

COMPUTER AIDED ADULT LITERACY HEALTH AND NUTRITION AWARENESS PROGRAM

Poor nutrition and health related practices amongst children are mainly due to lack of awareness resultant of lack of literacy amongst their mothers. To address this key issue, which has greater preventive effect on more than 27 million children born every year in India Bhavishya Alliance initiated a pilot project to craft an example for improved results.

A tri-sectoral partnership model between Government (Integrated Tribal Welfare Department, ITDP), an NGO (VACHAN) and Corporate (TCS) implemented through 30 community centres in Triambkeshwar and Peint blocks of Nasik District (having highest percentage of illiterate tribal women population), made more than 350 women functionally literate and made them aware about good practices relating to health & nutrition. The purpose was to prepare them to take appropriate steps for improved nutrition and health of their children through 40 hours of computer-aided adult literacy and additional health & nutrition program at community level.

The module design, training of facilitators and hardware and few management costs was primarily contributed by TCS and the associated funding to launch the program came from ITDP. UNICEF & Rajmata Jijau Mother & Child Health & Nutrition Mission supported the add-on health & nutrition module of the program through animation & taking these to community. VACHAN played a very vital role in terms of implementation of this pilot initiative by being an effective link between the communities, local stakeholders, grassroots government functionaries and the other partners.

Though this computer aided literacy program was already tested by TCS in other parts of India, this program was unique in terms of the involvement of all three sectors. And thus shows how a valuable cross sectoral partnership can help the government achieve their goals faster with minimal additional inputs.

Key Achievements:

- 350 Adult women and adolescent girls have become functionally literate from 30 villages of Nasik.
- 1063 adult women and adolescents covered under the literacy program and 900 under the add-on health Module.
- 63% of women and adolescent from the target group became functionally literate
- Pregnancy registration at PHC increased from 1% to 45%.
- 42 % more mothers are now receiving more than 90 IFA tablets
- Breast Feeding practice among mothers enhanced from 2% to 54%
- 96% women are now aware of importance of retention of immunisation cards as against 28% during baseline.
- 87% women are now aware regarding preparation of ORS as against 13% during baseline

Challenges faced:

The major challenge that these centres were facing is long hours of power cuts normally 14 hours a day, absence of electric meter and also the busy agricultural season. One of the observations in most of the centres is that the family of the facilitator has been very supportive and presence of VACHAN in the area has also been instrumental in bringing the communities together in eliciting their support.



Literacy classes at CAALP Center, Hathlondi Village



Major General Shively & Mr. Santosh from TCS training the facilitators on the literacy module



Mr. Sudame from State Nutrition Mission conducting training on Add on Health & Nutrition module in Nasik