



A Comprehensive Look at RajPusht's Social and Behaviour Change Strategy in Action

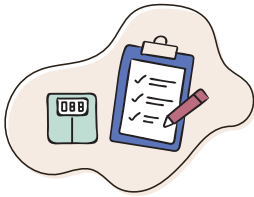


RajPusht, a collaborative programme of the Government of Rajasthan and Children's Investment Fund Foundation, and implemented by IPE Global, is actively addressing low birth weight and wasting across five tribal districts in Rajasthan.

By blending direct cash transfers with a tailored Social and Behaviour Change (SBC) strategy integrated with direct cash transfers, RajPusht empowers pregnant and lactating mothers to make smarter dietary choices during pregnancy while promoting long-term nutritional habits for their children.

This document dives into the multi-tiered communication approach for social and behaviour change designed under RajPusht and highlights some of its successes.

Engaging Communities for Better Nutrition



Trained Anganwadi Workers (AWWs) and community mobilisers provide doorstep counselling, using a custom programme app for tracking and guidance. Women receive tools like weight trackers to monitor progress and take charge of their health.

Auxiliary Nurse Midwives (ANMs) offer personalised counselling during antenatal and postnatal care check-ups, dispelling health myths and promoting local, nutritious diets.



AWWs lead family-inclusive counselling on community-based Maternal and Child Health and Nutrition days, emphasising dietary diversity, nutrition schemes, and family involvement in maternal health.



Home-Based Counselling by AWW (one-to-one)

Individual Counselling by ANM (one-to-one)

Group counselling by AWW (one-to-many)

RajPusht's Multi-Tiered Approach to Combat Maternal and Child Undernutrition

Participatory Learning and Action (PLA)-led Community Meetings (group counselling)

Community-Based Events

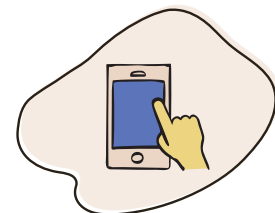
Digital Outreach

Accredited Social Health Activists (ASHAs) conduct monthly Village Health, Sanitation and Nutrition Committee (VHSNC) meetings using engaging PLA techniques to spark collective action on nutrition challenges.



AWWs anchor community-based events such as Godbharai and Annaprashan to spread awareness of better nutrition, reinforced by street plays, puppetry, and mobile shows, influencing families in culturally relevant ways.

Platforms like WhatsApp, Facebook, and Instagram deliver targeted nutrition messages to families (especially husbands and mothers-in law), ensuring a wider impact.



Bahubali Campaign Materials



Asli Bahubali Videos



Comic Series Gauri Ke Kalu Ka Chashma



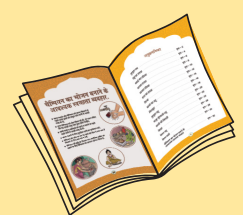
WhatsApp Videos Kya Aap Jaante Hai



Baby Weight Tracker



Pregnancy Weight Tracker

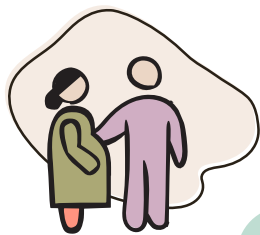


Recipe Booklet

Target Audience

1

Primary



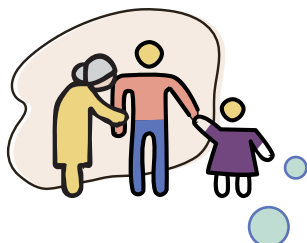
Pregnant and Lactating Mothers and Husbands

- Attend antenatal check-ups on time and receive at least 4 ANC's.
- Use cash wisely to buy and consume local, diverse, and nutritious diets.
- Act for healthy weight gain during pregnancy.
- Take folic acid (first three months), iron and calcium supplement for 180 days.
- Opt for safe and reliable institutional delivery.
- Start breastfeeding early and continue exclusive breastfeeding for the first 6 months.
- Introduce complementary feeding after completion of 180 days.
- Husbands prioritise purchasing wholesome food for their wife and child.
- Actively monitor, support, and encourage positive maternal health practices.
- Avoid junk food and promote healthy infant feeding habits at home.



2

Secondary



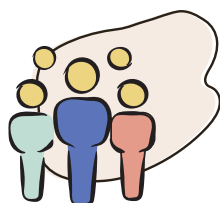
Mothers-in-law and other members of the family

- Motivate son to actively care for his wife and child.
- Ensure daughter-in-law receives a nutritious diet and proper care.
- Say no to pre-lacteal feeds and support early breastfeeding.
- Supports the daughter-in-law in practicing exclusive breastfeeding for first six months.
- Initiate nutrient-dense complementary foods at the right time (6 months).



3

Tertiary



Community

- Discuss traditional practices with doctors or health workers to learn how safe they are for your family's health.
- Be a role model for other families by practicing and promoting healthy behaviours.



ANM Training Module



HRP Tool for Counselling



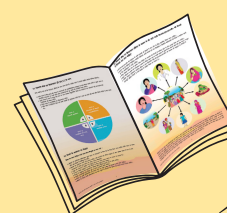
AWW Margdarshika



Poshan Card



Leaflets



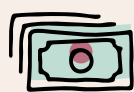
PLA Meeting Tools



AV Modules

Programme Reach

State-wide



3,000,000
women received
cash benefit

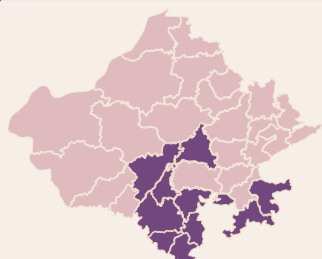


**65,000 AWW and
16,500 ANMs**
trained to impact nutrition
counselling



910,000
men reached
via digital media
campaigns

Across 10 districts



11,700
ASHA Sahyoginis
trained



169,508
community meetings
conducted

Across 5 focus districts



638,736
households reached



490,460 pregnant
women monitored



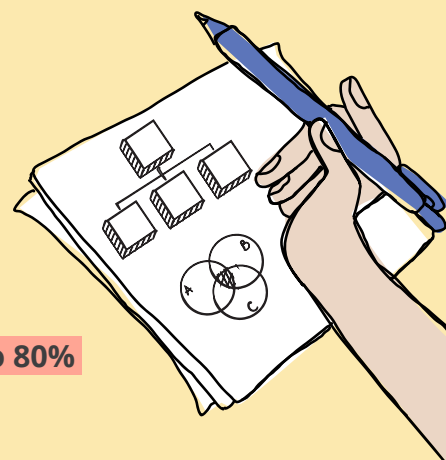
474,537 children under
3 years of age monitored



409,448 births
digitally weighed

Impact between 2022 and 2025

- Use of cash for food increased from **32% to 89%**
- Percentage of women gaining gestational weight of over 6 kgs increased from **25% to 63%**
- **35% reduction** in prevalent myths and taboos surrounding maternal nutrition
- Significant improvement in maternal nutrition awareness:
 - Women: **61% to 83%**
 - Men: **18% to 62%**
 - Frontline workers (FLWs): **71% to 85%**
- Enhanced maternal and child health practices:
 - Women consuming 5+ food groups increased from **32% to 80%**
 - Exclusive breastfeeding rates rose from **46% to 71%**
 - Children eating diverse diets grew from **20% to 68%**



This document is part of a knowledge series produced by RajPusht. RajPusht is seven-year collaborative programme of the Government of Rajasthan and the Children's Investment Fund Foundation (CIFF), implemented by IPE Global. It aims to accelerate reduction in low birthweight and wasting among children up to 2 years. It combines conditional cash transfer with a context-specific Social Behaviour Change (SBC) strategy using technology to motivate mothers to eat more and eat healthy.