

Vatsalya - Transforming the lives of Mother and Child

Women health, safe motherhood, malnutrition, children immunization and other related health issues are critical for any society. These issues impact the overall quality of life in the community. To address the same, JSPL Foundation initiated a holistic women and childcare focused programme named Vatsalya in 2010 in Tamnar region of Chhattisgarh.



Since 2010, this project is being implemented in 38 core villages among 45000 population in Tamnar and Ghargoda block of Raigarh district, Chhattisgarh with focus on promoting safe motherhood, early childhood care intervention, curbing malnutrition, promoting menstrual health & Population stabilization. And the soul of this project is a cadre of Village Health Volunteers (VHVs), popularly known as Swasthya Sanginis, who are engaged by JSPL Foundation and act as change agents in the villages. These women come from the same villages they work in and play a catalytic role in changing health behaviours and practices.

They have been instrumental in weeding out superstitions, myths and misconceptions regarding the mother and child health among the community. With their hard work and dedicated services, facilitated by JSPL Foundation, all the Reproductive and Child Health (RCH) care indicators like Antenatal care, postnatal care, Child vaccination and Institutional deliveries in the region have reached 100 per cent. Not a single child is left without complete immunization, not a single expecting mother and lactating mother is deprived of antenatal care and postnatal care. More than 95 per cent colostrum feeding and exclusive breastfeeding is also assured to the infants under the project. Incidence of malnutrition among 0-5 years of children has reduced drastically.

According to an impact study by Xavier Institute of Social Service, Ranchi, the villages covered under the Vatsalya project exhibited better indicators in various areas compared to the District. There was 100 per cent registration of pregnant women as against 92 per cent in Raigarh district; 100 per cent immunization as against 68 per cent in Raigarh; IFA consumption was 87 per cent against 21 per cent in the district of Raigarh; institutional delivery was 96 per cent as against 67 per cent in the district; Colostrum feeding was 96 per cent as against 40 per cent in Raigarh.

Besides, the Vatsalya programme continues to be an enabler and act as a support system to the outreach programme of the Government health delivery system. Horizons of the government health windows have expanded to a large extent with such kind of partnership in the domains of mother and child care by JSPL Foundation. The USP of the programme is that the community members, as Swasthya Sanginis, themselves become the change-makers and act as a role model for the mothers in the family. Considering the positive impact of the intervention on lives of mother and child, the programme has been replicated by JSPL Foundation in various other locations also such as Raigarh (Chhattisgarh), Jeraldaburu (Jharkhand) and Tensa (Odisha).