



“Volunteer 4 Indian Women” Campaign under POSHAN Abhiyaan

National Centre of Excellence and Advanced Research on Diets (NCEARD)

Lady Irwin College, New Delhi

&

National Center of Excellence and Advanced Research on Anemia Control (NCEAR-A), AIIMS, New Delhi



Report by NCEARD, Lady Irwin College, New Delhi

June 1 - June 15, 2019

June 10, 2019 - PMSMA Day

Table of Contents

S. No.	Content	Page No.
1	Message from the Chairperson	--
2	Acknowledgement	--
3	Preface	01
4	June 1 - Introduction to Volunteer 4 Indian Women (V4IW) Campaign	04
5	June 3 - Training on Nutritional Assessment	05
6	June 4 - Preparation For Nutrition Counselling And Rally	07
7	June 6 - Recce And Poster Making	09
8	June 7 - Field Visits, Counselling And Rally	11
9	June 8 - Orientation of Volunteer Dietitians / Nutritionists / Students / Interns for PMSMA Day	13
10	June 10 - Dietary Counselling and Hemoglobin estimation on PMSMA Day	15
11	June 11 - Review and Feedback	25
12	June 12 & 13 - Nutritional Assessment and Counselling at Public Areas - 4 Metro Stations	26
13	June 14 - Report Compilation	28
14	June 15 - Valedictory Function	29
15	References	31
16	Annexures	32-45

INDEX

List of Annexure

Annexure No.	Annexure Name	Page No.
I.	V4IW Campaign Agenda (June 1- 4)	32-35
II.	V4IW Campaign Agenda (June 8)	36
III.	Sample of the questions developed for the KoBoCollect Tool	37-38
IV.	List of PMSMA Facilities	39-40
V.	V4IW Campaign Agenda (June 15)	41
VI.	Dignitaries at Valedictory Function - June 15, 2019	42
VII.	Special Acknowledgement	42
VIII.	NCEARD Lady Irwin College Team	43
IX.	Resource persons- Faculty, Department of Food and Nutrition, Lady Irwin College	43
X.	NCEAR-A AIIMS, New Delhi	44
XI.	List of Volunteers for Volunteer 4 Indian Women Campaign	44
XII.	List of Volunteer Dietitians (June 10)	45

List of Tables

Table No.	Table Name	Page No.
1.	Zone wise list of PMSMA Facilities	16
2.	General characteristics of pregnant women	18
3.	Information of pregnant women on the basis of age, pregnancy and education	18
4.	Data on Anthropometric Measurements of pregnant women	19
5.	Information available on the status of Anemia based on hemoglobin levels from medical records of pregnant women	19
6.	Information based on Supplementation of Folic Acid, Folate, calcium and Deworming tablets of pregnant women	20
7.	Reasons for not consuming Folic Acid by pregnant women	20
8.	Reasons for not consuming IFA Tablets	21
9.	Report of hemoglobin estimation of pregnant women by NCEARA, AIIMS, New Delhi	21
10.	Reason for not consuming Calcium Tablets by pregnant women	22
11.	Reason for not consuming Deworming tablet by pregnant women	22
12.	Knowledge assessment of pregnant women for meal frequency, iron rich food, personal hygiene and hand washing, IFA, Calcium and Deworming with dosage	22-23
13.	Knowledge assessment of pregnant women on counselling received	23
14.	Feedback of pregnant women about dietary counselling and interaction with volunteer dietitian/nutritionist/intern/student	23
15.	Feedback on poster pretested across 50 PMSMA sites	24

List of Figures

Figure No.	Figure Name	Page No.
1	Flowchart for the functioning of PMSMA at healthcare facilities	2
2	Zone wise Mapping of PMSMA Facilities	16

Message from the Chairperson

In coordination with Ministry of Health and Family Welfare and National Centre of Excellence and Advanced Research on Anemia Control (NCEAR-A), All India Institute of Medical Sciences (AIIMS), New Delhi “Volunteer 4 Indian Women (V4IW) Campaign” was organized by National Centre of Excellence and Advanced Research on Diets (NCEARD), Lady Irwin College, from June 1 to June 15, 2019 to ensure and support availability of dietary counselling and nutrition awareness to masses especially women from community, urban slums, rural areas and busy public areas like metro stations across Delhi.

Another highlight was dietary and nutrition counselling to pregnant and lactating women attending Antenatal care (ANC) clinics of government healthcare facilities under Pradhan Mantri Surakshit Matritva Abhiyaan (PMSMA) held on June 10, 2019. PMSMA day was an excellent opportunity for volunteer dietitians/nutritionists to counsel pregnant women and spread messages about the importance of maternal nutrition on PMSMA day. This received huge appreciation from the health fraternity as well as by pregnant women who received counselling on diet and healthy lifestyle.

During the first three days, volunteers received intense training on Nutritional assessment, counselling techniques and were equipped with insights and information on 'Health and lifestyle related counselling for masses especially women including pregnant and lactating mothers'. The subsequent days were spent on creating slogans and preparation of posters proposed to be used as part of counselling to pregnant and lactating women, recce of proposed sites, discussion with nodal officers and orientation of volunteer dietitians/nutritionists/interns and students.

It was followed by field visits by volunteers to create mass awareness on nutrition and health promotion in more than 10 different sites in rural, urban and slum areas across Delhi.

On June 10 2019, 50 hospitals enlisted as PMSMA sites in Delhi/NCR were visited by volunteer dietitians, nutritionists, interns and students with NCEARD team accompanied with volunteers from NCEAR-A, AIIMS for Volunteer 4 Indian Women Campaign under POSHAN Abhiyaan. Counselling was provided on healthy diet and lifestyle to women attending ANC with hemoglobin estimation across 25 sites by NCEAR-A.

The following day was spent on sharing of learning experiences from dietary and lifestyle counselling provided on PMSMA day across 50 healthcare facilities. The volunteers also reviewed and gave feedback on the counselling materials used on PMSMA day. Realizing the gravity of the situation and overwhelming response to the initiative, volunteers of V4IW Campaign continued with their efforts and visited 4 busy metro stations of Delhi - Anand Vihar, Akshardham, Lajpat Nagar and Kashmere Gate, for two days i.e. June 12 & 13, 2019 and conducted nutritional assessment followed by dietary and lifestyle counselling to scores of people. The penultimate day was about reflections and compilation of reports based on the findings of field visits.

June 15, 2019 was the final day of V4IW Campaign and was marked by a valedictory session. The dignitaries attending the event included Dr Dinesh Baswal, Deputy Commissioner, Ministry of Health and Family Welfare, Government of India, Dr Vani Sethi, Nutrition Specialist, UNICEF, Ms Poonam Sharma Bhambri and Ms Versha Mathur from Alive & Thrive. Dignitaries from NCEAR-A, AIIMS, New Delhi and Indian Dietetic Association and Institute of Economic Growth were also well represented.

The dignitaries lauded the efforts of the volunteers and encouraged them to make it a bigger movement. The team leaders shared collective experiences of their teams and undertook the responsibility to make PMSMA and maternal nutrition a mass movement.

Therefore, we invite you all to come and join, in all future endeavors!

Dr Anupa Siddhu
Chairperson
NCEARD

Director
Lady Irwin College
New Delhi

Acknowledgement

Volunteer for Indian Women (V4IW) Campaign was envisaged by UNICEF, Maternal Health Division, MoHFW-GoI, NCEARD and supported by Alive and Thrive. The Campaign was made possible by participation of young and vibrant volunteers from various Colleges and Universities across India, for the cause of improving maternal nutrition through counselling and creating nutrition awareness among women in reproductive age group. The duration of Campaign was June 1 to June 15, 2019 which is the time of academic break in most institutions. This made it possible for collegiates to invest their time in community service. The spirit of volunteerism was commendable and their voice reached out to urban communities, slums, rural areas, anganwadis, metro stations, selected health facilities and 50 PMSMA sites (with high patient load).

Our sincere gratitude to Dr Anupa Siddhu, Director, Lady Irwin College and Chairperson, NCEARD, for providing all possible support and inspiration in planning and implementation of Campaign activities and hosting over 100 volunteers on College campus during the Campaign period.

We express our gratitude to Dr Dinesh Baswal, Deputy Commissioner, Maternal Health Division, Ministry of Health and Family Welfare for leading NCEARD and the campaign in the right direction.

A special thanks to Dr Vani Sethi, Nutrition Specialist, UNICEF for envisioning and supporting the endeavor at every step.

Acknowledgement is also due to our collaborators National Centre of Excellence and Advanced Research on Anemia Control (NCEAR-A) AIIMS, New Delhi and Institute of Economic Growth (IEG), New Delhi who supported the training sessions of volunteers. Special thanks to Dr Kapil Yadav, NCEAR-A for supporting hemoglobin estimation at 25 sites on PMSMA day i.e. June 10, 2019. We extend our gratitude to Dr Anil Goswami, AIIMS, New Delhi for leading the NSS team comprising voluntary doctors and interns who joined hands with NCEARD to conduct haemoglobin estimation on PMSMA day.

We acknowledge the support received from Dr Nutan Mundeja, Directorate of Family Welfare along with Dr Bimlesh Yadav and Dr Lalita Jain for facilitating permissions and providing addresses of PMSMA sites.

We extend our heartfelt gratitude to Dr Sebanti Ghosh, Alive and Thrive, for the financial support for all the activities of the Campaign. We acknowledge the cooperation and support received from Ms Poonam Sharma Bhambri and Ms Versha Mathur, Alive and Thrive, for the Campaign.

Thanks are extended to Mr Mangu Singh, DMRC for granting permission for conducting Nutrition and health awareness activities at Metro stations.

Special appreciation to AWWs, ASHAs and ANMs who mobilized women in the community and extended support for smooth functioning during the campaign.

Special thanks to team NCEARD which worked tirelessly and cohesively to make the Campaign a success. A special note of appreciation to Dr Nighat Sofi and Dr Somila Surabhi for their hard work in coordinating the Campaign activities.

Thanks to the faculty members, Department of Food and Nutrition, Lady Irwin College for their support in conducting training sessions for the volunteers.

Acknowledgement is also extended to all Volunteer Dietitians and Interns from various renowned hospitals of Delhi who invested two days of their time for this voluntary work.

NCEARD intends to work hard and bring energies from all quarters for a very visible and positive impact on status of maternal nutrition in the country.

Thanks again!

Manisha Sabharwal, PhD
Head, Department of Food and Nutrition,
Centre Lead, NCEARD
Lady Irwin College
New Delhi

Preface

Global health index released by WHO 2015 reports that in India maternal deaths are owing to lack of nutrition awareness [1]. India is currently facing a unique problem of malnutrition where women enter pregnancy either too young with age less than 18 years (8%) or too short with height less than 145 cm (11%), too thin with BMI <18.5 kg/m² (23%) or overweight/obese with BMI more than 23 kg/m² (21%) and with anemia with hemoglobin levels less than 12 g/dl (53%) or with combination of these nutrition problems (NFHS-4, 2015–2016) [2].

India has shown a record 22% decline in maternal mortality ratio, from 167 (2011-2013) to 130 (2014-2016) deaths per 1,00,000 live births, primarily by increasing access to skilled care at birth. However, its progress on reducing all forms of maternal malnutrition and its related adversities- low birth weight and small for gestational age newborns, underweight and stunted children, poor cognitive development and increased life time risk of diabetes and heart disease remains slow [2].

The World Health Organization (WHO) antenatal care (ANC) guidelines 2016 has placed substantial emphasis on nutrition assessment and provision of a set of nutrition interventions including provision of balanced energy protein supplementation, iron folic acid (IFA), and calcium supplementation, deworming, gestational weight gain monitoring and counselling on nutrition, family planning and breastfeeding coupled with efforts to prevent and treat maternal infections and anemia [3].

POSHAN Abhiyaan

With a vision and government's commitment to make India a malnutrition free (*Kuposhan Mukh*) nation, *POSHAN Abhiyaan* with the tagline *Sahi Poshan Desh Roshan* was launched on March 8, 2018. *POSHAN Abhiyaan* has ambitious annual targets to reduce child under nutrition (stunting and wasting) and low birth weight (@ 2% per annum) and anemia across age groups (@ 3% per annum). *Pradhan Mantri Surakshit Matritva Abhiyaan* (PMSMA) launched on July 31st, 2016 envisages to improve the quality and coverage of ANC including diagnostics and counselling services as part of Reproductive Maternal Neonatal Child and Adolescent Health (RMNCH+A) Strategy. PMSMA ensures comprehensive and quality ANC care, free of cost, universally to all pregnant women on the 9th of every month in their IInd/IIIrd trimesters of pregnancy at designated government health facilities [4].

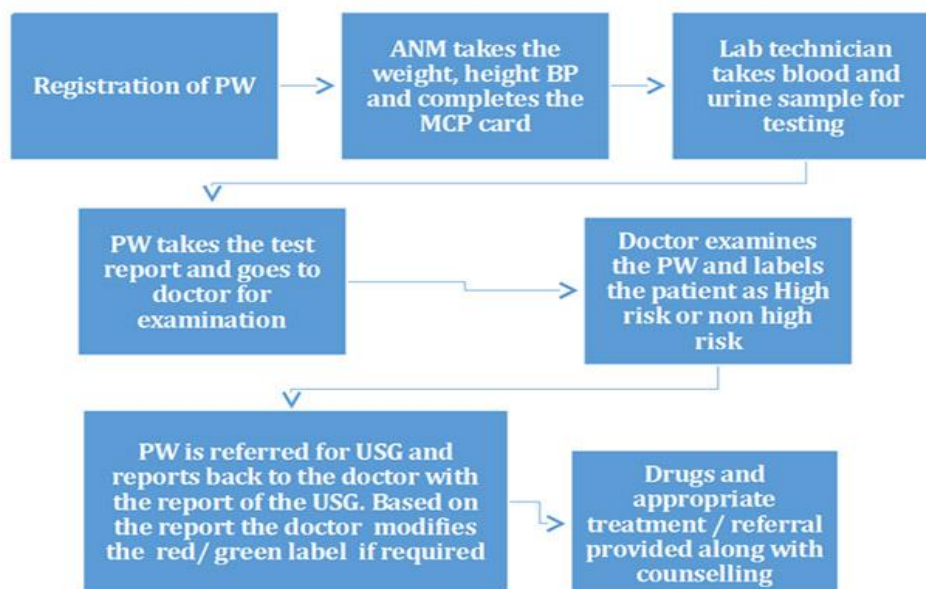


Figure 1: Flowchart for the functioning of PMSMA at healthcare facilities

Currently there are more than 14000 healthcare facilities undertaking PMSMA on 9th of every month across India with more than 5000 volunteer doctors serving for the treatment and necessary referral of pregnant women attending the ANC clinics. The National Centre of Excellence and Advanced Research on Diets (NCEAR-D), established at Department of Food and Nutrition, Lady Irwin College, New Delhi is a technical assistance resource centre for Maternal Health Division, Ministry of Health and Family Welfare (MoHFW), Government of India on research and policy formulation for women’s nutrition. With its establishment in March 2018 with the support from UNICEF, significant developments have been made including the release of *Janani Shishu Suraksha Karyakram (JSSK)* diet norms guidelines in September, 2018 and development and ongoing pre-testing of draft maternal nutrition guidelines with the objective of integrating maternal nutrition into routine antenatal care. The Centre has collaborated with the National Centre of Excellence on Anemia (NCEAR-A) situated at All India Institute of Medical Sciences (AIIMS), New Delhi to work on test, treat and talk (T3) camps for anemia. Furthermore, the centre has collaborated with International Institute for Population Sciences (IIPS) for research on maternal nutrition, and capsular trainings on nutrition epidemiology along with support of other collaborators.

As an extension to the existing program of PMSMA wherein nutrition counselling seemed a missing link and to create nutrition awareness in general population from rural, urban, slum and busy public areas (metro stations), NCEARD in collaboration with Ministry of Health and Family Welfare, (NCEAR-A), AIIMS, New Delhi, UNICEF, Alive & Thrive, Institute of Economic Growth and NSS-AIIMS organized a 15-day Campaign titled **Volunteer 4 Indian Women-Campaign under POSHAN Abhiyaan** from June 1 to June 15, 2019. The campaign was envisioned to reach out to sensitive and vulnerable sections of the population at large and to ensure support availability in terms of dietary counselling to pregnant women across community, urban

slum, rural areas, metro stations, selected government PMSMA sites across Delhi (on June 10, 2019).

Overall Objectives

I. To spread awareness about importance of maternal health and nutrition by volunteers from health and nutrition background to adolescent girls (10-18 years), women of reproductive age, pregnant women, lactating women by providing counselling on nutrition through slogans, drumming and street play.

II. To support 50 PMSMA sites on June 10, 2019 on counselling pregnant and lactating women and spread messages about benefits of regular ANC checkups and importance of maternal nutrition by 50 volunteer dietitians/nutritionists/students/interns.

Day 1 (June 1, 2019)

Introduction to Volunteer 4 Indian Women (V4IW) Campaign

The campaign began on June 1, 2019 at the college library at Lady Irwin College, Sikandra Road, Mandi House, New Delhi and witnessed around 100 volunteers from different states of India. The event started with the welcome address by Dr Anupa Siddhu, Director Lady Irwin College and Chairperson, NCEARD who thanked volunteers for being a part of V4IW Campaign despite the sweltering heat. She emphasized on the role of youth in improving the health and nutrition scenario in India. The need for reaching out to women in terms of diet and nutrition awareness was highlighted. It was followed by a brief introduction about NCEARD and 'Volunteer 4 Indian Women Campaign' by Dr Manisha Sabharwal, HOD, Department of Food and Nutrition and Lead, NCEARD, Lady Irwin College.

The three day (June 1-June 4, 2019) training started with an insight to prevailing situation of anemia in India by representative from NCEAR-A, AIIMS, New Delhi. Volunteers also received information on various government schemes for maternal and child health. The flipbook and Thali models designed by NCEARD were also introduced to the volunteers. Lecture on counselling techniques by NCEARD was an integral part of the training (Agenda for the training of volunteers is attached as Annexure 1)

Highlights of Day 1 of Training

- Welcome address by Dr Anupa Siddhu and Dr Manisha Sabharwal.
- Nutritional and health challenges faced by women were discussed at length.
- Prevalence and strategies to combat and prevent anemia in India.
- Orientation to nutritional assessment, effective counselling techniques.
- Orientation on use of counselling tools – dialogue cards, Universal flipbook / at risk cards, recipe book, thali models.



Dr Anupa Siddhu addressing volunteers on the first day of Campaign.



Dr Nighat Sofi from NCEARD moderating sessions on Day 1

Day 2 (June 3, 2019)

Training on Nutritional Assessment

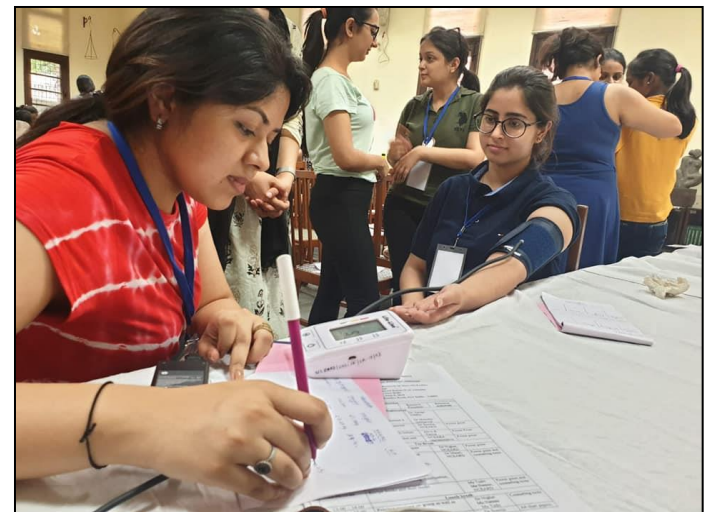
The day began with a recap session of DAY 1 training. The second day was dedicated entirely to the training on anthropometric measurements (height, weight, MUAC), biophysical measurement (Blood Pressure-B.P) and biochemical estimation of hemoglobin by hemoglobinometer. Later, hands-on practice session was conducted for the volunteers to practice anthropometric measurements and biophysical measurement under the supervision of NCEARD and resource persons from Lady Irwin and NCEAR-A, AIIMS, Delhi.

One of the NCEAR-A representative, introduced the volunteers to point of care testing for hemoglobin and demonstrated the entire methodology used in hemoglobin testing.

Highlights of Day 2 Training

- Anthropometry (Height, weight, computation of BMI using field chart, MUAC, computation of gestational weight gain) and Blood Pressure.
- Point of care testing for hemoglobin by NCEAR-A representative.
- Practice sessions on anthropometric and biophysical measurements.
- At the end of the day, the slogans made by volunteers were discussed and based on internal review, the slogans for Nutrition rally were shortlisted.

Training on Nutritional Assessment



Day 3 (June 4, 2019)

Preparation for Nutrition Counselling and Rally

The day began with a recap session of day 2 training and each volunteer was invited to come forward to speak about their experiences of the past two days. It was followed by use and practice session of the anthropometric tools as well as counselling tools. For this, volunteers were divided into groups to practice. The second half of the day was dedicated to practice session of nutrition rally/jingles. Introduction to Dialogue Cards - counselling tool was done. Dialogue cards were part of counselling for general population from all age groups on the following six themes: Diet diversity, Micronutrient supplementation, Personal hygiene, Non communicable diseases, Breast feeding and Family planning.

Highlights of Day 3 of Training

- Practice sessions on use of counselling tools (dialogue cards) as well as anthropometric measurements.
- Preparation and practice of snippets/acts/jingles by volunteers to be performed in communities as part of Nutrition Rally. The snippets/acts included finalized slogans pertaining to maternal nutrition and healthy lifestyle behaviors.

Formation of final teams:

Team	Team Leaders	Field assigned for June 7 th , 2019
1	Dr Pallavi Gupta	Urban slums/Communities
2	Dr Somila Surabhi	Rural Areas
3	Dr Nighat Sofi	Urban slums/Communities

Volunteers gearing up for Nutritional Counselling and Rally



Day 4 (June 6, 2019)

RECCE and Poster Making

On Day 4, group leaders went for recce check with Dr Nighat Sofi & Dr Somila Surabhi to the sites assigned to their group for field visits. The Recce included visit to the site and discussion by team leaders from NCEARD with the nodal person (Medical Officers – MO) at respective sites. Introduction to the campaign and counselling material (Dialogue cards) was discussed in detail and feedback from the nodal officers was recorded. The discussion was productive and the initiative was appreciated and well taken by site nodal officers. First point contact with ANM and front line workers - ASHA was made. The objective of the campaign was discussed and the ASHA workers wholeheartedly supported the cause.

Meanwhile other volunteers stayed back at the Centre to prepare slogans for the field visits on different themes allotted to each team. Each team came up with 8 slogans which addressed different issues of nutrition and healthy lifestyle. These included:

1. Regular ANC check-ups
2. Institutional deliveries
3. Diet diversity, importance of micronutrients during pregnancy
4. Importance of regular consumption of supplements (IFA and Calcium)
5. Personal hygiene

Highlights

- Recce of communities and urban slums by group leaders.
- Slogans were finalized along with posters and skit for nutrition rally.
- Instructions for the next day were given to volunteers.
- Resource Material distribution among volunteers.



Volunteers engrossed in making posters for Nutrition Rally

Posters developed by Volunteers



Day 5 (June 7, 2019)

Filed Visit Counseling and Rally

With complete coordination and support of the nodal officers and ASHA workers, the teams visited their respective sites on June 7th, 2019. This was the first day when teams of volunteers went for field visits to 12 sites across Delhi. The sites allotted to them comprised urban slums, community and rural areas as under:

URBAN SLUMS

1. Ghazipur Dispensary – Juggi Dairy Farm
2. DGD Kalyanpuri – Block 18
3. DGD Kalyanpuri – Block 11
4. Rajveer Colony – Mulla Colony
5. Rajveer Colony – Sapera Basti

COMMUNITY

1. Ghazipur Village (Block F)
2. Ghazipur Village (Block G)
3. Rajveer Colony
4. Ghadowli
5. Harijan Basti

RURAL AREA

1. Chhainsa
2. Dayalpur

The teams set out from the Centre and assembled at Anganwadi Centres. They were then escorted by ASHA workers to nooks and corners of the community to spread the message far and wide. The teams used slogans, skits and jingles to attract public and disseminated the messages to the gathering. The community was counselled on various topics like regular ANC checkups, institutional deliveries, diet diversity, importance of supplements, nutrition, anemia, personal hygiene and family planning among others.

Number of people covered: 2450 (approx)

Following activities were conducted:

- Nutrition Rally with slogans, skits on health and nutrition on the streets and at community centers.
- Group Counselling on themes including healthy diets, diet diversity, importance of micronutrients and personal hygiene across various age groups including children, adolescents, adults, pregnant and lactating women and elderly.
- Meanwhile, one-day training of volunteers from AIIMS for PMSMA Day (June 10, 2019) was also conducted jointly by NCEAR-A, NSS-AIIMS and NCEARD Lady Irwin College at AIIMS, New Delhi.

Volunteers during Nutrition Rally



One day training of volunteers from AIIMS for PMSMA day by NCEARD

Day 6 (June 8, 2019)

Orientation of Volunteer Dietitians / Nutritionists / Students / Interns for PMSMA Day

The day began with the registration of dietitians/ nutritionists/students/interns from various institutes followed by welcome address by Dr Anupa Siddhu, Director Lady Irwin College and Dr Manisha Sabharwal HOD, Department of Food and Nutrition Lady Irwin College.

This was then followed by a session on status of maternal health and nutrition in India by NCEARD. The volunteers were briefed about the strategies to combat and prevent the problem of Anemia in India. There was an orientation on the use of 'Point of Care testing of Haemoglobin'. They were also oriented on the nutritional assessment and effective counselling techniques. They were then briefed on the counselling tools (flip book, Thali model, and at risk cards) proposed to be used on the PMSMA Day.

The second half of the day was about Introduction to KoBoCollect Tool software by Mr Vinod Tyagi and Dr Narendra Patel from Institute of Economic Growth (IEG), Delhi. Mr Vinod Tyagi introduced the volunteers to the KoBoCollect tool and he along with Dr Narendra assisted volunteers in installing and running the tool. The tool enables hassle-free data collection which can be used for recording information. In the present campaign, KoBoCollect tool was developed on the basis of pre designed questionnaire shared by NCEARD. The tool was used for recording information on maternal health and nutrition status with questions about the supplementation intake, knowledge assessment and feedback about the counselling provided by volunteer dietitian/nutritionists/students/interns (Agenda for the orientation of the volunteer dietitians/nutritionists/students/interns is attached as Annexure 2). The sample of the questions developed for the KoBoCollect Tool shared by NCEARD with IEG, New Delhi is annexed (Annexure 3).

Highlights of Day 6 of Training

- Welcome address and introduction to NCEARD Lady Irwin College and V4IW Campaign by Director, Lady Irwin and Lead NCEARD.
- Status of maternal nutrition, orientation to nutritional assessment and counselling techniques by NCEARD.
- Prevalence of Anemia in India and strategies to combat it by NCEAR-A AIIMS New Delhi.
- 'Point of Care testing of Haemoglobin' by NCEARA, AIIMS, Delhi.
- Counselling tools comprising universal flip book, at risk cards and Thali models and Poster developed by NCEARD. The poster comprising of 9 key messages for a pregnant woman which was proposed to be pretested in the field on June 10, 2019.
- Hands on training on KoBoCollect tool by representatives from Institute of Economic Growth, New Delhi.



Dr Anupa Siddhu addressing the gathering.



Session on Anemia by NCEAR-A, AIIMS, Delhi



Counselling material developed by NCEARD on display.



Mr Vinod Tyagi (IEG, New Delhi) introducing KoBoCollect Tool.



Hands on training for KoboCollect Tool.



Introduction to counselling materials.

Day 7 (June 10, 2019)

Dietary Counseling and Hemoglobin Estimation on PMSMA Day

Pradhan Mantri Surakshit Matritva Abhiyaan (PMSMA) Day, commenced on a very high note, with gearing-up speeches and flagging off at the NCEARD-Lady Irwin College. It was flagged off by Dr Anupa Siddhu, Director Lady Irwin College and Chairperson NCEARD, Dr Manisha Sabharwal, Lead NCEARD and Dr Anil Goswami, Supervising Medical Social Service Officer, Centre for Community Medicine, AIIMS New Delhi. Volunteers comprising dietitians, nutritionists, students, interns, doctors and medical students covered 50 healthcare facilities across Delhi including Maternity Homes (MH), Dispensaries (DGD), Primary Urban Health Centres (PUHC) and other Hospitals. Hemoglobin estimation was done across 25 facilities by volunteers from NCEAR-A, AIIMS, Delhi. To ensure smooth functioning and coordination across sites, each zone of the PMSMA facilities was supervised and monitored by NCEARD team members individually. The facilities were bustling with women for the Antenatal Check-up. The women waited in long queues to get their anthropometric assessments done, followed by recording of their data. Their MCP cards were reviewed and discussion on their current health status was undertaken by the volunteers, on a one-to-one basis. Based on the interaction and clinical presentation, nutritional counselling on topics like diet diversity, micronutrients, and supplementation was done.

For pregnant women, counselling on vital areas pertaining to importance of regular ANC checkup, Folic acid supplementation, Deworming, Calcium, and Iron supplementation during pregnancy was emphasized. For lactating mothers, the counselling was focused on basics of breastfeeding and significance of exclusive breastfeeding for first six months of infancy. Other than these, women of 18-40 years of age were counselled in groups on important topics like personal hygiene, communicable and non-communicable diseases, family planning, frequency and portion sizes of meals to ensure good health and lifestyle changes. Women were made aware about the benefits of government schemes, particularly for pregnant women. The poster developed on 9 key messages was pretested across 50 sites and the feedback was recorded by the volunteers.

Following activities were conducted:

- Hemoglobin estimation by NSS-AIIMS volunteers in 25 selected PMSMA sites.
- Counselling on healthy diet and lifestyle was provided through flip book, dialogue card, poster and thali model across 50 PMSMA sites.
- Data collection on KoBoCollect tool.

No of people covered: 1200 (approx)

Fig. 2: Zonewise Mapping of PMSMA Facilities

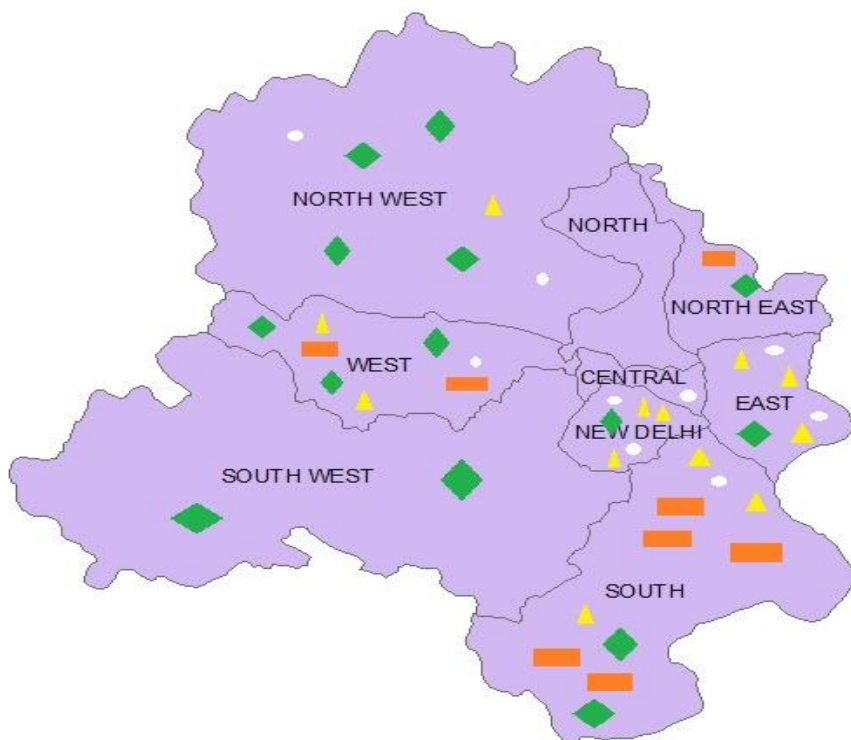


Table 1: Zone wise list of PMSMA Facilities

Zones	Maternity Hospitals ○	Delhi Govt Dispensary ▲	Primary Urban Health Centre ■	Dsitric Hospital ◆	Total
Central	1	-	-	-	1
East	2	3	-	1	6
New Delhi	2	3	-	1	6
North East	-	-	1	1	2
North West	2	1	-	4	7
Shahdara	2	1	-	3	6
South West	-	-	-	2	2
South	-	1	2	2	5
South East	1	2	3	-	6
West	1	3	2	3	9
	11	14	8	17	50



PMSMA Day Flag-off by Dignitaries

Findings of PMSMA Day:

The information on KoBoCollect tool was available from a total of 535 pregnant women from across 50 sites. The overall presenting detail of patients is provided in the table as under:

Table 2: General characteristics of pregnant women

Variable	Mean [\pm SD]
Age (years)	24.9 [\pm 3.9]
Weight (Kg)	53.6 [\pm 11.2]
Height (cm)	150.4 [\pm 8.5]
MUAC (cm)	25.5 [\pm 9.9]
Systolic BP	105.7 [\pm 16.5]
Diastolic BP	67.7 [\pm 12.1]
Hb (g/dl)	10.4 [\pm 1.6]
BMI (Kg/m ²)	22.5 [\pm 4.6]

Table 3: Information of pregnant women on the basis of age, pregnancy and education

Age (in years) ¹	Frequency (n)	Percentage (%)
< 18 years	1	0.2
18-19 years	23	4.4
20-25 years	376	71.9
26-29 years	123	23.5
Trimester of pregnancy²		
First	1	17.5
Second	2	41.3
Third	3	41.3
Education of women³		
Not literate	64	12
Only read and sign	52	9.7
Primary	54	10.1
Middle	90	16.8
High School	89	16.6
Higher Secondary School	71	13.3
Graduation	56	10.5
Post-Graduation	10	1.9
Don't Know	49	9.2
Total		
1. Information is available for 523 women		
2. Information is available for 487 women		
3. Information is available for 535 women		

Table 4: Data on Anthropometric Measurements of pregnant women

Variable	Frequency (n)	Percent (%)
Weight of women (in Kg)¹		
Less than 45 Kg	100	19.2
45-54.9	202	38.7
>= 55	220	42.1
Height of women (in cm)²		
< 145	76	19.2
145-149.9	80	20.2
>= 150	240	60.6
MUAC (in cm)³		
< 19	14	7.7
19-20.9	12	6.6
21-22.9	31	17.1
23-26.9	69	38.1
27-30.9	34	18.8
31-32.9	9	5
>= 33	12	6.6
1. Information is available for 522 women 2. Information is available for 396 women 3. Information on MUAC is available only for 181 women		

Table 5: Information available on the status of Anemia based on hemoglobin levels from medical records of pregnant women

Anemia status ¹	Frequency (n)	Percentage (%)
Severe anemia (Hb<7 g/dl)	6	1.4
Moderate anemia (Hb 7-9.9 g/dl)	138	31.7
Mild anemia (Hb 10-10.9 g/dl)	112	25.7
No anemia (Hb>= 11 g/dl)	179	41.1
Blood Pressure²		
Normal	463	97.1
Pre hypertension	14	2.9
Hypertension	0	0
1. Information is available for 435 women 2. Information is available for 477 women		

Table 6: Information based on Supplementation of Folic Acid, Folate, calcium and deworming tablets of pregnant women

Supplementation	Frequency (n)	Percent (%)
Folic acid tablet received ¹	417	77.9
Folic acid tablet consumed ¹	374	69.1
IFA received ²	350	87.1
IFA consumed ²	327	81.3
Calcium received ²	352	87.6
Calcium consumed ²	327	81.3
Deworming tablet received ²	157	39.1
Deworming tablet consumed ²	144	35.8
1. For all women (n=535) 2. Only for women in their second and third trimester of pregnancy (n=402)		

Table 7: Reasons for not consuming Folic Acid by pregnant women

Reason for not consuming Folic acid	Frequency (n)	Percent (%)
Did not receive	43	26.7
Not responded	87	54.1
Forget	5	3.1
Doctor did not advise	7	4.3
Not aware	12	7.5
Uneasiness	7	4.3
Total	161	100.0

Table 8: Reasons for not consuming IFA Tablets

Reason for not consuming IFA Tablets	Frequency (n)	Percent (%)
Not received	23	30.7
Not responded	25	33.4
Not aware	12	16.0
Doctor not advised	5	6.5
Uneasiness	9	12.0
Second trimester just started	1	1.4
Total	75	100.0

Table 9: Report of Hemoglobin estimation of pregnant women by NCEARA, AIIMS, New Delhi

Trimester	Number of pregnant women screened	Pregnant women with anemia	Proportion of pregnant women with anemia
1 st trimester	149	57	38.3 %
2 nd trimester	333	165	49.5 %
3 rd trimester	363	185	51.0 %
Total	845	407	48.2 %
<p>Total 825 pregnant women were screened across 25 PMSMA sites. 407 (48.2%) were anemic (Hb <11 g/dL). Severe anemia was present in 1.3%, Moderate anemia in 24.2% Mild anemia in 22.7%</p>			

Table 10: Reason for not consuming Calcium Tablets by pregnant women

Calcium Tablets	Frequency (n)	Percent (%)
Not received	25	33.3
Not responded	25	33.3
Uneasiness	14	18.7
Doctor not advised	3	4.0
Not aware	5	6.7
Forget	3	4.0
Total	75	100.0

Table 11: Reason for not consuming deworming tablet by pregnant women

Deworming tablet	Frequency (n)	Percent (%)
Not received	13	5.0
Not aware	110	42.6
Not responded	105	40.7
Forget	20	7.8
First visit	10	3.9
Total	258	100

Table 12: Knowledge assessment of pregnant women for meal frequency, iron rich food, personal hygiene and hand washing, IFA, Calcium and Deworming with dosage

Variable	Frequency (n)	Percent (%)
Meal frequency		
No	139	26.0
Little bit/not sufficient	291	54.4
Very good	105	19.6
Iron rich food		
No	205	38.3
Little bit/not sufficient	245	45.8
Very good	85	15.9
Personal hygiene and hand washing		
No	49	9.2
Little bit/not sufficient	283	52.9

Very good	203	37.9
IFA and dosage		
No	170	31.8
Little bit/not sufficient	272	50.8
Very good	93	17.4
Calcium and dosage		
No	147	27.5
Little bit/not sufficient	282	52.5
Very good	107	20.0
Deworming during pregnancy		
No	324	60.6
Little bit/not sufficient	166	31.0
Very good	45	8.4

Table 13: Knowledge assessment of pregnant women on counselling received

Counselled on daily diet and nutritional supplements	Frequency (n)	Percentage (%)
Yes	295	53.3
Receive guidance on low cost easily available nutritionally rich recipes during and after pregnancy?		
Yes	265	47.9
Dietary and lifestyle counselling was helpful to you		
Yes	513	92.8

Table 14: Feedback of pregnant women about dietary counselling and interaction with volunteer dietitian/nutritionist/intern/student

Do you feel dietary and lifestyle counselling should be incorporated in routine ANC Check-ups?	Frequency (n)	Percentage (%)
Yes	511	92.4
Experience with volunteer or dietitian		
Average	41	7.4
Bad	1	0.1
Good	257	46
Prefer not to Say	16	2.9
Very Good	235	42.8
Total	550	

Table 15: Feedback on poster pretested across 50 PMSMA Sites

Communicative aspects	V. Poor	Poor	Satisfactory	Good	V. Good
Appropriate format for the target audience.			✓ .		
Text- heaviness		✓ .			
Graphic appeal and use of pictures to convey information <ul style="list-style-type: none"> • Overall look • Colour scheme • Over all presentation 			✓ .	✓ .	✓ .
Careful Selection				✓ .	
Language appropriateness			✓ .		
Clarity of messages				✓ .	

Day 8 (June 11, 2019)

Review and Feedback

The day started with reviewing of the poster having 9 key messages for pregnant women. The volunteers provided their feedback and concepts for improvement of poster. Based on the feedback received from the pregnant women and counselling provided by volunteers, the draft for updated poster was developed in presence of NCEARD team members.

The recap session and technical issues pertaining to KoBoCollect was resolved by experts from IEG, New Delhi. Data extraction was done by one of the consultants followed by necessary data analysis by analyst from NCEARD team.

Highlights

- Sharing of learnings from dietary and lifestyle counselling on PMSMA day held across 50 healthcare facilities in Delhi/NCR.
- In-house activities - report compilation and feedback on experiences with women attending ANC clinics.
- Brainstorming on the ways the poster could be made more effective and coherent.
- Review and feedback on counselling materials used from 50 plus volunteers.
- Director Lady Irwin, Chairperson NCEARD went live on All India Radio (102.6 FM) for Volunteer 4 Indian Women Campaign and shared details about campaign live with the nation.



Volunteers reviewing poster

Day 9 & 10 (June 12 & 13, 2019)

Nutritional Assessment and Counselling at Public Areas - 4 Metro Stations

With an aim to address the issue of nutrition and to spread awareness among the larger masses, 'Volunteers 4 Indian Women Campaign' visited 4 busy metro stations across Delhi and conducted nutritional assessment followed by dietary and lifestyle counselling to scores of people.

Under the campaign, the volunteers visited four busy metro stations across Delhi and conducted nutritional assessment followed by dietary and lifestyle counselling of women. Metro stations were specifically chosen to address the issue of nutrition and to spread awareness among the larger masses.

Delhi Metro Rail Corporation (DMRC) being a socially responsible organization promotes the social activities of reputed societies/trusts/NGOs at metro stations provided the organization fulfill the eligibility criteria under DMRC's Corporate Social Responsibility (CSR) policy. For the smooth facilitation of the activities at metro stations, all necessary approvals and permissions were taken in advance from DMRC.

After a rigorous exercise of compilation and submission of documents, DMRC authorized NCEARD to carry out the activities at four metro stations as part of their CSR policy by way of standees and canopies.

Working at such busy areas was quite a task since the number of people was high but it was a great learning curve for the volunteers. An overwhelming response and active involvement of people for nutritional assessment and health awareness was observed.

Sites visited

1. Anand Vihar Metro Station
2. Akshardham Metro Station
3. Lajpat Nagar Metro Station
4. Kashmere Gate Metro Station

Following activities were conducted

- Nutritional assessment (weight, height, MUAC and Blood pressure)
- Calculation of Body Mass Index (BMI).
- Nutritional counselling
- Addressing queries related to health.
- Creating awareness about health and hygiene.

Number of people covered: 800 (Approx)

Nutritional Assessment and counselling underway at Metro Stations



Day 11 (June 14, 2019)

Report Compilation

This day of the Campaign was reserved for introspection, reflection and compiling of reports. The volunteers compiled, reviewed and made Power Point Presentations which entailed learning and experiences of 'Volunteer 4 Indian Women' Campaign. NCEARD team made sure to receive feedbacks from the volunteer for a bigger and a better Campaign in future. Review of posters, performance during campaign, attendance, attitude towards masses and overall outlook was reviewed and scored for outstanding volunteer award by NCEARD Lead in coordination with consultants.

Some of the suggestions made by Volunteers were:

- More emphasis on street play as people showed more interest and responded well towards acts and performances.
- Videos for pregnant women for a better retention of key messages.
- More emphasis on Deworming since it seemed to be a major issue women were unaware about.
- Poster with nine key messages should be edited.
- Frequency of field visits can be increased.



Volunteers engrossed in poster review and feedback

Day 12 (June 15, 2019)

Valedictory Function

The 15-day campaign on 'Volunteer 4 Indian Women under POSHAN Abhiyaan concluded on June 15 at Lady Irwin College Library. The dignitaries attending the event included Dr Dinesh Baswal, Deputy Commissioner, Ministry of Health and Family Welfare, Government of India, Dr Anupa Siddhu Chairperson, NCEARD, Dr Manisha Sabharwal, Lead-NCEARD, Dr Vani Sethi, Nutrition Specialist, UNICEF, Ms Poonam Sharma Bhambri and Ms Versha Mathur from Alive & Thrive, Dr Narendra Patel from IEG, Delhi, Dr Gomathi from NCEAR-A AIIMS, Ms Anita Jatana, President, Indian Dietetic Association, Delhi Chapter, Dr Venu Seth and Ms Arvind Wadhwa, Former Faculty, Department of Food and Nutrition and representatives from other institutes.

The dignitaries lauded the efforts of the volunteers and encouraged them to make it a bigger movement. The team leaders shared collective experiences of their teams and undertook the responsibility to make PMSMA and maternal nutrition a mass movement.



Dr Anupa Siddhu addressing volunteers at the Valedictory function

Glimpse of Valedictory Function



References

1. Global Hunger Index – 2015.
2. International Institute of Population Sciences, Ministry of Health and Family Welfare. National Family and Health Survey-4 [Internet]. India: Government of India; 2015-2016.
Available from:
3. WHO. WHO recommendations on antenatal care for a positive pregnancy experience [Internet]. WHO; 2016.
Available from: eng.pdf.
4. POSHAN Abhiyaan- PM's Overarching Scheme for Holistic Nutrition.
Available from: <https://www.india.gov.in/spotlight/poshan-abhiyaan-pms-overarching-scheme-holistic-nourishment>

Annexure-I
“Volunteer 4 Indian Women” Campaign Agenda (June 1-4)

National Centre of Excellence and Advanced Research on Diets (NCEARD), Lady Irwin
 College

National Centre of Excellence and Advanced Research on Anemia
 (NCEAR-A), AIIMS, New Delhi

Date(s): June 1 to June 4, June 8, 2019

Venue: Library, Lady Irwin College, 1 Sikandra Road, New Delhi – 110001

Day 1 (01.06.2019) - Saturday			
Time	Sessions	Resource Person(s)	Resource materials
0930-1000	Registration		
1000-1030	Welcome address Introduction to NCEARD & Volunteer 4 Indian Women Campaign	Dr Anupa Siddhu Dr Manisha Sabharwal	
1030-1050	Brief introduction & status of maternal nutrition in India	Dr Somila Surabhi, NCEARD	Power point
1050- 1110	Nutrition and health challenges in Indian women	Alive & Thrive	Power Point
1110-1130	Prevalence and strategies to combat and prevent anemia in India	NCEARA representative	Power point
1130-1200	Tea Break		
1200 -1220	Orientation to counselling techniques (skills for effective counselling)	Dr Nighat Sofi, NCEARD	Power point
1220 -1250	Use of counselling tools Universal flipbook/calendar At risk cards: short, young, underweight, overweight and obesity, Anemia, Fluorosis, Importance of Iodine, High blood pressure, GDM, Malaria, Tuberculosis, UTI/STI, heartburn, nausea, vomiting, constipation, HIV	Dr Mansi Chopra, NCEARD	Power point and counselling tools
1250-1300	Recipe books and <i>thali</i> model	Ms Tashi Choedon Ms Naman Kaur, NCEARD	Power point and counselling tools
1300 -1400	Lunch break		

1400 -1500	Practice sessions on group as well as individual counselling	Dr Nighat Sofi Ms Naman Kaur Ms Tashi Choedon	Counselling tools
1500-1600	Work at home Development of messages for the slogans/drumming on the themes provided: i. Regular ANC check ups ii. Institutional deliveries iii. Diet diversity, importance of micronutrients during pregnancy iv. Importance of regular consumption of supplements (IFA and Calcium) v. Personal hygiene	Dr Somila Surabhi Dr Pallavi Gupta, NCEARD	A4 chart papers, sketch pens
1600 Onwards	Close the day		
Day 2 (03.06.2019) - Monday			
0900 -1000	Recap session of the day 1	Volunteers	
1000-1200	Anthropometry (Height, weight, computation of BMI using field chart, MUAC, computation of gestational weight gain) i. Blood Pressure A1 Introduction and calibration of equipment A2 Measurement errors A3 Technique	Dr Nighat Sofi Dr Mansi Chopra	Power point and anthropometric tools
1200-1300	Point of care testing for haemoglobin - Introduction and calibration of equipment - Methodology used	NCEARA representative	Power point and Hemoglobinometer
1300-1400	Lunch Break		
1400 - 1500	Practice session on anthropometry	Volunteers led by Dr Neha Bakshi (Faculty Lady Irwin College) Dr Nighat Sofi Dr Pallavi Gupta	Anthropometric tools

1500-1600	Work at home Development of messages for the slogans/ drumming on the themes provided: <ul style="list-style-type: none"> • Regular ANC check-ups • Institutional deliveries • Diet diversity, importance of micronutrients during pregnancy • Importance of regular consumption of supplements (IFA and Calcium) • Personal hygiene 	Dr Somila Surabhi Dr Pallavi Gupta	A4 chart papers, sketch pens
1600 Onwards	Close the day		
Day 3 (04.06.2019) - Tuesday			
0900 -1000	Recap of Day 1 & 2	Volunteers	
1000 -1100	Practice session: use of counselling tools	Volunteers led by Dr Neha Bakshi(Faculty Lady Irwin College) Ms Tashi Choedon Ms Naman Kaur and Ms Priyanshu Rastogi	
1100 -1200	Practice session: Anthropometric measurements	Volunteers led by Dr Nighat Sofi Ms Priyanshu Rastogi	
1200-1230	Practice Session: Point of care testing of haemoglobin	NCEARA Representative	
1230 -1300	Practice session: Slogans during rally and drumming	Volunteers led by Dr Pallavi Gupta Dr Somila Surabhi	
1300 -1400	Lunch Break		
1400 -1430	Session on reporting formats	Dr Mansi Chopra	

1430 -16:00	<ul style="list-style-type: none"> • Formation of groups of volunteers • Distribution of counselling tool kit to each group • Discussing field visits 	Dr Mansi Chopra Dr Nighat Sofi Dr Somila Surabhi Dr Pallavi Gupta	
1600 onwards	Close the day		

Annexure- II

“Volunteer 4 Indian Women” Campaign Agenda (June 8) Agenda for Orientation of Dietitians/ Nutritionists/ Volunteers

Date(s): June 8, 2019

Venue: Library, Lady Irwin College, 1 Sikandra Road, New Delhi – 110001

PMSMA day	Orientation (Dietitians/Nutritionists) June 8, 2019 (Saturday)		
0930-1000	Registration of Volunteer Dietitians/Nutritionists		
1000-1030	Welcome address Introduction to NCEARD & Volunteer 4 Indian Women Campaign	Dr Anupa Siddhu, Director, Lady Irwin, Chairperson- NCEARD Dr Manisha Sabharwal, Lead- NCEARD	
1030-1100	Brief introduction & status of maternal nutrition in India	Dr Somila	Power point
1100-1130	Tea Break		
1130-1150	Nutrition and health challenges in Indian women	Alive & Thrive	Power point
1150-1210	Orientation to nutritional assessment, effective counselling techniques	Dr Pulkit Mathur, (Faculty Lady Irwin)	Power point
1210-1230	Prevalence and strategies to combat or prevent anemia in India	NCEARA representative	Power point
1230-1300	Orientation on use of counselling tools (Universal flipbook / at risk cards At-nutritional risk), recipe book, thali models OR Introduction to Maternal health Poster and calendar developed for ANC in healthcare facilities	Dr Nighat Sofi, NCEARD Dr Somila Surabhi, NCEARD	Power point and counselling tools
1300-1400	Lunch Break		
1400-1430	Orientation/ Discussion on group as well as individual counselling	Dr Nighat Sofi Dr Pallavi Gupta, NCEARD	
1430-1530	Introduction to KoBoCollect Hands on training for KoBoCollect followed by software download to mobiles and laptop	Dr Narendra, IEG Dr Vinod Tyagi, IEG	
1530-1600	<ul style="list-style-type: none"> • Formation of groups of volunteers • Distribution of counselling tool kit to each group • Discussing field visits 	Dr Nighat Sofi Dr Somila Surabhi Dr Pallavi Gupta	
1600 onwards	Close the day		

Annexure- III

Sample of the questions developed for the KoBoCollect Tool

Date (dd/mm/yyyy) _____

Background details

Unique ID

Site Name/ Address

Contact Number of woman attending ANC (confirmed from MCP card):

Gestational age in weeks (confirmed from MCP card):

1. Age of woman (Years):

2. Education Qualification

1=Illiterate 2= Only read/ Sign 3=Primary (Upto class 5th)

4=Middle (5 to 8th) 5=High school (9-10th) 6=Higher Secondary school (up to 12th class)

7=Graduate 8=Postgraduate 999= Don't know

3. Anthropometry

a) Weight (Kg) _____

b) Previous month's weight (Kg) (Note from MCP card) _____

c) Height (cm) _____

d) MUAC (cm) _____

e) Systolic BP (mmHg) _____

f) Diastolic BP (mmHg) _____

4. Biochemical tests

Recent Hb Value (g/dl) _____

Urine sugar _____ (If uri stick is available)

5. Supplementation

a) Folic acid capsules tablets received (first trimester)

0=No 1=Yes

b) Folic acid capsules tablets consumed (first trimester)

0=No 1=Yes

c) If No, Reason for not consuming Folic acid

d) IFA tablets received (second trimester onwards)

0=No 1=Yes

e) IFA tablets received/consumed (second trimester onwards)

0=No 1=Yes

f) If No, Reason for not consuming IFA tablets

g) Calcium tablets received

0=No 1=Yes

h) Calcium tablets consumed

0=No 1=Yes

i) If No, Reason for not consuming calcium tablets

j) Deworming tablet received

0=No 1=Yes

k) Deworming tablet consumed

0=No 1=Yes

l) If No, Reason for not consuming deworming tablet

6. Knowledge assessment

What do you know about balanced diet during pregnancy?

0= No 1= little bit/not sufficient information 2=good knowledge

What do you know about the iron rich sources of food?

0= No 1= little bit/not sufficient information 2=good knowledge

What do you know about the washing hands, personal hygiene and sanitation?

0= No 1= little bit/not sufficient information 2=good knowledge

Are you aware of IFA supplements and dosage?

0= No 1= little bit/not sufficient information 2=good knowledge

Are you aware of calcium supplements and dosage?

0= No 1= little bit/not sufficient information 2=good knowledge

Are you aware of deworming in pregnancy?

0= No 1= little bit/not sufficient information 2=good knowledge

Are you aware of family planning methods? (To be asked to women in third trimester)

0= No 1= little bit/not sufficient information 2=good knowledge

7. Were you counselled on daily diet and nutritional supplements?

0=No 1=Yes

8. Did you receive guidance on low cost easily available nutritionally rich recipes during and after pregnancy?

0=No 1=Yes

9. Do you think dietary and lifestyle counselling was helpful to you?

0=No 1=Yes

10. Do you feel dietary and lifestyle counselling should be incorporated in routine ANC Check-ups?

0=No 1=Yes

11. How was your overall experience with volunteer dietitian?

1. Very Good
2. Good
3. Average
4. Bad
5. Prefer not to say

Annexure - IV

List of PMSMA Facilities

1.	Kamla Nehru Maternity Home, Padam Nagar, New Delhi
2.	Lal Bahadur Shastri Hospital, Khichripur New Delhi
3.	Maternity Home Khichripur, New Delhi
4.	Maternity Home Patparganj, New Delhi
5.	DGD Kalyanpuri, New Delhi
6.	DGD Mandawali, New Delhi
7.	DGD Mayur Vihar Phase-1, New Delhi
8.	LHMC & SSK Hospital Connaught Place, New Delhi
9.	Palika Maternity Hospital, Lodhi Colony, New Delhi
10.	Maternity Home Munirka, New Delhi
11.	DGD Mahipalpur, New Delhi
12.	DGD Sagarpur, New Delhi
13.	DGD Inderpuri, New Delhi
14.	JPC Hospital Shastri Park, New Delhi
15.	PUHC Sonia Vihar, New Delhi
16.	DR BSA Hospital Sector 6 Rd, Rohini, New Delhi
17.	Maternity Home Shakurpur, New Delhi
18.	Maternity Home Haiderpur, New Delhi
19.	DGD Mangolpuri, New Delhi
20.	Sanjay Gandhi Memorial Hospital Mangolpuri, New Delhi
21.	Bhagwan Mahawir Hospital Pitampura, New Delhi
22.	Deep Chand Bandhu Hospital Ashok Vihar, New Delhi
23.	Dr Hedgewar Arogya Sansthan, New Delhi
24.	Maternity Home Chandiwala, New Delhi
25.	DGD Nand Nagri Ext, New Delhi
26.	GTB Hospital, Dilshad Garden, New Delhi
27.	Swami Dayanand Hospital, Dilshad Garden, New Delhi
28.	Maternity Home Seemapuri, New Delhi
29.	SDDMASC Dabri, New Delhi
30.	Pt Madan Mohan Malaviya Hospital
31.	Safdarjung Hospital, New Delhi
32.	DGD Jonapur, New Delhi
33.	M&CW Centre Fatehpur Beri, New Delhi
34.	M&CW Centre Mehrauli, New Delhi
35.	SPUHC Meethapur, New Delhi
36.	DGD Batla House, New Delhi
37.	Maternity Home Badarpur, New Delhi
38.	DGD Garhi, East of Kailash, New Delhi
39.	MCW Okhla Phase - 1, New Delhi

40.	SPUHC Lal Kuan, New Delhi
41.	Rao Tula Ram Memorial Hospital Jaffarpur, Delhi
42.	DGD Nawada, Delhi
43.	DGD Shiv Vihar, New Delhi
44.	SPUHC Nihal Vihar, Delhi
45.	Guru Gobind Singh Govt Hospital, Raghbir Nagar, Delhi
46.	Acharya Shree Bhikshu Govt Hospital Moti Nagar, New Delhi
47.	DGD Nangloi, Delhi
48.	MCW Peeragarhi, New Delhi
49.	Sardar Vallabh Bhai Patel Hospital, Patel Nagar, Delhi
50.	Maternity Home Jwalapuri, New Delhi

Annexure – V
“Volunteer 4 Indian Women” Campaign Agenda (June 15)

National Centre of Excellence and Advanced Research on Diets (NCEARD), Lady Irwin College
 &
 National Centre of Excellence and Advanced Research on Anemia Control (NCEAR-A), AIIMS, New Delhi

VALEDICTORY FUNCTION

Date: June 15, 2019, Time: 15:00 – 17:10 hrs

Venue: Library Reading Room, Lady Irwin College, 1 Sikandra Road, New Delhi – 110001

Time (Hrs)	Sessions	Resource Person(s)
15:00 – 15:10	Welcome address	Dr Anupa Siddhu (Lady Irwin College)
15:10 – 15:20	Brief journey through 15 days	Dr Somila Surabhi (NCEARD, Lady Irwin College)
15:20 – 15:40	Observations from PMSMA site visits (June 10, 2019)	Dr Nighat Sofi (NCEARD, Lady Irwin College)
15:40 – 16:00	Experience sharing by volunteers	By 4 team leaders (Volunteers)
16:00- 16:20	Perspectives of collaborators on taking this work ahead	Dr Dinesh Baswal(MoHFW) Dr Shashi Kant (AIIMS) Dr William Joe (IEG) Dr Sebanti Ghosh (A&T) Dr Vani Sethi (UNICEF)
16:20 – 16:30	Keynote address and award distribution	Dr Dinesh Baswal
16:30 – 17:00	Ceremony for best volunteer award/ Certificate distribution	Dr Dinesh Baswal
17:00 – 17:10	Vote of thanks	Dr Manisha Sabharwal (NCEARD, Lady Irwin College)
17:10 onwards	High Tea	

Annexure - VI

Dignitaries present at Valedictory Function - JUNE 15, 2019

Dignitary	Organization
Dr Dinesh Baswal	Deputy Commissioner, Ministry of Health and Family Welfare, Government of India
Dr Anupa Siddhu	Chairperson-NCEARD
Dr Manisha Sabharwal	Lead-NCEARD
Ms Poonam Sharma and Ms Versha Mathur	Alive & Thrive
Ms Anita Jatana	President - Indian Dietetic Association, Delhi Chapter
Dr Vani Sethi,	Nutrition Specialist-UNICEF
Dr Narendra Patel	Institute of Economic Growth, Delhi
Dr Ruby	Institute of Economic Growth, Delhi
Dr Veenu Seth & Ms Arvind Wadhwa	Former Faculty, Department of Food and Nutrition, Lady Irwin College

Annexure VII

Special Acknowledgement

Name of Medical Officer	Locality
Dr Rajkumar,	Rajveer Colony-Mulla Colony Rajveer Colony-Sapera Basti Rajveer Colony Ghadowli Gaon Harijan Basti
Dr Sushila	Ghazipur Village Block F Ghazipur Village Block G
Dr Anuradha	DGD, Kalyanpuri
Dr Bhushan	Chhainsa (AWC-721) Chhainsa (AWC-719) Chhainsa (AWC-716) Dayalpur (AWC- 13)

Annexure VIII
NCEARD Lady Irwin College Team

Dr Anupa Siddhu	Director Lady Irwin College and Chairperson-NCEARD
Dr Manisha Sabharwal	HOD Food and Nutrition Department and Lead-NCEARD
Dr Nighat Sofi	Consultant
Dr Somila Surabhi	Consultant
Dr Pallavi Gupta	Consultant
Dr Mansi Chopra	Consultant
Dr Abdul Jaleel	Consultant
Ms Tashi Choedon	Junior Professional
Ms Naman Kaur	Junior Professional
Ms Priyanshu Rastogi	Junior Professional
Mr Usman Siddiqui	Junior Professional
Ms Shipy Gupta	Administrative & Finance Assistant
Ms Sanchita	Accounts Officer
Ms Akanksha Srivastava	Fellow
Mr Monty	Office Boy

Annexure IX

**Resource persons - Faculty, Department of Food and Nutrition, Lady
Irwin College**

Dr Pulkit Mathur	Assistant Professor Department of Food and Nutrition
Adjunct Faculty	
Dr Neha Bakshi	Assistant Professor Department of Food and Nutrition
Dr Nidhi Jaiswal	Assistant Professor Department of Food and Nutrition
Dr Anjani Bakshi	Assistant Professor Department of Food and Nutrition

Annexure X

NCEAR-A AIIMS New Delhi Team

Dr Gomathi	Research Officer
Dr Srishti	Research Officer
Ms Kashish	Research Officer

Annexure XI

List of Volunteers for Volunteer 4 Indian Women Campaign

S. No	Name of the volunteers				
1	Aarushi Garg	27	Girisha Salhotra	53	Riya Mondal
2	Abha Pal	28	Harshita Arya	54	Roopal Goel
3	Aditi Khurana	29	Harshita Sharma	55	Ruchika Sharma
4	Aishwarya Nangia	30	Jagmeet Singh	56	Saadhikaa Wadhwa
5	Akansha Grover	31	Kanishka Upadhyay	57	Samriddhi Manral
6	Ana Mariyam	32	Khushboo	58	Shaurya Jaiswal
7	Anjum Agarwal	33	Madhurima Bhattacharya	59	Sheel Srivastav
8	Annu Verma	34	Manisha Bhaihora	60	Sheetal Chopra
9	Anushka Srivastava	35	Mansi Pandey	61	Shikha Gupta
10	Aparna Aggarwal	36	Marya Javed	62	Shivangi Sinha
11	Apeksha Dhingra	37	Megha Gupta	63	Shweta Tyagi
12	Apoorva Singh	38	Megha Gupta	64	Tanu Jindal
13	Archana Garg	39	Mehak Grover	65	Tarubhi Agarwal
14	Arushi Jain	40	Muskan Aggarwal	66	Tenzin Phanttok
15	Ashmeet kaur sethi	41	Muskan Gupta	67	Vibha
16	Ayesha Gaur	42	Muskan Jaiswal	68	Vishakha Dutta
17	Ayesha Rasheed	43	Nikita Madaan	69	Vrinda Gupta
18	Ayushi Srivastava	44	Nishna Singh	70	Vrinda Raheja
19	Bandana	45	Nitya Oberoi	71	Yashpinder kaur
20	Bhavya Sharma	46	Pallavi Payal	72	Sukriti Arora
21	Bhawna Mutreja	47	Pooja Kashyap	73	Nikita
22	Bhawna Prajapati	48	Pragya Sharma	74	Ishita
23	Fatimah Zohra	49	Pranshi Gupta	75	Noorien Anwer
24	Garima Kushwaha	50	Priya Gupta	76	Saisha Vasudeva
25	Gauri Bansal	51	Rajat Sharma	77	Sheeza Kamran
26	Gaurika Kumar	52	Rashmi Saini	78	Shail Priya

Annexure XII

List of Volunteer Dietitians (June 10)

S. No	Name of Dietitians	Organization
1	Dimpy Jain	Maharaja Agrasen Hospital
2	Muneera Eisa	Dietitian
3	Manvi Gairola	Intern, Max Hospital
4	Kalpana Gupta	Max Hospital
5	Manpreet Kaur	Max Hospital
6	Megha Ganesh	Intern, Max Hospital
7	Nandini Nanda	RD Trainee, Max Hospital
8	Deepali Sharma	Intern, AIIMS
9	Garvita Singh	Intern, AIIMS
10	Shilpi Dhawan	Intern, AIIMS
11	Ruchita Sinha	Intern, AIIMS
12	Neha Bakshi	Faculty, Lady Irwin College
13	Dr Nidhi Jaiswal	Faculty, Lady Irwin College
14	Dr Anjani Bakshi	Faculty, Lady Irwin College