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What do people think of Bahubali?

Who's the Real Bahubali?



In the long shadow cast by the pandemic, communication was geared towards the mitigation of COVID-19. There is, however, a risk of core messaging on nutrition getting sidelined in mainstream media channels. RajPusht engaged with Kaboom Social Ventures Pvt Limited to create an innovative digital media campaign targeted to Banswara, Baran, Dungarpur, Pratapgarh and Udaipur. Insights from these districts informed us about the varied nature of smartphone usage in our target areas. We saw that mostly men owned smartphones and were avid consumers of short video content. The preferred applications were Facebook, WhatsApp, and YouTube. Among regional apps, preference was for MX TakaTak and Moj.

Incredibly, Bahubali, a Telugu movie dubbed in Hindi and aired during matinee hours on movie channels, emerged as a major hook for men between 18-44. While the movie Bahubali is a man with a six-pack, scattering his enemies with the power of his fist, we reimagined him as someone who is not a very "manly" man. Our Bahubali is a simple guy who loves and respects his fiery wife and takes good care of his family's nutritional needs.

In March, we began with a test campaign, followed by a COVID-19 and nutrition awareness campaign in July. The campaign's finale is a four-part web series, airing on Facebook, YouTube, MX TakaTak and Moj. The web series explores the theme of shared responsibility in households.



"A muscular man is a real Bahubali"



"He who's stylish is a real Bahubali"



TUNE IN ON!



19 SEPT 2021 KAUN HAI ASLI BAHUBALI? (WHO'S THE REAL BAHUBALI?)

25 SEPT 2021 DASTAVEZ KA KHEL (THE GAME OF FORMS)

03 OCT 2021 BAHUBALI KE SANG KHAZAANE KI KHOJ (FINDING TREASURE WITH BAHUBALI)

10 OCT 2021 BAHUBALI HAI NA! (WORRY NOT, BAHUBALI'S HERE)

What is the AMMA Programme?

Dr Priscilla Blesson, Nutrition
Communication Specialist



Screening of children suffering from severe acute malnutrition (SAM) and moderate acute malnutrition (MAM) is among the four themes of POSHAN Maah 2021. AMMA (Acute Malnutrition Management & Action) is a Government of Rajasthan programme that works on curative and preventive measures to manage malnutrition at the community level. It promotes timely and early identification and treatment of SAM.

AMMA was adopted as an innovative programme under the National Nutrition Mission in 2020-2021.

Malnutrition often starts right from conception. Complications caused by it can be avoided if a pregnant woman receives proper nutrition during gestation, breastfeeds her baby within an hour of birth, exclusively breastfeeds for the first six months, and then graduates to age-appropriate complementary feeding.

But for many children, lack of adequate nutrition during the first 1,000 days can be a missed opportunity that causes irreversible harm to their physical and mental development. This vicious cycle of malnutrition eventually leads to cognitive loss and growth faltering.



An ASHA taking the Mid-upper Arm Circumference (MUAC) reading of a child

Given the intersectional challenges posed by malnutrition and the pandemic, AMMA focuses on timely screening, early identification and home-based treatment of MAM and SAM children.

Under the programme, SAM children (-3 Standard Deviation or MUAC less than 11.5 cm) with complications or failing appetite tests are referred to Malnutrition Treatment Centres (MTC). Parents of MAM or SAM children without complications are counselled to feed them homemade, high-energy food. When a SAM child with complications returns home from the MTC, the family is advised to keep feeding the child high-energy food.

AMMA thus works with the community to manage acute malnutrition and reinforces that homemade food is the best medicine to treat and prevent malnutrition.



BPM Shelendra facilitating a session on IGMPY & PMMV during a sector meeting at PHC Jasela, Dungarpur



Annaprashan Celebration at Bicchwara 2 Anganwadi Centre, Udaipur



Counselling by BPM Rohit Sharma using a wall painting at Jetpura Anganwadi Centre, Udaipur



PC Ashish Ametha monitors the weight of a child at Devpura Banjara Anganwadi Centre, Baran



PMMV Week inaugural activity conducted by LS Rekha Devda, Ghasa Sector, Mavli Block, Udaipur

Raising a Troop against Malnutrition

To ensure community mobilisation and bolster people's participation, every year, September is celebrated as *Rashtriya Poshan Maah* across the country.

This year again, Project RajPusht joined hands with the movement and organised the training of Anganwadi Workers (AWW) under *Indira Gandhi Matritva Poshan Yojana* (IGMPY) on maternal and child nutrition in Banswara, Baran, Dungarpur, Pratapgarh and Udaipur. It was a two-day training on an array of topics such as:

- Importance of the first 1,000 days of life
- Care of pregnant women and lactating mothers
- Immunisation
- Counselling skills
- Hygiene and sanitation
- Information on PMMVY and IGMPY
- Family planning
- Early childhood education
- Importance of Poshan Vatikas

The training was delivered using a custom Anganwadi Workers' "Margdarshika" on Maternal and Child Nutrition developed by RajPusht. The Anganwadi Workers were oriented on various job-aids like posters (on collective responsibility, 5 important messages for pregnant women, nutrition, PMMVY, IGMPY, leaflets (colostrum feeding, exclusive breastfeeding, Poshan Vatikas), a welcome letter from the Chief Minister, and the pregnancy weight tracker.

This training is an endeavour to strengthen community care systems. 8,849 Anganwadi Workers across 5 tribal districts of Rajasthan are now trained on group counselling at MCHN days and encouraging women to utilise maternity benefit schemes for better nutrition.



AMBAPUR, BANSWARA



ARNOD, PRATAPGARH

गर्भवती महिलाओं को मि
द राशि, पोषण पर हुई



ARNOD, PRATAPGARH

गर्भवती होने पर महिलाओं को 6000 रुपये की
योग गर्भवती महिला स्वयं के खान-पान पर करें
ऑफिसर एवं प्रभारी परियोजना अधिकारी बाबूल
बताई गई। कार्यशाला में पर्यवेक्षक नर्मदा कटार

DHARIYAWAD, PRATAPGARH



CHHABRA, BARAN



DUNGARPUR

BARAN



JHONTRI, DUNGARPUR



DUNGARPUR



PATAN, BANSWARA



BARAN



SHAHABAD, BARAN



UDAIPUR



GHASA, UDAIPUR



DUNGARPUR

Baran Shows the Way

In July, Baran stood first in the Transformation of Aspirational District Programme's overall delta rankings and health & nutrition. The rankings measure the incremental progress made by the 112 Aspirational Districts selected by NITI Aayog. Here are some measures the district administration has taken in the field of health and nutrition to improve government services and infrastructure:

Early Registration of Pregnancy

The Health Department analyses records of registration of pregnancy and four Ante-natal Check-ups down to the sub-centre level. A list of the sub-centres where registration of pregnancies or uptake of ANC's are low is collated. The challenges and barriers at the sub-centres with poorer performance are identified in consultation with their respective personnel, and solutions are developed. Wherever required, department personnel liaise with the community for early registration of pregnancy and uptake of ANC's.

Similar sub-centre-level analyses are being done to increase uptake of immunisation and reduce the incidence of anaemia.

Initiatives to Reduce Low Birth Weight

The proportion of low-birth-weight babies in the district hovers around 15%. The administration seeks to reduce this to 7-10% through the following steps:

- Provide nutrition-dense ragi laddoos to pregnant women to ensure proper weight gain during pregnancy and thus, reduce the chance of low birth weight – plan currently in the pipeline
- Promote seasonal, locally available foods and nutri-gardens to ensure the nutrition security of pregnant women. These include crops such as soybean, which are locally produced but not widely eaten in the region.

Digitisation of Delivery Records

The Prasav Watch application digitises all the details of a maternity ward patient—from admission to discharge. By doing away with the need for data entry in multiple registers, it increases the efficiency of labour room staff and improves data accuracy and consistency. It also enables real-time monitoring: in case of any risks, such as high blood pressure, it alerts the healthcare provider, who can accordingly manage the condition. 121 healthcare personnel in the district have been trained to operate the application.

Convergence

The District Convergence Committee constituted under POSHAN Abhiyaan has held multiple meetings in the district to increase coordination between different departments. Convergence between ASHAs, Anganwadi Workers and ANMs is promoted through the AAA platform, thereby enabling them to co-create a village map for better tracking of beneficiaries, correctly record data and learn from each other.

Partnerships with Diverse Organisations

The district administration is working with development partners, such as Project RajPusht, Action Against Hunger, Piramal Foundation, etc., and tapping into CSR funds to better implement initiatives and build frontline workers' capacity. CSR tie-ups not only help the Health Department repair sub-centres but also staff them. A waiting hall is being constructed for the maternity and child health ward of the Baran District Hospital through a CSR partnership with MMTC Limited.


Ensuring Maternal Cash Transfers

As of 23 August 2021, Baran ranked fourth among the districts of Rajasthan in beneficiary coverage under Pradhan Mantri Matru Vandana Yojana, Government of India's cash-transfer scheme for first-time mothers. The district is also one of the five in Rajasthan where Indira Gandhi Matritva Poshan Yojana (IGMPY), the State's cash-transfer scheme for second-time mothers, is operational.

NITI'S ASPIRATIONAL DIST PROGRAMME

Baran secures 1st place in Delta Ranking

First India Bureau



Baran: In the Aspirational District Programme, Baran has secured first place in the Delta Ranking of 112 aspirational districts released by NITI Aayog. Along with this, in the sector ranking of NITI Aayog, it has got first place in health and nutrition and third in education. Baran district was earlier known as Malnutrition and Tribal Zone, but now Baran has started getting a new identity in the field of education and health. Under the direction of District Collector Rajendra Vijay, team Baran has made various innovations in health facilities & education sector in the district, effective monitoring of indicators issued by NITI Aayog and weekly review meet, hard work of department has resulted in top rank in India.

HEALTH AND NUTRITION SECTOR		
• Early registration in Baran has increased from 64% in April 2018 to 80% in June 2021 because of training on PTK provided to Anganwadi worker at Mini AWC's.	and treatment against identified has achieved 100%	breastfeeding to ensure 100% counselling for breastfeeding.
• Anaemia testing among pregnant women	• All Yashoda's have been trained & continuous training on MAA program early initiation of breastfeeding and continuous	• Service delivery at health sub centre level & Anganwadi Centre level has lower down the number of low birth weight babies by almost 2%.