

Established in 1995 to provide education to children in the slums of Mumbai, [Pratham](#), currently is one of the largest non-governmental organizations in the country with outreach across India. [ASER Centre](#), the autonomous research and assessment unit of Pratham, focuses on generating and disseminating evidence for action. Annual ASER (Annual Status of Education Report) surveys have been reporting learning level data from over 560 districts, surveying an average of 650,000 children in more than 16,000 villages across the country. Year 2014 marked a decade of the annual ASER surveys. PAHELI (People's Assessment of Health, Education and Livelihoods) surveys carried out in 2006 and 2011 was an attempt to explore applicability of ASER assessment approach in education to other human development domains. Post 2011 [PAHELI](#) survey, the [Social Sector Unit](#) created within ASER centre has been working on the Mother and Child care issues, focusing on the nutrition, health and overall development in Early Childhood Period.

Efforts made by Social Sector Unit towards ECD-Nutrition, Health and overall Development

"K.E.Y." (Knowing and Engaging for Young child food and feeding)- An ECD Nutrition curriculum



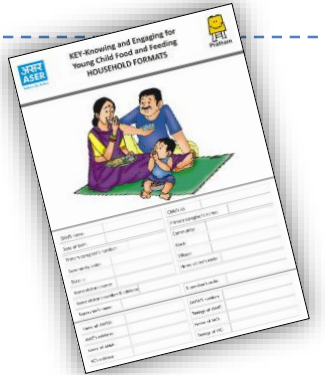
"K.E.Y."- *Knowing and Engaging for Young child food and feeding*, an ECD nutrition curriculum has been developed to train the community/ frontline workers to work with the caregivers of very young less than three year old children for optimum Infant and Young Child Feeding (IYCF).

A "K.E.Y." *booklet* has been prepared consulting standard IYCF guidelines. The booklet attempts to highlight the crucial issues of feeding at every stage from birth to two years. IYCF guidelines have been put in a simple 5X5 format where in five IYCF questions- "Why", "What", "When", "How much" and "How" (*Pate Ke Paanch Sawaal*-In hindi meaning five important questions)- have been answered for five sub stages from birth to two years. Technical nutrition- and additional related concepts used while answering the five questions are explained in separate bulletins.



There are other modules giving information on *Importance of ECD-first 1000 days, Growth monitoring, Food groups and Nutrients-Basic concepts, Immunization, Diarrhoea, Water, hygiene and Sanitation*. These constitute a supporting booklet that contain information on critical influencers for undernutrition in early childhood period.

In keeping with ASER philosophy simple measurable-actionable indicators have been compiled in formats which enable the involvement of caregivers in assessing the young child status and taking necessary corrective actions if required.



"Read Healthy" Story cards: Like story cards used in Pratham's [Read India program](#), cards have been developed emphasizing ECD-Nutrition, Health and overall Development.

Recipe cards: Regionally adapted low cost nutritious recipe cards have been developed. These cards have a provision of engaging the community in assessment of nutritional quality of the recipes.

DELIVERY APPROACH OF “K.E.Y”



Easy assessments and follow up on child's status:

Simple assessments based on measurable and actionable indicators to involve caregivers in assessing young child's status & take corrective actions



Group meetings:

Recipe demonstration + Discussion on Nutrition, health and overall developmental domains

PROJECTS: From Core support

Partners and locations:

- Bihar-Catchment area of 1000 Anganwadis supported by Pratham.
- Delhi (urban-North-South Shahdara). 300 Pratham preschool instructors.
- Pratham ITC supported project 13 locations & 8 states.
- Pratham Open School Program, Gujarat.
- Pratham Urban Primary Caregiver's Program, Gujarat.

Scale: Collectively through the efforts above it is estimated that we will be able to reach out to caregivers of around 5000 less than 3 year old children through first year of operation. Around 1500 Pratham team members will be involved in this knowledge transfer.

PROJECTS: Collaborative Projects with External Funding

Location: Odisha

- Stimulation in the slums of Cuttack-Odisha; Partners: Rushton Turner & Waterloo Foundation; This is a small-scale pilot implemented by Pratham in Cuttack and will deliver to the treatment communities a stimulation programme involving weekly home visits delivered by local women. The programme covers 400 children between 1 & 2 years of age at the start of the intervention; Duration: 2013-2015.
- Scalable Policies for ECD-RCT Rural Odisha; Partners: Yale University, NIH, IFS, University of Pennsylvania, Pratham Education Foundation-ASER centre, JPAL; Location: Balasore, Bolungir and Cuttack (rural)-Odisha; ECD nutrition curriculum-K.E.Y (Knowing and Engaging for Young child food and feeding) developed by ASER centre will be used along with stimulation curriculum to reach out to young (less than 3 years old) children through individual home visits and group contact. Rapid diet assessment tool developed by ASER centre will also be used in the RCT assessments.

ECD: Relevance Domain: Immunization

Leveraging Literacy for Immunization: For the last two years (2012-2014), ASER centre- Pratham have been working collaboratively with University of Montreal Hospital Research Centre (CRCHUM) to enhance equitable access to vaccines in underserved communities in India and development of effective grassroot communication strategies to improve the demand for the availability of immunization services.

Location: Hardoi (Uttar Pradesh) & Delhi (slums)

- Leveraging literacy initiatives to improve vaccine acceptance; Funded by: Bill and Melinda Gates Foundation; Duration: From 31st April 2013 – 31st October 2014, this was preceded by a one year MoU period supported by CRCHUM.
- Development of Community based health communication packages to improve the reach of vaccination in underserved population in India: Participatory action research for child health; Funded by: Shastri Indo Canadian Institute; Duration: 1st October 2012 – 28th February 2013.
- Introduction of a toll free number to increase community demand for child immunization services in India: A cluster randomized pilot study in rural Uttar Pradesh; Funded by: Shastri Indo Canadian Institute; Duration: 15th February 2014 – 26th May 2014.