

# ANNUAL REPORT

2024-25

PROJECT TUSHTI



PREPARED BY

**JSI R&T INDIA FOUNDATION**

In Association with



Implementing Partners



# Contents



01

**Key Acheivements**

1

02

**TRACK 1: 1000 DAYS LIFE  
CYCLE APPROACH**

2

03

**TRACK 2: ADDRESSING  
SOCIAL DETERMINANTS OF  
MALNUTRITION**

4

04

**TRACK 3: DEVELOPMENT OF  
IEC MATERIALS**

5

05

**TRACK 4: STRENGTHENING  
OF ICDS SERVICES**

6

06

**TRACK 5: ECOSYSTEM  
STRENGHTENING**

8

07

**TRACK 6: POSHAN SAKHI-  
NUTRITION TELE-  
COUNSELLING CENTRE**

12

08

**TRACK 7: CONVERGENCE**

13



# KEY ACHIEVEMENTS



1

## Significant Reduction in Malnutrition

Achieved an 84% reduction in malnutrition through focused interventions.



2

## Recognition of Suposhit Panchayats

14 Panchayats declared as Suposhit Panchayats for exemplary work in promoting nutrition and health.



3

## Nutrition Awareness through Recipe Booklet

- 60,000 copies of Poshan no Adhar – Paushtik Aahar booklet distributed by WCD across Anganwadi Centres.
- Focused on affordable, nutritious, and locally available food options.



4

## Strengthened Community Engagement through IEC

Developed and disseminated engaging IEC materials, including:

- Breastfeeding Week GIFs
- Informative posters
- VHSNC awareness video

Widely circulated via WCD's official social media channels.



5

## Statewide Nutrition Tele-Counselling

- Engaged 16 tele-counsellors at the Nutrition Tele-counselling Centre.
- Provided personalized guidance on nutrition, health practices, and entitlements.



6

## Development of Smart Anganwadis

- Established 3 Smart Anganwadi Centres at Dwarka Advent Cinema 10, 11, 12 aligned with Saksham Anganwadi Guidelines. Features include improved infrastructure as per BALA theme, books, toys, Television and child-friendly spaces.

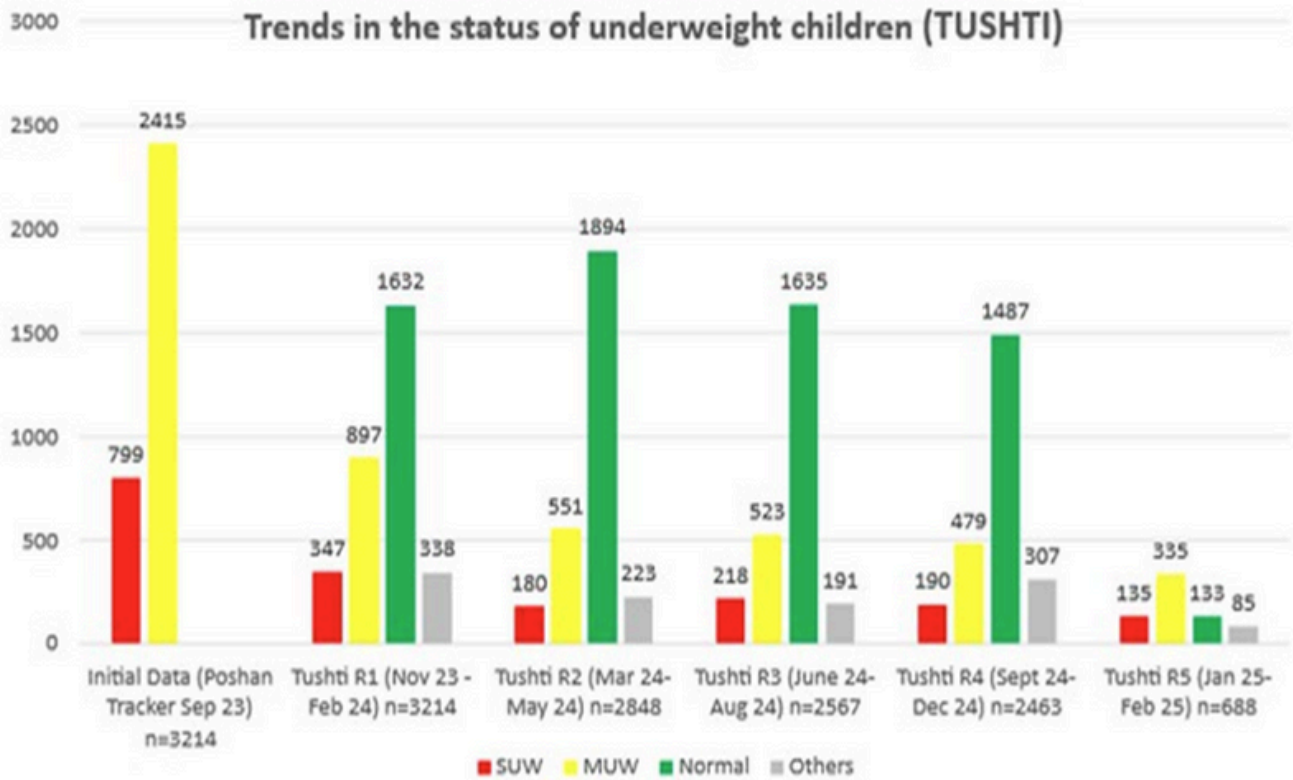
# TRACK 1: 1000 DAYS LIFE CYCLE APPROACH

## Tracking and Caring of Malnourished Children

At the beginning of Phase 2, a total of 3,214 malnourished children (Severely Underweight and Moderately Underweight) were identified across 65 high-concentration villages, based on ICDS Poshan Tracker data.

From November 2023 to February 2025, five rounds of joint growth monitoring and tracking of malnourished children were conducted in collaboration with ICDS. These were supported by one-to-one counselling sessions, Targeted THR (Take Home Ration) promotion, and regular awareness sessions in the communities. These collective efforts focused on improving nutrition, hygiene, and ensuring access to ICDS services. As a result, significant social and behavioural changes were observed, leading to a substantial reduction in malnutrition. By the fifth in February, up to 85% of the identified children had shown measurable improvement marking a major step toward sustainability and long-term community impact. In parallel, these 3,214 children were also tracked in the Poshan Tracker system, with data aligned and cross-verified with Tushti's field data. After addressing data discrepancies and ensuring consistency, the Poshan Tracker reflected an 84% reduction in malnutrition status among these children, further validating the success of the intervention.

### TUSHTI Data (Growth Monitoring)



## Growth Monitoring

Following the growth monitoring and tracking, we also initiated targeted medical camps for children identified as needing medical consultation. These camps provided medications and counselling, ensuring a more comprehensive and holistic approach to improving child health outcomes. As a result of these sustained efforts and a series of targeted interventions, "Adarsh Families"—those who actively supported the initiatives and contributed to the improvement of their child's nutritional status—were identified and recognized for their commitment.



Height Measurement



Weight Measurement



Parental Counselling by Tushti's FO

## Medical Camp



Medical Camp

8 medical camps were conducted across all blocks of Dwarka district, with a primary focus on addressing malnutrition among children in need of intervention. A pediatrician-led medical team carried out thorough assessments based on the "4 Ds" framework—Defects at birth, Deficiencies, Developmental Delays, and Disabilities. Essential medications were provided to cater to the specific health needs of each child, ensuring their well-being and recovery.

### Key Outcomes

A total of 345 children participated in the medical camps.

Live recipe demonstrations using Take-Home Rations (THR) and locally available nutritious foods helped parents understand the importance of balanced meals for their children.

Distribution of medicines tailored to individual health requirements.



Live Recipe Demonstration using THR



Adarsh Family Felicitation

## Adarsh Family Felicitation

The Adarsh Family Felicitation celebrated families who demonstrated remarkable improvement in their children's nutritional status. These inspiring families were recognized for their dedication and positive practices, emerging as true champions in fostering healthier and brighter futures for the next generation.

# TRACK 2: ADDRESSING SOCIAL DETERMINANTS OF MALNUTRITION

## Counselling Session



**Counselling of Lactating Mother**

A total of **3696 pregnant and lactating mothers** received in-depth counselling sessions covering key aspects of the 1,000-day life cycle. These sessions focused on birth preparedness, infant and young child feeding (IYCF) practices, antenatal care (ANC), postnatal care (PNC) services, birth spacing methods, maternal nutrition, anemia prevention, and hygiene.

These counselling sessions were conducted both at Anganwadi Centers (AWCs) and through home visits, involving not only the pregnant and lactating mothers but also their mothers-in-law. The sessions were carried out in collaboration with Anganwadi Workers (AWWs) and Accredited Social Health Activists (ASHAs) to ensure the widest possible reach and impact.

The aim was to provide comprehensive support and education to these women, empowering them to make informed decisions regarding their health and the health of their children.

## Counselling Session of Adolescent girls

Counselling sessions were organized for **1,705 adolescent girls** during visits to villages and Anganwadi Centres (AWCs), focusing on key topics such as the menstrual cycle, anemia prevention, IFA tablet consumption, promotion of Take-Home Ration (THR), and menstrual hygiene and sanitation.

The sessions also emphasized the importance of delaying marriage and pregnancy, highlighting the value of education, career development, and personal growth. Participants were informed about the health risks of closely spaced pregnancies and introduced to various birth spacing methods. These sessions were conducted at AWCs and through home visits by community health workers, engaging not only adolescent girls but also their families and community members to foster awareness and encourage positive behaviour change.



**Activity based counselling session of Adolescent girls**

## Anaemia Screening and Promotion of IFA Supplementation for Adolescent Girls



**Anemia Screening**

Under the Anemia Mukht Bharat initiative, a total of **427 adolescent girls** were screened and counselled for anemia during the T3 Camp, conducted in collaboration with the Health Department. Those found with low hemoglobin levels were further assessed for iron deficiency anemia, provided with iron-folic acid (IFA) tablets, and are being regularly monitored to ensure adherence to supplementation.

In addition, out-of-school adolescent girls were counselled on optimal nutrition practices and screened using digital hemoglobinometers at Anganwadi Centres during Village Health, Nutrition, and Sanitation Day (VHNSD) events, medical camps, and PURNA Divas, with active support from Auxiliary Nurse Midwives (ANMs).

# TRACK 3: DEVELOPMENT OF IEC MATERIALS

## Development Of IEC Materials To Promote Sustainable Behaviour Change

Seven GIFs and eight posters were created highlighting themes like the significance of early breastfeeding, making it comfortable, rights of mothers and children, support for working mothers, and the role of husbands, families, and frontline workers.

These were widely shared via WhatsApp and the Department of Women and Child Development's Instagram and Facebook pages reaching over 2728 beneficiaries each post.

The campaign successfully raised awareness and influenced positive breastfeeding practices, impacting thousands of pregnant and lactating women, their families, and frontline workers statewide



Digital posters



Animated GIFs



GIFs shared on social media platforms by DWCD



VHSNC Roles and Responsibility on State WCD's YouTube Channel

Views: 1016 (from 3<sup>rd</sup> December 2024 till date)



Poshan no Aadhar, Paushtik Ahaar" recipe book launched by the WCD Minister, Smt. Bhanuben Babariya which has been distributed in anganwadi centres statewide.

Four animated video films and accompanying radio jingles were developed on critical themes such as promotion of Take-Home Ration (THR), menstrual health and hygiene, prevention of anemia among adolescent girls, and breaking the vicious cycle of anemia and will be disseminated in FY 2025-26.

These engaging video swill be widely disseminated across all official social media platforms of the Department, amplifying outreach and promoting awareness among communities.

# TRACK 4: STRENGTHENING OF ICDS SERVICES

## Upgradation of Anganwadi Centre



Smart Anganwadi developed at Dwarka

To enhance service quality and create a child-friendly environment, significant efforts have been made to upgrade AWCs under Project Tushti. In the current year, three AWCs at Dwarka Advent Cinema 10, 11, and 12 have been developed as Smart Anganwadis. Additionally, JSI has established three more Smart/Saksham AWCs in Khambhalia, Bhanvad, and Bhatia, complementing the initiatives of Project Tushti.

Earlier, in 2021, a total of 14 AWCs were renovated, and in 2023, eight AWCs were transformed into Smart AWCs—six under Project Tushti and two by JSI—marking continued progress in strengthening the infrastructure for early childhood care and development.

## Strengthening of 4 Tuesdays and Mamta Divas

Under the Poshan Abhiyaan, Project Tushti focuses on strengthening the activities conducted during the four Tuesdays of each month by ensuring comprehensive planning, resource allocation, and effective implementation. Through targeted outreach efforts, awareness campaigns, and community engagement initiatives, the project actively encourages increased participation of beneficiaries, instilling a sense of ownership and dedication to nutrition and health promotion initiatives



### •Suposhan Samwad (First Tuesday)

- Counselling sessions on IYCF practices, nutrition, hygiene, and IFA/calcium consumption.



### •Baal Tula (Second Tuesday)

- Monitor the weight and height of registered children to assess their nutrition status.



### •Annaprashan Divas (Third Tuesday)

- Feeding of children aged 6 months and above something sweet to mark the start of their age appropriate feeding journey.



### •Annavitran and Purna Divas (Fourth Tuesday)

- Counselling sessions for adolescent girls and distribute Take Home Ration to beneficiaries.



**Parental Counselling during Mamta Divas**

Project Tushti focused on increasing beneficiary participation in Mamta Divas (VHSND) through targeted initiatives. Special efforts were made to engage beneficiaries in key activities such as immunization drives, growth monitoring, and antenatal and postnatal check-ups for pregnant and postpartum women in collaboration with the Health Department. A total of 2107 counselling sessions were conducted to deliver essential health and nutrition information. By improving the quality and accessibility of services, Project Tushti aimed to enhance the overall impact of Mamta Divas.

## Importance of THR and it's Consumption

Project activities included ensuring beneficiaries received THR on the 4th Tuesday of each month. A recipe booklet called "Supushti 1.0" that was developed in 2023 in collaboration with the ICDS team, featuring THR-based recipes is also being used for preparation. Live recipe demonstrations were conducted to showcase these recipes and educate beneficiaries on correct cooking methods. Community members were sensitized about the importance of THR during home visits and visit to AWCs. Additionally, competitions were organized to promote THR and millet consumption, encouraging community engagement and participation.



**Counselling on THR Consumption**



**Food items developed from THR packets with help of Supushti Recipe Booklet**



# TRACK 5: ECOSYSTEM STRENGTHENING



**Kitchen Garden developed using Poshan Vatika kit**

## Poshan Vatika

The Poshan Vatika initiative empowered families to cultivate nutrient-rich vegetables at home, encouraging their regular consumption for better health and well-being. Each Poshan Vatika kit included 8–10 varieties of vegetable seeds, a bio-pesticide bottle, a Poshan Vatika Card, an information leaflet, a recipe booklet, and a vegetable bag to support home gardening efforts.

This year, 978 kits were distributed, and cumulatively, the initiative has benefited over 5,000 families, promoting cost-effective and sustainable access to essential nutrients. The growing reach of this initiative highlights its positive impact on household nutrition and food security.

## Purna Potli

A health kit for adolescent girls to manage menstruation that includes a comic book, a carry-on pouch, 4 reusable cloth pads with a manual, and an anaemia prevention booklet. The initiative aimed to provide safe menstrual hygiene products and eliminate taboos surrounding menstruation. Adolescent girls were educated on menstrual health and provided with cloth sanitary pads. A total of **653 purna potli were distributed and over 3000 AGs were benefited** from this initiative.



**Counselling session through Purna Potli**

## Strengthening VHSNCs



**VHSNCs Meeting**



VHSNCs were instrumental in promoting community engagement and decision-making in health and nutrition. Across Dwarka District, 62 meetings were held with PRI members, ASHA Workers, AWWs, AWHs, and other community members. Discussions focused on community participation, planning, monitoring, resource mobilization, health and education awareness, and linkages and advocacy. Through interactive discussion, coupled with the active involvement of local leaders and health workers, these meetings helped in disseminating valuable information and enhanced understanding of health and nutrition-related issues among the community members.

### **Achievements under VHSNCs**

**Suposhit Panchayats:** 14 panchayats were recognized for significant progress in reducing malnutrition and improving health.

**VHSNC Functionality:** Active VHSNCs increased from 20% to 60%, holding regular meetings to address health and nutrition issues.

**Anganwadi Fund Utilization:** Committees are effectively using funds to enhance infrastructure and service delivery.

**Support for Vulnerable Groups:** Prioritizing malnourished children, pregnant women, lactating mothers, and anemic girls.

#### **Infrastructure Improvement:**

- Bhimrana: Approved funds for an Anganwadi compound and wall.
- Mevasa: Increased Anganwadi attendance (6-7 to 18-20) and achieved 100% immunization.
- Goriyari: Allocated office space for the health team.
- Chachlana: Installed a toilet door at the sub-center.

## Poshan Sabha/Poshan Panchayat

Over the year, 35 Poshan Sabhas were organized across all four blocks of Dwarka district, engaging more than 1402 participants, including PRI members, Mamlatdars, Anganwadi workers (AWWs), helpers (AWHs), community health officers (CHOs), Anganwadi supervisors, frontline health workers (FHWs), and beneficiaries. These sessions served as vital platforms for discussions on key health and nutrition topics such as Take-Home Rations (THR), IFA and calcium supplementation, breastfeeding, immunization, menstrual hygiene, and the significance of BMI and haemoglobin (HB) check-ups. Interactive ice-breaking activities fostered meaningful dialogue and improved understanding.



Poshan Sabha

### Key Initiatives:

Awareness sessions on nutrition, hygiene, and healthy daily habits.

Distribution of IFA tablets and observance of Mamta Divas, along with dedicated "4 Tuesdays" programs for pregnant women, adolescent girls, and lactating mothers.

Counseling sessions to address challenges faced by beneficiaries.

Engaging activities, including a fancy-dress competition for Anganwadi children.

Recognition programs such as "Suposhit Panchayat" and "Aadarsh Family" awards to promote ideal family health practices.



Poshan Pakhwada and Poshan Sabha



Poshan Pakhwada and Poshan Sabha

# Celebration of Important Events

## Breastfeeding week 2024 (1st to 7th August)

Various community outreach activities like: Rallies, Tree Plantation , Suposha Samwaad, etc.were organized covering 41 villages of all four blocks of Devbhoomi Dwarka in close collaboration with ICDS with 1,791 beneficiaries including 488 Pregnant Women, 444 Lactating Mothers and over 526 other family members actively participated and benefitted from these events. With 4 Mega Events which was graced by senior dignitaries of government.

## International Youth Day



Anemia Screening



Art Performance



Rally for awareness during World Breastfeeding Week

A convergence event with ICDS & Health Department, focusing on adolescent girls as primary beneficiaries, was organized across 4 blocks covering 12 villages, graced by senior dignitaries, with the CSR team from Nayara Energy.

Activities like- Hb testing for AG by health team, Interactive Games Session (Quiz, Snake and Ladder Games) , Salad Competition, Mehendi Competition , Various Session- Using digital technology for BMI check, how to overcome addiction, Digital Literacy, and Art Performances were conducted in which 984 participants were present during the event, including 875 Adolescent Girls, 42 Guests (including guests from WCD and ICDS Department and PRI members), 54 Frontline workers and 13 others actively participated in the events.



Counselling session

## National Nutrition Month

Total number of beneficiaries covered were 6372 in 62 villages, and 437 AWCs. Key Activities during National Nutrition Month are as follows:



National Nutrition Month Celebration



Counselling session on importance of THR and nutrition

## Republic Day Celebration



**Tableau of Project Tushti**

Tableau of Project Tushti was presented on January 26, 2025 at Khambhaliya visited by DDO, CDHO, TDO, and THO.



**Tableau of Project Tushti**

## International Women's Day



**Women's Day Celebration**

The event, themed "Moving Forward Together," brought together 294 remarkable women for a day of empowerment, inspiration, and connection through engaging, fun, and meaningful activities.



**Activity with adolescent girls**

## Glimpse of other Celebrations



**Poshan Utsav and Kite Flying Celebration along with Cooking Competition**



**International Yoga Day**



**Menstrual Hygiene Day**

# TRACK 6: POSHAN SAKHI- NUTRITION TELE-COUNSELLING CENTRE

To take a step forward in this mission, Tushti has partnered with the Department of Women and Child Development (DWCD), Gandhinagar and rolled out the Nutrition Tele-counselling Centre within the Department. This initiative aims to strengthen nutrition education and promote sustainable behaviour change on nutrition practices through innovative digital technologies across the state of Gujarat. Housed within the State Management Centre (SMC) at DWCD, Gandhinagar, since October 2024, the centre leverages a tele-counselling platform to provide personalized and interactive nutrition guidance to various target groups, including parents of under-5 children, adolescent girls, pregnant women, lactating mothers, and frontline workers across Gujarat.



## Key Components of Poshan Sakhi

A dedicated team of 16 trained tele-counsellors and 1 supervisor proficient in nutrition and behaviour change communication provides personalized guidance and support to beneficiaries and Frontline Workers.

A robust software platform facilitates seamless call handling, information sharing, and tracking of beneficiary data, ensuring efficiency in service delivery.

Systems are in place to capture, monitor, and analyze interactions with beneficiaries.

A repository of nutrition-related messages is available for tele-counsellors to share with beneficiaries through digital channels for supporting the counselling process.

Regular training programs are conducted for tele-counsellors to enhance their skills in nutrition counselling and effective communication, ensuring high-quality service delivery.

Trained tele-counsellors offer personalized one-on-one nutrition counselling over the phone.

The NTCC supports Anganwadi Workers by offering training and access to digital tools, enhancing their service delivery and contributing to better health outcomes in the community.

Through interactive tele-counselling sessions, the NTCC aims to equip individuals and communities with the knowledge and resources required to adopt sustainable nutrition and health practices. This contributes to the overall objective of improving nutritional status and achieving the vision of a "Suposhit Gujarat."

Month	Total Calls	Connected Calls
November	15727	5721
December	15511	6103
January	12047	5160
February	39100	14580
March	36657	13650



# TRACK 7: CONVERGENCE

The project undertook converging activities comprehensive efforts across Devbhumi Dwarka focusing on community engagement, capacity building, health and nutrition, infrastructure, and strategic planning.

It celebrated key events like Poshan Maah, Mangal Divas, and others to promote awareness on health, nutrition, and hygiene. Health camps, BMI/HB checks, and growth monitoring were conducted regularly. Field staff were trained in TOT, SBCC, C-MAM, and digital tools like the Poshan Tracker and Digital Health Card. Infrastructure upgrades for Anganwadi Centres were planned in collaboration with partners.

Strategic meetings, recognition events, and dissemination of IEC materials strengthened visibility and impact. The project also operationalized the Nutrition Tele-Counselling Centre (NTCC), submitted performance reports, and contributed to state-level planning, including SBCC strategy and Suposhit Dwarka initiatives.



**Cooking Competition**



**International Youth Day**



**World Menstrual Hygiene Day Rally**



**Poshan Maah activity with district ICDS team**



**Poshan Sabha**





# Social Media Coverage

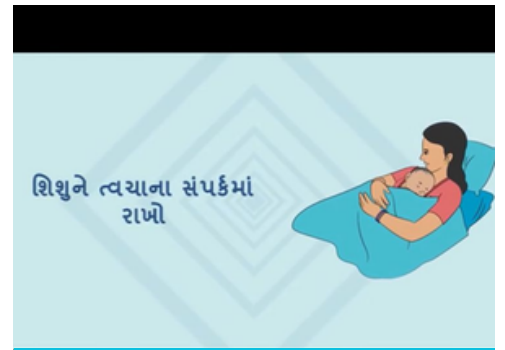
Dissemination of GIFs on World Breastfeeding week on Social Media Handles of State WCD Gujarat's account



**GIF-1 Early breast feeding**  
Views: 2,738 (August 2024 till date)



**GIF-2 Exclusive Breastfeeding and Complementary feeding practices**  
Views: 1,816 (August 2024 till date)



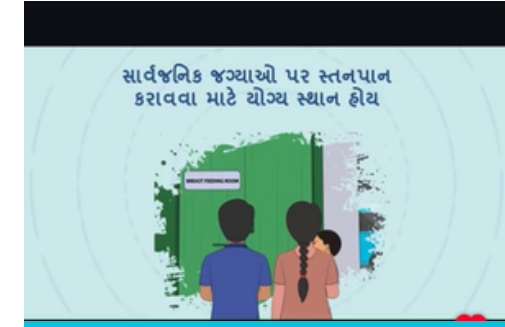
**GIF-3 Things to keep in mind while breastfeeding**  
Views: 1,504 (August 2024 till date)



**GIF- 4 Role of father**  
Views:1,967 (August 2024 till date)



**GIF- 5 Working mother**  
Views:1,278 (August 2024 till date)



**GIF-6 Breastfeeding on public places**  
Views:1,802 (August 2024 till date)



**GIF-7 Support from all**  
Views:1,293 (August 2024 till date)



**Digital Poster during Breastfeeding week**  
Views:896 (August 2024 till date)

# WAY FORWARD



1

## C-MAM Strategy Implementation

Roll out the Community-Based Management of Acute Malnutrition (C-MAM) strategy in Devbhumi Dwarka, integrating Poshan Corners, Day Care Centres, Parenting Kits, and IEC resources for frontline workers.

2

## Model Expansion

Scale the Tushti model to Porbandar and Gir Somnath districts, with a phased expansion across Saurashtra as endorsed by WCD.

3

## Suposhit Panchayats

Declare five Panchayats in Devbhumi Dwarka as “Suposhit Panchayats” for exemplary nutrition and health initiatives.

4

## Saksham AWCs Upgrade

Upgrade Anganwadi Centres in 30 refinery-adjacent villages to “Saksham AWCs” in line with state guidelines.

## Purna Potli Menstrual Hygiene

5

Distribute menstrual hygiene kits to all out-of-school adolescent girls registered at AWCs in 15 refinery villages.

## SBCC Initiatives

6

Strengthen Social and Behaviour Change Communication through digital platforms to promote nutrition, hygiene, and childcare best practices.

## Poshan Sakhis Empowerment

7

Enhance the role of Poshan Sakhis in counseling, awareness, and effective C-MAM implementation to improve service delivery statewide.



## Contact Us

Nayara Energy Ltd  
Khambhaliya Post  
P.O Box 24, District Devbhumi  
Dwarka, Gujarat - 361305  
Phone: +91(2833) 661444

JSI R&T India Foundation  
AWFIS, 07th Floor, Gate No. 03 & 04,  
Ambience Island, NH 48, Gurugram,  
Haryana, 122002  
email: [info@jsiindia.org](mailto:info@jsiindia.org)  
Phone: +91 1148685050

Indian Institute of Public Health  
Gandhinagar  
Opp. Air Force Headquarters,  
Near Lekawada Bus Stop  
Gandhinagar - Chiloda Road,  
Lekawada, Gandhinagar - 382042