



ANEMIA MUKT BHARAT WEBINAR SERIES

Solid Body, Smart Mind Demand Generation for Anemia Mukta Bharat

15.00 to 17.00 HOURS IST **AUGUST 5, 2020**

REGISTRATION

https://zoom.us/webinar/register/WN_nX2FDbsgRj6TlufspLjxJw

ORGANISERS



PARTNERS



MODERATOR

Archana Vyas, Deputy Director, Communications, BMGF

PANELISTS

Panel 1: Introduction

Introductory remarks

AMB Program, Dr Sila Deb, Additional Commissioner
Child Health I/C Nutrition

Reimagining SBCC for AMB Demand Generation,
Siddhartha Shrestha, Chief, C4D, UNICEF

Panel 2: Budgeting for AMB Demand Generation

POSHAN Abhiyaan's role for demand generation for AMB

Deepika Chaudhery, Senior Health, Nutrition and
Population Specialist, The World Bank

Budgeting for AMB Demand Generation, National Health Mission

Preetu Mishra, Nutrition Specialist, UNICEF Jharkhand

Panel 3: Implementation Science of AMB Demand Generation

A socio-normative intervention to reduce anemia in Odisha – The RANI Project

Dr Rajiv Ramal, GWU

Implementation Science of AMB SBCC Strategy in Uttar Pradesh

Bhai Shelly, C4D Specialist and Daya Shankar Singh,
C4D Officer, UNICEF, UP Office

Designing and piloting a behaviour change programme to increase adherence to iron folic acid supplementation for iron-deficiency anemia

Pavan Mamidi, Director, Centre for Social and
Behaviour Change

Concluding remarks

Rachana Sharma, C4D Specialist, UNICEF, India

