



Learning Note 1

Home-Based Counselling - Empowering Over 600,000 Mothers in Rajasthan's Most Vulnerable Communities

**Platform**

Home-Based Counselling

**Location**

Households

**Actor**

Community Mobilisers + Anganwadi Workers

**Audience**

Pregnant Women, Mothers-In-Law, Husbands

**Tools Used**

Mobile App; Recipe Booklet for Infant and Young Child Feeding; Poshan Card; Nutrition Risk Assessment Tool; Other Job Aids

RajPusht's home-based counselling has significantly improved maternal and child health in five districts of Rajasthan. Nearly 600,000 expecting and new mothers are now empowered with essential knowledge about health and nutrition through trained community mobilisers and Anganwadi Workers (AWW) using innovative tools and approaches shared in this learning note.

Building Strong Foundations: Deepening Capacity for Lasting Impact

RajPusht's home-based counselling initiative has reached over 600,000 pregnant and lactating women and children in Rajasthan's tribal and vulnerable communities with evidence-based, culturally relevant health and nutrition advice.

The programme is delivered by 220 trained community mobilisers and AWWs. The counselling takes a holistic approach by engaging not only with pregnant and lactating women but also with mothers-in-law and husbands to promote informed decision-making regarding maternal and child nutrition.

Nutritionally high-risk women receive tailored support, including recipe booklets, nutrition risk

assessments, and birth preparedness plans. These tools help identify at-risk households early and empower families to take timely and informed actions.

This interpersonal, family-centred model is central to RajPusht's Social and Behaviour Change (SBC) Strategy. **By building trust and addressing malnutrition at its roots, the programme fosters sustainable improvements in nutrition and health outcomes.** It also empowers communities to adopt better practices for maternal and child well-being.



Enhancing Home-Based Counselling Led by AWWs

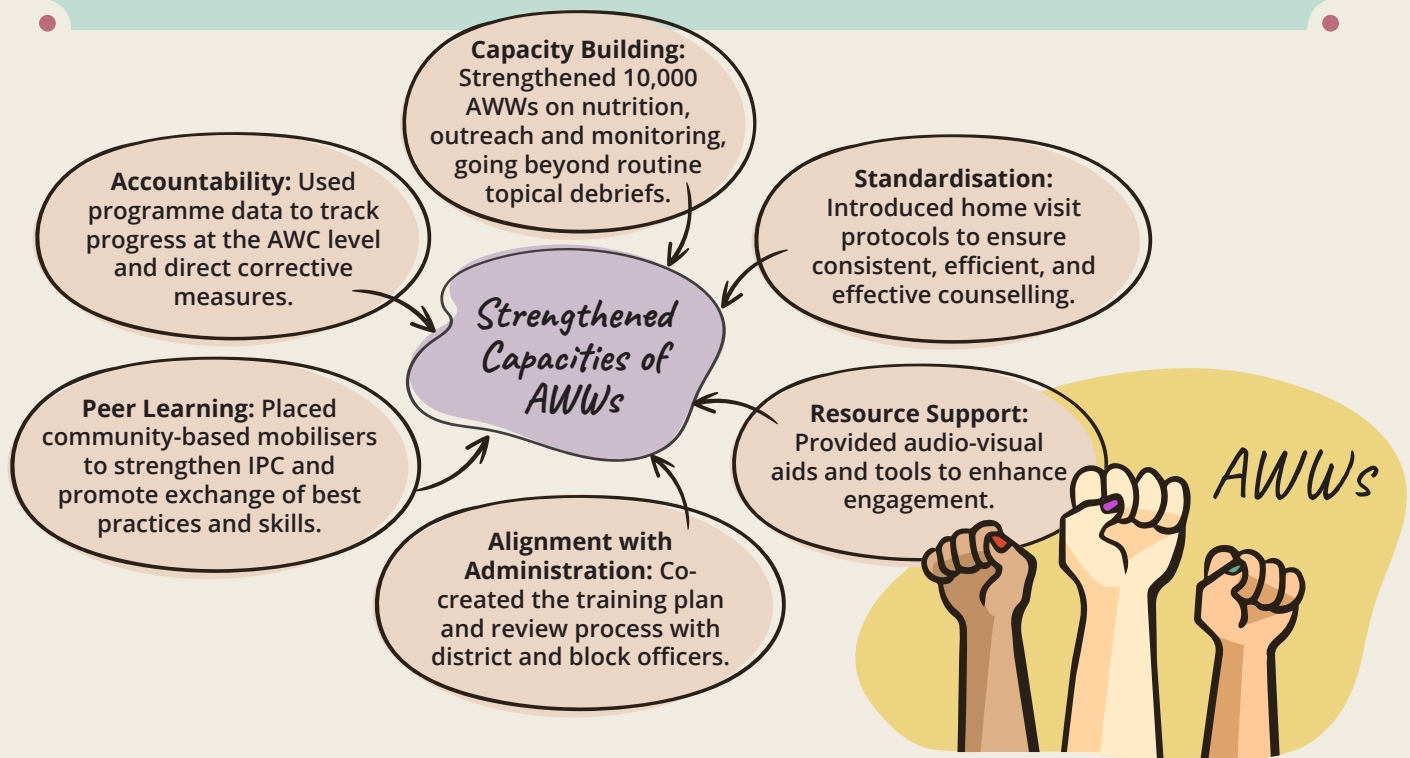
RajPusht strengthened the skills of AWWs through classroom training sessions and temporary peer support through community mobilisers placed by the programme. This encompassed interpersonal counselling skills, nutrition education, social mobilisation, and behaviour change communication.

The AWW Orientation Package employs a demonstration-based approach, featuring video capsules for each component designed to help AWWs use contextualised learning collaterals and tools. **A digitised Learning Management System** ensures that all training is standardised and meets high-quality standards.

BUILDING CAPACITY THROUGH COLLABORATION

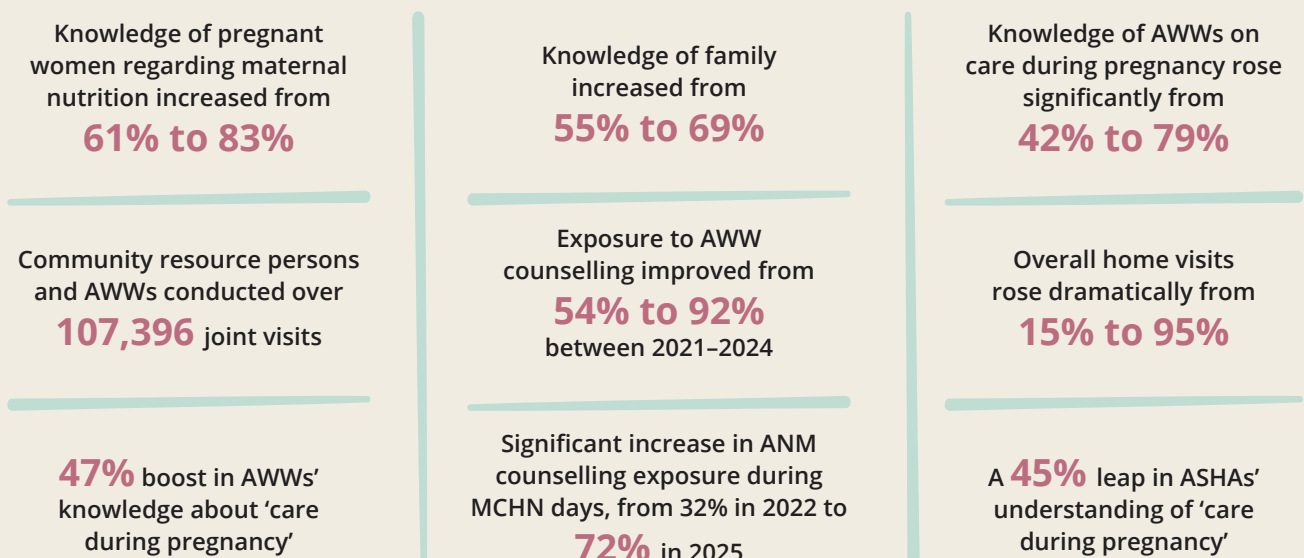
Joint home visits conducted by community mobilisers and Anganwadi Workers facilitated skill transfer and confidence through hands-on mentoring. The use of structured tools and standardised guidelines enhanced the quality of counselling and provided tailored guidance.

To maintain progress, RajPusht promoted accountability, peer learning, and supportive supervision within the Integrated Child Development Services (ICDS) system, reinforcing home counselling as a key component of maternal and child health.



Moving the Needle: Impact (2022 – 2025) >>>

RajPusht's targeted approach has resulted in significant improvements in health awareness and service delivery. **Evidence of enhanced knowledge and practices** can be seen through routine programme monitoring data and cross-sectional studies.



Discovering New Ways to Empower Households and Service Providers



Empowering households and frontline workers requires strategies and comprehensive solutions. RajPusht's experiences highlight key elements that contributed to its success.



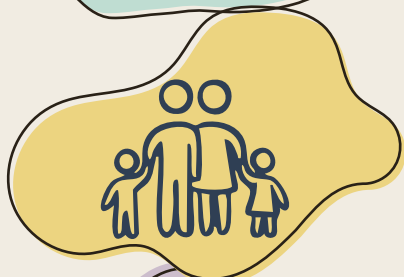
Tailored Counselling at Every Stage:

Inclusive and targeted counselling, adapted to various stages of pregnancy and child development, actively engaged families in addressing malnutrition. This approach fostered **trust, collaboration, and sustainable improvements** in maternal and child health outcomes.



Building the Capacity of AWWs Through Training and Supportive Supervision:

AWWs received thorough training and ongoing supportive supervision, leading to a **37% increase in their knowledge of nutrition**. This enhanced their credibility and effectiveness as trusted health advocates.



Innovative Tools for Family Engagement:

Recipe booklets, Poshan cards, nutritional risk assessment protocol, and videos and interactive tools provided families with practical, actionable guidance. These **tools and videos ensured consistent, impactful, and easy-to-implement counselling**.



Enhanced Collaboration and Monitoring:

Conducting joint home visits with community mobilisers facilitated hands-on skill transfer. Digitising monitoring through the **Poshan Tracker¹ increased recorded visits from 15% in 2022 to 95% in 2025**, improving accountability and enabling data-driven interventions.

RajPusht's multi-faceted approach illustrates the power of community-led, family-focused interventions in tackling malnutrition, fostering empowerment, and ensuring long-term improvements in health outcomes.

Institutional capacity building efforts

RajPusht's focussed efforts on institutional capacity building have laid the groundwork for lasting impact. The 21-day orientation programme for Anganwadi Workers (AWWs), enriched with engaging audio-visual modules, ensures standardised, and effective knowledge transfer. With its integration into the comprehensive technical training calendar of the ICDS Department, the programme not only standardises learning but also promotes long-term ownership and scalability. These efforts strengthen frontline capabilities and create a ripple effect, enabling better-informed counselling, stronger community engagement, and improved maternal and child nutrition outcomes across Rajasthan.

¹ Poshan Tracker is a mobile-based application deployed by the Government of India for dynamic identification of stunting, wasting and underweight prevalence among children and last-mile tracking of nutrition service delivery.