

ANNUAL REPORT OF MCH PROGRAMME, 2024-25

A CSR
ACTIVITY OF
JSW CEMENT
SALBONI

Submitted by



HSDS



Haringhata Saphalya Development Society

ACKNOWLEDGEMENTS

We are delighted to share the 2025 Annual Report of HSDS. This document showcases the collective commitment and hard work of our entire team. Our initiatives have been shaped significantly by the generous support of JSW-Cement Salboni, which has not only provided funding but also helped us develop a strategy to better serve society. We extend our heartfelt thanks to CSR Manager Sri Atanu Chatterjee for his invaluable guidance throughout this seven-month journey, helping us navigate challenges effectively. We also appreciate the assistance of Assistant CSR Manager Md. Sharif Mondal in our daily operations. Our gratitude goes out to our team members for their leadership and to our employees for their dedication and effort. We recognize the important contributions of our partners and stakeholders, and we are especially thankful to our esteemed Governing Body members for their steadfast guidance and strategic insights. Lastly, we express our sincere appreciation to our stakeholders, partners, and clients for their ongoing support and trust in us.

**Jayanta Tarafder
Secretary, HSDS
28.03.2025**

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INTRODUCTION

Child and maternal health is a vital measure of health systems' overall performance and is acknowledged as a key priority by the World Health Organization and the United Nations, especially in relation to the Sustainable Development Goals. Studies have identified links between child and maternal health outcomes and various influences, including globalization, political history, and the welfare state.

The transition from state to society is a crucial focus for future generations. Within this framework, women's health issues are closely associated with their diverse roles as caregivers, individuals, employees, spouses, grandmothers, mothers, and daughters. These responsibilities require an ongoing dedication to education, self-care, and health leadership within the family, covering aspects such as nutrition, hygiene, education, physical activity, safety, reproductive health, childcare, and eldercare. As women's social roles continue to evolve, they face new health challenges that increase their risks. Maternal health literacy is crucial not just for physical well-being but also for ensuring optimal standards of maternal and child health. Nevertheless, there is a significant lack of agreement regarding the choice and implementation of tools used to evaluate maternal health literacy.

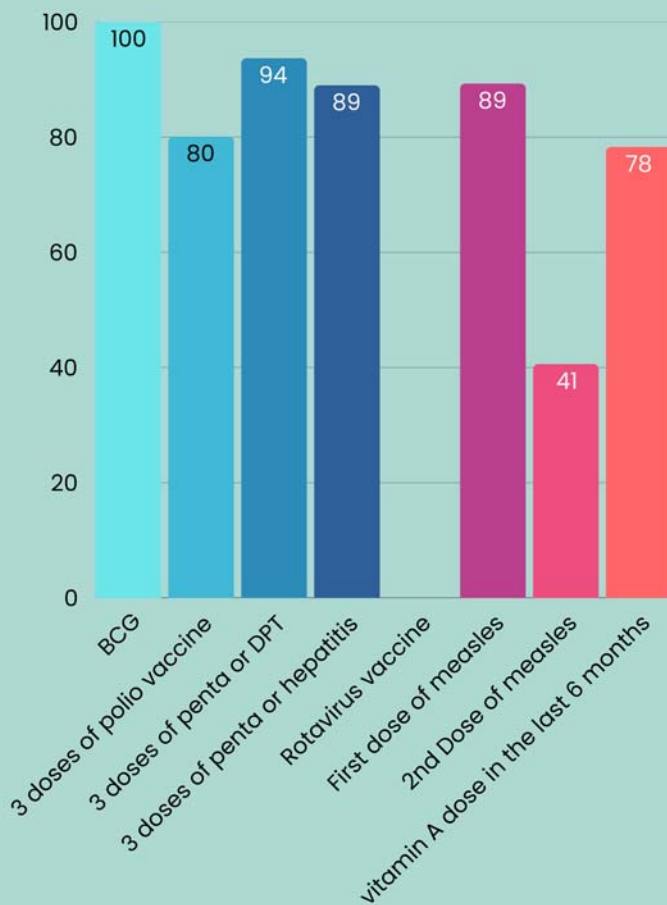
Maternal health literacy and child care are fundamental requirements for a thriving society. To enhance the community for future generations, JSW-Cement has initiated efforts through the Integrated Child Development Services (ICDS) centers.

Maternal and Child Health (MCH) program, part of JSW-Cement Salboni's corporate social responsibility initiatives, has been implemented by the Haringhata Saphalya Development Society (HSDS) over the past seven months in the surrounding areas of the JSW-Cement factory located in the Bankibadh and Kashijhora Gram Panchayats of the Salboni CD Block, Paschim Medinipur.

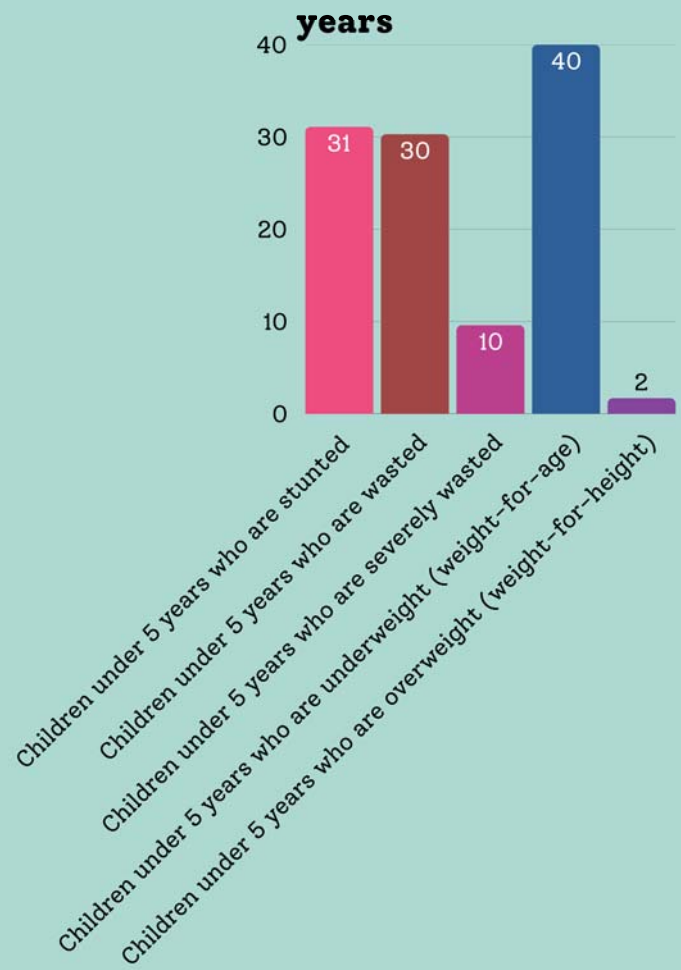


Mother and Child Health Scenario in Paschim Medinipur District

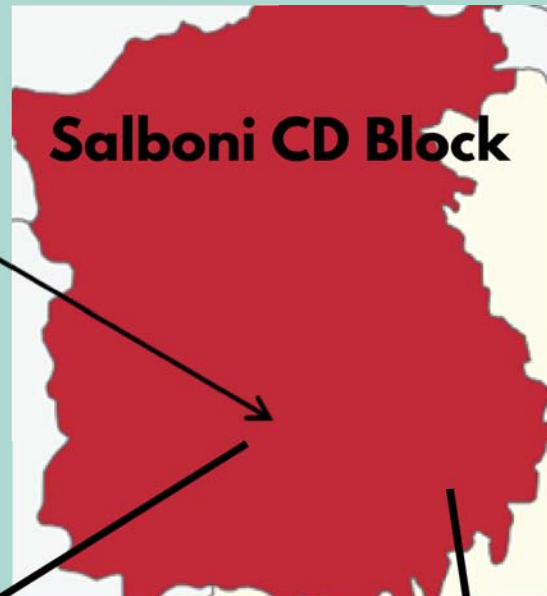
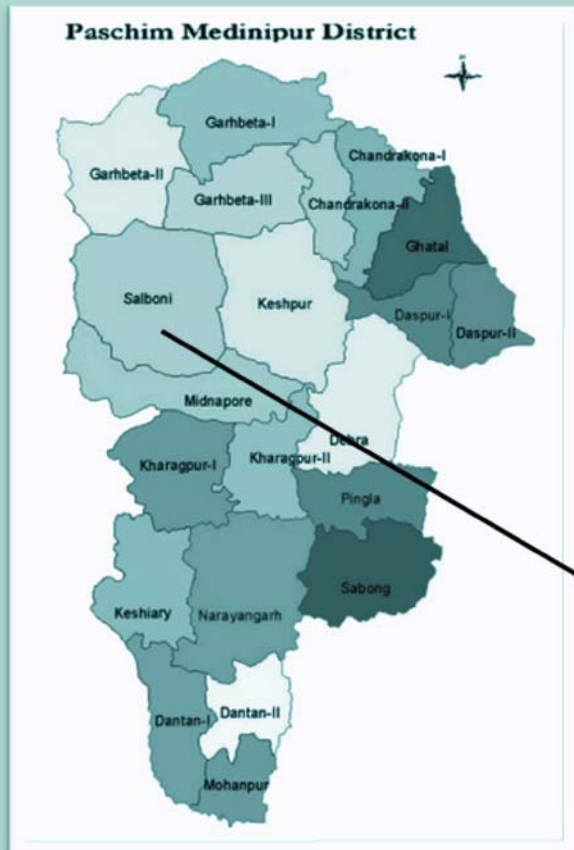
Immunization as per NFHS5



Weight Parameter of Children below 5 years



DEMOGRAPHY OF PROJECT OPERATIONAL AREA



Bankiband Gram Panchayat

Kashijhora Gram Panchyat



Demography of Bankibadh Gram Panchyat

Particulars	Total	Male	Female
Total Population	1,125	578	547
Literate Population	805 (71.5%)	452 (78.0%)	353 (64.5%)

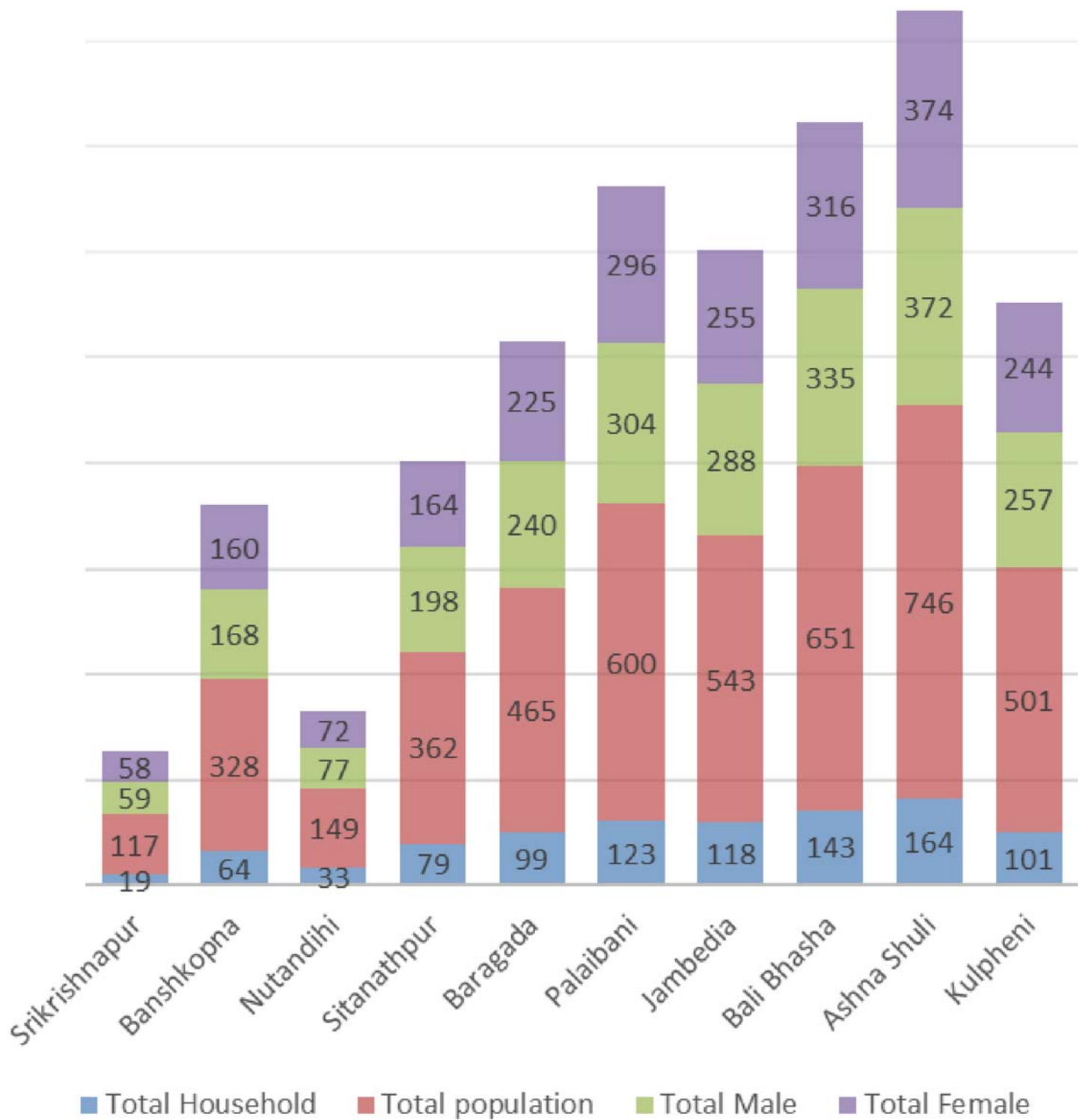
Source: Census 2011

Demography of Kashijhora Gram Panchyat

Particulars	Total	Male	Female
Total Population	1,409	712	697
Literate Population	905 (64.2%)	528 (74.1%)	377 (54.0%)

Source: Census 2011

Demography of Selected Village ICDS



Source: Census 2011

Status of Selected ICDS Centres before Inception of Project

Total Students :

951

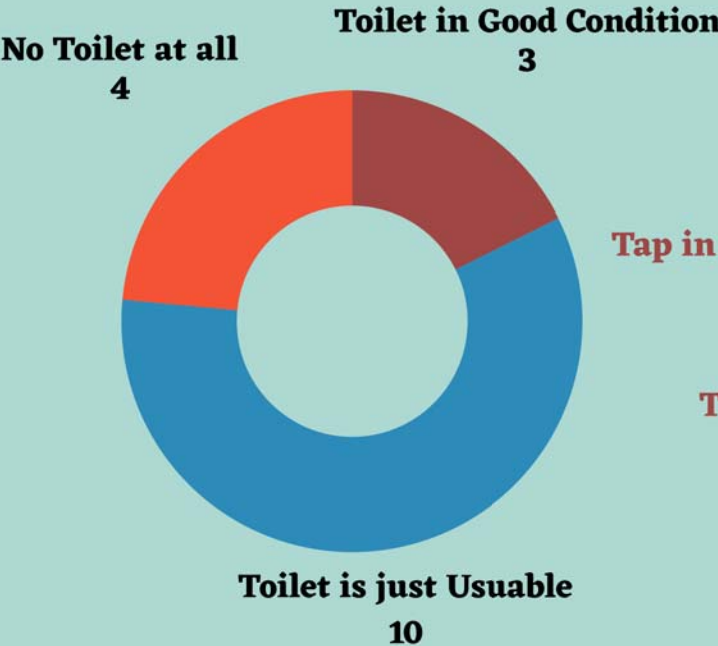
Toal No. of Boys under 3 years 382

Total No. of Boys above 3 years : 202

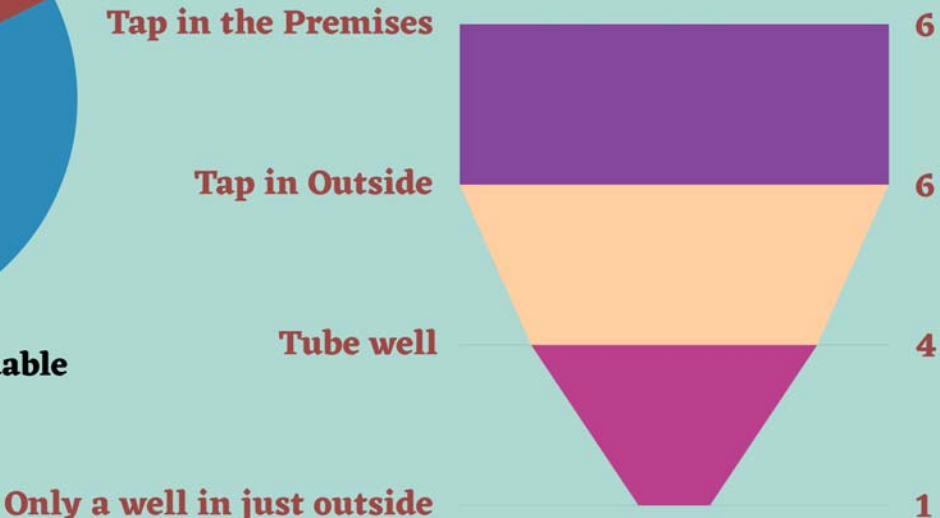
Toal No. of Girls under 3 years : 170

Total No. of Girls above 3 years : 197

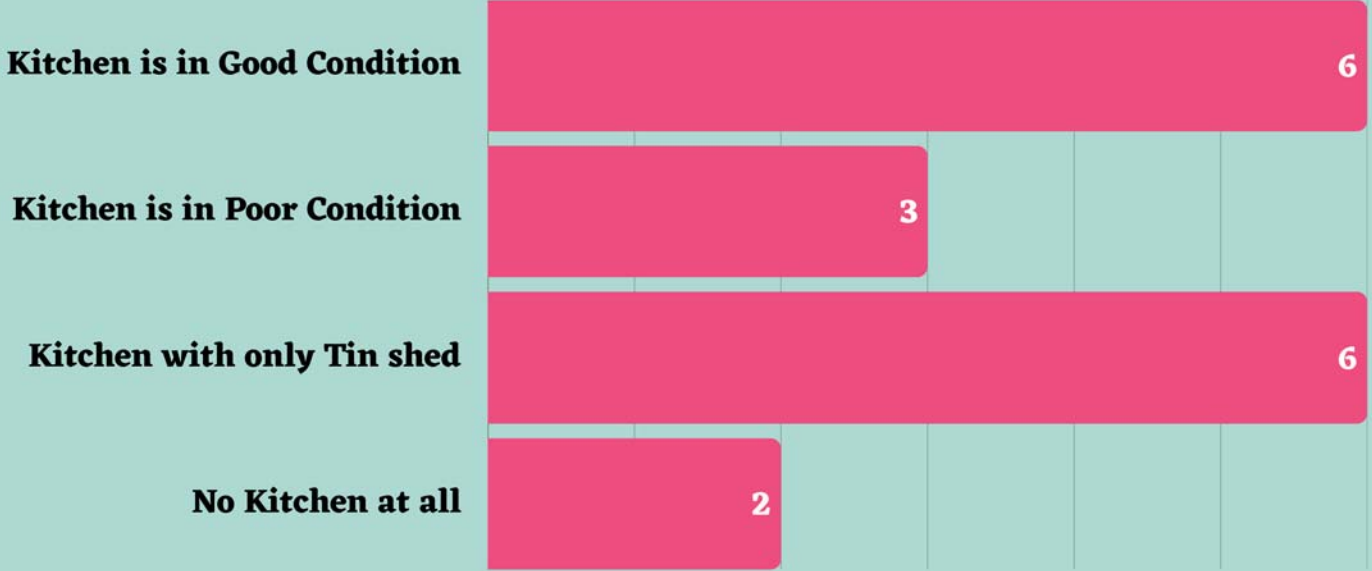
Toilet Facility in Selected ICDS



Source of Drinking Water



Condition of Kitchen in Selected ICDS



Some more observations from the Primary survey data



60 pregnant women had been reported during of Survey in the selected ICDS



Most of the ICDS have no Sitting arrangement for children except 1



Most of the ICDS have no Electricity Connection except 1



Out of 17 ICDS centres 10 ICDS centers have worker for cooking



Out of 17 only 10 ICDS centres have Storage capacity of food grain



No First Aid kits are there in any of the selected ICDS centre

Target Beneficiaries and Project Activity

Children Less than 3 years

Children between 3- 6 Years

Annaprasan Program



Bala Painting

Kitchen Garden in AWC

Infrastructure work

Distribution of :

First Aid Kit

Weight Machine

Height indicator Marking

Playing Materials

Mat

Expectant and Nursing Mothers



**Sensitization meeting
and other events for
community awareness
on health-nutrition
schemes**

Adolescent Girls between 11-18 Years



**Training of Community
Groups on 1,000 Days, and
self monitoring tools (1
days)**

Adolescent Training in School

**Block level Training of ICDS workers and
ASHA on community based care of SAM
and MAM children, high risk pregnancies,
LBWs, referral, and follow-up(2 days)**

Block Level Sensitization Programme among the ICDS workers, ASHA workers and Health Workers

Block Level Sensitization Programme: . The program was launched by Mr. Atanu Chatterjee, CSR manager at JSW Cement. Subsequently, JSW Medical Officer Dr. Indrajit Bachar gave a profitable talk about prenatal care. Dr. Debabrata De began his discourse on prenatal care after his lecture. Additionally, he provided a participative description of the vaccination policy. Salboni Block Hospital's health coordinator, Anita Singha, spoke about the VHND initiative. Salboni Block's ICDS supervisor, Moumita Patro, gave an overview of the children's growth charts and BMR.

Venue:
Salbithi Lodge
Date and Time
24th
December,
2024 at 11 am

Total
Participant: 41



Annyaprasan Programme

In the context of the Integrated Child Development Services (ICDS), the Annaprasnan program, or first rice-eating ceremony, is a community-based event held at Anganwadi centers to mark a child's first intake of food other than milk and to promote awareness about complementary feeding and child growth



Almost 140 children are beneficiaries under this programme in three ICDS Centres (Sitanathpur, Ashnasuli and Kulphani ICDS)

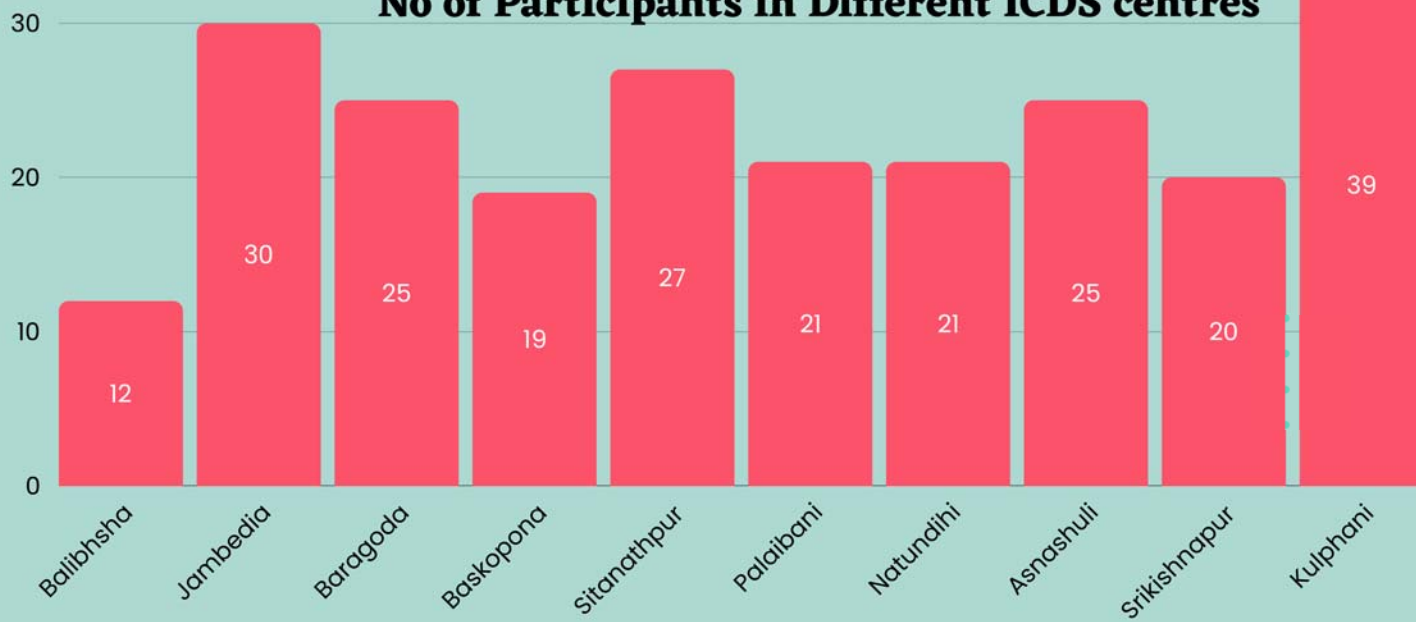


Sensitization meeting and other events for community awareness on health-nutrition schemes

Sensitization among the mothers is the focused area in any MCH programme. According to that in seven ICDS centres, our organization have successfully conducted sensitization programmes throughout December. Our team tried to disseminate the basic knowledge about SAM-MAM to capacity building of the concerned ICDS workers. The knowledge about the nourishment of children was also discussed in those meetings. Through visual presentation, the discussion was very effective for the concerned participants.



No of Participants in Different ICDS centres



Training of Community Groups on 1,000 Days, and self monitoring tools (1 days)

In addition to physical growth, the development of the human baby's brain paves the way for its future level of intelligence and quality of life. Much of this development begins before a baby is even born. The "first 1,000 days" are a period of rapid physical growth and accelerated mental development, providing a unique opportunity for lifelong development. Remember that the baby in the womb is dependent on the mother for nutrition. What you do as a parent in the first 1,000 days makes a difference for the future. The "first 1,000 days" of your baby's life refers to the period that begins with pregnancy. The day the mother conceives the baby's first birthday and continues until the baby's second birthday.



Steps discussed

- 1. Plan your Pregnancy**
- 2. Ensure that the mother's diet**
- 3. Stay Active**
- 4. Take 400 Micrograms (1 Tablet) of Folic Acid Daily**
- 5. Avoid Harmful Chemicals and Toxins**
- 6. Protect Yourself from Infections**
- 7. Take the necessary vaccines**

The total Beneficiaries in these events reported as 349

Adolescent Training in School



Key Focus Areas:

1. Health and Wellness:

2. Reproductive Health: Providing accurate information about puberty, menstruation, sexual and reproductive health, and contraception.

3. Nutrition: Addressing nutritional needs, preventing deficiencies, and promoting healthy eating habits.

4. Hygiene: Encouraging good personal hygiene practices, especially during menstruation.

5. Mental Health: Promoting mental well-being and providing resources for managing stress and other challenges.

Training conducted in Four Schools:

1. Godapiyashal Girls High School
2. Baikanthapur Junior School
3. Dhanyasol Girls School
4. Jambedia Junior High School

Total Participant : 692



Construction Work Detail of Kulphani ICDS Centre

Sand filling floor, water & leveling Complte. $5.75 \times 5.50 \times 0.075 = 2.37$ cum, Floor finish with plaster & net cement finish. $5.750 \times 5.500 = 31.625$ sqm, Plaster Inside wall 4 no $\times 5.750 \times 0.600 = 13.20$ sqm, pillar 1 no $\times 2.00 \times 1.00 = 2.00$ sqm, Outside wall 4 no $\times 6.100 \times 0.600 = 7.20$ sqm, Repair 1 no $\times 17.00 \times 0.60 = 10.20$ sqm.
 Total:-53,600 sqm. Brick Work (Pillar & door) 1 no $\times 2.00 \times 0.375 \times 0.250 = 0.188$ cum. Net cement paning (Dado) Wall 4 no $\times 5.750 \times 0.300 = 6.900$ sqm 4 no $\times 5.500 \times 0.300 = 6.6$ sqm ,Total:-13.50 sqm , Painting in side & out side Cilling 1x $5.750 \times 5.500 = 28.75$ sqm, wall 4 no $\times 5.750 \times 3.00 = 69$ sqm , wall 2 no $\times 5.50 \times 3.00 = 33$ sqm out side 3 no $\times 6.100 \times 3.00 = 54.90$ sqm, Total:-185.65 sqm.
 (Grand Total 137992.00)



Before Construction Work



After Construction Work

Kitchen: Supply X fixing Ms door, door 1 $\times 1.800 \times 0.950 = 1.71$ sqm. Supply & fixing MS window (with net) 2 $\times 1.500 \times 0.900 = 2.70$ sqm, 1 No $\times 1.200 \times 0.900 = 1.08$ sqm Total : 3.78 sqm , Plaster 1x $1.100 \times 1.900 = 2.09$ sqm ,painting in side wall 5 No $\times 3.500 \times 2.500 = 43.750$ sqm ,out side wall 4 no $\times 4.300 \times 2.500 = 43.00$ sqm
 Total :- 86.750sqm, Painting Door 1no $\times 2$ side $\times 1.800 \times 0.250 = 3.42$ sqm, Net window 2 no 4 side $\times 1.500 \times 0.900 = 5.40$ sqm, 1no 2 side $\times 1.200 \times 0.900 = 2.16$ sqm. Total :-10.98 sqm.(Grand Total 147227.00)

Construction Work Detail of Sitanathpur ICDS Centre

Brick work with cement m (1:4) 2x
6mtr x 0.250 x0.250=0.750cum,
Ridge Breadth(400mtr)9mtr, Paint
out side and inside 3 no x 9.0 mx 3m
=81sqm, 1no x 9mtr x 2.5 m = 22.50
sqm.2 no x 6 m x 3.5 m=42sqm ,Total
:-145.50sqm, Paint Door 2 no x 2 mtr
x 1mtr =4sqm ,Window 3 x 1.2x1=3.6
sqm. Plaster -wall 12 m x1.50=18sqm,
pillar 7mtr x 1mtr =7sqm, Total =
25sqm, structure paint, nut bolt
screw etc. (Grand Total 190564.00)



Before Construction Work



After Construction Work

Kitchen Rcc post 4 no,
Supply & Fixing Ms
truss 2 no(32mm x32
mm sq bar), Ms Perlin
12 mtr (32mm x32 mm
sq bar),Asbestos sheet
supply size (1mtr x 1.850
m), Brick work (with
cement mortar 1:4) 11 m
x .250x.250=.688cum (
Grand Total 34404.00)

Construction Work Detail of Baskopona ICDS Centre

Supply new trust 3 no (32 mm x 32 mm ms squar bar), new pipe supply & fitting fixing new structure (62 mm x 32 mm ms squar bar) 2.4 mtr x 3 no = 7.2 mtr, 5.650 mtr x 1 no = 5.65 mtr = total 12.85 rmt, perling (32 mm x 32 mm ms squar bar fitting fixing etc complete) 5.65 mtr x 9no + 50.85 rmt, Brick work with cement mortor 1:4, 2x 5.65 mtr x 0.250 x 0.250 = 0.706 cum, 2x 5 mtr x .250 x .250 = 0.625 cum, Total:- 1.331 cum, Ridge Breadth (.400mtr) 6 mtr, Plastar - wall 2 no x 5.65 mtr x 0.750 = 8.775 sqm, wall 2 no x 5.00mtr x 0.750 = 7.500 sqm, Total: 16.275 sqm. Total: -92.5 sqm, Paint window 3 no x .970 mtr x 750 mtr x 2 side = 4.365 sqm, Door 1 no x 1.650 mtr x 0.900 mtr x 2 side = 2.970 sqm, Total = 7.335 sqm. nut bolt, screw etc(Grand Total 116674.00).



Before Construction Work



After Construction Work

kitchen : Supply & fixing new MS truss 2no, (32 mm x 32mm ms squar bar, MS perling 4 no x 3 rmt = 12 Brick work (1:4) cement mortor 10.500 x 0.125 x .850 = 1.116 cum, Plastar 2 side x 10.500 x 0.850 = 17.85 sqm, Floor 2.800 x 2.450 x 0.075 = 0.515 cum, Ridge 1 no (.400) 3 mtr, shitting nut bolt, screw etc complete(Grand Total 51820.00)

Kitchen Garden in ICDS Centre



Four ICDS centers have begun establishing kitchen gardens to enhance nutritional benefits for future beneficiaries. In Kulphani Sitanathpur, Natundihi, Balibhasa ICDS centres' backyard kitchen garden project has been initiated. These gardens may also aid in supplying Supplementary Nutrition Program (SNP) items, including protein-rich foods and a variety of fruits and vegetables, thereby improving the quality of nutrition provided at Anganwadi Centers (AWC). Additionally, kitchen gardens can promote environmental sustainability by minimizing transportation needs and encouraging organic gardening methods.

Bala Painting



BaLA, which stands for "Building as Learning Aid," is an initiative designed to transform school infrastructure into a resource for education. By enhancing the aesthetic appeal of the school environment, BaLA aims to foster a more engaging and enjoyable learning experience. The Bala Painting Project has been implemented at the ICDS centers in Jambedia, Balobhasa, Kulphani, and Sreekrishnapur.

Material Distribution



TLM plays a crucial role in the learning journey of children. With the slogan "Joy and Learn," it fosters their cognitive development. Following the distribution of TLM across ten ICDS centers, we have observed a significant increase in attendance. This serves as a powerful motivation for us to expand our efforts to support these children on a larger scale in the near future.

Almost 458 students are beneficial for this initiatives



Additionally, First Aid Kits, weighing scales, and sitting mats have been provided to the same ten ICDS centers. This has made it feasible to conduct regular BMR check-ups at these locations.