

WOMEN EMPOWERMENT



2017-2025

RAJPUSHT

Cash Plus Programme to Improve Maternal and Child Nutrition

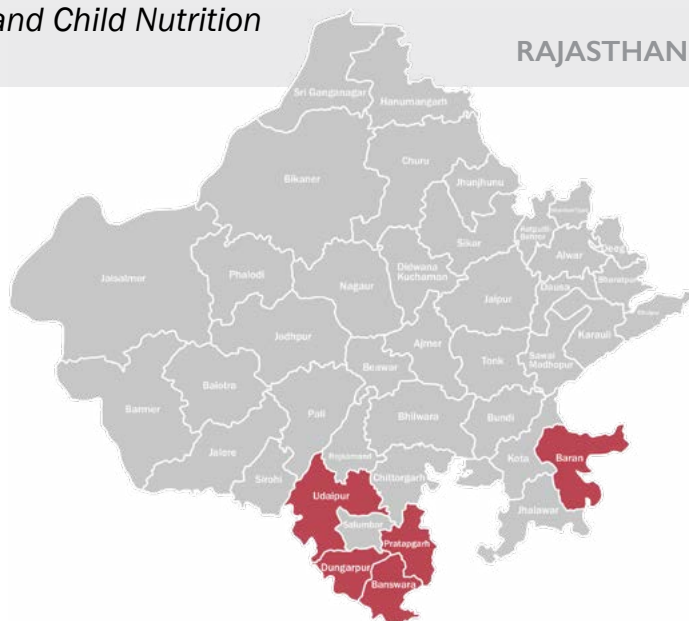
RAJASTHAN

Donor: Children's Investment Fund Foundation

Collaboration: Department of Women & Child Development, Government of Rajasthan

RajPusht - Cash Plus program seeks to accelerate the reduction of low birth weight and wasting among children in Rajasthan, India.

The project follows a transformative pathway for improved maternal & child health by championing cash transfers for new mothers to help them purchase and eat a locally available nutritious diet. It focuses on a 360° Social & Behaviour Change (SBC) strategy to create and enable an environment for adoption of recommended pregnancy care, childcare & nutrition practices.



Cash Plus Programme across 5 districts, including Udaipur, Dungarpur, Banswara, Pratapgarh, and Baran.

KEY INTERVENTIONS

Supporting cash transfers to pregnant and lactating women

Implementing evidence-led Social & Behaviour Change (SBC) interventions

Fostering innovations in public financing for tribal health and nutrition

Building capacities of frontline government staff in counselling for Maternal, Infant and Young Child Nutrition (MIYCN) outcomes

Promoting technology integration to deliver health and nutrition services on time and without hassle to the citizens

OUTCOMES



11,26,000+ women received cash benefits for buying nutritious food



6,50,000+ households counselled on the importance of nutrition for pregnant and lactating women and young children



90,600+ frontline workers trained



3,90,000+ newborns weighed accurately through innovative digital weighing machines



1,90,000+ community meetings conducted

OUTREACH

INDICATOR	1. % Increase in adequate maternal nutrition knowledge of pregnant women	15	% INCREASE
	2. % Increase in adequate maternal nutrition knowledge of family members	50	
	3. % Increase in maternal diet diversity	48	
	4. % Increase in gestational weight gain	33	
	5. % Increase in timely initiation of breastfeeding	46	
	6. % Increase in exclusive breastfeeding	25	
	7. % Increase in child diet diversity	49	

Empowering Mission Shakti SHG Network in Odisha

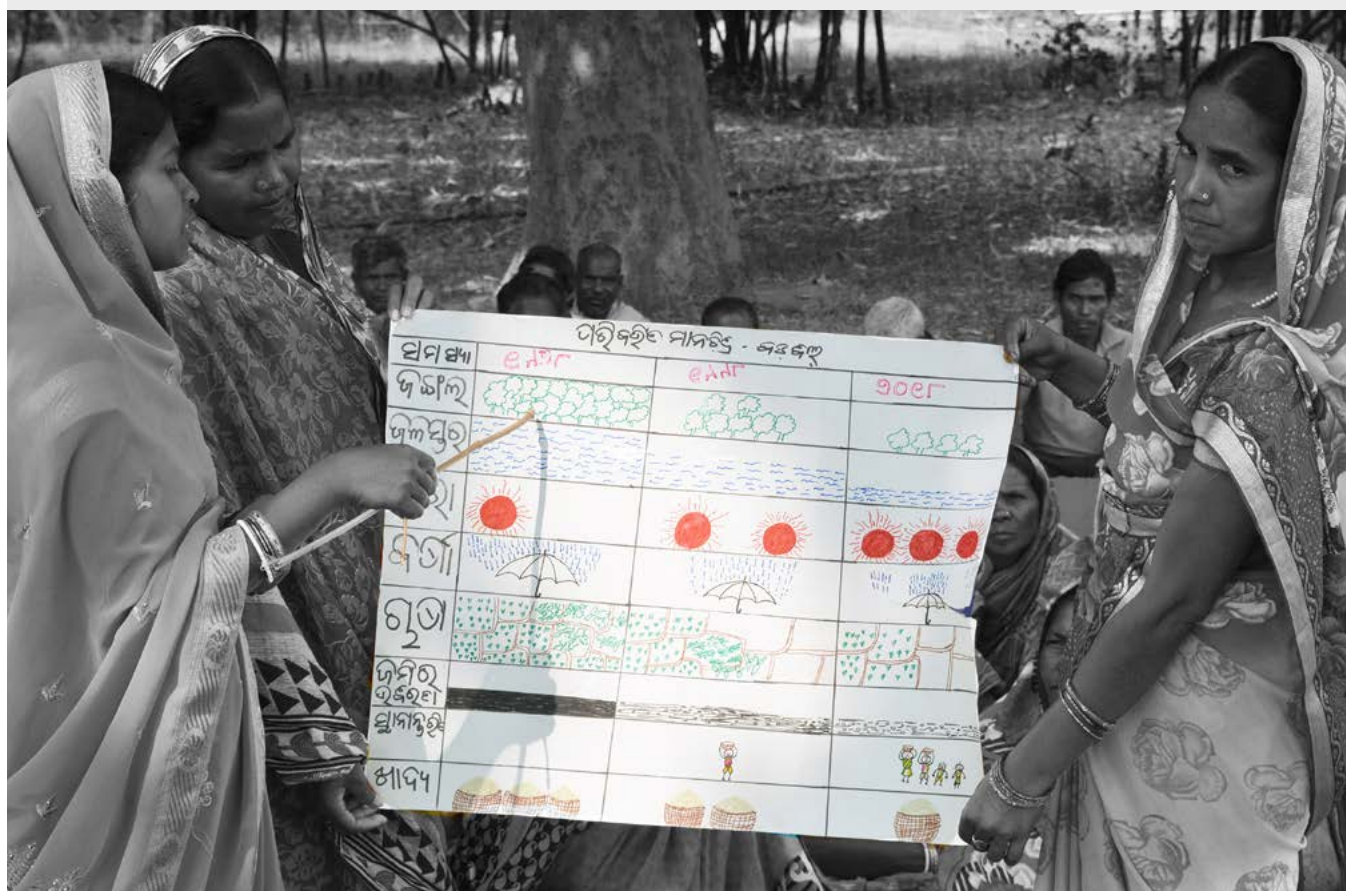
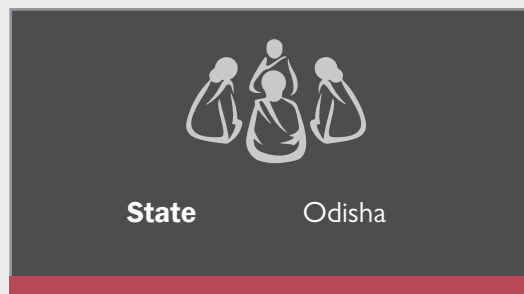
Mission Shakti, one of the flagship programmes of the Government of Odisha works to bridge gender, financial, digital, and social gaps by strengthening the Mission Shakti Women Self-Help Group (WSHG) network.

This partnership is furthering women's social and economic empowerment in the state by promoting digital and financial literacy among WSHG members, while also providing them with information on key aspects of Sexual and Reproductive Health and Rights (SRHR) and Gender-Based Violence (GBV).

Over the past three years, the initiative has built and strengthened the capacities of more than 600,000 SHG women across the state by:

- **Building digital and financial literacy**
- **Raising awareness of sexual and reproductive health and rights**
- **Addressing gender-based violence**

To achieve this, both e-learning content and a physical in-person training toolkit were developed. A user-friendly, dynamic, interactive, and self-facilitative Android mobile application-based Learning Management System (LMS) has been deployed and securely hosted on the AWS cloud. The LMS, available in both English and Odia, offers 44 videos covering the thematic areas and supports three levels of users—Master Trainers, DigiShakti Trainers, and Learners. Additionally, 285 women have been trained as Master Trainers, who are supporting a cascade model of training across the state. By May 2025, the LMS had already registered over 9,000 DigiShakti Trainers, with trainings underway across 15 priority districts. An online support unit, including a dedicated helpline, has been established in Bhubaneswar to offer real-time technical assistance, track progress, monitor training quality, and provide regular feedback through a web-based dashboard system.



RANI

Reduction in Anaemia through Normative Innovations

Donor: Gates Foundation

Partner: George Washington University, USA

Collaboration: Odisha Livelihoods Mission, Department of Panchayati Raj, Government of Odisha

RANI was a clustered randomised controlled trial that tested the ability of a norms-based behaviour change intervention to reduce anaemia. The project supported the National and State Governments' anaemia reduction endeavours among Women of Reproductive Age (WRA) (15-49 years). Using an innovative package of interventions, RANI promoted changes in social norms, knowledge, attitudes, and behaviours of WRA and pregnant women in Odisha to increase initial intake and adherence to iron and folic acid (IFA) consumption and reduce anaemia.

As a local research and implementation partner, we collaborated with Odisha Livelihoods Mission, leveraging the strength of the Self-Help Groups (SHGs) promoted by them. RANI was based on a unique design, a first-of-its-kind initiative integrating the social and behavioural norms affecting an individual, key influencers, and the larger community to drive change.

Strategic Approach

- **Lower** rates of anaemia among women in rural Odisha
- **Identify** the social norms that impact behaviours related to anaemia
- **Design** innovative social norms solutions that facilitate iron folic supplement use
- **Engage** with self-help groups, health workers, and the general population in Odisha



130 treatment villages



17,000+ women across participated



16,800+ WRAs were tested under the programme and were made aware of their haemoglobin levels



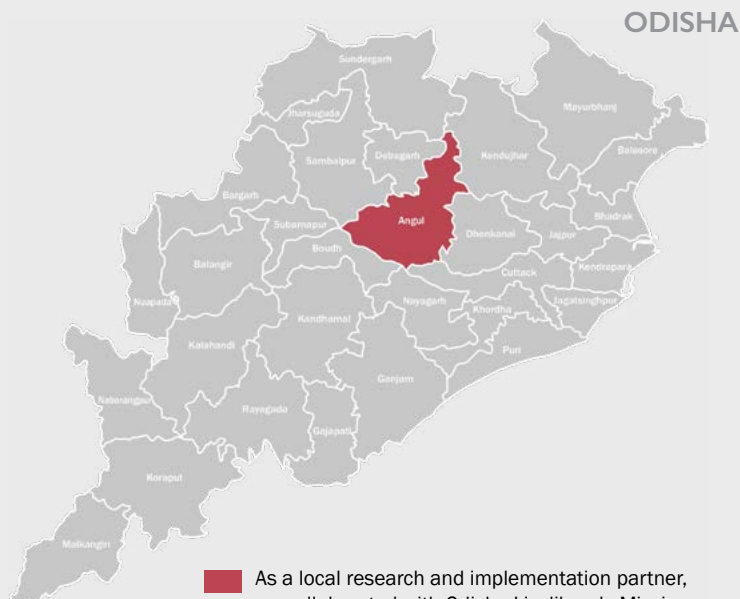
12.5% reduction in the proportion of anaemic women in the treatment arm at the Project endline



88% increase in self-reported Iron Folic Acid (IFA) consumption in treatment villages



0.34 G/DL improvement in haemoglobin levels was observed in the RANI project at the end of the intervention



June to October, 2021

Assessment and Documentation of Odisha Millets Mission

Recognised by NITI Aayog as one of the two most progressive models for millet promotion in India, the Odisha Millets Mission (OMM) has emerged as a leading example for other states to emulate. The Government of India has since advised all state governments to adopt the OMM approach for advancing millet-based interventions.



In an effort to advance South-South Cooperation, OMM signed an MoU to inform national, regional, and global policy dialogues on millets as climate-adaptable nutri-cereals for sustainable food and nutrition security. As part of this collaboration, OMM aimed to document 'good practices' of millet mainstreaming in Odisha.

We were selected to assess and document the good practices and lessons learned since its inception.

The assignment involved developing compelling narratives and case stories to showcase the OMM model as a replicable and scalable operational framework for other states and regions. The work culminated in a series of policy briefs aimed at influencing the revival and mainstreaming of millets in state, national, and global food system strategies.

2017-2020

We Collaborate for Nutrition

Supported by the Gates Foundation, We Collaborate for Nutrition (WeCan) was a national-level platform that documented and shared high-impact nutrition interventions to enable cross-learning for increasing efficiencies among different stakeholders and development partners working to reduce malnutrition and improve the nutrition indicators across India. Born out of the need for a common forum to facilitate cross-pollination of experiences and sharing of learnings amongst development partners.

WeCan aggregated, documented, and disseminated knowledge of replicable and proven interventions implemented by partner organisations. WeCan worked on the thematic areas of Maternal, Infant and Young Child Nutrition (MIYCN), keeping it in line with the priorities of POSHAN Abhiyaan, a flagship programme of the Government of India to improve nutritional outcomes.

As a national platform, WeCan engaged and collaborated with government, donors and development partners to facilitate convergence and cross-learning on innovative models and technical assistance on nutrition to the Government of India and in states including Rajasthan, Odisha, Jharkhand, Uttar Pradesh and Bihar.

Under our leadership and management, WeCan project was instrumental in fostering partner collaborations and leveraging the existing resources to achieve the targets of POSHAN Abhiyaan through a range of national and international partners working in the nutrition space across the country.

