

Report on Poshan Pakhwada (8th -22nd April 2025) Door-to-Door Campaign

Date: 11th April 2025

Venue: Mundapara, Raidighi College adopted village

Time: 10:30 AM – 11:30 AM

Programme Officer: Dr. Arvinda Shaw

Organized by: NSS UNIT – I

Program-officer: Dr Arvinda Shaw, NSS,PO-1

Introduction:

In alignment with the Government of India's initiative to improve the nutritional outcomes for children, pregnant women, and lactating mothers, the National Service Scheme (NSS) Unit – I observed **Poshan Pakhwada** from **8th to 22nd April 2025**. As part of the fortnight-long celebration, a **door-to-door awareness campaign** was organized on **11th April 2025** at **Mundapara**, the NSS-adopted village. This outreach aimed to educate community members, especially pregnant and lactating women, about essential nutrition, hygiene, and child care practices, all of which are crucial for the early development of children and maternal health.

Objective of the Campaign:

The primary goal of the campaign was to raise awareness among beneficiaries about:

1. **The First 1000 Golden Days of a Child's Life**
2. **Maternal and Newborn Nutrition**
3. **Benefits of Colostrum and Breastfeeding**
4. **Weaning Foods for Infants After 6 Months of Age**
5. **WASH – Water, Sanitation and Hygiene Practices**

These topics were carefully selected to provide holistic information that could aid in improving maternal and child health and reduce malnutrition.

Participants:

- **Beneficiaries from the village:**
 - Pregnant women: **01**
 - Lactating mothers: **05**
- **NSS Volunteers in action: 08**
- **Programme Officer: Dr. Arvinda Shaw**

Event Activities and Execution:

The event began at 10:30 AM with a briefing by Dr. Arvinda Shaw, who guided the volunteers about the approach, talking points, and sensitivity required while addressing health and nutrition-related issues with the local population.

Volunteers were divided into **small groups** and assigned specific clusters of households in Mundapara village. Each team was equipped with **IEC (Information, Education and Communication) materials** in local language, including posters and leaflets explaining key messages related to nutrition, breastfeeding, and hygiene.

1. First 1000 Golden Days:

Volunteers explained that the first 1000 days – from conception to the child’s second birthday – are critical for brain development and overall health. Emphasis was placed on maternal diet during pregnancy, timely antenatal checkups, immunization and proper feeding practices in infancy. Volunteers shared examples of nutrient-rich local foods and encouraged mothers to seek regular medical consultations.

2. Maternal and Newborn Nutrition:

Volunteers highlighted the importance of balanced nutrition for both mother and baby. Discussions were held on incorporating iron-rich foods, folic acid, and calcium in daily diets. Practical suggestions like consuming green leafy vegetables, eggs, pulses, and dairy products were shared. Mothers were encouraged to take iron-folic acid tablets as prescribed and ensure proper rest and hydration.

3. Benefits of Colostrum and Breastfeeding:

The campaign placed special focus on dispelling myths around breastfeeding. Mothers were advised about the importance of **colostrum**, the first thick yellow milk produced after childbirth, which is rich in antibodies and essential nutrients. Volunteers emphasized **exclusive breastfeeding for the first six months** without any additional food or water. They also demonstrated correct latching techniques and discussed the psychological benefits of skin-to-skin contact.

4. Weaning Foods for Infants After 6 Months:

Volunteers explained the concept of **complementary feeding** starting at six months of age. Simple homemade weaning foods such as mashed banana, rice porridge, suji halwa, khichdi, and lentil soups were discussed. Importance was given to hygiene in preparation, feeding practices, and gradual introduction of different food groups. Emphasis was laid on **responsive feeding** and observing the child’s cues.

5. WASH – Sanitation and Hygiene Practices:

As part of health promotion, volunteers educated mothers about the importance of personal hygiene, handwashing with soap, safe drinking water, and proper sanitation. They demonstrated the correct technique for handwashing and discussed how hygiene directly impacts a child’s health by reducing infections such as diarrhea, which contributes to malnutrition.

Community Response:

The campaign was well-received by the beneficiaries. Though the number of direct participants was small – with **one pregnant woman and five lactating mothers** – the personalized approach allowed for more intimate and open conversations. Mothers expressed interest in learning more and appreciated the student volunteers for taking time to visit their homes. Many shared personal challenges, such as limited access to green vegetables or myths from elder family members that restrict proper feeding practices. Volunteers made note of these issues to share with local health authorities for further intervention.

Challenges Faced:

- A few mothers were initially reluctant to interact due to cultural hesitations or household responsibilities.
- Some lacked basic awareness of government health schemes or access to Anganwadi centers.
- The language barrier was minimal but required volunteers to speak in the local dialect for better engagement.

Impact and Outcome:

Despite being a short event, the door-to-door model helped break communication barriers and allowed mothers to ask questions in a non-judgmental environment. Volunteers served as a bridge between healthcare information and the community. The following outcomes were observed:

- Mothers gained a better understanding of child nutrition, care and hygiene practices.
- Volunteers identified misconceptions and addressed them with simple, relatable examples.
- Health-related IEC materials were distributed for future reference.

The campaign also served as a learning experience for the NSS volunteers, helping them build empathy, communication skills, and field experience in public health promotion.

Feedback and Suggestions:

Participants expressed interest in attending **follow-up sessions** or **group meetings** on topics like child development, family planning, and home-based care. Some mothers suggested involving community health workers and Anganwadi staff in future sessions to ensure better coordination and implementation.

It is recommended that:

- Future campaigns include demonstrations, such as cooking nutritious meals or hygiene kits distribution.
- Use of Audio-visual tools for illiterate participants.
- Regular monitoring and follow-up by NSS volunteers or local ASHA workers to be included.

Conclusion:

The door-to-door campaign held under the aegis of **Poshan Pakhwada 2025** was a small yet significant step toward building a healthier community in Mundapara village. By spreading awareness about maternal and child nutrition, WASH practices, and early childhood care, the NSS volunteers fulfilled their role as catalysts of social change. The enthusiastic participation of the community and the committed involvement of the volunteers made the event impactful and memorable. Going forward, such initiatives, when sustained and supported, can bring long-lasting improvements in public health at the grassroots level.



Raidighi, West Bengal, India

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Lat 21.993132° Long 88.439376°
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Raidighi, West Bengal, India

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RAIDIGHI COLLEGE
(affiliated to University of Calcutta)

NATIONAL SERVICE SCHEME (NSS)

organises

DOOR TO DOOR CAMPAIGN

on **11th April 2025 (Friday)**

Venue: Mundapara-adopted village of Raidighi College

Time: 10:00 am onwards



**POSHAN
PAKHWADA**

Focus on FIRST 1000 DAYS of Life
Popularization of BENEFICIARY MODULE
Management of Malnutrition through the IMPLEMENTATION OF CMAM module
HEALTHY LIFESTYLE to address the Obesity in Children

08TH APRIL - 22ND APRIL 2025

POSHAN PAKHWADA - 01. (07)

Venue: MUNDA PARA; RAMDIGHI COLLEGE-ADOPTED VILLAGE
RC NSS - DOOR TO DOOR CAMPAIGN. 11.4.2025.

Topics: 1. 1000 golden days.
2. Maternal & newborn Nutrition
3. Colostrum & Breast feeding - Importance
4. Complementary Feeding
5. WASH, Sanitation & Hygiene.

Time: 10:30 AM.

Beneficiary: Pregnant Mothers, Lactating mothers,
Women of Reproductive age - 15 to 45 years

Sl. No.	VOLUNTEER'S NAME	AGE	Sex (M/F)	CASTE (G/SC/ST)	Dept.	Sam	Contact No.	Signature.
1.	Anjana Maity	22	F	General	FNTA	G	8617335909	Anjana Maity
2.	Piali Maity	21	F	General	FNTA	G	7602466368	Piali Maity
3.	Shrijita Girci	21	F	General	FNTA	G	6294864928	Shrijita Girci
4.	Dipshikha Jana	22	F	General	FNTA	G	7132018418	Dipshikha Jana
5.	Moumukshu Mondal	21	M	General	FNTA	G	7069811429	Moumukshu Mondal
6.	Suchismita Guzman	19+	F	SC	FNTA	2	8509892309	Suchismita Guzman
7.	Ranika Bera	19+	F	OBC	FNTA	2	9907007901	Ranika Bera
8.	Anushree Rani Parida	18	F	General	FNTA	2	9093091757	Anushree Rani Parida
9.								
10.								
	Male : 01		001		SC		ST	Gr
	Female: 07		006	01	SC=01		ST=0	G=06

Sl. No.	BENEFICIARY NAME	AGE	TRIMESTER (PREGNANT)	CASTE.	Category (P/L/ST/Gr)	Contact No.	Signature.
1.	Sujata Munda	30	1	ST	L-	8116484168	Sujata Munda
2.	Shukla Mondal	27	10	ST	L	7907137574	Shukla Mondal
3.	Poulami Mondal	27	3rd	Gr	P	8768259025	Poulami Mondal
4.	Babi Munda	20	2	ST	L	6297651809	Babi Munda
5.	Sathi Halder	19	1	G	L	9061235210	Sathi Halder
6.	Susmita chowdhury	25	12	G	L	NA.	Susmita chowdhury
7.							
8.	Female = 06			Lactating = 05			
9.	G = 03 ST=03 SC = 0			Pregnant = 01.			

Program officer: Dr. Ananda Shaw 11/4/2025

Attendance sheet of volunteers and participants.