



BrandEigen

# Nurturing India's Future

Impact Report by Brand Eigen

HUL and The Power of Nutrition Partnership



Hindustan Unilever Limited

THE POWER OF  
**nutritio<sup>n</sup>**



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## Introduction\_\_\_\_\_

In the last two decades, India's nutritional landscape has shown signs of improvement. A UNICEF report indicates a decline in child stunting, alongside an encouraging rise in early breastfeeding initiation and a decrease in the prevalence of undernourished women. However, due to a largely young population, stunting remains a concern, hence a priority.

Building on these advancements, there are ongoing effort to improve the health and nutrition of children in India. Continued focus on addressing stunting and chronic undernutrition has been the countries priority to support the physical and cognitive development of all children. Efforts are being made to reduce malnutrition by focusing on water, sanitation and hygiene (WASH) interventions as half of all malnutrition cases are attributed to recurrent episodes of diarrheal illness or intestinal worm infections, stemming directly from inadequate access to WASH facilities.





## HUL's Nutrition Commitment & The Interventions

**HUL is committed to ensuring universal access to diverse, nutritious food that is sustainable.** To accomplish this commitment, HUL collaborates with a variety of stakeholders, including global charities, government agencies, and rural marketing entities, across multiple regions such as Madhya Pradesh, Bihar, West Bengal, Uttar Pradesh, and Gujarat. These collaborations target diverse demographics, ranging from pregnant women to adolescent children, aiming to cultivate awareness and foster positive eating habits.

### Collaboration for Nutrition

One notable partnership is between The Power of Nutrition (TPoN) and HUL. Together, these alliances have devised an **innovative model aimed at reducing undernutrition and enhancing hand hygiene in Uttar Pradesh and Gujarat**. The initiative **aims to reach 3.4 million** mothers. Additionally, Cargill has joined hands with TPoN and HUL in Uttar Pradesh to promote the consumption of protein, furthering the positive impact of the collaborative efforts.

### Program Overview

The program aims to drive a transformation in the knowledge, attitudes, and behaviors related to nutrition and hygiene among mothers of children under 6, focusing on two primary target groups:

- **New Mothers:** includes mothers who are currently pregnant or have a child under two years of age.
- **General Mothers:** mothers with children above two years but below six years of age.



The program is built around the following principles to achieve its objectives:

#### **Social Norms:** Community Sensitization

This pillar involves introducing the community to the concepts of nutrition and hygiene and generating interest around them. The goal is to **create an environment conducive to changing practices that are influenced by social norms.**



#### **Enabling Environment:** Family Engagement

Taking a holistic approach involving the entire family unit, including Mother-In-Laws (MILs) and Fathers/Spouses, to **create an ecosystem that supports and reinforces positive behaviors.** This approach aims to influence social norms and ensure sustainable impact.



#### **Behavioral Nudge:** Mobile-Based Information

Utilizing interactive voice response systems (IVRS) to provide **timely and relevant information to families,** thereby promoting increased engagement and integration within the family unit.



#### **Attitudinal Shifts:** Face-to-Face Group Sessions

Conducting group sessions tailored to the specific beliefs and contexts of the local community to **address barriers and triggers, enhance knowledge,** and foster attitudinal shifts towards improved nutrition and hygiene practices.





## Impact Assessment Methodology

A **mixed-method approach** was employed to assess the impact of the intervention, involving the division of respondents into test and control groups.



Brand Eigen conducted a **comprehensive quantitative analysis, complemented by thorough qualitative discussions**, to evaluate the effectiveness of the Doctor Didi/Doctor Ben project on the ground.



Utilizing a **test/control methodology** to identify significant improvements in knowledge, attitudes, and practices related to Nutrition and Hand Hygiene, the research provides insights into the program's ability to drive change.



The in-depth discussions further shed light on the **reasons behind observed shifts**.



In line with the objective of evaluating the impact among the primary target group and their immediate surroundings, the **assessment incorporated input from multiple stakeholders**.



Given the socio-economic level of the respondent base, questionnaires and discussion guides were designed to be straightforward and concise, facilitating comprehension and ensuring the accuracy of information elicited.

# Methodology



# Target Groups

## Target Groups

The primary target group encompasses the following categories in both test and control environments:

**1 New Mothers**  
(Pregnant Women/Mothers of children aged 0-2 years)

**2 General Mothers**  
(Mothers of children aged 2-6 years)

The secondary target group includes the following categories for the test environment:

**1 Fathers/Spouses**

**2 Mothers-in-Law**

The distribution of respondents across the two approaches and geographical areas was as follows:

Approach	Geography	New Mothers (Pregnant Women /Mothers of children aged 0-2 years)		General Mothers (Mothers of children aged 2-6 years)		Fathers		MILs	
		Test	Control	Test	Control	Test	Control	Test	Control
Quantitative	Chota Udepur, Gujarat	100	100	100	100	-	-	-	-
	Jaunpur, Uttar Pradesh	100	100	100	100	-	-	-	-
Qualitative	Chota Udepur, Gujarat	4	-	4	-	4	-	4	-
	Jaunpur, Uttar Pradesh	4	-	4	-	3	-	3	-



## Impact Assessment – Key Findings

### New Mothers

#### Driving Behavior Change by Impacting Practices in Uttar Pradesh

In Uttar Pradesh, Observed interventions have yielded significant improvements in infant nutrition practices among new mothers. The impact findings are as follows:

- 1 **Enhanced Protein Intake:** **Reported increase in protein intake** for children aged above 6 months, has been observed:
  - **21%** rise in the inclusion of thick dal in their dietary habits.

- 2 **Improved Micronutrient Sufficiency:** There has been a **34%** rise in the inclusion of mashed vegetables in infants' diets, indicating **improved micronutrient sufficiency**.

“

“We feed the baby khichdi, dal, rice and vegetables” -

**Amrawati,  
MIL to NM**

- 3 **Promoting Hand Hygiene:** Encouraging trends towards **better compliance with handwashing practices** have been noted:

- **13%** increase in handwashing with soap before feeding a child.
- **30%** increase in handwashing with soap before handling/ touching a child.

“

“One Didi told us when should you feed the child with milk and after that about the hygiene like if you come from out then you should wash your hands immediately and then pick the child and then feed them milk.”

**Nilam Devi,  
NM, UP**

Key Findings





## Driving Behavior Change by Impacting Practices in Gujarat

In Gujarat, our initiatives have also resulted in positive outcomes:

- 1 **Timely Initiation of Complementary Feeding:** There has been a **15%** improvement in adhering to the **right age of initiating complementary feeding**.
- 2 **Enhanced Micronutrient Intake:** A **12%** improvement in **micronutrient sufficiency** is evident from the increased inclusion of mashed vegetables in infants' diets above 6 months of age.

“

“Doctor Ben told us we should give healthy food to children, add vegetables, do not give them outside food.”

**Sunanda Ben,**  
NM, Bediya

## Changing Attitudes on the Ground in Uttar Pradesh

In addition to behavioral changes, efforts have influenced attitudes towards nutrition:

- 1 **Emphasis on Iron-Rich Vegetables:** There has been a **19%** increase in agreement on the **importance of integrating iron-rich vegetables** into the diets of children beyond 6 months.

## Improving Knowledge – Changing Lives

### Uttar Pradesh

- 1 **Promoting Solid Food Initiation:** A **20%** increase in the inclusion of mashed vegetables in children's diets above 6 months reflects a **positive shift towards initiating solid foods** in the intervention district.
- 2 **Discouraging Top-up Feeds:** There has been a **20% decrease in new mothers endorsing top-up feeds alongside mother's milk** for kids below 6 months.

“

“Till 6 months, children should be given only mother's milk, nothing else.”

**Soni Yadav,**  
New Mother, UP





## Gujarat

- 1 **Enhanced Handwashing Awareness:** **Improved understanding of handwashing protocols** is evidenced by a **14%** increase in awareness regarding the need to wash hands with soap after using the toilet.



Earlier we used to wash our hands with sand, but now we use soap as advised by Doctor Ben, to keep germs away,

**Pancholi Ben,**  
MIL to GM

## General Mothers

### Driving Behavior Change by Influencing Practices in **Uttar Pradesh**

The intervention has led to improvements in food practices for children aged between 2-6 years in Uttar Pradesh:

- 1 **Healthier Food Choices:** There has been a significant shift towards healthier food practices, including:

- **12%** increase in the inclusion of **iron-rich green, leafy vegetables** in their diets.
- **17% rise in the consumption of protein sources**



"Chicken is made 2-3 times in a week, fish is made once a week and we also have around 2-4 eggs daily in breakfast in the form of boiled egg, omelette or egg bhurji. My kid likes to eat it in the form of an omelette.....Doctor Didi gave information through a phone call that kids should be given vegetables, fruits, and Non-Veg...after this I started giving fish, green vegetables, paneer, and dal."

**Pooja,**  
General Mother, UP

- 2 **Improved Hand Hygiene:** A **20%** increase in **handwashing with soap before cooking food** underscores improved hand hygiene practices.

### Changing Attitudes on the Ground in **Uttar Pradesh**

- 1 **Prioritizing Nutrition:** There is a trend towards understanding the importance of enhancing the nutritional value of children's meals, reflected in changing attitudes:

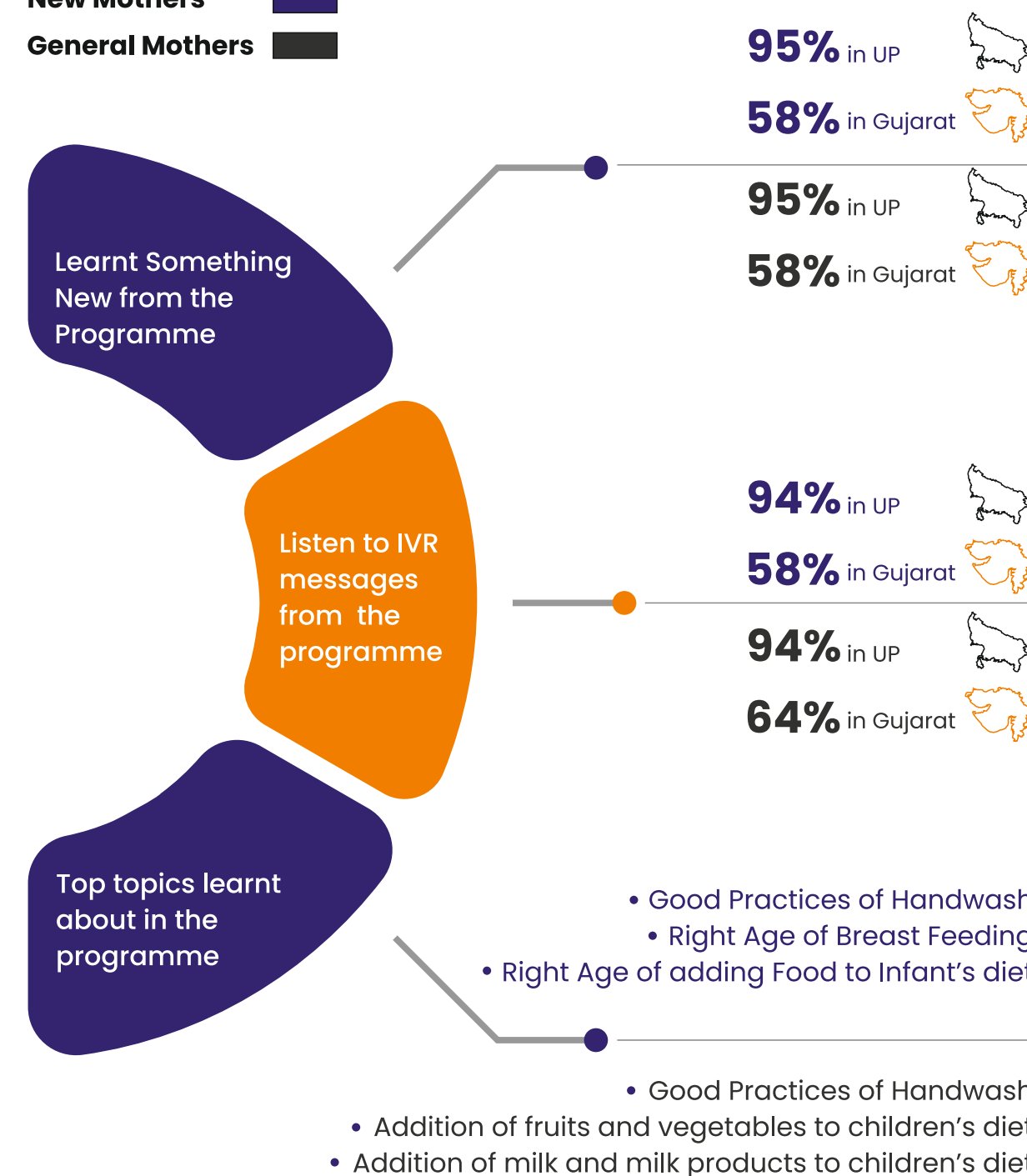
- **63%** more general mothers in the intervention district **prioritize nutritious food choices despite children's resistance.**
- **42%** more general mothers in the intervention district attempt to add **vegetables to their regular khichdi.**



## Feedback from respondents

The respondents provided the following feedback and insights regarding the intervention:

**New Mothers**   
**General Mothers** 



# Feedback





## Conclusion

In conclusion, the intervention project aimed at addressing knowledge and attitudes around nutrition and improving hygiene practices among mothers and children in select regions of India **has shown promising outcomes**. Collaborative efforts led by HUL, in partnership with stakeholders such as The Power of Nutrition and Cargill, have played a pivotal role in driving positive change.

The multifaceted approach employed, including community sensitization, family engagement, and mobile-based information dissemination, has resulted in **significant behavioral changes among target groups**. **Notable improvements in nutrition and hygiene practices have been observed among new mothers and general mothers in Jaunpur, Uttar Pradesh, and Chota Udepur, Gujarat.**

Key findings highlight **significant strides among new mothers in both states, including enhanced understanding of the appropriate age for complementary feeding**, increased inclusion of mashed vegetables in infant diets leading to **improved micro-nutrient sufficiency, higher adoption of protein-rich sources** in Uttar Pradesh, and **improved compliance with handwashing protocols**.

However, it's crucial to note that **while general mothers in Uttar Pradesh have shown positive shifts towards including protein and greens in daily meals and practicing proper hand hygiene**, there **remains an area of learning in Gujarat**. Assessing communication strategies with general mothers in Gujarat could enhance the impact of interventions, particularly in promoting dietary diversity among this demographic.

These additional insights underscore the **nuanced nature of the project's impact and provide valuable considerations for future interventions, emphasizing the importance of tailored approaches to address specific regional challenges and optimize outcomes**. Continued collaboration and sustained efforts among stakeholders will be vital in achieving lasting improvements in maternal and child health outcomes across India.





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