



& Accelerating
Nutrition
Delivery

ABOUT DANONE

Dedicated to bringing health through food to as many people as possible, Danone is a leading global food company built on four business lines: Essential Dairy and Plant-Based Products, Early Life Nutrition, Waters and Medical Nutrition. In India, Danone started its nutrition business in 2012. Danone's life nutrition business embodies a holistic nutrition approach offering a full range of products for pregnant mothers, infants, young children as well as adults, under recognized brands like Aptamil, Neocate, Farex, Protinex, Dexolac and Nusobee.

Focus Area

Maternal health and Child care (for e.g. Maternal and child micro-nutrient/ dietary supplementation/ Food fortification for children, women and general population/ Iron Folic Acid supplementation/ Vitamin A supplementation)

TARGET STATE

Maharashtra

OBJECTIVES

Danone supported an NGO to develop simple yet science based content (learning modules) around F1000 days. The objective of the NGO was to create awareness about First 1000 days as much as possible and to reach the unreachable. The idea is to support nutrition in each of these specific stages of First 1000 days, and to create understanding on how getting Early Life Nutrition right during the critical window of opportunity, can have significant improvements for future health outcomes. In addition, also offer practical advice and examples of how to encourage positive changes during each stage. Challenges during early development, like suffering from nutritional deficiencies or exposure to unbalanced nutrition or pollutants, lead to changes in the early development during embryonic and foetal life and during the first year(s) after birth. These environmental adaptations can even be inherited by future generations. Thus, the extent of your risk of later disease, is actually not only determined by your genes, but critically depends on your environment during early life.



DANONE
ONE PLANET. ONE HEALTH

COMPANY BRIEF

COMPANY HEADQUARTER

Mumbai

GEOGRAPHICAL AREA(S)

WHERE THE INITIATIVE IS

OPERATIONAL

Maharashtra

MENTION THE NAMES OF THE SPECIFIC DISTRICTS/ VILLAGES/ AREAS IN THE CHOSEN STATE

Entire state

THE INITIATIVE TAKEN BELONGS TO WHICH OF THE FOLLOWING CATEGORIES?

CSR

IF THE INITIATIVE BELONGS TO THE "OTHER" CATEGORY IN QUESTION 5, PLEASE SPECIFY.

NA

IMPLEMENTATION

The project is yet work in progress.

SPECIFY THE TARGET GROUP OF THE INITIATIVE.

140,000 people.

WERE THERE ANY PARTNERS IN THE INITIATIVE?

Yes

IF YES, WHO WERE THE IMPLEMENTATION PARTNERS IN THE INITIATIVE?

NGO/Development organisations

SPECIFY THE NAME OF THE PARTNERS INVOLVED IN THE INITIATIVE.

The Foundation of Mother and Child Health(FMCH)

WAS THERE ANY BASELINE STUDY?

No

IF THERE WAS A BASELINE STUDY, WHAT WERE THE FINDINGS OF THE STUDY?

NA

WHAT WERE THE FINDINGS OF THE END-LINE STUDY?

NA

ARE YOU LOOKING FORWARD TO PARTNERSHIPS OR COLLABORATION IN FUTURE?

Yes

IF YES, WHAT TYPES OF COLLABORATIONS ARE BEING THOUGHT OF?

Being explored.

ACHIEVEMENTS

Since the project is not yet complete and training is yet to begin, our one of the achievements till date is the completion of these educational material on time despite multiple challenges.

DO YOU HAVE ANY PLANS TO SCALE UP THE CURRENT INITIATIVE? IF YES, PLEASE MENTION DETAILS OF WHERE, WHEN AND HOW.

NA

MENTION ABOUT THE SUCCESSFUL CASE STORIES THAT HAVE EMERGED FROM THE IMPLEMENTATION.

NA

CHALLENGES

1. Catering to an uneducated population itself was one of the challenges ,À to make the content scientific yet so simple that a lay man could interpret it without any difficulty.
2. There was high demand as currently the organisation had no means of any educational material to guide these mothers of the best practices to be followed during this period.
3. Developing educational material is a time consuming process and hence we faced a lot of challenges with regards to allotting undivided attention in order to complete and deliver this project on time.
4. There were multiple stake holders involved here, hence coordination and finalisation of any material was a challenge.

MAJOR FINDINGS/ FINAL ANALYSIS

Project not complete.

NOTE FROM THE CEO/MD/ PROGRAM IN-CHARGE:

NA