

A photograph of two young girls, likely of South Asian descent, wearing vibrant red saris. They are positioned in the center-right of the frame, looking towards the camera with gentle expressions. The girl on the right has her hand near her chin. The background is dark and out of focus, suggesting an outdoor setting with greenery.

WE ENVISION A  
WORLD WHERE

# EVERY PERSON

HAS THE OPPORTUNITY  
TO LIVE A HEALTHY,  
PRODUCTIVE LIFE

Archna Vyas

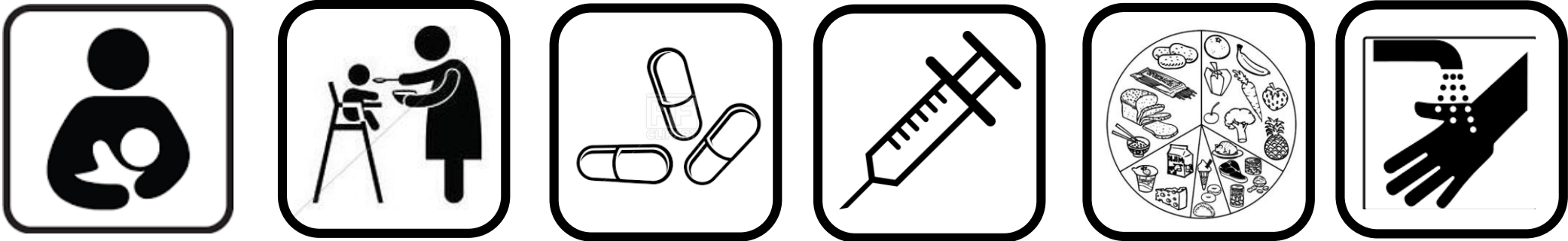
Country Deputy Director

Brand, Digital and

Behavioural Communications

**BILL & MELINDA**  
GATES *foundation*

# WHY IS JAN ANDOLAN OR PEOPLE'S MOVEMENT SO IMPORTANT FOR NUTRITION?



Behaviour Change remains an important aspect of all interventions during the 1000 day window

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# TO DELIVER THE NNM GOALS, INDIVIDUALS AND COMMUNITIES MUST BE MOBILIZED.

The behaviour change program must reach the last mile so that no one is left behind.

Technology platforms like CAS, Kilkari, beyond measurement, can integrate health, nutrition and sanitation messages and nudges FLWs.

Technology can be a great enabler. Through community platforms, self-help groups, and gram panchayats tool such as mobilevaani, IS, can be leveraged to engage women.

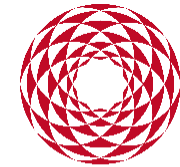
Social functions and rituals offer opportunities for engagement and outreach. Social media usage during such moments is high -> use social platforms to engage all

THANK YOU

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**HARVARD T.H. CHAN**  
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