

Transforming Anganwadis

With a Splash of Colours

Acknowledgement

We would like to thank the Department of Women and Child Development (WCD), Government of Rajasthan, the Children's Investment Fund Foundation (CIFF) and the Bill & Melinda Gates Foundation. The transformation of the Anganwadi Centres would not have been possible without their generous support.



The Department of Women & Child Development implements innovative programmes for women and children with a view to ensuring their overall development, facilitates protection of rights provided in the Constitution and links them to the mainstream of development, establishing coordination in various schemes / programmes related to the development of women through various departments.



Children's Investment Fund Foundation is the world's largest philanthropy that focuses specifically on improving children's lives. CIFF works with a wide range of partners. Its areas of work include maternal and child health, adolescent sexual health, nutrition, education, deworming, tackling child slavery and exploitation, and supporting smart ways to slow down and stop climate change.



IPE Global Limited (IPE Global) is an international development consulting group providing expert technical assistance and solutions for equitable development and sustainable growth in developing countries. Over the past 21 years, the group has successfully implemented more than 1,000 projects in over 100 countries across 6 continents and partnered with multilateral and bilateral agencies, governments, corporates and not-for-profit entities in anchoring the development agenda to address complex socio-economic issues.



What's behind the hearty, healthy smiles of these children? A project to overhaul Anganwadi Centres in four blocks of Udaipur district, Rajasthan, with wall paintings and informative posters about nutrition. This album brings to you the change in the villages and the community's response to the transformation.



Refurbished Anganwadi Centre

Bolstering Anganwadis for Better Nutrition

One of three babies in Rajasthan have low birth weight and a majority fall into the trap of wasting. As Anganwadi Centres deliver government services and communicate key messages about health and nutrition in villages, they are vital platforms to remedy undernutrition. We sought to transform these centres with wall paintings to inculcate better nutrition practices and inspire a sense of ownership in the rural population. The posters on the walls disseminate messages about maternal nutrition and infant and young child feeding practices. They thus serve as excellent media to change behaviours and bust taboos.

Why Refurbish Anganwadis?



“

Earlier, the Anganwadi used to look like any other building in the village. It was plain and used to get rundown during the monsoon.

*Mohini Sutar, ASHA,
Kasniyavad*



Information about the diet for pregnant women was earlier available only with ASHA didi. Sometimes we used to forget this information.

*Madhu, 22 years,
Pregnant Woman,
Karanpur*

”



Branding Guidelines



Jharokha design

Uniform painting for
identification and
recall

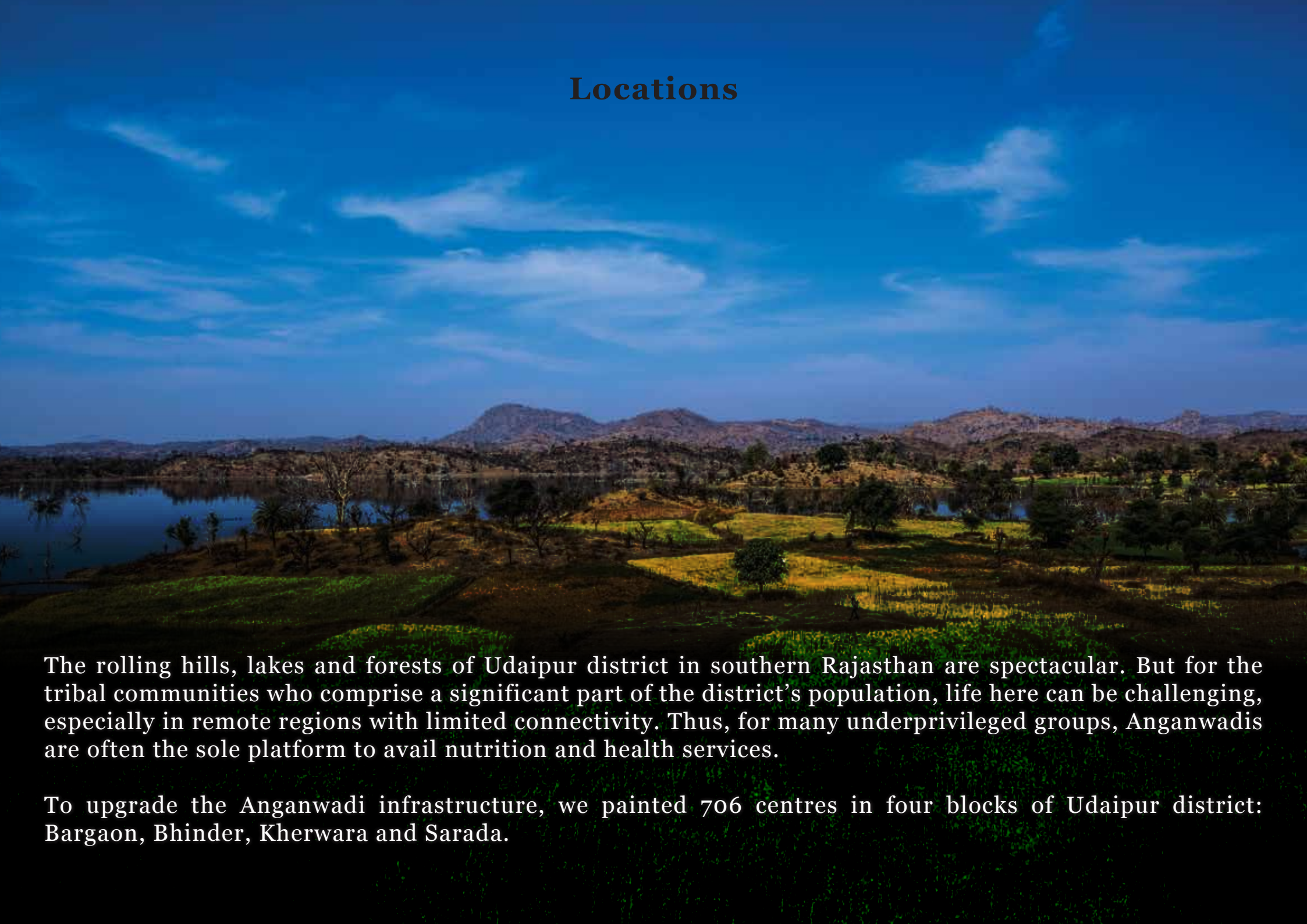
Name of centre

Anganwadi
mascot

Horizontal
coloured bands

Painting of children's
hand imprints

Locations

A wide-angle landscape photograph showing rolling hills and a large lake under a blue sky with wispy clouds. The foreground is a grassy field with some trees. The middle ground features a calm lake reflecting the sky and surrounding hills. The background consists of more hills and mountains under a vast blue sky.

The rolling hills, lakes and forests of Udaipur district in southern Rajasthan are spectacular. But for the tribal communities who comprise a significant part of the district's population, life here can be challenging, especially in remote regions with limited connectivity. Thus, for many underprivileged groups, Anganwadis are often the sole platform to avail nutrition and health services.

To upgrade the Anganwadi infrastructure, we painted 706 centres in four blocks of Udaipur district: Bargaon, Bhinder, Kherwara and Sarada.



Batharda Khurd is among the hundreds of villages where we painted Anganwadis. The village has a population of of 2,100 and two Anganwadi Centres.



Kumavato Ka Guda in Bhinder block of Udaipur has a population of 484 and one Anganwadi Centre. A king of the Sisodia Dynasty is said to have settled the village 500 years ago.



“

The Anganwadi looks vibrant after the wall was painted blue. Children will enjoy visiting the centre now.

*Anchai, 24 years,
Pregnant Woman,
Kumavato Ka Guda*



The anganwadi centre looks cool now. I like the painting of the boy and the girl.

*Nirbhaya Singh,
6 years,
Kumavato Ka Guda*



”



Refurbished Anganwadi Centre, Karanpur

“

It is easier to get people to visit the Anganwadi now. Since the building looks attractive, they come on their own.

*Rajkumari Pathidar,
ASHA, Karanpur*



The centre looks neat and clean now. Other government buildings in the village should also be painted like this.

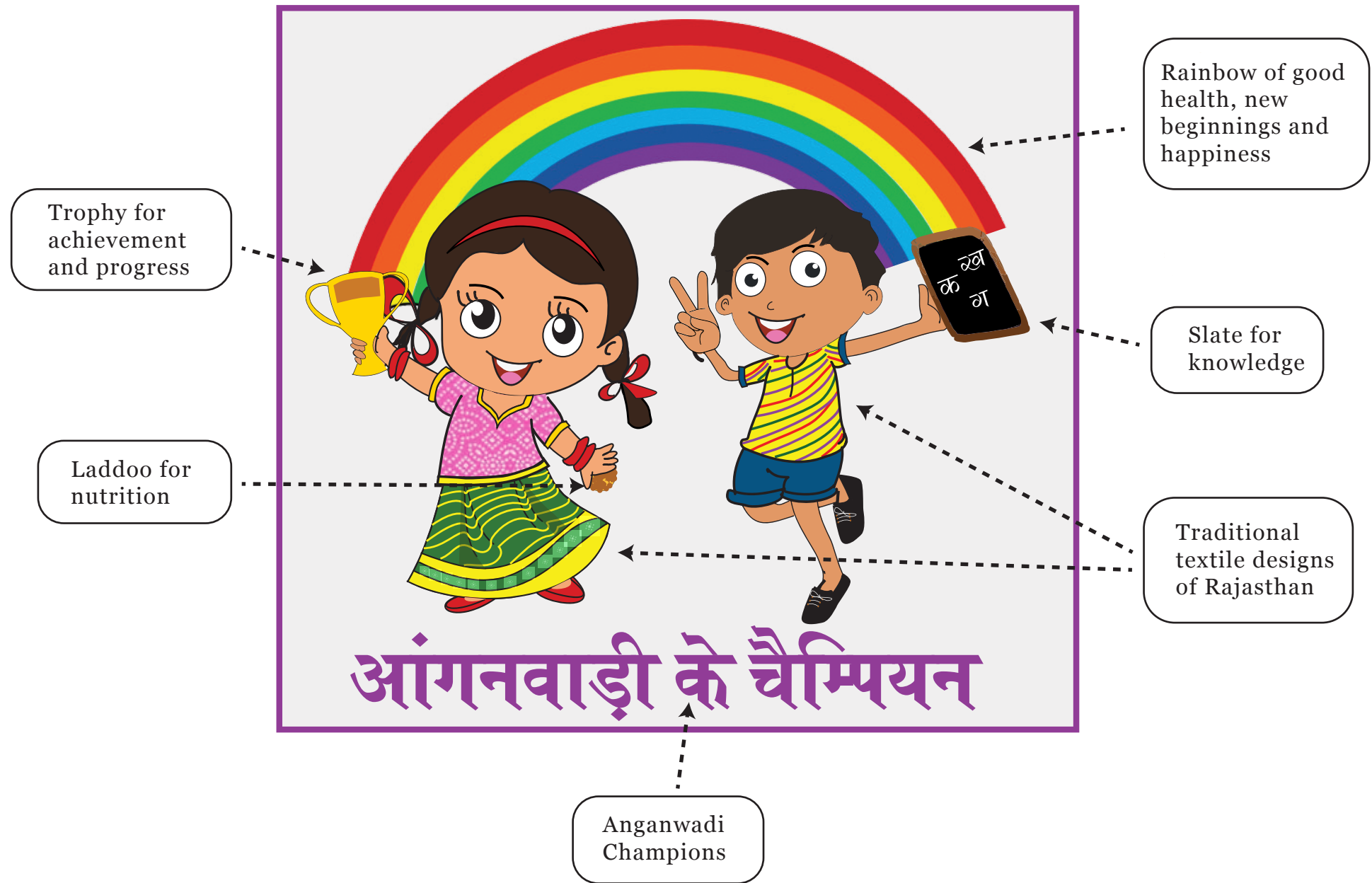
*Bani Ram,
Toos Dangiyar*



”



Anganwadi Mascot





I like the image of children on the wall. The hand impressions next to the image also look good.

*Mehtab Solanki, 13 years
Kumavato Ka Guda*



I love the rainbow in the painting. This is how children imagine a school when asked to draw one.

*Kalpana, 19 years
Kumavato Ka Guda*

”

“

The painting of well-dressed children with a slate in their hands encourages children in the village to get dressed properly and come prepared to learn at the Anganwadi.

*Parvati Kunwar,
Anganwadi worker,
Kumavato Ka Guda*



The Anganwadi Centre is very important for our children. It is good that the government has made efforts to make it attractive. The centre now looks much better than before.

*Madan & Payal Salvi,
Karanpur*

”

When Walls Speak

Rajasthan has a rich tradition of wall paintings, such as Mandana. We witnessed instances of this artform in the villages of Udaipur district as well. This inspired us to disseminate messages about maternal nutrition and nudge behaviours through wall paintings—a ‘leave behind’ communication grounded in local culture that has an impact for a longer time.



Wall paintings in Toos Dangiyan



लोहा खाओ, सोना बन जाओ !

लोह युक्त आहार खाये



आहार के साथ-साथ
आई.एफ.ए.भी लें



6 महीने से 5 साल के
बालक और बालिकाएं



10 से 19 साल के
किशोर और किशोरियाँ



गर्भवती व धात्री
महिलाएं



सोना बन जाओ

We painted three posters with information about diet, supplements and anaemia prevention for pregnant and lactating women, adolescents and children. These posters were put in places with high footfalls, such as community buildings and bus stands.

आई.एफ.ए. की गोली नजदीकी स्वास्थ्य केंद्र और आंगणवाड़ी में नि:शुल्क प्राप्त की जा सकती है।
आयुक्त आहार खाओ, सोना बन जाओ।

दो वक्त का खाना समझो अपने लिए,
बाकी खाओ आने वाली चैम्पियन के लिए।



“

I have spent most of my life in this village. This is the first time I saw a wall painting explaining what a pregnant woman should eat. It is a good initiative—many people will learn from it.

*Pyari, 62 years,
Batharda Khurd*



Whenever I cross this wall, the messages in the poster grab my attention. Thanks to it, I now know what my wife should eat.

*Vani Ram, 22 years,
Khumanpura*

”





“

People sometimes forget our recommendations. Thanks to the paintings, they have easy access to information about the right diet. It will gradually become a part of their lives.

*Kailash Saini,
Anganwadi worker,
Toos Dangiyan*



I am grateful for these paintings. They make it easy for us to counsel villagers about recommended eating and feeding practices.

*Sharda Kumari,
ANM, Khumanpura*

”



New Walls, New Beginnings

For pregnant and lactating women, the refurbished Anganwadi Centres are a source of knowledge and inspiration. The informational posters aid service providers in their work. For young children, the Anganwadi has transformed into a fun, appealing space.

Their enthusiastic feedback suggests that the initiative should be replicated across Rajasthan. Let's join hands to make Anganwadi Centres a place of pride, joy and knowledge for the entire state.





आंगनवाड़ी के चैम्पियन

Published by: **IPE Global**

Registered Office: IPE Global House, B-84, Defence Colony, New Delhi - 110024

Phone: +91 11 4075 5900 | Fax: +91 11 2433 9534 |

Website: ipeglobal.com | Email: ipe@ipeglobal.com

Name of Project: **RajPusht**

To address Low Birth Weight and Wasting, CIFF is supporting the Government of Rajasthan through the Project RajPusht. IPE Global Ltd is implementing RajPusht in the state.

Developed by: RajPusht Team

Printed and distributed by: Project RajPusht

Dissemination: Maximum online dissemination, limited printed copies are printed on 100 % recycled paper

Published in Jaipur in October 2020

Copyright © 2020

IPE Global All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher.

For permissions please write to ipe@ipeglobal.com



Anganwadi

Maa bachon ka ghar angan

