



Debarshi Bhattacharya

CEO, CARE India

Welcome Deb!

“Happy, honoured and humbled to have this opportunity. I think there is no magic pill to be invented or secret formula to be discovered by us that will transform the world around us overnight, and indeed, that we, by ourselves, will be able to surmount all the challenges that our communities and systems face.

By truly treating everyone as a partner in the journey, we can accelerate the cumulative impact in realising 2030 SDG goals. We owe this to the communities and systems we serve.”

Profile -

<https://www.careindia.org/our-member/debarshi-bhattacharya/>

[Know More ▶](#)



Pepsico - She Feeds the World

Pepsico Foundation and CARE India's "She Feeds the World" programme was recently inaugurated by Hon'ble Minister, Shri Sobhandeb Chattopadhyay in Alipurduar and Cooch Behar, Bengal.

The India Chapter of "She Feeds the World" aims to enhance nutritional outcomes and ensure stable, resilient incomes for women small-holder farmers and their families and reaching more than 48,000 individuals.

"We at CARE India are highly energised and look forward to working with smallholder women farmers in Bengal, India. With PepsiCo-led, "She Feeds The World", we will work to improve nutrition, build capabilities, provide access to resources and market linkages to women farmers. The ultimate measure of our success will be more secure and resilient livelihoods, marked by improved production, higher incomes and unreached gender equality", said Puneet Bali, Executive Director - Fund Raising, Marketing and Communication, at the She Feeds The World programme launch on Jan 24, 2023.

[Know More ▶](#)



Michelle Nunn - Bihar Visit

“So powerful to see first hand the CARE and Bill & Melinda Gates Foundation nurse mentoring program that has equipped thousands of nurses in Bihar to save the lives of mothers and babies” quotes Michelle Nunn, CEO & President CARE USA during her visit to Bihar.

AMANAT - Nurse Mentoring programme received a huge response across the state of Bihar, from policymakers to practitioners. The nurses posted in the labor room have greatly benefitted in gaining key skills to save lives of mothers and newborns. One of the dimensions of the program is more than 50 training days that include “scenario plays” enacting the proper medical interventions for difficult births. Combined with other strategies, this has resulted in a stronger system, well-equipped nurses, and a significant reduction in mortality rates for mothers and their infants.

[Know More ▶](#)



Cargill - Partnership for Progress

Michelle Nunn, President and CEO, CARE USA along with Debarshi Bhattacharya, Chief Executive Officer, CARE India met one of the oldest global CARE relationship representatives, Dipanwita Chakraborty, Regional Director- Corporate Responsibility & Sustainable Development, Asia Pacific, Cargill.

Amid the planning on collaboration for progress, we discussed about our intent to work on corn and maize supply chains. We Thrive is a model co-created by CARE Vietnam and Cargill which is being worked on and will be taken to scale. We plan to work on employee engagement and deepening our partnership keeping the business imperatives in mind.

This meeting has set the foundation for future integration between Cargill India and CARE India on gender, value chain and impact assessment. Both view - Cargill and CARE USA views CARE India Design Centre as an excellent opportunity to partner and experiment with plans for Cargill's global market.

[Know More ▶](#)


National Girl Child Day

What: Address the challenges that girls face in Indian society

Why: Every girl child deserves to reach her full potential. Hence, the need for a day for the girl child – to pause, reflect, introspect, and act.

How: Spread Awareness

- Rights of the girl child
- Inequalities faced by girls in the country
- Importance of female education, health, and nutrition
- Attitudinal shifts to tackle biases



2 of 16

LIVE Sync to Presenter

ST 68 NS

HDFC Bank joins us in observing National Girl Child Day

CARE engaged approximately 3000 employees in activities and games in order to sensitise them and increase awareness about the gender-based bias that girl children endure in our society.

We also conducted an online session addressing the employees of HDFC Bank on the challenges faced by girls at each stage of life.

Ms. Nidhi Bansal, Executive Director, Livelihood, Education, and Humanitarian Action, and Founder of Gender Equality Centre at CARE India, sensitised the attendees on the importance of uplifting and empowering girls. A discussion was carried out on possible corporate-level efforts to ensure inclusivity for girls.

"Invest in girls because it is the right thing to do, the smart thing to do," she said.

[Know More ▶](#)



HCL - Sustainable Household Energy

On January 16th, Gautam Buddh Nagar project team held a clean cooking camp and Improved Cook Stove distribution event in Kaimralla village. CARE USA Board Member Martha Finn Brooks along with the CEO and COO of CARE India visited HCL-supported Noida Improved Cook Stove (ICS) Project.

The visit was to interact with the project participants and encouraged them for choosing the improved cook stoves (ICS) over the traditional ones.

During the visit, Martha distributed 52 Improved Cook Stoves. Adoption rate of ICS has increased significantly because of the comprehensive programming that includes training of women members through the Sustainable Household Energy (SHE) school platform. This project is also registered for Gold Standard Carbon Credit generation and issuance, which can be a sustainable revenue stream for the community in the future.

[Know More ▶](#)