

Improving dietary diversity through an integrated food security resilience and SBCC approach

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Key Problems

Low productivity of staple crop

Reduced pulses and millets area

Degrading natural resources (soil fertility, erosion and run-off)

Reduction in collection of non-timber forest produces (NTFPs)

Sporadic and insufficient income from livestock

Lesser availability of fruits, leafy vegetables, and tubers

Shift from nutritive to non-nutritive crops (from pulses/millet to industrial maize)

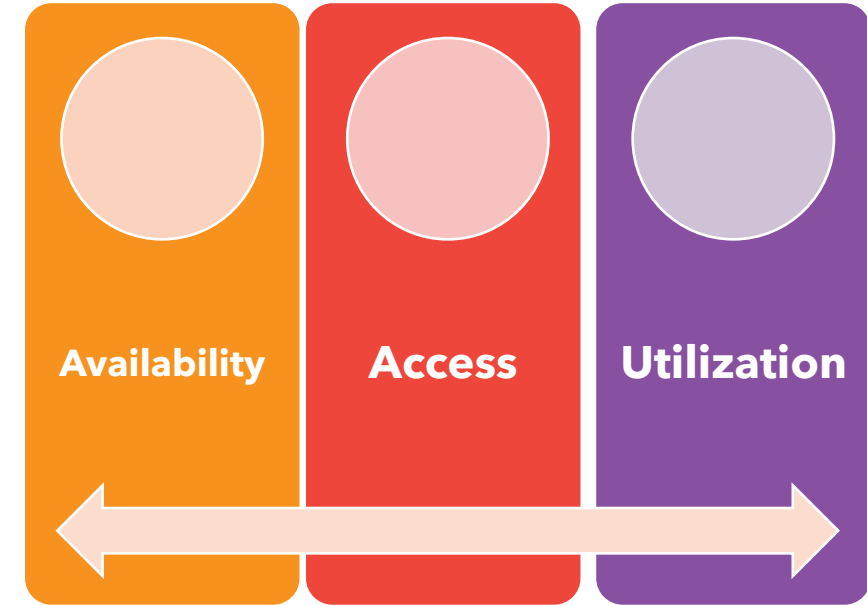
Low awareness of mothers (<2 yrs child) on appropriate child feeding practices

Less consumption of livestock products

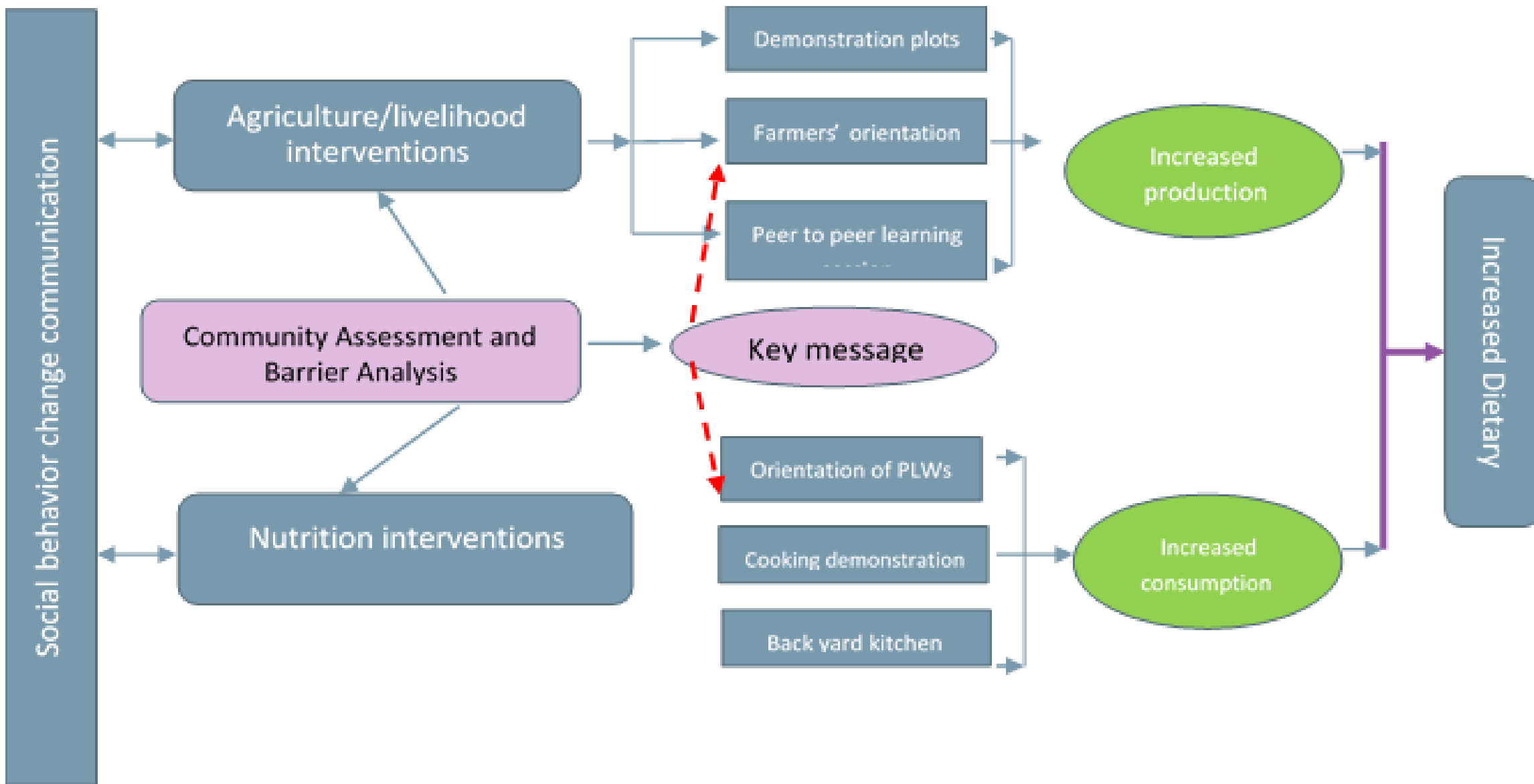


Project Objectives

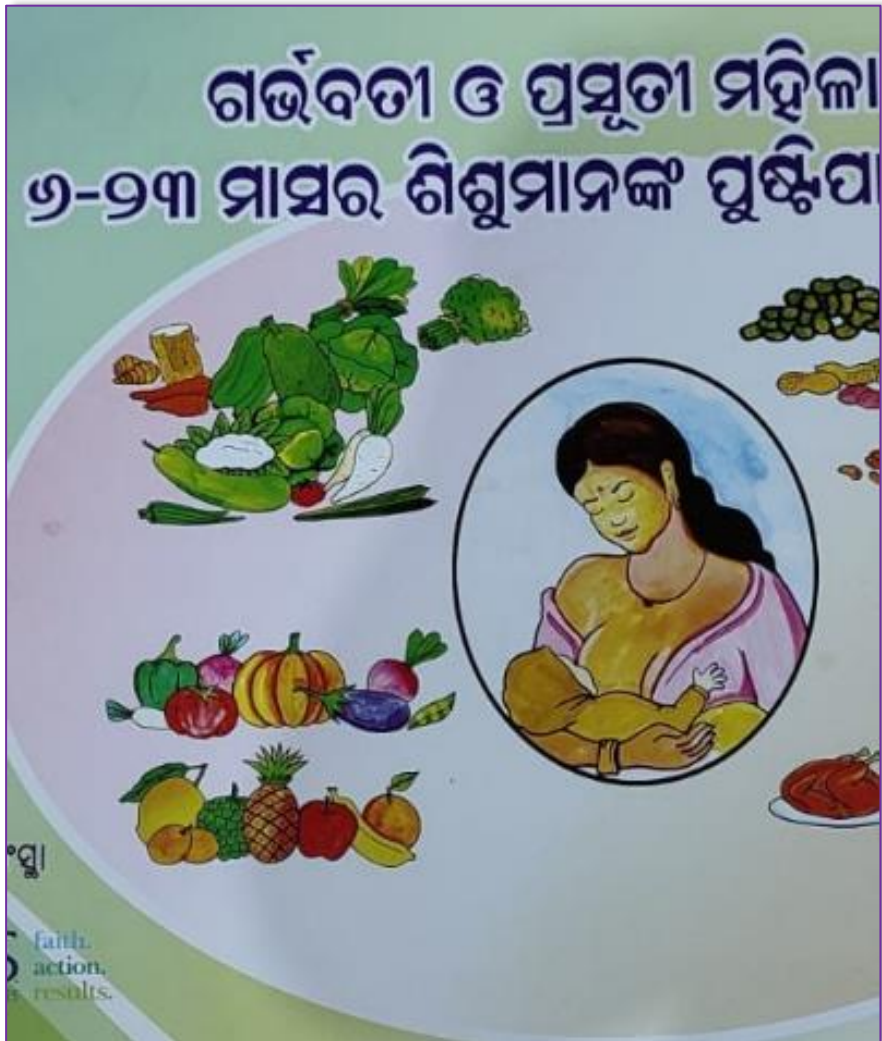
- **SO1:** Farming households have **increased production** of nutritious staple crops
- **SO2:** Targeted household have **increased income** from market-driven diversified livelihood options
- **SO3:** Pregnant/lactating women and children under-2 years of age in target households have **improved dietary diversity**



SBCC Strategy



SBCC Intervention



Prepare a robust Communications plan

Publish a flipbook

Trainings for pregnant and lactating women

Household visits

Interaction with husband and mother-in-law

Cooking demonstrations

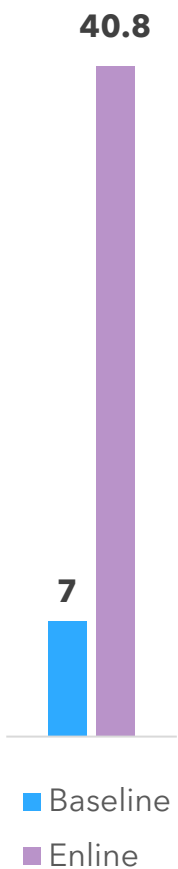
Backyard kitchen gardens

Village Health & Nutrition Day (VHND)

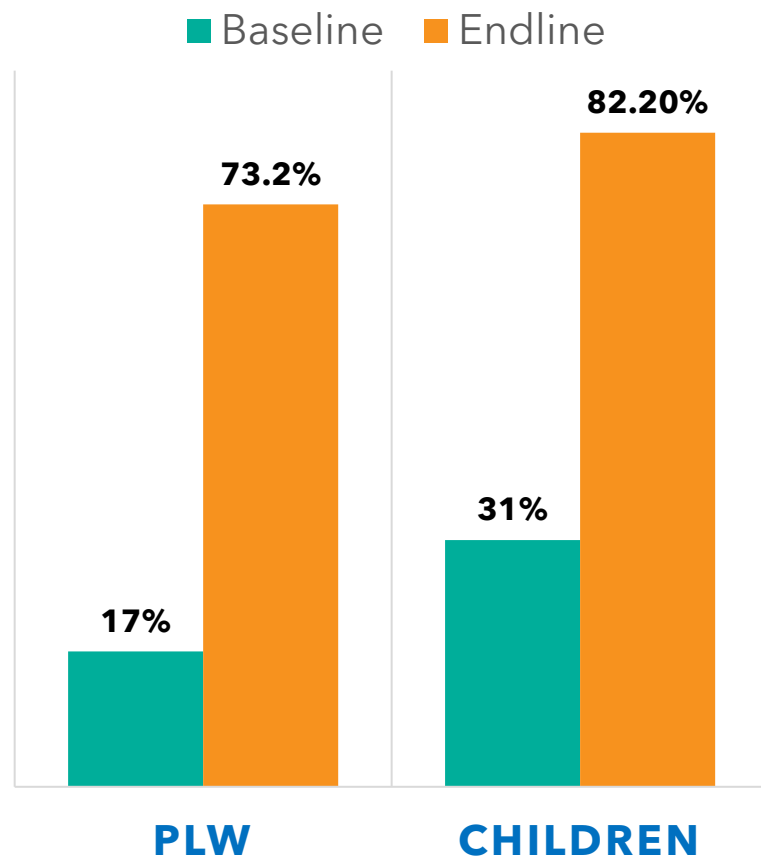
Integration with agriculture activities (linking with Millet Mission)

Results (2016 to 2021)

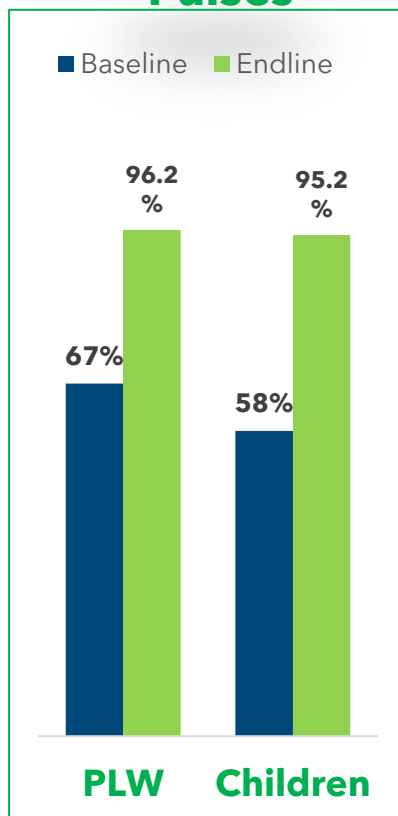
Food Security



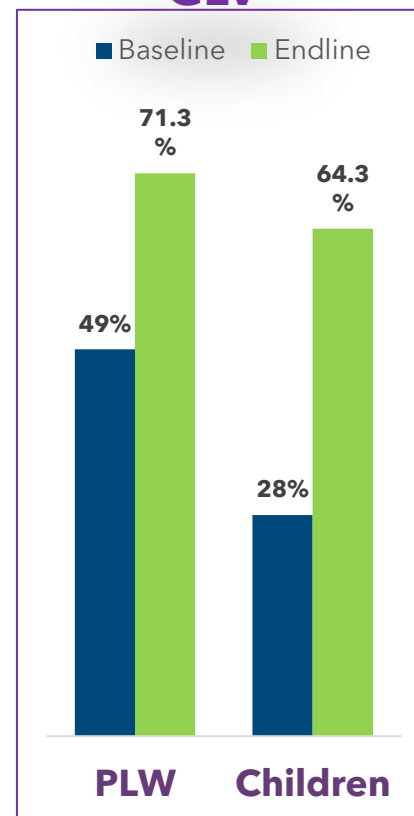
Minimum Dietary Diversity



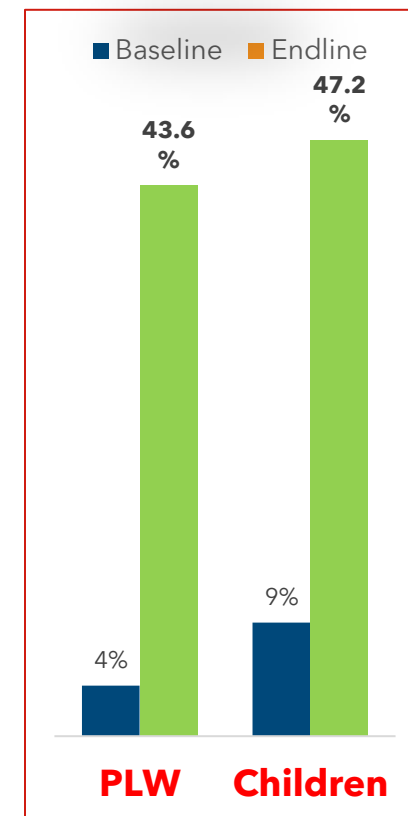
Pulses



GLV



EGG



Lessons learned



SBCC activities targeting major decision makers of the family instrumental in changing the behavior

Interventions grounded with extensive research do have the capacity to overcome social taboos and customs

Integrated implementation (access, availability and SBCC on diet) benefitted

PLW's consumption of ICDS distributed egg improved

Thanks!

