

## **Tata Power Community Development Trust launches Mother and Child Health Initiative in Mumbai, Maharashtra**

**Mumbai, 28<sup>th</sup> March 2018:** Tata Power Community Development Trust (TPCDT), has relentlessly worked towards promoting healthy practices among communities living in and around its project locations. Continuing with this commitment, Tata Power Community Development Trust - Trombay, launched an initiative for Behavioral Change Communication (BCC), community mobilization and awareness on Mother and Child Health at Gavanpada, Vashi Naka and Vishnunagar.

The program benefitted a total of 3000 Ante-Natal and Post-Natal Care Mothers and other Anganwadi mothers, along with adolescent girls among which around 80 % beneficiaries belong to the underprivileged communities.

The objective of the initiative was to bridge the gap between the existing Government facilities and underprivileged target community. Under this initiative, TPCDT Trombay used comprehensive strategies to deal with issues of child and mother mortality where the stages of intervention include Ante Natal Care, Post Natal care, 0 to 5 years immunizations and Adolescent Stage.

Commenting on the initiative, **Mr. Ashok Sethi, COO, Tata Power**, said, *“Healthcare is imperative for every individual and more so of a mother and her child, as they are one of the most underserved section of society. Studies reveal that the child and mother mortality is very high due to lack of awareness about existing Government services available in the vicinity. We, at TPCDT, therefore, aim to spread awareness about mother and child healthcare which would benefit the entire community. We are thankful to our partners for helping in making this campaign a success.”*

TPCDT partnered with Niramaya Health Foundation, community institutions and 25 CHVs, who relentlessly worked in the communities, for promotion of the Initiative. The initiative, which also included sessions on low cost nutritional food, promotion of breast feeding, Anna Prashan event and regular ANC checkups, was a huge success.