

# CSR REPORT

Year – 1

## Project SAJAG

Improving the Nutritional status of children in the age-group of 6-14 years in Urban Villages of North West Delhi, Gautam Buddh Nagar and Lucknow



प्रोजेक्ट  
सृजग

Implemented by:



Supported by:



MAMTA Health Institute for Mother and Child  
New Delhi, India



# **CSR REPORT**

Year – 1

## **Project SAJAG**

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**Improving the Nutritional status of children in the age-group of 6-14 years in  
Urban Villages of North West Delhi, Gautam Buddh Nagar and Lucknow**



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## ***Message from the desk of Executive Director, MAMTA-HIMC***



**Dr Sunil Mehra**

Executive Director

**MAMTA Health Institute for Mother and Child**

It gives me immense pleasure to share our first-year experience from the field of the DFM Foods Project that started from the 1<sup>st</sup> October 2020 at 3 locations in districts of Lucknow, Gautam Buddha Nagar and North West Delhi. The project is unique that it covers children aged 6-14 years in the communities and schools and monitors their growth and development as well as prepare these children and their families to improve the nutritional status of this so far unaddressed age group (6-14 years). We also know that nutritional interventions in this age group not only improve nutrition for present but has long term implications of youth and adult health and well-being outcomes.

MAMTA- HIMC team has started field activities of SAJAG Project since October 2020 and completed the critical phase of hiring the local field workers, providing induction training for project activities, COVID-19 preparedness in processes and instruments to be used in the health screening. Side by side they participated in field-testing and finalization of IEC/BCC materials used for the nutrition education, WASH and common health and nutritional deficiency issues among children.

We are delighted to share this completion report of the Year 1 with the DFM Foods Project that is also a part of the annual reporting for the CSR activities. We ensure to continue the activities through the Year 2 and shall take forward the initiatives for Nutritional supplementation, nutritional education, education for good health and nutrition practices among the children and their immediate family members and thus promoting good health and nutrition in these critical growing up age group.

My best wishes for the MAMTA field workers who have been relentlessly working in the field at the time of COVID-19 pandemic and making things possible to happen in this project which we have been reporting through this compilation.

With best wishes to all field workers.

**Dr Sunil Mehra**  
**ED, MAMTA-HIMC**



***Message from the desk of MD & CEO, DFM Foods Ltd.***



**Mr. Lagan Shastri**  
**MD & CEO, DFM Foods Ltd.**

**W**e are committed to contribute towards sustainable social development of the community. Over the years we have been focusing on improving nutritional status of children, the future of our nation. Sustainable positive transformation of society can be achieved through children. I am very glad to say that MAMTA Health Institute for Mother and Child has partnered with DFM Foods to undertake CSR Project SAJAG- that focusses on improving the nutritional status of children in the age-group of 6-14 years in urban villages of Gautam Buddh Nagar, North West Delhi and Lucknow. The project embarked on its journey with the implementation of nutrition awareness sessions, nutritional intervention and system strengthening efforts for evidence generation of nutrition impact among children. I congratulate all stakeholders of the SAJAG project for the successful drive till date and wish all the best for all SAJAG project endeavours in the future. We look forward to continue our engagement with MAMTA to ensure nutritional improvement of children aged 6-14 years in next year as well.

With thanks and best regards.

**Mr. Lagan Shastri**  
**MD & CEO, DFM Foods Ltd.**



## ***Message from Internal CSR committee***



**Mr. Kajal Debnath**  
**Chief Regulatory Officer, DFM Foods Ltd.**

**W**e believe in creating social value through continual engagement with society for sustainable development. Our Corporate Social Responsibility envisages with strategic intent focusing on education, health-care, Food & Nutrition and environmental sustainability for positive impact on population at large. We are committed to drive sustainable community development through improving nutritional status of children and remain engaged, motivated to take this forward in years to come.

With thanks and best regards.

**Mr. Kajal Debnath**  
**Chief Regulatory Officer, DFM Foods Ltd.**



## ***Project at a glance***

Optimal Nutrition is key to healthy life. It's an investment if made at the right time can contribute to not only a child's health but also her realization to attain full economic potential. The project funded by CSR division of DFM Foods implemented by MAMTA Health Institute for Mother and Child involve children in the 6-14-year age group in selected urban slums of Gautam Buddha Nagar, Delhi and Lucknow. During these years a child progressively attains physical as well as psychological growth and any deficit in nutritious food can pose serious implications on a child's health.

This project has taken some concrete steps towards improving the nutritional status of children in this critical age group at our project sites. MAMTA HIMC team completed the baseline survey at these three locations and is monitoring the growth and development of the children in this age group. Adoption of behaviour change communication (BCC) approach and provision of IEC/BCC related material to the field staff and training them to provide education regarding nutrition and WASH hold an important place in the project. Also, inclusion of the system strengthening activities in the project which involves capacity building and developing linkages with the stakeholders such as the community leaders, Frontline workers school teachers etc. We were able to reach 6000 children in these areas.

Through this project we intended to support and carry forward the idea of a sustainable nutrition and healthy life i.e., improvement in the nutritional status of children in this age group for a healthy childhood, youth and improved health and productivity in their adult life.



## ***Way forward***

With a determined focus towards sustainable nutrition and health during childhood we ensure to keep our work up during the second year as well.

We will continue to make our work more effective and efficient, by adopting more strategic and relevant ideas. The project activities will proceed with the need assessment of the population to identify issues of the targeted population and identification and screening of the malnourished children.

Our team will work on the important interventions such as supplementary nutrition, community level interventions, school-based interventions and system strengthening activities. Awareness and education regarding nutrition and healthy diet, education regarding WASH practices will be provided to promote good health in these children. Distribution of nutritional supplements which is a supportive measure will help to overcome the food gaps in the 6-14-year age group, especially during the time of the pandemic. Thus, we look forward towards improvement of the health and nutrition status of the children in the age group of 6-14 years, for their healthy present as well as for a bright and healthful future ahead.



## Background of the project

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Children in the age group of 6-14 years are unique since they rapidly progress towards maturity of physical and psychological development. Any early depletion of nutrients tells upon the growth and development and further gets perpetuated with continued non-availability of nutritious foods. Stunting and dwarfing identified among children and adolescents reduce their ability to mainstream with peers. Nutrition plays a critical role in the growth and development of this physically active future citizens of the country who need the best nourishment and care. Pre-teen to early adolescence is a juncture to replenish body stores depleted of nutrients in preparation for the best functioning of a growing body and brain hence right guidance and nutrition education for the aforementioned age group will help the family and community to keep them healthy, both physically and intellectually. Therefore, MAMTA intends to engage with the parents, communities, schools and all government and welfare programmes in the localities to ensure knowledge dissemination for welfare of these children.

## Project Intervention Sites

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1. Lucknow Districts - *Semra, Sikandarpur and Lolai* villages in Chinhat Block.
2. Gautam Buddha Nagar District - *Sarfabad and slum- areas* of sector 73 and Barola.
3. North West Delhi District - *Kirari Suleman Nagar*.

## Details of the Project Activities

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### **(October 2020 - March 2021)**

#### **Commencement of the Project**

The project commenced on 1<sup>st</sup> of October 2020 where DFM Foods provided funds to MAMTA and agreed to collaborate and work together towards creating awareness about bringing in welfare of the children aged 6-14 years in the defined localities based an agreed plan of action to implement the project.

#### **Recruitment of the field staff**

In consultation with the MAMTA HR team, project team finalized terms of reference, the recruitment process was completed following filling in of all budgeted positions on the basis of education; previous experience; communication skills; and early joining of the candidates. All selected staffers were briefed about the necessary facilitation of role to be played in the project.

#### **Establishment of Field offices**

In order to ensure a good working space for the staff, field office was established at all three intervention sites. Protocols regarding the rent, communication, COVID-19 safety measures were executed in these offices. The office space at each site is having quality communication network, desktops, printers and the required stationary materials as well as field gadgets for anthropometry

## Virtual Project launch events

To give a clear insight of the project, MAMTA Health Institute for Mother and Child organized a virtual project launched three project launch events with the support of DFM Foods.

During these events, MAMTA representatives from MAMTA discussed the rationale, objectives, strategies and expected outcomes of the project. People from the community were also made an important part of the event. This included 10 beneficiaries and their parents, 2 ASHA and Anganwadi workers who joined the event virtually from Gautam Buddha Nagar. These launch events proved to be quite helpful in explaining the purpose of the project especially to the people from the community who were connected to the event virtually.

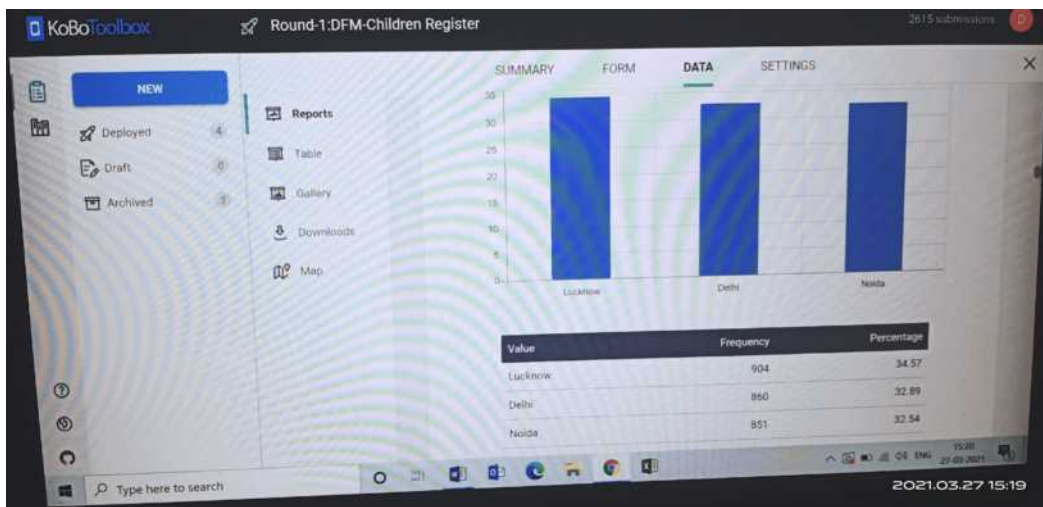


Image 1. The current status of Health screening of beneficiaries at three locations.

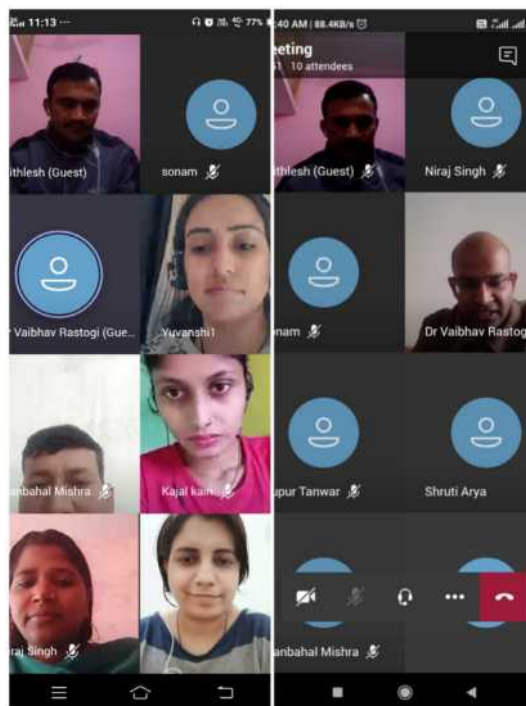


Image 2. Virtual Project launch on Zoom meeting



**Image 3.** Sharing views with stakeholder during project launch at Sarfabad, Gautam Buddh Nagar  
**Staff orientation programmes**

The staff orientation program aimed to make the newly joined members understand their roles and responsibilities in the project. The first induction training/ orientation was given by the HR of MAMTA. Then a virtual staff orientation was organized by MAMTA-HIMC. During this orientation, representatives from MAMTA addressed the field coordinators and Project coordinator. The staff was oriented regarding the rationale, objectives and strategies of the project. The staff was also oriented regarding the use of IEC materials, tools and techniques for data collection. Details regarding the daily work routine such as daily attendance, sharing of field location, reporting to office were discussed along with information regarding maintenance of stock register, activity plan, register maintenance, monthly action plan, activity report and activity photo bank were also discussed. Multiple orientations were given to the Project coordinator, who in turn oriented the Field coordinators for effective functioning of the project activities.



**Image 4.** Virtual staff orientation session conducted through Microsoft meeting

## **DFM Foods Project branding**

The representatives from MAMTA along with the communication team came up with a project name “SAJAG”, which means vigilance. Through project SAJAG we are taking an important step to foster a vigilant community. The next step was development of project logo and stationary for SAJAG Project. Logo was finalized from a range of various alternatives. Selection was made on the basis of its simplicity and clearness to communicate the message of the project.

## **Staff orientations in context of COVID 19**

Staff was trained to ensure effective functioning of the project. During all the sessions it was ensured that the preventive measures in context of COVID 19 are followed. Staff members were educated regarding importance of frequent hand washing, disinfection with alcohol-based sanitizers, maintaining respiratory hygiene, and social distancing. Multiple orientations were given to the Project coordinator, who in turn oriented the Field coordinators for effective conduct of the project activities.

## **Sajag Project Stakeholder orientations**

After finalization of the field staff and their continuous orientations, stakeholder orientations were conducted with the school teachers, front line workers’, health functionaries, and local leaders at three intervention sites for smooth implementation and functioning of the project. During all these orientations, information regarding the rationale and purpose of the project was given. The purpose of the event was to engage key stakeholders and community people and inform them about the Programme.

The frontline workers and the community people were provided with a brief on the importance of nutrition for growing children, the current status of malnutrition in India, the importance of consumption of essential nutrients for healthy physical and mental health development and also about how the intervention aims to develop insight into the lives of people for healthy consumption of food.

Certain important topics which were discussed with the local leaders and PRI members were the plan and purpose of the project, stakeholder data, area mapping, identification and line listing the beneficiaries, baseline survey, area identification for health screening camps and health screening of beneficiaries were discussed.

School teachers were also involved and the project objectives were discussed with them because they hold an important impact on the 6-14 years of age group and they can help children in carrying forward the positive nutrition and hygiene behaviour. These orientation events showed an active participation by all the stakeholders.

(Stakeholder matrix given as Table 8, **Annexure 1**)



**Image 5.** Meeting with School staff at Village Semra, Lucknow



**Image 6.** Meeting with AWW's at Kirari Premnagar 1<sup>st</sup>, North West Delhi



**Image 7.** Meeting with Local leader at Sarfabad slum area sector 73, Gautam Buddh Nagar



**Image 8.** Meeting with School staff at Kirari Prem Nagar 1<sup>st</sup>, North West Delhi



**Image 9.** Community and stakeholder engagement event at AWC Kirari Premnagar 1<sup>st</sup>, North West Delhi



**Image 10.** Community and Stakeholder engagement event at Primary School Lolai, Lucknow

## **Sajag Project Plan and Gantt Chart development**

Project activities were planned by team members and a Gantt chart was developed to schedule the activities and to ensure each activity is allotted sufficient time. Gantt chart was developed after series of discussion among the team members. Time allotment for each activity was done along with determining the resources needed.

(Activities and Gantt chart attached as Figure 1, **Annexure 1**)

## **Procurement of instruments for anthropometry**

Devices for measuring height and weight are the key instruments in this project. The accuracy of measurement of these devices is critical in order to monitor the progress towards achieving the goals of this project. Therefore, standard quality stadiometer and analogue weighing scale were procured to ensure adequate and reliable measurements in the field.

## **Review of the project design with senior management**

The project was reviewed multiple of times along with the senior management team of MAMTA. The prime motive of these reviews was to enable continuous improvement in the strategies of the project with a strong focus on improving the nutrition education and hygiene among children in the 6-14 years of age group.

## **Design and development of line listing tools**

For line listing activity, a structured schedule was developed by the team. The schedule consisted of closed ended questionnaires and were having in built checks and skips wherever applicable. The respondents were parents of the eligible children-aged 6-14 years. The schedule consisted of questions on house number, information regarding head of the family, education status of the household members and identification of the eligible respondents. (Details are attached as Image 2, **Annexure 1**)

## **Designing and development of IEC Material**

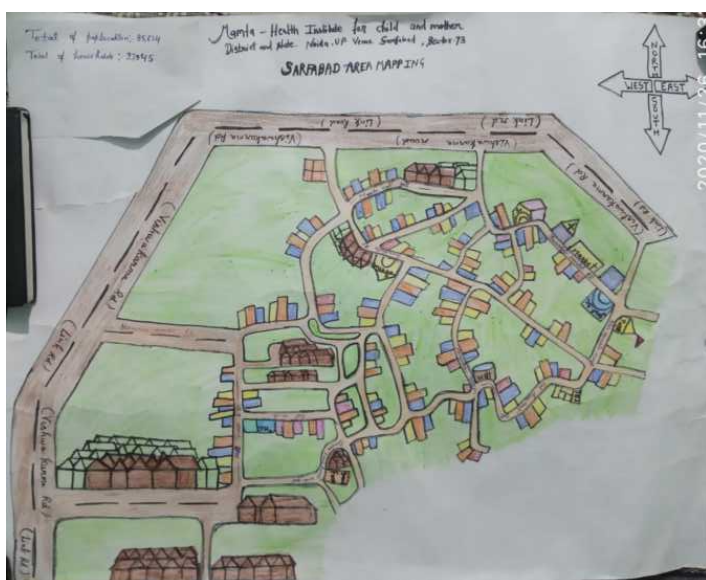
Development of Information education communication (IEC) material marks a vital part of the project activities as it intends to reinforce behaviour change in the target audience. Our team developed leaflets which are provided to the beneficiaries during health screening camps. These leaflets provide information regarding the role of nutritious diet in a child's growth in a colourful pictorial way. In addition to leaflets, posters have also been developed which are displayed at Anganwadi centres in all the intervention areas. Also, flip books containing information about healthy eating and nutrition are being prepared.



**Image 11.** Flyer prepared by the IEC team, depicting the importance of healthy nutrition

### Line listing of Beneficiaries

The line listing activity was conducted from 7<sup>th</sup> of December, 2020 till 27<sup>th</sup> of January, 2021. The total estimated population of these interventions sites is approximately 3 lakhs. Area mapping was carried out by the central team for the selection of urban areas, villages and blocks based on the population and availability of health care facilities.



**Image 12 and 13.** Area map of Sarfabad Village, Gautam Buddha Nagar and Kirari Prem Nagar 1<sup>st</sup>, North West Delhi

Project beneficiaries were identified in all three intervention sites with the achievement of target allotted. The total count of beneficiaries identified was 6063. Maximum number of beneficiaries accounts to Lucknow (2038), then North West Delhi (2016) and lastly Gautam Buddha Nagar (2009). (Details are given in Table 3, **Annexure 1**)

### **Baseline tool development and training of staff**

A structured schedule, to be administered with the sample respondents (parents of the eligible children-aged 6-14 years). This schedule consisted of the questions on respondents' and their spouses' socio-demographic characteristics, nutrition and health related information and knowledge of the respondents, their dietary pattern, inclusion of food items in their daily diet, knowledge and practice on balanced diet, anaemia, Iron & Folic Acid supplement (IFA), knowledge on primary sources of different food groups, worm infection, its treatment and WASH related knowledge and practices.

The schedule was translated in Hindi for data collection purpose. A two-day training was conducted with the interviewers and through this training, the tool was discussed, tested in the field and finalized. Data collection was online entered using Kobo software (open-source suite of tools for online data collection and data analysis) and the interviewers, while conducting the interviews, entered the data in the hand-held devices.

With an objective to train the project field staff for baseline survey & screening of the beneficiaries, a two-day baseline training program was organised at Hotel Kastor International, New Delhi on the 18<sup>th</sup> and 19<sup>th</sup> of January 2021.



**Image 14.** Baseline training of field staff at Hotel Kastor International, New Delhi



**Image 15.** Baseline training of field staff at Hotel Kastor International, New Delhi

One program coordinator and six field coordinators were trained during the session. This training session were conducted by DFM team and experts.

Methodology – The field staff was trained through presentations by experts, wherein, the baseline questionnaire was thoroughly explained and discussed. A demo on how to measure height and weight was given. The participants were given mock tests on data entry and exercise on how to measure height and weight and various group activities to make the session more interactive.

(Details of the baseline tool attached as Figure 3, **Annexure 1**)

(Details of the event given in Table 4, **Annexure 1**)

### **Baseline Survey conducted**

The baseline survey was conducted for 08 days (from 28 Jan 2021 to 5 Feb 2021) in project areas of North West Delhi, Gautam Buddha Nagar and Lucknow. This survey aimed to estimate nutrition and WASH knowledge and practices among children and their households in selected areas as the pre-intervention baseline data.

For selecting the respondents, line listing of 2000 children in the 6-14 years of age group in each of the intervention areas was done by the six field coordinators. The unit of sampling was households having children aged 6-14 years. Using the sampling frame, the required number of sampling units (120 in each site) were selected using Systematic Random Sampling technique. The data was collected using tablets by trained investigators for data quality assurance. A total of 360 samples were collected

successfully across all the districts. The analysis of the data has been completed. During report writing extensive literature review was done and it became evident that there is little literature available for the issues of nutrition in this age group despite the functioning of School health programme since 1953. The results from this baseline survey will be compared with the data obtained through end line assessment to ensure sustained widening of the scope of opportunities in order to improve health and hygiene of children.

(More details given in Table 5, **Annexure 1**)



**Image 16.** Field coordinator with beneficiary's mother during baseline survey at Barola slum area, Gautam Buddh Nagar



**Image 17.** Field coordinator with beneficiary's mother during baseline survey at North West Delhi Kirari Premnagar 1<sup>st</sup>

## MIS development

The Monitoring and Evaluation team in MAMTA developed MIS in order to manage the information in a systematic way. The data collected was compiled at the intervention sites by the field coordinator and analysed subsequently. It enabled in extracting information from data which will help in efficient decision making for future activities and to compare progress.

## Sajag Health Screening camps

The first stepping stone for initiation of health screening camps was identifying the areas for conducting these screening camps. Sites of Anganwadi centres and common community halls were identified at all the intervention sites to conduct anthropometry and physical examination of age group 6-14 years.



**Image 18.** Identification and line listing of beneficiaries at Sarfabad, Gautam Buddh Nagar






**Image 19.** Health Screening camp at Sarfabad, Gautam Buddh Nagar

The first round of health screening process was initiated from 9<sup>th</sup> March 2021 and it will be continued for 29 days i.e., till 16<sup>th</sup> April 2021. These camps are in process and aim to identify malnourished and disabled children in the age group of 6-14 years at all three intervention sites. A well-organized health camp with a concentration on planning, coordination, collaboration, tools and technique is incorporated. A well-trained field staff conducted height & weight measurement with the help of a stadiometer and an analogue weighing machine. Our communication team has developed health cards, which contains information regarding the beneficiary such as name of the child, parent's name, age, height and weight of the child. These health cards are being given to children during these screening camps.

(Details of the beneficiaries covered at each site given in Table 7, **Annexure 1**)



**Image 20.** Health Screening camp at Kirari premnagar 1<sup>st</sup>, North West Delhi

 <p><b>प्रोजेक्ट सृजन</b></p>	
<p><b>स्वास्थ्य कार्ड (6-14 वर्ष के बच्चों हेतु)</b></p>	
<p>नाम: .....</p>	
<p>जन्मतिथि (दिनांक / माह / वर्ष): .....</p>	
<p>पिता / माता का नाम: .....</p>	
<p>पता: .....</p>	
<p><b>मार्च 2021</b></p>	<p><b>अगस्त 2021</b></p>
<p>लम्बाई (सेंटीमीटर में): .....</p>	<p>लम्बाई (सेंटीमीटर में): .....</p>
<p>वजन (किलोग्राम में): .....</p>	<p>वजन (किलोग्राम में): .....</p>
<p>दिनांक: .....</p>	<p>दिनांक: .....</p>
<p>स्कूल का नाम: .....</p>	
<p>कक्षा/अनुभाग: .....</p>	
<p>Implemented by:</p> 	<p>Supported by:</p> 

**ध्यान देने योग्य बातें**

1. खाने को रुचिकर बनाने के लिए अलग-अलग स्वाद व रंग शामिल करें।
2. सुबह का नास्ता, दोपहर एवं रात्रि का खाना समय पर लें।
3. यदि मौसम ठंडा है तो, अंडा, मॉस और मछली आदि लें।
4. खाने में दूध, दूध से बने पदार्थ और मेवे आदि शामिल करें।
5. अपने खाने में स्थानीय/मौसमी रूप से उत्पादित पौष्टिक खाद्य पदार्थों को शामिल करें।
6. ऑगनवाड़ी से मिलने वाला पोषाहार अवश्य खाएँ।
7. हमेशा खाना बनाने, बच्चे को खिलाने से पहले, शौच के बाद और बच्चे के मल के निपटान के बाद साबुन और पानी से हाथ अवश्य धोएँ।
8. शौच के लिये हमेशा शौचालय का उपयोग ही करें, एवं शौच जाने समय नंगे पैर न जायें, चप्पल पहनकर ही जायें।

**Image 21.** Health card given to beneficiaries during screening camps.

## Celebration of thematic days (2)

### National Girl Child day

National Girl child day is celebrated on January 24 every year. A community-level event was organised on 25<sup>th</sup> January to celebrate National Girl Child day at three Intervention sites. The event aimed at spreading awareness on the Importance of girl's education, rights of the girl, health and nutrition. More than 25 girls participated along with their parents, community people and stakeholders at all three intervention sites.

(More details pertaining to event given in **Annexure 1**)



**Image 22.** Celebration of National Girl Child day at AWC Kirari Premnagar 1<sup>st</sup>, North West Delhi



**Image 23.** Celebration of National Girl Child day at Sarfabad slum area, Gautam Buddha Nagar

### **International Women’s Day**

It is celebrated every year on 8<sup>th</sup> March. A school-based event was organised at the Gautam Buddha Nagar site and a community level event was held at Anganwadi centre in both Lucknow & North West Delhi. The objective of the event was to give a brief about the celebration of International women’s day, to know the perspective of the beneficiaries, to motivate girls to participate actively in drawing competition by providing them with the token of appreciation and doing a march with a slogan on women empowerment.

(More details pertaining to event given in **Annexure 1**)



**Image 24.** Celebration of International Women's day at Sikandarpur, Lucknow



**Image 25.** Celebration of International Women's day at Saraswati Gyan Mandir School, Gautam Buddha Nagar



**Image 26.** Celebration of International Women's day at Sikandarpur, Lucknow

## Project Achievements 2020-21

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During year one (2020-21), project SAJAG was implemented in areas of Lucknow, Gautam Buddha Nagar and North West Delhi. The project accomplished important activities to improve the nutritional status of children in the age group of 6-14 years. After the commencement of the project in October 2020, the field teams were recruited and trained and field offices were established at 3 districts of project locations. At this point of time in October and November 2020, three project launch events were also conducted, one for each district location.

Resource mapping of the all the areas was carried out by the field staff. All 7 project locations in 3 districts listed population distribution along with identification of schools, Anganwadi centres and community gatherings. The total count of beneficiaries in the age group of 6-14 Years were enumerated at intervention areas was 6063. MAMTA field staff identified the key stakeholders of the project at these locations which included the front-line workers, community leaders, local leaders, school teachers and principals. The stakeholders were an important partner during the virtual project launch event along with the MAMTA team, DFM foods team and community members.

A baseline tracking survey was conducted to identify the benchmark of the local communities before the interventions were delivered and also to compare the results with the end line assessment. Before initiating the baseline survey, the field staff was trained on how to conduct this assessment using the baseline tool. This baseline assessment was conducted using a structured schedule which was administered to the respondents (parents of 6-14-year-old children), data was analysed. Results showed that parents were mainly above the age of 25 years or more and on an average about 39% of them have never attended schools. Over 60% of the parents were not employed and on an average a household income was about Rs. 14,310/- only before the COVID-19 lockdown. Majority of the respondents (52.7% in Delhi and 49.6% in Lucknow) had knowledge about balanced diet, while only 11.7% parents in Goutam Buddha Nagar were aware about it. While, a large number of the parents were not aware about the sources of protein (33.6% in NW Delhi, 48.7% in Lucknow and 94.2% in GB Nagar). On the other hand, overall 82.7% of parents were aware of the worm infestations. As a result, lower level (80.7% Low) Scores of knowledge regarding nutrition and health was observed that among the respondents under the practice index scores. Dietary habits, children skipping meals and practice score of nutrition aspects were also studied during the baseline which showed majority (63.1%) of

them were Non-vegetarians, many children skipping morning (62.3%) and evening (88%) skipping meals but over 90% have medium or high practice scores on nutritional aspects.

Development of MIS by the monitoring and evaluation team is another important achievement which enabled in getting information from the collected data. MIS activities enabled the MAMTA team to capture, process and manage data in a systematic way. During the year one of project SAJAG, health screening camps were organized at all the intervention areas. The field staff was trained to conduct the health screening camps which involved taking anthropometric measurement of the children using digital instruments. During these camps, MAMTA succeeded to screen 4831 children. During these health camps, groups were created and peer leader were chosen for the BCC group sessions. The children screened during these camps were also provided with a Printed Identity Card form of health cards which was designed and printed by the MAMTA team as suggested by the DFM Foods team. These health cards have a front page containing the details of the beneficiaries and a back page where important points related to nutrition and WASH practices are listed.

Behaviour Change Communication is a major activity of the MAMTA team in SAJAG project. Tools, messages, materials for training and communication were designed and developed by MAMTA team during the course of the project and in Year-1, Four (4) sets of materials were developed and used in the team for informing the community about components of balanced diet, protein and calories, health and hygiene habits and COVID-19 infection prevention. Designing and developing of IEC materials was a significant task of the SAJAG project. MAMTA team developed leaflets and posters to provide information regarding the importance of a Balanced diet, nutritious diet and safe WASH practices. The leaflets were provided to the beneficiaries during the health screening camps while the posters were displayed at the Anganwadi centres in project locations.

Project SAJAG team observed two health days at the community levels in all 7 sites which were National Girl child's day and International women's day. During these two days, community level events were organized which involved holding games and quiz competition among the children to make them understand the importance of these days and giving a token of appreciation to all the participants. These events had rich participation of children, their parents as well as other community members. A very important aspect of these events was the involvement of the key stakeholders which further helped in strengthening the project activities in the respective intervention areas.

## Plan for the second year 2021-22

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Project SAJAG aspires to work to improve nutrition and health of the children in a sustainable way and thus, continuing its work during the second year as well. Project has identified another 6000 children in additional locations in 3 project districts also identifying their parents, stakeholders and adjoining community members as beneficiaries in Year 2. Inclusion of another 20000 Direct reach (6000 children, 14000 Family members and Stakeholders) and 30000 Indirect reach beneficiaries have been listed for coverage. While the population of the project adds to the population of the year 1, all activities from the first year will be continued in year 2.

Baseline tracking of Year 2 will be conducted like Year 1 and will follow tracking of the key indicators that can mark progress at the end of the year evaluation. The project activities during this year will also commence with the need identification of the areas for delivering interventions to this crucial age group. The sessions on social and behavior change communication will include communication using BCC tools such as dialogue cards, educational videos as well as posters, handbills and banners. These sessions will be delivered at all the locations to reinforce behavior change in the beneficiaries. One important activity added this year is supplementary nutrition, in which supplementary food packs containing protein and calories will be delivered to the vulnerable children.

BCC is central to project interventions for bringing in changes through interactions and communication campaigns. Four (4) modules will be carried forward for coverage of both parents and children, namely, Growth and physiology, Micronutrient Deficiency, Dietary diversity and Environmental Sanitation. IEC and BCC activities will continue like year 1.

Nutritional Supplementation (NS) to the children aged 6-14 Years of age is a unique activity added in Year 2 to the SAJAG project. NS activity would likely to start from July 2021 following the identification of readily consumable protein and calorie providing nutrients to be provided, procurement procedures in MAMTA and RFP completion for selection of vendors in these 3 places as well as field procedures of distribution. It has been planned to restrict Nutritional Supplementation to the Vulnerable Children who have been identified in the Year 2 under the Stunting and undernourished group whose number is likely to be around 1500. The process will be continued over the next 8-9 months.

Health Screening camps will be continued with the new 6000 children. On completion of the second screening, it will be possible to identify the positive growth in children. On review of literature, it has been found that once the PEM sets in early childhood, course of stunting and dwarfing is progressive. It will be an excellent opportunity to focus on the growth and development of the stunted children and will help identify the obese and overweight who are also at risk of non-communicable diseases. Health screening camps will be conducted during the second year by MAMTA trained field staff. The target for this year is to screen 6000 children during these health camps. In these camps, anthropometric

measurements of children will be recorded and the data collected by the field staff will be analyzed using appropriate software.

Provision of nutrition education through sessions where the parents of underweight/ obese children will be shared nutritional recipes. In this activity, recipes will be developed using the food items which are nutritious and locally available. Educational sessions for the children regarding nutrition, health and WASH practices are also planned in schools subject to the opening of the schools. Health education sessions on practices of health seeking and health responsible behavior will also be held. These sessions will involve education sessions on common ailments.

Thus, by means of all these activities we look forward towards taking another step towards improvement of the health and nutrition status of the children in the age group of 6-14 years who are the future citizens of our country.

## Annexure 1

**Table 1.** Details of the Project SAJAG offices

SI No.	District Site	Office Address
1	Gautam Buddh Nagar	House no. - 139, 2 <sup>nd</sup> Floor, Sector-73 Sarfabad Gautam Buddh Nagar, Uttar Pradesh
2	Lucknow	A-214 first floor, Village - Semra Post - Matiyari, Block - Chinhat Lucknow, Uttar Pradesh
3	North West Delhi	House no-117 Prem Nagar 1 <sup>st</sup> Kirari Suleman Nagar, North West Delhi

**Table 2.** Details of the assets available at Project SAJAG offices

Name of the material	Quantity
Laptop	2
Desktop	2
Printer	3
Wi fi	3
Stadiometer	1
Analogue weighing scale	6
Movement register	3
Visitor register	3
Attendance register	3
Stock register	3
Refreshment register	3

**Figure 1.** Gantt chart illustrating the project activities and timelines

		Project Timeline (12 Months)											
Months		1	2	3	4	5	6	7	8	9	10	11	12
<b>Project Activities</b>													
1.	Selection of team members / Human Resource for the project	█											
2.	Establishment of Field Offices	█											
3.	Orientation of the project staff	█	█										
4.	Issuing the letter of support from the concerned Government departments to implement the project	█	█										
5.	Meeting with the local stakeholders, DFM Foods Plant Staff members	█	█										
6.	Project Launch event	█	█										
7.	Baseline Survey – Planning, Preparation of tools, training of staff members		█										
8.	Baseline Survey – Conducting survey in the field, data analysis and Report			█									
9.	Inception Report, including baseline survey report				█								
10.	Line-listing of beneficiaries – Preparation of formats/ tools, training of staff members			█									
11.	Line-listing & Screening of beneficiaries				█	█							
12.	MIS development		█	█									
13.	Development of IEC material for community and school-level activities			█	█								
<b>Implementation of community based interventions</b>													
14.	Awareness and knowledge building sessions, including Digital Awareness campaign, BCC activities, video dissemination				█	█	█	█	█	█	█	█	█
15.	Organizing periodic reviews with parents, emphasizing on health and optimal nutrition for each age-group					█	█	█	█	█	█	█	█
16.	Counselling sessions on issues prevalent during adolescence, such as eating disorders, mental health issues, adolescent pregnancies etc.					█	█	█	█	█	█	█	█
17.	Referral of identified malnourished and children with disabilities to appropriate health facilities.					█	█	█	█	█	█	█	█
<b>Implementation of School-based Activities</b>													
18.	Learning sessions, Hands-on team/group activities in schools					█	█	█	█	█	█	█	█
19.	Making available health education materials in classrooms and libraries					█	█	█	█	█	█	█	█
20.	Celebration of Thematic days				█	█	█	█	█	█	█	█	█
<b>Implementation of System Strengthening Activities</b>													
21.	Liasoning with the government health functionaries and front-line workers		█	█	█	█	█	█	█	█	█	█	█
22.	Preparation of training materials for front-line workers			█	█	█	█	█	█	█	█	█	█
23.	Orientation of front-line workers on nutrition and WASH				█	█	█	█	█	█	█	█	█
24.	Connecting beneficiaries with the government health services and services available at AWCS				█	█	█	█	█	█	█	█	█
25.	Making beneficiaries aware of various government schemes, including National Nutrition Mission				█	█	█	█	█	█	█	█	█
26.	End line survey - Planning, Preparation of tools, training of staff members											█	█
27.	End line survey – Conducting survey in the field, data analysis and Report												█
28.	Narrative report of the project, including findings of End-line Survey												█
29.	Dissemination workshop/ meeting												█

**Figure 2.** House line listing tool

**HOUSE LISTING FORMAT-DFM PROJECT**

Intervention Area	
Intervention Sub-Area	
Line No.	
H.H. No.	
Respondent's name	
Address with landmark	
GPS Coordinate-Latitude	
GPS Coordinate-Longitude	
Respondent's Mobile Number	
IS WhatsApp available in this Mobile Number	
Religion	
Caste	
# of members in the HH	

Household Member											
Sl. No.	Name of the head of the household	Sex	Age	Relationship with the head of HH	Marital status (If age >=18 years)	Identification for eligible respondent			Name of the mother of the eligible child	Name of the father of the eligible child	Category of the eligible child (A-5G, B-95G)
		(M/F)	(Years)	(Spouse/Parent/Child/Other)	(M, S, W, D, O, N/A)	Present write (Age < 6 years)	Unique Code (If coded between 2 to 5 in Col 6A)	Write one letter from 'A' to 'M' for the last one of respondent followed by a digit total number of the child. EXAMPLE: If 6th site is 4 and this serial number is 101 then it is 11. The Unique code will be "A0011". If this site is 2, total serial number is 1000. Unique code will be "0000".			
1	2	3	4	5	6	7	8	9	10	11	

**Table 3.** Line listing of beneficiaries

Site	Village /Urban Block	Total no. of covered Cluster / Block	Total number of H.H. visited	Total number of eligible H.H.	Total number of Locked H.H.	Total number of not eligible H.H.	Total Number of Identified Beneficiaries
Gautam Buddh Nagar	Sarfabad, Sec-73 & Barola	42	2593	1223	481	889	2009
Lucknow	Sikandarpur, Semra & Lolai	45	2672	1158	726	788	2038
North West Delhi	Kirari Suleman Nagar Premnagar 1 <sup>st</sup>	12	2495	1088	611	796	2016
	<b>Total</b>	<b>99</b>	<b>7760</b>	<b>3469</b>	<b>1818</b>	<b>2473</b>	<b>6063</b>



**Table 5.** Details of the target population covered in baseline assessment

Sl. No.	Site	Target sample size	Target achieved
1.	Gautam Buddh Nagar	120	120
2.	North West Delhi	120	120
3.	Lucknow	120	120
	<b>Total</b>	<b>360</b>	<b>360</b>

**Table 6.** Details of the meetings conducted at the intervention sites

Site	AWW	ASHA	A.N.M.	School Staff	PRI member	Local Leader	CHW/CDMO /BSA/DPO/ Other
Gautam Buddh Nagar	10	12	3	3	4	89	7
Lucknow	26	24	8	12	9	16	8
North West Delhi	53	21	5	3	12	14	6
<b>Total</b>	<b>89</b>	<b>57</b>	<b>16</b>	<b>18</b>	<b>25</b>	<b>119</b>	<b>21</b>

**Table 7.** Current status of the health screening camps

Sl No	Site	Cumulative reach	Total Target
1	Lucknow	904	2038
2	North West Delhi	860	2016
3	Gautam Buddh Nagar	851	2009
	<b>Total</b>	<b>2615</b>	<b>6063</b>

**Table 8.** Stakeholder matrix

Sl No.	Stakeholder category	Possible Impact	How we can get them involved?
1	Front Line workers	Act as an interface between the beneficiaries and the available services for children (6-14 years); Reach to masses in their respective areas	Meetings and discussion
2	PRI Members	Can motivate other PRI members and front-line workers; can sensitize masses regarding the importance of nutrition and hygiene	Meetings and discussion
4	School Teachers	Have positive impact on children and their parents; Providing education regarding nutrition and hygiene to children in a sustained way	Project brief; Meetings
3	Local leaders	Can reach out to masses in their respective constituencies; can work to ensure services are being delivered in their respective areas	Meetings and discussion

## 9. Celebration of thematic day

### (i) National Girl Child Day

1. **Date:** 25/01/2021, **Time:** 11:00 AM to 11:45 PM

**Venue:** AWC Semra, Lucknow, Uttar Pradesh

**Stakeholders:** Beneficiaries, FLWs, Local leader and community

Activity	Time	Facilitated by
Welcome note –Introduction	11:00 AM-11:05 AM	Mr. Manbahal Mishra, Field coordinator
Brief about the National Girl child day: History, objective	11:05 AM-11:20 AM	Ms. Niraj Kumari, Field Coordinator
Discussion on Importance of girls' education, rights of the girl, health and nutrition	11:20 AM-11:40 AM	Girls between 6 to 14 yrs. with their parents and frontline workers
Vote of Thanks	11:40 AM-11:45 PM	Ms. Niraj Kumari, Field Coordinator

2. **Date:** 25/01/2021

**Time:** 02:00 PM to 2:45 PM

**Venue:** Sarfabad, Gautam Buddha Nagar Uttar Pradesh

**Stakeholders:** Beneficiaries, Frontline workers, Local leader and community

Activity	Time	Facilitated by
Welcome note –Introduction	2:00 PM-2:05 PM	Ms. Pooja Sharma, Field coordinator
Brief about the National Girl child day: History, objective	2:05 PM-2:20 PM	Ms. Kajal Kain, Field Coordinator
Discussion on Importance of girls education, rights of the girl, health and nutrition	2:20 PM-2:40 PM	Girls between 6 to 14 yrs with her parents and frontline workers
Vote of Thanks	2:40 PM-2:45 PM	Ms. Shruti Arya, Program Coordinator

3. **Date:** 25/01/2021

**Time:** 11:00 AM to 11:45 PM

**Venue:** AWC Kirari Suleman Nagar, North West Delhi

**Stakeholders:** Beneficiaries, Frontline workers, Local leader and community

Activity	Time	Facilitated by
Welcome note –Introduction	11:00 AM-11:05 AM	Ms. Sonam, Field coordinator
Brief about the National Girl child day: History, objective	11:05 AM-11:20 AM	Ms. Nupur, Field coordinator
Discussion on Importance of girls' education, rights of the girl, health and nutrition	11:20 AM-11:40 AM	Girls between 6 to 14 yrs. with her parents and frontline workers
Vote of Thanks	11:40 AM-11:45 PM	Ms. Nupur, Field coordinator

**(ii) International women's day (8<sup>th</sup> March 2021)****1. Date:** 08/03/2021**Time:** 01:00 to 2:10 PM**Venue:** Saraswati Gyan Mandir School, Sarfabad sector 73, Gautam Buddh Nagar, Uttar Pradesh**Stakeholders:** Beneficiaries, Principal, teachers and Frontline workers

Sl no	Activity	Time	Facilitated by
1	Welcome note –Introduction and Brief about the project	01:00 PM-01:05 PM	Pooja Sharma, Field coordinator
2	Brief about the International women's day	01:06 PM-01:10 PM	Kajal Kain, Field coordinator
3	Perspectives of beneficiaries	01:11 PM-01:15 PM	8 to 14 years age group girls
4	Drawing competition	01:16 PM-1:45 PM	Purnima Singh, Intern
5	Rally	01:46 PM-02:00 PM	Beneficiaries, MAMTA team and stakeholders
6	Prize distribution	02:01 PM-02:05 PM	School Principal
7	Concluding remarks	02:06 PM-02:10 PM	Shruti Arya, Program Coordinator

**2. Date:** 08/03/2021**Time:** 01:00 to 2:10 PM**Venue:** Gali number-11, Station block Kirari Prem Nagar 1<sup>st</sup>, North West Delhi**Stakeholders:** Beneficiaries and frontline workers

Sl no	Activity	Time	Facilitated by
1	Welcome note –Introduction and Brief about the project	01:00 PM-01:05 PM	Ms. Nupur, Field coordinator
2	Brief about the International women's day	01:06 PM-01:10 PM	Ms. Sonam, Field coordinator
3	Perspectives of beneficiaries	01:11 PM-01:15 PM	8 to 14 years age group girls
4	Drawing competition	01:16 PM-1:45 PM	Ms. Nupur, Field coordinator
5	Rally	01:46 PM-02:00 PM	Beneficiaries, MAMTA team and stakeholders
6	Prize distribution	02:01 PM-02:05 PM	Anganwadi worker
7	Concluding remarks	02:06 PM-02:10 PM	Ms. Sonam, Field Coordinator

**3. Date:** 08/03/2021

**Time:** 01:00 to 2:10 PM

**Venue:** Anganwadi center, Sikandarpur Khurd, Lucknow

**Stakeholders:** Beneficiaries and frontline workers

Sl no	Activity	Time	Facilitated by
1	Welcome note –Introduction and Brief about the project	01:00 PM-01:05 PM	Ms. Niraj, Field coordinator
2	Brief about the International women’s day	01:06 PM-01:10 PM	Mr. Manbahl, Field coordinator
3	Perspectives of beneficiaries	01:11 PM-01:15 PM	8 to 14 years age group girls
4	Drawing competition	01:16 PM-1:45 PM	Ms. Niraj, Field coordinator
5	Rally	01:46 PM-02:00 PM	Beneficiaries, MAMTA team and stakeholders
6	Prize distribution	02:01 PM-02:05 PM	Anganwadi worker
7	Concluding remarks	02:06 PM-02:10 PM	Ms. Niraj, Field Coordinator

# IEC Materials

**पोषण को रोक-रोकड़ाई की बजाय जोड़कर बढ़ाएं**  
 पोषण को रोक-रोकड़ाई की बजाय जोड़कर बढ़ाएं। पोषण को रोक-रोकड़ाई की बजाय जोड़कर बढ़ाएं। पोषण को रोक-रोकड़ाई की बजाय जोड़कर बढ़ाएं।

**सामान्य से हाथ धोने का सही समय**

**सुखाने और धोने के बाद**

**आपके बच्चों को खाद्य में स्वस्थ आहार दें**

**आपके बच्चों को खाद्य में स्वस्थ आहार दें**

**किशोरावस्था में ही पोषक भोजन सेहत चुकती खोल-मुट्ट और साफ-सफाई भी रहे पूरी**

**प्रतिदिन सीमा पर सफाई आहार**

**स्वस्थ पोषण सामग्री-सफाई और खोल-मुट्ट और साफ-सफाई भी रहे पूरी**

**एक घण्टे का खेल-मुट्ट या व्यायाम**

**पौधे पोषक तत्वों का करें नियमित सेवन स्वस्थ शारीरिक विकास और बुद्धिमान बर्तन बनाएं**

**वितमिन**

**खनिज**

**सस्ता**

**प्रोटीन**

**अधिक चलना, नीला या पीले में बसने से जल्द जोड़ना खाना जोड़ने से पोषक गुण और मिलाया है पोषकियों का विकास**

**खाना**

**पेय**

**सक्रियता**

**सुखाने और धोने के बाद**



## MAMTA Health Institute for Mother and Child