



Project Muskan - Eradication of Malnutrition, Burhanpur (MP)

Innovation (District)

Project Muskan is an initiative aimed at the complete eradication of malnutrition from Burhanpur, Madhya Pradesh. The project is a blend of innovation and ideas from other sources, with a focus on identifying and addressing the root causes of malnutrition in the district.

Strategy

The first step in the project was to conduct a complete screening of all children in the district in the age group of 0-5 years. This was done to identify the children who were suffering from malnutrition and to determine the severity of their condition. Data was gathered through Anganwadi Workers (AWW), Auxiliary Nurse Midwives (ANM), and Accredited Social Health Activists (ASHA), and maintained in an Excel sheet for easy tracking and analysis. Regular meetings of ASHA and ANM were taken by the district Collector to motivate the team and ensure that they were providing the best possible care to the children. The focus was on improving infrastructure, developing new

facilities, and increasing the accommodation capacity of the NRCs.

One innovative solution was the use of Nutrimix powder, which was prepared under the supervision of a dietician for children under the Severe Acute Malnutrition (SAM), Moderate Acute Malnutrition (MAM), and severe underweight categories. This helped to provide children with the necessary nutrients and improve their health and well-being. A book titled “Project Muskan” was also published by district administration and was sent to State Government. Another innovative program was “Adopt an Anganwadi” initiative which gave officers and political leaders in the district charge of a single Anganwadi. This helped to increase community involvement and support for the program, as well as accountability. The district administration also encouraged self-initiative among government teachers, who adopted a SAM/MAM child and provided them with a banana or seasonal fruit and milk on a regular basis. This helped to provide children with nutritious food and improve their health.



To prioritize the treatment of children under the SAM category, ANM, ASHA, and district officers motivated parents to admit their child into the NRC for treatment. Community participation was also encouraged, with volunteer and SHG women working alongside ANM and ASHA to advertise the scheme and raise awareness. Regular posts on social media and publication of news in local newspapers helped to spread the word about Project Muskan throughout the district,

raising awareness and increasing community involvement. Proper database management was also implemented to track the children under treatment and those who had been discharged after treatment.

As part of the replication process, the project team began to use locally grown fruit such as bananas for distribution among malnutrition children. This helped to provide children with a nutritious and locally sourced food source,

which was easily accessible and affordable. Overall, Project Muskan was a comprehensive and innovative approach to eradicating malnutrition in Burhanpur. By focusing on identifying and addressing the root causes of malnutrition, the project was able to achieve significant improvements in the health and well-being of the children in the district. The replication of the project in other areas could

help to provide a model for effective and sustainable solutions to malnutrition in India.

Outcome

The impact of Project Muskan has been significant in terms of its demographic and geographical reach. The project has targeted





all children in the age group of 0-5 years across the entire district of Burhanpur. This has ensured that no child is left behind and all children are given an equal opportunity to receive treatment for malnutrition.

The demographic reach of the project has been extensive, with a total of 3,240 children being identified in the initial screening. The project has specifically targeted children who are suffering from severe acute malnutrition (SAM), medium acute malnutrition (MAM) and severe underweight. The project has successfully treated 715 out of 752 SAM

children, 1,848 out of 2,078 MAM children, and 438 out of 456 severely underweight children. This success rate of the project indicates the extent of the positive impact it has had on the demographic it has targeted. The geographical reach of the project has been comprehensive as well, with the implementation of the project in every corner of the district. The project has utilized the existing healthcare infrastructure, with the COVID building being converted into an NRC and a new 30-bedded hospital being opened at National Newsprint & Paper Mills Ltd. (NEPA) Mill Neapanagar. The project has also adopted an Anganwadi program, which

has ensured that children in even the most remote areas of the district are able to receive treatment for malnutrition.

The impact of the project has been further amplified by the use of local resources such as locally grown fruit and syrups instead of tablets for children. This has made the project more accessible and sustainable, while also promoting the use of locally grown resources.

In conclusion, Project Muskan has had a significant impact on the demographic and geographical reach of the project. The project has targeted all children in the age group of 0-5 years across the entire district of Burhanpur, and has successfully treated a vast majority of the children suffering from malnutrition. The project has also utilized existing healthcare infrastructure and local resources to make the project more accessible and sustainable.

