



## For Mother and Child

Cash transfers have begun under Indira Gandhi Matritva Poshan Yojana (IGMPY), the Government of Rajasthan's Direct Benefit Transfer scheme for second-time mothers. The first payment of ₹1,000 was credited to Reena Kumari, 26, a pregnant woman and resident of Baran Ward-16, on 16 June.

"The Anganwadi Worker had informed me about the scheme," says Reena. "I am pleased to receive the first instalment of the cash transfer. I plan to use it to buy food."

Under IGMPY, second-time mothers receive ₹6,000 in five instalments. Social and Behaviour Change Communication under the scheme creates an enabling environment for mothers to use the money to fulfill their nutritional needs. In its first phase, IGMPY is operational in Baran, Banswara, Dungarpur, Pratapgarh and Udaipur districts.

The scheme is paperless—beneficiaries do not have to fill any forms to register. Second-time mothers are automatically enrolled from the State's Pregnancy and Child Tracking System (PCTS), after which Lady Supervisors verify their details in coordination with Anganwadi Workers. To avail cash transfers, beneficiaries need to have a Jan-Aadhaar card linked to their bank account. The money is directly



Reena Kumari, the first beneficiary to receive an IGMPY Installment

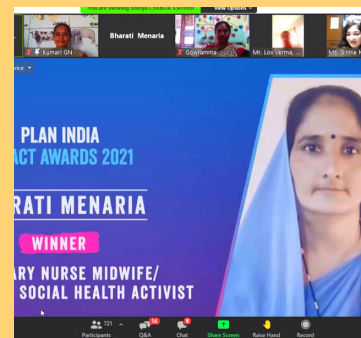
credited to their account. Harishankar Nuwad, Deputy Director, ICDS, Baran District, says, "Despite the lockdown, we verified beneficiaries and resolved technical issues with the support of IPE Global. Now that cash transfers have begun, our hard work has paid off. Baran District's Kishanganj and Shahabad tehsils have a large population of Sahariya tribals. Many children are malnourished. This scheme will help them."

While Pradhan Mantri Matru Vandana Yojana (PMMVY) provides cash transfers to first-time mothers across India, Rajasthan has gone a step further with IGMPY by providing cash transfers to second-time mothers. By ensuring proper nutrition, the scheme will be instrumental in reducing low birth weight and wasting among children.

## In This Issue

- 1 How communities can fight against COVID-19
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- 4 ANM Durga Meena's catchy counselling techniques

## In the news



ASHA Bharti Menaria of Seriya Village, Udaipur, received the 4th Plan India Impact Awards. We nominated her for her exemplary COVID-19 relief efforts

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### Women 'Poshan Champions' tackle malnutrition while puncturing patriarchy

The female foot soldiers of a nutrition project in Dungarpur, Rajasthan, are finding autonomy, mobility and financial security while helping mothers raise healthy children

Story on RajPusht's women Poshan Champions in [Gaon Connection](#)



चौतरी। वजन मशीन गेट करते हुए भगवान।

चौतरी। आईपीई ग्लोबल लिमिटेड से राज पुष्ट परियोजना के माध्यम से महिला एवं बाल विकास विभाग की योजना प्रयोजनशील मातृ वंदना एवं इंदिरा गांधी मातृत्व योजना में तकनीकी सहायता प्रदान की जा रही है। इसके तहत गर्भवती महिलाओं और नवजात शिशु के वजन लेने से जो

Jaykumar Pandya, a resident of Chitri, Dungarpur, supported an Anganwadi Centre by donating two weighing machines. RajPusht is facilitating such initiatives to promote community engagement in health and nutrition.

# 'We Need to Decentralise Healthcare and Involve Communities'



*Chhaya Pachauli  
Director, Prayas*

Development Solutions and Institute of Development Studies, Jaipur, recently organised a consultation webinar in partnership with RajPusht. They discussed strategic policy adaptations to mitigate COVID-19's impact on maternal and childcare services in Rajasthan. The webinar saw over 100 participants from national and international civil society organisations and development agencies.

**Chhaya Pachauli**, Director, Prayas, who has extensive experience in the domain of public health was one of the webinar panellists. In a conversation with the RajPushtika team, she shares her insights on how we can mitigate COVID-19's impact on maternal and childcare services in Rajasthan.

**During the webinar, you mentioned that maternal and childcare services on MCHN Days should not be suspended. What are the alternatives to provide such services during lockdowns?**

Essential maternal and childcare services that are delivered through outreach mechanisms such as MCHN Days are crucial to ensure continued care and prevent maternal and child morbidity and mortality. These services should not be suspended unless there is no other way out. Through both the first and second COVID-19 waves, we have observed that the infection's prevalence has never been the same across states and districts or even among villages. Suspending any essential service universally can have drastic consequences in both the short and long run.

Instead of a blanket suspension of services, we should deliver these in a modified manner with all precautions. For example, rather than mobilising women and children at once on MCHN Day, which often leads to crowding, we can call them in small batches, draw circles for social distancing, etc. Delivering services door-to-door is also an option. However, when we adopt these alternate modes of service delivery, healthcare workers must be thoroughly oriented regarding safety protocols.



Vasudha Chakravarthy of Development Solutions talks about challenges in service delivery during the pandemic



## Riddle Me This

Time to put on your thinking hats!



Winners of this quiz will be featured in the next edition of RajPushtika. **WhatsApp** the right answers to Saket Subh at **9905186551**

**Q1. If the haemoglobin of a pregnant women is 10, how many iron tablets must she have?**

1. Weekly 1 tablet
2. Daily 1 tablet
3. Daily 2 tablet
4. None of the above

**Q2. If the MUAC reading of a child is 12.8 cm, what is her nutritional status?**

1. Normal
2. Severe Acute Malnutrition
3. Moderate Acute malnutrition
4. None of the above

**Q3. If a child has diarrhoea, for how many days should one give him zinc tablets?**

1. 20
2. 15
3. 14
4. 8

**Q4. Tea prevents the absorption of which mineral in our body?**

1. Iron
2. Sodium
3. Potassium
4. Calcium

**Bonus Question for RajPusht POSHAN Champions**

**What do you understand by the pink star icon on the PC App?**

1. Saved locally
2. PCTS not entered
3. Jan-Aadhaar not entered
4. Duplicate PCTS



## How can Village Health, Sanitation and Nutrition Committees (VHSNC) contribute to the pandemic response?

The second wave has put focus on the need to decentralise healthcare planning and involve communities. The challenges we have been facing at the grassroots—myths and misconceptions, reluctance to get tested due to fear of isolation wards, vaccine hesitancy, etc.—require solutions that are locally conceptualised, context-specific and align with people's perceptions. VHSNCs, if active, can address many of these challenges and ensure effective pandemic management.

## You had mentioned that due to the lack of quality data, one cannot assess the situation on the ground. Since policy interventions need evidence, can you suggest ways in which governments can strengthen data collection and quality check mechanisms?

Inconsistency in data received from the ground is partly because of undue pressure on frontline workers to meet stipulated targets. This may push them to over- or underreport figures due to the fear penalties for not delivering. If this pressure is eliminated, we could get more credible data.

Social audits should be made a routine activity to check where the data quality is compromised. We should then identify the issues leading to poor data collection and address them.

## During the pandemic, there have been reports of frontline workers facing hostility from the communities they serve in many parts of the country.

### How can governments address this?

This is related to the lack of trust in public healthcare services and functionaries. It is difficult to address overnight, but sustained efforts to strengthen services, especially at the primary level, can help. Increasing community engagement in planning and delivery of healthcare services and regularly seeking feedback from them is also important. We need to create active forums at the village, block and district levels for health functionaries and community members to interact with each other and clear out discontents. Health functionaries must be trained in social determinants of health to help them counter challenges empathetically. Currently, their training is largely clinical and undermines the role of social factors that impact health and healthcare-seeking behaviour.



MCHN Day services in Dungarpur District during the pandemic



Meeting on IGMPY verification process with Lady Supervisors and BPM Harish Chand Katore, Dhariyawad, Pratapgarh



Monthly review of RajPusht's Poshan Champions with CSO partner PEDO Mada in Dungarpur



BPM Akash Meena counsels men about IGMPY's provisions and required documents at Jeet ka Tapra Anaganwadi Centre, Baran District



मेकित बाल विकास परियोजना के माध्यम से संचालित इंदिरा गांधी न केकर गोरधनपुरा आंगनवाड़ी केंद्र पर शिक्षण कार्यशाला का आयोजन

IGMPY orientation workshop organised at Gordhanpura AWC, Baran District by BPM Om Prakash

## HEADLINES

# N for Nutrition

Smt Durga Meena, Auxiliary Nurse Midwife, Sub Health Centre Saleda, Bhinder Block, Udaipur, has put her impeccable interpersonal skills to action and developed catchy mnemonics and rhymes related to nutrition. Early on, she realised that it is important to creatively reiterate messages to drive them home. With each iteration, the young mothers she counsels are more likely to recall and adopt the suggested nutrition and health-seeking practices.



## Key Messages during Pregnancy (गर्भावस्था)



ग - गुड़ चना मूंगफली (अतिरिक्त आहार)  
र्भा - भरपेट भोजन (दिन में तीन बार)  
व - वजन की निगरानी (प्रतिमाह आंगनवाड़ी पर वजन करावे)  
स् - सुबह-शाम आयरन कैल्शियम की गोलियाँ खाएँ  
था - थकान मिटाने और नींद पूरी करने के लिए दिन में आराम करें

Have some jaggery and roasted black chickpeas (healthy snacking)  
Eat well (thrice a day)  
Keep an eye on your weight (visit the Anganwadi center every month for monitoring)  
Eat iron and calcium tablets in the morning and at night.  
Remove tiredness by taking rest during the day

## Weight Gain during Pregnancy



गर्भावस्था का समय - 9 माह  
9 बजे घड़ी के काँटों की स्थिति - एक 9 पर एक 12 पर (घड़ी पेपर पर बना कर समझाती हैं)  
गर्भावस्था में महिला का वजन 9 से 12 kg बढ़ना चाहिए

A pregnancy lasts for 9 months. Look at the clock at 9 o'clock. The hour's and minute's hand are at 9 and 12 respectively. Therefore, during pregnancy, you need to gain between 9 - 12 kg.

## Importance of Weight Gain



वजन नियमित रूप से बढ़ियों तो समझो बच्चो है पेट में स्वस्थ दिल दिमाग रो विकास वी रियो, और आगे भी रेवेगा मस्त

If you are gaining weight regularly, then the child in your womb is healthy.  
Her heart and brain are growing; she will be active life long.

## Attend PMSMA Day Clinics



9 महीने तक अपने स्वास्थ्य रो ध्यान राखणो हैं  
9 तारीख ने अपने नजदीकी अस्पताल जरूर पधारणों हैं

For 9 months, you must take care of yourself. And on the 9th of every month, go to the nearest health centre for doctor's advice.

## Eat IFA & Calcium Pills



सही वजन सु जन्मे बच्चो, नहीं होवे कोई कलेश  
रोगो से खुद ही लड़ लेगो, टीकाकरण करवा दीयों विशेष

When the child is born with the right weight, then there will be no trouble.  
She will have strong immunity, but pay heed to her timely immunization.

जागता लीजो कैल्शियम  
सुवा से पहले आयरन  
बच्चा की हड्डिया मजबूत होती  
नहीं बजे खून की कमी का सायरन

When you wake up, have calcium.  
Before you sleep, have iron.  
This will make the child's bones strong  
And will not face an Anemia Alarm

अपने बच्चा री हड्डिया मजबूत और आपरी BP करें कण्ट्रोल  
वणी गोली रो नाम, कैल्शियम तू बोल

Make your child bones strong and get your BP in control.  
That is the magic of calcium

## Ideal Weight of Newborn



गर्भावस्था में महिला का वजन 9 से 12 kg बढ़ना चाहिए। बच्चे का वजन  $12 - 9 = 3$  किलोग्राम का शिशु

A woman should gain 9 to 12 kg during her pregnancy. Her child should weigh  $12 - 9 = 3$  kg infant.