

Fortune SuPoshan

# Transforming lives in Narmada District



A CSR initiative by Adani Wilmar Ltd.









**Fortune SuPoshan:  
Implemented by Adani  
Foundation is in sync  
with PM's vision to  
reduce malnutrition  
and anaemia**

राष्ट्रीय  
पोषण  
मिशन





## Adani foundation signed an MOU with Government of Gujarat in June 2018, for implementation of Fortune SuPoshan Project



In support to **Poshan Abhiyan**: Fortune SuPoshan was launched in order to make Narmada district malnutrition & anaemia free in the coming five years.

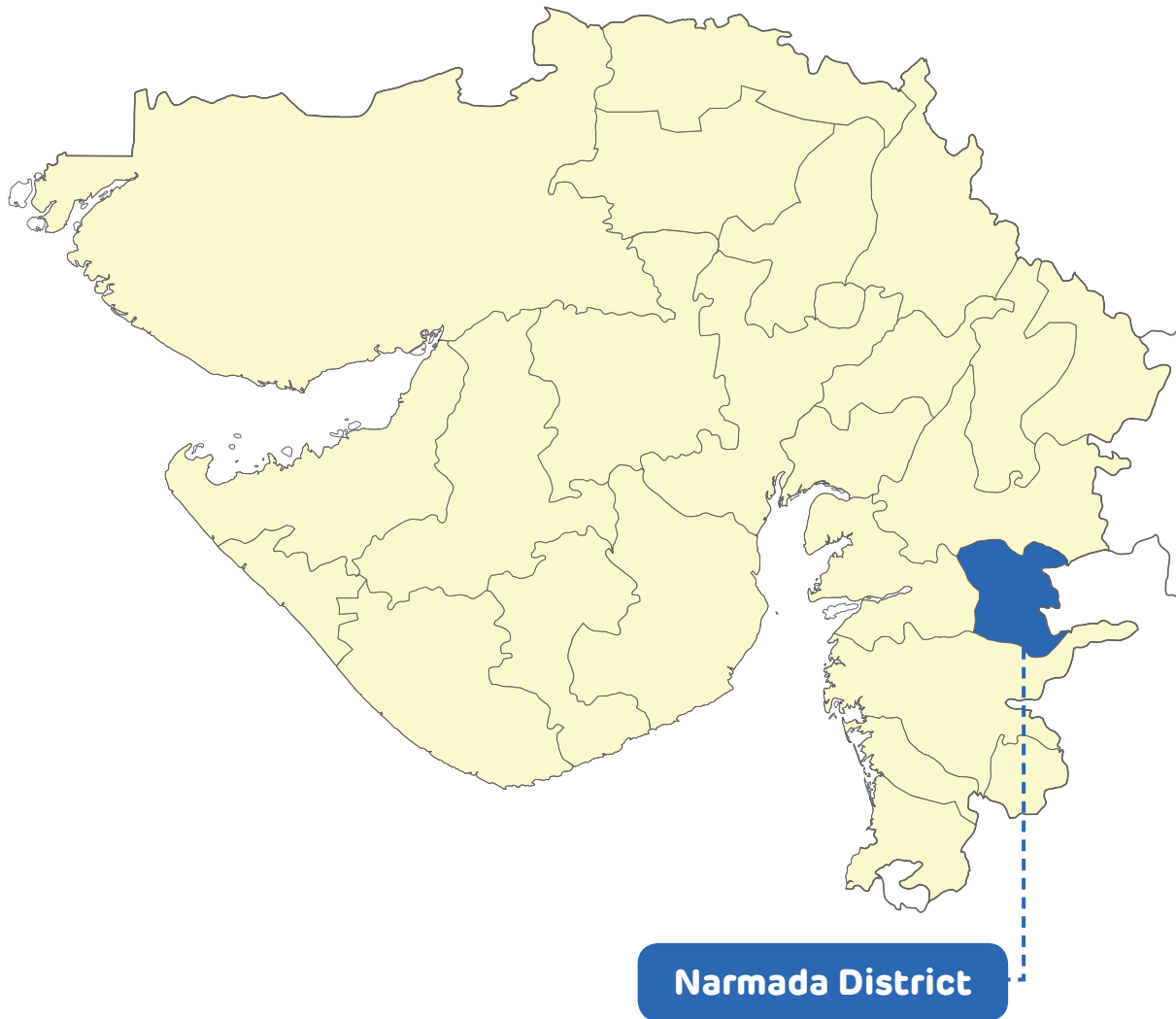
Adani as a business group, does not run any operations in Narmada, but still decided to adopt it with a mission to make India as a healthy growing nation.

Fortune SuPoshan has been functional since then & well accepted by the communities.

A true trust has developed towards Adani Foundation within this short span of time. It's Fortune SuPoshan's growth with goodness



# An Aspirational District



**Narmada District**



In January 2018 NITI Aayog launched the 'Transformation of Aspirational Districts' Programme for 115 districts with poor human development index. From Gujarat Narmada & Dahod are two aspirational districts.



The aim is to transform these districts effectively by boosting the health status of people & thereby increasing their productivity to have a better living & be at par with other developing districts.



Among many Areas of Interventions, Adani Foundation has taken up the entire Narmada district & ownership of transforming the health & nutritional status of people which has been neglected over the years due to lack of awareness & negligence.





## Location & Geographical Area

Narmada district is located at the Southern part of Gujarat at 72.4' to 73.15' East Longitude and 21.24' to 22' North Latitude. Total geographical area of Narmada district is 2755 sq.km. The district shares its border with the State of Maharashtra and is bounded with Surat in the South, Vadodara in the North and Bharuch in the West



## Topography

Narmada has undulated topography, which is a part of Narmada gorge, Saputara hills, and Tapi basin. Narmada district is famous for river Narmada and the pilgrimage sites situated on banks of Narmada. The recently constructed Statue of Unity, and Sardar Sarovar dam, are famous tourist attractions

## Demography



As per census 2011, the total population of the district is **590297**, with decadal growth of **14.77%** in comparison to 2001. From the population, **301086** are males and **289211** are females.

Narmada district shares **0.97%** of the state population.

Total households of the district are **120951**.

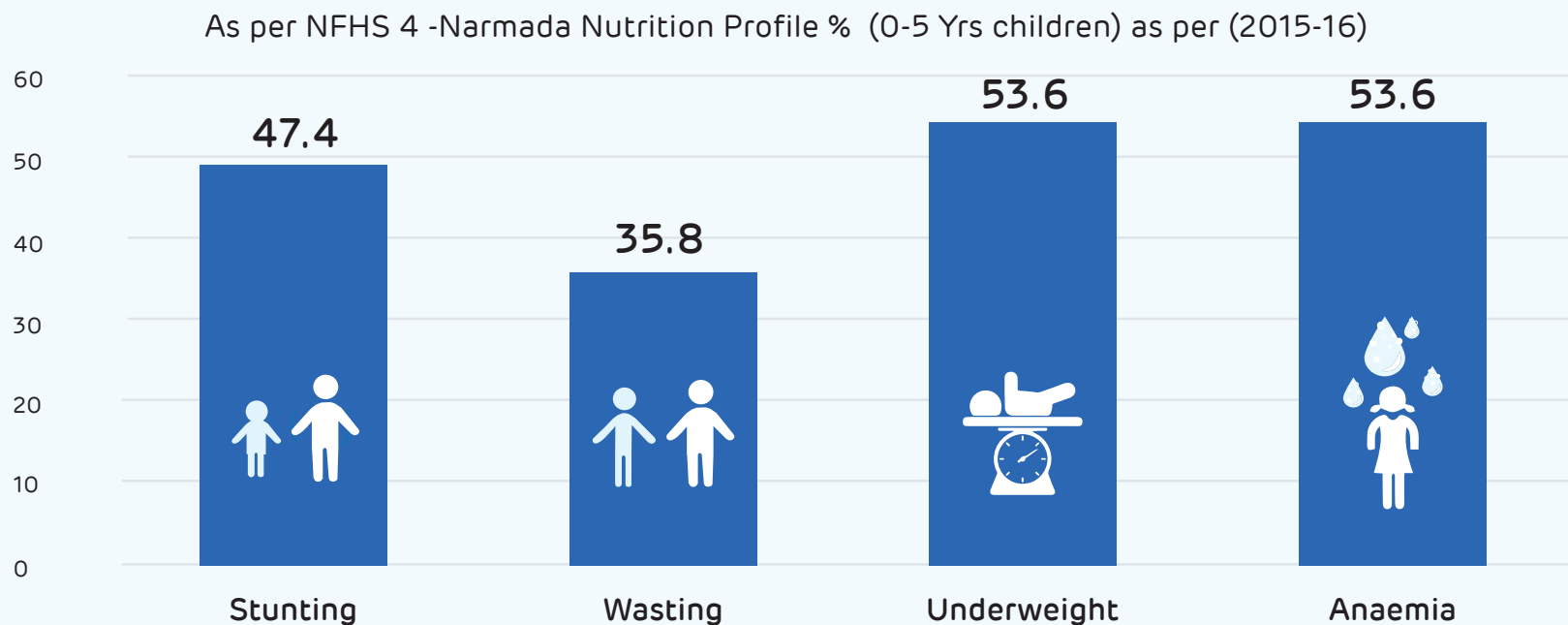
The sex ratio in Narmada is **961** females per **1000** males. The overall literacy rate of the district is **72.31%**. The density of population of Narmada is 210 persons per square km,

Narmada is predominantly a tribal district, with **81.55%** of total population as ST, **1.48%** as SC and remaining belongs to general category.

Out of total population, **21.31%** depend on agriculture as main source of livelihood, while **63.78%** works as agricultural labourer



## Being predominantly a tribal district, Narmada is ranking low on nutritional parameter. As per National Family Health S-4 (2015 -16)



44.1%

of total women in age group  
of 15-49 years have BMI less  
then 18.5 kg/m<sup>2</sup>

31.5 %

of total men in same age  
group have BMI less then 18.5  
kg/m<sup>2</sup>

58.2%

of pregnant women are  
anaemic (Hb<11gm/dl)



According to 2011 census, Narmada District has a total of 562 villages and 221 village panchayat District has total population of 5,90,297



Blocks	SuPoshan Officer	Assistant SuPoshan Officer	SuPoshan Sangini
Tilakwada	1	3	25
Garudeshwar	1	3	29
Nandod	1	3	38
Dediapada	1	4	64
Sagbara	1	3	39



# Fortune SuPoshan interventions started in 2018

**Fortune SuPoshan** is a special project of Adani Foundation that targets to alleviate malnutrition & anaemia among children in 0-5 years of age, adolescent girls, pregnant women, lactating mothers & women in the reproductive age

This has been made possible by training **SuPoshan Sanginis** in making them a true partner in guarding community's health.

A **SuPoshan Sangini** plays a key role in executing this programme by spreading awareness, assessing malnutrition children, encouraging referrals for severe cases & thereby promoting a sustainable behaviour change among the target groups

SuPoshan  
**Sangini**

**A TRUE COMPANION**

One who is with family through thick & thin

A 'Sangini' meaning 'Companion' is our trained volunteer who empower locals with self- sustaining method and hands-on guidance





# Fleet of SuPoshan Sanginis





# SuPoshan's approach



**1000 Golden Days – from conception to 2 Years of age**



**Maternal, Infant & Young child feeding practices (MIYCF)**



**Addressing issues of Adolescent girls**



**Convergence with Govt. departments (ICDS, Health)**



**SuPoshan Vatika**



# Fortune SuPoshan – A community engagement programme

- 1 Selection of Sanginis one for 3000 populations
- 2 Training of Sanginis on basic nutrition concepts, anaemia, anthropometric measurements, counseling, group meetings
- 3 Anthropometric screening of all children (0-5 yrs)
- 4 Group meetings with women on use of THR, preparation of nutritious food, nurturing children, growth monitoring
- 5 Group meetings with adolescents
- 6 Referral of severely malnourished children to NRC/CMTC
- 7 Community based management of malnourished children (sneh shivirs)
- 8 Linking beneficiaries with Govt schemes such as VHND, Sabala
- 9 SuPoshan Vatika



## PROJECT INPUT

COUNSELLING SESSIONS	22547
GROUP DISCUSSION	16397
CHILDREN PARTICIPATION IN SNEH SHIVIR	4412
VILLAGE EVENTS	710
SNEH SHIVIRS	452

Data till March, 2020



# SuPoshan coverage

Blocks	Total no. of Sanginis	No. of GPs	Total no. of Villages	Total population	Total no. of households registred for project	Total no. of children (0-5years)	No. of PW registered from April-March 2020	No. of adolescent girls registered
Nandod	38	65	111	231138	22914	7375	1763	8596
Garudeshwar	29	38	92	45013	13040	4848	1451	5106
Tilakwada	25	41	97	56061	11053	3923	880	3277
Dediapada	64	46	169	174449	35524	17677	3708	13678
Sagbada	39	31	93	83636	21883	9618	2145	6200
Total	195	221	562	590297	104414	43441	9947	36857

GP - Gram Panchayat | PW - Pregnant Women

Data till March, 2020

## Fortune SuPoshan progress

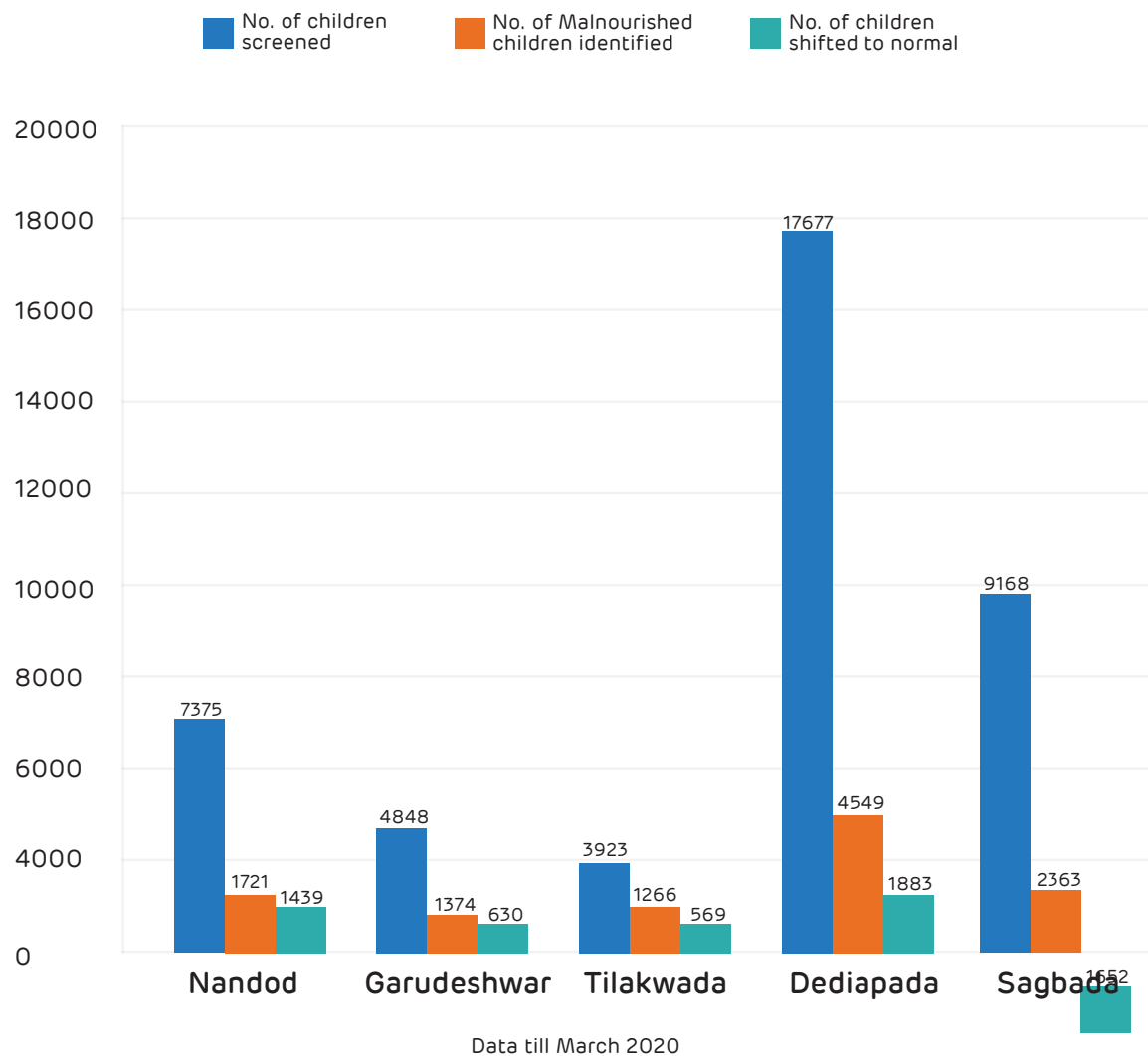
Blocks	Total no. of children (0-5 years)	Children screened		Identified Malnourished (SAM+SUV+MAM)		Children Shifted to normal (out of identified)	
		Number	%	Number	%	Number	%
Nandod	7375	6475	88	1721	23	1439	84
Garudeshwar	4848	4095	84	1374	28	630	46
Tilakwada	3923	3329	85	1266	32	569	45
Dediapada	17677	16032	88	4549	26	1883	41
Sagbada	9618	8193	90	2363	26	1652	70
<b>Total</b>	<b>43441</b>	<b>38124</b>	<b>87</b>	<b>11273</b>	<b>26</b>	<b>6173</b>	<b>55</b>

SAM - Severe Acute Malnutrition | SUV - Severe Underweight | MAM - Moderate Acute Malnutrition

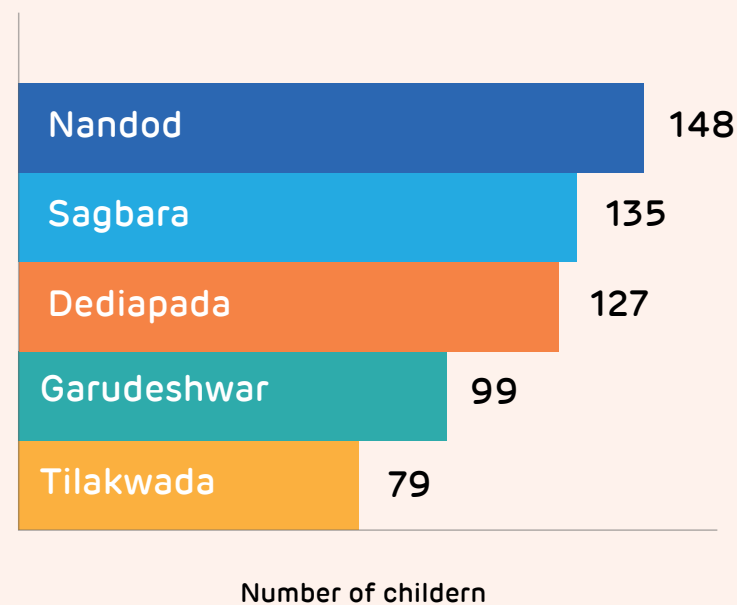
Data till March, 2020



# Progress in Malnutrition status of children 0-5 years



## No. of children referred to NRC/CMTC (n=588)





**Anthropometric Measurements**



**Focus Group Discussions**



**Family Counselling**

## **SuPoshan Sanginis at work**

**Referral to CMTC/NRC**



**Sneh-Shivir for SAM children**



**Community Mass Events**







World Menstrual Hygiene day



Poshan Maah



Global Handwashing Day

## Celebration of Special days

New born care week



World Breastfeeding week



World Toilet Day





# SuPoshan Output



Fortune SuPoshan Narmada touched the lives of to **104414** families and spread Awareness about nutrition and health



**195** SuPoshan Sanginis referred 588 severely malnourished to CMTC / NRC for nutrition rehabilitation. They were cured during 14 days stay and their parents were provided with guidance and counselling.



**4412** Severe wasted, moderate wasted and severe underweight children were covered under Sneh-Shivir and provided healthy meal. Mothers were taught different nutritional recipes.



**6173** children moved from undernourished to healthy status to curative and preventive efforts.



Adani Foundation is a member of the district level Nutrition Task Force committee initiated by the govt..



# Gujarat Poshan Abhiyan 2020-22



Gujarat Chief Minister Vijay Rupani launched the state wide "**Poshan Abhiyan**", a central government scheme aimed at making india malnutrition free by 2022. The two year nutrition campaign will cover all the cities, towns and villages in Gujarat.



# Partnering with Krishi Vigyan Kendra and Transchem Agriculture Chottaudepur for SuPoshan Vatika

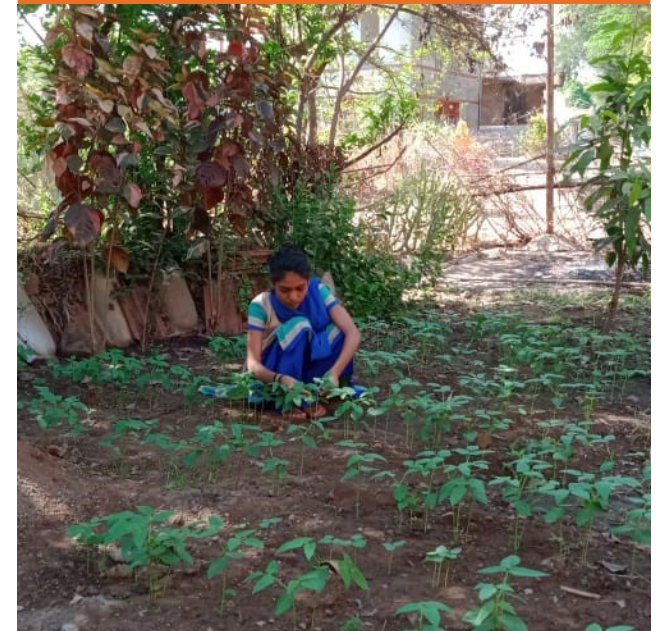
Total **1000 Seed kits** distributed to the families

Krishi Vigyan Kendra (KVK) distributed books on- "SuPoshan Vatika thaki Kuposhan Nivaran" and seeds of vegetables to SuPoshan Sangini



SuPoshan Vatika are being promoted at a large scale in Narmada. It is a step towards reducing malnutrition by providing easy access to vegetables & fruits.

Fortune SuPoshan Dediapada team organized a training program for SuPoshan Sangini about usage of local vegetables in "SuPoshan Vatika" for easy availability.





# Fortune SuPoshan gave a new life to Raghav



## SAM

Height	69 Cm
Weight	4.980 Kg
MUAC	9.5 Cm
Age	2.1 Yrs

02/04/2019



## MAM

Height	70 Cm
Weight	6.880 Kg
MUAC	11.3 Cm
Age	2.4 Yrs

16/07/2019



## HEALTHY

Height	76 Cm
Weight	8.900 Kg
MUAC	12.6 Cm
Age	2.10 Yrs

15/01/2020

Name of Child:

**Raghav**

Dediapada, Narmada, Gujarat

**How Fortune SuPoshan Sangini could bring the difference?**

- 1 Timely identification
- 2 Referred to hospital
- 3 Continued follow-up
- 4 Counselling support
- 5 Imparting knowledge on age appropriate feed
- 6 Linked family with Social Protection scheme for sustained results

# SuPoshan committed to healthy mother & child

**Anita, 21 yrs**

Narmada, Gujarat



**September 2019**  
(3 months pregnant)

Weight : 32 Kg

Hb : 5 gm/dl

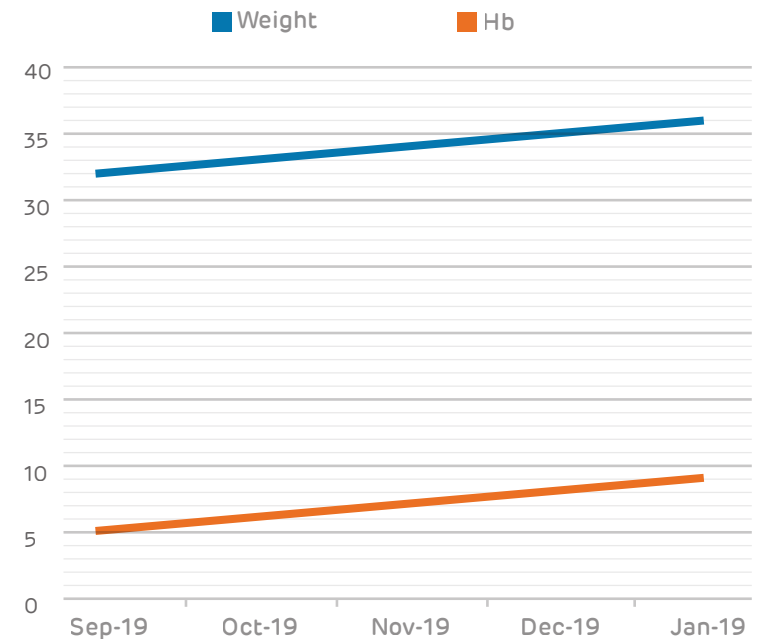


**January 2020**  
(7 months pregnant)

Weight : 36.3 Kg

Hb : 8.2 gm/dl

## Positive Change



## Key Interventions by Sangini:

- Counselling support towards quitting tobacco and adopting healthy eating habits
- Linking with government schemes for continued services



# Fortune SuPoshan works towards behaviour change

As a part of Family counseling, carried out by **SuPoshan Sangini**, women feel respite in sharing their personal concerns which in turn gives them assurance & hope. Ramniben Kanubhai Vasava, of Sejpur village Dediapada shared her problems related to breast feeding. She was not able to feed her child & on screening her child was diagnosed as Sam child. She was feeding goat's Milk to child. Understanding her problems, **SuPoshan Sangini** continuously interacted with her and built her confidence. She advised her to eat healthy Diet and allowing the child to suck breast every day. She also demonstrated right way of latching the baby to the breasts. The long efforts resulted in success. Ramniben started producing sufficient breast milk, Adani Foundationter seven months of delivery. Subsequently, Ramniben participated in '**Sneh Shivr**' and learnt about different recipes of complementary feeding.

Ramniben started complementary feeding adding THR. Breast feeding and healthy complementary feeding improved child's health significantly. This was a moment of joy for the family. A myth that breast milk cannot be initiated Adani Foundationter six months of deliver was broken off.





# Fortune SuPoshan cares beyond nutrition



Total 3000 sweaters to 0-5 years of children and 3000 blankets to pregnant and lactating women's were distributed during winter. (Dec 2019 – Jan 2020) or spreading warmth in overall Narmada district.

Total 25 stretchers has been handed over to gram-panchayats to villages, with limited road connectivity. In their hamlets, the stretchers will be used to take pregnant women, and sick persons up to road for taking government 108 ambulance service.



An emergency initiative was undertaken by facilities 500 litres of sanitizers to Health department Narmada to fight against COVID-19





SPREADING  
SMILES WITH  
GOODNESS







For a healthy growing India



## Adani Foundation

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Visit us at [www.adanifoundation.org/www.SuPoshan.in](http://www.adanifoundation.org/www.SuPoshan.in)



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