



# IMPAct4Nutrition Impact Case Studies



# *Case Studies*



# **Awareness is Empowering - BIAL**

## **Creating a cadre of Nutrition Ambassadors**

### **Context**

Around 253 million adolescents (10 to 19 years old) live in India, and we are at crossroads with them on whether to waste a generation's potential or nurture them so they may change the world. We all share a responsibility to make sure that adolescence is a time of opportunity because as teenagers thrive, so do their communities. The teenage years are a nutritionally precarious time because of the fast physical growth that raises nutrient needs. Adolescent-developed eating habits may be a factor in nutrition-related issues with long-term health effects. 40% of Indian females and 18% of Indian boys are anemic. Adolescents' growth, infection resistance, cognitive development, and productivity at work are all negatively impacted by anemia.

Health promotion from the early stages of life by fostering healthy eating practices and regular physical activity has the potential for a major impact on health and well-being during childhood and later stages in life.



### **Objective**

IMPAct4Nutrition and Kempegowda International Airport Foundation(KIAF) collaborated to offer a Nutrition Awareness session. KIAF is the implementation arm of Bangalore International Airport Limited ( BIAL) for Corporate Social Responsibility ("CSR") & Corporate Environmental Responsibility ("CER") initiatives for the coming years.

### **About the Workshop**

BIAL has a holistic education development initiative under which activities are categorized into two sub-components called School Adoption Program and Learning Enhancement Program. IMPAct4Nutrition conducted a Nutrition Awareness Session on 17th December for 27 teachers of a school adopted by Bangalore International Airport.

This workshop was facilitated by Ms. Kalpa Sharma. She is a public health expert. She completed her post-graduation in Public Health from the Indian Institute of Health Management & Research. Ms. Kalpa has 12+ years of experience in the field of Public Health. She worked on areas such as maternal & child health, adolescent health, Nutrition, Food fortification, family planning, water & Sanitation, etc. Her research papers on public health have been published in various international and national journals.

The workshop covered topics such as the importance of a balanced diet, the various macro- and micronutrients necessary for a healthy diet, and the symptoms and consequences of malnutrition and anemia.

The image is a screenshot of a Zoom meeting. At the top, the meeting interface shows several participants: 'anusha csrbox', 'R', 'Savitri G', 'Chaithra C', and 'Mahesh. D. H'. A notification bar in the center reads 'You are viewing Kalpa Sharma's screen'. The main content is a presentation slide with a dark purple header 'FOOD GROUPS'. Below the header is a flowchart. A central box labeled 'FOOD GROUPS' branches into three boxes: 'BODY BUILDING', 'ENERGY GIVING', and 'PROTECTIVE'. 'BODY BUILDING' leads to 'Protein'. 'ENERGY GIVING' leads to 'Carbohydrate and Fats'. 'PROTECTIVE' leads to 'Vitamin and Minerals'. To the right of the flowchart is a circular diagram titled 'A good mixed meal' showing various food items categorized into 'Body building food', 'Energy giving food', and 'Protective food'. A banner at the bottom of the slide says 'Eat food from every group'. The Zoom meeting controls are visible at the bottom, including 'Unmute', 'Start Video', 'Participants', 'Share Screen', 'Chat', 'Reactions', 'Settings', 'More', and a 'Leave' button.

## **Adani Foundation**

### **Context**

The outbreak of coronavirus has made the whole world realise the importance of kitchen health and hygiene, making it one of the biggest priorities. We can see a shift in the mindset of people as they have started preferring more hygienic and tasty food than unhealthy and tasty food. Hygiene being one of the most crucial ingredients in the food safety recipe of every professional kitchen, if neglected, can cause serious health issues. If you are careless enough to clean your kitchen environment, this means, you are inviting unwanted germs and bacteria leading to food poisoning and other diseases.

Even our Government realises the importance of kitchen hygiene as in Sep 2019, the Food Safety and Standards Authority of India (FSSAI) issued a mandatory rule for restaurants and hotels to get hygiene ratings. These audits and ratings are given by certified food inspectors. I4N is a knowledge and collaboration centre on nutrition and provides a business link to the larger social movement around POSHAN Abhiyaan Jan Andolan where the Government of India (GoI) has recognized the private sector as a major driver and enabler for impactful change within its ecosystem.

### **Training of SHGs at Adani Foundation**

Adani Foundation understands the importance of the capacity building to equip their team with the required knowledge to ensure quality and generate higher impact. With this objective, a Self-help group of 9 members was trained on 14th September 2022 at Hazira Unit, Surat. The training sessions focused on hygiene and sanitation measures to be taken at the kitchen level at various points of food production i.e., procurement, storage, cleaning, cooking, holding the cooked foods, serving and disposal. Personal hygiene and cleaning of kitchen surfaces and utensils were also discussed during the session.



*Training of Self-help group of 9 members on 14<sup>th</sup> September 2022*

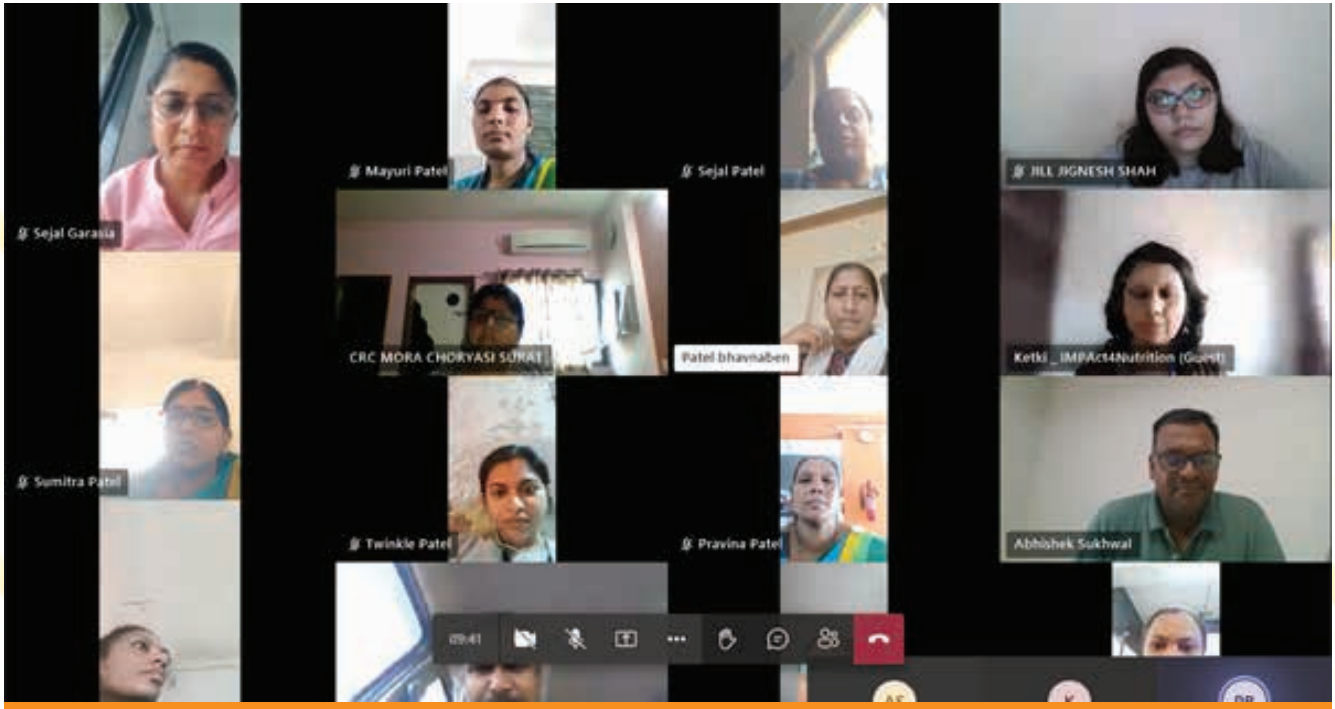
The second half of the training covered the importance of the inclusion of various food groups to plan nutritious meals which can be cost-effective. Healthy cooking methods were also covered in the training. The session was conducted in Hindi and Gujarati by Ms Shweta Patel, who is the Assistant Professor at Department of Foods and Nutrition, The Faculty of Family and Community Sciences at The Maharaja Sayajirao University of Baroda. She has over 11 years of experience in research and teaching. She has been conducting training and nutrition health education sessions for different beneficiary groups.

### **Awareness on Anaemia**

According to the World Health Organisation, more than one-third of all women and children below the age of 5 years are suffering from Anaemia – a disease in which the number of red blood cells and the concentration of haemoglobin is reduced. There may also be a presence of abnormal haemoglobin. Therefore, to avoid such circumstances in future, there is a desperate need to spread awareness on this issue.

## Training-of-the-Trainers (TOT)

As part of the POSHAN Maah celebrations, IMPAct4Nutrition conducted a Training-of-the-Trainers (TOT) session with Adani Foundation (Hazira Unit) on Anaemia Management. The session covered key aspects of Anaemia Management, such as the causes of anaemia, signs and symptoms of anaemia, prevention and control of anaemia, and the intergenerational cycle of anaemia.



*IMPAct4Nutrition conducted a Training-of-the-Trainers (TOT) session with Adani Foundation*

The session was organized with 40 participants, that included the CSR personnel and school teachers who further disseminated this information to the children beneficiaries and the catchment communities.

# Birlasoft

## Context

According to WHO, around 45% of deaths among children under 5 years of age are linked to undernutrition. These mostly occur in low- and middle-income countries.<sup>[1]</sup>

The problem of malnutrition has grappled every other country in one or more forms making it the greatest global health challenge.

It mostly affects women, infants, children and adolescents. India too has its fair share of malnutrition creating a hindrance in achieving the Sustainable Development Goals for health. Therefore, it is important to understand the importance of a healthy diet, nutritional deficiencies, and more.

## Initiatives to Tackle Malnutrition

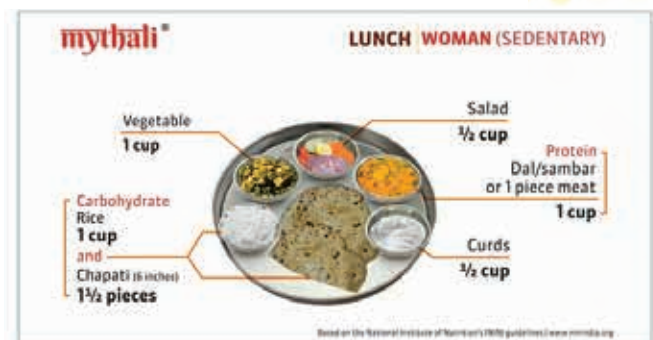
We desperately need inclusion from all the stakeholders, such as policymakers, social impact forums, media and the general public to tackle the mammoth of malnutrition. One such initiative POSHAN Abhiyaan program that was launched in March 2018 by the Government of India improves the nutritional status of children, adolescents, pregnant women, and lactating mothers.<sup>[2]</sup>

To support this mission, in 2019, an initiative titled “IMPAct4Nutrition” (I4N) was convened and launched by Tata Trusts, CSRBOX, UNICEF, Sight and Life, CII, United Way Mumbai, and NASSCOM Foundation.<sup>[3]</sup> I4N is a platform for the private sector to become actively engaged and build a social movement with their employees and their families, customers as well as anyone else who is a part of the business ecosystem, to support the Poshan Abhiyaan.

## Awareness Programs for Adults

On September 23, 2022, a virtual session named 'Good nutrition and healthy diet at the workplace' was organized with more than 450 employees of Birlasoft. The session was moderated by expert speakers who aimed at educating the workforce. During the sessions, various topics regarding a healthy lifestyle were covered including the basics of nutrition for our daily dietary intake, macro & micronutrients, and how to read food labels among others.

Mantri Swathi, an employee of Birlasoft said, “I must thank the organizing partners for carrying out this initiative with the help of a doctor. The information provided regarding the quantity and quality of food we must intake and the exercises we can do at the workplace was very helpful. The various topics regarding nutrition and health were explained easily.”



<sup>[1]</sup><https://www.who.int/news-room/fact-sheets/detail/malnutrition#:~:text=Malnutrition%2C%20in%20all%20its%20forms,while%20462%20million%20are%20underweight.>

<sup>[2]</sup> <http://poshanabhiyaan.gov.in/#/>

<sup>[3]</sup> <https://impact4nutrition.in/>

On September 28, 2022, another virtual session "Nutrition for Women's Health" was conducted exclusively for women. The session aimed at educating women about complications arising from lifestyle disorders and how to mitigate the challenges and problems arising out of them. It guided them in managing various lifestyle-related disorders, such as diabetes, hyperthyroidism, PCOS/PCOD, insulin resistance, and more.

A total of 70 women participated in the session and each was thankful to the speaker and partners of Impact4Nutrition and Birlasoft for organizing the same. The participants were able to clear the necessary doubts they had in a safe environment and receive satisfactory solutions to their problems.

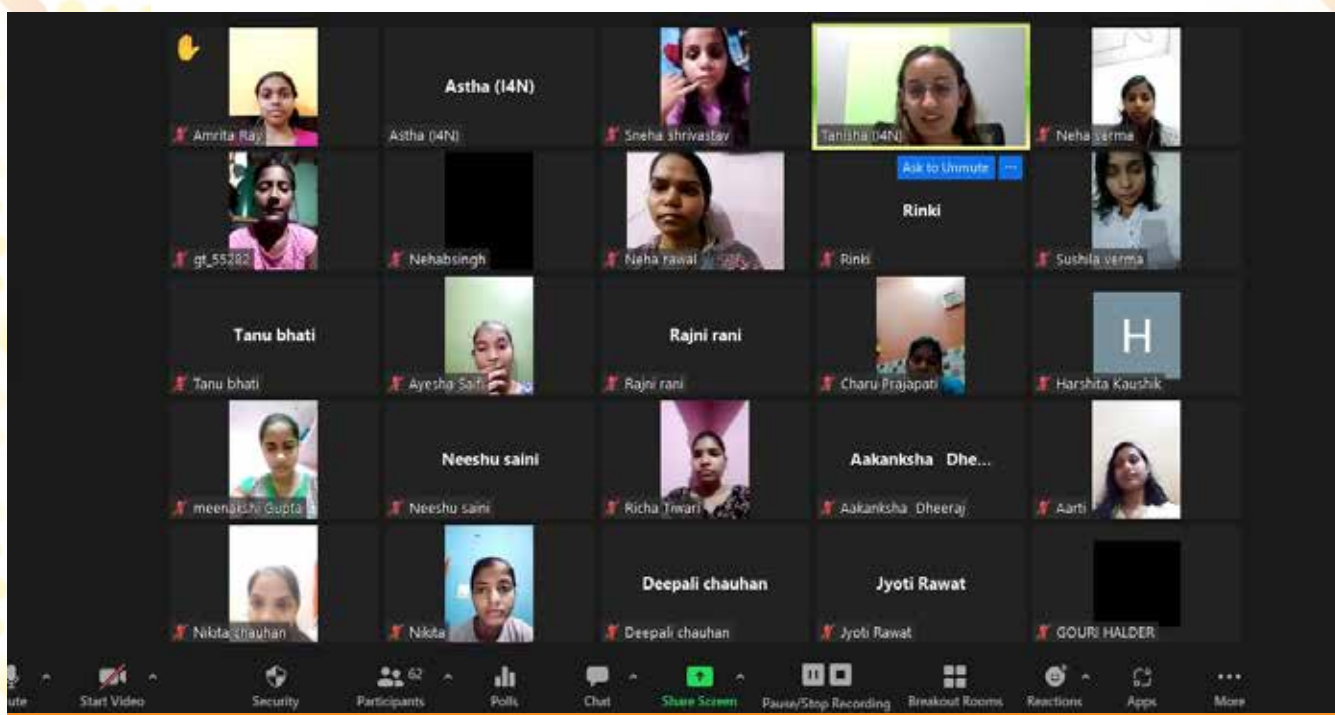
Vijayshree, a participant in the session says, "Going forward this session will help me focus on health. Being a woman, I have faced many health challenges through different phases of life. But after listening to this session, I now have depth knowledge of nutritious foods and unhealthy lifestyles. I am very thankful to Dr. Swetha Patel for explaining the details wonderfully and I am looking forward to more in the future."

### Awareness Among Children

A healthy and balanced diet is key to children's growth and development. Right nourishment in the early stages of life can help children study well, grow up healthy, contribute to their family incomes and be able to break away from the vicious cycle of poverty.

To empower children with the right knowledge of nutrition, IMPAct4Nutrition conducted an interactive session named "Nutrition for Adolescents" on October 8, 2022. 80 children from Smile Foundation, an NGO partner of Birlasoft, participated in the same. The session discussed the basics of nutrition and how minor tweaks in daily food intake can enhance nutritional value. The session contained videos to engage children and also included a quiz to help them learn in a fun manner.

Healthy eating in childhood means they will have less chance of developing chronic diseases like heart disease, type 2 diabetes, obesity, and some cancers. It will also mean they feel better and enjoy life more. Today, children have a better understanding of healthy and unhealthy foods which motivates them to make better choices in the future.





# Workplace Nutrition session conducted at HCL Technologies

## Context

Malnutrition is the leading cause of compromised adult health in India. Diet has a major influence on the health of an individual with a poor diet leading to malnutrition in terms of both, overweight and underweight.

The workplace has been recognized internationally as an appropriate setting for health promotion. Taking this into consideration, IMPAct4Nutrition (I4N), a public-private partnership platform, has been created to develop tools and implement roadmaps for wellness programs in nutrition.

I4N is a knowledge and collaboration center on nutrition and provides a business link to the larger social movement around POSHAN Abhiyaan Jan Andolan where the Government of India (GoI) has recognized the private sector as a major driver and enabler for impactful change within its ecosystem.

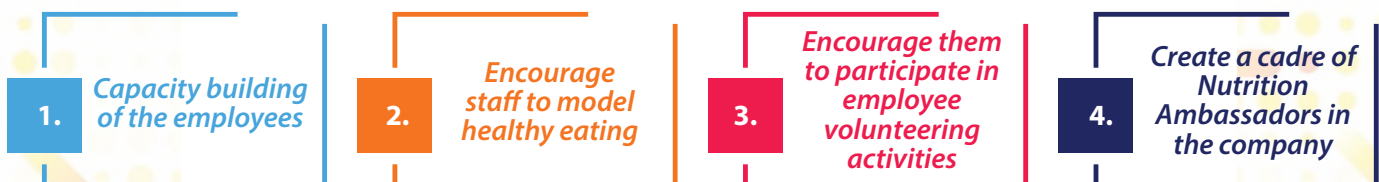
IMPAct4Nutrition and HCL Foundation are collaborating to offer a nutrition wellness program to corporate employees of HCL to promote nutrition awareness and build a cadre of Nutrition Ambassadors to achieve the POSHAN Abhiyaan goals in a simple, smart, and engaging way for workplace nutrition.

## Inspire Session

The session titled 'Nutrition at the Workplace - Your well-being is your riches' was held on Friday the 25th of November for the technology employees at HCL. A total of 51 employees participated with great energy and enthusiasm. The presentation used interactive activities, such as one on one dialogue, quizzes, and polls. etc. This employee nutrition and wellness session aimed to inspire HCL employees to make positive lifestyle changes to optimize their potential and energy levels in the workplace.

The session was delivered by Ms Shweta Patel, who is the Assistant Professor, Department of Foods and Nutrition, The Faculty of Family and Community Sciences at The Maharaja Sayajirao University of Baroda. She has over 11 years of experience in research and teaching. She has been conducting training and nutrition health education sessions for different beneficiary groups.

## Objectives of the Session



## Feedback from attendees

Altogether the session was successful; the responses from the feedback form filled by the HCL employees tell how much they have gained from the session. What they liked most from the session was:

- Diet details
- Health food nutrition knowledge
- Over-all presentation
- The session covered all the aspects

## Paramount promoting a good nutrition lifestyle through it's Eat Smart Initiative

A healthy diet throughout life supports normal growth, promotes healthy outcomes, helps to maintain healthy body weight, and reduces the risk of chronic disease leading to overall health and well-being. The workplace is an important lever to enhance nutrition well-being and nudge behaviour change towards a good nutrition lifestyle. Workers' health is a prime focus for many leading apparel manufacturing companies, with few of them even implementing interesting ideas in their factories.

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### Paramount hosting Nutrition Learning Sessions

Well-known Delhi-based apparel export house Paramount Products is dedicated to promoting healthy lifestyles among its employees. The firm is putting thrust on the proper nutrition of its workers. I4N and Paramount have collaborated to offer a nutrition wellness program to employees to promote nutrition awareness and build a cadre of Nutrition Ambassadors to achieve the POSHAN Abhiyaan goals in a simple, smart, and engaging way for workplace nutrition.

Paramount has six units in Delhi-NCR, where almost 4,000 workers are working and health-oriented initiatives are being implemented across its all units.



### Expected Outcome

The company has noticed that now its workers have started choosing sprouts over samosas as evening snacks. They have started realising the value of a healthy diet and have started making the right food choices.

Sprouts are also being served in official meetings to increase the acceptance of healthy food. Sprouts Chaat is made with Bengal gram (Kala Chana) sprouts, onion, tomato, cucumber, reddish salad and boiled potato.

### Testimonials

*We surveyed workers and found that many of them are not having proper breakfast. We did their proper counselling in this regard and also planned to execute to improve their overall health; so, the idea started from there. Now workers are happy with this as they are enjoying evening snacks along with improvement in their health,*

*Experts of I4N have held various sessions with the company that's led the company's employees to make healthier choices. "Whoever (new worker) joins us, we do a proper health check-up and maintain MIS. We also have facilities to help workers regarding their health issues,"*

**Rupali Agarwal**  
Head- CSR of the company

## Pehel Smart Anganwadi Centre (PNB)

### Context

Anganwadi Centers (AWCs) serve as the first institutional engagement of children outside his/her home. Most of the AWCs cater to children of the lower and lower-middle-income group, who otherwise do not have access to private pre-schools or cannot afford them. Hence, AWCs have greater responsibilities to serve these children and prepare a strong educational foundation.

In order to ensure optimal benefits from education and to deliver all the following developments and competencies in the children, an Anganwadi Centre requires certain basic facilities to be provided to the children. This includes a safe and clean environment, facilities for sanitation and clean drinking water, hygienic meals and storage areas and stimulating learning material.

However, the condition of Anganwadis is not always ideal for the children for it to be their first contact with the world. The same was the case with Anganwadis around Gandhinagar, Gujarat. Wall paints had lost their luster, and rooms were poorly lit. Cracked walls, sundered doors, and lack of basic facilities, such as washroom, play grounds, and books, echoed that we were depriving our kids of a chance to succeed. The lacklustre condition of these institutions' infrastructure reflected that we were failing in giving the life of dignity to our future generations.

### Objective

Pehel Foundation (CSR arm of PNB Housing Finance Ltd.) identified the need to revamp the dilapidated Anganwadis and partnered with BharatCares to improve the facilities in Anganwadis and provide technical equipment to transform them into Smart Anganwadis.

### Solution Proposed

In order to have Anganwadi Centres ready with optimal learning environments for all children and to increase the ratio of child enrolment at these learning centres, the project proposed the following interventions:

*Refurbishing of the existing AWCs*

*Equipping the AWCs with furniture and learning kits post-refurbishment*

*Setting of a micro-library*

*Converting AWC to Smart AWC*

### Project implementation

After conducting a baseline survey, the project was implemented at 5 different locations:



- Hajipur, Kalol Taluka, Gandhinagar, Gujarat
- Nasmed, Kalol Taluka, Gandhinagar, Gujarat
- Moti Boyan, Kalol Taluka, Gandhinagar, Gujarat
- Santej, Kalol Taluka, Gandhingar, Guajrat
- Sabaspur, Near Kadi Taluka, Gandhinagar, Gujarat

## Project Progress

Up until the 15th of July, the infrastructural development of the AWCs was accomplished. This included toilet renovation, waterproofing, water tank and electric motor provision, repairation and replacement of doors and windows and more.

In addition to this materials/ resources like smart TV, digital content, furniture, play toys & equipment, fire extinguishers, and learning aids were procured and added to the Anganwadis.

## Outcome

As per the quarterly project report, around 180 children and 50 women have benefited through the project in the following ways:

- Digitalization of Anganwadi Centres
  - Establishment of SMART Model Anganwadi
  - Centres having better infrastructure, materials and resources
  - Safe and joyful learning environment for children
  - Access to clean drinking water and toilets in Anganwadi Centres
- Eventually, the project had the following impacts:
- Increased interest in studies among children
  - Promotion of technology-based early childhood education in rural areas
  - Increase in hygiene & sanitation practices among beneficiaries



## Testimonials

*The audio-visual content displayed on TV helps my child to remember the content of the stories and makes the learning joyful.*

**Asmitaben Nayi**

Mother of the Child at Anganwadi,  
Sabaspur AWC

*My child enjoys looking at the BaLa paintings and playing the new toys and equipment.*

**Nitaben Thakur**

Mother of the Child at Anganwadi,  
Motibhoyan AWC

*The training on use of SMART TV and digital content was very informative. It upgraded my digital literacy skills. Now I am able to teach students using audiovisual aids. Students enjoy learning through SMART TV and other creative learning materials provided by Pehel Foundation.*

**Dakshaben Patel**

Anganwadi Worker, Santej AWC

# Nutrition during Pregnancy and Lactation: Healthy Eating for mothers and babies

## Context

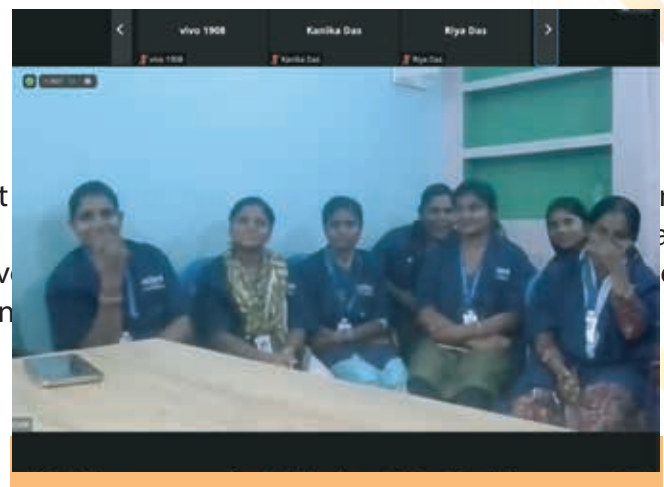
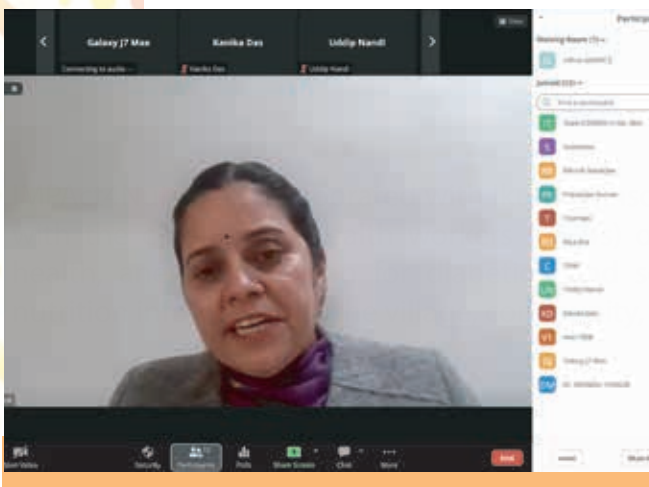
Simply described, malnutrition refers to deficiencies, excesses, or imbalances in a person's nutritional intake; both undernutrition and overnutrition have a wide range of direct and indirect consequences in the form of ailment, disability, and infirmity. As per the Global Nutrition Report 2020, India is among the 88 countries that are likely to miss global nutrition targets by 2025.

NFHS-5 report shows that India still has 35.5% of children who are stunted and 19.3 % of children who are wasted. Despite having institutional delivery at 88.6 percent, the early initiation of breastfeeding remains low at 41.8 percent and exclusive breastfeeding at 63.7 percent. Only about 50 percent of pregnant and lactating women are enrolled in the maternity benefit scheme across states and the prevalence of anemia stood at 57 percent in the country. While on one hand, India is battling the crisis of undernutrition, and Non-Communicable Diseases on the other.

The existing scenario calls for an urgent need to innovate and reimagine an effective collaborative convergent model, by going about local interventions with a human-centered approach to fulfill the nutritional goals. The approach that needs to be adopted is social and behavior change communication targeting individuals, families, and communities in order to facilitate the adoption and sustenance of health and nutrition-related practices.

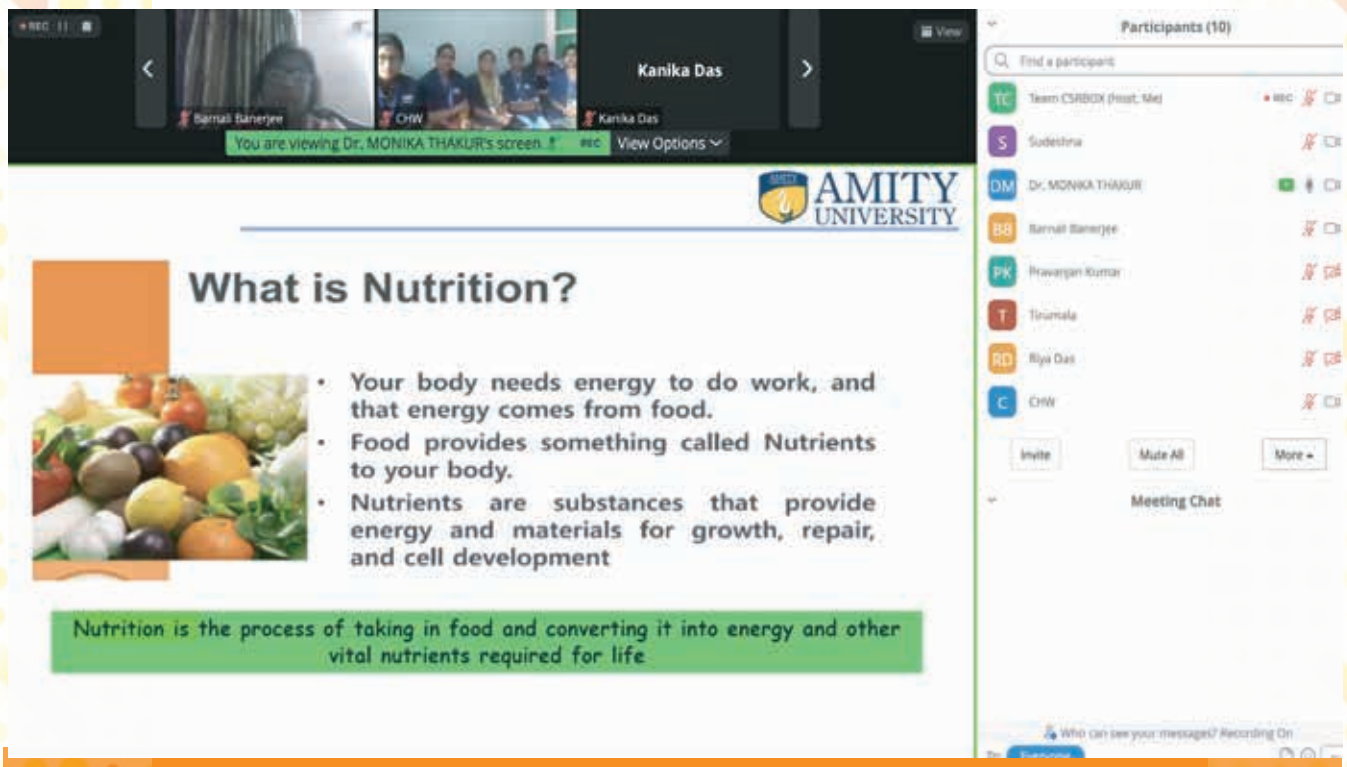
## Nutrition Awareness Session

IMPAct4Nutrition collaborated with Ikure Techsoft Pvt. Ltd. to conduct a nutrition awareness session with the community health workers (CHWs) on various profiles including nutrition for maternal health, anemia, nutrition for diabetics, and several others. They will subsequently disseminate nutrition information at the village, community, and household levels.



This session aimed at inspiring the CHWs and helping them become a catalyst for driving change in the community. A total of 15 members participated in this session which addressed dietary considerations for pregnant and lactating mothers, as well as several practical recommendations for making everyday diet healthy with locally accessible food items.

The session was held on 20th of December and delivered by Dr. Monika Thakur M.Phil, Ph. D. (Life Sciences), Double Gold Medalist, Associate Professor at Amity Institute of Food Technology, Amity University, Uttar Pradesh, Noida.



The screenshot shows a Zoom meeting interface. At the top, there are video thumbnails for participants: Barnali Banerjee, OIW, and Kanika Das. A status bar indicates "You are viewing Dr. MONIKA THAKUR's screen." The Amity University logo is visible in the top right corner of the presentation area.

## What is Nutrition?

- Your body needs energy to do work, and that energy comes from food.
- Food provides something called Nutrients to your body.
- Nutrients are substances that provide energy and materials for growth, repair, and cell development

Nutrition is the process of taking in food and converting it into energy and other vital nutrients required for life

**Participants (10)**

Name	Status
Team CSRD&X (Host, Met)	Recording
Subeshna	Muted
Dr. MONIKA THAKUR	Unmuted
Barnali Banerjee	Muted
Pravaran Kumar	Muted
Tirumala	Muted
Riya Das	Muted
OIW	Muted

Meeting Chat

Who can see your messages? Recording On

# **Kanya Express: An Initiative for Improved Adolescent Future**

## **Context**

As per the 2011 census, 236.5 million (19.6%) of India's population is adolescent, which translates into every fifth person in India being an adolescent. By ensuring good health, education and life skills for this generation, India can immensely benefit socially and economically, since a sizeable productive workforce will allow us to reap this demographic dividend. Out of the total adolescent population, 50.6% i.e. approximately 119.69 million are girls. These adolescent girls are prone to diverse vulnerabilities, anemia being one of them. In India, the prevalence of anemia among adolescent girls is 56%.

India has the largest number of anemic women in the world. With more than half of the total women of reproductive age suffering from anemia coupled with other nutritional deficiencies has a catastrophic impact on the health of women and children. Low hemoglobin levels are one of the leading risk factors attributed to causing morbidity, illness and death not only for pregnant women, and women of reproductive age, but also for neonates and infants in India. Health issues faced due to low hemoglobin levels amongst adolescent girls are humongous. Complicated childbirth, low birth weight babies who are then prone to several complications, reduced productivity, due to physical weakness, and reduced cognition ability hampering their ability to learn skills, be productive and be empowered.

## **Objective**

Kanya Express initiative (KEI), Bansidhar & Ila Panda Foundation's (BIPF) innovative adolescent health program, was dedicated to creating a congenial learning environment by developing awareness among adolescent girls for their healthy and productive future.

## **Solution Proposed**

Under the Kanya Express Initiative, a customized mobile health vehicle was set out to reach far-flung areas and villages to conduct regular hemoglobin check-ups of young girls while also creating awareness on nutrition supplementation, personal hygiene practices, reproductive & personal rights and responsible health-seeking behavior.

## **Process of Implementation**

KEI aimed to conduct eleven sessions with the communities, spanning over eleven months on dedicated issues with one session being hosted per month in each village. BIPF's efforts and the sessions conducted are aligned towards the larger goal of reducing Infant Mortality Rate (IMR) and Maternal Mortality Rate (MMR) in the country through reduction in adolescent anemia, improved knowledge on balanced nutrition intake and responsible behavior. The components and activities of the initiative primarily focused on:



- Periodic Hemoglobin Check
- Facilitation and Distribution of IFA & Deworming Tablets
- Distribution of Seed Kit for backyard Nutri garden
- Electronic Interactive Health & Hygiene Quiz
- Availability of Low-Cost Sanitary Napkins for easy access
- Referral & follow-up of severely anemic girls
- Career Counselling



## Plan of Action under KEI- Four Pillars of Action

### Partnership

- Micro plan Developed in consultation with the Department of Health & ICDS
- Convergence in Government-sponsored programs e.g. Mamata Diwas, VHND with the active participation of Frontline workers

### Capacity Development

- Community-level stakeholder's sensitization including community, PRIs, Opinion Leaders & CBOs.
- Sensitization of the Health & ICDS Officials & front-line workers.

### Operation

- Regular Haemoglobin check-up
- Sensitization on adolescent health, nutrition, sanitation and rights
- Facilitating the distribution of Iron Folic Acid ( IFA) tablets
- Assistance in connecting the acutely anemic adolescent girls referred to secondary/tertiary health unit.

### Monitoring & Evaluation

- Recording & analysis of village-wise anemia-based data.
- Quarterly data review & sharing with Block/District level Officials of Health & ICDS
- Periodic internal assessment for need-based correction
- Third-Party Impact assessment after the completion of the project

## Outcomes

Kanya Express Initiative rolled out across 54 villages with only one mobile health vehicle analyzing more than 2600 adolescent girls. As of now, the program has been scaled to 158 villages across two blocks covering around 9000 adolescent girls. Also, a positive change can be observed in the thought process and understanding not only among the girls but also among their parents.





## “KISHORI UTKARSH PAHEL”

### A step towards making adolescent girls exhibit their inner potential

#### Context

India has the largest adolescent population in the world, 253 million, and every fifth person is between 10 to 19 years. These adolescents have immense potential to contribute to the social, economic, and cultural growth of India as a nation. Adolescent girls lack access to information on issues affecting their lives and have limited space to develop competencies crucial for active participation. They are exposed to multiple layers of vulnerability due to pernicious social norms affecting the value of girls, which in turn affects their ability to move freely and to make decisions affecting their work, education, marriage, and social relationships. There is a multitude of problems or barriers to the physical, mental and social growth of adolescent girls.

#### Objective

Kishori Utkarsh Pahal is a catalytic approach structured as an awareness and aspiration-building program among adolescent girls. The program leverages the existing village, block, and district level ecosystem of various government programs and seeks to bring synergy and coherence in addressing critical information and knowledge gap for adolescent girls.

#### The program aims:

- To bring awareness pertaining to nutrition, health and hygiene, life-skills, rights and entitlements and government schemes.
- To enhance adolescent girls knowledge and awareness on higher education, career planning and digital literacy.
- To improve the parental support towards the bright future of the adolescent girls.
- To build capacity and progression ability of the adolescent girls through this initiative.
- To improve their self-esteem through Life-Skills education

#### Project Implementation

Kishori Utkarsh Pahal initiative was launched on the 12th of December in Jhagadia Block of the Bharuch District. This phase-wise program is envisioned to scale at the district-level by the end of 2024-25. In its first phase of implementation the program has begun with building and institutionalising a cadre of teachers for knowledge dissemination, peer education and creating a systemic support for all adolescent



girls. The teacher training workshop was conducted with over 90 teachers over a span of 4 days starting December 12, 2022, with the help of an interactive audio-visual format, participatory activities and more. The future phases of the program will include exposure visits and capacity-building activities and more. Kishori Utkarsh Pahal focusses on imparting knowledge to adolescent girls between 10-19 years of age.

## Expected Outcome

Adolescent interventions must focus on building capacities and creating awareness about access to information and services to deal with adolescent problems. In addition they need to also contribute towards creating local leadership and build aspirations for future generations to create momentum for the active participation of girls in social, economic, and political spheres.

The 'Kishori Utkarsh Pahel' program hinges on leveraging the cadre of Jagrut Kishoris at the village and the block levels to institutionalise the cadre and use the power of network and local leadership for peer education, knowledge dissemination and build a systemic support for all the adolescent girls.





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