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UPDATES

Management Trainees of Taj Group of Hotels to conduct an assessment of the impact of Food Diversification project in Nandurbar

It is nearly a year since this project has been begun implementation in Nandurbar district. Now, between 17th and 27th Sept'09, an assessment of the impact of the project is being carried out with the help of Management Trainees (MTs) of the Taj Group of Hotels. This group of 24 MT's will capture, understand and review the supplementary nutrition program of ICDS after the initiation of the food diversification project and community perceptions regarding improvements in SNP through this project to suggest any improvements and corrections. They will also review the secondary data of ICDS to assess if there is any change in the number of children visiting the AWC's and any change in nutritional status of them.

In addition they will conduct refresher training of the ICDS grassroots functionaries with support of supervisor of ICDS to enhance the capacity of the SHG and front line functionaries on cooking hygiene and nutritional quality of food.

These 24 Taj Management Trainees would be divided into smaller groups of 3-4 covering all 6 Talukas of Nandurbar district. Each group will work with one field supervisor of ICDS at each taluka. The ICDS supervisor will coordinate the training of the SHG, AWW's and helpers at the cluster level. The MT's would conduct the training with the support from supervisor and will come up with effective cluster level module.

Girls Gaining Ground- Facilitator selection for second phase completed and their training initiated by Media Matters

The process of the selection of the facilitators for the second phase of the *Gheu Bharari* program is now over in all the intervention blocks in the presence of representatives from BA and concerned NGOs.

Training of New facilitators conducted in Gadchiroli



Facilitators Training on first Module being conducted on Gadchiroli

Training of the facilitators on the first module for the second phase was conducted in Gadchiroli from 25th Aug to 3rd Sept'09 by Ms. Seema and Ms. Ujwala of Media Matters with support from Nehru Yuva Kendra. A total of 24 facilitators were given the training who are now expected to further train around 500 girls across 9 villages of Gadchiroli in the next few months.



Facilitators' selection process in Gadchiroli

Project Yashoda: Behavioral Change Activator (BCA) Workshop held from 24th to 28th August '09 at Gulita, Hindustan lever ltd.

Project 'Yashoda' is an initiative by UNICEF, Hindustan Unilever Ltd., Rajmata Jijau Health & Nutrition Mission and ICICI aimed at developing a replicable communication model for arresting growth faltering in children and improving the behaviors of breast feeding and complementary feeding among the mothers of children in the age group 6-9 months. Hindustan Unilever Ltd. is taking the lead to manage the project with technical expertise from UNICEF and support in development of materials from Green Kettle Consulting.

The project has now entered into its third phase with the completion of the BCA workshop during 24th to 28th August'09. Green Kettle Consulting and UNICEF along with Quantum Research, a market research agency carried out extensive visits to Nandurbar and Nanded to understand the current situation and existing behaviors along with the triggers and barriers that influence the complementary feeding practices of children between 6-9 months in the area.

A workshop involving 16 people representing Hindustan Unilever Ltd, UNICEF, and Quantum Market research Agency, Green Kettle Consulting, State Nutrition Mission, Mindshare, Lowe and Bhavishya Alliance was organized during 26th and 27th August'09 wherein Unilever Behavior Change Insight Activator process was used for generating insights and ideas. The objective of the workshop was to use the collective experience and knowledge of the group to develop a series of communication insights and ideas which will help secure a behavior change in the complementary feeding practices of infants in rural India.



During the workshop the research findings including the situational analysis (that formed the backdrop for generating communication insights and ideas) on complementary feeding were shared with all participants. The workshop was facilitated by Ms. Helen Trevaskis, from UK who is an expert in BCA.

The coming together of representatives from diverse background from different organizations from corporate, government as well as NGO into a single forum helped share different perspectives/ ideas for designing the BCC tool for the target mothers so that key messages on correct complementary feeding practices reach the mother and a mechanism could be established that will help her bring this knowledge into practice. The involvement of corporates helped to bring ideas on the tools/key channels for behavior change and technical expertise from UNICEF and State Nutrition Mission along with other inputs really brought a lot of insights into the design that could be adopted to ensure that 6 to 9 months old get their own share of modified (appropriate) family food alongside breast milk 3-4 times irrespective of who is looking after, and actively encouraged to eat enough each day. These ideas will really help to feed into the final design of the program.

If you have any feedback, suggestions or contributions, feel free to write to Sangeeta Dasmohapatra at sangeeta@bhavishyaalliance.org.in or sangeetadm@yahoo.com Ph: +91-22-27823202/27821657, Fax: 91-22-27824629.