

Envisioning a world where
women, adolescents & children
realise their full potential



Centre for Knowledge and Development (CKD)

CKD is a knowledge-driven organisation, and our vision mission goal reflects our commitment towards empowering women, girls and children to receive equitable access to health, nutrition, education, 21st-century skills, livelihood, and employability. CKD views developmental challenges through a gendered lens and turns them into opportunities for transformation. With an aim to leave no one behind, values of diversity, equity, and inclusion (DEI) are the overarching principles that tie our actions to our goal.

Our Fundamental Ethos
DIVERSITY, EQUITY & INCLUSION

Our Focus Areas



Health



Nutrition



Education & 21st Century Skills



Livelihood & Employability



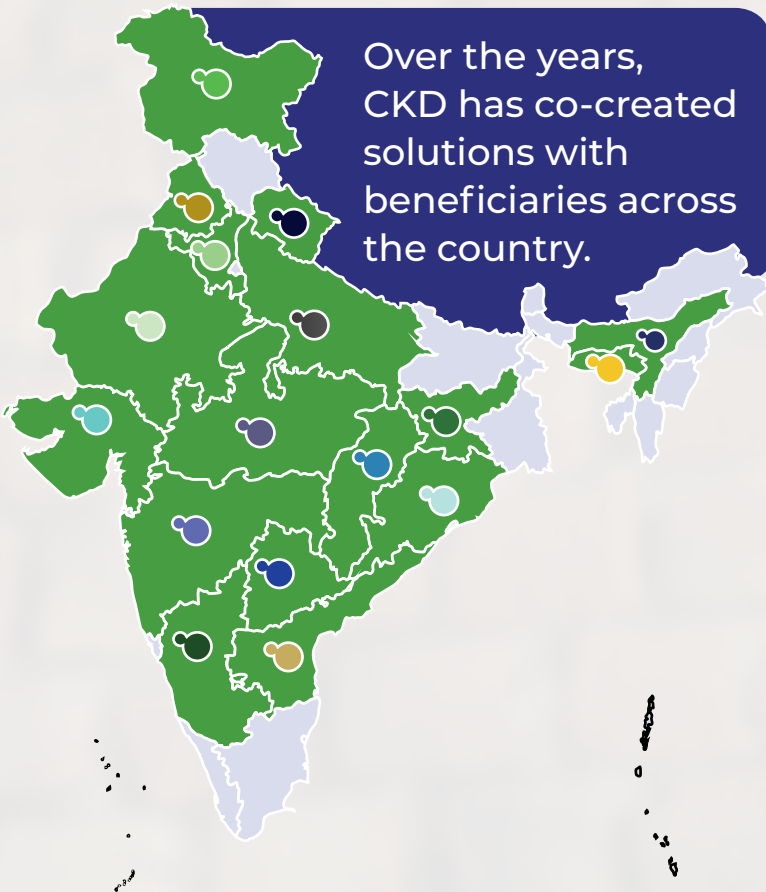
Climate Change



Knowledge Management

Footprints

- Assam
- Andhra Pradesh
- Chhattisgarh
- Gujarat
- Haryana
- Jammu and Kashmir
- Jharkhand
- Karnataka
- Madhya Pradesh
- Maharashtra
- Meghalaya
- Odisha
- Punjab
- Rajasthan
- Telangana
- Uttar Pradesh
- Uttarakhand



VISION

Creating a world imbued with values of Diversity, Equity, and Inclusivity where women, adolescents, and children realise their full potential.

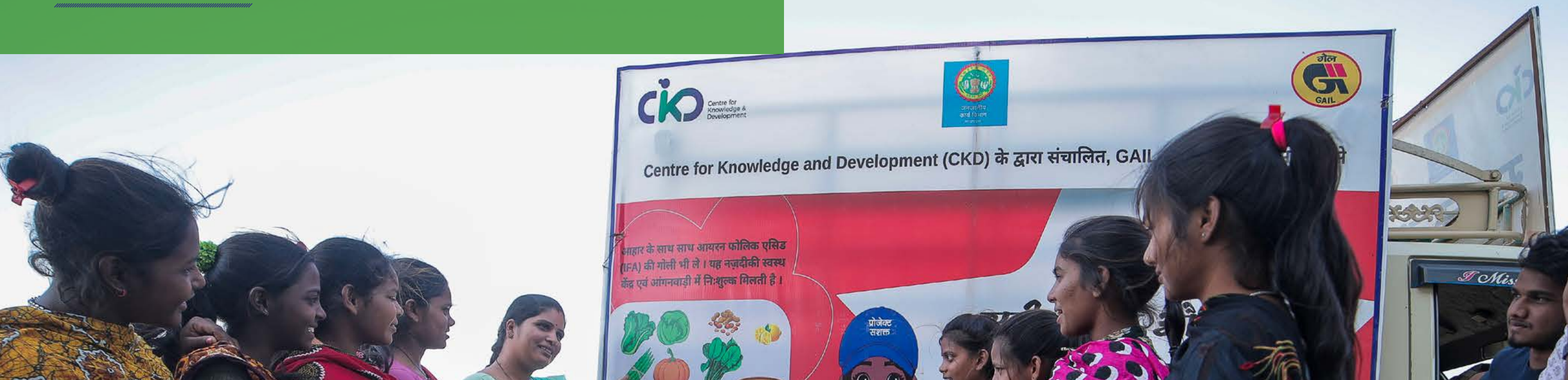
MISSION

To empower women, adolescents, and children to get equitable access to health and nutrition, 21st-century skills, education and equal employment opportunities.

GOAL

Create an alliance of engendered and mission-aligned partners to support 20 million women and girls to realise their fullest potential by 2040.

Breaking the Inter-generational Cycle of Malnutrition



BREAKING NUTRITIONAL BARRIERS, NURTURING HEALTHIER COMMUNITIES

Prabhat Nutrition Project

In the picturesque landscapes of Khamgaon and Sinnar in Maharashtra and Anjar and Gandhidham in Gujarat, a remarkable transformation is taking place in 177 Villages supported by Hindustan Unilever Limited (HUL), under the aegis of an exciting initiative “Prabhat Nutrition Project”.

Through personalised counselling sessions, adolescent girls, pregnant women, young mothers and caregivers discover the profound impact of proper nutrition during menstruation, pregnancy, lactation, and early childhood. The torchbearers of change, the “Nutrition Buddies” lead community mobilisation activities through Participatory Learning Action (PLA) meetings, igniting sustainable transformation. Further, in schools, adolescent girls are empowered with insights into nutrition, health, and hygiene.

Engaging tools like audio-visual aids, vibrant wall paintings, and nutri-calendars make learning captivating. Communities, driven by this knowledge, cultivate Nutri-gardens, turning backyards into vibrant sources of nutrition. This programme is an narrative of hope, where knowledge blooms and communities unite to nurture healthier futures for 6,93,916 pregnant and lactating women, young children, and adolescents.

EMPOWERING TRIBAL WOMEN AND GIRLS WITH KNOWLEDGE ON HEALTH AND NUTRITION

Sashakt

Supported by GAIL (India) Limited, Project Sashakt has imparted essential knowledge on health and nutrition in tribal communities of Jhabua, Madhya Pradesh. Adolescent students, both girls and boys, Self-Help Group (SHG) members, local governing bodies (panchayats), and healthcare providers were engaged.

Project Sashakt raised awareness about anemia, particularly sickle cell anemia. It promoted nutritious local diets and educated caregivers to adopt healthy eating habits. The project’s mission extended to dispelling nutrition myths, preventing early marriages and pregnancies among women and girls, and enhancing institutional resources for a healthier tomorrow.



Scan to view
Coffee Table Book

4000+ tribal adolescent girls and boys across nine schools sensitised

50,000+ adolescents and community members reached in 9 schools and 14 Gram Panchayats of Jhabua and Meghnagar blocks

Ensuring Equitable Access to Health and Nutrition

CLOSING THE GAP IN NUTRITION

Suposhit Jharkhand

In Jharkhand, 39.4% of children under 5 years are underweight and 65.3% of women aged between 15 and 49 years are anemic. Supported by Children's Investment Fund Foundation (CIFF), Suposhit Jharkhand strengthened nutrition governance using a top-down and bottom-up social accountability mechanism in five tribal districts. The project strived to make the Government of India's flagship programs for mothers and children become robust in implementation, ensuring increased access and service delivery.

223,834 People sensitised on the government schemes

Facilitated access to Pradhan Mantri Matru Vandana Yojana (PMMVY) for **7,269** women

Ensured access to Supplement Nutrition Program for **158,819** women

SAFE SURGERY IN FAMILY PLANNING & OBSTETRICS

Momentum

Within maternal health and family planning programs, there is an urgent need to strengthen surgical safety provisions and improve access to long-acting reversible contraceptives (LARCs) for youth and young married couples.

Supported by EngenderHealth, CKD complemented the government's efforts of quality improvement, and ensured sustained access to services in public and private health facilities of Madhya Pradesh and Karnataka.



Project Utthan

Adolescent Health and Wellbeing Improving Convergence of Programs in Uttar Pradesh

Project Utthan is being implemented in partnership with the National Health Mission, Uttar Pradesh. The project is dedicated to improving adolescent health outcomes in the districts of Barabanki, Bareilly, and Sonbhadra. A Memorandum of Understanding (MoU) has been signed between CKD and NHM (Uttar Pradesh) underscoring the commitment and collaboration for the seamless execution of Project Utthan and the realisation of its goals.

Project Utthan's essence lies in its unique approach, steering a harmonious convergence among various schemes such as Rashtriya Kishor Swasthya Karyakram (RKSK), School Health and Wellness Program (SHWP), Rashtriya Bal Swasthya Karyakram (RBSK) and Tele Mental Health Assistance and Networking Across States (Tele-MANAS).

Key Objectives

- Increase knowledge on gender, SRH, nutrition, mental health, and ways of maintaining overall health and well-being
- Improve compliance with Weekly Iron & Folic Acid Supplementation (WIFS) and deworming to contribute towards anemia reduction
- Improve access to mental health services, contributing to a reduction in the incidence of mental health illnesses and suicides among adolescents



Scan to visit Project Utthan's
Twitter handle



Swasthya Sankalp

A Holistic Approach to Hypertension and Diabetes Management

SWASTHYA SANKALP aims to enhance hypertension and diabetes management in Gujarat, Karnataka, and Maharashtra. Led by Centre for Knowledge and Development in partnership with Resolve to Save Lives (RTSL), the project focuses on strengthening Ayushman Arogya Mandirs, improving technical capabilities, ensuring quality care delivery, and promoting community health-seeking behavior. It integrates clinical interventions with community outreach to effectively tackle these chronic diseases in the intervention states.

Arogya Dadri

Under the Shiv Nadar University Campus Connect Program, CKD is implementing an SBCC-powered awareness strategy for Non-Communicable Disease (NCD) and Maternal and Child Health (MCH) management in 20 villages of Dadri Block, Gautam Buddha Nagar, Uttar Pradesh. The program is refurbishing Health and Wellness Centres (HWCs), training frontline health workers, strengthening last mile health services, and deploying mobile medical camps for opportunistic NCD screening. Some key initiatives under SBCC are Village sports and NCD Diwas which will be organised periodically across target villages.

Mapping the Climate Readiness at a Sub-National Level

While India is one of the world's most climate-vulnerable countries, its global thought leadership in mainstreaming climate actions is lauded. Fast-tracking climate ambitions at the sub-national level calls for a robust system for tracking progress in Low-Carbon Pathways aligned to national targets. CKD is developing a Climate Readiness Index (CRI) enabled Decision Support System (DSS) as a solution which will map the Low-Carbon Pathways of the top 10 GHG emitting states. The CRI will empower states to develop tailored low-carbon strategies with specific targets whilst factoring in vulnerable communities and sectors. Ministry of Environment, Forest and Climate Change (MOEFCC), Niti Aayog and Ministry of New & Renewable Energy (MNRE) will be actively engaged to accomplish the project.

Surakshit

With support from Oil and Natural Gas Corporation Ltd (ONGC), Project Surakshit, was implemented, which focused on organizing health screening, eye check-up camps for women, children and senior people and learning sessions were done for children (1-6 years old) with developmental delays in Morna, Noida, NCR. The project aimed to generate awareness, emphasizing on the need for preventive health care practices, for improved health outcomes. The project successfully increased access to healthcare for vulnerable communities, by conducting health screening camps and distributing need-based products.

900+ people were screened;

150 people were given free spectacles

150 senior citizens were given free supplements/medicines across three health camps



Breaking Barriers - Building Resilience for COVID-19



ENHANCING VACCINE CONFIDENCE THROUGH A PUBLIC EDUCATION PROGRAM

Win with Vaccines

In 2021, 200 million adults across the country had vaccination hesitancy¹. In partnership with NATHEALTH-Healthcare Federation of India, CKD built COVID-19 vaccine confidence in five low-coverage districts across Assam and Haryana. The campaign leveraged influencers to gain inroads amongst the resistant communities. The resistant populations in the districts of Baksa, Chirang, South Salmara and Udalguri in Assam, and Nuh in Haryana, were mobilised through an intensive Behaviour Change Communication campaign.



Investing in Health Professionals for COVID-19 Care and Management

With the support of The Morpho Foundation, CKD in partnership with Wipro GE Healthcare trained 1274 health professionals with skills and knowledge required to manage COVID-19 patients. Healthcare professionals, Community Health Workers (CHW), Paramedical staff, Nurses, and Doctors across 9 states, were trained in modules that were tailored to each cadre's needs.

Behavior Change Communication and Vaccine Hesitancy

Supported by IndusInd Bank, CKD sensitised 7,30,000+ people in underserved informal settlement communities in Karnataka, about COVID-19 vaccines, through 150 women change agents.

COVID-19 Game for Creating Awareness and Demystifying Common Myths

With the support of UNDP, CKD developed a behavioral change digital game for COVID-19 sensitisation.

The improvement in the knowledge levels is a testimony to the success of this model

Health Professionals	Pre-Training Assessment Score	Post-Training Assessment Score
CHWs	73%	93%
Nurses	65%	86%
Doctors	74%	81%
Paramedics	71%	81%

¹ <https://www.who.int/countries/ind>

Translating Collective Knowledge into Action

Knowledge Partnership with NITI Aayog, Women Entrepreneurship Platform for Women Transforming India Awards 2021

NITI Aayog's Women Entrepreneurship Platform (WEP) during the 5th edition of the Women Transforming India Awards recognised the commendable and path-breaking endeavors of India's 75 women change-makers. In Partnership with NITI Aayog, CKD conceptualised and developed a Coffee Table Book capturing the stories of these 75 Awardees.



View the Coffee Table Book at:
<https://www.ipeckd.org/women-transforming-india/>



Knowledge Products

- Making Workplaces Safe for women - A Gender Audit Report
- Gender Issues in Urban Transformation - A Colloquium
- Knowledge Hub for E-Learning (KHEL) - An Interactive ICT Module for Enhanced Teacher-Student Learning



NATHEALTH Healthcare CSR Awards 2023

As the knowledge partner, CKD curated and facilitated the NATHEALTH Healthcare CSR Awards 2023, organised by NATHEALTH – Healthcare Federation of India. The annual awards are an effort to encourage best practices in Corporate Social Responsibility (CSR) and to recognise the efforts of the companies internalising CSR into their organisational values. CKD call for awards received an impressive 63 applications, with 53% coming from implementation partners and 67% from CSR Donors. A respected six-member jury, aided by CKD, selected the awards.

The awards were conferred at the Arogya Bharat NATHEALTH Annual Summit on March 23rd, 2023, to the winning organisations by Hon'ble Shri Rao Inderjit Singh, Minister of State, Ministry of Corporate Affairs.

Under the "Win with Vaccines" project, the Coffee Table Book was released, and the project film was screened at the summit. The project's key achievements were highlighted as a public education campaign that has built COVID-19 vaccine confidence amongst the left-out dropout and resistant populations in Assam and Haryana.

View the Coffee Table Book here: www.ipeckd.org/win-with-vaccines/

Watch the "Win with Vaccines" film here: <https://lnkd.in/d7QAU38i>

AWARD CATEGORY	AWARDEES
Environmental Health	NTPC Limited
COVID-19 Preparedness and Resilience	Jivika Healthcare
Community-Based Health Solutions	Child in Need Institute (CINI)

Jigyasa

Supported by Vodafone Foundation, Jigyasa leveraged digital technology to build the skills of teachers in elementary schools across five states. Knowledge base and teaching-learning processes of teachers within 2266 government schools (grade 1-8) in 26 districts was enriched. The aspect of sustainability was embedded by ownership of the state governments via Memorandum of Understanding (MoUs).



50,000+ Teachers improved their digital competencies and benefitted over **3,00,000** students indirectly



16 Model schools equipped with ICT for the enhancement of digital learning



1000+ Teachers awarded, and **120** students given scholarships

Our Strengths

- Evidence-based policy support
- Convergence through strategic partnerships
- Strengthening state capacities for policy implementation
- Collaborate and build knowledge products to share learnings across platforms
- Leverage technological solutions to deliver innovations at scale
- Curate relevant and responsive BCC campaigns for routine immunisation and nutrition
- Building capacities for strengthening mental health services

“

During Project Sashakt's sessions in our village, I learned about the symptoms of Sick Cell Anemia. I got myself tested, since I realised I was experiencing symptoms which Sashakt talked about. I was shocked when my test came positive. I have taken this responsibility of informing my community that sickle cell anemia can happen to anyone, in any age group. I have started my treatment and started following a good healthy diet.

”

MAYA PARWAR

18 years

Naogaon village, Jhabua

Project Sashakt

DIGITS

Infusing digital pedagogy in the education system enhances 21st-century skills amongst girls, preparing them for the future. Supported by GAIL (India) Limited, DIGITS - 'Digitech for Teachers in Schools' built a favourable ecosystem in 25 government schools of Bokaro, Jharkhand by integrating Smart Class and strengthening teachers' digital skills.

The program was welcomed by the district and state department as a critical intervention to leverage the existing digital infrastructure in the schools.



260 Teachers trained



15,500+ Students benefited

A Glimpse of the Behaviour Change Communication Campaign Material under the “Win with Vaccines” Project

Collateral material for the "Win with Vaccines" project, featuring posters and leaflets in Hindi and English. The materials promote COVID-19 vaccination, emphasizing the importance of getting vaccinated to protect oneself and others. Key messages include: "पहली डोज लेकर की समझदारी, अब वैक्सिनेशन पूरा करने की है वारी!" (First dose taken with wisdom, now it's time to complete vaccination!), "कोरोना वायरस का खतरा अभी रहा नहीं!" (The danger of COVID-19 virus is not here yet!), and "मम्मूर्ण टीकाकरण मम्मूर्ण मुबक़्का" (Vaccination is the key to safety).

LANGUAGES: •HINDI •BODO •BENGALI •ASSAMESE •ENGLISH

Communication Collaterals Created Under Project Utthan

Communication collaterals for Project Utthan, including posters, leaflets, and a booklet. The materials focus on adolescent health, mental health, and reproductive health. Key indicators for adolescent health in Uttar Pradesh are listed: 01. MMR, 02. Early Marriage, 03. Menstrual Hygiene, and 04. Gender Based Violence. The booklet "स्वस्थ मन, सशक्त भविष्य" (Healthy Mind, Strong Future) discusses mental health and provides resources for support. It includes a section on "मानसिक तनाव के दौरान सहायता कहाँ से प्राप्त करें" (Where to get help during mental stress) and "टेली-मानस 14416: आपकी 24/7 मानसिक स्वास्थ्य हेल्पलाइन" (Tel-Mental 14416: Your 24/7 mental health helpline).

Nurturing Lasting Collaborations

A collage of logos of various organizations and foundations that have collaborated with the project. The logos include: GAIL, Bill & Melinda Gates Foundation, Hindustan Unilever Limited, ONGC, Shiv Nadar University, Resolve to Save Lives, National Health Mission, NITI Aayog, Wipro, GE, EngenderHealth, CIFE, Children's Investment Fund Foundation, Vodafone India Foundation, IndusInd Bank, NTH, and others.

Investing in ripples that
create waves of change



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