Reducing Anaemia Prevalence in Ballia District – Alkem Laboratories

Alkem Laboratories partnered with CARE India to decrease the prevalence of anaemia among various target groups, including children in the age group of 6 to 35 months, adolescents, reproductive-age women (including pregnant and lactating women), and expectant and breastfeeding women in Ballia District of Uttar Pradesh. To achieve this goal, there will be an emphasis on enhancing the testing, treatment, and monitoring of anaemic patients in the selected areas. Additionally, efforts will be made to start giving the regular intake of iron and folic acid supplements amongst pregnant and lactating women. Steps will be taken to improve public awareness regarding anaemia. Foster a better comprehension of the condition within communities, encourage the adoption of nutritious eating practices, and highlight the significance of maintaining proper sanitation to prevent anaemia. Public health facilities will be improved to provide better services for children and curative care, as well as the management of severe anaemia cases. The project also includes population examination, training healthcare workers to use digital methods for anaemia screening, ensuring the availability of liquid iron and folic acid supplements, conducting community outreach programmes, and promoting behavioural changes related to diet and sanitation, providing menstrual education and care, and involving district officials in the planning and implementation process.

CARE India actively participated in the commemoration of the USAID/India Industry Day on Tuesday, April 25, 2023, held at the Taj Mahal Hotel, Kolkata. Genta Yerra, the Chief of Party at India Partnership for Early Learning (IPFL) programme, represented CARE India at this significant event. Genta shared CARE India’s perspective on working with USAID and engaged in discussions about the organisation’s noteworthy contributions as a USAID partner, as well as their lingering success stories. The success stories presented by CARE India during the event exemplified the tremendous impact that can be achieved through collaborative partnerships and innovative solutions. These stories showcased the transformative outcomes resulting from the synergy between CARE India and USAID. By focusing on sustainable development and leveraging their combined expertise, CARE India and USAID have made substantial strides in creating positive change in communities and individuals’ lives. CARE India eagerly looks forward to the continuation of its fruitful collaboration with USAID and other partners. They remain committed to forging ahead with their shared vision of a brighter future for all, as they strive to address pressing social challenges and make a lasting difference in the world.

Valuable Heroes - PI Industries

The most crucial asset of any organisation is its employees, especially in the social development sector where the individuals working on the ground play a vital role in ensuring the projects’ success and longevity. The level of trust a company has in its employees is a key factor in the organisation’s success. Trust fosters the development of a sense of community. These elements are essential for project success as they create an atmosphere of mutual understanding and respect, encouraging greater engagement and involvement from the local community. We take this opportunity to acknowledge and express our gratitude to the amazing heroes at PI Industries, who have been instrumental in driving the success of the initiative. Their dedication, hard work, and commitment have been instrumental in achieving the goals set forth by PI Industries.

CARE at IPHACON - Kolkata

The 4th Annual National Conference of the Indian Public Health Association (IPHA) took place in Kolkata, from April 7th to 9th, 2023. CARE India actively participated in the conference by hosting an academic material and knowledge product dissemination stall, featuring audiovisual displays and informational stands. The stall was decorated in green, symbolizing nature, health, and the environment. The stall also included a networking session titled "Psychosocial Challenges: The Burden of Knowledge Management & Learning in Public Health." The session included a plenary talk on "Data as an Intervention" by Dr. Parameswaran Chidambaram. The session concluded with a panel discussion on questioning the Theory of Change to improve public health services. Throughout the conference, the CARE team actively engaged in discussions on various topics related to public health, gender equality, capacity building, and policy analysis.

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