

Mom's Plate: Hot Cooked Meal Support for Improving Maternal Nutrition

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Rationale

- Pregnant women need 300–500 extra kcal/day; many don't get it
- 52.2% pregnant women anemic; 18.2% low birth weight; 35.2 (per 10000) Infant Mortality Rate
- ICDS take-home rations underutilized; cultural and access barriers
- Poor maternal nutrition drives poor birth outcomes, low birth weight, mortalities & morbidities



Key Nutrition and Health Indicators (India NFHS-5)

Women's Nutrition Indicators



18.7%
Women have
BMI below
normal (<18.5
kg/m²)



52.2%
Pregnant
women are
anaemic
(<11.0 g/dl)



57.0%
All women
age 15-49
years who are
anaemic

Maternal & Child Health Indicators



35.2
Infant
mortality rate
(IMR)



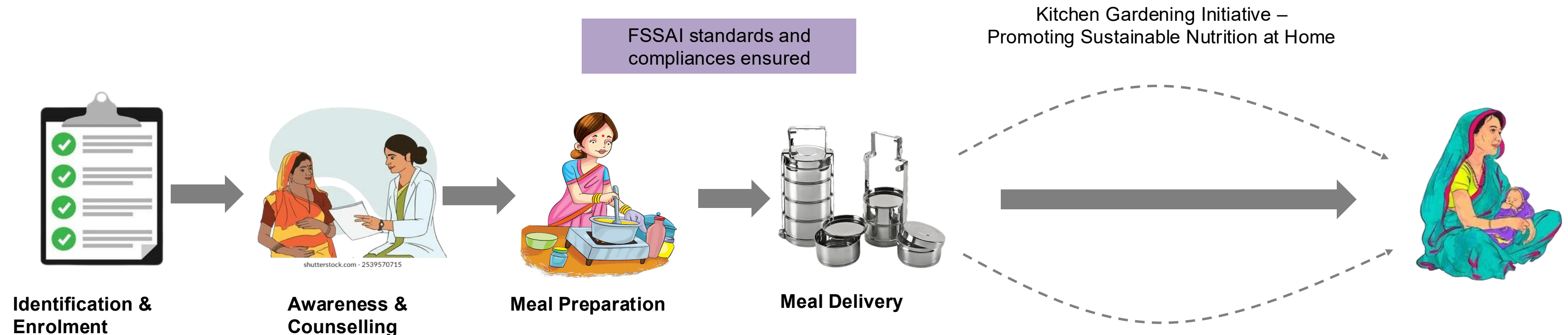
113
Maternal
Mortality Rate
(MMR)



18.2%
Live birth with
low birth weight
(<2.5 kg)

Approach

- Registered & assessed pregnant women for nutrition risk
- Equipped local women entrepreneurs with quality cooking methods and FSSAI registration.
- Sensitized and counseled family on diet, hygiene, maternal care
- Tracked digitally meal delivery, Hb, weight, BP, pregnancy progress
- Promoted kitchen gardens to boost diet diversity



Kathmandu, Nepal



MOM'S PLATE



Doorstep Nutrition Support to Pregnant & Lactating Women

Delivery Model

How it Works

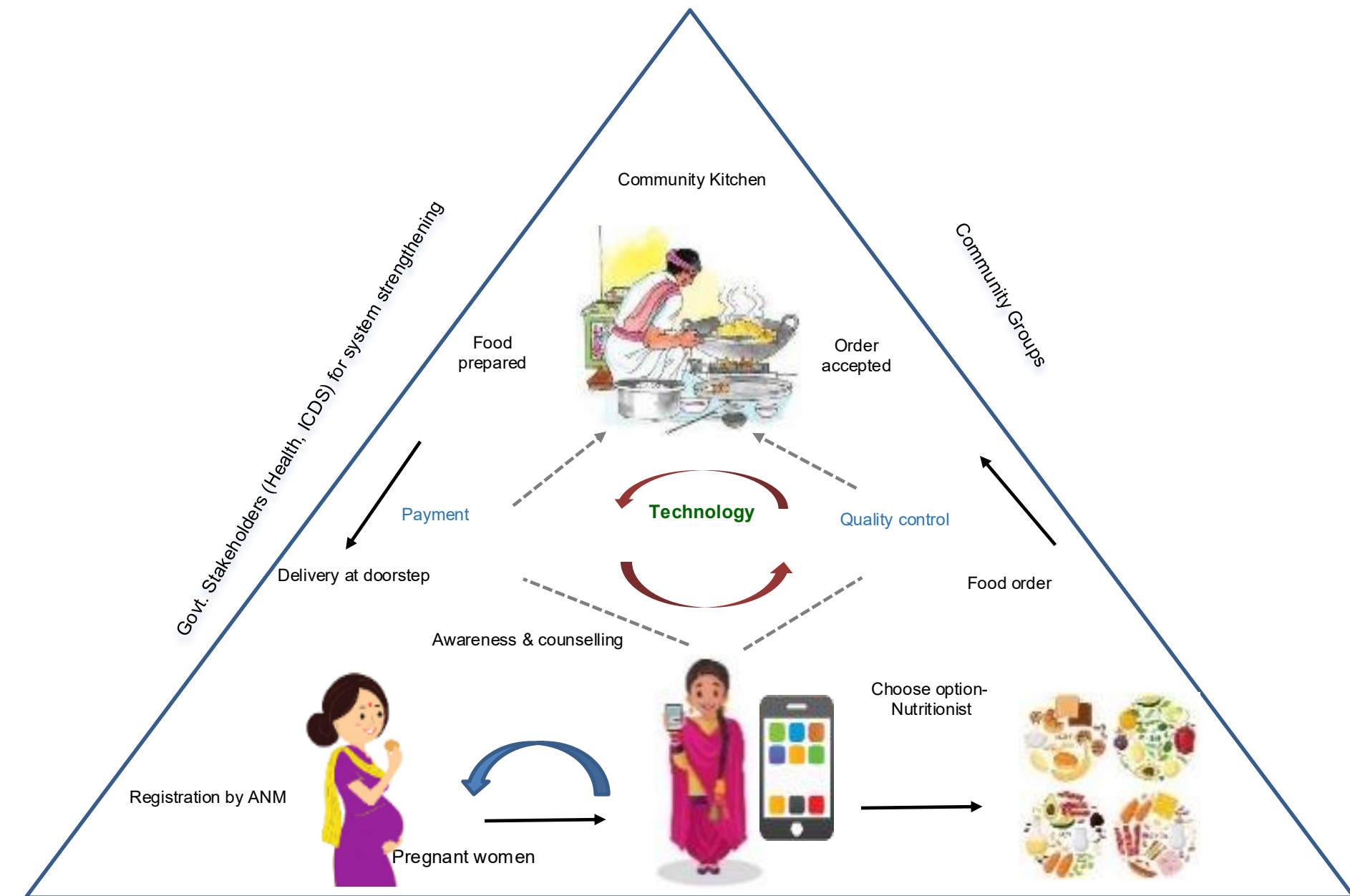
- Anganwadi Centers identify pregnant women
- Local Women Entrepreneurs prepare meals
- Digital tracking for daily consumption
- Nutrition counseling for mother & family

Alignment with Government Priorities

- ICDS Supplementation Goals
- Poshan 2.0 & Poshan Tracker
- National Health Mission maternal outcomes
- SBCC for maternal nutrition practices

Equity focus- Mom's Plate prioritizes:

- Women from poorest households
- Adolescent pregnant mothers
- Socially excluded groups
- Women with high-risk pregnancies



Key Findings

Who was supported:

- Served 815+ malnourished pregnant women in Delhi & Rajasthan over two years

What was provided:

- Provided 49,900 hot, nutrient-rich meals tailored by nutritionists
- Meals served as a Top-up to ICDS take-home ration

What changed:

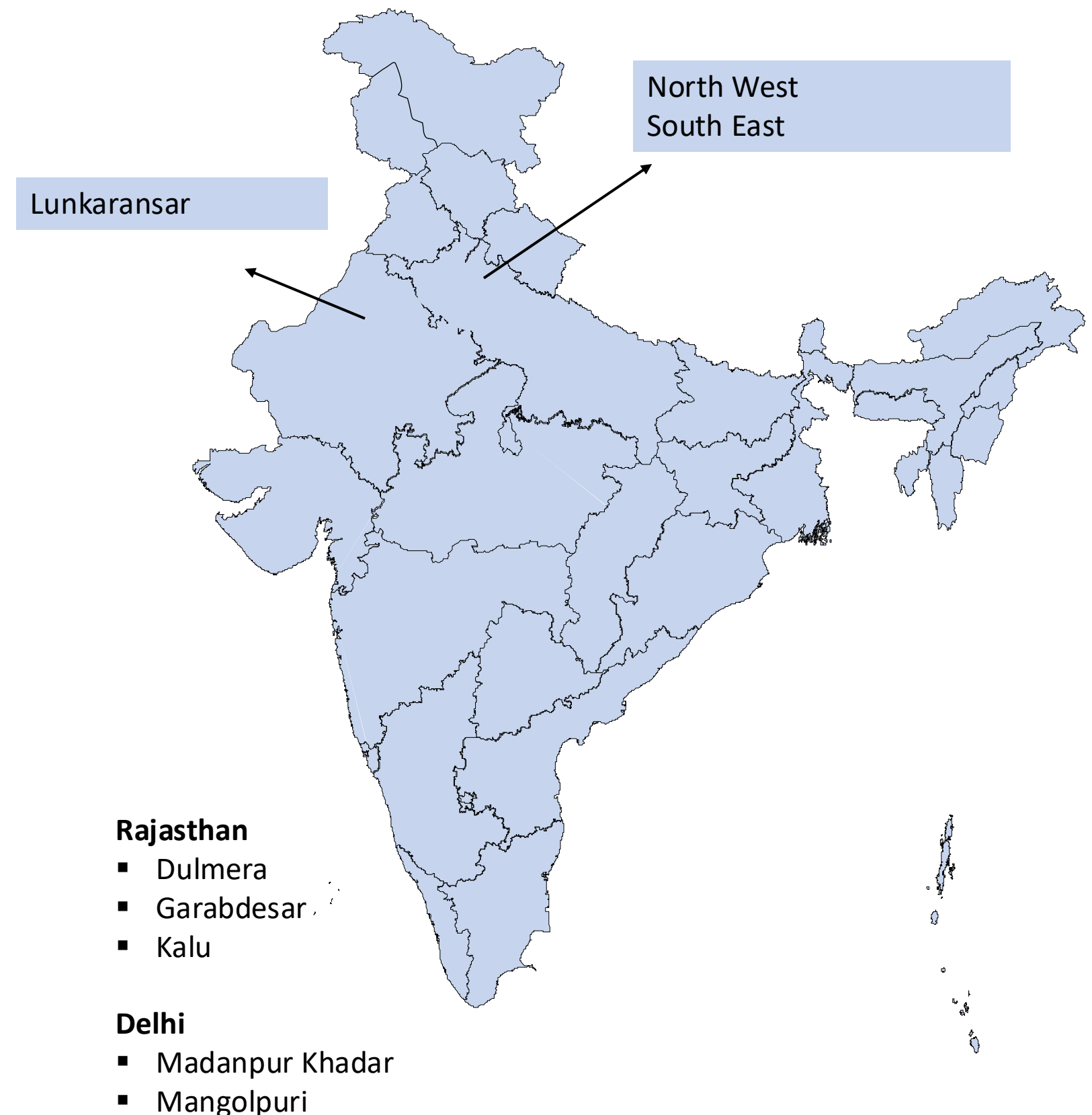
- 93% newborns with normal birth weight
- Reduction in anemia: Normal Hb levels doubled (46 → 88)
- 100% reduction in severe anemia among pregnant women
- Pre-term births reduced (from 7.2% to 6.9%)

Nutrition status improved:

- Proportion of underweight pregnant women reduced by more than half (87 → 38).
- Normal BMI among pregnant women increased by 24%

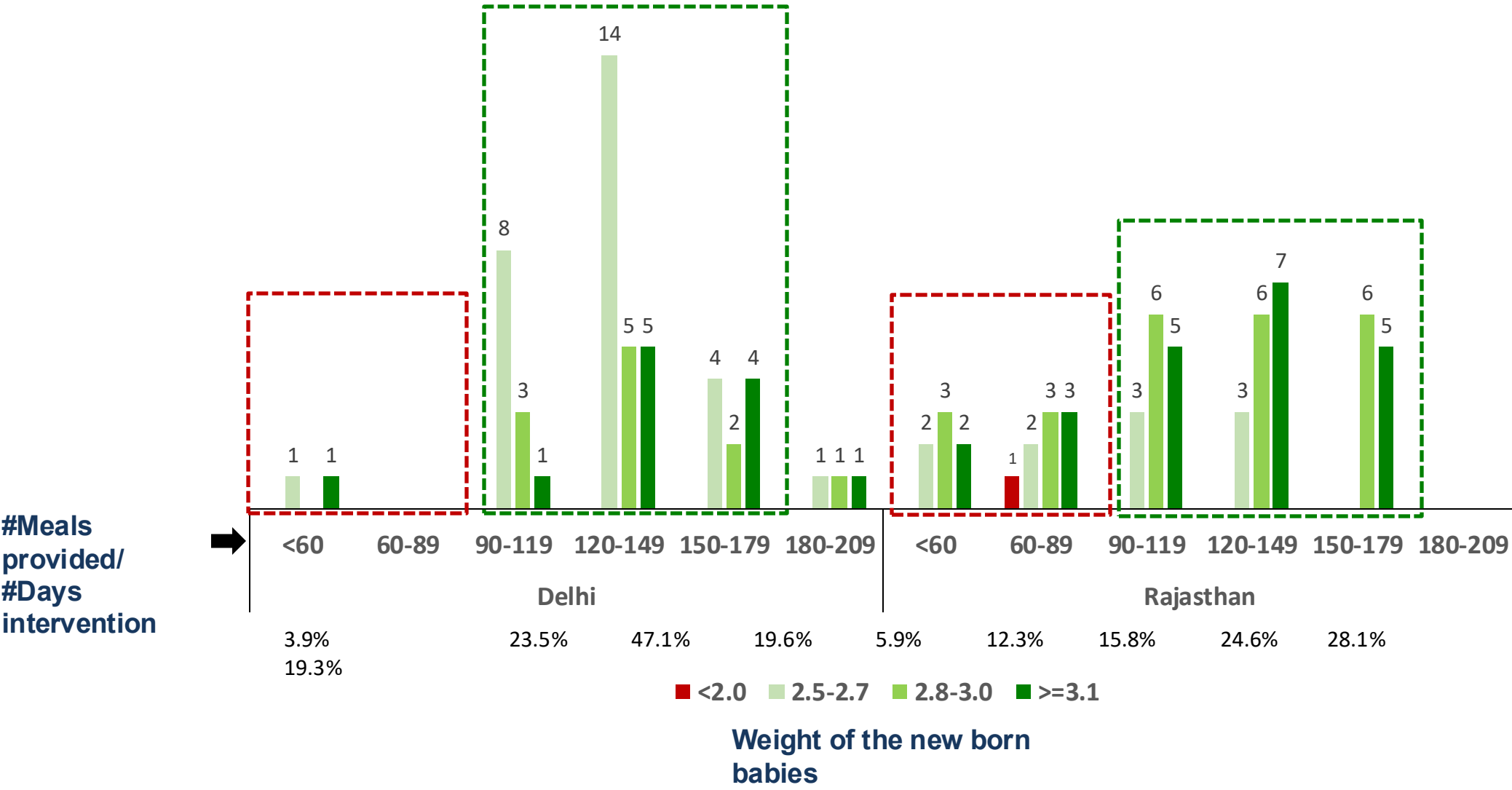
Women empowered:

- SHG women earning income an average of 17,000/month



Significance and application

Meals provided vs. Birth Weight of Newborns - FY25



Mom’s Plate offers a scalable model for top-up maternal nutrition, complementing ICDS. It improves maternal and neonatal outcomes while strengthening women’s economic empowerment through entrepreneur -led service delivery.



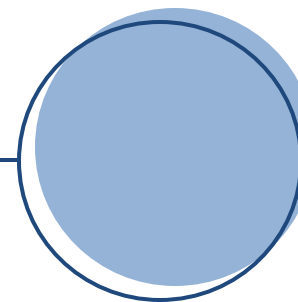
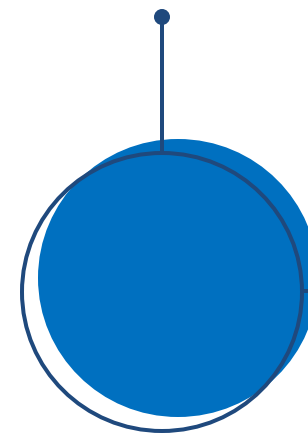
Systems or partnerships for scale-up

- Integration with ICDS, National Health Mission, Panchayati Raj
- Linkages with PHCs, SHG federations, FSSAI, digital health platforms
- Community ownership reduces long-term costs



Integration

with ICDS and National Health Mission (NHM)

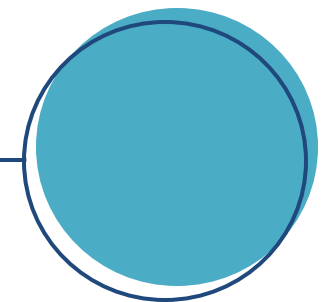
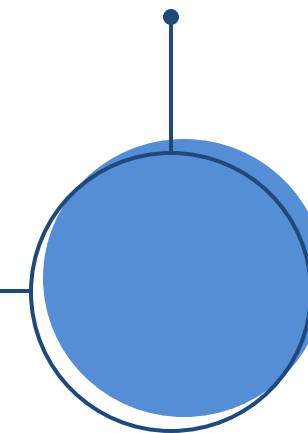


Expand

SHG training & quality control

Engagement

with Panchayati Raj, SHG federations



Digitisation

Use digital monitoring for rollout

Thank you

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