



MATRI SUDHA
(A Charitable Trust)

2023-24

23rd

Annual Report

Becoming the voices of young children and adolescents





President's Note

As we reflect on the past year, it fills me with immense pride and gratitude to witness the remarkable strides we've made in advancing health and nutrition for communities in need. This annual report captures not only the outcomes of our dedicated efforts but also the profound impact we've had on countless lives.

At MATRI SUDHA, our mission has always been to ensure that every individual, regardless of their background or circumstances, has access to the **nourishment** and **care** they need to live a **healthy, thriving life**. This year we have strengthened our programs, expanded our reach, and built deeper partnerships with local communities, governments, and other organizations to create sustainable change.

From launching **menstrual health initiative**, to providing vital health resources, our focus has always been on creating a holistic and inclusive approach to well-being. We have seen firsthand the power of collective action in tackling malnutrition, improving maternal and child health, and promoting healthier living habits for all.

I would like to extend my heartfelt thanks to our donors, partners, volunteers, and dedicated team members. Our commitment, passion, and tireless work are what make our vision possible. Together, we are not only making a difference today but also paving the way for a healthier tomorrow.

As we look ahead, we remain committed to our cause, driven by the belief that good health is a fundamental right, and that by working together, we can create a world where nutrition and wellness are accessible to everyone. The journey continues, and with your continued support, I am confident we will reach even greater heights in the years to come under the esteemed leadership of Arvind Singh.

Thank you for being a part of this transformative journey.

Surender Singh

President & Founding Member

Matri Sudha - A Charitable Trust

Background

Matri Sudha is an award-winning non-profit organization founded by a Delhi University Graduate Ms. Jasbir Kaur & her husband Surender Singh in 2001 in Delhi. The organization is dedicated to improving the lives of young children, adolescents, and their caregivers. With a history of impactful work across several states, including Uttar Pradesh, Haryana, Tripura, Bihar, and Delhi, Matri Sudha continues to expand its reach. Currently, the organization operates in Delhi, Haryana, Himachal Pradesh, and Uttar Pradesh, striving to foster holistic development and well-being of young children and adolescents.

Vision And Mission



Our Vision

Fostering self-reliant communities while promoting gender equality and inclusivity.



Our Mission

Advancing sustainable development by enhancing health, education, nutrition, and well-being for all children, while empowering communities and fostering gender equality.

Statutory Compliance



Registered under the Ministry of Corporate Affairs for implementing CSR Projects (CSR 1)



80 G and 12 A registered organization



Registered under the FCRA Act; NITI Aayog Darpar; Guide Star India Transparency Certificate

Awards (2019–20 to 2023–24)

- Poshan Warriors, Healthcare Heroes Award, 2024 by Jagran New Media, Dainik Jagran
- Certificate of Merit by World Health and Wellness Congress, 2020
- Finalist at South-Asia level by Digital Empowerment Foundation for its project Nutrition Champions (2020)
- Acknowledged by Olympic Champion MC Mary Kom for 100% compulsory vaccination coverage, 2019
- Outlook POSHAN Awards, 2019 to Nutrition Champion by the Hon'ble Vice President



Thematic Areas

- Safe & Healthy Motherhood
- Early childhood care & development
- Adolescents health & wellbeing
- Feeding & Livelihood



Primary Group

- Young children (0-59 months)
- Adolescent (10-19 years)
- Women (19-49 years)



Secondary Group

- Community Health Workers
- Anganwadi Workers
- Auxiliary Mid-wife
- Medical Officer
- School Teachers & Principals
- Civil societies, social workers



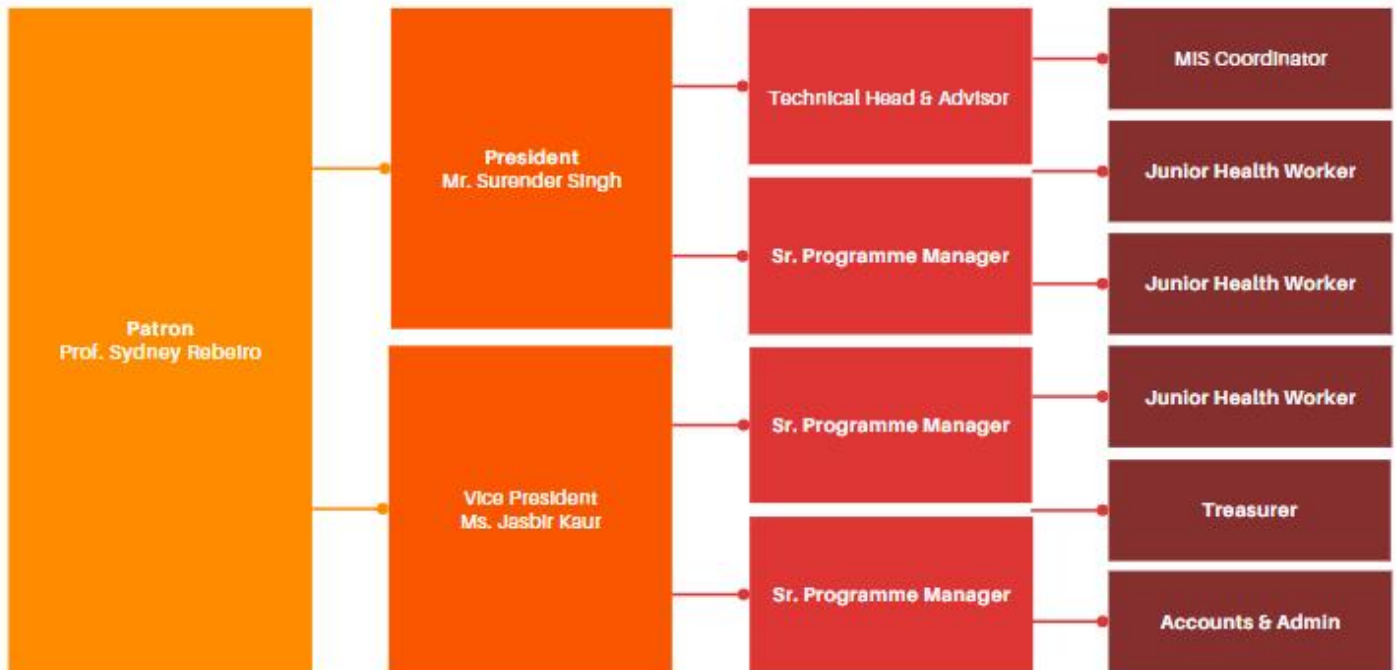
Tertiary Group

- District and State government officials including concerned Ministers.
- Political Representatives like M.P., MLA, Ward Councilor.
- Universities, Colleges etc.



MATRI SUDHA

Organisational Chart





SAFE & HEALTHY MOTHERHOOD

EARLY CHILDHOOD CARE AND DEVELOPMENT



Objectives



Safe and healthy motherhood

Institutional and safe birth



Nurturing Care

Integrating nurturing care in early childhood intervention to preventing low-birth weight, still births and acute malnutrition in first two years of life.



Transition

Careful transition of children from early childhood centres to schools.



Community Engagement

Create role models (nutritional champion**) in the society in the existing resources



Partnerships

Developing partnerships with government institutions to scale up

Development Indicators



Improvement in nutritional status



Improved health and social well being



Responsible care giving



Promotion of ECD



Preventing children from violence and abuse



Approach

Safe & healthy motherhood Age-appropriate development



Family centered

The focus would be during pregnancy period and first two years of life after birth of a child.



Community partnership and ownership

The broader components are: good health, adequate nutrition, responsible care giving, preventing children from violence and abuse and opportunities for early learning.



Evidence generation

For possible collaboration, knowledge building and policy change to benefit larger number of children.



Engagement, Experience and Exploration

3E's to advance awareness, learning and application. This will be the core theme of the whole intervention plan.

Case Study

IFA during pregnancy reduces risks

Myths about Iron Folic Acid (IFA) pills exist in India, especially among pregnant women. These include the notion that taking too many of the tablets will result in a large baby and that they produce undesirable side effects including black stools, terrible taste, or odor.



Sonam was aware about this myth and during her second pregnancy she did not consume the IFA tablets when contacted by Matri Sudha's health worker in V.P. Singh Camp, Southeast Delhi. When a myth persisted for long, it becomes difficult for an individual to overcome it due various socio-cultural factors that surround it. We explained to Sonam that "it is very important to take IFA tablets because folic acid reduces the risk of premature birth and miscarriage. Folic acid is beneficial for the proper development of the heart, brain and spinal cord of the unborn child. At the same time, its deficiency increases the risk of genetic diseases reaching the child. In such a situation, folic acid reduces this risk". **Sonam was very reluctant to consume the IFA tablet despite repeated attempts by us.**

She was neither registered in Anganwadi center nor taken the TT-2 dose as prescribed during the second pregnancy. Our junior health worker got her introduced to ASHA and Anganwadi worker. When she went for 1st antenatal checkup, her haemoglobin was below 8.5g/dl, however, it should be above 11g/dl. **Therefore, Sonam was anemic.**

During her antenatal visit, the doctor had given her TT-2 dose and also suggested her to take IFA tablets to improve her haemoglobin. After repeated visits by ASHA, Anganwadi worker and us, she improved her haemoglobin over and above 11g/dl and she was also consuming IFA tablets. **She improved her weight by 7.8 kg.**

Case Study

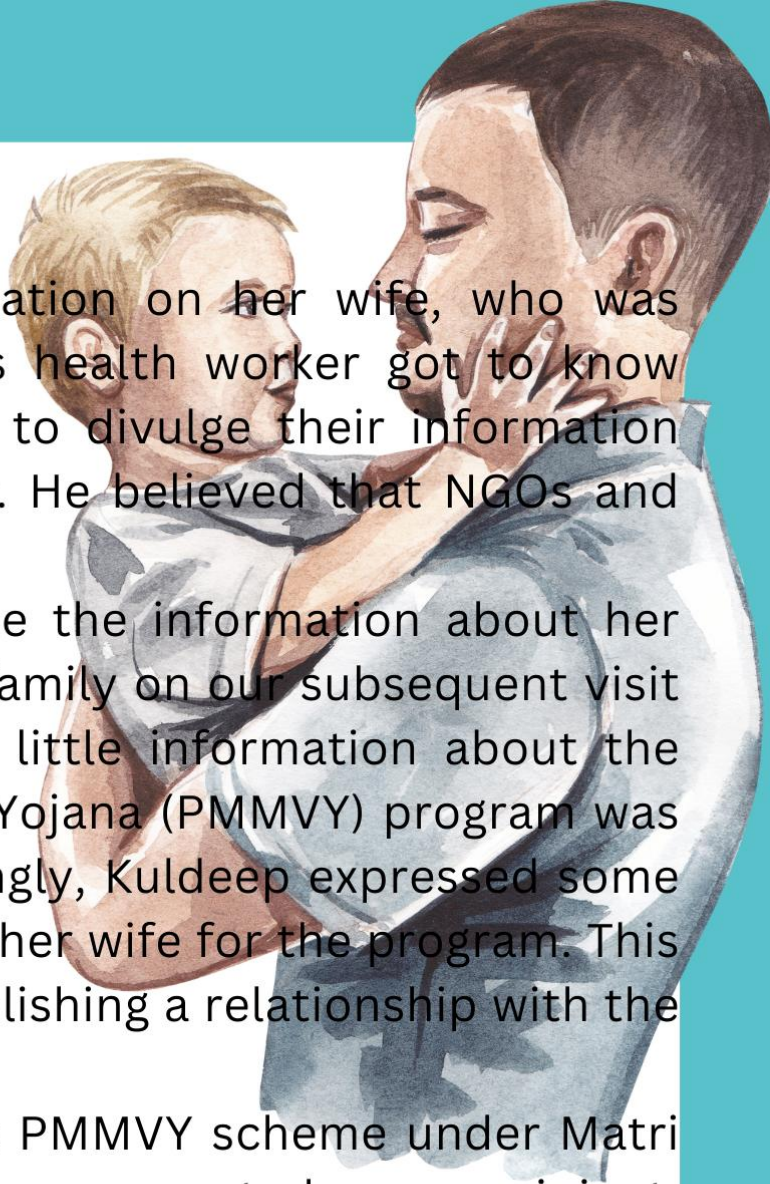
Kuldeep - A Changemaker

While gathering health information on her wife, who was expecting a kid, Matri Sudha's health worker got to know Kuldeep's family. He declined to divulge their information when speaking with the family. He believed that NGOs and their efforts were not credible.

He once more declined to give the information about her wife when we visited with the family on our subsequent visit a few days later. Somehow a little information about the Pradhan Matri Matru Vandana Yojana (PMMVY) program was shared with the family. Shockingly, Kuldeep expressed some curiosity about how to register her wife for the program. This served as the catalyst for establishing a relationship with the family.

Kuldeep's wife enrolled for the PMMVY scheme under Matri Sudha's supervision, and she was accepted as a recipient. Since then, Kuldeep's wife has been actively participating in our prenatal health and nutrition meetings, which are designed to provide accurate information about vaccinations, breastfeeding, and the importance of these practices for the healthy development and growth of the unborn child.

Kuldeep also started taking part in our meetings which created a substantial change among other male members in V.P. Singh camp and as a result, six other expecting fathers joined the group. This initiative helped them to become aware regarding various problems which women faces during pregnancy and how they could provide proper care to her wife and her expecting child.



Case Study


ADDRESSING THE CYCLE OF UNDERNOURISHMENT



Abhi's Background

ABHI SINGH, a child who defied underweight challenges through the guidance of Matri Sudha and unwavering commitment from her parents, Ravi and Kusum.

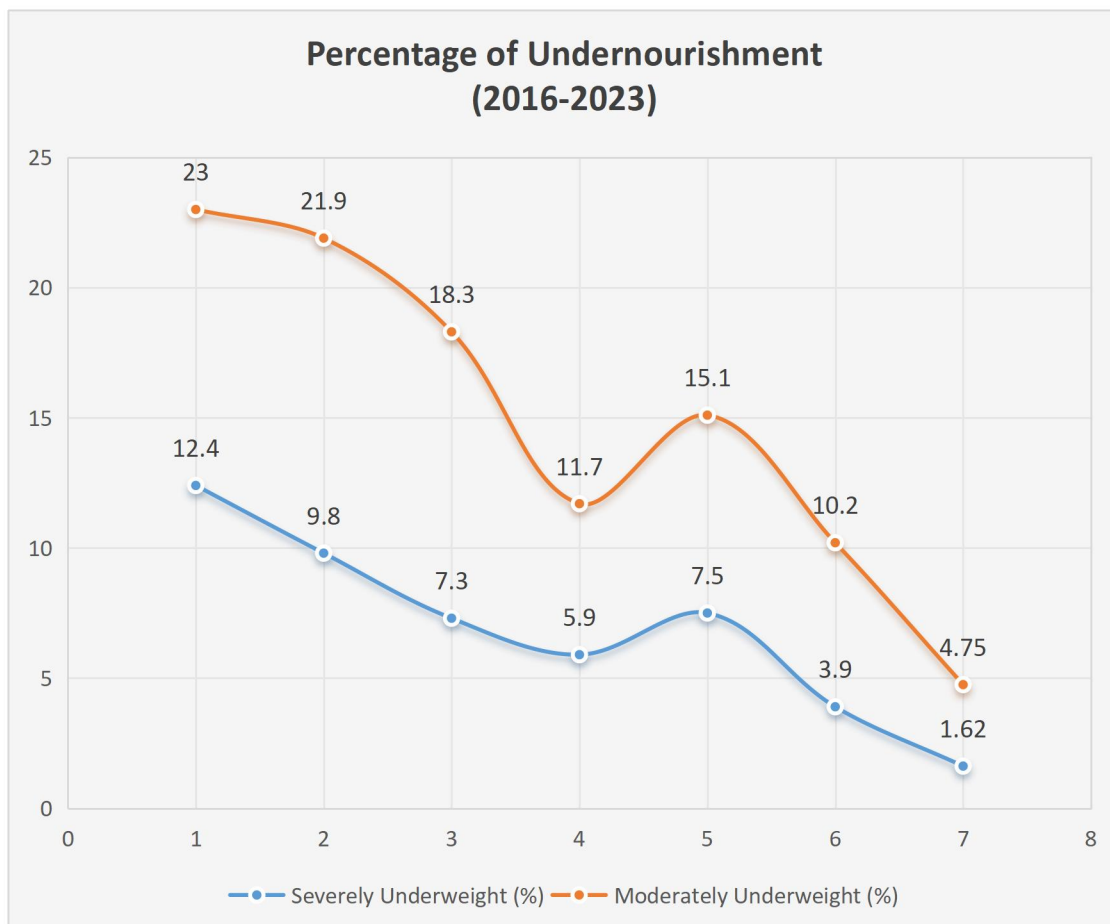
His mother had a very low hemoglobin during pregnancy, and he was born prematurely with 1.2 kg birthweight.

Mother's practice Before Intervention	Key Interventions	Mother's Practice After Intervention
The mother was not consuming nutritious meal.	A diet chart of nutritious food prepared for the mother.	Started consuming food rich in protein, fibre, fat, carbohydrates.
Irregular breastfeeding due to low milk production.	Counseled for importance of nutritious and balanced diet for breast milk	At the 4th month, adequate breast milk was started giving to Abhi.
Mother was  unaware about weaning food or semi-solid food. Struggled to feed food to Abhi.	Demonstration for preparation of weaning food, its quantity and frequency was taught.	At the completion of 6 months, the weaning food was started giving.

After many visits to the mother, Matri Sudha's guidance, coupled with parental commitment, led to Abhi's remarkable journey from being severely underweight to achieving a healthier weight category which is 7.1 kg at the age of 11 months. The ideal weight of a child at 11 months should be 6.9 kg or above as per the WHO standards. Coverage of compulsory vaccination is equally important for a child, particularly in the first two years of life after the birth. Therefore, with support of ANM (Auxiliary Nurse Midwife) the child received Measles and Vitamin A dose on time.

This case study highlights the importance of collaborative efforts in addressing underweight concerns and nurturing the well-being of children like Abhi.

A robust theory of change to address malnutrition underlies Matri Sudha's approach to have zero malnutrition of severe grade in the community. Connecting people, building knowledge, strengthening grassroots work, creating evidences and acknowledging individual actions will eventually affect the nutritional status of children in the community together with achieving other nutrition sensitive outcomes.



The chart given above shows 12.4% children who were severely underweight in 2016 and 23% children were moderately underweight. In 2020, there were no field interventions and moderate interventions in 2021 and during these two years, the percentage of undernourished children went upwards. In 2023-24, there percentage of moderately and severely underweight children went down to 4.75% and 1.62% respectively.

Since 2016, Matri Sudha has created 102 Nutrition Champions who has impacted the lives of 1008 children indirectly and 102 children directly.

Poshan Abhiyaan Health Camps

Under the sponsorship project of Engineers India Limited (EIL), Matri Sudha organized, Poshan Abhiyaan Health Camps in South, Southeast and Southwest Delhi.

Through Poshan Abhiyaan Health Camps, Matri Sudha covered more than 20000 children aged less than 5 years. The major activities undertaken during the camps were:

1. Identification of severely underweight children through growth monitoring.
2. Distribution of Nutrition Kits to each child.
3. Certificate of Appreciation to a Healthy Child.

The last camp of Poshan Abhiyaan Health Camp was celebrated as a Swacchta Pakhwada.





ADOLESCENTS HEALTH & WELLBEING



I cried a lot...

“Once when I was going to school in the morning, I got my periods, all my clothes got spoiled, then I asked for a pad from some women around me on the way to school but could not get it from anyone. I too did not have a pad. When I reached school, there was a washroom that was closed, and the other did not have the soap to wash my clothes. I could not even able to tell my class teacher. I cried a lot that day”. (A Step Up - For Period Positive Delhi).

Before we move ahead, let's take a pledge to change this situation for every people who menstruate in the country.



A Step Up - For Period Positive Delhi

Step Up- For a Period Positive Delhi was a major initiative Rising for Reproductive Health Rights Project with technical support from Rise Up and under the CSR initiative of Collective Goods Foundation and Cummins India Foundation.

Background

There are over 355 million menstruating women and girls in India. About 50 per cent of women aged 15-24 years do not have safe menstrual health practices. In addition to girls and women, transgender men and non-binary persons are also unable to manage their menstrual cycle in a dignified and healthy way.

Moreover, the existing programmes on menstrual health do not meet the need of all women, adolescent girls and transgender men . As a result:

1. There are cultural taboos, discriminatory social norms, gender inequality, and poverty.
2. There is lesser social support, limited knowledge and skills to manage menstruation.
3. There is lack of gender diverse facilities and services for safe menstrual health practices.

Delhi's Story

Matri Sudha's initiative on period positivism started in 2016 when a group of adolescent girls approached Matri Sudha to make complaints about disrupted supply of sanitary pads in their schools (the school girls were studying in Govt. Sr. Sec Schools in Southeast Delhi). The months long engagement with government helped in revival of the programme.

Matri Sudha still felt a vacuum for many years till it decided with a group of adolescents to request Delhi Government to have periods' policy for all women.

Period Positivity Broader Framework

Matri Sudha started Period Positive Delhi and has undertaken a number of initiatives on menstrual health which under three themes:

1. Swasthya (Health)
2. Swachhta (Sanitation & Hygiene)
3. Suvidha (Facilities)

Fist Initiative was taken with the **launch of a Research Study - A Step Up For Period Positive Delhi** in February 2024. The research highlighted the following observations:

1. **49%** adolescent girls did not know about MENARCHE (First Period).

2. **70%** girls were unable to maintain proper sanitation & hygiene during their PERIODS.

3. **50%** girls from low-income families were not able to afford Period Products on regular basis.

4. **38%** girls were irregular in schools during their PERIODS.

5. **83%** working women did not find their workplaces Period Positive.

6. The **transgenders** were not very open to discuss about periods due to stigmatization and taboos.

The launch of the report was followed by a multi-stakeholder consultation to draw a road map for Delhi on menstrual health. The discussion during the consultation brought out a number of key points:

1. That there is a need to have a partnership with Delhi Government to create awareness around menstrual health issues.

2. That there is need to have an inclusive policy on menstrual health.

3. A group of experts would be established to draft the policy on menstrual health.

4. Dissemination of menstrual health research report and to advance menstrual health issues with concerned stakeholders including National Commission for Protection of Child Rights (NCPCR), National Commission for Women (NCW), Universities, Colleges, state & central government, civil society organizations etc.

The **Second Initiative** for the year was taken with CSR support of Indian Oil Corporation with the launch of Menses Health Project in Delhi. The project envisaged the installation of full-automatic sanitary pads vending machines at 14 metro stations and 17 Senior Secondary Government Schools in Delhi.

Overall Objective

The overall objective is to improve the menstrual health practices and breaking the social stigma and taboos.

The specific objectives are:

1. Increasing the awareness on menstrual health;

2. Access to menstrual health products in 17 Delhi Govt. Schools and at 14 Metro Stations through Fully Automatic Sanitary Pads Vending Machines;

3. Safe disposal of sanitary pads through incinerators in schools.

Orientation on Menstrual Health

Under the menstrual health initiative, Matri Sudha conducted an awareness session on Draft Menstrual Hygiene Policy with its partners

NGOs, volunteers and college students. The participants were from Haryana, Himachal Pradesh, Uttarakhand and Delhi.

More than 1000 adolescents were mobilized to give their feedback on Draft Menstrual Hygiene Policy, 2023 which was submitted to Ministry of Health & Family Welfare, Government of India.

Training on Life Skills

Strengthening children and adolescent collectives through the life skills training programme. These life skills sessions are being conducted in CRY supported project in Southeast Delhi. The ultimate objective of life skills sessions are to create change-makers from among adolescents through a series of interventions. More than 200 adolescent girls were trained on 3-modules on Life Skills. More than 200 adolescents understood the concepts of safe and unsafe touch.

Assessments on Maternal and Child Health Issues

School Health Screening Survey

In 2023, Matri Sudha undertook a survey on School Health Scheme, started by Delhi Government in 2011. The scheme provides the various services to the school going children in GNCT of Delhi like:

1. Screening for Deficiencies, Diseases and Disabilities of all children.
2. Referral services to hospital in case of emergency.
3. First Aid Care Services.
4. Treatment and curative services through OPD Services.
5. Health Awareness on various health topics like Mass De-worming, Seasonal Diseases, Nutritional Awareness, Weekly Iron Folic Supplementation etc.
6. School Mental Health Programme (Drug and Substance Abuse).
7. Implementation of WIFS programme.
8. Implementation of annual deworming programme.
9. Provision of first aid services in schools.

Objective of the Survey

1. To know about the status of the scheme in Delhi Govt. and SDMC Schools of Delhi.
2. Type of services being provided to the school students.

Sample Locations and Sample Size

1. The survey took with the children residing in 3 areas of South East Delhi i.e. Nardan Basti, V.P.Singh Camp, Pul Prahaladpur, C Block, Lal Kuan, New Delhi. The children were randomly selected.
2. 578 school going children (315 children were Male and 263 Female) from these areas gave information about the school health screening in their schools under School Health Scheme.

Name of School	Health Checkup done in School				Total No. of Children Interviewed School Wise
	Yes (In Percentage)	No (In Percentage)	Yes (in Numbers)	No (In Numbers)	
Rani Jhansi Sarvodaya Kanya Vidyalaya	76%	24%	108	33	141
Rani Jhansi Sarvodaya Bal Vidyalaya	53%	47%	50	44	94
GGSSS No. 2, Pul Prahaladpur	64%	36%	32	18	50
GBSSS No. 2 Pul Prahaladpur	52%	48%	32	30	62
SKV Tughlakabad Village	57%	43%	4	3	7
SBV Tughlakabad Village	60%	40%	27	18	45
SDMC Lal Kuan	4%	96%	3	80	83
SDMC Chungi No. 2	15%	85%	5	29	34
SDMC Pul Prahaladpur	19%	81%	12	50	62
Total			273	305	578

Key Findings

1. 187 out of 263 children (71%) said that only their height and weight was tracked in camps.
2. 64 children (24%) informed that eye sight was checked too along with the weight and height.
3. 70 out of 263 children (26%) were given advice related to their health.
4. The Health Checkup Camps under CNSY is not being organized in schools regularly.
5. 53% school going children are excluded from this scheme and not getting the health facility.
6. **Anemia in children is not being tracked in the children.**
7. The scheme has hardly reached to the SDMC school students.
8. The children that are in the age group of 3-6 years and not enrolled in AWC but in Delhi Govt. or SDMC school, their growth is not being tracked regularly. On an average 90% children are not getting health check up done in the school health camp.

Status of Women & Child Health in NCT of Delhi - A Survey Findings

A survey was conducted by Matri Sudha with 560 women and children from 12 areas of 6 districts of Delhi regarding their Health and Nutrition with the support of CRY Partners: The following districts are-

1. East
2. South East
3. North
4. North West
5. West
6. South

Some of the important research data is as follow:

Ultrasound

1. Out of 560 women, 42 percent women went to private clinics and 34 percent women went to private hospitals to get their first ultrasound test.
2. For the second ultrasound test, 39 percent women went to private clinics and 29 percent women went to private hospitals.

Anemia

3. Hemoglobin level among the respondents was checked in their Mother and Child Protection Card where it got to know that, 169 women (30%) were found to be suffering from mild anemia (8.1-10gm/100ml) , while 22 (4%) were suffering from moderate (6.5-8gm/100ml) and 10

(2%) were suffering from severe anemia (<6.5gm/100ml) during their last pregnancy period.

Mother & Child Protection Cards

4. 290 out of 560 MCP cards were not updated by ANMs. (It is necessary for the ANMs to update the MCP card during every Ante- Natal Checkups of the pregnant women).

Child birth

5. 15 percent (86 out of 560) deliveries took place at home.

Way forward

1. Expanding the coverage of ultrasound machines in public health institutions at primary level.

2. Health Checkup camps should be organized regularly for all children in Delhi Government and Delhi Municipal Corporation schools.

3. Availability of hemoglobin testing in Primary Health Centres. This will make it easier to timely detect anemia in women and adolescent girls and treatment can be started quickly, thereby reducing prenatal and postnatal problems.

4. With a little more effort from the Department of Health and Family Welfare, 100% availability of MCPC cards is possible. Availability of MCPC card can also help the eligible beneficiary to access the PMMVY scheme.

5. Enhancement of technical knowledge and support in priority area at grassroots level through ASHA workers during pregnancy care. Timely intervention during pregnancy care can reduce the percentage of home deliveries.

State Consultation on Maternal and Child Health



State Consultation on Maternal and Child Health

The consultation served as a platform to share best practices, innovative strategies, and evidence-based approaches. Collaboration among the different department in government of NCT of Delhi, policymakers, civil society organizations, professionals, community leaders and advocates aim to pave the way for sustainable solutions, leaving no mother or child behind. Through informed discussions and data-driven insights, this consultation seeks to be a catalyst for positive change, ensuring a brighter and healthier future for Delhi's mothers and children.

Key Discussions

Presentations by Directorate of Family Welfare & Department of Women & Child Development, Government of NCT of Delhi

1. Dr. Satyajit Kumar, State Programme Officer, Directorate of Family Welfare, GNCT requested the partner organizations to provide a list of PHCs and wellness centres with available radiologists/gynaecologists for ultrasound machine installations. He said, the matter could also be discussed with Dr. Jyoti Sachdeva who looks after the maternal health in Directorate of Family Welfare.
2. Dr. Satyajit stated, "We are focusing on adolescent health through DISHA clinics in 6 districts of Delhi and would expand further. So far there are 60+ DISHA clinics operationalized in Delhi."
3. Dr. Shashi, Adolescents Health, Directorate of Family Welfare, GNCTD emphasized for counselling and advising pregnant women and adolescents to take IFA tablets for anaemia.
4. Dr. Alok, HOO/LO, School Health Scheme, DGHS, GNCTD stated that "School Health Scheme aim is to impart knowledge to children on their own health, organizing health check camps, awareness sessions, and testing for various diseases in Govt. and Govt. aided schools."
5. Dr. Seema Dua, District In-charge (Southeast Delhi), School Health Scheme ran through a power-point presentation on School Health Scheme. The School Health Scheme is divided into:



- 20 SHC Porta-Cabins
- 21 SHC in 12 districts (with minimal staff)
- 2 SRCs

The total beneficiaries of school health scheme are

No. of Schools	No. of Students
Delhi Govt. :1039	Delhi Govt. :1789910
Govt. Aided :202	Govt. Aided :138496
Total: 1241	Total: 1928406

6. The beneficiaries aged 0-6 years (as on 09.03.23) is:

7. Type of school	8. Nursery	9. KG
10. Delhi Govt.	11. 9834	12. 21075
13. Govt. Aided	14. 495	15. 633
16. Total	17. 10329	18. 21708

6. The Distribution of Iron & Folic Acid under WIFS in 2022-23 is:

QUARTER	Blue Tablets	Pink Tablets
First Quarter	20140300	00
Second Quarter	23900000	00
Third Quarter	23900000	2187000
Fourth Quarter	20466820	6975000
Total	88407120	9162000

19. Despite extensive coverage of Iron & Folic Acid supplementation, the coverage of health screening of children in Delhi Government schools is quite dismal with less than 20% children covered annually. Dr. Alok and Dr. Seema Dua highlighted that there is an acute shortage of human resource and finances.

20. Dr. Alok responded, stating, "We accept that screening is low due to human resource constraints, but DGHS is are working to improve it. Discussions with the Secretary, Health, GNCTD are underway for potential solutions."

21. Ms. Priyanka Kumari (Joint Director, W&CD, GNCTD) highlighted challenges faced by the ICDS program, including infrastructure, human resources, financial constraints, and inter-departmental convergence issues.

22. Ms. Bhoomika Panwar (Consultant, POSHAN, D&WCD) shared the efforts done by the department to improve the quality of Supplementary Nutrition and counselling sessions for anaemia. She discussed the referral process for Severely Acute Malnourished and Moderately Acute Malnourished children in PHCs and NRCs also emphasized the importance of growth monitoring. She further emphasized the importance of Mission Shakti 2.0 for adolescents and training on SOPs for severely malnourished children is going on.

23. Dr. Garima, Medical Officer, Pul Prehladpur, Southeast Delhi emphasized the need for NGOs to provide data on Severe Acute Malnutrition (SAM) and Moderate Acute Malnutrition (MAM) children from the grassroots level. She expressed that joint efforts could effectively contribute to the progressive eradication of malnutrition.

Presentations by Civil Society Organizations

24. Ms. Nisha (AHESAS NGO) emphasized the importance of counselling for women during antenatal and postnatal check-ups. Although primary health centres focus on physical health, counselling is vital for emotional well-being.

25. Ms. Jyoti (SWATI NGO) acknowledged the government's efforts to address anaemia but noted existing gaps at the grassroots level.

26. Ms. Sulekha (SPID Society) raised concerns about copper-T insertions without proper consent, advocating for proper counselling on family planning and shifting the burden towards men.

27. Mr. Santosh (Nav Shrishti) emphasized that ASHA and AWW should not be assigned additional tasks like old age pension surveys, as it affects their work and outcomes.

28. Mr. Arvind Singh (Matri Sudha) requested the NGO partners to share the list of primary health centres where the ultrasound machines could be placed.

29. Mr. Surender Singh (Matri Sudha) emphasized to address human resource issue in School Health Scheme programme.

30. Mr. Manish (Milestone NGO) highlighted the importance of DISHA clinics for adolescent health.

31. Mr. Arvind Singh (Matri Sudha) proposed to the D&WCD to dedicate a month for growth monitoring during the Poshan Maah and training of NGOs on the SPOs for severely malnourished children so that both civil society organizations and the government could work together.

32. Ms. Pinki (Matri Sudha), requested Dr. Garima's support in facilitating processes after identifying SAM and MAM children in their intervention area.

33. Dr. Tanvi Chuhan (Bal Raksha Bharat), highlighted the importance of collectivization at the district level. Emphasizing the role of behavior change and sharing best practices, she cited Tamil Nadu's healthcare services as an example of effectiveness and efficiency. Dr. Tanvi also suggested that technology-driven service delivery could be instrumental in overcoming challenges such as infrastructure and human resource shortages.

34. Mr. Santanu Sarma (Child Rights & You) talked on the issue of lack of convergent mechanism on health in Delhi. He cited his experience from Madhya Pradesh from the Sehariya Tribes as how the collective efforts of community people, civil society organization and government improved the health and nutrition status.

35. Mr. Vipul Yash (PROTSAHAN India Foundation) emphasized the significance of data as a reflection of ongoing efforts. He stressed the need for collectivization to address issues like anemia, malnutrition, and Early Childhood Care and Education (ECCE). He also underlined the importance of community support to shift responsibility towards the grassroots and emphasized behavior change for effective community-based program management.

In conclusion, the meeting highlighted the necessity for collaborative efforts, data-driven decision-making, and a focus on behavior change to effectively address the key issues highlighted during the consultation. Sincere gratitude is extended to every participant for their unwavering dedication to this vital cause, and there is a strong sense of optimism for the impactful changes that will reverberate across the nation.



FEEDING & LIVELIHOOD

WOMEN EMPOWERMENT INITIATIVE

हासपुर में माँ की रोटी के नाम से कैटीन

हासपुर, हरियाणा में माँ की रोटी का पहला कैटीन 15 अक्टूबर को सुरुआत किया गया। इस अवसर पर माँ की रोटी के माध्यम से महिलाओं को रोजाना खाना पकाने का अवसर प्रदान किया जायेगा।

हासपुर में माँ की रोटी के नाम से कैटीन का शुभारंभ किया गया। इस अवसर पर माँ की रोटी के माध्यम से महिलाओं को रोजाना खाना पकाने का अवसर प्रदान किया जायेगा।



Effecting Change through Partnership

We have partnered with Ma Foundation and Matti Sudha to launch this initiative. Ma ki Roti is a flagship initiative by Ma Foundation in Mumbai and Matti Sudha are their on ground partners.



Women Empowerment Initiative

The flagship programme called “Ma Ki Roti” is based on a two-pronged approach designed to address feeding as well as livelihood issues. It is primarily a women’s kitchen in a slum/village, operated by women . The kitchen is managed by a women’s group, who prepares the meals and makes them available at subsidized rates.

Key Objectives

1. Eradicating hunger, poverty and malnutrition.
2. Promoting employment enhancing vocation skills especially among women so that they do not migrate in search of livelihood.
3. Promoting gender equality,
4. Empowering women, for reducing inequalities faced by socially and economically backward groups.

The first ‘Ma Ki Roti Kitchen’ was started in Bilaspur, Himachal Pradesh which was inauguated by Dr. Nidhi Patel, ADM, Bilaspur. After having the successful launch of kitchen in Bilaspur, it expanded to Mathura, Bulandshahr & Agra (U.P.). In Gurugram, Haryana, the Ma Ki Roti Kitchen was inaugurated by Mr. Partha, CSR Wing, AckzoNobel. The kitchen in Mathura was inaugurated by SHO Shri Sanjay Kumar Panday. Two kitchens were inaugurated in Agra. The first kitchen at Dayal Bagh was inaugurated by Mr. Prem Thakur, Vice President & Cluster Head Sales - Central, Tata Consumer Products Limited whereas the second kitchen was inaugurated Ms. Sadhavi Khanna, Director, Romsons Group.

The minimum annual income of women is Rs. 96000 and the maximum income is Rs. 132,000.

Har Ghar Tianga - Mass Awareness on Independence Day

Har Ghar Tiranga – An Awareness Programme on Independence Day is marked to celebrate the Indian Independence Day by creating awareness through distribution of Indian National Flags in South-Delhi. NCT of Delhi. Through Har Ghar Tiranga- An Awareness Programme on Independence Day, Matri Sudha has reached out to 1,30,050 (One Lac Thirty Thousand Fifty) people in South Delhi.

Implementation

Through Har Ghar Tiranga programme 55 location were in South-Delhi through 300 community-based volunteers. These volunteers distributed the Indian National Flag to households randomly selected during the field visits. Additionally, at some places the after putting the Indian National Flag, people sang the National Anthem and learned the basics of National Flag Code.



PROJECT SURAKSHA



Project Suraksha - A Road Safety Awareness Programme

Project Suraksha on Road and Traffic Safety with CSR support from EFKON and Strabag India Pvt. Ltd envisioned an approach to foster a culture of responsible driving and enhance overall road safety in the community. The project visualized achieving these goals through a multi-faceted strategy that incorporates public awareness, youth engagement, and collaboration with key stakeholders.

It placed a strong emphasis on raising awareness among the general public regarding safe road practices. Utilizing a mix of traditional and digital communication channels, including *nukkad nataks*, awareness building tools such as posters, banners, pamphlets, media, and online platforms, the aim is to reach a diverse audience and instill a sense of responsibility in road users.

Geographical coverage

Matri Sudha collaborated with EFKON STRABAG to implement their Road Safety Awareness Programme at Delhi, Ghaziabad, Noida and Mumbai.

Various Activities

Street Plays

Matri Sudha organized two street plays on Road and Traffic Safety Campaign in Mumbai and Delhi. In Mumbai the street play was organized at Bandra Carter Road Promenade, Mumbai and at Dilli Haat, Janakpuri, Delhi on 27 March 2024 and 29 March 2024 respectively.

Post Play Activities

A Q&A session was organized where audience members asked questions about road safety and share their own experiences. The winners of Q&A session were given surprise gifts by STRABAG-EFKON India Pvt. Ltd.

Awareness in Schools

Matri Sudha received requests from schools to reschedule the awareness programme in April 2024 so that maximum number of children may take participation in it.



Leaders' Convening

17th 2024

TRAININGS & MEETINGS
AWARENESS CAMPAIGNS
&
COMMUNITY INITIATIVES



Trainings & Meetings

1. Training on First 1000 Days at Bilaspur, Himachal Pradesh

Matri Sudha with support from Department of Women & Child Development and District Red Cross Society, Bilaspur organized a training for Anganwadi Workers and Lady Supervisors on First 1000 Days.

2. Training and Roundtable Conference on Missing Children

Matri Sudha participated in a one-day training on Missing Children organized by Saksham and Child Rights and You (CRY).

3. Capacity building of stakeholder on Ward Child Protection Committee

Matri Sudha had taken the initiative under Mission Vatsalaya to form Ward Level Child Protection Committee. The meeting was represented Ward Councilor (1), Member-Child Welfare Committee (1), District Legal Service Authority (2), District Child Protection Unit (1), Delhi Police (2), Anganwadi Worker (1), Community members (12).

It was one of the first initiative in Delhi concerning child protection issues at the Ward Level. The meeting was convened to give an orientation about Mission Vatsalaya to all the respected members.

4. Training on Lifeskills

Under the life skills category, one team member undergone training on Parents Life Skills Modules. The training was conducted by CRY.

5. Orientation on undernourishment

Matri Sudha participated in an inter-sectional training and capacity building on malnutrition. The purpose of the training is to equip the staff on different causes of child undernourishment.

6. Rise Up Leaders Refresher Workshop

Rise Up organized a three-days refresher workshop of its leaders to train them on different topics related to social issues, proposal writing.

7. Presentation on Menstrual Health Research

Arvind Singh, Matri Sudha was invited to present its research paper at International Conference on Social Sciences organized by Amity University, Noida, Uttar Pradesh.

8. Anganwadi - The Lifeline of Rural India

Arvind Singh, Matri Sudha was invited to speak at the Conference to provide detail insights about anganwadi system in the country and to provide actionable recommendations.

9. National Girl Child Day

Matri Sudha participated in the celebration of National Girl Child Day organized by Directorate of Family Welfare, Govt. Of NCT of Delhi.

10. Annual Meeting on early childhood care and development

Matri Sudha was invited to participate in two-days annual refresher meeting-cum-training on early childhood care and development organized by National Forces at Udaipur, Rajasthan. The meeting was attended by reputed NGOs from different regions of the country.

11. Policy Dialogue on Menstrual Health

Matri Sudha was invited to participate in the Policy Dialogue organized by Jindal School of Government & Public Policy.

12. Online session on Policy Recommendations

Two members from Matri Sudhas's adolescent groups participated in two-days online session on policy recommendations concerning children in NCT of Delhi.

13. State Consultation on early childhood care and development

Matri Sudha participated in a one-day state consultation on early childhood care and development organized by Delhi Forces Neenv.

Awareness Campaigns

1. Child Labor Campaign

Matri Sudha took active participation in Awareness Campaign on Child Labor. The awareness campaign was initiated by Child Rights and You (CRY). Through awareness campaign Matri Sudha reached out to Member of Parliament, Member of Legislative Assembly, RWA Members, Delhi Police, Child Welfare Committee, District Child Protection Unit, Community members. The purpose of the campaign is to make people aware about child labour and to enroll the drop-out children in schools. Total number of RWAs reached out were 7 RWAs (RWA B, E Block Lal Kuan, Suraj Apartment Pul Prahaladpur & 4 RWAs of Nizamuddin Basti (Mohalla Kot Basti, Nizam Basti, Amir Khusro Nagar Basti, and Dildar Nagar). Through this campaign, Matri Sudha reached out to more than 2000 people in Southeast Delhi.

Community Initiatives

1. Six Sukanya Samriddhi Yojna camp was organized in which 117 accounts were opened.

2. Two e-shram card camp organized in which 43 E Shram Card generated and distributed.

Eight Aadhar Card Camps organized and 229 people took benefit of the camps (126 New Aadhar Card Registration of children below the age of 5 years and 103 updated their Aadhar information).

3. Renovation of a Public Toilet: A public toilet of SDMC in C Block, Lal Kuan, Southeast Delhi had been locked since Covid-19 pandemic. With the support of area MLA and the newly elected Ward Councilor the toilet was renovated.
4. Recommendations were given on Draft Menstrual Hygiene Policy, 2023 was given by 100 adolescent girls and women.
5. Matri Sudha helped 14 pregnant women to get register for Pradhan Mantri Matru Vandana Yojana.
6. 51 caregivers of severely underweight and moderately underweight children were counseled on diet chart and feeding pattern of the child. The mothers and fathers were given information on homemade nutritious made which are easily available in their kitchen.
7. One day session on Menstrual Health for School Students of a Govt. School in Dehradun. 500+ school students (both girls and boys) were sensitized on Menstrual Health.
8. A women group of Matri Sudha in Nardan Basti, raised the issue of unavailability of Bus Stand in a regular meeting. The matter were raised to concerned agencies including District Magistrate, DTIDC, MLA Tughlakabad for construction of a bus-queue shelter.
9. 610 girls and women requested the health officials to have the anemia testing kits at primary health centers in their areas.
10. Water logging issue on the entrance road of the C Block, Ram Pyari Camp, Lal Kuan, Southeast Delhi led to poor sanitation conditions in the area and becoming the cause of infection in young children. The matter was raised to the concerned officials and a new water-line got installed within a month.
11. Matri Sudha along with APR partners had been engaged in relief work in Flood Relief Camp at Mayur Vihar Delhi. The constant efforts through the network arranged 24*7 police patrolling in the flood affected areas, safeguarding the children from the abuses, mosquito fogging, ICDS services made available to round 1200 children.
12. Millets Lunch was organized at Ma Ki Roti Kitchen at Bilaspur, Himachal Pradesh. Mr. Harish Mishra, DCPO was invited as the Guest of Honor. The lunch meet was attended by ICDS Supervisors from the district, representatives from District Red Cross Society and other notable social workers.
13. Matri Sudha supported people during Himachal Flood and sent Medicines Kits, Tarpaulin Sheets and Sanitary Pads sent to Kullu and Nutrition Kits were distributed in Bilaspur, Himachal Pradesh.

Auditor's Report & Balancesheet

Sheril Gupta & Associates CHARTERED ACCOUNTANTS

Shop No. 35, 1st Floor, Ambika Iron Store, Raisinighnagar, 335851
Plot 166, KII NO88/2, Chanchal Park, Delhi, 110043



AUDITOR'S REPORT

We have examined the Balance Sheet of -

MATRI SUDHA - A CHARITABLE TRUST
O-35, SRI NIWAS PURI, NEW DELHI- 110065

for the year ended 31st March 2024 and the annexed Income & Expenditure account, of the Organization for the Year ended on that date.

Responsibility

These financial statements are responsibility of the management. Our responsibility is to express an opinion on these financial statements based on our audit.

Audit and Vouching

We conducted our audit in accordance with auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting, the amounts and disclosures in the financial statement.

Other Statement

An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

We report that:

There are no transactions, appear to be contrary to the provisions of the Act, the rules or byelaws of the Organization.

1. We have verified the Cash & Bank Balance on Production of Certificate.
2. We have obtained all the information and explanations, which to the best of our knowledge and belief were necessary for the purpose of audit.
3. In our opinion, the Organization as required has kept proper books of accounts, so far as appears from our examination of those books.

For any Query Please Call- +919319649269

sdmtaxservices2022@gmail.com

Sheril Gupta & Associates CHARTERED ACCOUNTANTS

Shop No. 35, 1st Floor, Ambika Iron Store, Raisinighnagar, 335851
Plot 166, KII NO88/2, Chanchal Park, Delhi, 110043



4. The Balance Sheet, Receipts & Payments Account and Income & Expenditure Account are in agreement with the books of accounts.
5. At the time of closing of accounts, confirmation of significant balances lying with others should be obtained and preserved.
6. Accounts submitted for audit should have significant accounting policies adopted through notes to accounts.
7. The Organization has been advised to maintain proper records to show full particulars, including quantitative details and situation of fixed assets
8. In our opinion and to the best of our information and according to the explanations given to us, the said accounts give a true and fair view, subject to statutory compliances and notes to accounts as per schedule "A"
 - (a) In the case of Balance Sheet, of the state of affairs as at for the year ended 31.03.2024
 - (b) In the case of Income & Expenditure Account, for the Year ended on that date.
 - (c) Income & Expenditure Account Showing Excess Income over expenditures due to bill receivables of closing of that year ended 31.03.2024.
 - (d) FCRA A/c have Nil transaction during the year verified by bank statement produce in Audit.

FOR SHERIL GUPTA AND ASSOCIATES,
Chartered Accountant



(Sd/- Sheril Gupta)
Proprietor
Membership No. 453649

Date: 21/06/2024
UDIN: 24453649BKABLS596

For any Query Please Call- +919319649269



sdmtaxservices2022@gmail.com

MATRI SUDHA - A CHARITABLE TRUST
Q-35, SRINIVAS PURI, NEW DELHI-110005
BALANCE SHEET AS AT 31st MARCH, 2024

LIABILITIES	Amount (in INR)	ASSETS	Amount (in INR)
GENERAL FUND		Fixed Assets	
As per last a/c	485,737.98	Furniture	23,754.00
As per FCRA (Canara Bank)	1,112.61	Less:- Dep@10%	2,375.40
Less: Excess of Income Over Expenditure transferred from Expenditure & Income and account	1,205,565.18		
		Computer	3,396.00
	1,872,415.77	Less:- Dep@40%	1,358.40
		Mic System	4,000.00
As per SBI	255.00	Less:- Dep@40%	1,600.00
		Camera	1,560.00
		Less:- Dep@40%	624.00
		Plant & Machinery	18,773.00
		Less:- Dep@15%	2,815.95
		Cooler	15,386.00
		Less:- Dep@10%	1,538.60
		Refrigerator	3,034.00
		Less:- Dep@40%	1,213.60
		UPS	533.00
		Less:- Dep@60%	319.80
		Weighing Scale Kgs	1,518.00
		Less:- Dep@15%	227.70
		Imprest to Staff	
			6,562.00
Current Liabilities		Sundry Debtors	1,128,342.00
Imprest Payable to Staff	14,339.00	Loan and Advances	490,000.00
Bills Payable	290,932.00	Annual Membership fees receivable	10,800.00
		Security - DUSB	10,000.00
Audit Fees	43,002.00	Closing Balance	
Sundry Creditors	585,000.00	Cash in Hand	31.00
		Cash at Bank (Canara Bank)	902,137.61
		Cash at Bank (Canara Bank- FCRA)	573.61
		Cash at Bank (SBI Bank- FCRA)	265.00
Total Rs.	2,605,943.77	Total Rs.	2,605,943.77

For MATRI SUDHA - A CHARITABLE TRUST


Mr. Surender Singh
PRESIDENT

For MATRI SUDHA - A CHARITABLE TRUST
Mr. Ravi Shankar Rai
TREASURER

TREASURER

Date: 21/06/2024
UDIN: 144536498KARLS5596

For Sherril Gupta & Associates



2023-24



PARTNERS



मातृ सुधा चैरिटेबल ट्रस्ट दिल्ली की प्रस्तुति

पोषण आहार व पौष्टिक खाद्यानों पर जागरूकता कार्यक्रम

● जिला महिला एवं कल्याण विभाग बिलासपुर ने भी किया सहयोग

सर्वेरा न्यूज/अरुण डोगरा
बिलासपुर, 7 जून: वर्ष 2023, अंतर्राष्ट्रीय पौष्टिक खाद्यानों के महत्व के बारे में जागरूकता बढ़ाने और दुनिया भर में उनकी खेती, खपत और व्यापार को बढ़ावा देने के रूप में अंतर्राष्ट्रीय स्तर मनाया जा रहा है।

जागरूकता शिविर को संबोधित करते आयोजक। पोषण आहार और पौष्टिक खाद्यानों के बारे में जिला महिला एवं कल्याण विभाग बिलासपुर के सभागार में खाद्यानों की प्रदर्शनी लगाई और 'मिलेडस लंच' भी किया गया। जिला कार्यक्रम अधिकारी, हरौरा

सुधा द्वारा बिलासपुर, हिमाचल प्रदेश में संचालित मा की रोटी कैंटीन में आज मिलेड लंच का आयोजन किया। मिलेड लंच के आयोजन में इंडियन रेड क्रॉस सोसाइटी की जिला इकाई का भारपुर सहयोग मिला। मिलेड लंच का उद्देश्य जिला बिलासपुर में सभी जनमानस को मिलेड के बारे में जागरूक करना, गांव गांव तक आगनवाहों के माध्यम से पोषाहार में मिलेड को शामिल करने का प्रयास।



The MUSTARD SPECIAL

Effecting Change through Partnership

We have partnered with Ma Foundation and Matri Sudha to launch this initiative. Ma ki Roti is a flagship initiative by Ma Foundation in Mumbai and Matri Sudha are their on ground partners.



STRABAG
WORK ON PROGRESS

Join us in our CSR initiative on Road Safety, a "Nukkad Natak" in association with Matri Sudha

29th March, 2024
Dilli Haat Janakpuri, Delhi
4:00 to 5:00 PM

#RoadSafetyMatters
A CSR initiative by STRABAG

ma FOUNDATION
make a mother's day.

Ma Foundation & Matri Sudha warmly invite you to the inauguration of

माँ की रोटी

MA KI ROTI

Chief Guest
DR. SAROJ PRASHANT
CHIEF TRUSTEE, ROSHNI NCC

Date: 15th December 2023
Time: 11:00 am
Venue: Saran Nagar, BH
Talkies, Agra - 282

माँ की रोटी कैंटीन

Onlymyhealth

Onlymyhealth.com PRESENTS

HEALTHCARE HEROES

CONCLAVE 20 & AWARDS 24

HEALTH-TECH & WELL-BEING

DIGITAL PARTNER: amazon pay

PARTNER: LIC



2023-24

"The true measure of our impact is not in numbers alone, but in the lives we touch, the voices we amplify, and the hope we help ignite. Together, we are not just witnessing change—we are creating it."

Disclaimer: This annual report is intended for informational purposes only. Financial figures and program data are accurate to the best of our knowledge as of the date of publication. Any views or opinions expressed in this report do not necessarily reflect those of our partners, donors, or affiliates. Use of this report for purposes beyond its original intent is at the discretion and responsibility of the reader. The consent for cover photo is taken.