



Deshi Horlicks (Local Horlicks) in the form of balls. (Sr.Roseline)

Fighting malnutrition by promoting locally produced horlicks (multigrain nutrition balls) (Inde)

Deshi horlicks

DESCRIPTION

Multigrain nutritional ball to fight malnutrition and improve the health of rural communities especially during and after disasters like floods (and droughts).

Multigrain nutrient balls, or energy drinks made from the same ingredients, are suitable for all age groups. They contain the nutritional elements of carbohydrates, essential vitamins and minerals. The aim of supplying vulnerable groups with these supplements is to eradicate malnutrition among children and women, who are normally more vulnerable physically and prone to particular diseases, especially during - and following - natural disasters like floods and droughts. Children in rural areas up to the age of five are often malnourished due to their poor economic status, the lack of hygiene and malnourished mothers. Women in rural communities are commonly malnourished due to irregular meals, heavy work loads and early marriages. People in rural area are busy throughout the day, and as well as not eating regularly, they don't consume nutritionally balanced meals due to poverty, and unavailability due to drought of essential vegetables and fruits. Consuming this local 'Deshi Horlicks' helps to provide nutritious essentials to those who need it most. This becomes even more important during and after disasters like floods when conventional food supply is even more restricted.

When the Community Health Education Development (CHED) programme was carried out among the rural communities, a survey found many women and children to be anaemic. The mortality and morbidity rate was high generally, and highest among women and children. In this situation the local development centre 'Nirmal Mahila Kalyan Kendre' (NMKK) realised the need to introduce a nutrition programme within the community. At the time, women were organised into Community Based Organisations (CBOs). This made the entry point easy. Women were consistently made aware about the purpose of maintaining health. NMKK took over the training and capacity building of women regarding this 'Deshi Horlicks' technology, focused in regular training sessions of midwives and ayurvedic practitioners (vaidhyas), who are responsible for community health. They, after being trained, implemented this approach in the community.

This technology was practiced within the community until recently. However with the arrival in shops of national and international energy drinks, people started dropping good local practices like these. Women feel that it is too time consuming as they are continuously busy from early in the morning to late at night. They can also get readymade branded horlicks powder in the shop. However, even today some of the women in the target region continue to make Deshi Horlicks. NMKK perseveres to push for the re-establishment of this good practice in a sustainable manner.

LIEU



Lieu: DARBHANGA, BIHAR, Inde

Géo-référence des sites sélectionnés

- 85.89306, 26.10777

Date de démarrage: sans objet

Année de fin de l'Approche: sans objet

Type d'Approche

- ☐ traditionnel/ autochtone
- ☐ initiative/ innovation récente locale
- ☒ fondé sur un projet/ programme



Approach is being demonstrated by the implementing staff (Mr.Ranjan)

OBJECTIFS DE L'APPROCHE ET ENVIRONNEMENT FAVORABLE

Principaux objectifs de l'Approche

Eradicating malnutrition among women and children in rural areas and prepare for disasters.

Conditions favorisant la mise en oeuvre de la/(des) Technologie(s) appliquée(s) sous l'Approche

- **Normes et valeurs sociales/ culturelles/ religieuses** : They are free to apply this technology in their environment.
- **Disponibilité/ accès aux ressources et services financiers**: If women need to develop this technology at larger scale, they can access banks as well as use benefits from their group savings.
- **Connaissances sur la GDT, accès aux supports techniques**: They are close to the organization. Persons with technical skills are available and ready to provide support.

Conditions entravant la mise en oeuvre de la/(des) Technologie(s) appliquée(s) sous l'Approche

- **Marchés (pour acheter les intrants, vendre les produits) et prix**: In the rural area, people don't understand the richness and value of this multigrain nutrition balls or energy drinks. They go for manufactured products and don't value the local products. This negative attitude towards locally produced food is a hindrance.
- **Charge de travail, disponibilité de la main-d'œuvre**: Production requires several days, which people are increasingly unwilling to invest

PARTICIPATION ET RÔLES DES PARTIES PRENANTES IMPLIQUÉES DANS L'APPROCHE

Parties prenantes impliquées dans l'Approche et rôles

Quels acteurs/ organismes d'exécution ont été impliqués dans l'Approche?	Spécifiez les parties prenantes	Décrivez le rôle des parties prenantes
exploitants locaux des terres / communautés locales	Local communities	Local communities especially women took part in the training programs and invested a lot.
organisations communautaires	Community based organizations	Self Help Groups and Health Networks which were part of the project activities adopted this technology and implemented it.
Spécialistes de la GDT/ conseillers agricoles	SLM specialists played the role of collecting the information from the community related to this technology and compilation of the data.	
organisation internationale	CARITAS Switzerland	Financial supported for the training programs.

Participation des exploitants locaux des terres/ communautés locales aux différentes phases de l'Approche

	aucun	passive	soutien extérieur	interactive	auto-mobilisation
initiation/ motivation					✓
planification					✓
mise en œuvre					✓
suivi/ évaluation					✓
Training					✓

NMKK Organization staff was involved in explaining the approach
 NMKK Organization staff was involved in planning with the community
 NMKK staff supported them in implementing the technology
 NMKK evaluated the activity
 NMKK used trained persons to train other community members in implementing this technology

Diagramme/ organigramme

Prises de décision pour la sélection de la Technologie de GDT

Les décisions ont été prises par

- ☐ les exploitants des terres seuls (auto-initiative)
- ☐ principalement les exploitants des terres soutenus par des spécialistes de la GDT
- ☐ tous les acteurs concernés dans le cadre d'une approche participative
- ☒ principalement les spécialistes de la GDT, après consultation des exploitants des terres
- ☐ les spécialistes de la GDT seuls
- ☐ les responsables politiques/ dirigeants

Les décisions ont été prises sur la base de

- ☐ l'évaluation de connaissances bien documentées en matière de GDT (prises de décision fondées sur des preuves tangibles)?
- ☐ les résultats de recherches?
- ☒ expériences et opinions personnelles (non documentées)

SOUTIEN TECHNIQUE, RENFORCEMENT DES CAPACITÉS ET GESTION DES CONNAISSANCES

Les activités ou services suivants ont fait partie de l'approche

- ☒ Renforcement des capacités/ formation
- ☒ Service de conseils
- ☒ Renforcement des institutions (développement organisationnel)
- ☒ Suivi et évaluation
- ☒ Recherche

Renforcement des capacités/ formation

La formation a été dispensée aux parties prenantes suivantes

- ☐ exploitants des terres
- ☒ personnels/ conseillers de terrain

Formats de la formation

- ☐ sur le tas
- ☐ entre agriculteurs (d'exploitants à exploitants)
- ☒ zones de démonstration
- ☐ réunions publiques
- ☒ cours

Sujets abordés

Service de conseils

Le service de conseils était fourni

- ☐ dans les champs des exploitants?
- ☒ dans des centres permanents

During the village visits

Renforcement des institutions

Institutions ont été renforcées ou mises en place

- ☐ non
- ☒ oui, un peu
- ☐ oui, modérément
- ☐ oui, beaucoup

au niveau suivant

- ☐ local
- ☒ régional
- ☐ national

Décrivez l'institution, ses rôles et responsabilités, ses membres, etc.

Nirmal Mahila Kalyan Kendra is a social development centre working for the social and economic empowerment and sustainable development of the vulnerable sections of the society for more than 20 years.

Type de soutien

- ☐ financier
- ☒ renforcement des capacités/ formation
- ☐ équipement

Plus de détails

Suivi et évaluation

Health staff monitored the women of the community whether they regularly practice it. They also evaluate intermittently with the women how it helps them in fighting against malnutrition.

Recherche

La recherche a traité les sujets suivants

- ☒ sociologie
- ☐ économie/ marketing
- ☐ écologie
- ☐ technologie

On health and nutrition aspects.

FINANCEMENT ET SOUTIEN MATÉRIEL EXTERNE

Budget annuel en dollars US de la composante GDT

- ☐ < 2 000
- ☒ 2 000-10 000
- ☐ 10 000-100 000
- ☐ 100 000-1 000 000
- ☐ > 1 000 000

Precise annual budget: sans objet

CARITAS Switzerland

Les services ou mesures incitatives suivantes ont été fournis aux exploitants des terres

- ☐ Soutiens financiers/ matériels fournis aux exploitants des terres
- ☐ Subventions pour des intrants spécifiques
- ☐ Crédits
- ☐ Autres incitations ou instruments

ANALYSES D'IMPACT ET CONCLUSIONS

Impacts de l'Approche

	Non	Oui, un peu	Oui, modérément	Oui, beaucoup
Est-ce que l'Approche a permis la prise de décisions fondées sur des données probantes? Women found this technology effective when they first applied it. This created interest in them to adopt this technology	☐	☐	☒	☐
Est-ce que l'Approche a aidé les exploitants des terres à mettre en œuvre et entretenir les Technologies de GDT? People were able to implement easily and maintain it to some extent	☐	☐	☒	☐
Est-ce que l'Approche a amélioré les connaissances et les capacités des exploitants des terres pour mettre en œuvre la GDT? Of course this increased their knowledge	☐	☐	☒	☐
Est-ce que l'Approche a autonomisé les groupes socialement et économiquement défavorisés? Although it did not become an income generating source so far, the health situation of women and children improved.	☐	☒	☐	☐
Est-ce que l'Approche a encouragé les jeunes/ la prochaine génération d'exploitants des terres à s'engager dans la GDT? This approach is applicable at all ages	☐	☐	☒	☐
Est-ce que l'Approche a conduit à améliorer la sécurité alimentaire et/ou la nutrition? Community uses the energy drink for all age classes from children to elderly	☐	☐	☒	☐
Est-ce que l'Approche a conduit à des emplois, des opportunités de revenus? This approach focuses only on improving health of any human being	☒	☐	☐	☐

Principale motivation des exploitants des terres pour mettre en œuvre la GDT

- ☐ augmenter la production
- ☐ augmenter la rentabilité/ bénéfice, rapport coûts-bénéfices
- ☐ réduire la dégradation des terres
- ☒ réduire les risques de catastrophe
- ☐ réduire la charge de travail
- ☐ paiements/ subventions
- ☐ règles et règlements (amendes)/ application
- ☐ prestige, pression sociale/ cohésion sociale
- ☐ affiliation à un mouvement/ projet/ groupe/ réseaux
- ☐ conscience environnementale
- ☐ coutumes et croyances, morale
- ☐ améliorer les connaissances et compétences en GDT
- ☐ améliorer l'esthétique
- ☐ atténuer les conflits

Durabilité des activités de l'Approche

Les exploitants des terres peuvent-ils poursuivre ce qui a été mis en œuvre par le biais de l'Approche (sans soutien extérieur) ?

- ☐ non
- ☒ oui
- ☐ incertain

They need no external support. They know the significance of this technology well. They benefit out of it whenever they feel the need.

CONCLUSIONS ET ENSEIGNEMENTS TIRÉS

Points forts: point de vue de l'exploitant des terres

- Reduction in the malnourished children in the community
- Community can improve the health conditions of the members, especially women and children
- Constantly using this product will keep them active and healthy

Points forts: point de vue du compilateur ou d'une autre personne-ressource clé

- People can get multi nutritional elements especially during disasters (drought and flood)
- This good practice is carried on to the other women who are not part of this approach

Faiblesses/ inconvénients/ risques: point de vue de l'exploitant des terres comment surmonter

- Arrival of national and international drinks weakened people practicing it regularly Constant motivation regarding the significance of this approach to the community

Faiblesses/ inconvénients/ risques: point de vue du compilateur ou d'une autre personne-ressource clé comment surmonter

- Decrease in the agricultural productivity, as various disasters such as drought, flood, cold waves or cyclones leave the land unproductive and affect it's fertility as well as the crops.

RÉFÉRENCES

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Personnes-ressources

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Description complète dans la base de données WOCAT

https://qcat.wocat.net/fr/wocat/approaches/view/approaches_1775/

Données de GDT correspondantes

Technologies: Multigrain Nutrient Ball https://qcat.wocat.net/fr/wocat/technologies/view/technologies_731/

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- CARITAS (Switzerland) - Suisse

Projet

- Book project: where people and their land are safer - A Compendium of Good Practices in Disaster Risk Reduction (DRR) (where people and their land are safer)

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