

ANNUAL REPORT

2023



2022-23: The year of Evolution



Evolution - represented by the Fibonacci spiral or the golden spiral. This spiral represents not only change, i.e, evolution but also exponential and continuous growth. The existence of the spiral can be observed in nature in the design of butterfly wings, formations of leaves in trees and petals in flowers.

This year the way FMCH has evolved and grown and continues to grow, can be best described by this golden spiral, and therefore forms the theme of our annual report and best represents how we have performed and the way we work.

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CEO's Message: Only Growth is Constant

When we reflect on the year 2022-23, we think of evolution – like a caterpillar turning into a baby butterfly. Evolution, like scale, doesn't happen overnight – small, bold, consistent, messy steps daily – as clichéd it sounds! FMCH has evolved over the years. From a clinical model to community driven interventions, now we are building systems strengthening approaches. It is exciting to be a part of an ever – evolving, growing team!

The report's design theme for 2022-23 is symbolised by the Fibonacci series which mathematically represents evolution. The Fibonacci series is a sequence where each number is the sum of the two preceding ones. The series embodies growth, progression, and interconnectedness – words that we use to describe our previous year.

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2022-23 was a year of expansion, we started our first out-of-Mumbai project in Chattarpur, Madhya Pradesh and signed several other MoUs across India. We expanded within Mumbai to Ullhasnagar. The team head count increased to 100 – and we inducted several senior leaders.



*Shruthi Iyer
Co-founder &
CEO, FMCH*

GROWTH

2022-23 was a year of expansion, we started our first out-of-Mumbai project in Chattarpur, Madhya Pradesh and signed several other MoUs across India. We expanded within Mumbai to Ullhasnagar. The team head count increased to 100 – and we inducted several senior leaders. We impacted about 40K families in a year (about double of last year) with a drop in cost per family and no reduction in impact.

PROGRESSION

Our work was represented and recognised in several platforms in 2022 – 23. We celebrated significant awards and milestones including the best CSR implementation project by IWT in the health category and team members representing FMCH at various forums such as Poshan Dialogue and ICDS event.

Team members also attended courses to build their own leadership. A good accelerator programme can do wonders

Anganwadi workers and FMCH field officers using the NuTree app during home visits to counsel mothers



for organisations. We are grateful to Nudge for the acceleration. Gratitude to all our donors, supporters for being with us on this journey.

INTERCONNECTEDNESS

The Fibonacci series represents interconnectedness, the next step is dependent on this one. Our work is similar, however, the field is not as predictable as a mathematical formula. The samaj, sarkar, bazaar (community, government and markets) are in a state of change making the work more complex. Underlying the manifestation of malnutrition, factors like caste, gender, and politics will need to be addressed to eradicate malnutrition. How

do we ensure sustainability of impact otherwise? How do we then scale this to millions across India? What does it look like to build an organisation that can 'solve' at scale? While we may not possess all the answers, our journey of evolution, much like the Fibonacci series, will guide us closer to these solutions.

As we navigate the complexities of our field, we are going in with a sense of curiosity. Our shared commitment to better, more accessible healthcare moves us forward. Together, we evolve, learn, and grow, inching ever closer to the answers that will ensure a brighter future for the communities we serve.



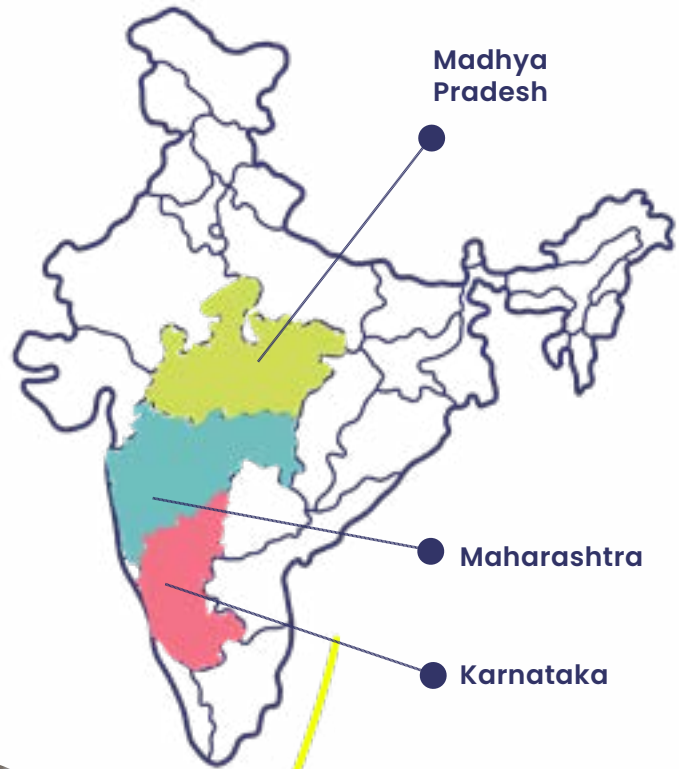
Highlights

2022-23 has been exciting, eventful
and action-packed!

EXPANSION

We have spread our wings and scaled our intervention to new geographies. We are now operating in 3 states – Maharashtra, Madhya Pradesh and Karnataka.

While we began a new urban location, namely Ulhasnagar near Mumbai, we are also in 2 aspirational districts of Madhya Pradesh – Chhatarpur and Rajgarh – and in Tumkur district of Karnataka.



Left:
Handing over
of the MoU,
Rajgarh district,
Madhya Pradesh



Right:
Handing over
of the MoU,
Tumkur district,
Karnataka

RECOGNITION

We are the proud recipients of the CSR Health Impact Award – Gold Category (the highest category) for our work in reducing malnutrition.

We have won the Data for Good Exchange competition by Bloomberg and Dasra in the health category for using data and technology to solve complex social issues.



Top:
Winners of Data
for Good Exchange
competition



Bottom:
Receiving the
CSR Health Impact
Award

PROGRAMME INNOVATIONS AND SUSTAINABILITY

We evolved our group-based interventions – Pregnancy Club and Nutrition Course – to make it more relevant and scalable in the current times.



*Top Right:
Anganwadi
teachers
participating in
Nutrition course*

*Right:
Exit event in
Bhiwandi*



We have also begun a phased, planned exit of the direct intervention in Bhiwandi by training the government frontline workers and community leaders.

SYSTEM IMPLEMENTS OUR PROGRAMME

We launched the Anganwadi accelerator programme and trained government frontline workers to use our NuTree app and helped improve their performance.



*Anganwadi
workers using
our NuTree app*

TECH INNOVATIONS

Dashboards were developed for our NuTree app so that we could use data more effectively to make key programmatic decisions.

TEAM BUILDING

We became a team of 100 in 2023.



Annual
team
meeting



THOUGHT LEADERSHIP

We had the opportunity to speak about our work at various events.



Top Left:
Shruthi Iyer speaking at
Poshan Dialogue, organised
by Save the Children,
The Right Start and the
Department of CTara,
IIT Bombay

Bottom Left:
Shruthi Iyer at a panel
discussion during NGO
Awards Summit, organised
by NGOSTory in
Bangalore

TESTIMONIAL

**MS. NUR AFROZ**

Anganwadi worker | Bhiwandi

I have worked together with FMCH for the past few years and it has been a great experience for the mothers in our Anganwadi. They have regular pregnancy club and nutrition course sessions, which all the mothers like to attend, and they also work with children who are SAM by conducting weekly visits; they do growth monitoring as well. We want to continue our association with FMCH.

Our Impact in 2022-23

35K+ families

Through both the direct intervention and the government system scale model we have reached 35,000+ families

100+ frontline workers

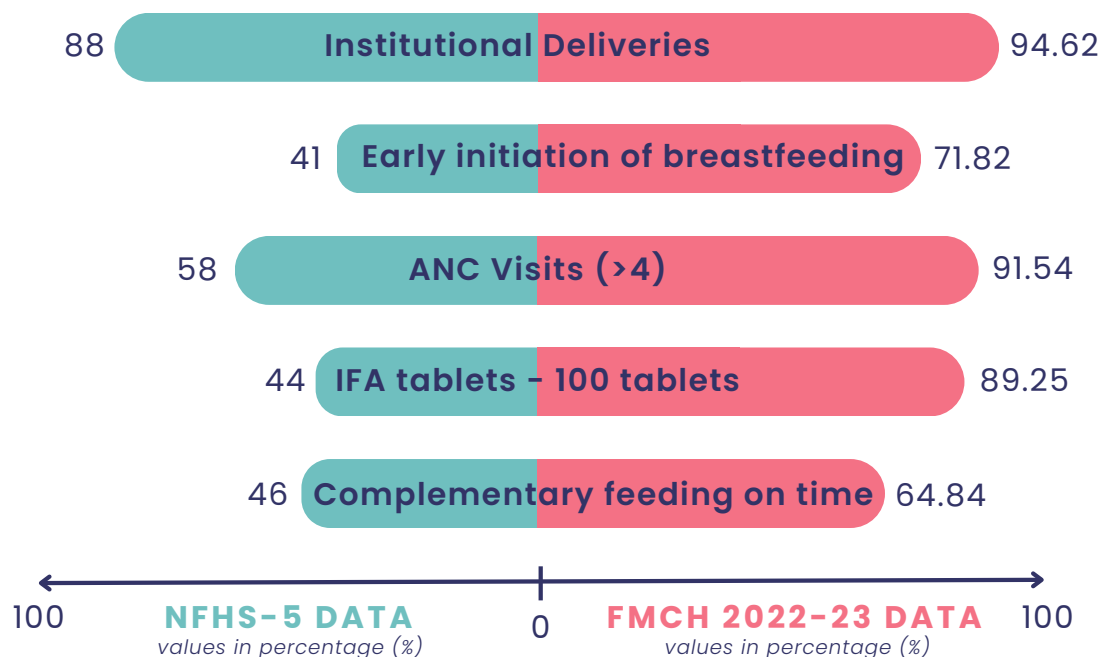
It took 100+ frontline workers over 171K hours of one-on-one counselling visits and close to 7.5K group sessions (pregnancy clubs and nutrition courses) to achieve behaviour change in mothers in the first 1000 days

80% malnutrition free

On average, 80% of children have moved out of malnutrition

Outperformed NFHS-5 data

We have consistently outperformed the NFHS-5 national and district-level data across all IYCF indicators (see figure below)



T E S T I M O N I A L

**MR. RAJIV KUMAR SINGH**

Deputy Director | Office of Collector & District
Magistrate, Gwalior, Madhya Pradesh

It has been a wonderful experience working with FMCH. There is a directional change in our approach and together we are progressing towards systemic refinement. We are learning and graduating together.



Our Projects

POSHAN INITIATIVE: Direct Intervention

Our direct intervention involves identifying and training women from local communities as field officers. The field officers counsel mothers and families with children in the first 1000 days on health and nutritional practices using our technology innovation, the NuTree app. This app is designed to support the frontline worker to counsel the families in the first 1000 days of the child's life. This ensures access to high quality consistent care for all families at scale. The app tells the frontline worker which family she needs to counsel and what counselling she should be providing to them. It is contextualised, works offline, and can be translated to multiple languages – making it scalable, without a drop in quality. Biomarker indicators (height, weight, etc.) and behaviour change data is collected to track the progress and impact.

Our team of 76 field officers also supported a network of 600 Anganwadis in the community, by ensuring all the pregnant women and children in the 0-2 years age group in the vicinity come for growth monitoring. The growth monitoring is accurately done using digital machines provided by FMCH to each field officer.

Each field officer is in charge of the wellbeing and counselling of approximately 350 families for the whole year. Apart from this, the frontline workers also conduct group education sessions on what to expect during pregnancy, called the Pregnancy Club, and proper eating and feeding practices in the first 1000 days, called the Nutrition Course. They also commemorate important nutrition milestones in the community through campaigns during International Breastfeeding Week and National Poshan (Nutrition) Month.

*Below:
FMCH field officer
counselling a mother
using the NuTree
App*

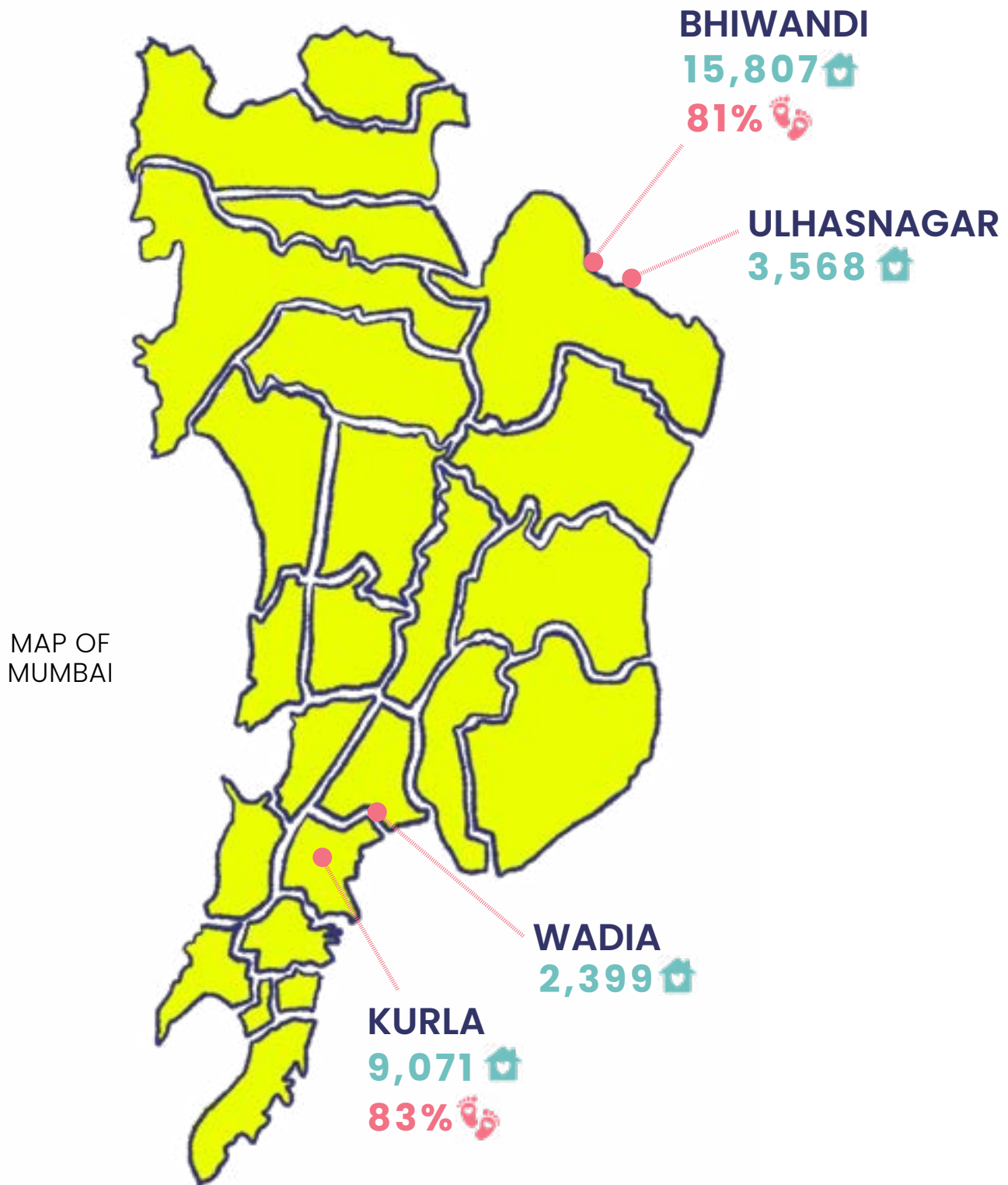
*Bottom:
FMCH field officer
weighing a child to
monitor their growth*



... the frontline workers also conduct group education sessions on what to expect during pregnancy, called the Pregnancy Club, and proper eating and feeding practices in the first 1000 days called the Nutrition Course.



The following map shows **the number of families we reached** 🏠 in 2022-23 and **the percentage of children who moved out of malnutrition** 👣 in locations where the direct intervention has lasted for more than 6 months



T E S T I M O N I A L



**NUTRITION & REHABILITATION
CENTRE OF BAI
JERBAI WADIA HOSPITAL**

The efforts of FMCH are greatly appreciated as they ensure every SAM child is diagnosed. They maintain excellent data records which helps us understand the progress and areas of improvement of children. They also track all patients, give educational talks in the hospital and help the department. We are very pleased to work with such a hardworking and humble team.

ANGANWADI ACCELERATOR PROGRAMME: System Strengthening Approach



There are over a million Anganwadi workers (government childcare workers) who work with about 70 million mothers and children across the country to prevent malnutrition. They are employed under the Integrated Child Development Scheme (ICDS). However, Anganwadi workers have too many tasks, too little support. Anganwadis ensure basic health care services including family planning, nutrition education and supplementation, as well as pre-school education.

They have uneven knowledge and skills and irregular schedule of daily activities to conduct the tasks. Moreover, they are not adequately supported on the field to conduct these tasks. This leads to uneven execution of the First 1000 days programme with suboptimal results.

Our Anganwadi Accelerator Programme works towards improving the capacity and capability of the Anganwadi system, and ensures sustained reduction of malnutrition by building agency and support for mothers in the first 1000 days.

We are working with the Women and Child Development department (WCD) in Chhatarpur and Rajgarh (Madhya Pradesh), Tumkur in Karnataka and in Kurla in Mumbai. We have trained over 50 to 75 frontline workers in Chhatarpur and Kurla, providing improved services to over 3,000 families in each of these locations.

Early indicators show that 70% of Anganwadi workers are doing at least 2 home visits per day and there has been a 10% increase in the number of screening of children using digital weighing scale and infantometers in the Anganwadi Accelerator Programme Anganwadis. Our team supports the frontline workers with field visits and feedback as well as sharing the data of top performing Anganwadi workers with their supervisors and the district officials every week. This serves as motivation for them to perform better.

This year we aim to scale this programme across the district and increase the reach to 70,000 families.

TESTIMONIAL

**MS. SARTIA SAGAGILE**

Anganwadi worker | Ulhasnagar

FMCH starting their intervention here has been a great support to us. Our work has reduced by half, whether it is growth monitoring or visiting high risk mothers and malnourished children, FMCH has supported us in all our tasks. Just by ourselves we would not have been able to cover the entire community the way we are able to do with your help. We hope we can continue to work in cooperation.



Stories from the field

Breastfeeding counselling results in SAM case moving to healthy



Ulhasnagar: Our field officer Nikita met Rita and her baby boy Ayansh at the Anganwadi during a growth monitoring session. Rita's baby weighed less at birth and was now in the Severe Acutely Malnourished (SAM) category. On speaking to Rita, Nikita found she was not focused on the information being given to her. She was in a hurry to get home and cook dinner in time for her husband's return. When Nikita visited Rita at her home she saw that there were certain basic hygiene issues as well. She also observed Rita's breastfeeding technique and found her hold and position to be wrong.

Nikita then focused on proper lactation counselling for Rita in the next few visits. Each visit included inputs on technique, timing and regularity of feed and the importance of Rita's own diet and nutrition.

During the weekly home visits as per the protocol for SAM children, Nikita was not able to

do the anthropometry for Ayansh as the floor in Rita's house was uneven. She convinced Rita to take the baby to her landlord's house nearby where Nikita would complete the growth monitoring. Once Nikita was sure Rita was understanding and implementing the right techniques on feeding, she began counselling Rita on the hygiene aspect that she needed to follow, which would have an impact on her and her baby's health.

Rita used to be anxious about doing her household chores properly. It took a lot of perseverance on Nikita's part to convince Rita and her family to focus on Ayansh's health. With Nikita's input the family began giving time to Ayansh's care as well as maintaining hygiene in the house. Rita also focused on her own nutrition.

Today Ayansh has moved from SAM to healthy and timely lactation counselling has changed his health trajectory.

T E S T I M O N I A L

**Ms Subhashree Dutta**

Managing Partner, Social Entrepreneurship,
The/ Nudge Institute

It was a pleasure working with FMCH as part of The/Nudge Accelerator. Shruthi's commitment to FMCH's vision, hunger to absorb knowledge and understanding on how technology can play a crucial role in scaling impact clearly stands out. FMCH pivoted their thinking during the course of the programme recognizing the need to work with the Government to create systemic change. The pilots they are running appear promising and I look forward to FMCH's journey to create impact at scale.



Technology and dedication can change lives!



STORIES FROM THE FIELD

Chhatarpur: In a small village located just 30 minutes away from Chhatarpur in Madhya Pradesh, we witnessed an inspiring tale of hope. This is a story of the impact of our NuTree app, made possible by the dedication of an Anganwadi worker named Kesar Kuswaha.

A newborn baby was struggling to gain weight, and despite the mother's best efforts, she was unable to breastfeed. Who came to her rescue — the Anganwadi worker armed with our NuTree app!

Through the app, the Anganwadi worker provided the mother with vital information on breastfeeding techniques by showing

informative videos. Over the course of just 10 days, the mother was able to successfully breastfeed her child. In the meantime, the baby was taken to the Nutrition Rehabilitation Centre for further assistance. Within 15 days, the child began to gain weight steadily!

The Anganwadi worker is grateful for the training and the app. Our staff member, who was present throughout this heartwarming journey, shared how the family is always blessing her whenever she meets them. We are immensely proud to be part of such transformative stories that highlight the power of technology and dedication of our field workers!

Key events of 2022-23



FMCH reaches
Chhatarpur, MP in
November 2022; starts
AWW training
and field visits



Top left
and right:
Nutrition month being
celebrated from 1st to
30th September, 2022

Below:
Breastfeeding week in
the field from
1st to 7th August,
2022



Training
with
United Way in
December
2022



Christmas
and New Year
celebrations at
FMCH offices in
December 2022





Donor visit by
Rekha Koita from
Koita Foundation
in February 2023



Donor visit by
RBL Foundation
in February 2023



Donor visit by
Piramal
Foundation in
February 2023



Team visit
to Copper
Chimney
on Women's Day
2022; organised
by K Corp
Charitable
Foundation



FMCH
team
at a Wipro
Health
conference in
February
2023



Copper Chimney
chefs visit FMCH in
March 2023 for a
Masterchef
competition in the
community



Ulhasnagar
programme
inauguration
in March 2023



**MS. REKHA KOITA**

Founder | Koita Foundation

Koita Foundation has been working with FMCH since 2019. The development of the NuTree App with them to aid the implementation of the 1000-Day programme has ensured quality and consistency of inputs across all beneficiaries. The application has evolved into a comprehensive tool that covers all aspects of the field workers' day, such as scheduling visits, content of counselling and data dashboards.

Working with FMCH has been a pleasure and given us a lot of gratification. The key aspects have been commitment to quality on the field and a keen focus on continuous improvement. They are also always open to suggestions and new ideas. This is driven by the leadership and percolates all the way to the field worker. Our visits to the field have always left me both humbled and inspired. We look forward to continuing our association with FMCH and helping them reach greater heights. Thank you for trusting us and making us part of your journey.



Chairperson's message: Dorothy Wagle



Over the years, the evolution of FMCH has been remarkable and transformative. Transitioning from more conventional methods to inclusive, community-driven models, FMCH engages local communities in decision-making, valuing their perspectives for sustainable development.

Vital growth has emerged through partnerships among local communities, government bodies, and the private sector, nurturing innovation and collaborative resource utilisation. Leveraging technological and communication advancements, FMCH

has expanded its reach, ensuring consistent service excellence and enhanced mobilisation of support.

In our journey, FMCH has nurtured significant relationships with major donors and industry mentors, fuelling notable growth and establishment as a prominent leader in our field. This support extends beyond financial contributions, encompassing enhanced visibility and credibility.

Moreover, it has facilitated capacity building, advocacy efforts, innovative strides, and overall expansion. These connections have propelled our evolution from a grassroots initiative to an organisation operating across three states, securing government partnerships, and actively engaging with a global community of change agents. The transformative journey that FMCH has undertaken to reach its current



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The transformative journey that FMCH has undertaken to reach its current state stands as a pivotal force driving positive change in maternal and child health, with a profound impact on nutrition

state stands as a pivotal force driving positive change in maternal and child health, with a profound impact on nutrition.

The proud evolution of FMCH is actively playing a crucial role in advancing our nation's progress. We thank all who are on this journey with us!

Balance Sheet 2022-23

The Bombay Public Trusts Act, 1950							
SCHEDULE VIII [Vide rule 17(1)]							
FOUNDATION FOR MOTHER AND CHILD HEALTH							
Registration no. F - 31760(Mumbai)							
BALANCE SHEET AS AT 31ST MARCH 2023							
As at 31.03.2022	FUNDS AND LIABILITIES		As at 31.03.2023	As at 31.03.2022	PROPERTY AND ASSETS		As at 31.03.2023
2,39,500	Trust Funds or Corpus				Immovable properties		
	Balance as per last Balance Sheet	2,39,500			Balance as per last Balance Sheet	-	
	Adjustment during the year	-			Additions during the year	-	
2,39,500		2,39,500	2,39,500		Less : Sales during the year	-	
				-	Depreciation up to date	-	-
	Other Earmarked Funds				Investments		-
	Depreciation Fund	-		-			
	Sinking Fund	-			Furniture & Fixtures		
	Reserve Fund	-			Balance as per last Balance Sheet	37,29,799	
1,44,07,806	Any Other Fund	3,18,70,330	3,18,70,330		Additions during the year	12,68,048	
	Loans (Secured or Unsecured)			37,29,797	Less : Sales during the year		
-	From Trustees	-	-		Depreciation up to date	15,93,831	34,04,016
-	From Others	-	-		Loans		
	Liabilities				Loans Scholarships		-
18,52,500	For Expenses		31,13,629	-	Other Loans		-
-	For Advances		-		Advances		
-	For Rent & Other Deposits		-	-	To Trustees		-
-	For Sundry Credit Balances		-	-	To Employees		-
				-	To Contractors		-
				-	To Lawyers		-
				2,62,308	To Others		2,45,000
	Income And Expenditure Account				Income Outstanding		
60,06,714	Balance as per last Balance Sheet	1,08,14,847		-	Rent		-
	Less : Appropriation, if any	-		-	Interest		-
				-	Other Income		-
48,08,133	Add : Surplus as per Income and Expenditure Account	34,79,501			Cash and Bank Balances		
	Less : Deficit as per Income and Expenditure Account	-		2,29,36,249	(a) In Current Account with -		4,54,48,481
				3,82,720	In Fixed Deposit Account with		4,03,661
1,08,14,847			1,42,94,348	-	(b) With the Trustee		-
				3,580	(c) With the Manager		16,649
2,73,14,653	TOTAL RS		4,95,17,807	2,73,14,654	TOTAL RS		4,95,17,807
The above Balance Sheet to the best of our belief contains a true account of the Funds and Liabilities and of the property and Assets of the Trust.							
AS PER OUR REPORT OF EVEN DATE				FOR FOUNDATION FOR MOTHER AND CHILD HEALTH			
FOR S. P. GUPTA & ASSOCIATES							
CHARTERED ACCOUNTANTS							
Firm Reg no 103445W							
(Preeti Parasrampur) Partner				Trustee			
Membership No 131204				Trustee			
Mumbai				Trustee			
Date: 05/09/23							

Income & Expenditure Account

The Bombay Public Trusts Act, 1950							
SCHEDULE IX [Vide rule 17(1)]							
FOUNDATION FOR MOTHER AND CHILD HEALTH							
Registration no. F - 31760(Mumbai)							
INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH 2023							
2021-22	EXPENDITURE		2022-23	2021-22	INCOME		2022-23
	To Expenditure in respect of properties				By Rent		
-	Rates , Taxes , Cesses		-		Accrued	-	
-	Repairs and Maintenance		-	-	Realised	-	-
-	Salaries/Honorarium		-				
-	Insurance		-		By Interest (accrued & realised)		
-	Depreciation		-		On Securities	-	
-	(by way of provision of adjustments)		-		On Loans	-	
-	Other Expenses		-	7,28,119	On Bank account	7,56,875	7,56,875
38,23,466	To Establishment Expenses		79,57,989	-	By Dividend		-
-	To Remuneration To Trustees		-		By Donation		3,38,08,945
-	To Remuneration (in the case of a math) to the head of the match, including his household expenditure, if any		-	2,82,49,977	By Donations In Cash or Kind		-
-	To Legal Expenses		-		By Grant		-
-	To Audit Fees		-	1,76,870	By Income from other source		50,000
-	To Contribution and Fees		-	-	By Transfer from Reserve		-
	To Amounts Written off						
	(a) Bad Debts	-	-				
	(b) Loans Scholarships	-	-				
	(c) Irrevocable Rents	-	-				
-	(d) Other items	-	-				
-	To Miscellaneous expenses		-				
13,28,313	To Depreciation		15,93,831				
-	To Amount transferred to Reserve or Specific Funds		-				
	To Expenditure on objects of the trust:-						
	(a) Religious	-	-				
	(b) Educational	-	-				
	(c) Medical Relief	-	-				
1,91,95,054	(d) Relief of Poverty	2,15,84,499					
	(e) Other Charitable Objects	-	-				
1,80,66,899		2,15,84,499	2,15,84,499				
48,08,133	Excess of Income Over Expenditure Carried to Balance Sheet		34,79,501				
2,80,26,811	TOTAL RS		3,46,15,820	2,91,54,966	TOTAL RS		3,46,15,820
AS PER OUR REPORT OF EVEN DATE FOR S. P. GUPTA & ASSOCIATES CHARTERED ACCOUNTANTS Firm Reg no 103445W (Preeti Parasrampur) Partner Membership No 131204 Mumbai Date: 05/09/23							
FOR FOUNDATION FOR MOTHER AND CHILD HEALTH Trustee Trustee Trustee Trustee							

Our Partners



Contact Us



www.fmch-india.org



contact@fmch-india.org



+91-9101069135



Foundation for Mother and Child Health India,
Safed Pool, Tanaji Nagar, Sai Krupa Rahiwasi Society,
Jarimari, Kurla West, Mumbai 400 072



Click on the icon above



Click on the icon above



TOWARDS A MALNUTRITION-FREE INDIA