



# Our Approach





Catalysing Convergence

Technical support to state initiatives, encouraging convergence of Rashtriya Bal Swasthya Karyakram (RBSK), Rashtriya Kishor Swasthya Karyakram (RKS) and School Health & Wellness Programme (SHWP)



Mainstreaming Gender Education


Gender sensitive comprehensive AH Education for RKS, RBSK, SHWP and Tele Mental Health Assistance and Networking Across States, (Tele-MANAS) programme team



Building Capacities and Facilitating Linkages


Access to specialized adolescent counselling via Tele-MANAS


# Project Utthan Envisions



**Empowering Young People**  
Informed decision-making regarding health and wellbeing.


**Gender and Nutrition Education**  
Enhancing understanding of gender roles, nutrition, and adolescent health.





**Anemia Reduction**  
Iron & Folic Acid supplementation and deworming adherence to reduce anemia.

**Mental Health Support**  
Increasing access to and utilization of mental health services to reduce the identification and treatment gap.





Project Utthan champions holistic health by harnessing a comprehensive and convergence approach, that is responsive to the needs of the adolescents.

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# PROJECT UTTHAN

NURTURING THE PRESENT, SECURING THE FUTURE



STEERING CONVERGENCE FOR ADVANCING HEALTH AND WELL-BEING OF ADOLESCENTS IN UTTAR PRADESH



**DID YOU**

**KNOW?**



Over **257 million** adolescents in India, with **50 million** in Uttar Pradesh, are at the threshold of shaping our nation's destiny.

In Uttar Pradesh, with a significant rise the gross enrolment rate for elementary schools has reached **98.1%**, and for secondary schools it is **69.3%**. This serves as a pivotal foundation for implementing effective adolescent intervention programs<sup>1</sup>.

<sup>1</sup> <https://www.indiabudget.gov.in/economicsurvey/doc/stat/tab83.pdf>

## KEY INDICATORS

### ADOLESCENT HEALTH IN UTTAR PRADESH

**01**  
**ANAEMIA**



52.8% girls and 29.9% boys aged 15-19 are anaemic.

**02**  
**EARLY MARRIAGE**



Despite strides, 31% young women still marry early.

**03**  
**MENSTRUAL HYGIENE**



70.5% girls aged 15-19 report using hygienic methods of menstrual protection. 70.6% girls in the same age group also report using cotton cloth<sup>2</sup>.

**04**  
**GENDER BASED VIOLENCE**

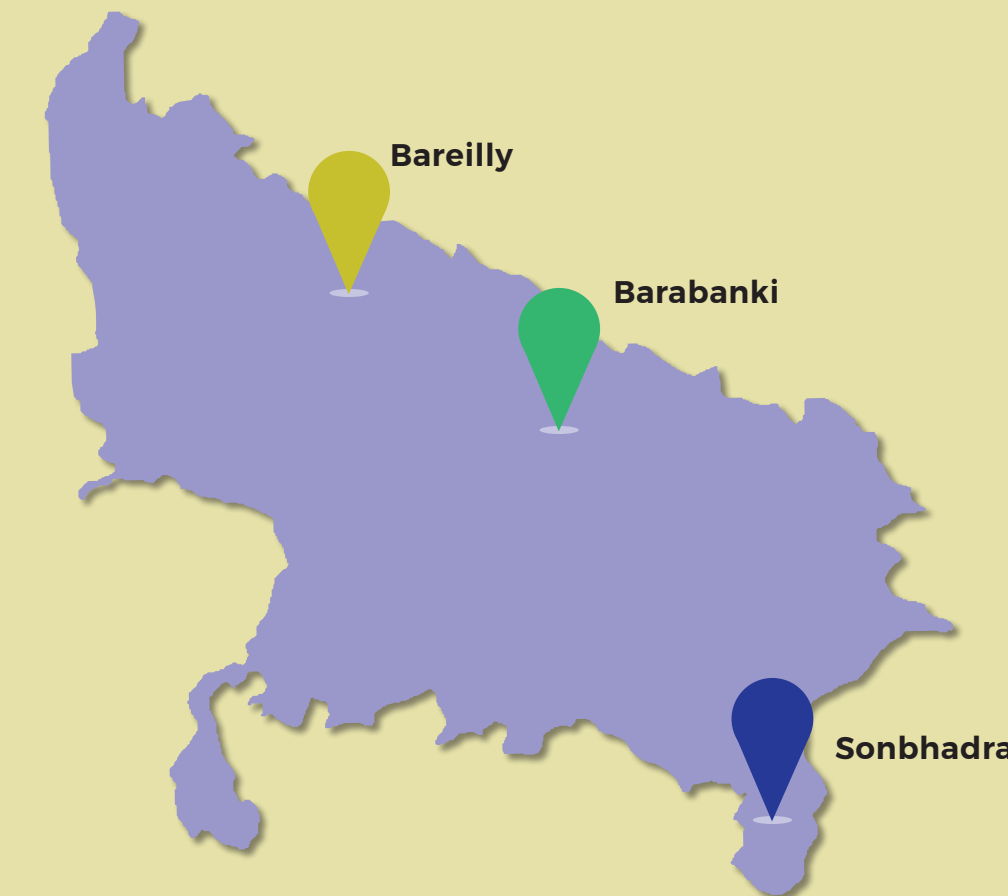


43.7% girls aged 15-19 agree that a husband is justified in beating his wife for any one of the specified reasons.

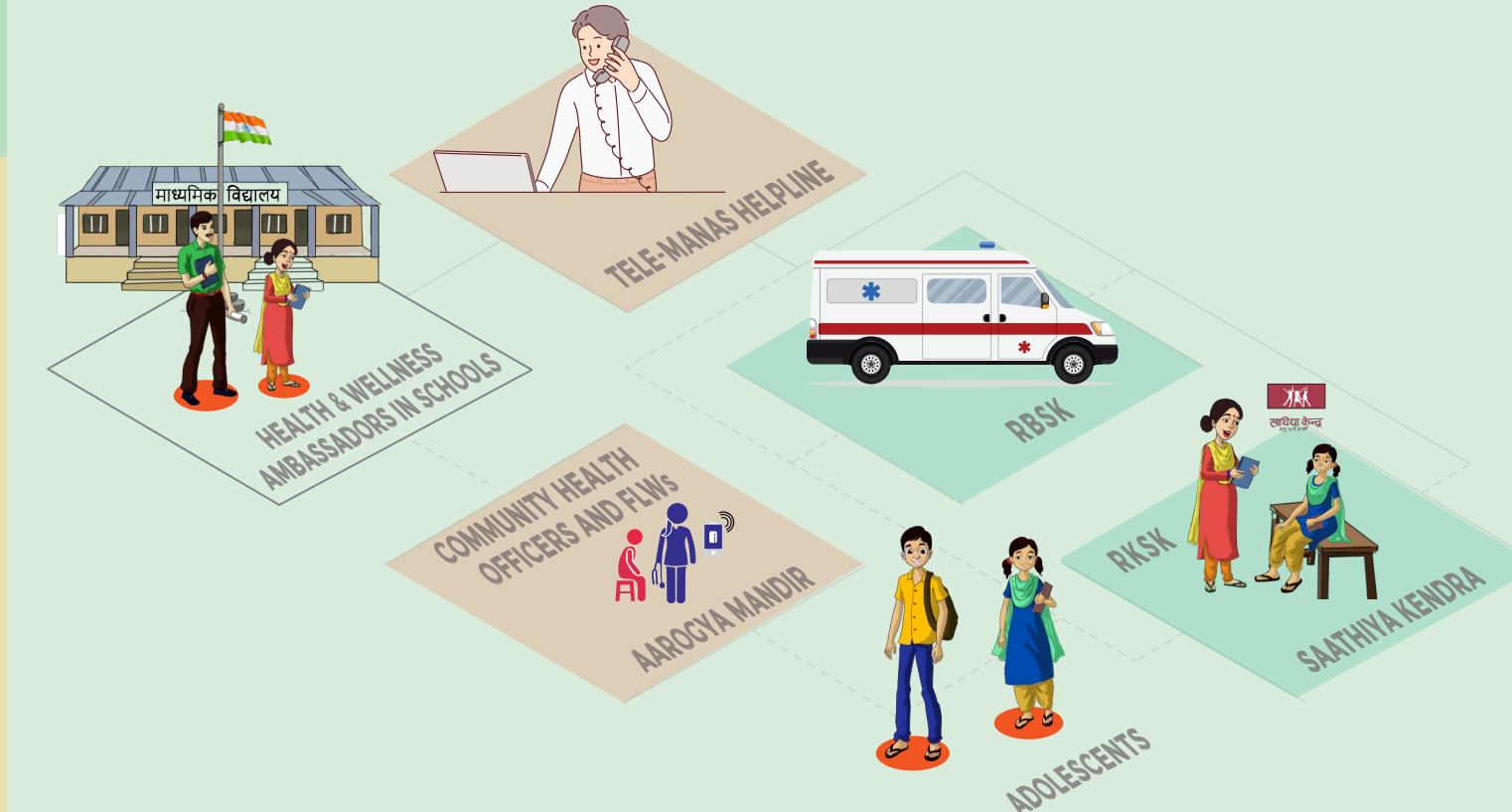
<sup>2</sup> [https://rchiips.org/nfhs/NFHS-5\\_FCTS/Uttar\\_Pradesh.pdf](https://rchiips.org/nfhs/NFHS-5_FCTS/Uttar_Pradesh.pdf)

Project Utthan will adopt a human-centered design approach for improved health outcomes for adolescents. It will discuss and devise strategies to dismantle the barriers, ensuring the solutions are holistic and anchored in the government programs.

Utthan will work across three districts – **Bareilly, Barabanki** and **Sonbhadra** of Uttar Pradesh.



## KEY TOUCHPOINTS



**Project Utthan is a Three Year Program (2023-26)**  
**In Partnership with NHM-UP**