

July 2014 to June 2017

Shubh Aarambh Project at Anamalai Block, Pollachi Taluk, provided Childhood development services in 3 Pillars namely Health & Nutrition Education, Active Play and Kitchen Garden funded by Mondelez International, USA and implemented by NMCT in consortium with Save the Children and Magic Bus concluded with effect from June 2017. The impacts of the project implementation were as follows

Health and Nutrition

- 160 Adolescent groups had been formed with 2172 adolescents.
- 233 children group had been formed with 5275 children.
- 373 Discussion leaders had been identified among them 210 DLs were trained.
- 2 mothers committee had been formed with 120 mothers from 33 villages.
- 233 active play groups were formed. In total 5275, 7 to 14 children had been reached.

Active Play

- 10 Safe Play Space had been developed.
- 215 CYLs were identified and trained.
- Pre and post Individual fitness test was conducted for 1080 children in community

Accessing fresh fruits / vegetables

- 72 community and intuitional garden had been in all 33 villages.
- 1118 HH kitchen garden had been promoted in all 33 villages.

