



# HEALTHY MOTHER PROJECT PROPOSAL



**SURABI TRUST**  
Passion to Serve

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SurabiTrust is a non-government and philanthropic organization located in Chennai, Tamil Nadu rendering various services to the under privileged sections of society. The organization was founded by a group of like-minded friends on 20th March 2008, registering under the Trust Act with the ultimate aim of serving society. The objectives of Surabi Trust is to reach, help, support and advance the interests of the oppressed and down-trodden especially in matters of health and education.

**VISION**

To provide quality education, better medical facilities nutrition food to the under privileged sections of the society and help women to achieve economic independence.

**MISSION**

Providing better education opportunities to the destitute children, nurturing them into responsible citizens of nation, cater good nutrition, better medical support to the underprivileged, empowering women to improve their livelihood by creating opportunities for employment.

**CREDENTIALS**

TRUST	No. 517-2008
FCRA	No. 075901306
80-G	No.DIT(E).No.2 (349)
12A	No. 509/08-09
PAN	No.AAHTS6422M
HOME	No. 867/DSD/2017
ISO	No. QMS/558
DARPAR	TN-2017-171331

**GOVERNING TRUSTEES**

D.Radhakrishnamurthy	Govt.Employed
S.Venkatesan	Business
Bhanuprakash	Govt.Employed
K.PurushothamaReddy	Govt.Employed
S.L.Ravisharma	Govt.Retired



### **POOR NUTRITION DURING PREGNANCY AND LACTATION NEGATIVELY AFFECTS NEURODEVELOPMENT OF THE OFFSPRING**

Poor nutrition during pregnancy is a major public health problem in India and other countries. There is compelling evidence from epidemiologic studies that poor nutrition during pregnancy, in the form of insufficient intake, low protein, or deficiencies in micronutrients, is associated with poor developmental outcomes in children including lower cognitive functioning, deficits in attention, and disruptive behavior problems

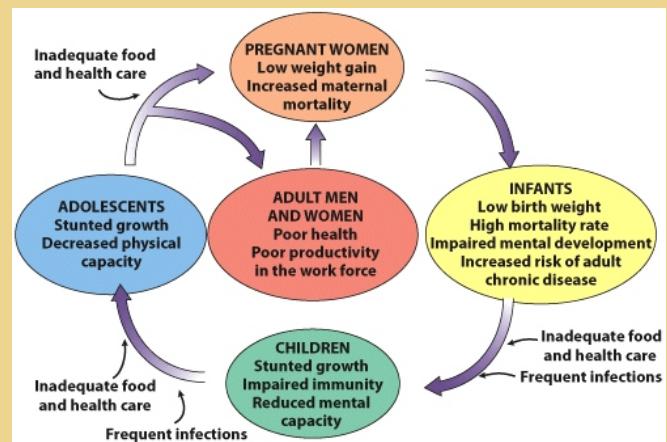
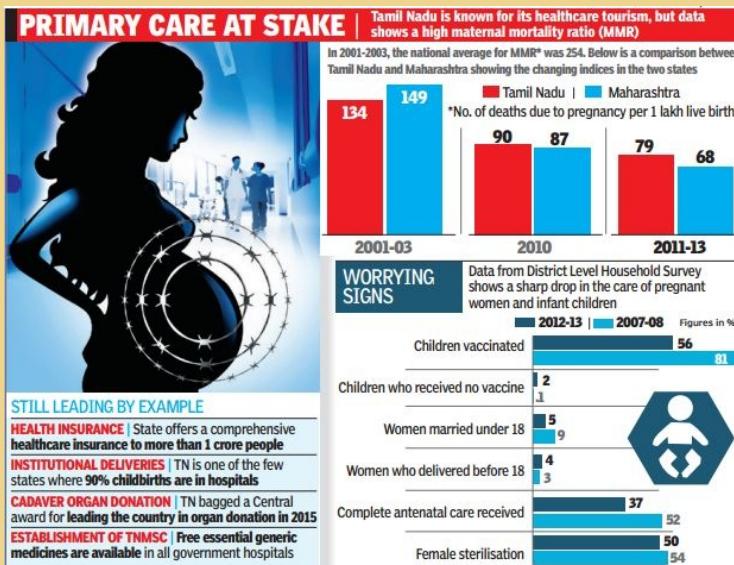
Maternal obesity, poor diet and vitamin D and folic acid deficiencies are associated with poor health outcomes for mothers and their children and are more common in deprived and vulnerable groups.

Mothers in deprived areas, on low incomes, younger mothers, and those with lower educational attainment are less likely to take the recommended nutritional supplements before and during pregnancy or to have a healthy diet.



Women are generally vulnerable to undernutrition especially during pregnancy and lactation where the food and nutrient requirements are more during that period. The demographic consequences of the lower status in women has formed expression in various forms such as female infanticide, higher death rate for women compared to men, lower sex ratio, lower literacy rate in female, lower level of employment of women in the nonagricultural sector as compared to men etc.

Most Indian mothers are malnourished, anaemic and have short pregnancy interval which can be easily prevented. Pregnancy in women especially in young age are at high obstetric risk (using the risk criteria of height less than 145 cm and weight less than 38 kg). Several studies underscore the relationship between maternal nutrition and incidence of low birth weight. The prevalence of micro nutrient deficiencies - a study carried out by NNMB (2003) reveal that the prevalence of anaemia was observed to be highest among lactating women (78%) followed by pregnant Women (75%) and adolescent girls (70%).



Pregnant women have increased nutritional needs during pregnancy. Although the old adage of “eating for two” isn’t entirely correct, they do require more micronutrients and macronutrients to support mother and growing baby.

**VISION** To make every poor pregnant woman to give a healthy child birth.

**MISSION** Targeting to support 5000 Mothers every year by 2022.

Presently Surabi is reaching poor pregnant women through Urban Primary Health centers. In the future surabi is planning to reach Rural villages of Tamilnadu, to make a healthy TN.

**BENEFICIARIES** Poor pregnant women of Backward areas of Chennai.

Targeting to reach most backward Rural areas of Tamilnadu by the year 2022.

Healthy & Intelligent new born child



## PREPARATION PROCESS

Surabi Trust is having a separate area for the preparation of nutrition powder by roasting and pulverizing machines at a hygienically maintained manufacturing area. All the grain, pulses, nuts and spices are cleaned, roasted and grinded to make an end product of nutrition powder.

### INGREDIENTS for 1KG

1	Ragi	0.265
2	Millet(Kambu)	0.28
3	Cholam	0.19
4	Maize (Makka Cholam)	0.17
5	Green gram	0.015
6	Wheat	0.015
7	Barley	0.01
8	Horse gram	0.01
9	Red rice	0.01
10	Pottukadalai(Fried Gram)	0.01
11	Sago (Javarisi)	0.01
12	Badham	0.005
13	Cashew nut	0.005
14	Cardamom	0.005



MANUFACTURING AREA



### OUR FINISHED PRODUCT



The product is certified by FSSI certification.

The nutrition powder is periodically tested at Certified Labs at regular intervals to maintain the quality of the product.

Each packet of 500 grams is distributed to pregnant women through primary health centers. Presently we are distributing in Chennai backward centers by our staff. On an average we are covering around 1000 pregnant women every year.



Malnutrition happens when the mother's intake of food doesn't meet the energy needs of both the mother and the baby. That is when the mother consumes food with less calories regularly whereas the demand of energy expends of the body is high. Being underweight and not maintaining optimal prenatal health are the primary reasons of malnutrition in pregnant women. The basic need of nutrition is fulfilled by providing nutrition food.

One of the major symptoms of malnutrition during pregnancy is severe morning sickness. Nausea and vomiting are common during the first trimester will usually disappear towards the last of the first trimester. When this state continues to the second and rarely towards the third trimester, then chances of malnutrition increase during pregnancy as the demand for calorie rich food also increases with the progressing pregnancy

Mothers suffering from malnutrition are prone to infections, anemia, lethargy, and fatigues, these problems are and can be avoided to maintain the healthy growth of the baby.

### THESE PROBLEMS ARE RESOLVED BY HEALTHY MOTHER NUTRITION PROGRAM.

Intra Uterine Growth Retardation of the child (IUGR) and low birth weights are usually associated with the maternal malnutrition which can increase the chances of:  
Disorderliness of circulatory, digestive, nervous, and respiratory systems of the fetus

Perinatal mortality or the death of an infant within seven days of birth happens when the birth weight is significantly low

Still birth

Underdevelopment of some organs

Brain damage

Premature birth



### COST OF RAW MATERIALS

100 Kgs 14 varieties of Grains, Pulses, Nuts & Spices : Rs.7000

### MAKING COST

Salary,Electricity, Transport,  
Gas, Packing : Rs. 3000

I Kg Making Cost

Total Cost for 100 Kgs : Rs. 10000

Rs 100

1 Mother needs 1 kgs every month for 9 months. :Rs 100 x 9 Months = Rs 900

For 1000 Mothers Rs 900 X 1000 = Rs 900000

Salary to maintain records of mothers, followup.

Monitoring & Evaluation ( For 1000 Mothers) 1 year duration

= Rs 100000

Machinery Equipment : Roaster & Pulverizer

= Rs 120000

**TOTAL PROJECT COST FOR 1000 MOTHERS**

= Rs 1120000

Reaching to Rural section will cost more for Transport, Etc...



Surabi Trust kindly invites to sponsor to the HEALTHY MOTHER project to benefit numerous poor pregnant women across Tamilnadu.

The Primary source of funding we receive for the HEALTHY MOTHER program is from corporate sponsors, other sources, since this Healthy Mother do not receive any funds from government.

### OUR REQUIREMENTS:

#### ONE TIME EXPENDITURE

Machinery Equipments (Roaster, Pulverizer)	Rs. 120,000
Storage Containers	Rs. 50,000

	In Rs.
1 Mother / 1 Kg / 9 Months	900
10 Mother / 1 Kg / 9 Months	9000
100 Mother / 1 Kg / 9 Months	90000
250 Mother / 1 Kg / 9 Months	225000
500 Mother / 1 Kg / 9 Months	450000
1000 Mother / 1 Kg / 9 Months	900000

### SPONSOR AMENITIES:

Proper display Recognition will be taken care.

Logo of your company will be displayed as sponsor for this program in all printing , website, vehicles and display boards in each school.

In all donation request advertisements logo and name will be advertised

Company name and Logo will be displayed in all literatures of the program.

Branding will be made in all forms.

A sponsorship from you will assure the success of this Healthy Mother program,  
Do not hesitate to contact in case having followup questions or concerns.



## Conclusion

Energy is required by various bodily functions like heart, breathing, brain functioning, digesting food, physical activity, growth and development. Energy is derived primarily from carbohydrates, proteins and fats, which are found in cereals, pulses, dairy, fats and oils. Pregnancy imposes an additional energy requirement of about 350 Kcal per day. Getting 55-60% energy from carbohydrates, 15-20% energy from proteins, less than 25% energy from fats is considered to be the optimum range.

### EXPANSION OF THE PROJECT::

The project **HEALTHY MOTHER** will be extended to rural backward areas of Tamilnadu. Surabi is presently reaching to around 1000 women in urban backward areas, this number will be increased to 5000 by the year 2022, of that major share will be distributed to the rural section.

### GOOD PRACTICES OF OUR ORGANIZATION:

Transparency in accounts.

Product process Analysis.

Consistently meet the innovation

Monitoring & Evaluation.

### QUALITY POLICY

To continuously strive to maintain hygiene, cleanliness, taste, and quality

To continually monitor and evaluate the utilization of powder by mothers.

To maintain the schedule time of delivery.

**EARLY DEVELOPMENT**

### Good nutrition equal to 1 year of schooling for brain

**SINDUJA JANE @Chennai**

HOW much does nutrition during pregnancy and initial years affect the future of a child? Everything, says a new study published in the prestigious medical journal, Lancet. The findings of the study, conducted in Indonesia, have considerable implications for India where as many as a quarter of the children under five are malnourished.

According to the study, supplements taken by mother during pregnancy can add an equivalent of up to one full year of schooling to a child's cognitive abilities at 9-12

years of age. It also found that a nurturing environment is more strongly correlated than biological factors to brain development and general intellectual ability, declarative memory, procedural memory, executive function, academic achievement, and socio-emotional health.

In short, neglecting the biological factors, the academic and intellectual performance of a person, which decides the upward mobility both socially and economically, is founded on nutrition during the early stages of brain development. The study revealed impressive long-term benefits to children whose mothers

took multiple micronutrient supplements, including better "procedural memory" (evidenced by the increase in score typical after an additional half year of schooling). The procedural memory or fine motor skills is linked to body-mind coordination, hand movements and senses.

Experts say there is a severe lack of awareness in India about the importance of micronutrients. "There are five nutrients for which five are very important for pregnant women. Lack of these will reduce cognitive abilities by about 10-15 per cent, and also IQ level," says Job Zariah of UNICEF.





Micronutrients are dietary components, such as vitamins and minerals, that are only required in small amounts. Macronutrients are nutrients that provide calories, or energy. These include carbohydrates, proteins, and fats. They need to consume more of each type of nutrient During pregnancy.

