

SNEH – Sustainable Nutrition and Health Education Project
A CSR Initiative of CESC Limited

In the heart of Ward 66, Kolkata, Ruby Khatoon, a 25-year-old facing the challenges of pregnancy and malnourishment, became a beacon of transformation through the SNEH project. Living at 36, Topsia Road, she navigated her first pregnancy with a lack of awareness and family support, resulting in severe underweight child complications. SNEH Project of CESC emerged as a lifeline, reshaping Ruby's life and illuminating a path to healthier outcomes.

Ward 66, predominantly home to a minority population and in-bound migrants surviving on daily labour, became the canvas for the SNEH Project's mission to enhance the quality of life of mothers like Ruby and their children. Ruby's narrative intertwined with the Project as she proactively embraced early hospital registration, ANC check-ups, and crucial vaccinations, guided by the Project team. SNEH's sensitization events on safe motherhood and nutrition played a pivotal role in dispelling misconceptions within Ruby's family.

Closely monitored during her second pregnancy, Ruby welcomed a healthy baby, weighing 3 kg, under the watchful care of the SNEH Project. The support extended into follow-up care, ensuring Ruby's completion of PNC check-ups and her child's timely immunizations. Notably, the Project's counselling support positively influenced the nutritional status of her first child.

Beyond Ruby's personal triumphs, SNEH Project confronted the profound challenges of Ward 66, aggravated by the COVID-19 pandemic. A tapestry of issues such as income loss, poor health conditions, disrupted healthcare services, and heightened malnutrition among pregnant women and children unfolded. With a scope encompassing 35,000 vulnerable slum residents, the Project aimed to uplift maternal and child health, nutrition, and community awareness.

SNEH directly engaged with approximately 7,000 households, benefitting around 10,105 individuals, including children, community mothers, and male members. An additional

28,876 indirect beneficiaries, spanning parents, family members, and community entities, felt the ripple effects of the Project. Various initiatives like Positive Deviance, the first 1,000 Days of Life, combating malnutrition, and adolescent nutrition were implemented with the support of government, local bodies, and community organizations.

Over two years, the project's unwavering focus on essential healthcare accessibility, affordability, and acceptability, coupled with advocacy and coordinated efforts with nodal departments, revealed tangible improvements. Handholding support allowed the Project to operate effectively in intense areas, scaling up evidence-based practices. SNEH created opportunities for mothers and children to access entitlements aligned with government schemes, fostering a healthier, more resilient community.

In this intricate tapestry of Ward 66, Ruby's journey with the SNEH Project becomes a symbol of individual transformation and a collective endeavour to overcome challenges, forging a path toward a healthier, more resilient community.