RajPusht

RajPusht is a five-year programme, funded by Children’s Investment Fund Foundation (CIFF), UK, which aims to improve the nutritional status of children in Rajasthan. The programme provides cash incentives to women upon the fulfilment of certain predefined conditions; coupled with intensive on-ground social and behaviour change communication using a 360° approach. While pregnant women, lactating mothers and children below two years of age are the primary targets, the programme also reaches out to husbands, mother-in-laws and other family and community members to improve dietary patterns, health seeking behaviours and eating and feeding practices.
Extensive on-ground research has been conducted to ascertain the food consumption and spending patterns across all agro-economic zones in Rajasthan. Based on the findings and subsequent comparisons to recommended norms, current gaps in food spending were determined to be given directly to eligible women as cash incentives. This is subject to the fulfilment of pre-determined conditions mainly related to encouraging uptake of health and nutrition services.

Cash Transfers

Social & Behavioral Change Communication (SBCC)

Food habits, feeding practices and myths/ perceptions are deeply entrenched in tradition, cultural norms, beliefs and habits. Under RajPusht, a holistic SBCC strategy has been devised to influence behaviours on-ground. This includes mass media (eg. TV commercials, radio jingles, hoardings and posters), mid media (eg.: wall paintings, kala jathas, mobile nutrition vans) and inter-personal levels (eg.: job aid for ANMs, trainings for Anganwadi Workers, etc).
System Strengthening

RajPusht engages the 3As: ASHA, Anganwadi and ANM for its implementation and strengthens their capacities to deliver health & nutrition programmes; not limited to RajPusht but others such as ICDS and NHM-RMNCH as well. In addition, it provides easy-to-use job aids, devices such as PICO projectors, interactive videos and nutrition games which can be used by them to engage the community members.

Community Ownership

Aligned to the goals of POSHAN Abhiyaan, RajPusht aims to create a Jan Andolan by engaging community members and increasing their knowledge and awareness around nutrition. Under the programme, a series of community-level, monthly Participatory Learning & Action (PLA) meetings have been crafted. These are expected to generate discussions around nutrition at the micro level and enhance demand for services.