



**THE POWER TO UNLOCK INDIA'S POTENTIAL**

## **INSIDE THE INDIAN IMPACT**

- 1) Improve your nearest Anganwadi center – it's simple and fast**
- 2) Explore and support 4 innovative NGO projects that are reducing malnutrition in interior villages and urban slums**

### **Feature 1 : Improve your nearest Anganwadi Center**

#### **The problem**

Anganwadi Centers, run by the Government of India, provide supplementary breakfast and lunch to children along with immunization and pre-school education. Each locality has an Anganwadi center, and there are as many as 13.3 lakh Anganwadi centers all over India. This scheme is officially the world's largest child nutrition program.

But many centers suffer from *dismal infrastructure* and *insufficient food quantity*, and hence are not able to curb malnutrition effectively.

#### **The Indian Impact solution**

The Indian Impact makes it easy and convenient for corporations and citizens to locate and improve an Anganwadi Center.

- **Instantly spot your nearest Anganwadi Center:** Type in your area and the Anganwadi Locator instantly provides the list of Anganwadi centers near your office or residence along with the name of the supervisor and her mobile number.

- **Download and follow a checklist:** The Indian Impact provides a checklist of essential items that are lacking in the Anganwadi Center. This checklist makes it very easy for corporations/citizens to improve the center faster.

- **Increase the food quantity at the Anganwadi Center** : The Indian Impact has officially tied up with the reputed Akshaya Patra Foundation which runs centralized kitchens that distribute nutritious meals to government schools. Through the Indian Impact, corporations can partner with Akshaya Patra for now distributing meals to their adopted Anganwadi Centers.

### **Note**

This 'Improve your Anganwadi' feature will be first launched in Hyderabad and will cover all **868** functioning Anganwadi centers in the city.

The Indian Impact has also obtained a **formal approval** from the Department of Women Development and Child Welfare – Government of Andhra Pradesh which states that corporations/organizations registered on the Indian Impact are permitted to adopt Anganwadi Centers. The Department has also formed a committee headed by the Principal Secretary which will provide any required assistance for this Anganwadi adoption.

## **Feature 2 : Explore & Support 4 innovative NGO projects that are reducing malnutrition in interior villages and urban slums**

### **The problem**

A few NGOs are reducing malnutrition with great results in their small areas of operations. But, they are not able to scale up due to lack of funds and manpower.

### **The Indian Impact solution**

The Indian Impact has carefully selected and featured 4 highly innovative and credible NGO projects that need crucial support to expand. Citizens and corporations can donate or volunteer for any of these projects with a click.

The Indian Impact platform hence **magnifies and accelerates the rate of malnutrition reduction.**

**Project 1:** Australian Architects renovating Anganwadis in dismal conditions in Gujarat's slums

**Project 2 :** Protecting children in the first 1000 days in rural Madhya Pradesh via crèches

**Project 3 :** Reducing malnutrition through a grass-root approach in Mumbai's Dharavi

**Project 4 :** Building a mobile application to identify high-risk zones across India so help can arrive just-in-time.

**Download the e-media kit & photos of the Leadership Team on [www.theindianimpact.com](http://www.theindianimpact.com)**