



CSR IN INDIA

# CSR project Vruddhi to fight malnutrition and improve primary healthcare

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CSR project Vruddhi – Tata Chemicals Society for Rural Development (TCSR), Tata Chemicals Limited's CSR arm, has launched project 'Vruddhi' in collaboration with implementation partner Niramay Charitable Trust. The goal is to reduce maternal and child malnutrition, anemia in pregnant women and adolescent girls, and to improve primary health care services in the Okhamandal taluka.

The goal of Project 'Vruddhi' is to address the widespread issue of malnutrition by providing necessary healthcare help to teenage girls and pregnant women in order to improve pregnancy outcomes, particularly low birth weight in newborn children. The initiative will also focus on the early identification and treatment of all Low Birth Weight (LBW) children, allowing for early cognitive development. Severe Acute Malnutrition (SAM) children aged 6 to 59 months would receive 14 days of facility-level care at either the Dwarka Child Malnutrition Treatment Centre (CMTC) or the Jam-Khambhalia Nutritional Rehabilitation Centre (NRC), followed by six weeks of community-level care.

## CSR project Vruddhi

"TCSR, in collaboration with Niramay Charitable Trust, is dedicated to combating maternal and child malnutrition in the Okhamandal taluka," said N.Kamath, Chief Manufacturing Officer & Plant Head (Mithapur), Tata Chemicals Limited. We strive to not only deliver critical interventions, but also to raise community awareness, construct solid healthcare infrastructure, form collaborative relationships, and foster long-term community support. We will provide free nutrition counseling to pregnant women who are underweight as part of this effort, as well as nutrition kits and dietary supplements. This initiative will also focus on improving WASH (Water, Sanitation, and Hygiene) practices and providing breastfeeding support to moms of low-birth-weight children. Female Health Workers (ANM – Auxiliary Nurse Midwife) will also be given a digital haemoglobinometer.

About the author



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