



Baiga Project



IPE Global Centre for Knowledge and Development

ANNUAL REPORT
2021-2022

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Letter from the Chief Mentor

Dear Friends and Supporters of CKD,

As we reflect on another year of tireless efforts and unwavering commitment, it is an honor and a privilege to address you as the Chief Mentor of the Centre for Knowledge and Development (CKD). This annual report serves as a testament to our collective journey, our shared vision, and our relentless pursuit of building the agency of women, adolescents, and children.

This year has been marked by both challenges and triumphs. Our healthcare initiatives have continued to provide vital services to underserved communities, ensuring that healthcare remains a fundamental right, not a privilege. We've adapted our educational programs to address the changing needs of students and communities, embracing new technology and innovative approaches to bridge gaps in learning.

Our commitment to equipping women, adolescents, and children with the skills and opportunities they need to thrive remains steadfast. We have witnessed the transformative power of education can promise brighter futures. None of this would be possible without the support of our dedicated team, our valuable partners, and our passionate supporters who believe in the causes CKD works for. Together, we have built a community that shares our vision of a world where everyone has equal access to the resources and opportunities needed for growth and development. Your unwavering belief in our mission and your generous contributions have profoundly impacted the lives of those we serve. Looking ahead, we remain committed to pushing the boundaries of what is possible. We will continue to challenge ourselves to innovate, adapt, and expand our reach. We will deepen our partnerships and forge new ones, recognising that true progress is achieved through collaborative efforts. As the world evolves, so must we pledge to remain at the forefront of knowledge and development initiatives.

In closing, I want to express my heartfelt gratitude to everyone who has been part of the CKD family. Your support has enabled us to make a real and lasting difference in the lives of countless women, adolescents, and children. Together, we have brought hope and opportunity to those who need it most. As we embark on another year of growth and transformation, I invite you to continue standing with us on this remarkable journey. Together, we can create a brighter, more equitable future for all.

Thank you for your unwavering support, and here's to the next chapter in our shared mission.

With gratitude and determination,

MK Padma Kumar

Chief Mentor

Message from the Board



In just a short span, the Centre for Knowledge and Development has achieved groundbreaking milestones in the realms of health, nutrition, and education, with a steadfast emphasis on the empowerment of women and girls.

Amita Sharma

“Since the inception of the Centre for Knowledge and Development, I've been a part of the journey. CKD embraces a design philosophy centered around humanity and aims to transform research knowledge into tangible actions, with the goal of achieving measurable impact.”

Geeta Mathur



Introduction- Centre for Knowledge and Development

Centre for Knowledge and Development is a knowledge-driven, community-focused, partnership-building, forward-thinking organisation. CKD relentlessly pursues building the agency of women, adolescents, and children by providing equitable access to health, nutrition, education, 21st-century skills, livelihood, and employability.

Vision | Mission | Goal

Vision: Creating a world imbued with values of Diversity, Equity, and Inclusivity where women, adolescents, and children realise their full potential.

Mission: To empower women, adolescents, and children to get equitable access to health and nutrition, 21st-century skills, education and equal employment opportunities.

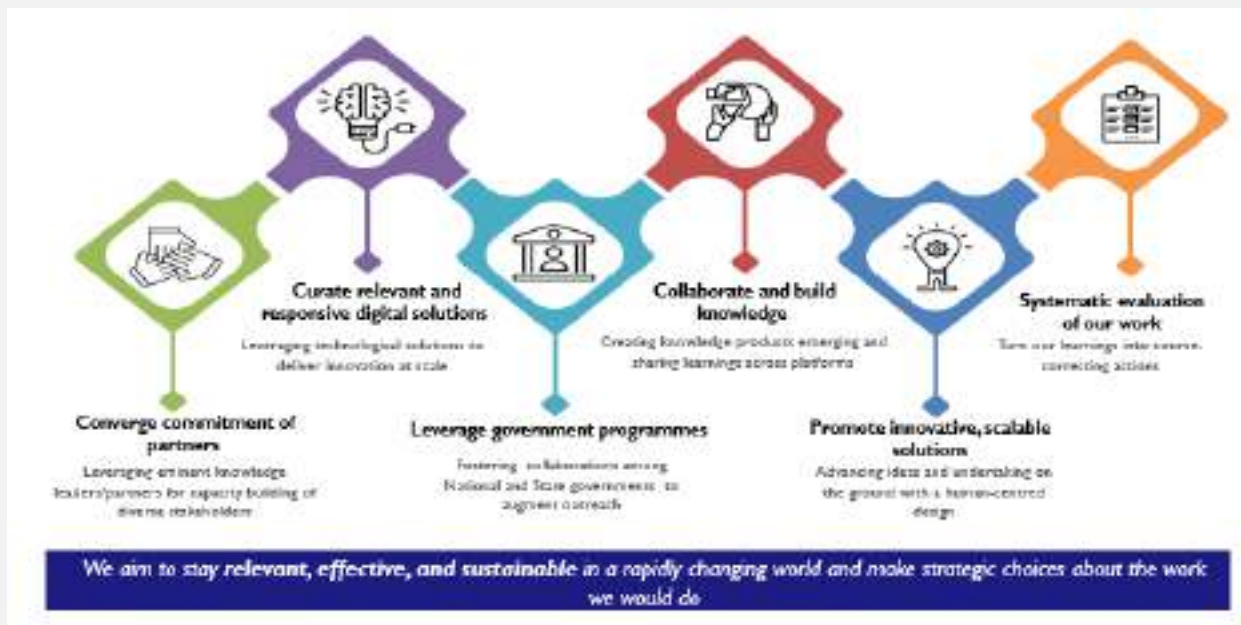
Goal: Create an alliance of engendered and mission-aligned partners to support 20 million women and girls to realise their fullest potential by 2040.

Our Key Distinguishers

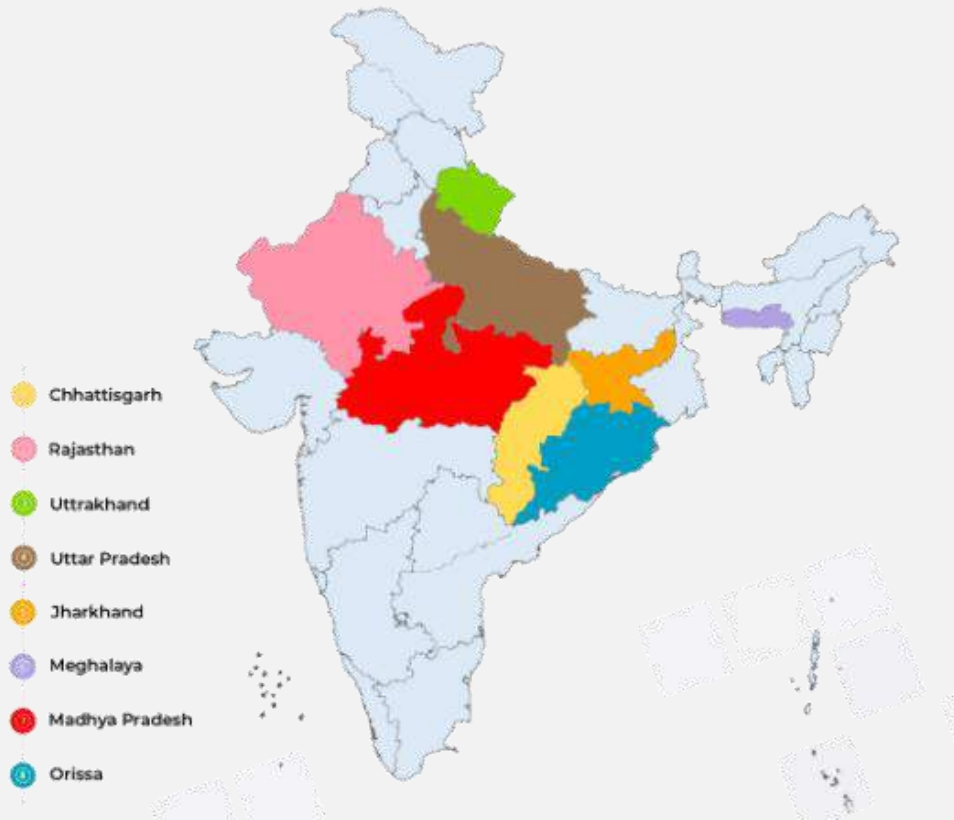


Our efforts are aligned to create a favourable ecosystem by nurturing lasting collaborations amongst the usual, unusual, local and national stakeholders and translating collective knowledge into action

Our Approach



Footprints



Our Programmes

JIGYASA: Knowledge for Life – Bridging Knowledge and Digital Gap at School Level’ is (Jun 2019 – Mar 2022)

The project covers select schools of the Hindi-speaking States of Madhya Pradesh, Chhattisgarh, Rajasthan, Uttar Pradesh, and Uttarakhand. The purpose of Project Jigyasa is to build capacity of teachers in elementary schools to leverage digital technologies to enrich their knowledge base and their teaching-learning process.

The project coverage is 26 Districts, 2266 Schools with Government school teachers (grade 1-8) and Government school teacher educators as the primary beneficiaries.



Once in-house capacity is built to create content, then digital learning culture will inform institutional processes and stimulate behavioural change. Therefore, the project also focussed on reinforcement and institutionalisation of trainings as well as upskilling the teachers. The project will integrate the functionalities of the design components into the State Government system and institutionalise them.

The project has achieved the following so far:

- Developed the digital competencies of over 40,000+ teachers
- Indirectly benefitted over 3,00,000+ students
- ICT Upgradation in 150 schools with SMART-Ed Devices deployed in 5 schools
- Procured ICT tools for developing 15 model schools
- Distributed ration to 200+ COVID impacted families
- Provided scholarships to 428 COVID deceased dependents



Knowledge Hub Education and Learning (KHEL) – Nutrition Project

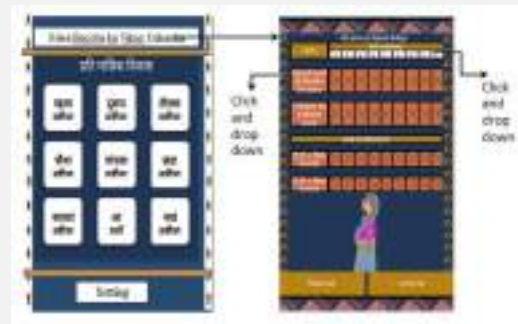
The project worked with the Indian Institute of Technology (IIT), Bombay to improve nutrition levels in pregnant and lactating mothers and new born children (0-2 years) by promoting positive behavioural change.



The key activities of the project were conducted within the components of behaviour change communication(BCC), capacity building of outreach workers, research and studies and documentation and dissemination.

The project benefitted approximately 1,000 families and 2,000 malnourished children in two rural-tribal blocks of Khairagarh and Chhuriya in Chhattisgarh. A rural nutrition monitoring app, ‘Mor Baat’ was developed for periodic nutritional and health assessments. The use of the app mitigated geographic barriers to ensure the inclusion of women in remote areas. The project undertook the capacity building

of women from local communities as outreach agents, leveraged existing institutional mechanisms like Anganwadis (AWWs), developed Behaviour Change Communication materials (BCC) in a participatory manner.



Knowledge Hub for E- Learning (KHEL) for education: Multimedia rich lessons (MMRL) using trilingual method for teaching standard Hindi and English based on local dialect

The project Knowledge Hub for E- Learning (KHEL) designed and developed Multimedia Rich Lessons (MMRL) for the primary school level (Standard 1 to 3). It worked to develop this and make available to government schools in Madhya Pradesh.

This pedagogy mapped to the school curriculum sought to overcome several typical school handicaps such as irregular student attendance, inability to absorb knowledge through traditional teaching methods and unequal learning level. The program encouraged cultural and linguistic sensitivity. Lesson plans were formulated keeping in mind the sensitivities and the cultural background of the target learner.

The project supplemented school teaching in Madhya Pradesh, by providing digitally enabled materials targeting learning difficulties. The material was disseminated as supplementary material to facilitate enhanced learning in language through interactive and creative problem-solving stories and games in all primary schools with computer facilities. Approximately 50,000 children and 2,000 teachers benefited from this.

Suposhit – Closing the gap in nutrition in select districts of Jharkhand

The project aims to strengthen Supplementary Nutrition Programme (SNP) and Pradhan Mantri Matru Vandana Yojana (PMMVY) delivery to the tribal women and children of 5 districts of Jharkhand, who are nutritionally more vulnerable.



The key objectives are:

- **Increasing uptake of SNP and PMMVY** by creating demand among the communities through awareness building drives
- **Improving access to SNP and PMMVY** by the most nutritionally vulnerable tribal women and children by piloting locally relevant, innovative solutions for ensuring scheme delivery
- **Supporting the district administration in schemes' monitoring** using technology-driven data dashboards on schemes' uptake and implementation
- **Providing technical support to the government** for addressing bottlenecks in implementing SNP and PMMVY at various levels and improving fiscal spending.



COVID-19 Game for Creating Awareness and Demystifying Common Myths

The team developed behavioural change digital game for COVID-19 sensitization. Visual representation of vectors and graphics in context of Indian geography were built in the game. Back end analytics was developed on Google Analytics. A Technology platform was developed with game flow as a Swipe Based Interface.

Behavior Change Communication and Vaccine Hesitancy

Supported by IndusInd Bank, CKD sensitised 7,30,000+ people in underserved informal settlement communities in Karnataka, about COVID-19 vaccines, through 150 women change agents. The project aimed to reduce COVID-19 vaccine hesitancy and increase awareness of critical health and hygiene products in underserved informal settlement communities in Bangalore, Tumkur,



Hosadurga (Chitradurga District) of Karnataka, India through established networks of women change agents.

In doing so, it addressed the acute and urgent need for reliable information and access to COVID-19, health and hygiene-related products and services in the communities. It undertook the following key activities:

- Provided women entrepreneurs from underserved communities in Karnataka to practice entrepreneurship and bring a change in the health and hygiene habits of community members while being able to create a source of dignified income for themselves.
- Reduced vaccine hesitancy and increase COVID-19 vaccine uptake in informal settlement communities through facilitating access to COVID-19 vaccine, as well as health and hygiene information.
- Increased equitable access to affordable health and hygiene products amongst 9 marginalized communities.



Investing in Health Professionals for COVID-19 Care and Management

With the support of The Morpho Foundation, CKD in partnership with Wipro GE Healthcare trained 1274 health professionals with skills and knowledge required to manage COVID-19 patients. Healthcare professionals, Community Health Workers (CHW), Paramedical staff, Nurses, and Doctors across 9 states, were trained in modules that were tailored to each cadre's need. The project aims to target 1000 Healthcare Professionals, which includes 200 Doctors, 200 Nurses, 250 Paramedics and 350 Community Health Workers from different healthcare institutes of India, with primary focus on Rajasthan, UP, Uttarakhand, Assam, Andhra Pradesh. They are trained on COVID-19 protocols and management techniques to help strengthen India's fight against COVID-19. The training is a blend of online and onsite instructor-led trainings.

COVID-19 Game for Creating Awareness and Demystifying Common Myths

With the support of UNDP, CKD developed a behavioral change digital game for COVID-19 sensitisation. The project developed training modules in line with international-national



guidelines. Pre and post assessment questionnaires were designed to assess the impact of trainings. Master trainers training organized, which was followed by training planning and batch scheduling. Trainings have been initiated and 400+ professionals have been trained. Each batch's training is 2-3 days. Trainings are done in a blended format with cloud trainings as well. At the end of the training a certificate is awarded to the participants.

Knowledge Partners for Women Transforming India Award 2021

NITI Aayog organized the fifth edition of the Women Transforming India (WTI) Awards on 21 March 2022. This year, as part of the Azadi ka Amrit Mahotsav to celebrate 75 years of India's independence, the WTI Awards were conferred on 75 women achievers to celebrate their contribution towards a 'Sashakt Aur Samarth Bharat'.

CKD associated with NITI Aayog – Women Entrepreneurship Platform (WEP) as knowledge partners and captured women achievers' dynamic efforts by sharing their exemplary stories and exceptional work in the form of a Coffee Table book. The Book was released by Mr Amitabh Kant, CEO NITI Aayog, Mr Shombi Sharp, UN Resident Coordinator of India, Ms Anna Roy Senior Advisor NITI Aayog, and the respected lady officers of the Indian Armed Forces during the Award Ceremony on 21 March 2022.



View the Coffee Table Book at: <https://www.ipeckd.org/women-transforming-india/>

The Awards were conferred by acclaimed personalities such as Kiran Bedi, former Lieutenant Governor of Puducherry; Lakshmi Puri, former Assistant Secretary-General of UN; Dr Tessa Thomas, Director-General of Aeronautical Systems, DRDO; Arundhati Bhattacharya, former Chairperson of State Bank of India; Debjani Ghosh, President of NASSCOM, Ila Arun, acclaimed singer, sports champions Shiny Wilson, Track and Field Athlete; Karnam Malleswari, first Indian woman to win a medal in weightlifting in the 2000 Olympics; Lovlina Borgohain, Tokyo Olympic medallist in boxing; Mansi Joshi, World No. 1 para-badminton singles' player in SL3; Pranati Naik, Tokyo 2020 Olympian gymnast and 2019 Asian Championship medallist; and Simranjit Kaur, Tokyo 2020 Olympian and 2018 AIBA World.

The CKD Team participated in the WTI Awards which gave the team an opportunity to interact with the awardees and be part of the celebration.



The Way Forward/Our Path Ahead

CKD's future reflects an enduring dedication to empower society's most vulnerable—women, adolescents, and children. Our unwavering focus is on cultivating agency and ensuring fair access to critical resources like health, education, and 21st-century skills. Rooted in diversity, equity, and inclusion, these principles drive every aspect of our mission.

Looking ahead, CKD is on the brink of a transformative journey, guided by key strategies: We'll uphold our forward-thinking stance, integrating innovation to meet evolving community needs. This involves leveraging technology and modern teaching methods to amplify the impact of our educational and skills programs. Our success relies on robust partnerships with like-minded organizations, government bodies, and the private sector. We're devoted to deepening existing collaborations and establishing new ones to broaden our influence and efficacy. Our meticulous advocacy for the rights of women, adolescents, and children persists. Creating awareness about their challenges and advocating for policy changes remains integral to our mission. We pledge rigorous impact measurement. Through data collection and analysis, we continuously refine our strategies, providing tangible evidence of the positive transformations we instigate. CKD, at its core, is a community-centric organization. We're committed to fortifying our connection with the communities we serve, involving them in the planning and execution of our initiatives. To realize our vision, we actively seek diverse resources—financial and in-kind—to support our programs and projects.

Through these dynamic strategies, CKD will propel its mission of positive change, aspiring to create a world where every woman, adolescent, and child can lead a life of health, education, and prosperity. Together, we'll shape a future embodying our core principles, making a lasting impact on the lives of those we serve.

Partners of IPE Global Centre for Knowledge and Development

NITI Aayog, Women Entrepreneurship Platform (WEP)

Vodafone Foundation

Indian Institute of Technology, Mumbai

UNDP India

Children's Investment Fund Foundation

IndusInd Bank

Morpho Foundation

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