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**Title of the Programme :**“Awareness Programme on Balanced and Healthy Foods”

**Date:** 4/9/2025

**Venue:** Punadipadu village, adopted under Unnat Bharat Abhiyan (UBA)

### Objectives of the Programme

The main objectives of this awareness programme were:

- To educate villagers about the importance of consuming healthy and balanced foods.
- To promote local, seasonal, and nutrient-rich traditional foods.
- To reduce the consumption of packaged, high-sugar, and high-fat foods.
- To spread awareness on lifestyle diseases such as diabetes, obesity, anaemia, and malnutrition.
- To empower households to adopt affordable and sustainable healthy eating habits.

### Target Group

- Women (especially pregnant mothers)
- School children
- Elderly population
- Adolescent
- Anganwadi and ASHA workers

### Programme Activities

#### Introductory Session

The programme began with a formal welcome by the **UBA Coordinator**, explaining the role of UBA in village development and the purpose of the day’s event. A brief overview of nutritional challenges commonly observed in rural communities was presented.



A nutritionist delivered an interactive session covering:

- Components of a balanced diet
- Importance of proteins, carbohydrates, fats, vitamins, and minerals

- Locally available nutritious foods (millets, leafy vegetables, pulses, fruits, eggs, etc.)
- Importance of drinking clean water and maintaining good hygiene
- Ill-effects of junk food, sugary drinks, and excessive salt



### Demonstration of Nutritious Recipes

A live demonstration of simple, cost-effective, and healthy recipes was conducted, such as:

- Ragi porridge
- Sprouts salad
- Millet dosa/idli
- Iron-rich foods for women and children

Participants were encouraged to taste the dishes and learn preparation techniques.



### Interactive Session & Games for Children

To motivate children to adopt healthy habits:

- Quiz competitions on nutrition
- “Healthy Plate” activity
- Educative videos



### **Distribution of IEC (Information, Education & Communication) Materials**

Pamphlets, charts, and diet recommendation sheets in the **local language** were distributed focusing on:

- Balanced diet
- Importance of breakfast
- Nutrition for pregnant women and children
- Homemade alternatives to junk food

### **Participation**

Approximately 100 villagers including men, women, children, and local community workers actively participated. The involvement of Panchayat members and the village health team enhanced the programme's impact.



### **Outcomes and Impact**

The programme resulted in:

- Increased awareness about nutritious and affordable food choices.
- Recognition of the health risks associated with junk food consumption.
- Improved understanding of local millets, pulses, and vegetables as healthy alternatives.
- Motivation among women to prepare healthy meals at home.
- Children showed enthusiasm toward adopting healthy snacks and avoiding packaged foods.

- Strengthened collaboration between the institution and village community under UBA.

### **Conclusion**

The awareness programme was highly successful in educating the community on the importance of healthy eating habits. The initiative contributed significantly to enhancing nutritional awareness, especially among women and children. The village community expressed interest in more such programmes in collaboration with the institution under **Unnat Bharat Abhiyan**.