



1. Read about our digital media campaign

2. How an Anganwadi Worker is making counselling fun

3. Find lip-smacking nutritious drinks to beat the summer

4. Have you had a banana today?

Finding Bahubali in Rajasthan



Did you know that the epic action film *Bahubali* is wildly popular in south Rajasthan? The popularity of the film's lead actor inspired us to incorporate his character in *Main Bhi Bahubali*, RajPusht's digital campaign encouraging men to fulfill their responsibilities towards their wife and children. The campaign went live on March 4.

Initially, we asked men on their views about who is truly a *bahubali* (literally, someone with strong arms). Through videos, posters and GIFs on social media platforms such as Facebook, YouTube and WhatsApp, we reiterated that a *bahubali* is one who looks after his wife and children and ensures they are well-nourished and healthy.

Campaign Highlights



Reach (number of people who saw the posts)

8.05 lakh

Video & GIF Views

10.8 lakh

Engagement (likes, shares, clicks, comments, etc. on posts)

3.4 lakh

Likes on Page

10,500+



(Reactions to posts)

18,900+

Initially, Facebook shows posts to 0.1% of a page's subscribers. If they spend more than 3 seconds on the post, only then does Facebook distribute it further. Since users responded well to the campaign posts, Facebook organically kept pushing our posts.



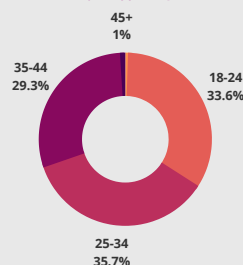
Impressions
(views for at least 5 seconds)

7.61 lakh

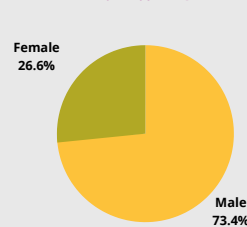
Views
(views for at least 30 seconds)

1.21 lakh

AGE OF THE VIEWERS



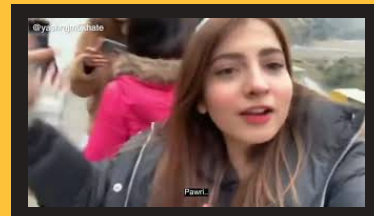
GENDER OF THE VIEWERS



Main Bhi Bahubali



Smt. Mamta Bhupesh, Hon'ble WCD Minister, Gov't of Rajasthan, shared campaign posts, thereby giving it traction across the state and taking it to a larger audience



The posts referenced trending memes such as *Ye hum hain...*



We put up posters in community spaces to complement the digital campaign



Making Learning Fun

"Do you want to play a game?" asks Nirmala Regar. "Yes," shout back a group of women standing in a circle. One by one, they reach for the plate on the ground and pick up a chit. Nirmala, 41, the Anganwadi Worker at the Gayatri Chowk, Bhinder 1 centre, Udaipur District, unfolds it and reads out a question. The women raise their hands, eager to share the answer. After every correct response, there is a round of applause and cheering. Sometimes, though, the excitement brims over and many answer in unison, contrary to the quiz's rules.

The event, held on March 5, was a result of Nirmala's efforts to engage effectively with the women in her community. She regularly conducts door-to-door visits and meetings at the Anganwadi Centre to inform them about maternal & child health and nutrition. But she felt that these could sometimes lead to an information overload and was not sure if the women were able to retain vital messages.



Nirmala and Lata conduct a quiz at the Anganwadi Centre at Gayatri Chowk, Bhinder 1

"I recently saw Rohit Sharma Sir (RajPusht's Block Programme Manager) conduct a quiz with pregnant and nursing women. Everyone was enthusiastic and responsive. That inspired me to organize a quiz too," she says. With Anganwadi Worker Lata Choubisa of 10 Khadigram, Sector - 2, Bhinder, she prepared a list of 20 questions on weight gain during pregnancy, breastfeeding, complementary feeding and maternity benefit schemes. Nirmala explained the answer after each round. In this manner, she made the regular counselling sessions more interactive. Dipika, one of the participants, enjoyed the quiz so much that she volunteered to organize it the next time.

Rohit explained the rationale of the activity to the Lady Supervisor and the Child Development Project Officer. They, in turn, advised all Anganwadi workers to conduct such activities twice a month. However, with the surging Covid-19 infections, group events have been temporarily suspended. Hopefully, when cases subside, we shall again see the women's enthusiasm ringing through the Anganwadi Centre.



Curious onlookers in Banswara try to figure out what Poshan Champion Mukesh Joshi is up to



Poshan Pakhwada Rally by Anganwadi Workers and beneficiaries, Bagidora Block, Banswara



IGMPY orientation during a sector meeting in Udaipur



MCHN Day nutrition counselling by ANM using RajPusht's job aid at Sub-centre Mordi, Dungarpur

Fighting Tea-Totalism

Combating Anaemia with Healthy Summer Beverages

Tea is among the most ubiquitous beverages in India. People from all walks of life enjoy it, and it is a part of customary hospitality at homes and workplaces. However, its ease of access and near-permanent place in the grocery lists of Indian households have some negative impacts. Studies show that the tea and biscuit/toast combo is a typical introductory complementary feeding snack for infants once they become six months old.

Tea is a rich source of a class of compounds called tannins. These bind to iron in certain foods, making them unavailable for absorption in our digestive tract. The prevalence of anaemia is alarmingly high in India, including Rajasthan, where three out of five children below the age of 5 years and nearly half of pregnant women are anaemic (NFHS-4).

A simple remedy that can assist the Government's suite of programmes to combat anaemia is to replace tea consumption in our houses with local, healthier beverages. Some nutrient-rich alternatives that also enhance iron absorption are:

SUMMER COOLERS

Ingredients
Watermelon, sugar,
mint leaves, lemon,
black salt

Benefits
1. Builds bones and
teeth
2. Clears vision
3. Enhances iron
absorption
4. Contains
potassium, folate,
phosphorus, beta
carotene, Vitamin C



Watermelon Juice

Ingredients
Raw beel, milk,
sugar

Benefits
1. Builds bones
and teeth
2. Increases iron
absorption
3. Contains
calcium, Vitamin C



Bael

Ingredients
Curd/Buttermilk,
bajra/corn/jau
daliya, Iodised salt,
onion

Benefits
1. Build bones and
teeth
2. Balances
electrolyte levels
3. Helps in increasing
blood levels
4. Provides calcium,
iron, sodium



Raab

Ingredients
Bengal gram flour,
Jau, milk/water
with lemon, sugar,
mint

Benefits
1. Builds body
tissue, bones, and
teeth
2. Contains
protein, folate,
calcium



Chana Jau Sattu

Ingredients
Raw mango, mint,
lemon juice, sugar

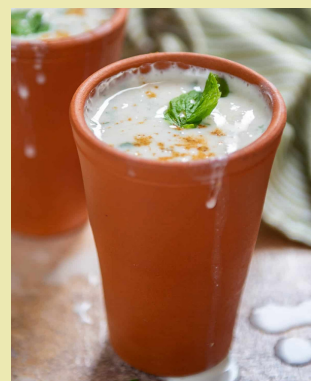
Benefits
1. Healthy skin and
vision
2. Builds bones and
teeth
3. Helps in
increasing blood
levels
4. Contains
carotene, calcium,
Vitamin C, folate



Aam/Kairi Panna

Ingredients
Buttermilk/Curd,
mint, green chilli,
lemon, sugar, salt

Benefits
1. Builds bones
2. Regulates cell
division
3. Provides
calcium, energy

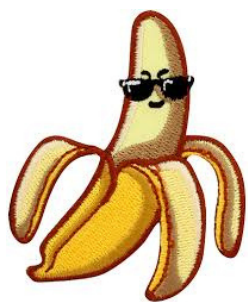


Chaas

[Click image for recipe](#)



Should my daughter-in-law eat bananas during pregnancy?



Yes, bananas are super cool!

Let's Go Bananas!

"I won't eat bananas", says Rajni, a 24-year-old expecting mother. "It will make my child stick inside and make my delivery difficult." she insists when Shobha, the local Anganwadi Worker, tries to assuage her fears. Countless new mothers share similar apprehensions. Among the most readily available fruits, the humble banana is shunned from their plate due to this myth.

Banana is a nutrient-rich fruit. It is a starchy food that gives instant energy (105.16 kcal per 100 gm). It is safe and healthy for pregnant women to consume bananas. A banana (per 100 gm) has:

- **Beta Carotene** (56.78 mcg): for clear vision and healthy skin.
- **Calcium** (5.07 mg): for strong bones and teeth of both the mother and the foetus.
- **Potassium** (306 mg): essential for body organs and vital functions. It maintains electrolyte balance and is also good for the bones and teeth.

If bananas are such a nutritional powerhouse, why do community elders discourage pregnant women from eating the fruit? The reason is that its starchy and sticky nature has given rise to unscientific beliefs, which are being passed down generations. Frontline workers like Shobha work with their communities to stop this cycle of myths. Bananas, an essential part of the subcontinent's fruit basket, are a pregnant woman's best friend.

Song for a Healthier Rajasthan



Krishna Baldev Singh, Block Programme Manager, Kotra Block, Udaipur District, wrote a song to popularize good nutrition practices in communities.

कुपोषण के इस भंवर में, सुपोषण की बात करो

थोड़ा-थोड़ा खाओ और खिलाओ, चैंपियन मजबूत करो।
रात को आयरन, दिन में कैल्शियम, रोज़ लेने की बात करो।।
कुपोषण के इस भंवर में, सुपोषण की बात करो।

सोए जो पूरी रात और दिन में करे एक पहर आराम।
उसके घर में पैदा होवे, चैंपियन बड़ा दमदार।।
कुपोषण के इस भंवर में, सुपोषण की बात करो।

वज़न बढ़ाओ, खूब खाओ, आँगनवाड़ी हर महीने जाओ।
कितना बढ़ा लल्ला का वज़न, आँगनवाड़ी दीदी से तुलनाओ।।
कुपोषण के इस भंवर में, सुपोषण की बात करो।

तीन रंग, तीन वक्त का खाना, ऊपर से गुड़ चना चबाना।
हर घर आएगा चैंपियन, यह संदेश घर-घर पहुंचाना।।
कुपोषण के इस भंवर में, सुपोषण की बात करो।
थोड़ा-थोड़ा खाओ और खिलाओ, चैंपियन मजबूत करो।

Let's Talk About Nutrition

Feed yourself and your champion, help her grow strong.
Have iron at night and calcium in the day, every day.
Let's fight the grip of malnutrition
And talk of healthy habits.

A mother who sleeps eight hours at night
And rests during the day
Gives birth to a strong champion.
Let's fight the grip of malnutrition
And talk of healthy habits.

Eat a lot, gain weight,
Go to the Anganwadi every month.
Ask the didi there to take your little one's weight,
measure her growth.
Let's fight the grip of malnutrition
And talk of healthy habits.

Eat meals three times a day,
With different kinds of foods
And munch on snacks like jaggery and grams
Let's fight the grip of malnutrition
And talk of healthy habits.
Feed yourself and your champion, help her grow strong.

RajPusht Reels



An ANM measures a pregnant woman's weight at an AWC in Udaipur



Anganwadi workers and LS compose a song on nutrition in Udaipur District



Godbharai ceremony during the Poshan Pakhwada Mela in Anandpuri Block, Banswara District