



CHETNA

For Women Young people Children

Vision

CHETNA envisions an equitable society where disadvantaged people are empowered to live healthy lives.

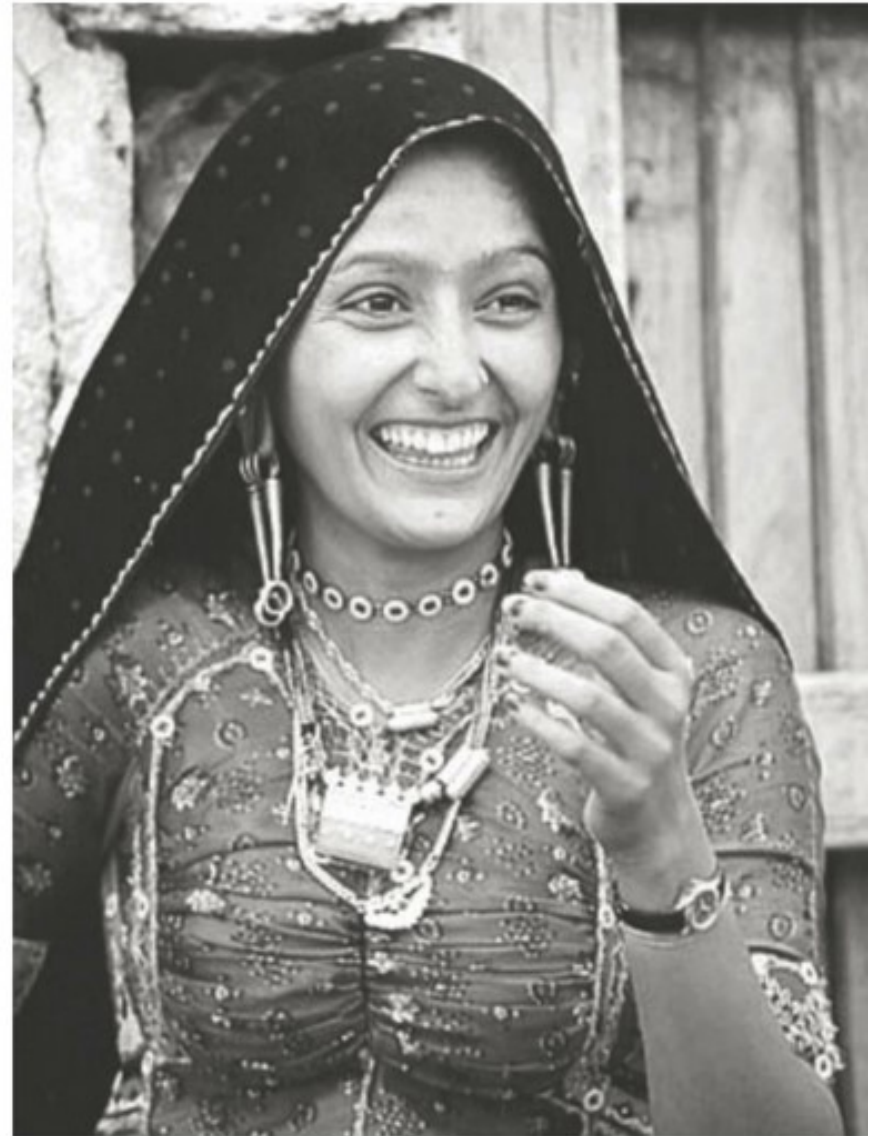
Mission

CHETNA works to empower children, young people and women, especially those from marginalized social groups, to take control of their own health and that of their families and their communities



OUR BELIEFS

- Health and Nutrition Information and awareness is critical.
- Entitlements need to be actualised.
- Gender-power inequity must be addressed.
- Indigenous healing practices assist in empowering communities.



Our Theory of Change

Our VISION

An equitable society where disadvantaged people are empowered to live healthy lives

Our MISSION

CHETNA's mission is to empower children, young people and women, especially from marginalised social groups, to take control over their own health and that of their families and communities.

IMPACT

1. Enhanced Gender Equality at household and community levels
2. Peoples organisations and community groups are empowered and exercise their rights
3. Enhanced access to continuum of Quality and Respectful care by Women and their families from disadvantaged social sections

OUTCOMES

Households

- adopt practices to change gender power relations
- healthy practices
- accessing health and nutrition

Peoples organisations
Increase their Presence, access and influence on decision making forums

Improved Governance and Greater accountability of duty bearers including media to the people

New or improved policies and programmes that are led by Peoples/ women's needs

OUR STRATEGY

Empowerment of vulnerable populations by creating awareness and mobilising them

Strengthen NGOs, corporates and government functionaries implementing health and nutrition programmes

Strengthen capacities of people's organisations across diverse sectors- agriculture, microfinance, livelihood etc.

Strengthen Accountability Mechanisms- PRIs, VHSNCs, RKS, Elected representatives Media

Partnership with Alliances / Networks to advocate for comprehensive, gender sensitive programmes/ policies



Focus Areas

- Addressing and preventing under nutrition among children, adolescents and women
- Early Childhood Education and school readiness
- Improving reproductive and sexual health of adolescents, young people and women.
- Improving Maternal and child health
- Promoting Infant and Young Child Feeding practices health
- Improving marginalised communities' access to nutrition and health care services from the public health system.
- Supporting non government and state government in strengthening the service delivery system.

Our Efforts contribute to

2 ZERO
HUNGER



4 QUALITY
EDUCATION



6 CLEAN WATER
AND SANITATION



3 GOOD HEALTH
AND WELL-BEING



5 GENDER
EQUALITY

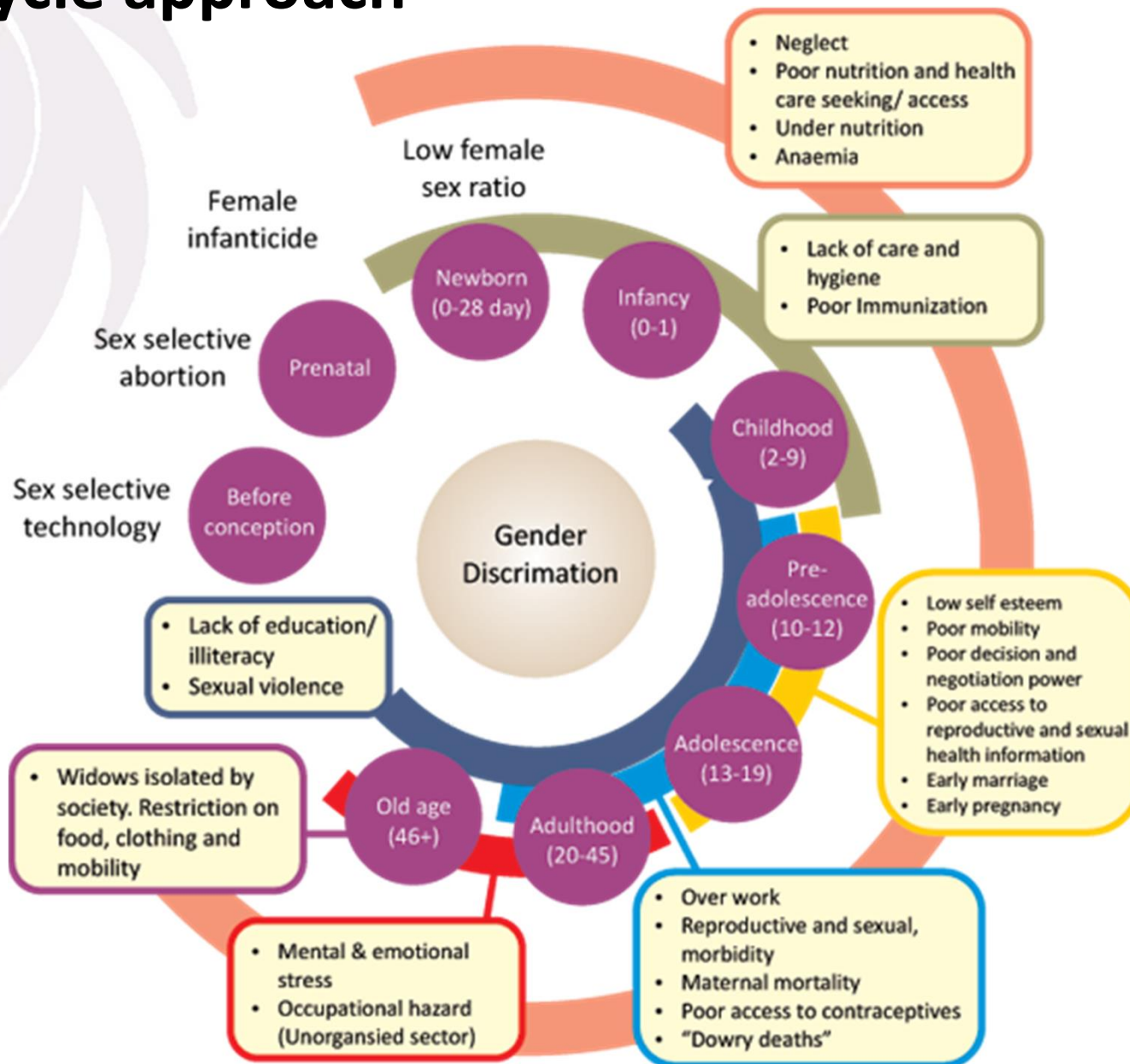


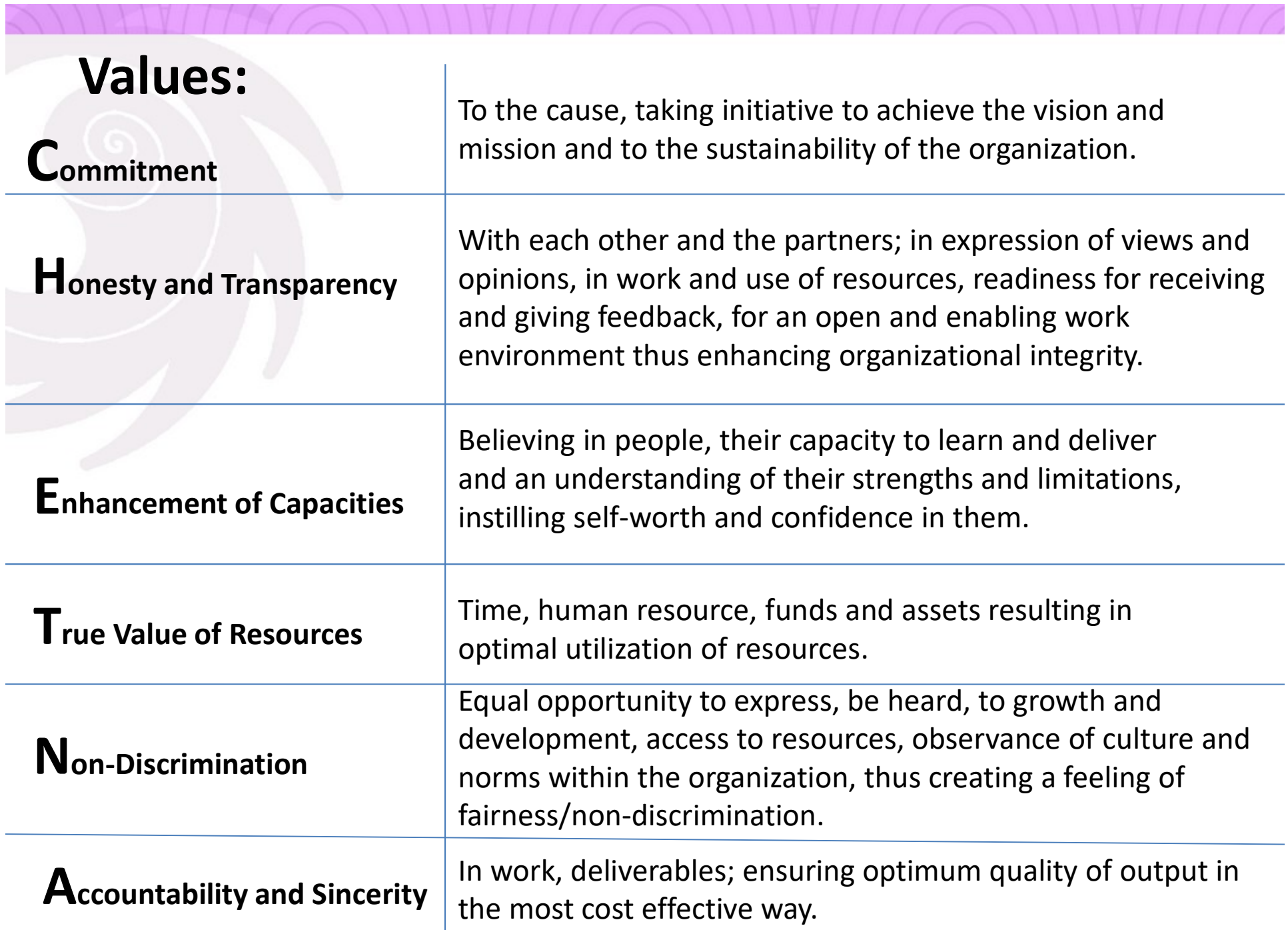


Approach:

CHETNA address women's health and nutrition in a life cycle approach with special focus on gender equity within the wide cultural, economical and political environment.

Life cycle approach





Values: C ommitment	To the cause, taking initiative to achieve the vision and mission and to the sustainability of the organization.
H onesty and Transparency	With each other and the partners; in expression of views and opinions, in work and use of resources, readiness for receiving and giving feedback, for an open and enabling work environment thus enhancing organizational integrity.
E nhancement of Capacities	Believing in people, their capacity to learn and deliver and an understanding of their strengths and limitations, instilling self-worth and confidence in them.
T rue Value of Resources	Time, human resource, funds and assets resulting in optimal utilization of resources.
N on-Discrimination	Equal opportunity to express, be heard, to growth and development, access to resources, observance of culture and norms within the organization, thus creating a feeling of fairness/non-discrimination.
A ccountability and Sincerity	In work, deliverables; ensuring optimum quality of output in the most cost effective way.

Our Projects



SAMARTH

Getting Engaged, Entrust and Empower Young People

Intervention area
**Urban Slum,
Ahmedabad,
Gujarat**

Duration
**12/2021
to
12/2024**

LARSEN & TOUBRO
Public Charitable Trust

Mobile Medical Unit

Making Health Services Accessible to the Villages

Intervention area
**12 Villages,
Vansda Block,
Navsari District, Gujarat**

Duration
**1/4/2022
to
31/3/2025**

LARSEN & TOUBRO
Public Charitable Trust

“आरोग्य”

Aarogya

Improving Health and Nutritional Status of Mothers, Children and Adolescent Girls

Intervention area
**16 Villages,
Vansda - Navsari District,
Ahwa - Dang District, Gujarat**

Duration
**1/7/2022
to
31/3/2025**

ખુશાલી સેહત


**DCM SHRIRAM
FOUNDATION**

KHUSHALI SEHAT

Making Maternal And Child Health & Nutrition Information & Services Accessible to Communities

Intervention area
**16 Villages,
Jhagadia Block,
Bharuch District, Gujarat**

Duration
**1/10/2022
to
30/09/2025**

Our Projects



SACHET

Empowering Women for Impacting
Health and Nutrition Indices

Intervention area
76 Villages,
Barwani Dist., Rajpur Block,
Madhya Pradesh

Duration
2017
to
30/04/2023



Vidyaa - ECCE

Strengthening Early Childhood Care
and Education - ECCE

Intervention area
14 Villages,
Gandevi Block,
Navsari District, Gujarat

Duration
1/9/2022
to
30/9/2025



SNEHA

Combating Anaemia in Adolescent Girls
and Women in Rural Madhya Pradesh

Intervention area
40 Villages,
Ratlam and Ujjain District,
Madhya Pradesh

Duration
1/03/2021
to
31/03/2023

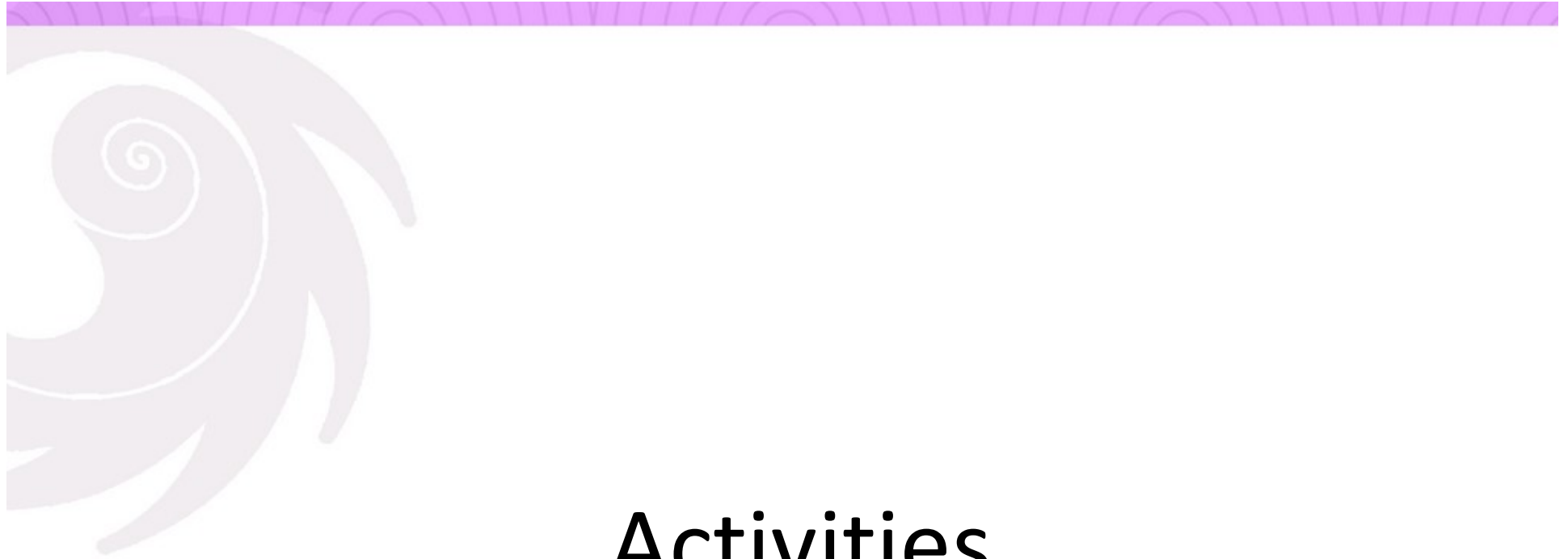


SNEHA

Health, Nutrition &
Eye Check-up camps

Intervention area
Gujarat, Rajasthan,
Madhya Pradesh,
Maharashtra

Duration
1/10/2022
to
31/03/2024



Activities



Strengthening Capacity

CHETNA organizes need-based training programmes for programme managers and implementers from non-government and government organisations, as well as from corporate to implement gender-sensitive and comprehensive health and nutrition programmes.



CHETNA builds capacity of health care service providers to strengthen their role as a counsellors and health communicators. Primary Health Centre doctors of Government of Gujarat being trained on counselling



CHETNA trains frontline workers to improve access to quality maternal and child health and Nutrition services by building capacity of the frontline workers. 'God Bharai' session in progress at Anganwadi centre – Rajasthan



CHETNA trains trainers and provides mentoring support to the Anganwadi workers to improve Early Childhood Education (ECE) . An ECE session in progress at ICDS centres of Gujarat.



CHETNA Promotes
Infant and Young
Child Feeding
practices by
strengthening
improving
counselling skills
of the frontline
workers



CHETNA train the trainers of NGO, GOs and corporate to improve health and nutrition knowledge of adolescents girls and boys
Adolescent girls learning about their body-Rajasthan



Young men learning about Male reproductive system-Rajasthan

Communicating Health and Nutrition Information

CHETNA develops innovative and interactive Behavior Change Communication (BCC) material, which are extensively field tested, audience appropriate and user-friendly.

Several of CHETNA's materials have been printed in large quantities and used in existing government programmes, as well as, non-government organizations (NGOs) and corporate.



2,32,200 Copies of CHETNA's Material Travelled to 9 States in 2022-23

Top Five Publications



Process of Menstruation - Booklet
Copies: 30,000



Lets us Learn about Gender - Booklet
Copies: 27,000



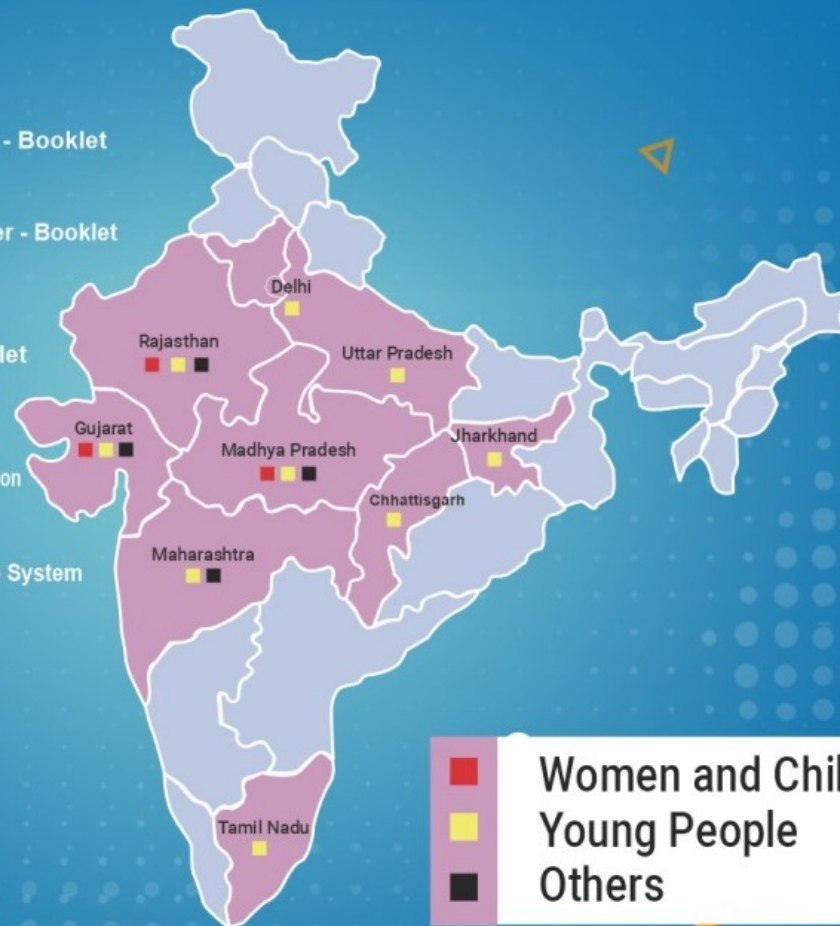
Personal Hygiene - Booklet
Copies: 7,000





**Apron on Female Reproductive
System and Process of Menstruation**
Copies: 12,00



Apron on Male Reproductive System
Copies: 800



 Women and Children
 Young People
 Others



CHETNA

For Women Young people Children



In last 5 years CHETNA has disseminated 6,00,000 copies of different health and nutrition related material among Non Government and Government Organisations, and at the community level.



CHETNA has made efforts towards developing gender- sensitive training modules and materials.

CHETNA has been a pioneer in using traditional media like Health Melas (Health Fairs), Yuvati Shibirs (Fairs for Adolescent Girls), Bhavai (a traditional form of drama), folk songs and Poshan Melas (Nutrition Fairs)to communicate health and nutrition messages. Some tested and successful approaches are.



Traditional media being used to disseminate information on health and nutrition in the villages- Gujarat



Women learning about Nutrition during Poshan Mela –Madhya Pradesh



Adolescent Girls learning about prevention of anaemia during Poshan Mela – Rajasthan



Women are learning about process of menstruation. They have become vocal about bringing change in social beliefs around the issue of menstruation – Madhya Pradesh



“REDअच्छा है” Campaign to stop discrimination during menstruation



Women and girls are coming forward to bring social change in the discrimination they are facing during menstruation

Demonstrating Workable Models and Approaches

CHETNA demonstrates workable models and approaches which can be mainstreamed through existing government health and nutrition programmes at the state and the national level. The team showcases approaches to mobilise the community and empower them to take charge of their own health and nutrition.



Women leaders train in Health and Nutrition to improve access to quality health care from public health system- Madhya Pradesh



Women leaders in Madhya Pradesh learning about Health and Nutrition



Networking and Advocacy

CHETNA networks and advocates for people-centred, gender-sensitive policies and programmes at the state, national and International level.

CHETNA has contributed in the formulation of the Rajasthan State Adolescent and Youth Policy (2006), National Early Childhood Care and Education Policy (2013), National Policy for Children (2013), National Youth Policy (2014), National Adolescent Health Strategy (2014) and the National Health Policy (2018).



Dialogue with State officials to promote access to reproductive and sexual health services-Gujarat State level Consultation

Networking and Advocacy

CHETNA ensures that the voices of the community are included in the formulation of policy and programmes.



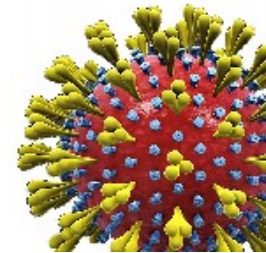
Women in action- demanding for quality Maternal health services-Rajasthan

Networking and Advocacy

Women leaders ensure participation of women in Gram Sabha and ensured that Health and nutrition issues are discussed . They also ensured that Health and nutrition issues get included in Village Development Plan (VDP)- Rajasthan and Madhya Pradesh



Reaching the Unreached in COVID Pandemic



We Continued Working During Lockdown





**THANK
YOU**
