

## *Behavioural Change Communications on Infant Feeding( Project Yashoda)*



With a vision to ensure that the 24 million children born every year in India starts right and appropriate complementary feeding so that they get an better opportunity to learn and grow, project YASHODA was envisaged and came into being. The program objective was to create and deliver complete behavior change program to address the poor issue of complementary feeding among infants in the age group of 6-24 months.

This project is developed and driven by a core team consisting of Nutrition Specialists from UNICEF, Maharashtra and Communication Specialists from Hindustan Unilever Limited (HUL) and Green Kettle Consulting and other organisations like Q Market Research & Marketing Mums. Rajmata Jijau Health & Nutrition Mission, ICDS and Health Departments of Government and district functionaries of Zilla Parishad are also involved in execution of this project. The Project

costs of this project are borne by ICICI Foundation for Inclusive Growth.

Based on the preliminary research it was decided that infants between 6-9 months would be the focus of this intervention as this is the age where the trajectory of the growth chart for children typically tends to falter and this period coincides with the onset of complementary feeding.

This pilot it is expected to bring out In-depth understanding of the barriers / facilitators to appropriate complementary feeding, developing key messages, creative mix, collaterals and determining communication strategy and delivery mechanism.

Whilst this project is intended to be piloted in a tribal district (Nandurbar) of Maharashtra, the outcomes of the projects shall be replicated across India, especially in tribal areas which have highest rates of malnutrition amongst children.