



YEAR END EDITION



welcome



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Nathi Devi's Nutri Gardens initiative helps maternal nutrition



Rajendra Sriwas,
Block Program Manager,
Dhariyawad, Pratapgarh

Fifty-year-old Nathi Devi is an Anganwadi Worker (AWW) of Godaila Phala of Dhariyawad block in Pratapgarh district. Affected by polio since birth, with the help of a support stick Nathi goes about her life and has been setting up a functional Anganwadi Centre (AWC) in the village.

Thirteen years ago, when she began working as an AWW, there was no AWC and villagers were unaware of its very existence in the village. This was largely because the AWC was at the far end of the district. Finding her way to each beneficiaries' house Nathi Devi explained the services that the Anganwadi provides. Through her consistent efforts, she built trust within society and eventually families started sending their children to the AWC, and pregnant women started registering for services.

There were several challenges that Nathi faced as her mini AWC was housed in the panchayat building. The village population has long outgrown the status of the mini AWC and due to a lack of proper infrastructure, she is forced to feed children hot cooked meal around the panchayat building – sometimes on the roadside too.

Always working on new initiatives, after she learned about the importance of nutri gardens during a training and she implemented the idea at the AWC. However, due to lack of water and her personal challenges she could not maintain the garden. She tried two to three times but failed repeatedly. Finally, she decided to cultivate the nutri garden at her household. She also started spreading the message of its benefits to pregnant women that she was meeting.

During counselling sessions Nathi informs women about harmful pesticides that are used to grow vegetables and encourages them to use any extra land that they have, to set up a Nutri Garden. "Cultivate your own vegetables and eat them fresh. Just one bucket of water is required every day to sustain your small garden," she gently explains to a pregnant Mamta.

During Gram Sabhas too she speaks about the benefits of Nutri Gardens and even requested the sarpanch to help provide free vegetable seeds to pregnant women to begin this initiative.

Poshan Champion Ravinath adds that Nathi Devi convinced about 12-14 women like Mamta, Shampa, Bhavana to cultivate vegetables such as - carrots, spinach, tomatoes, egg plant, fenugreek, and coriander in such nutri gardens.

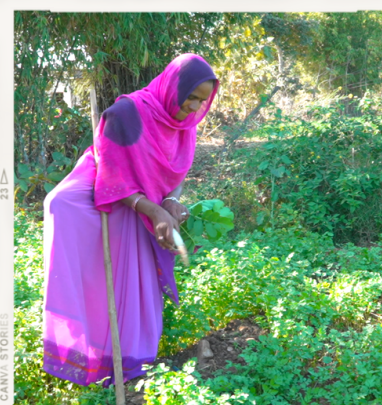
Sneak-Peek



Polio affected Nathi Devi AWW of Godaila Phala Anganwadi Centre, in Pratapgarh district makes her way around the village.



AWW Nathi Devi counselling a pregnant woman Mamata about the need to ensure diet diversification.



AWW Nathi Devi takes out a fresh radish from her nutri garden.

The vegetables were consumed by the pregnant women and their families, who welcomed the idea of Nutri Garden positively, as they believed that the vegetables from the market were costly. As farmers, while they rely on three harvests of commercial crops in a year, dedicating a small portion to such vegetables was not only providing nutrition to the family but was proving to be economical. They felt that the maintenance costs too were minimal.

Sambalpur's 'Sambal,' ASHA Lalita



Gajinder Kalia
Lead Manager Visualization,
RajPusht

In 2009, Lalita Ojha ASHA Sahyogini of a remote village Sambalpur in Baran district of Rajasthan faced one of the most difficult situations of her life. While she was at work attending to a complicated childbirth at the district hospital, Baran, her four-year-old daughter met with an accident. As Lalita stayed with the woman in labour, her daughter was rushed to the Primary Health Center in a seriously injured condition. Unfortunately, she could not be saved

When Lalita received the shattering news over a phone call, her reply revealed her deep devotion to her duty and this has since become an inspiration to many. Lalita accepted the news that her daughter was no more in this world, saying "But I could not leave a woman fighting for life and death while giving birth to her child."

Going back to 2004, when Lalita began work, she admits she had to face many problems in the Saharia tribe-dominated area. Through her continuous interaction with the villagers, she established her acceptance in the community. Along with that, her warm and friendly personality soon had all the women in the village consulting her to solve their problems.

She considers the entire village as her family and everyone's sorrows as her own, and her empathy extends beyond her defined work too. Dr. Mahaveer Nagar, Medical Officer in-charge of Fatehpur PHC speaks about Lalita being quick to take decisions as he witnessed her deal with an accident.

He says, when she noticed that instead of taking the injured to the hospital, people were recording videos on their mobiles, "Lalita took the matter into her own hands and admitted the injured to the district hospital."

Nathi's perseverance, her motivation to ensure the delivery of arduous tasks all the time while balancing herself physically, has touched each household in her village. Her intervention to motivate women to set up the Nutri gardens has resulted in these women gaining 10-12 kilograms during pregnancy. Thus, ensuring the birth of a healthy 'champion'



Meet Aslee Bahubali ASHA Lalita Ojha



Beneficiary Kali Bai says, "When I had labour pains at night, I told my mother-in-law, she did not listen to me. Then my husband called ASHA *behen ji* who immediately reached my house and called the 108 ambulances. Due to delay in the arrival of the ambulance, I delivered the baby before boarding the ambulance."

Kali Bai further adds that "ASHA sister then took me to the hospital in an ambulance. She got the infant weighed and vaccinated. I don't know what would have happened to me if the ASHA had not been there!"

Besides her duties as an ASHA, Lalita who is 39 years old and whose husband works as a daily labourer, also works to remove social misconceptions too. Lalita says, she had seen two-three young children whose family members used to send them to graze buffaloes and work in the fields. When she talked to the families and got the local teacher also to counsel the family members, the children began studying in school.



Lalita Ojha ASHA Sahyogini of a remote village Sambalpur in Baran district of Rajasthan counselling a young mother

In her village Sambalpur, girls get married early. Lalita met family members of young girls to advocate to delay marriage, but they did not agree. She then approached the sarpanch, police and the PHC and stopped two child marriages with the help of the local doctor. "Today those girls thank me, saying that I saved their future by not allowing them to get married at a young age. They are also aware that those who got married at a young age are physically weak today," says Lalita.

Health workers like Lalita play an important role in community change and become a source of inspiration for others. Her efforts in the field will improve health and nutrition of mothers and children, and she will also continue to inspire other workers.

Counselling brings together 'Saas-Bahu'



*Jagdish Chandra Prajapat,
Block Program Manager,
Galiyakot, Dungarpur*

Asha is a graduate married to Naresh Damor in Gada Medtiya village of Galiyakot block in Dungarpur district. After a year of marriage, Asha was pregnant. However, she did not know how to take care of herself during her pregnancy and importantly she did not know what to eat. Due to the cultural milieu in which she was raised she was also hesitant, to talk to her mother-in-law and seek her advice.

Poshan Champion (PC) Raveena Baria came to know about Asha's pregnancy while she was counselling other women in the village. Raveena visited Asha's home and registered her in the PC application and counselled her for the first time.

Following this, the ASHA of the village was contacted, and Asha was registered at the Anganwadi. Through home counselling, she was told about the importance of dietary diversity and provided information about essential care during pregnancy. She was also told about the facilities available in the Anganwadi and under the Pradhan Mantri Matru Vandana Yojana (PMMVY).

While Poshan Champion Raveena's counselling bridged the gap between Asha and her mother-in-law with regards to a first pregnancy there was another advantage for Asha.



*Asha Damor
with her
healthy child*

Her illiterate mother-in-law Kamala Devi would listen to each counselling session carefully and gradually began taking complete care of her daughter-in-law. She started by giving her milk and additional meals for her optimal weight increase during pregnancy.

Understanding the importance of nourishment she even grew vegetables in her yard for her daughter-in-law. She motivated Asha to eat green vegetables, fruits, pulses etc. during the pregnancy. Apart from this, they both also took measures to protect themselves from mosquitoes and other diseases.

According to Poshan Champion Raveena, through the continued counselling during Asha's pregnancy, the efforts of her mother-in-law to grow vegetables at her home and motivating her to eat green leafy vegetables, pulses and fruits as meals in a day Asha gained enough weight during pregnancy.

Asha's mother-in-law also got her to deliver the baby at a government hospital and Asha gave birth to a healthy baby girl weighing 2.5 kilograms.

Asha Damor is now taking good care of her child. Her mother-in-law has brought a mosquito net for the child and always keeps her covered so that mosquitoes do not bite her. The family members are also very happy that a healthy baby girl has been born in their family.

Asha has so far received two instalments of PMMVY, which she is using to buy nutritious food and dairy products.

Asha's mother-in-law repeatedly consults the Poshan Champion over phone and is taking care of the child. She thanks RajPusht project and Poshan Champion for the advice that was provided and the blessing of beautiful and healthy girl child.



(Left) Poshan Champion Raveena Baria measures the length of Asha's daughter. (Right) Asha and her mother in law Kamala Devi.



Poshan Samuh: A hotline to last mile households



Rohit Aggarwal,
Communication Specialist,
RajPusht

Every social change story finds momentum almost as soon as behaviour change interventions are introduced. The RajPusht project encompasses a 360-degree approach to Social Behaviour Change Communication (SBCC) for Improved Maternal and Child Nutrition outcomes among tribal women of Rajasthan. It includes targeted messaging to beneficiaries, their family and community members through home-based interpersonal counselling, community-level engagements and digital communication.

Given the massive expansion of social media networks, digital media campaigns were also taken up by the project. Increased media-based content consumption offers an effective channel for messaging for impact. Compared with other interventions, digital media promises efficient outreach, uninterrupted communication, and good recall. However, the project found that not all social media platforms such as Facebook, YouTube, Instagram, Moj and MX Takatak were being used in tribal Rajasthan, thus restricting the scope of individual outreach through a digital campaign. Also, those using these platforms prioritise entertainment over nutrition messaging.



A two day RajPusht Strategic Meet was conducted with state and district team in Pushkar, Rajasthan



A joint visit by SDM Gaurav Mittal, BPM Akash Meena & BPM Bhupendra Shakyawal at AWC Brahmapura, Kishanganj, Baran



VHSNC PLA training at CHC Dungra, Banswara



BPM Pavan Mali informing AWW about PMMVY during a sector meeting, Lasadiya, Udaipur.



PC Arti Tailor informing about Jan-Aadhar mapping for IGMPY benefits, Pratapgarh

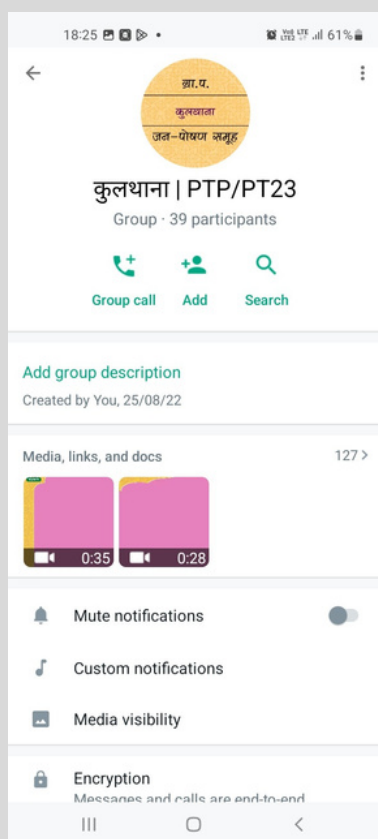
While the conventional method of home-based counselling is an effective mode of communication and has good recall, it is labour-intensive especially for remote and rugged terrains.

In this backdrop WhatsApp has evolved as the most used digital platform that has deeper penetration across the social spectrum. Leveraging the reach of WhatsApp, an innovative Network of WhatsApp (NOW) groups was envisaged as an effective and focused channel for Maternal and Infant Young Child Feeding Nutrition (MIYCN) communication for the remotest households. Approximately 2,000 WhatsApp groups, named Poshan Samuh, were formed at the Gram Panchayat level across five project districts.

NOW houses beneficiaries (or representatives), such as frontline workers, PRI members and other local influencers. A bouquet of digital content such as Aslee Bahubali success stories, Kya Aap Jante Hai? reels, the myth buster

comic Gauri ke Kalu ke Chashma, and other creative content is circulated daily in the network by Poshan Champions. Members further spread the content through 'WhatsApp Forwards' and 'WhatsApp Statuses'. This ensures uninterrupted messaging; community-level outreach and connection; and hence, a better recall.

It has become the perfect medium to share targeted messages without interruptions. This medium has created a sustainable network that allows for the sustained mobilisation of community members through integration with home-based counsellings, Participatory Learning and Action led VHSNC meetings and MCHN days. With close to 25,000 members, the network holds the potential to onboard five lakh households. Moreover, with FLWs becoming group admins and taking ownership of these Poshan Samuh, the vision of a community-led nutrition narrative can be realised.



Screenshot of Kulthan Gram Panchayat's Poshan Samuh



Digital content shared with the Poshan Samuh



Counselling by PC Vishal during Godh Bharai community event at AWC Ninor 1, Arnod, Pratapgarh



Counselling given by PC Dhuleshwar to beneficiary and her family members, Anandpuri, Banswara



BPM Omprakash Sharma helping Lady Supervisor with Rajposhan Portal, Sagwara, Dungarpur



Child MUAC taken by PC Kailash Meena, Suhagpura, Pipalkhunt, Pratapgarh



Child's length measurement by PC Suresh Meena, Girwa, Udaipur

RajPusht Glimpses Jan-Dec 2022



IGMPY Scale-up launch in 28 district of Rajasthan



DWM Installed in Baran



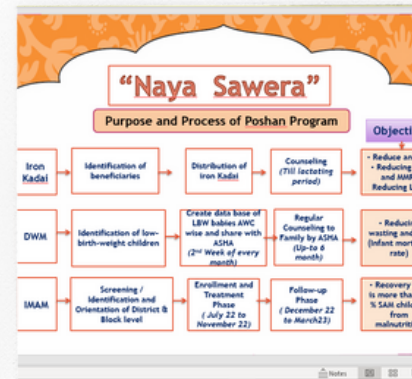
Dietary Diversity Study in Baran & Pratapgarh



Aslee Bahubai Episodes - Season 1



CIFF's Annual visit in Pratapgarh



DWM, Naya Saveria Innovation, Baran



Joint AWW and PC visits



PC Refresher Training



Do You Know? Reel



Gauri Ke Kalu ka Chashma



IGMPY receives Silver SKOCH Award in E-Governance Category



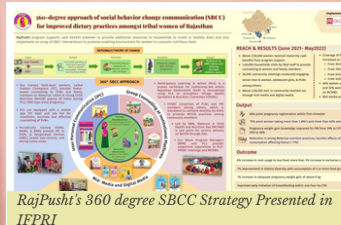
More than 45000 PLA-led VHSNC Meeting



Conducted 5508 PLA led community meeting



RajPusht presentation in 7th International GPH, Bali, Indonesia



RajPusht's 360 degree SBCC Strategy Presented in IFPRI



IYCF Training to staff nurses

HIGHLIGHTS OF RAJPUSHT IN 2022

Baran now has Digital Weighing Machines (DWM) for accurate birth weight



JANUARY 2022

FEBRUARY 2022



IPC and household counselling strengthened

Skit based innovative refresher training for 215 Poshan Champions



MARCH 2022

APRIL 2022



DWM selected as Naya Savera Innovation by Baran district administration

Annual commitment of USD \$ 350,000 approved by NHM for PLA led VHSNCs in five districts



MAY 2022

JUNE 2022



Capacity of 115 staff nurses built on IYCF Practices

High level CIFF delegation appraises Rajpusht work in Pratapggarh



JULY 2022

AUGUST 2022



IGMPY scaled-up across 28 districts in Rajasthan

Joint visits made by Poshan Champions and AWWs in 5 Rajpusht Districts



SEPTEMBER 2022

OCTOBER 2022



GPH & IFPRI Presentation; Dietary Diversity Qualitative Study; NOW launch; Audio Visual Module launch

Rajpusht 360° SBCC strategy presented at IFPRI conference AV Counselling Module launched



NOVEMBER 2022

DECEMBER 2022



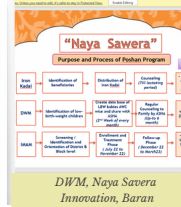
IGMPY awarded SKOCH silver medal for e-Governance



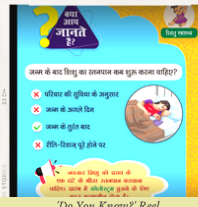
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