

Name of the organization: Kissan Club, Cuttack, Orissa.						
1. Name and Address and Contact no of the contact person:- Secretary, Kissan Club, 1336 /C, Ground Floor, Sector – 6, Markat Nagar, PO- Abhinav Badansai, CDA, Cuttack – 753014, , Orissa. Ph No – 0671-2605922, 0671- 2329774.						
Title of the proposal: - Integrated Management of Nutrition and Health Care through Promotion of AYUSH Practices in Cuttack District. .						
Area of operation :- Mahanga Block of Cuttack District, Orissa.						
(Area of Implementation):- Cuttack, Orissa.						
Objectives	Details of Project Launched	Deliverables expected from the proposal	Fund released	UC position	Major points of field visits	Remarks
<p>1. To provide training of AYUSH practitioners in delivery of AYUSH intervention in Public Health.</p> <p>2. To prepare need-based, quality training resources for the AYUSH practitioners.</p> <p>3. To prepare and disseminate innovative IEC materials for the general public, as well as to carry out advocacy, regarding the usefulness of AYUSH interventions in health care.</p> <p>4. To promote special dietary practice to fight mal-nutrition using locally available food materials and herbs.</p> <p>5. To establish and run 5 ready to eat food mix production units, specially targeted for the rural women and children.</p>	<p>The proposal has been consider in the meeting of the Project Approval Committee on 10.5.2010 chaired by the Secretary. In the said meeting the following decision has been taken by the Committee.</p> <p>The Committee has approved the proposal with the following conditions:-</p> <p>a) The organization may be asked to submit the very clear deliverables.</p> <p>b) The project should be implemented at first for 1 yr. only.</p> <p>c) The organization should set up an OPD for treatment of Acute cases like diarrhea etc.</p> <p>d) The evaluation will be done by local RRI, Unit, Bhubanesware.</p> <p>e) Project may be approved for Rs. 20 lakhs for 1 year.</p> <p>f) 75%, i.e. 15 lakhs may be released as 1<sup>st</sup> installment.</p>	<p>1. A YUSH Practitioners (about 200) would have improved skills to provide effective health services to the public.</p> <p>2. There shall be manifolds increase among people demanding and accepting AYUSH health care system.</p> <p>3. Improvement in health seeking behavior among women, adolescents and the old to adopt AYUSH health care practices by 200%.</p> <p>4. Health Camps would have contributed to reduction in morbidity by 60%.</p> <p>5. Yoga practice would have been preferred by at least 30% of the total youth.</p> <p>6. About 20% of the total farmers would have gone in for cultivation of medicinal plants.</p> <p>7. A few local entrepreneurs (e.g. SHG) would have taken up production and marketing of nutritional supplements products profitably which will carry forward the project objectives even after the past project period.</p>	Rs 15 lakhs has been released 1 <sup>st</sup> installment in 2010-11	UC of 1 <sup>st</sup> installment received, Issuing of UC is under process.	The organization has not been visited	Nothing is pending.