



& 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);h. Education and awareness (for e.g. Classroom education, women empowerment, early child development, child protection, mid-day meals, awareness campaigns for malaria, AIDS, tuberculosis etc.);i. Poverty alleviation (for e.g. Employment programmes, Livelihood missions)



TARGET STATE

PUNJAB

OBJECTIVES

Healthy Nutrition - Improving the nutritional status and habits of mothers and children



DANONE
ONE PLANET. ONE HEALTH

COMPANY BRIEF

COMPANY HEADQUARTER

Mumbai

GEOGRAPHICAL AREA(S)

WHERE THE INITIATIVE IS

OPERATIONAL

Punjab

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

"Dist- Moga and Ludhiana

The project has been executed at two levels

A) with support of NGO partners Naandi Foundation in 5 villages namely Kokri Phulla Singh, Killi Chahal, Kokri Kallan, Sherpur Kallan and Bhundri to carry out Healthy Nutrition and sustainable agro-dairy ecosystem "

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

SPECIFY THE TARGET GROUP OF THE INITIATIVE.

Approx 5000 farmer families

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.

Naandi Foundation

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

IMPLEMENTATION

"Danone India in partnership with Danone Ecosystem Fund, France and Naandi Foundation executed 3 years project „Punjab 2020 „ A Social Programme for Healthy Nutrition and Sustainable Agriculture„. The project was based on the theme to create Happy Families which covers three pillars namely Nutrition, Sustainable Agriculture and Sustainable Dairy Development. At initial level reconnaissance visit and household survey were carried out for more than 3400 households. 5 villages were fully covered under the programme for capacity building of local community members including adolescent girls, pregnant women, children and dairy farmers. IEC material on nutrition related activities were designed and disseminated at different levels. Anganwadi workers and women were trained on healthy cooking, child care, maternal health, healthy diets, etc through First 1000 Days training programmes. Health survey and counselling to children, pregnant women and adolescent girls were carried out periodically. Two anganwadi centers have been upgraded with educational materials and recreational items. IEC material on Sustainable agriculture and dairy farming practices was designed and disseminated through structured training programmes to 39 champion farmers with inputs supply on biodynamic compost preparations and creating sustainable agriculture practices demonstrations in project villages. Based on project area situational analysis, Academilk „ a dairy farmers education programme designed and executed in project area with special focus on milk quality, animal health, animal nutrition, animal housing, fodder development and animal reproduction. The said programmes covered over 4000 dairy farmers from 60+ villages."

ARE YOU LOOKING FORWARD TO PARTNERSHIPS OR COLLABORATION IN FUTURE?

No

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

NA

ACHIEVEMENTS

"Nutrition:

1. Health monitoring and counselling (self-aware towards nutrition challenges) to 201 children (0 to 5 years), 30 pregnant women and 45 teenage girls (13 to 19 years).
2. Upgradation of 2 Anganwadi centres
3. Trained 22 Anganwadi workers on nutrition.
4. 1652 community members sensitized on nutrition and health"

CHALLENGES

Mobilizing resources and behavior change of community towards adopt good practices at project initiation level.

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

NA

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.

No response

MAJOR FINDINGS/ FINAL ANALYSIS

Same as achievements.