



Tata Chemicals Society for
Rural Development

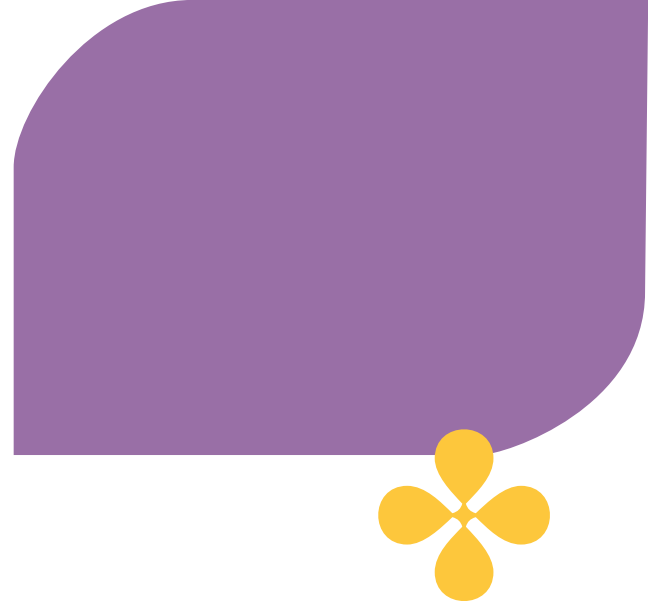
TATA CHEMICALS
Serving Society through Science



PROJECT VRUDDHI

ONE YEAR PROGRESS REPORT

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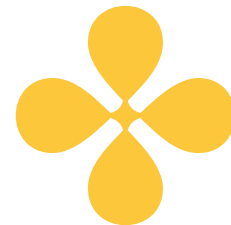
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INTRODUCTION

Malnutrition is the modern day scourge affecting millions of children worldwide. Children suffering from Severe Actue Malnutrition (SAM) has nine time higher death rate within first year of life. Similarly, malnourished children fall in to vicious cycle of malnutrition-infection leading to repeated illness, poor growth and other complications.

Most significant side effect on malnutrition occurs on to the cognitive development of a child. Various studies have shown that children with malnutrition perform consistently perform poor compared to their counterparts. Hence, it is improtant to address this issue at scale for better child development.



Project Vruddhi by Tata Chemicals Society for Rural Development(TCSRd) is a comprehensive initiative aimed at reducing malnutrition and anemia among pregnant women, children and adolescents in Okhamandal Taluka.

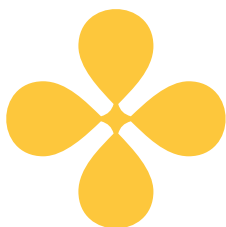


SITUATIONAL ANALYSIS

Gujarat state has high rates of malnutrition across the state. NFHS reports suggest that malnutrition rates have either reduced marginally or remained stagnant over last two decades. Within Gujarat, Devbhumi Dwarka has very high rates of malnutrition as described in table below. Project Vruddhi aims to address this issue at community level.



Prevalence of Malnutrition in Gujarat & Devbhumi Dwarka District (NFHS-5)			
Indicator (0-5 years children)	India (%)	Gujarat (%)	Devbhumi Dwarka (%)
Underweight (Weight for Age)	32.1	39.7*	36.2
Wasting (Weight for Height)	19.3	25.1	26.1
Severe Wasting - SAM (Severe Acute Malnutrition)	7.7	10.6	17.2**
Severe Stunting (Height for Age)	35.5	39.0	30.2
* Gujarat state has second highest rates of underweight children in India after Bihar **Devbhumi Dwarka district has second highest rates of SAM in Gujarat after Panchmahal			



PROJECT VRUDDHI: OBJECTIVES

Tata Chemicals Society for Rural Development (TCSRSD), the CSR arm of Tata Chemicals Limited, initiated project 'Vruddhi' in Nov 2023 with implementation partner Niramay Charitable Trust. The project is aimed at reducing maternal and child malnutrition, anaemia among pregnant women and adolescent girls and improving primary health care services in the Okhamandal taluka of Devbhumi Dwarka district in Gujarat.

1

Low BMI Pregnant women:

Identify and treat pregnant women with undernutrition and anemia to improve pregnancy outcomes including birth weight.

2

Low Birth Weight Child:

Early identification and treatment of all Low Birth Weight (LBW) children to reduce the impact of malnutrition on children and facilitate cognitive development at an early age.

3

SAM Children

Identification of SAM children through community level screening and facilitating treatment at government facility. Providing support for wage loss and transport also.

4

Adolescent girls

screening of adolescent girls for Anaemia and provision of treatment for anaemia with the support of local Self Help Groups.

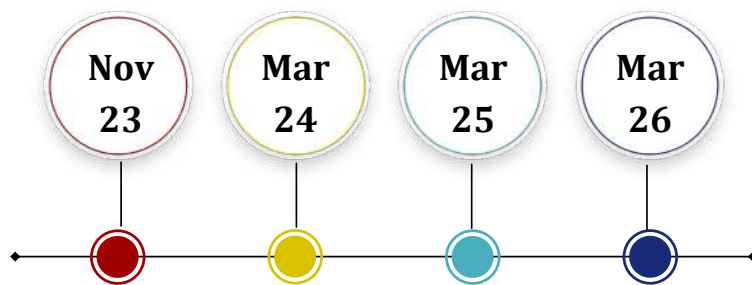
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Mobile Medical Van

Provide community-level health care to the rural community of Okhamandal taluka through Mobile Medical van.



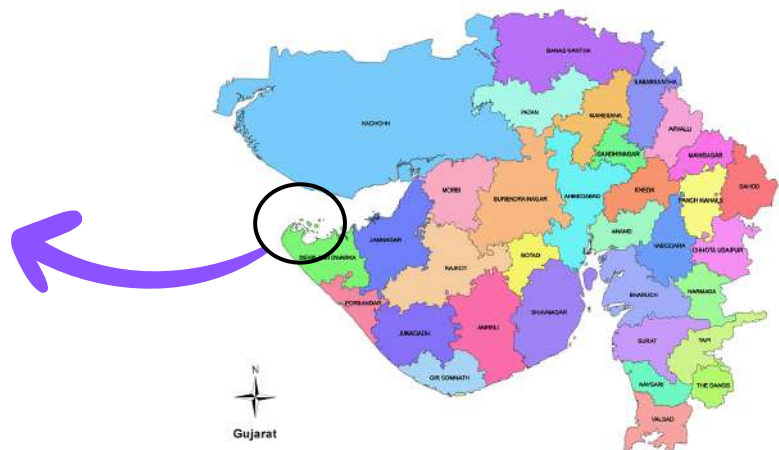
PROJECT DURATION



Duration of Project is 30 months
form November 2023 to March 2026

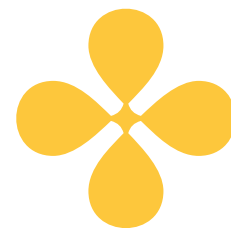


GEOGRAPHICAL COVERAGE



Total 43 villages are covered under Project Vruddhi including 39 villages of Okahmandal Taluka and 4 villages Kalyanpur Taluka of Devbhumi Dwarka District

KEY COMPONENTS



Low BMI Pregnant Women

- Nutrition counselling through home visits
- Nutrition awareness thali for taking food
- Providing nutritious dietary supplements
- Improving WASH practices
- Anemia correction



LBW Children

- Breastfeeding counselling through home visits
- Counselling & provision of KMC bag
- Improving WASH practices

SAM Children

- Facilitating care at CMTC /NRC
- wage loss to the care givers for 14 days
- Transport cost reimbursement



Anemic Adolescent Girls

- Early Identification of Anemia
- Facilitating treatment through SHGs
- Incentives to SHG for treatment completion

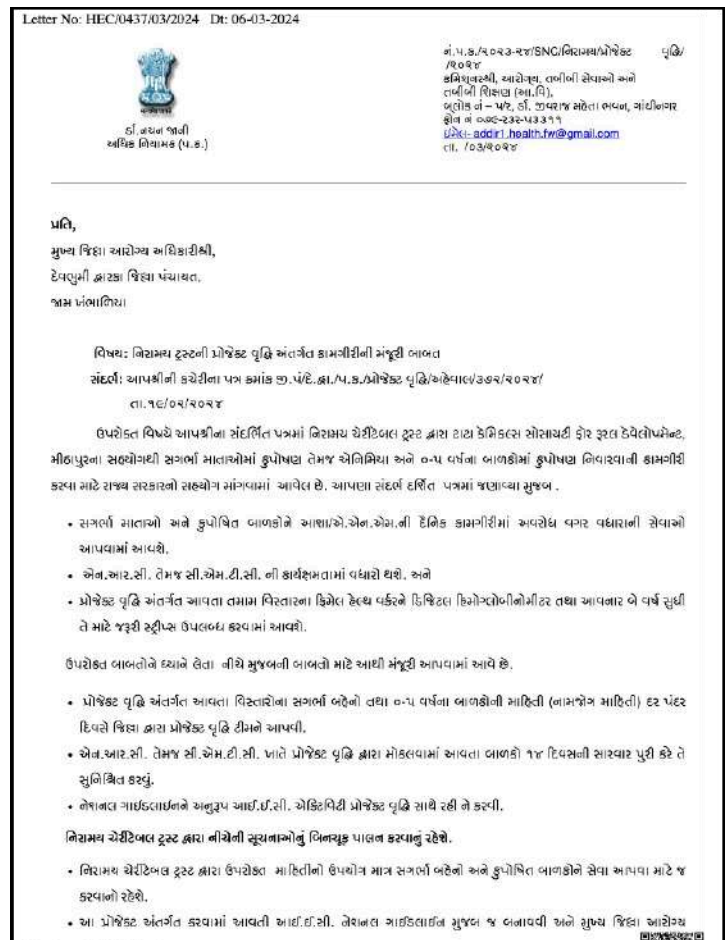
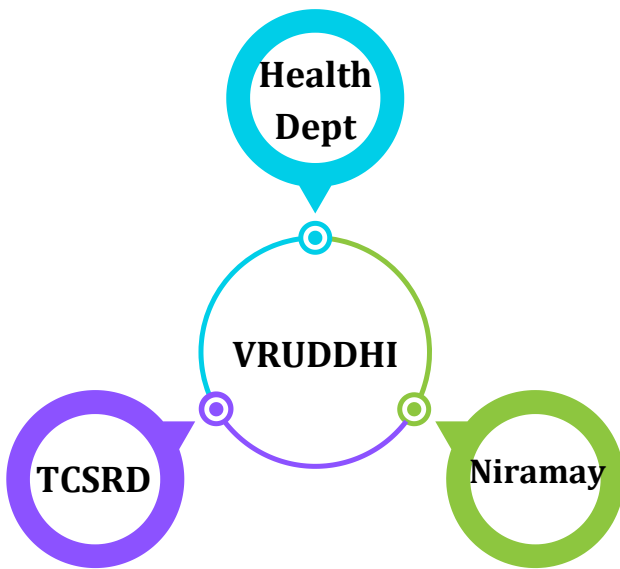
Mobile Medical Van

- Covering 27 villages on a fortnight basis
- Diagnosis and treatment for common ailments
- Referral services

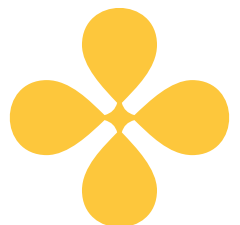


COLLABORATION

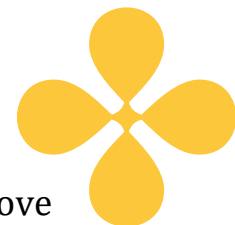
Project Vruddhi is collaboration between TCSR, Health Department and Niramay Charitable Trust to improve Nutrition in Okhamandal taluka. We have partnered with health department for ease of sharing information across health care workers and effectively address needs of pregnant women and children.



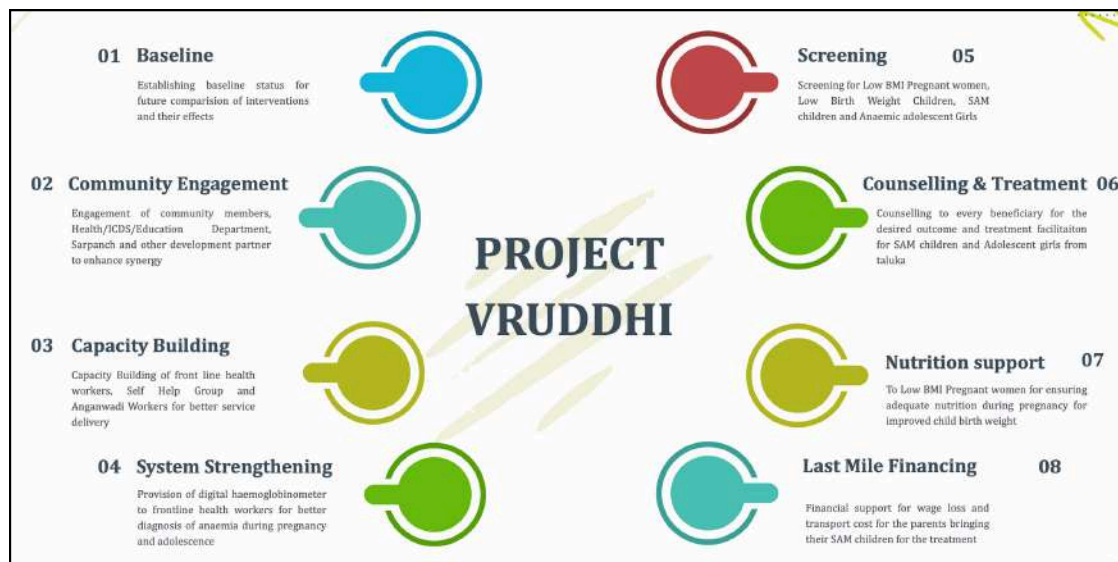
Approval letter from Additional Director -
Family Welfare, H&FW Dept., Govt of Gujarat



IMPLEMENTATION FRAMEWORK



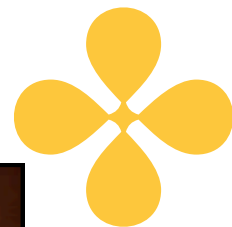
Project Vruddhi is an example of collaborative efforts to improve malnutrition and anaemia at community level. It involves government health system, Corporate, NGO, Sarpanchs, Local volunteers and parents to join hand for improving outcome in mother and children.



Project Vruddhi: Implementation Framework



Shree N. Kamath (CMO & Site head, Tata Chemicals, Mithapur)
Sensitizing Sarpanchs of Okhamandal taluka about Project Vruddhi



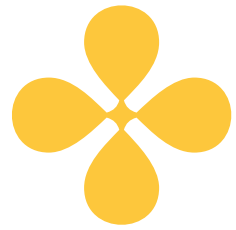
Dr. N P Jani, Additional Director, Health department Gujarat distributing Digital Hemoglobinometer to FHWs of Okhamadal Taluka



Orientetation of SHG members by
Mr. Mukesh B Solanki (CSR Head, TCSR D Mithapur)

ACTIVITIES :

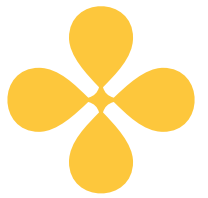
LOW BMI PREGNANT WOMEN



Counsellors provide counseling about nutrition and dietary practices to identified Low BMI pregnant women and family during three home visits. They also provide *Nutrition kit* to mother to spread awareness. Moreover, they provide soaps to improve WASH practices along with hand wash demonstration.



ACTIVITIES : LBW CHILDREN



Counselors provide breastfeeding counselling to mother of LBW children during four home visits in first six months of life. They also provide KMC bag to practice KMC by mother and family members along with counselling & demonstration. Further, they provide baby soap, massage oil, and powder for the baby. Moreover, handwashing soaps and nail cutter are provide to improve WASH practices.



ACTIVITIES : SAM CHILDREN

Counselors screen and identify SAM children through community visits with the support from anganwadi workers. They also facilitate referral of SAM children to get treatment at CMTC/NRC. Further, counsellors conduct follow up visits at home after discharge. Caregivers receives transportation support and additional financial incentives for wage loss to promote health seeking behaviour.



Community level screening for identification of Severe Acute Malnutrition

ACTIVITIES :

MOBILE MEDICAL VAN

Mobile medical team led by MBBS doctor visits 27 villages once every fifteen days to provide primary care at community level. They diagnose and treat common ailments. Further, they also ensure appropriate referral as per need.



OUTCOME

LOW BMI PREGNANT WOMEN

656

**Pregnant Women
Screened**

**Low BMI PW
reached**

335

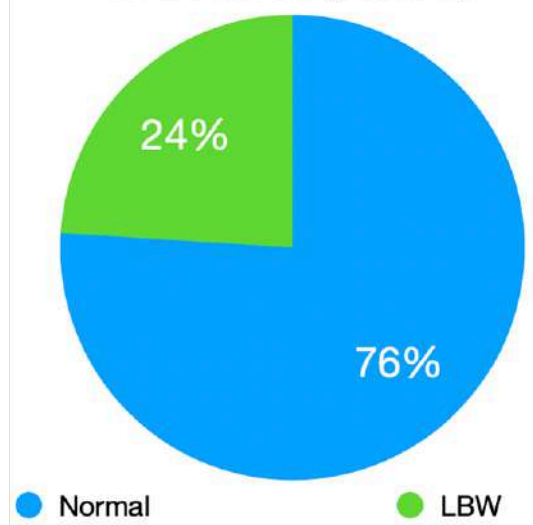
335

**Low BMI PW
provided
one Counselling
session**

**Low BMI PW provided
three Counselling
session**

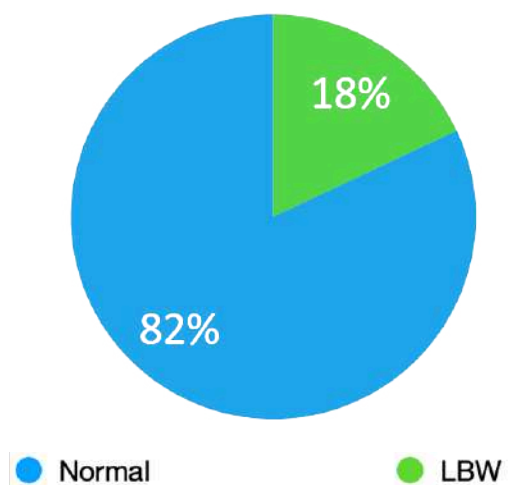
121

Child Birth Weight for Low BMI Mothers (Baseline)



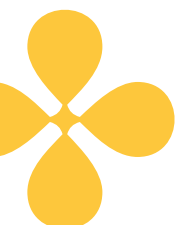
LBW	Normal	Total
10	31	41

Child Birth weight for Low BMI Mother (Dec 24)



LBW	Normal	Total
23	102	125

Project Vruddhi has successfully reduced incidence of Low Birth Weight Among Low BMI mothers from baseline 24% to 17% in intervention group.



OUTCOME

LBW CHILDREN

162

Mother of LBW
Children provided
one counselling session

Mother of LBW
Children provided
2 counselling session

136

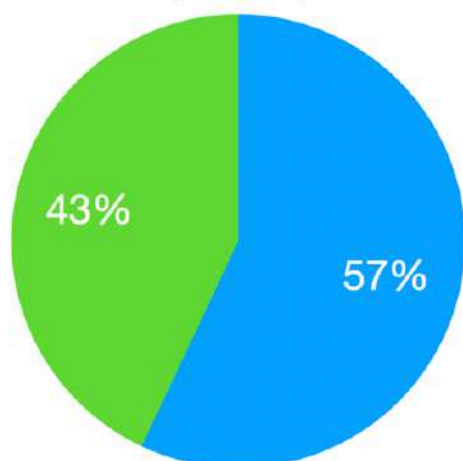
94

Mother of LBW
Children provided
3 counselling
sessions

Mother of LBW
Children provided
4 counselling session

59

LBW children after 6 months
(Baseline)

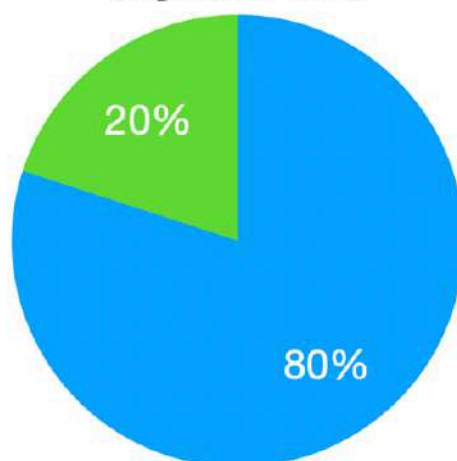


● Normal

● Underweight

Underweight	Normal	Total
18	24	42

LBW children after 6 months
(September 2024)

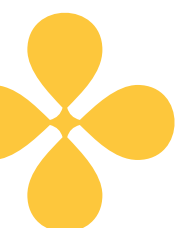


● Normal

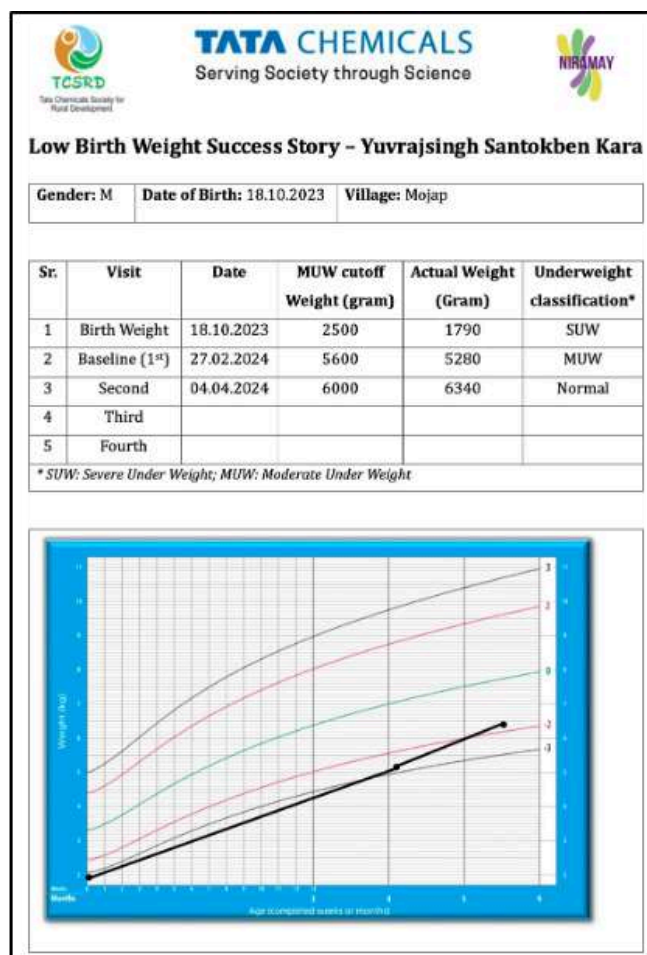
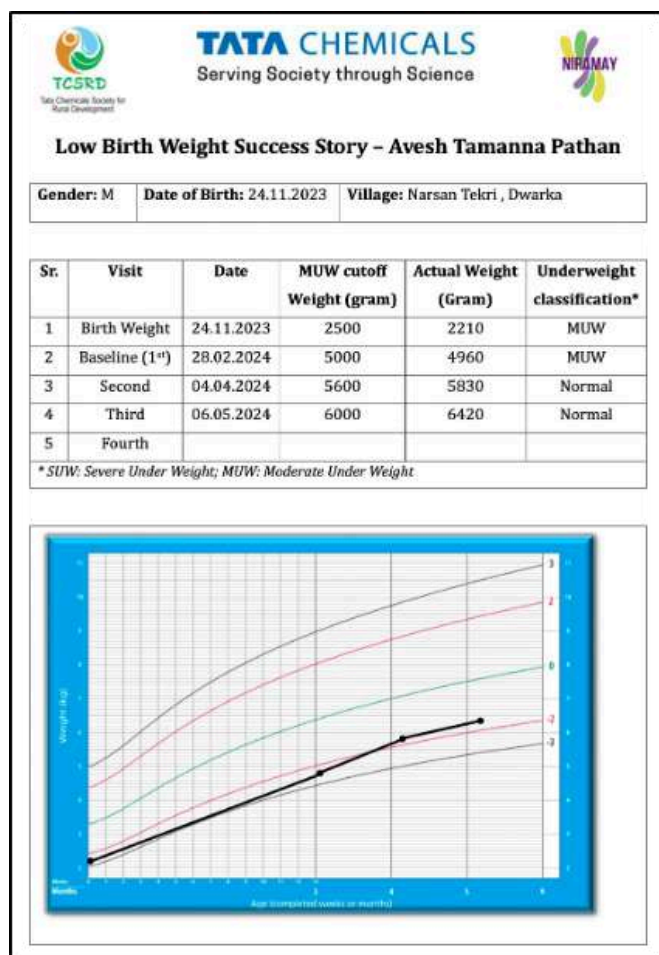
● Underweight

Underweight	Normal	Total
16	64	80

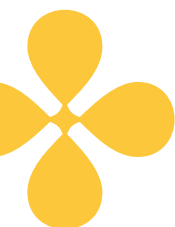
Our interventions has reduced prevalence of Underweight (post 6 month of Age) from 43% in LBW children to nearly 20% in Intervention groups. This is 50% improvement in situation from the baseline



GROWTH MONITORING: LOW BIRTH WEIGHT CHILDREN



we are preparing WHO Growth chart for every Low Birth Weight Child enrolled under our program for tracking their progress on the weight gain. These chart allows visual tracking of child weight gain in our intervention group LBW children.



PERFORMANCE OF MOBILE MEDICAL VAN



Total Patients
(Dec 23 to Oct 24)

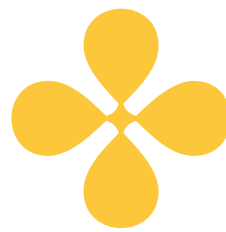
8720

727

Average Monthly
Patients

Month	Total Patients	Average OPD/Day
Dec 23	710	34
Jan 24	915	40
Feb 24	721	31
March 24	912	41
Apr 24	589	28
May 24	617	26
Jun 24	570	27
July 24	853	37
Aug 24	801	44
Sept 24	862	45
Oct 24	684	34
Nov 24	486	30
Total	8720	35

CONCLUSION



Project Vruddhi has impacted incidence of malnutrition at community level. Project Vruddhi is an excellent model for utilising expertise of corporates, NGOs to support government activities collaboratively. This model has huge potential for the scale up in various other areas of Gujarat and India.

Lessons learnt:

- community level interventions for malnutrition are easily scalable and cost effective
- collaboraiton is the key for success in community interventions
- robust data collection system, including scientific baseline data collection, is key to measuring improvement

Way forward:

- strengthening adolescent anaemia treatment initiative
- Mobile app deployment for real time data capturing
- proper documentation for wider dissemination
- Scaling up interventions among other geographies

***Ensuring health and well-being of mother and children of
Okhamandal Taluka . . .***

CORRESPONDENCE

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