



MATRI SUDHA
(A Charitable Trust)

Annual Report (2024-25)



MATRI SUDHA
(A Charitable Trust)



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1. Organization Overview

Introduction and Background: Matri Sudha is an award-winning non-profit organization established in 2001 in Delhi by Sd. Arvind Singh, alongside his parents, Ms. Jasbir Kaur and Surender Singh. The organization is deeply committed to enhancing the lives of young children, adolescents, and their caregivers. Currently, Matri Sudha operates across Delhi, Haryana, Himachal Pradesh, Uttar Pradesh, and Punjab, striving to foster the holistic development and well-being of these key demographic groups.

Vision and Mission: The organization is guided by a vision to foster self-reliant communities while promoting gender equality and inclusivity. Its mission is to advance sustainable development by enhancing health, education, nutrition, and well-being for all children, while simultaneously empowering communities and fostering gender equality.



2. Statutory Compliance and Recognition

- *Ministry of Corporate Affairs (CSR 1)*
- *80 G and 12 A Registration*
- *FCRA Act Registration*
- *NITI Aayog Darpan*
- *Guide Star India Transparency Certificate*

Legal Standing Matri Sudha maintains rigorous statutory compliance. It is registered under the Ministry of Corporate Affairs for implementing CSR Projects (CSR 1) and holds both 80 G and 12 A registrations. Furthermore, the organization is registered under the FCRA Act and is recognized by NITI Aayog Darpan and Guidestar India, ensuring high standards of transparency.



3. Awards and Appreciations (Since 2019)

The organization has received numerous accolades for its impactful work:

- 2024: Winner, Poshan Warriors, Healthcare Heroes Award by Jagran New Media.
- 2024: Certificate of Appreciation for work on Menstrual Health & Hygiene, NCPCR, Govt. of India
- 2023: Arvind Singh, Director, Matri Sudha selected as Rise Up India Leader, Delhi Cohort 2023-24
- 2020: Acknowledgment for conducting study on ICDS supported by DCPCR, Govt. of NCT of Delhi.
- 2019: Finalist, e-NGO Challenge Award, 2019 by Digital Empowerment Foundation.
- 2020: Certificate of Merit, World Health and Wellness Congress, Mumbai
- 2019: Outlook POSHAN Award for "Nutrition Champion" presented by the Hon'ble Vice President.
- 2019: Certificate of Appreciation, Secretary, Education, Govt. of Tripura



3. Thematic Areas

A. Safe & Healthy Motherhood

Objectives and Approach: The organization’s Safe & Healthy Motherhood initiative focuses on the pregnancy period and the first two years of a child's life. The primary objectives include ensuring institutional and safe births, integrating nurturing care to prevent low birth weight and malnutrition, and managing the careful transition of children from early childhood centers to schools. The approach is family-centered and relies on community partnership, ownership, and evidence generation. A core theme of this intervention is the "3E" framework—Engagement, Experience, and Exploration—designed to advance awareness and application.

Development Indicators



Improvement in nutritional status



Improved health and social well being



Responsible care giving



Promotion of ECD



Preventing children from violence and abuse

1.0 Introduction: Fostering Collaborative Impact on Public Health

This annual report serves to provide our valued government partners, funding bodies, and collaborating organizations with a comprehensive update on the progress, challenges, and strategic direction of Matri Sudha's maternal and child health programs in Delhi.

Over the 2024-2025 period, our collective efforts have yielded significant advancements in critical public health indicators. We believe that transparent reporting and shared analysis are fundamental to strengthening the partnerships that drive our work. This document outlines our key achievements and learning's, reinforcing the vital role of collaboration in achieving our shared goal of a healthier future for Delhi's women and children.

2.0 Strategic Initiative: Combating Anemia Across the Life course

Addressing anemia remains a cornerstone of our maternal and child health strategy, as its impact reverberates across the entire life course, affecting cognitive development, pregnancy outcomes, and overall well-being. Our approach has been multi-pronged, combining high-level advocacy to influence systemic change with direct, grassroots engagement to empower communities with knowledge and resources. The following sections detail the progress and challenges encountered in this critical area.

2.1 High-Level Engagement and Systemic Improvement

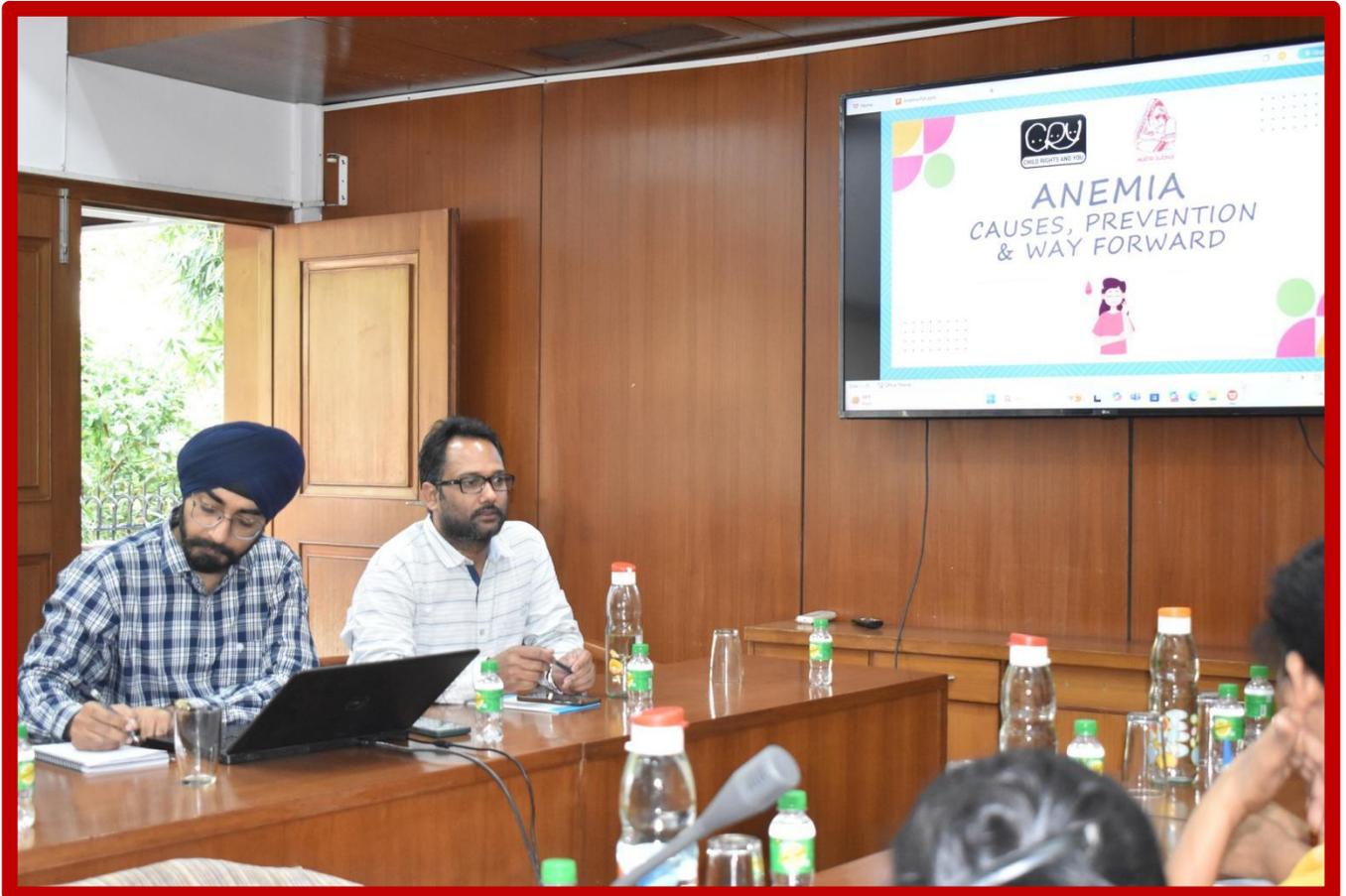
Our engagement with multiple stakeholders to improve anemia-related services within the National Capital Territory (NCT) of Delhi has focused on direct engagement with key health system leaders. A pivotal meeting was held on 26th March 2025 with the civil society organizations as a part of Safe & Healthy Motherhood programme to discuss the

availability of anemia testing kits in government institutions. Further discussions were conducted about increasing health screening coverage in Delhi Government schools with the support of Directorate of Family Welfare, Govt. Of NCT of Delhi. **It was discussed and decided to organize a State Consultation inviting all the relevant stakeholders to increase the coverage of Anemia Mukh Bharat in Delhi in April 2025.**

These high-level engagements may have yielded tangible policy results, most notably the decision to mandate the compulsory reporting of Anemia on Maternal and Child Protection (MCP) cards during antenatal care visits. These dialogues will be an important milestone to establish a strong foundation for future collaboration and systemic



improvements.



2.2 Community-Level Interventions and Awareness

Direct engagement at the community and school levels has been instrumental in translating policy goals into on-the-ground impact. Key achievements this period include:

- **Adolescent Health Education:** Menstrual Health sessions with a special focus on anemia prevention and management were successfully conducted across three schools, reaching a total of 1,400 adolescent girls. These sessions provided vital health knowledge and fostered an open environment for discussion.
- **Nutritional Support:** Our efforts to promote adherence to nutritional guidelines have resulted in 44 women receiving and consuming their full course of Iron and

Folic Acid (IFA) supplements in the intervention area, achieving a 100% participation rate for this quarter.

- Data Collection: To better inform our strategies, a comprehensive Anemia Rapid Survey was completed. The first draft of the report, covering 200 individuals per district across four districts, has been prepared and is currently under review.

2.3 Enhancing Access to Anemia Testing

Accessibility to timely screening is a critical component of our anemia control strategy. Our analysis confirms that testing kits are available at both Primary Health Centers (PHCs) and Mohalla Clinics. However, service availability differs; Mohalla Clinics offer daily testing, providing consistent access, while PHCs offer services on designated days (Tuesday, Thursday, and Saturday). This expansion of testing facilities has significantly improved screening accessibility, with nearly 90% of target beneficiaries in our intervention area now accessing anemia testing during pregnancy.

From this targeted focus on anemia, we now turn to the broader continuum of services that support mothers and children from pregnancy through early childhood.

3.0 Strengthening the Continuum of Care for Mothers and Children

A robust continuum of care is essential for ensuring positive long-term health outcomes. By tracking and supporting women and children from the antenatal period through immunization, we can identify gaps, strengthen service linkages, and improve overall health. The following data illustrates our progress in reinforcing this critical service chain.

3.1 Antenatal Care and Institutional Deliveries

Our field teams actively tracked a cohort of 110 pregnant women this period. Of the 80 deliveries conducted, an encouraging 78 were institutional deliveries, with only one non-institutional birth recorded. The data also includes 2 miscarriages. The delivery breakdown includes 68 normal deliveries and 9 C-sections. Early and consistent engagement with the health system is evident, with 74 women successfully linking with a PHC in their first trimester. Anemia screening within this cohort revealed that 53 women had normal hemoglobin levels, while



29 had mild anemia and 25 had moderate anemia, underscoring the importance of our targeted anemia interventions.

3.2 Postnatal and Child Immunization Coverage

Postnatal and early childhood care remain a high priority. Our data shows that 31 lactating mothers successfully completed the required seven Postnatal Care (PNC) visits. Within our child health program, a total of 240 children were tracked for immunization. Of these, 161 children have completed their age-appropriate immunization schedule. The remaining 79 children with pending immunizations represent a key focus area for our follow-up and mobilization efforts in the coming quarter.

3.3 Linking Beneficiaries with Government Schemes

Connecting families with essential government support schemes is a critical function of our community-level work. This period, we identified 29 women eligible for the Pradhan Mantri Matru Vandana Yojana (PMMVY), with 10 applications submitted. For the Janani Suraksha Yojana (JSY), 57 women were eligible, and 25 applications were successfully processed. Furthermore, our efforts to ensure nutritional support have been highly effective, with 107 out of 110 tracked pregnant women receiving and consuming their prescribed IFA supplements.

The health of mothers and children is intrinsically linked to nutrition, a critical area where we are working to strengthen both systems and community practices.

4.0 Combating Malnutrition through System and Community Strengthening



The prevention and management of child malnutrition is a strategic imperative that requires a dual focus on strengthening existing government systems like the Integrated Child Development Services (ICDS) and implementing direct community-level interventions. Our work in this area has focused on improving monitoring capacity and delivering tangible nutritional outcomes.

4.1 Systemic Improvements in Nutritional Monitoring

A significant challenge identified was the prevalence of dysfunctional weighing equipment at Anganwadi Centers (AWCs), which hindered accurate growth monitoring. Through persistent advocacy, we are pleased to report that

the Department of Women and Child Development (WCD) has taken decisive action, providing new weighing machines and stadiometers to all Anganwadi Workers (AWWs). This systemic investment has had a profound, multi-faceted impact by:

- Improving Child Monitoring: Accurate equipment enables AWWs to closely monitor growth patterns and identify nutritional deficiencies early.

- **Enhancing Nutritional Interventions:** Timely identification of growth faltering allows for targeted interventions, ensuring optimal child development.
- **Strengthening Maternal Health Care:** Accurate weight monitoring of pregnant women is crucial for assessing their nutritional status and providing appropriate counseling.
- **Empowering AWWs:** Providing functional tools empowers AWWs to deliver quality services and contribute more effectively to community well-being.

Concurrently, the distribution of Take-Home Ration (THR) to pregnant women, lactating mothers, and children under three continues uninterrupted.

4.2 Outcomes in Nutritional Grade Improvement

Our focused interventions have resulted in measurable improvements in the nutritional status of children. The following table summarizes the positive grade movements observed among children in our program:

Grade Improvement Category	Number of Children
MUW to Normal	29
SUW to Normal	7
SUW to MUW	10
Total Grade Change	46

4.3 Challenges in Program Implementation

Our efforts have also faced operational challenges. A proposal to conduct specialized training for frontline workers during Poshan Mah could not be materialized. Additionally, planned food demonstration sessions had to be postponed due to the severe heat wave to ensure the safety of participants.

Beyond physical health and nutrition, our holistic approach includes empowering young people to become agents of their own well-being.

B. Adolescent Health & Wellbeing

This program aims to help adolescents discover a coherent identity, develop personal values, and excel academically. Key goals include building self-esteem, emotional resilience, and leadership skills, while enabling informed decision-making regarding education and personal life.

Development Indicators



5.0 Empowering Adolescents for a Safer & Healthier Future

We believe that empowering youth with knowledge and life skills is a critical, proactive public health strategy. By providing adolescents with the tools for self-advocacy and a platform for their voices, we are investing in the long-term health and resilience of the entire community.

5.1 Life Skills Education and Impact

The full Life Skills Module curriculum was successfully completed in V.P. Singh Camp and C Block Lal Kuan. The training has had a profound and observable impact on the

adolescent girls who participated, fostering essential skills for personal development and social interaction. Key outcomes include:

- **Improved Emotional Intelligence and Empathy:** Participants demonstrated a greater awareness of their own emotions and an increased ability to understand and support their peers.
- **Enhanced Self-Advocacy and Confidence:** Girls reported feeling more confident in voicing their opinions and standing up for themselves and others.
- **Increased Self-Esteem and Positive Self-Image:** The modules helped participants appreciate their personal strengths, fostering a healthier and more positive sense of self-worth.
- **Improved Communication Skills:** Training on non-verbal cues and active listening enhanced participants' ability to communicate effectively and confidently.
- **Development of Problem-Solving Skills:** Girls developed critical thinking skills, empowering them to address daily challenges constructively and independently.



The adolescent group members of Matri Sudha are learning self-defense techniques to improve physical fitness and mental resilience and enabling themselves to handle challenging situations with greater ease.



Government Schemes Interface: Delhi Ladli Yojana

Design Element: Call-out Box – "Unclaimed Benefits"

Reviving the Delhi Ladli Scheme: The Delhi Ladli Scheme was launched in 2008 to improve sex ratios and empower girls financially and educationally. However, data between 2015 and 2023 revealed that 1,66,700 eligible beneficiaries had not claimed their maturity amount of Rs. 70,000.

- 1,66,700 eligible beneficiaries have not claimed their maturity amount.
- Total unclaimed value per beneficiary: Rs. 70,000 (2015-2023).

Matri Sudha organized an interface meeting between civil society organizations and the Department of Women & Child Development, Govt. of Delhi to address implementation challenges and increase awareness to ensure these funds reach the intended girls.



Sir/Madam,

We extend our appreciation to Matri Sudha for drafting the Delhi Menstrual Health & Hygiene Policy, 2024. Director, Family Welfare provided inputs which as informed by you have been incorporated into the revised draft policy.

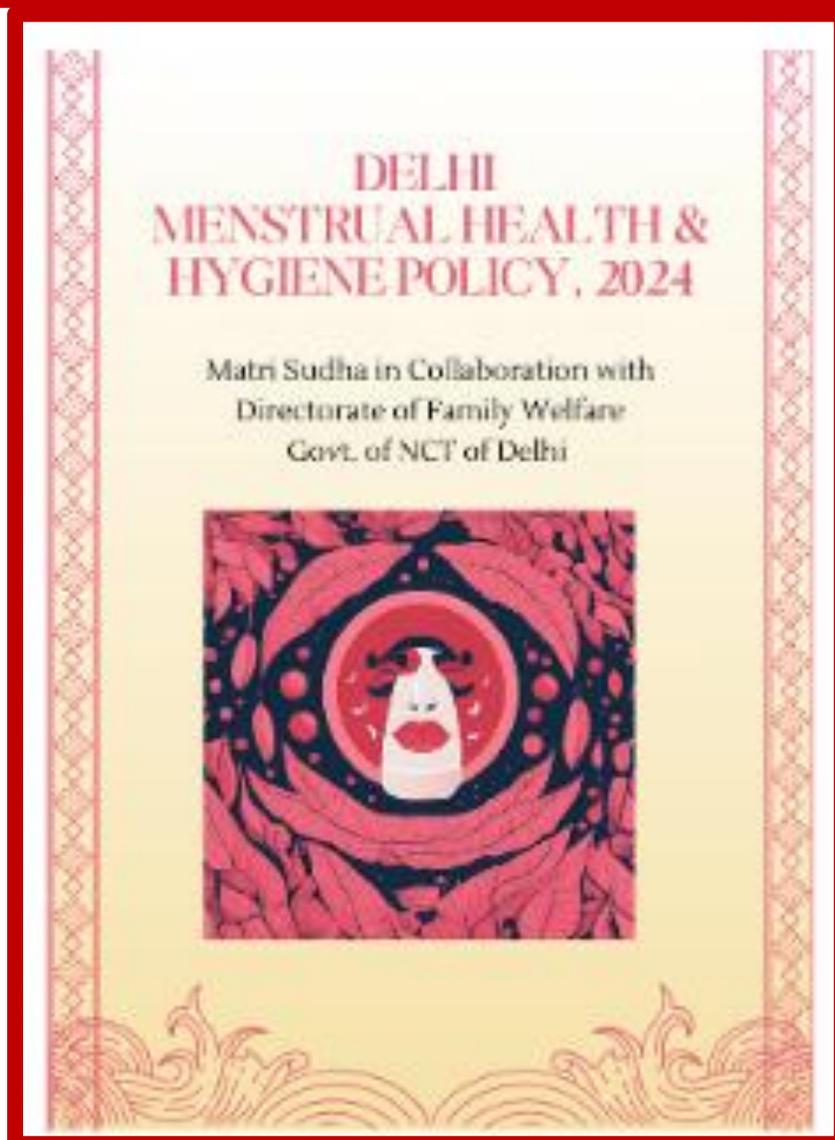
We extend our thanks for your contribution and support and Wish you successful implementation of this policy.

Regards

Dr. Satyajit Kumar

SPO Adolescent Health

Directorate of Family Welfare, GNCT of Delhi



5.2 Fostering Community and Peer Leadership

To ensure the sustainability of our youth programs, we have focused on building community-led structures. This period saw the successful establishment of 4 children's groups, 4 adolescent groups, and 4 Community-Based Organizations (CBOs), creating a network for peer support and local leadership.

5.3 Parenting and Family Support

Recognizing that family support is crucial for child and adolescent development, we conducted "Celebrating Parenthood" sessions in C-Block Lal Kuan and V.P. Singh Camp. These interactive modules on positive parenting were attended by 16 and 18 mothers, respectively, strengthening the family environment that underpins child well-being.

These targeted programs are amplified and sustained by our broader advocacy and mobilization efforts, which create a more supportive environment for community health.

5.4. Road Safety - An important milestone in Public Health & Safety

Matri Sudha in partnership with EFKON India Pvt. Ltd. STRABAG continued organizing a series of road safety awareness events in Delhi. Multiple activities were conducted in government schools in Delhi and government aided schools. The initiative is aimed at educating students on essential road safety habits and creating awareness on the importance of adhering to them.

The sessions feature engaging presentations from Traffic Police including practical demonstrations, and lively discussions on road safety rules, pedestrian safety, and traffic signals. The key highlight of the event was the distribution of specially designed coloring books on road safety, combining learning with fun.

6.0 Broader Impact: Multi-faceted Community Mobilization

Targeted health programs achieve their greatest impact when supported by broader advocacy and community-level initiatives that address the social and environmental determinants of health. Our holistic approach integrates specific health interventions

with multi-faceted campaigns to create a supportive ecosystem for health and well-being.

6.1 Championing Menstrual Health Equity

Our engagement for menstrual health has achieved significant momentum and recognition at the local and national levels. Key achievements include:

- **High-Level Dialogue:** We organized the State Level Consultation, "Step Up for Period Positive Delhi," on 29th February 2024, bringing together key stakeholders to advance a period-positive culture in the city.
- **Academic Contribution:** Our research paper, "A Step Up – For a Period Positive Delhi," was selected for presentation and publication at the 1st International Conference on Social Sciences (ICSS) 2024.
- **Policy Success:** We received a letter of appreciation from the National Commission for Protection of Child Rights (NCPCR) for our successful joint initiative to ensure sanitary pad availability for students during board exams.
- **Infrastructure Improvement:** Access to menstrual products was significantly expanded through the installation of sanitary pad vending machines and incinerators in 17 schools and across 14 metro stations on the Violet, Yellow, and red lines.





**Image 1:
Engagement
with Policy
Makers on
Menstrual
Health &
Hygiene**

Image 2: Sd. Arvind Singh, Matri Sudha, speaking at International Conference on SDGs at Deendayal Research Institute, Chitrakoot, Uttar Pradesh





डा० दिव्या गुप्ता
Dr. Divya Gupta
M.B.B.S, DGO
सदस्य
Member

NATIONAL COMMISSION FOR PROTECTION OF CHILD RIGHTS
राष्ट्रीय बाल अधिकार संरक्षण आयोग
GOVERNMENT OF INDIA
भारत सरकार



Date : 13.09.2024

To
Sh. Arvind Singh
Chief Executive Officer
Matri Sudha - A Charitable Trust, Delhi

Subject: Appreciation for Efforts in Ensuring Availability of Sanitary Pads During Board Examinations

Dear Sir,

The National Commission for Protection of Child Rights (NCPCR) extends its sincere appreciation to Matri Sudha A Charitable Trust for its significant efforts in raising the demand for ensuring the availability of sanitary pads during the Class 10th and 12th Board Examinations for female students.

Your organization's dedicated efforts and proactive approach have resulted in a tangible outcome, with the Ministry of Education, GoI, issuing an advisory to ensure menstrual hygiene management during Board Examinations. This advisory, issued by the Department of School Education & Literacy (DoSEL), Ministry of Education, on June 13, 2024, is a major achievement not only for Matri Sudha but also for the millions of girls students across India.

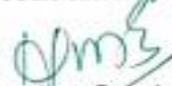
Recognizing the challenges that girls students face due to limited access to sanitary products during examinations, Matri Sudha's timely intervention and collaboration with NCPCR played a pivotal role in addressing this critical issue. Together, we were able to advocate for the provision of free sanitary pads at all Board exam centers, restroom breaks for girls students to manage their menstrual needs, and the implementation of sensitization programs on menstrual health and hygiene.

The initiative undertaken by Matri Sudha to approach NCPCR for intervention and subsequently, our joint efforts in writing to the Honourable Minister of Education, have yielded a significant impact on the well-being of female students. This success demonstrates the power of collective action and underscores the importance of addressing menstrual hygiene needs in the academic environment.

We congratulate Matri Sudha A Charitable Trust on this outstanding achievement and look forward to continuing our collaboration in advancing the rights and well-being of children across the country.

Thank you once again for your continued dedication and contribution to child welfare.

Yours sincerely



(Dr. Divya Gupta)
Member, NCPCR

6.2 Improving Community Health and Environment

At the neighborhood level, our engagement has led to tangible improvements in living conditions and access to healthcare. Following dialogue with the local counselor, garbage collection in V.P. Singh Camp has become regular, improving sanitation. In collaboration with Sewa Bharti, we organized health check-up camps that provided services to 346 individuals in Nardan Basti and 62 patients in V.P. Singh Camp.

6.3 Promoting School Education

Our commitment to child well-being extends to education and safety. Through the "Poori Padhai Desh Ki Bhalai Campaign," two out-of-school girls were successfully enrolled in school. We also facilitated the smooth transition of children from Anganwadi Centers to formal schooling in V.P. Singh Camp (33 children), C-Block Lal Kuan (17 children), and Nardan Basti (35 children).

Key Initiatives and Statistics

School Enrolment: Through persistent efforts, school enrollment percentages in target areas increased from 58% in 2001 to 90.5% in 2018, reaching 98.6% as of March 31, 2025.

Key Achievements

Between April 2024 to March 2025, Matri Sudha achieved significant progress across various sectors, including maternal and child health, menstrual hygiene, community sanitation, and educational enrollment. The organization focused on empowering marginalized communities through advocacy, direct intervention, and policy dialogue.

Maternal and Child Health and Nutrition

The organisation prioritised maternal health and nutrition through celebrations and direct medical support. On 12th May, Mother's Day was celebrated to honour 12 mothers who successfully addressed malnutrition in their children, serving as role models for their community. World Breastfeeding Week was also observed in V.P. Singh Camp and C-Block to educate pregnant and lactating women on the benefits of breastfeeding. For its continuous impact on improving nutrition in marginalised areas, Matri Sudha was honoured with an award by Dainik Jagran Media in February 2024. Additionally, two health camps in V.P. Singh Camp benefited 113 patients, while ongoing advocacy ensures that Anganwadi Centres (AWCs) are equipped with functional weighing machines and stadiometers to monitor child growth.



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Matri Sudha is a 17 year old non-profit organization works in thematic areas of child survival, health, nutrition, early childhood care and development and leadership development among children and young adults.

VISION

To ensure that child rights are identified, respected, protected and taken care by every individual

MISSION

To make a platform on which all children realize their full potential to raise voices against injustice and inequality and upholding the dignity of children

CORE COMPETENCIES

- Programme Implementation
- Capacity Building
- Research & Advocacy

THEMATIC AREAS

- Malnutrition
- Adolescent Health & Nutrition
- Child Participation

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E-mail: matrisudha2000@yahoo.co.in
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CELEBRATING MOTHERS DAY 2024 WITH 12 NUTRITION CHAMPIONS

For their achievement in the field of health and nutrition which proves that they are true mother and nutrition leaders. These mothers worked hard to bring out their children from different grades of undernourishment.

Sangeeta

Anup

Nazma

Priyanka

Khushboo

Savitri

Pooja

THE NUTRITION CHAMPION AWARD
Anupam

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Sangeeta

Anup

Nazma

Priyanka

Khushboo

Savitri

Chanchal

Seema

THE NUTRITION CHAMPION AWARD
Arti

Advancements in Menstrual Health and Hygiene

A major focus of the year was fostering a "period-positive" culture through education and infrastructure. Matri Sudha conducted awareness sessions for 1,400 girls across three government schools and successfully advocated for the availability of sanitary pads during board exams, a move appreciated by the National Commission for Protection of Child Rights (NCPCR). Infrastructure improvements included:

- Installing vending machines and incinerators in 17 schools in Southeast Delhi.
- Placing vending machines in 14 metro stations across the Violet, Yellow, and Red lines.
- Organizing a State Level Consultation and participating in a Policy Dialogue at Hotel Taj Man Singh to shape national menstrual health policies.
- Presenting a research paper titled "A Step Up – For a Period Positive Delhi" at an international conference at Amity University.

The research presented at Amity University was a paper titled "**A Step Up – For a Period Positive Delhi**", which focused on advancing menstrual health and wellness. It was selected for both presentation and publication during the **1st International Conference on Social Sciences (ICSS) 2024**, held on 5th and 6th March 2024.

Context and Significance

This research highlights Matri Sudha's commitment to leadership in the field of menstrual hygiene management. The paper and its findings were part of a broader initiative to:

- **Foster a Period-Positive Culture:** The research aims to promote inclusivity and break the societal taboos that surround menstruation.

- **Support Policy Development:** By engaging with experts, government representatives, and stakeholders, the work seeks to ensure that period positivity and essential health resources are accessible to everyone in Delhi.

Community Awareness

Matri Sudha successfully advocated for better living conditions and public facilities. Continuous engagement with local representatives and the MCD led to regular garbage collection in V.P. Singh Camp, significantly improving local sanitation. In Nardan Basti, a tender was allotted for the construction of a bus queue shelter to improve public transportation access. Furthermore, the organisation distributed 1,000 cloth masks across various Delhi locations and Alwar, Rajasthan, to protect residents against communicable diseases.

Education and Access to Services

The organization played a crucial role in ensuring educational continuity and securing legal identity for community members. Through the "Poori Padhai Desh Ki Bhalai" campaign, out-of-school children were enrolled in formal education, and a total of 85 children were transitioned from AWCs to schools across V.P. Singh Camp, C-Block Lal Kuan, and Nardan Basti. Educational programs for adolescent girls also led to observed improvements in hygiene, confidence, and community involvement. To support administrative needs, two Aadhar Card Registration Camps were held, benefiting 80 individuals with new registrations and updates. **The community benefited from the Aadhar card registration camps by gaining access to essential legal identification and ensuring their existing records were accurate, which is vital for administrative needs and accessing social services.**

C. Cyber Safety of Adolescents

Initiatives on online safety of adolescents by Matri Sudha:

1. Cyber Yodha and Peer Learning In 2022, Matri Sudha developed the "Cyber Yodha" peer-to-peer learning module. To date, 42 Cyber Yodhas—often the first-generation tech-savvy members of their families—have been trained to spread awareness about online safety.

2. Integration of Cyber Yodha in Life skills:

“Cyber Yodha”-type module *generally* covers

A Cyber Yodha or similar cyber-awareness module usually focuses on digital literacy and safety:

- Understanding cyber threats like phishing, scams, cyberbullying, fraud, and malware.
- Practicing safe online behavior, strong passwords, and privacy protection.
- Knowing how to report cybercrime and protect personal information online.

Life Skills education aims to build competencies such as:

- Decision-making
- Critical thinking
- Self-awareness and responsible behaviour
- Communication and ethical digital conduct

4. Networking & Capacity building

CRY team visited Matri Sudha

Child Rights and You (CRY) team included, General Manager, DS, North, Ms. Jaya Singh along with Mr. Santanu Sarma, Mr. Jitender Singh, Ms. Jenishiya and Ms. Priyanka visited Matri Sudha.

Following were the highlights of the visit:

1. The CRY team members first visited Nardan Basti,

a semi-urban area adopted in 2011 as part of CRY-Matri Sudha Project.

2. The CRY team members met Anganwadi Workers, Adolescent Group Members and other stakeholders to know the progress in the area after the official exit from the area.

4. The sustainable intervention in the field of health, nutrition; particularly to reduce the percentage of undernourishment, creating Nutrition Champions, winning Poshan Awards, advocating for Menstrual Health Programmes in Delhi were the highlighted discussions.

3. The CRY team members then visited V.P. Singh Camp, a slum which was adopted in 2017.

4. Interaction with parents, adolescents group members happened.

5. There was a detailed discussion on Management Information System as part of CRY Pragati App and sought suggestions from Matri Sudha team as how it could become more robust and user friendly.



International Conference on SDGs 2024, Chitrakoot, Uttar Pradesh

Matri Sudha participated in a 3-day (22-24 November 2024) International SDG Conference at Chitrakoot, Uttar Pradesh. The conference was organised by Deen Dayal Research Institute (DRI) which included people from the Government of Madhya Pradesh, Government of India, Academia and Civil Society Organizations.

Matri Sudha was invited to speak on its work on Menstrual Health and how it has transformed the lives of millions of adolescents and women in Delhi in the context of SDG-5.

The co-speakers were Smt. Savitri Thakur, Minister of State, Ministry of Women & Child, Government of India; Shri Suresh Tomar, JD, MoWCD, M.P.; Dr. Shinjini Singh, Thought Leadership and Communications, Rebuild India Fund; Dr. Tanusha Appa TR with an Angadi Worker, Samaj Shilpi Dampati and a Kishori Balika; Dr. Suraj Kumar, Advisor, Kalinga Institute of Social Sciences; Dr. Kh. Ringsuachong Aimol, Associate Professor and Head in the Department of Human Development and Family Studies, CAU Tura, Meghalaya; Smt. Roli Singh, Additional Secretary, Ministry of Health & Family Welfare, GoI; Sushri Bharati Joshi, CEO Grameen Foundation, India; and Shri Arvind Singh, Director, Matri Sudha.



Role of Social Entrepreneurs in Viksit Bharat - 2047

Mr. Arvind Singh, Matri Sudha, was invited to speak on the Role of the Social Entrepreneurs to make Healthcare Services Affordable and Accessible in the context to Viksit Bharat - 2047 at the Symposium on Social Entrepreneurship, organised by Amity University, Noida.



Consultation on Children's issues in Delhi

Mr. Arvind Singh, Matri Sudha participated in the Consultation on Child rights issues, organized by Childhood Enhancement through Training and Action (CHETNA) NACG-EVAC India, in which he presented the organization's initiative



on menstrual health. It was honor to have Dr Divyagupta, Hon'ble Member, NCPCR, as the "Chief Guest", National Commission for Protection of Child Rights, Radhika Alka zi from ASTHA-Working Towards Inclusion, Dr. Vikram Srivastava, and other esteemed guests Protsahan India Foundation Jamghat- A Group of Street Children.

State Level Consultation for Strengthening Creches for Factory Workers at Panipat

Mr. Arvind Singh, Matri Sudha were invited to speak at the State Level Consultation for Strengthening Creches for Factory Workers at Panipat, Haryana, on 23rd July 2024. The state consultation was Samadhaan Abhiyan under the leadership of Ms. Archana Agnihotri, Director, Samadhaan Abhiyan and Ms. Sudha Kumari. The state consultation had the opportunity to hear Ms. Praveen Joshi, Chairperson, Haryana State Commission for Protection of Child Rights, Mr. Harpal Dhanda, Representative, Minister of Panchayati Raj, Govt. of Haryana and representatives of various non-profit organizations like Humana People to People India, Mobile Creches, factory workers, factory owners.



Meeting with Member & Member Secretary, National Commission for Women

With respect to the Menstrual Health Issue in India. Mr. Arvind Singh, Ms. Pinki and Ravi Shanker Rai from Matri Sudha met the Honourable Member, Smt. Mamta Kumari and Ms. Meenakshi Negi, Member Secretary &



Karnataka Cadre Civil Servant, National Women Commission, GoI, to talk to the Union Health Minister, Ministry of Health & Family Welfare, GoI, for speeding up finalizing the Draft National Menstrual Hygiene Policy, 2023.

System Design Thinking on Early Childhood Development

After having practiced System Design Thinking since 2019 in Matri Sudha's ECD, Health & Nutrition Work. Mr. Arvind Singh has recently awarded a Certificate of Participation in System Design Thinking on ECD (Early Childhood Development).

The Masterclass Series brought together 20+ systems thinking and early childhood development (ECD) global experts across 14, 90-minute interactive virtual masterclasses. The sessions included the following:

- A deep dive into a particular system thinking framework, method, tool, or approach, with discussions on opportunities and challenges as well as practical examples of utilization in the field.
- A dialogue between a systems expert and ECD expert on applying the presented approach to ECD.
- Interactive activities to engage with the topic more deeply.
- Access to related learning materials, worksheets, and resources.

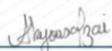
CERTIFICATE OF PARTICIPATION

ECDAN and Harvard T.H. Chan School of Public Health
Recognize

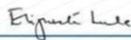
Arvind Singh

For the successful participation in and completion of

**ECDAN Masterclass Series in Applying Systems
Thinking to Early Childhood Development
May 2024 Cohort**



Aisha Yousafzai
Professor, Child
Development and Health,
Harvard T.H. Chan
School of Public Health



Elizabeth Lule
Executive Director, Early
Childhood Development
Action Network (ECDAN)

The Systems Thinking for Early Childhood Development (ECD) Initiative is a partnership
between ECDAN and Harvard T.H. Chan School of Public Health, supported by Porticus.



5. Awards & Appreciations

Recognition on World Red Cross Day

On World Red Cross Day (08.05.2024), Matri Sudha has been acknowledged for its work in Bilaspur, Himachal Pradesh, by the Additional District Magistrate, Smt. Nidhi Patel.



Late Shri Subhash C Gupta Memorial Award presented by legendary cricketer Shri Kapil Dev at Agra, Uttar Pradesh



Winner, Poshan Warriors, Healthcare Heroes Award by Jagran New Media, New Delhi



Arvind Singh, selected as Rise Up India Leader, Delhi Cohort 2023-24



Acknowledgment for conducting study on ICDS supported by DCPCR, Govt. of NCT of Delhi



2. Assessment of effectiveness of ICDS schemes

DCPCR conducted a study through a charitable trust namely **Matri Sudha** to understand the status of effectiveness of implementation of Integrated Child Development Services (ICDS). The report evaluates Anganwadi services scheme under the umbrella ICDS projects, explains utilization and awareness about Anganwadi services and identifies key areas of improvement and makes the following recommendations to the govt of NCT of Delhi for the same:

- a. A pool of dedicated budget within ICDS or separately must be created to address the issue of identification and addressal of malnourished children at an early stage.
- b. The physical infrastructure of all the AWCs must be created on the same parameters as 102 hubs, which have seen a bigger attendance rate, so that every child has access to learning opportunities in early years of childhood.
- c. The execution of age-appropriate preschool activities require additional time as the existing two-hour duration for the purpose is inadequate; therefore, the government should consider extending the timings of anganwadi programme by two hours i.e., from 9 am to 4 p.m.

Finalist, e-NGO Challenge Award, 2019 by Digital Empowerment Foundation, New Delhi



For being selected as a finalist in the **Education & Learning** category for the 6th eNGO Challenge Awards

1st FEBRUARY 2020
EROS HOTEL, NEHRU PLACE, NEW DELHI



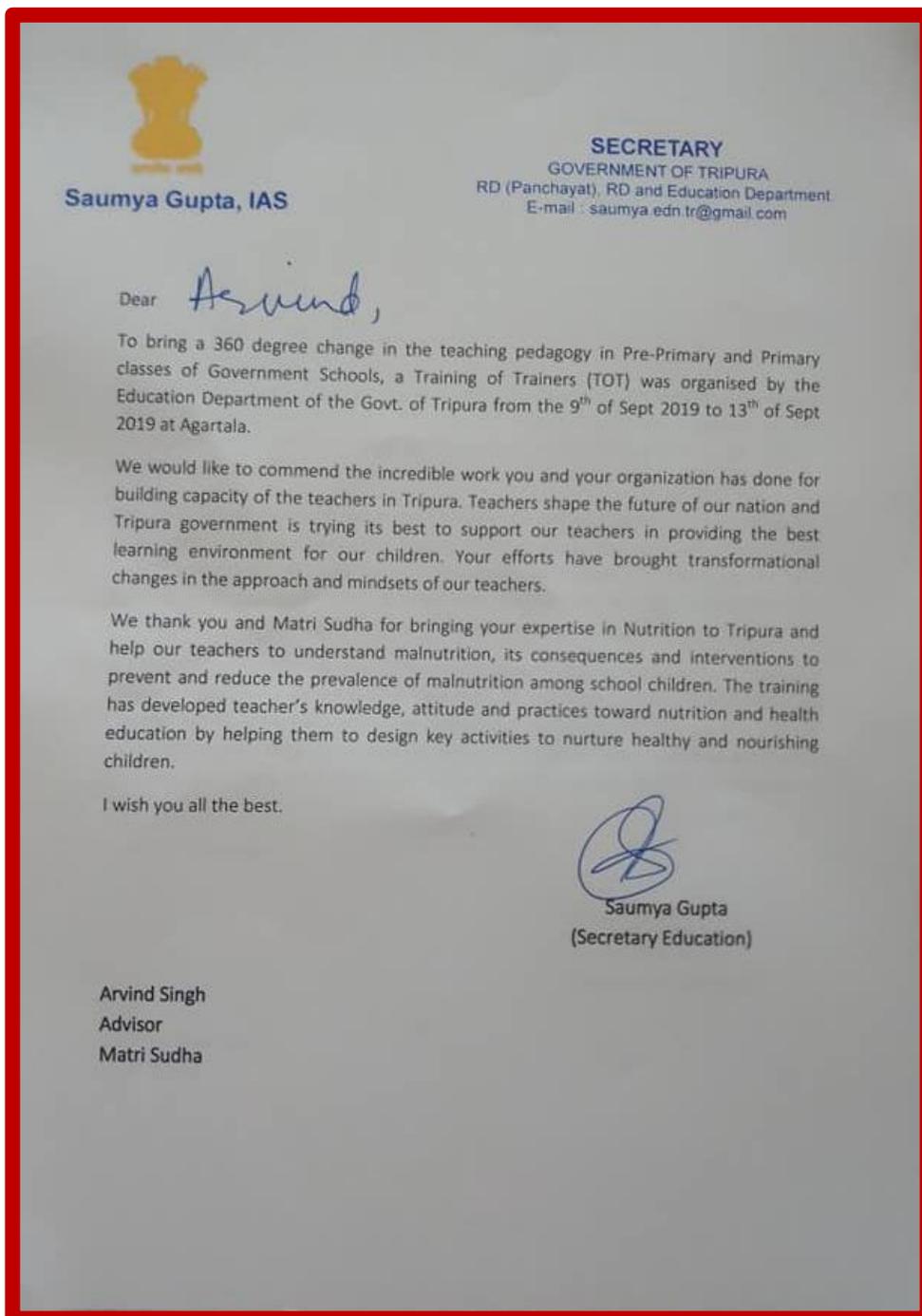
Certificate of Merit, World Health and Wellness Congress, Mumbai



Outlook POSHAN Award for "Nutrition Champion" presented by the Hon'ble Vice President, Vigyan Bhawan, New Delhi



Certificate of Appreciation, Secretary, Education, Govt. of Tripura, Tripura



6. Other Certificates





एम एस एम आई विकास संस्थान
(पूर्व में : लघु उद्योग विकास संस्थान)
संस्थान संस्थापक
पुस्तक, शोध एवं विकास प्रयोग संस्थान
बस्तिक विकास केंद्र, नार्दन
औद्योगिक इलाका, नई दिल्ली-110020
संभवतः, नई दिल्ली-110020
फोन : 011-26280118, 26280208, 26280209
फैक्स : 011-26280210
E-mail: msme@sidindia.com
Website: www.sidindia.com

MSME
MICRO, SMALL & MEDIUM ENTERPRISES
पुस्तक, शोध एवं विकास संस्थान

MSME DEVELOPMENT INSTITUTE
(Formerly : Small Industries Service Institute)
Government of India
Ministry of Micro, Small & Medium Enterprises
Shaheed Captain Gaur Mang
Oppt. Okhla Indl. Estate
Okhla, New Delhi - 110020
Phone : 011-26280118, 26280208, 26280209
Fax: 011-26280210
Website: www.sidindia.com
e-mail: msme@sidindia.com

File No.MSME/ND/L-3/2008/148 Dated: 10.02.2009

To
The Secretary,
Matri Sudha,
Basti Vikas Kendra,
Nardan Camp, M.B.Road,
Lal Kuan, N.Delhi-44.

Madam,
On behalf of this Institute I convey my sincere thanks to your organization for the assistance and coordination in organizing six week duration Entrepreneur & Skill development Programme for Scheduled Caste candidates on Computer Assembly, Maintenance & Networking at your centre. Hope in future we will also get the same response.

Thanking you.

Yours faithfully,
Tarsem Lal
(Tarsem Lal) 10/2/09
Deputy Director
for Director

卐

DELHI TUBERCULOSIS ASSOCIATION

9, Institutional Area, Lodhi Road,
New Delhi-110 003

Certificate of Membership - Youth Club
is awarded to

Arvind Singh

volunteer of NGO *Matri Sudha - A Charitable Trust*
for his/her joining Youth Club and to participate actively in intensive campaign for IEC programmes by Delhi Tuberculosis Association in collaboration with local NGO for prevention and control of Tuberculosis in his/her local area.

PRESIDENT
Delhi T. B. Association
New Delhi, dated the *27th Nov. 2007*

Shashi
HONY. GENERAL SECRETARY
Delhi Tuberculosis Association

MENTAL HEALTH INTERVENTIONS FOR BETTER CARE AND MANAGEMENT OF INSTITUTIONALIZED CHILDREN AND YOUNG ADULTS

December 19 & 20, 2014

Certificate of Appreciation

This is to certify that

ARVIND SINGH

participated in the training workshops on

“Mental Health Interventions for Better Care and Management of Institutionalized Children and Young Adults,”

held at India Inter International Centre, New Delhi, India

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Udayan CARE
Empathy • Education • Empowerment

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CEAW
nurturing lives.....

Indian Institute of
Psychotherapy
New Delhi

Supported by

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PANDIT SUNDERLAL SHARMA CENTRAL INSTITUTE OF VOCATIONAL EDUCATION

पंडित सुंदरलाल शर्मा केंद्रीय व्यावसायिक शिक्षा संस्थान



(A Constituent of NCERT - an Autonomous Organisation of MHRD, Government of India)

131, Zone-II, M.P. Nagar, Bhopal - 462 011. INDIA

CERTIFICATE

This is to certify that Mr./Mrs./Miss ARVIND SINGH
of MATRI SUDHA - A CHARITABLE TRUST
attended the ORIENTATION PROG. ON PARA MEDICAL VOCATIONAL TRG. FOR
in NEW DELHI
held at MAX HOSPITAL, SAKET
from 02.03.09 to 05.03.09 conducted by Pandit Sunderlal Sharma Central
Institute of Vocational Education in collaboration with the MAX HEALTH CARE INST. LTD.

DATE: 5.3.09

P. Prasad Rao
PROGRAMME CO-ORDINATOR

P. Prasad Rao
JOINT DIRECTOR



7. In the news

NEWS HEALTH CARE

Sanitary pads at exam centres

Shilpa Bhatia
The Daily

SEVENTEEN secondary and senior secondary schools in southeast Delhi now have sanitary pad vending machines which are fully automatic and user-friendly. The machines are a real boon. The schools double as exam centres so, for the nervous girl candidates who turn up, sanitary napkins are now readily available. There are incinerators as well to burn discarded napkins.

Girls from Class 7 to Class 10 are especially vulnerable to the challenges of menstruation. As teachers seemed to be sensitive to this issue, especially during exams. We should allow timely washroom breaks," says Meghna Sachdev, a government schoolteacher. A student had once admitted to her that she was more nervous about how she would handle her periods than about the exam itself.

The sanitary pad vending machines were installed this August by Matri Sudha, an NGO which works on health, nutrition and menstrual hygiene, with the support of Indian Oil Corporation (IOC) as part of the latter's CSR obligations.

Most schools do have sanitary napkins in their medical rooms, but are sometimes not adequately stocked. The infirmary could be a safe distance from classrooms. Girls might also have irregular period cycles, leaving them unprepared. Some students don't have the money to buy sanitary napkins. The vending machine is the answer to all these vexing issues.

The idea of setting up sanitary pad vending machines at board exam centres first came to Matri Sudha after the Madras High Court ordered the National Testing Agency to make sanitary napkins available near washrooms in the National Eligibility cum Entrance Test (NEET) exam centres on May 2 this year. The order was an outcome of its ruling allowing a candidate with special needs to wear an adult diaper as the permitted adequate wash room breaks to change.

A beginning had been made. Matri Sudha set up a meeting with Dr Divya Gupta, member of the National Commission for Protection of Child Rights (NCPCR), to discuss its initiative. The commission endorsed Matri Sudha's views and promised support.

Subsequently, Matri Sudha sent letters to the Ministry of Education on May 21 this year, asking for four provisions to be made at Central Board of Secondary Education (CBSE) examination centres: availability of sanitary products, restroom breaks, educational programmes to raise awareness amongst students and teachers, and, lastly, ensuring dignity and respect for female students with



Arvind Singh, CEO of Matri Sudha, with the officials of the government school in Okhla, Delhi



The sanitary pad vending machine installed at

regard to their menstrual needs.

A month later, on June 13, an advisory was issued by the Ministry of Education regarding menstrual health for adolescents, reflecting Matri Sudha's suggestions. In its statement, the ministry said, "Free sanitary pads should be available at all Class 10 and Class 12 board exam centres. Female students must be permitted to take necessary restroom breaks to address menstrual needs and increase focus on their exams."

"This is like a step forward in the right direction — menstruation goes beyond women's hygiene. It is an underlying determinant of health and must be given that importance," says Arvind Singh, CEO of Matri Sudha. Access, awareness and affordability are the NGO's three golden rules.

Matri Sudha went a step further. It collected data about girls appearing in all Class 10 and Class 12 board exams, and is now drafting a letter to all education secretaries across states to make provisions for sanitary napkins at their respective exam centres. The ministry's advisory is applicable to all CBSE-affiliated board exam centres across the country, applicable from the 2024-25 academic session.

Alongside, Matri Sudha is running campaigns to inform girls and their parents of this initiative

by IOC and the Central government.

Working women are also sometimes forced to skip work due to their periods. "Taking leave during menstruation should be an option, not a necessity," says Arvind Singh. "Women should not be compelled to miss work because of the lack of safe and clean facilities."

Another remarkable effort by Matri Sudha is its plan to install similar sanitary pad vending machines in 14 Metro stations in Delhi, partnering the Delhi Metro Rail Corporation. These include Lok Kalyan Marg, Rajiv Chowk, Govindpuri, Lajpat Nagar, Central Secretariat and ARIIS.

Commuters will be able to easily access one or multiple pads at a minimal cost.

"The machines, once installed, will be easy to use. One sanitary pad will cost ₹2 to make the project sustainable. Any user can either put a coin in the machine or use UPI to pay. The money will be used by Matri Sudha to replenish stocks by adding the deficit amount from its own funds after necessary support from Indian Oil Corporation comes," explains Singh.

Matri Sudha's vending machines initiative is part of its Menstrual Health Project, supported by IOC. Its objective is to ensure access to safe and affordable menstrual products, enhance sensitisation, include menstruation as a health subject in India's National Health Policy and make schools and workplaces gender inclusive by installing sanitary pad vending machines.

Recently, the NGO published a report titled "A Step Up for Period Positive Delhi" that covers the experiences, realities and challenges of menstruation.

"The report lays the foundation for a more informed and empathetic society, where menstrual health is not a source of shame but a subject of open conversation and understanding," remarks Suresh Singh, president of Matri Sudha. =

Home » HEALTHCARE » Bridging Delhi's nutrition deficit in slums



Arvind Singh (right) with his young volunteers distributing ration kits in low-income areas

Bridging Delhi's nutrition deficit in slums

Kavita Charanji, New Delhi

Leave your Comment >

Published: Sep. 12, 2020
Updated: Sep. 12, 2020

Arvind Singh has become accustomed to distress calls for food, late at night. Since the lockdown began, Singh, who leads a health and nutrition initiative by Matri Sudha, an NGO in Delhi, has been distributing rations to needy families in Delhi-NCR with his seven-member

Home » CAMPAIGNS » Matri Sudha combats hunger with Poshan Champions



Arvind Singh with Matri Sudha's Poshan Champions | Photos: Shrey Gupta

Matri Sudha combats hunger with Poshan Champions

HT Paathshala: NGO brings gift of education to poor kids in Tughlaqabad

Hindustan Times | By [HT Correspondent](#), New Delhi

Updated on: Apr 29, 2016 06:34 pm IST



Hindustan Times Paathshala is supporting Matri Sudha to help change more lives.



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

सवेरा न्यूज/अरुण खेहरा
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। कुट्ट, रागी, रागी/नचनी, फोक्सटेल बाजरा, कगना/ककूमकोट्ट/कोडन, छोटा बाजरा मोरंदो/ कुटकी/ शवन/ समा ज्यार जिनकी खेती हजारों वर्षों से की जाती रही है और यह अपने लचीलेपन, उच्च पोषण मूल्य और पर्यावरणीय स्थिरता के लिए जाना जाता है। इन्हीं विशेषों को लेकर मातृ सुधा चैरिटेबल ट्रस्ट दिल्ली के द्वारा जागरूकता शिविर को संबोधित करते आयोजक।

पोषण आहार और पौष्टिक खाद्यानों के बारे में जिला महिला एवं कल्याण विभाग बिलासपुर के सभागार में जागरूकता कार्यक्रम किया गया। जिसमें जिला बिलासपुर के पर्यवेक्षकों और ऑनलाइन सभी आमनवादी कार्यकर्ताओं ने भाग लिया इ संस्था के समन्वयक अरविन्द सिंह ने पोषण के हजार दिन, इस दौरान सावधानियां और पोषक तत्व जो माँ और बच्चे के लिए आवश्यक है उनके बारे में बताया। इ बाद, 'माँ को रोटी' कैंटीन में पौष्टिक खाद्यानों को प्रदर्शनी लगाई और 'मिल्लेट्स लंच' भी किया गया इ जिला कार्यक्रम अधिकारी, हरिंत मिश्रा ने मातृ सुधा चैरिटेबल ट्रस्ट दिल्ली का इस खूबसूरत प्रयास के लिए धन्यवाद दिया और साथ में उनको हर संभव सहयोग देने का भी आश्वासन दिया तकि पोषण अभियान के लक्ष्यों को शत प्रतिशत पूरा कर देश के प्रीकम को संवार सके। इस ही मूकम को आगे बढ़ाते हुए, पूरी अंगल मिलव और माँ फाउंडेशन के सहयोग से मातृ सुधा द्वारा बिलासपुर, गिमाकल प्रदेश में संचालित माँ को रोटी कैंटीन में आज इमिलेट लंच का आयोजन किया। मिलेट लंच के आयोजन में इंडियन रैड क्रॉस सोसाइटी की विला इकाई का भूपर सहयोग मिला। मिलेट लंच का अंशय जिला बिलासपुर में सभी जनमानस को मिलेट के बारे में जागरूक करना, गांव गांव तक आमनवादी के माध्यम से पोषाहार में मिलेट को शामिल करने का प्रयास जिला इकाई से सहयोग से करवाना, साथ ही साथ इस मिलेट की मुहोम को मिड डे मील में शामिल करने का भी प्रयास माँ को रोटी समूह द्वारा किया जायगा। इस े, जे खंड बाल विकास आधकमी, नैरर, रुचिका, अदुराण अर्थात कु... रसिपिन... ड क्रॉस, आमनवादी पर्येक्षक... बिलासपुर इकाई को शामिल से।

Conclusion: Acknowledging Challenges and Charting the Path Forward

This annual report highlights the significant progress made in improving maternal and child health outcomes across Delhi. Through a combination of direct service delivery, strategic advocacy, and community empowerment, we have strengthened health systems, improved key health indicators, and empowered individuals to take charge of their well-being.

At the same time, we must acknowledge the persistent systemic challenges that temper this progress. Critical initiatives, such as the T3 anemia screening camps, remain on hold due to funding constraints, while manpower shortages within the public health system continue to impact the scalability of essential programs. These are complex issues that no single organization can solve alone.

As we move forward, Matri Sudha reaffirms its unwavering commitment to our mission. We extend our deepest gratitude to our government, NGO, and funding partners for their invaluable collaboration and support. It is only through continued partnership that we can effectively address the identified challenges, build on our successes, and create a truly healthy and equitable future for all of Delhi's women and children.



Contact Information

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- Regd. Address: O-35, Sri Niwas Puri, New Delhi – 110065

Project Office: Matri Sudha Children Resource Centre, Basti Vikas Kendra, Nardan Basti, M B Road, Lal Kuan, Delhi – 110065

Phone: 96-25-96-3443

Email: matrisudha2000@yahoo.co.in