

code for <good> 2022

CELEBRATING 10 YEARS

Organization: Foundation for Mother and Child Health

Website: <https://www.fmch-india.org/>

Mission

To eradicate child malnutrition by building resilience in mothers

Context

About 40% of Indian families face the consequence of child malnutrition. The count of malnutrition children is expected to reach 45 Million in next 5 years. Research estimates, about 45% of infant mortality is due to malnutrition. Children who are malnourished score up to 8% less in school and earn up to 10% less as adults, continuing the cycle of poverty.

They work towards reducing the burden of malnutrition in urban slum communities by building resilience and support for mothers and systematic capacity building.

Their activities on field include 1:1 counselling in the first 1000-day, community level group interventions and system capacity building (training of Anganwadi workers and other frontline staff).

Over the last 4 years, they have impacted close to 100K families directly and worked with over 500 Anganwadi workers in the slums of Mumbai bringing down malnutrition from 25% to under 5%. In the next 5 years, they want to impact 1 Million families.

Challenge

FMCH works with Anganwadi Workers (AWW), who are Government frontline workers. Due to lack of support and training to AWW, the quality of counselling provided to mothers is very poor.

The organization is looking to have a platform -

- To help AWW to provide timely, contextual inputs to mothers during their visits
- Build an innovative solution that would work like a decision tree for AWW and improve the overall counselling
- Provide an ability to monitor the counselling process by FMCH

Additional Considerations

- Since a single AWW is counselling multiple beneficiaries and have very short time to spend with each of them, the platform should not be complex and heavy from usage perspective.

- AWW have limited network coverage. Think about solution that would work without internet connectivity.

Technology Baseline

Currently, AWW already have “Poshan” App developed by Government of India. This app keeps track of AWW worker and beneficiaries (mothers).

AWW are reluctant to use any app which asks for same data as poshan app.