

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.



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.

Focus Areas



Footprints

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



Advancing Adolescent Health through System Strengthening

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, to enhance adolescent health outcomes in the districts of Barabanki, Bareilly, and Sonbhadra. The project design addresses barriers to adolescent growth and well-being through the convergence of key government schemes, including the 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).

In these districts, Adolescent Health Counsellors (AHCs) are being upskilled on concerns and solutions through co-creating innovations like “Mentors Online”, the development and dissemination of attractive communication collaterals like posters, leaflets, calendars and videos to build awareness and data gathering and analysis for evidence-based action. The Weekly Iron and Folic Acid Supplementation (WIFS) program is being streamlined, ensuring that all school going adolescents receive IFA tablets. Increased anemia testing amongst adolescents is being catalysed in the districts and adequate follow-ups are being encouraged. Adolescents are educated on dietary diversity, health concerns, mental health, and substance abuse.



Innovative programs of the Government, like Kishor Swasthya Manch (KSM) and Adolescent Health Days (AHDs) actively engage adolescents and encourage participation through poster competitions, role plays, and nukkad nataks and anemia testing has been streamlined for effective anemia detection and management.

Project Utthan is also working to revitalise School Health and Wellness Program (SHWP), Health and Wellness Ambassadors (HWAs) have been trained and equipped with communication tools and job aids to address key health issues of adolescents effectively.



Mental health concerns among adolescents are being addressed by promoting the Tele-MANAS helpline number. As a pilot, trained mental health counsellors in Bareilly are bridging gaps in accessing mental health counselling, providing services through regular group sessions and one-on-one interactions.

Project Utthan leverages government health and education platforms at state, district, and block levels, to improve the health and well-being of adolescents, ensuring enhanced impact and sustainability for future generations.

4,00,000 students empowered through strengthening School Health and Wellness Program in **1,500** schools

Supporting RSKS Program and **co-creating solutions** with **44** Adolescent Health Counsellors

Gender Mainstreaming in Adolescent Health Programs across 38 Blocks of 3 Districts

Enhanced Mental Health Support and Services for Adolescents by facilitating **linkages** with TeleMANAS and referral services



Project Astitva

Bridging Gaps in Adolescent Health Education for Tribal Communities and Individuals with Disabilities in the state of Rajasthan

The project, supported by UNFPA, aims to expand the government's School Health and Wellness Programme (SHWP) reach to ensure that even the most vulnerable adolescents are well-equipped for the future. The project also strives to improve access to relevant government services and schemes.



Embed experts within the Education, Minorities, Tribal Depts. & Directorate of Specially-abled Persons



Innovate, design, and demonstrate technology-based model pilots.



Build capacities of government counterparts and partners at various levels on-site and off-site



Intensive on-site mentoring at the field level for short durations



Create platforms for sharing and learning

With a focus on innovation and inclusivity, Project Astitva is committed to ensuring no adolescent is left behind in Rajasthan.



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.



“ My transformative journey with the Poshan Saathi initiative showcases the power of strong, dedicated women. From being a Sarpanch Bahu to becoming my community's Poshan Didi, I am now a beacon of nutrition education and empowerment across six villages in Khamgaon. This empowerment transcends my role as a change agent and liberates me from financial dependence. The salary from the Prabhat Poshan Saathi project grants me autonomy, freeing me from familial scrutiny and allowing me to manage my finances with freedom and agency. ”

MADHURI INGLE

Prabhat Nutrition Project

Sinnar, Maharashtra

Breaking the Inter-generational Cycle of Malnutrition

Prabhat Nutrition Project

Breaking Nutritional Barriers, Nurturing Healthier Communities

The Prabhat Nutrition Project, supported by Hindustan Unilever Limited (HUL), is transforming 300 villages across Maharashtra, Gujarat, Punjab, and Daman and Diu. It empowers adolescent girls, pregnant women, and caregivers through personalized counselling on nutrition during menstruation, pregnancy, lactation, and early childhood.

“Nutrition Buddies” lead community mobilization using Participatory Learning and Action (PLA) methods, while School-based activities educate girls on nutrition, health, and hygiene. Engaging tools like audio-visual aids, wall paintings, and Nutri-calendars make learning impactful. Families are also encouraged to cultivate Nutri-gardens for sustainable nutrition sources.

This initiative is a beacon of hope, positively impacting 13,40,000 pregnant and lactating women, young children, and adolescents, fostering healthier communities and brighter futures.





Project Sashakt 2.0

Support for Empowering Women and Girls with Knowledge on Health and Nutrition

Supported by GAIL Gas Limited, Project Sashakt 2.0 is an initiative aimed at empowering women and girls in Ganjam, Odisha, by providing essential knowledge on health and nutrition. The project focuses on promoting nutritional awareness among adolescents, pregnant and lactating mothers,

caregivers, and community influencers such as self-help group (SHGs) members and youth groups, encouraging them to adopt better nutritional habits and prevent anemia. As part of this project, community anemia testing camps will be conducted to identify and address the prevalence of anemia, complemented by a robust Social and Behaviour Change Communication (SBCC) campaign to dispel nutrition myths and promote healthier practices.

The project will also, establish 150 nutri-gardens at sub-centers, Anganwadi centers, Panchayat Ghars, schools, backyards, and Primary Health Centers, and distribute nutri-kits to encourage sustainable nutri-gardens that promote healthy eating practices and diet diversity.

Through these efforts, Project Sashakt 2.0 aims to address nutritional gaps, improve dietary practices, and empower communities to take charge of their well-being, fostering better health outcomes and long-term sustainability.

Strengthening Partnerships to Address NCDs



Project Swasthya Sankalp

A Holistic Approach to Hypertension and Diabetes Management

Non-communicable diseases (NCDs) such as hypertension and diabetes are emerging as silent epidemics in India, with approximately 1 in 4 individuals experiencing elevated blood pressure and 1 in 7 facing high blood glucose levels. Recognizing the urgency of addressing this growing public health challenge, Project Swasthya Sankalp was initiated as a collaborative effort supported by Resolve to Save Lives (RTSL). The project aims to strengthen Comprehensive Primary Health Care (CPHC) to prevent, detect early, and effectively manage these conditions at the grassroots level.

Spanning 27 districts across Gujarat, Maharashtra, and Karnataka, Swasthya Sankalp employs innovative strategies and community-centered solutions to tackle NCDs. Central to its approach is capacity building, which includes training medical officers, nurses, and Community Health Officers (CHOs) in updated clinical protocols and improving digital tools, such as the NCD portal, for efficient patient tracking. The project also emphasizes community engagement by screening at-risk individuals and promoting awareness of healthy lifestyle practices.

Additionally, Swasthya Sankalp strengthens systems by ensuring the availability of essential drugs and diagnostic tools, while closely collaborating with state governments to integrate sustainable practices into existing health programs. These efforts aim to create a scalable model for managing NCDs that can be replicated across other states and regions.

Through its collaborative approach with state governments, healthcare providers, and communities, Project Swasthya Sankalp seeks to reduce the burden of hypertension and diabetes. By doing so, it contributes significantly to India's public health goals and aligns with the Sustainable Development Goals (SDGs).

Project Arogya Dadri

The Arogya Dadri Program, supported by the Shiv Nadar University (SNU) Community Connect Initiative, is a health-focused initiative addressing Maternal and Child Health (MCH) and Non-Communicable Diseases (NCDs) in Dadri Block, Gautam Buddha Nagar, UP. The program aims to enhance demand for health services and strengthen last-mile delivery through improved interpersonal counselling, awareness about government health services, medical camps for screening and NCD awareness, and capacity building of frontline workers alongside transforming Ayushman Arogya Mandirs (AAMs).

As a major milestone, the program will soon launch a Mobile Medical Unit and provide support for transforming Ayushman Arogya Mandir to enhance access to healthcare for the community.



Protecting Newborns through Better Care and Coverage

Project Ansh

Advancing Kangaroo Mother Care in Pratapgarh District, Rajasthan

Project Ansh, supported by Charity Entrepreneurship, is being implemented in partnership with the Pratapgarh District Hospital. It is an innovative Kangaroo Mother Care (KMC) support set up for the first time at this District Hospital, with an aim to improving health outcomes for low-birth-weight and preterm infants.

At the core of this initiative is the cost-effective and scientifically proven intervention of KMC, which involves skin-to-skin contact to regulate the infant's body temperature and prevent hypothermia. It closely monitors for early detection of danger signs in both mothers and newborns and promotes exclusive breastfeeding to strengthen the infant's immune system, thus promoting healthy weight gain.

A dedicated team, including a Project Coordinator and nurses, works round the clock in the KMC unit to ensure the effective implementation of Kangaroo Mother Care (KMC) for all low-birth-weight and preterm babies across the Postnatal Wards, Postoperative Wards, and Special Newborn Care Units (SNCU). Their efforts focus on providing breastfeeding counselling, monitoring for danger signs, practising infection prevention and control, and establishing best practices in newborn care. By embedding these interventions within the healthcare system, Project Ansh ensures long-term impact and sustainability, offering vulnerable newborns a healthier start in life.





Boosting Demand for Routine Immunization and Reducing Zero-Dose Children in Uttar Pradesh

In collaboration with UNICEF and supported by Gavi, the Vaccine Alliance, a transformative initiative has been launched to enhance routine immunization and reduce zero-dose children across six districts of Uttar Pradesh: Hamirpur, Mirzapur, Chitrakoot, Banda, Sonbhadra, and Sant Ravi Das Nagar. This effort, under the Universal Immunization Programme (UIP), addresses gaps in immunization coverage while fostering sustainable community engagement.

The project focuses on linking zero-dose children to age-appropriate immunization services, addressing vaccine hesitancy by tackling socio-cultural barriers, and mobilizing local stakeholders to improve immunization behaviors. It targets zero-dose children and vaccine-hesitant families, beginning with 226 ASHA areas and expanding to 686 ASHA areas in phases.

Key strategies include community mobilization, capacity-building for frontline workers like ASHAs, Anganwadi workers, and ANMs, and leveraging local influencers, SHGs, and religious leaders. Integration with health and nutrition services ensures a holistic approach to child well-being.

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 NEATHEALTH 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/d70AU38j>

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

CSR Conclave 2024: Recognizing Project Sashakt's Impact

During the “CSR Conclave 2024,” organized by the Department of Public Enterprises in Delhi, Project Sashakt implemented by CKD in Jhabua MP supported by GAIL (India) Limited's was showcased as a best practice CSR initiative on addressing Sickle Cell Anemia. The event was a platform for Central

Public Sector Enterprises (CPSEs), district administrations from aspirational districts, and implementing partners such as NGOs and CSOs to collaborate on need-based projects.

CKD presented the project's intervention strategies and transformative impact. A short film capturing the project's journey and success was screened, earning widespread recognition from attendees. A coffee table book capturing key highlight of Project Sashakt was also released at the conclave.

Project Sashakt was a testament to the power of community, compassion and collective action making a significant impact in Jhabua, Madhya Pradesh. Reaching over 4,000 students across 14 gram panchayats and nine Tribal Welfare Department Schools, Project Sashakt delivered a meaningful change in the lives of young individuals and their communities.



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 Sickle 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



Communication Collaterals Created Under Project Utthan

राष्ट्रीय किशोर स्वास्थ्य कार्यक्रम (आरकेएसएचके) उत्तर प्रदेश के अंतर्गत किशोर स्वास्थ्य आराध्यता गतिविधियों हेतु मासिक धीम कैलेंडर

जनवरी (एनवरी)

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सितम्बर

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राष्ट्रीय स्वास्थ्य के परामर्श हेतु टेली-सहाय के दौरान धीम नंबर 14416 पर संपर्क करें

युवा शिक्षा अभिगामी किशो स्वास्थ्य समिती शिक्षा अधिकारी

Nurturing Lasting Collaborations

NATIONAL HEALTH MISSION

स्वास्थ्य और परिवार कल्याण विभाग

राष्ट्रीय स्वास्थ्य आराध्यता गतिविधियों हेतु मासिक धीम कैलेंडर

MPR MORPHO FOUNDATION

BILL & MELINDA GATES FOUNDATION

UNDP

Wipro

GE

ansf

NITI Aayog

W-P

स्वास्थ्य और परिवार कल्याण विभाग

उत्तराखण्ड शासन

RSKS

Investing in ripples that create waves of change



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