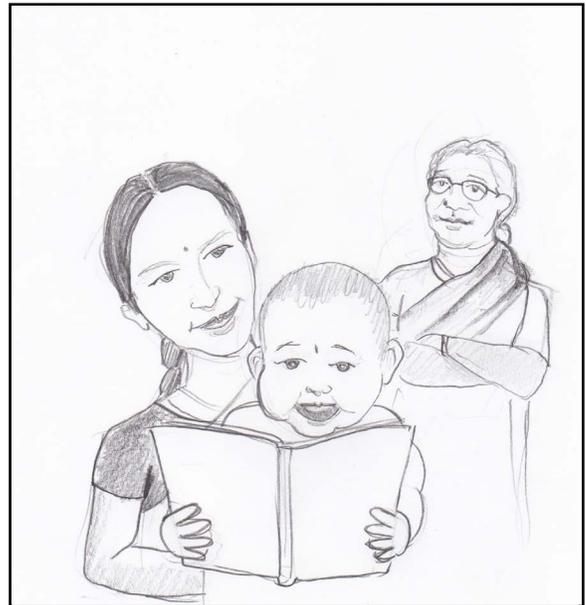
Title **Attend SGH and Parenting Ed. sessions**



Shanti is excited to attend the weekly parenting series. The first sessions teach her about her own importance and value as a nurturer and teacher, and how much she can do to help ensure her daughter grows up happy, healthy and smart.

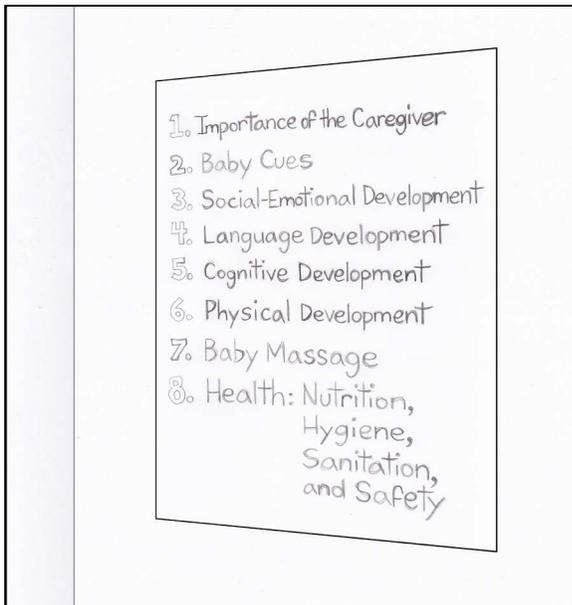
Shanti is rapt by the discussions and activities, and she sees the other women staring wide-eyed at their facilitator, nodding. When the facilitator asks for questions, nearly all the hands go up, even the women with older children!

Title **Try new behaviors at home with baby**



Now at home, Shanti is trying some of the new ideas she learned, like reading to her baby. Previously her mother-in-law would have considered this spoiling the baby, but now she is supportive of this, excited that although she never learned to read, her granddaughter will grow up smart and ready to succeed at school.

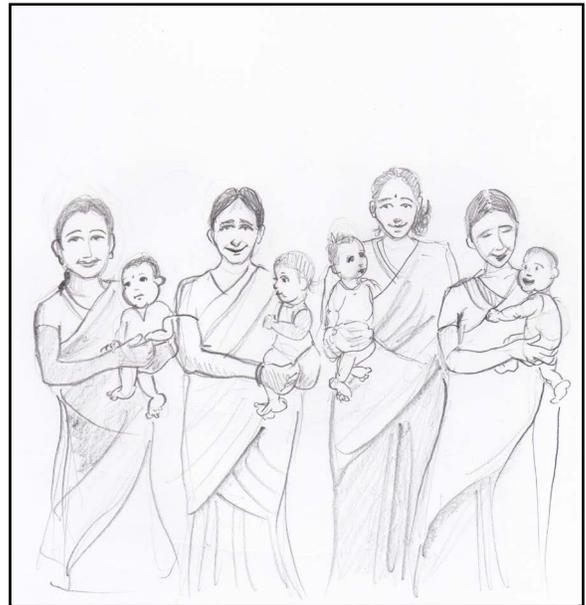
Title **Parenting Series**



Shanti, along with her baby, her mother-in-law and the others in her SHG attend the weekly parenting series after they conduct their SHG business.

Shanti and her mother-in-law are pleased at just how relevant each of these topics are to their day-to-day life.

Title **A Community of Mothers**



Outside of the trainings, the women now talk about their babies and compare challenges and successes, learning from each other and enjoying knowing none of them is alone in this. Mothers with older children even said how much they wished this training had been available years ago when their children were small.

Title **Shanti gains confidence,
Mother-in-Law is more supportive**

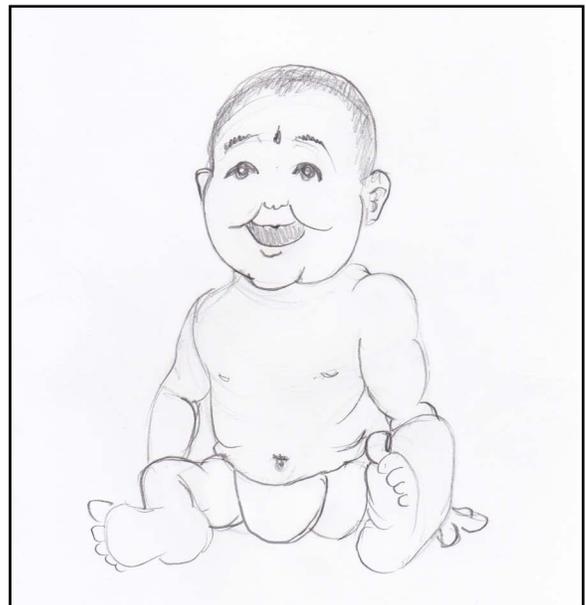


Shanti and her mother-in-law are now more aware of—and responsive to—the baby’s needs.

As they go about their chores, they narrate what they are doing. They know now that babies are constantly absorbing the world around them and are learning, even when it’s not obvious. Shanti knows that she is supporting her daughter’s cognitive, language and psycho-social development every day.

Shanti feels more confident in role as her daughter’s first teacher, her mother-in-law is now her ally, and her husband and father-in-law are even interacting with the baby!

Title **Baby is happy!**



Baby is now 9 months old, she happily coos and “talks” with her mom and grandma. Even her grandpa will get down on the floor with this fat happy baby and play some of the games that his wife brought back from one of the sessions. Shanti is so proud of her healthy happy baby, and she is especially proud of herself.