

Empowering Rural Households: Enhancing Nutritional Security and Sustainable Gardening

Evidence from India

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Overview:

- Focus on **nutritional security** for **30,000 rural households** through sustainable gardening.
- Implemented by **Plan India** in collaboration with **local women's groups**.
- Aimed to improve **economic savings, environmental benefits,** and overall **community well-being**.



Objectives:

- **Improve Nutritional Awareness:** Increase knowledge on diverse diets and health benefits.
- **Establish Sustainable Practices:** Promote organic composting and kitchen gardening.
- **Foster Economic & Environmental Gains:** Encourage cost savings and reduce environmental impact through local food production.

Approach & Methodology

•Capacity Building:

- Formation of **500 Groups- community groups** with 5,500 members across **600 villages**.
- Conducted **regular training sessions** on organic composting, diverse food consumption, and gardening techniques.
- Social safety nets strengthened through cash transfers and skill development,

•Baseline Survey:

- Survey of **5,000 women** (including pregnant and lactating mothers) to assess initial nutritional awareness.

•Follow-Up:

- **Continuous engagement** through training, cooking demonstrations, and support to ensure sustained behavior change.

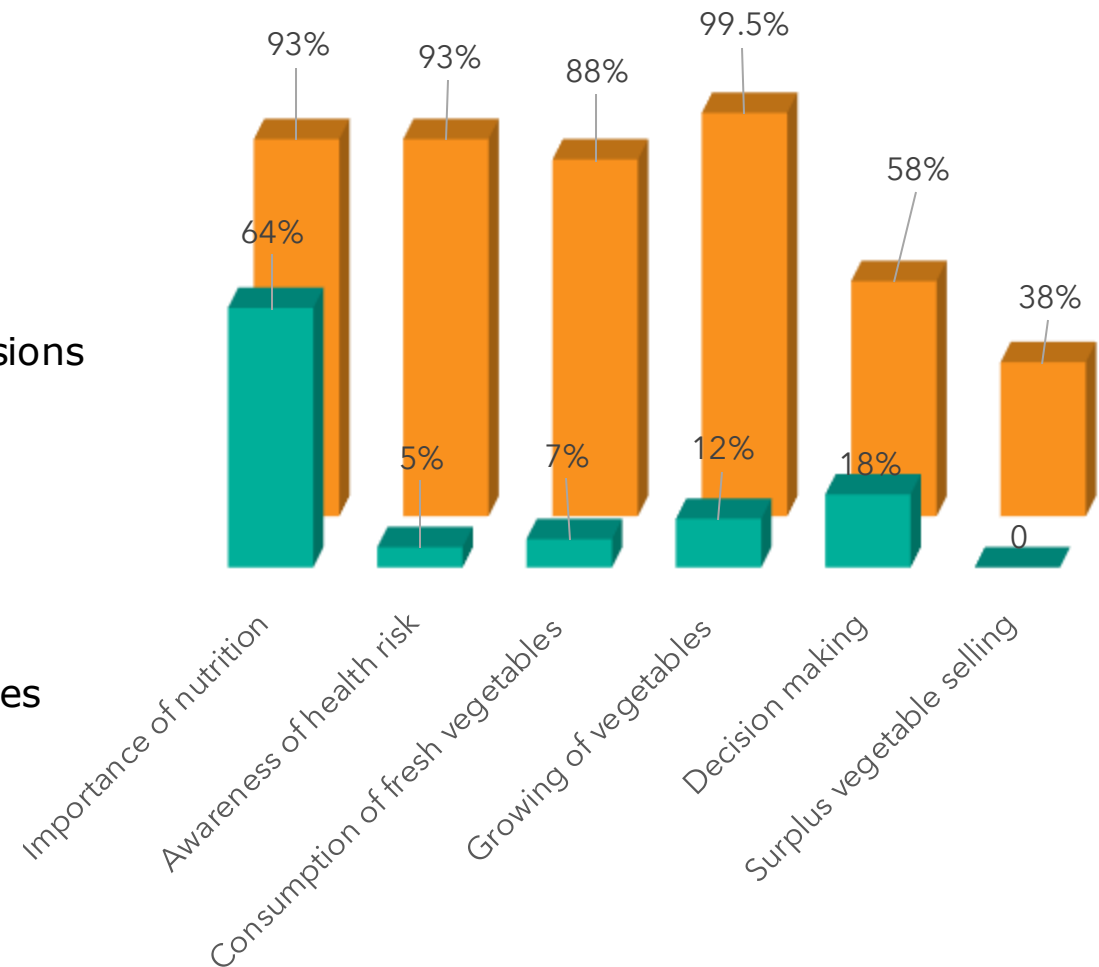


Baseline

- **64%** were aware of the importance of nutrition.
- **95%** lacked awareness of health risks due to deficiencies.
- **7% of households** consumed fresh vegetables daily.
- **12%** households growing vegetables.
- **38%** women merely get chance to participate in the household decisions

Post-Intervention

- **88%** of beneficiaries consumed more local, seasonal vegetables
- **93%** recognized the importance of diverse diets
- **99.5%** committed to continue kitchen gardening - growing vegetables
- **58%** women now playing a more active role in the decision-making process
- **2,430 households** adopted organic practice.
- **3,440 members** diversified their diets
- **1,698 new recipes** developed
- **38%** of household are selling their surplus vegetables



Economic & Environmental Impact

•Economic Savings:

- Reduced dependency on market purchases.
- Efficient use of **household waste** for organic composting.
- Households started selling surplus produce in the local markets, generating an **income of INR 1500** per month

•Environmental Benefits:

- Reduction in the use of chemical fertilizers.
- Promoted **sustainable gardening practices.**



The Change:

- **5000 kitchen gardens** for the impoverished households, providing livelihood opportunities and nutritional independency to 5117 women across the 6 participant districts
- More than **144 acres** of barren vacant lands were transformed into **bright and lush green spaces** full of plants and vegetation
- **12.28 tons** of kitchen waste being converted into **compost monthly** - effectively tackling the issue of waste management.



Long-term Sustainability

- **Community-Driven Success:** Group formation, training, and continuous support ensured long-term adoption of healthy practices.
- **Continued Engagement:** Follow-up activities reinforced commitment to sustainable gardening and nutritional awareness.



Lessons Learnt

- **Community Engagement** is key to sustained behavior change.
- **Multi-faceted approaches** combining capacity building, cash transfers, and hands-on training ensure comprehensive support.
- **Local leadership** through women's groups accelerates the spread of knowledge and practices.



**Thank
you**

