

## **Mission: Save A Child A Minute**

Save the Children for 'Stop Diarrhoea' initiative needs your help in coming up with a plan to curb diarrhoea which is the second leading cause of childhood mortality in India responsible for 13% of all deaths / year in children under 5 years of age. Diarrhoea claims 1,536 children's lives a day that's roughly 64 children every hour—or more than one child every minute.

India has made steady progress in reducing deaths of children younger than 5 years. Even though deaths have declined, the proportional mortality caused by diarrheal diseases remains high. Awareness on diarrheal diseases, its major causes in India and preventive and control strategies need attention for better planning and organization of health services within the community. A snapshot of the ground realities that exist is given below:

- Combination of low socio-economic status, poor maternal literacy, birth weight, inadequate breastfeeding, malnutrition and hygiene practices of the mother result in a higher incidence of diarrheal diseases in young children;
- Poor sanitation and unhygienic conditions are important risk factors causing diarrhoea;
- Mode of water transportation, poor handling of water at the household level, poor storage conditions etc. are reasons for further concern;
- Open defecation, indiscriminate stool disposal by mothers, lack of hand-washing before feeding children and hand-washing without soap are also leading causes of this disease.

Currently, the treatment recommended for diarrhoea are - consumption of oral rehydration salt solution (ORS), zinc and continued feeding of energy dense feeds in addition to breastfeeding.

Oral rehydration therapy (ORT) with ORS is considered the single most effective strategy to prevent diarrheal deaths in children. Knowledge of ORS/ORT among mothers in India though being considerably good (73%), there is still a huge gap between knowledge and practice as reflected in poor ORS usage rates (43%). The zinc supplements are the other source of cure that have the potential to reduce morbidity and mortality by reducing the duration and severity of diarrheal episodes and lowering their incidence.

### **Save the Children**

Save the Children is India's leading independent child rights organization, which is working, in 17 states to make a difference in the lives of the most socially excluded children of India. We work in the areas of Child Education, Health & Nutrition, Child Protection and Humanitarian Response & Disaster Risk Reduction. This has benefited lakhs of children with the number reaching 8.5 lakh children in 2014.

The approach, which they follow in these intervention models, is to strengthen the demand on the supply side. The primary focus is on triggering a community level mechanism which enables every community and every family to understand the importance of all basic essential care and services related to maternal, new-born, child health and nutrition. This also includes

developing coordination between sectors like Integrated Child Development Services Scheme, Department of Health and Family Welfare and Panchayat Raj Institutions. To strengthen the supply side, they are working on enhancing the capacities of grass-root level health workers in the programme area to deliver maternal, new-born, child health and nutrition services with improved quality.

### **Stop Diarrhoea Programme:**

In partnership with the CSR wing of Reckitt Benckiser (RB), Save the Children has recently announced a global initiative to end child deaths from diarrhoea. With innovative R&D programs, they are involved in developing products aimed at preventing, controlling and treating this unnecessary killer, as well as working towards educating children on hygiene practices especially in rural areas.

### **Deliverables to achieve the mission:**

As part of working on the challenges mentioned in the case, you are the required deliverables:

1. Analyse the existing scenario and provide a brief about the same
2. Suggest policy level changes that can be brought about by the administration
3. Prepare a holistic framework, which supports Save the Children's mission. This includes strategizing initiatives aimed towards awareness, prevention and treatment keeping in mind the objective of bringing about a behaviour change in the rural population. Also prepare implementation plans for both short term and long term

### **Submission Guidelines**

- The deadline for registration is 2330 hrs, Nov 07, 2015
- The deadline for submission is 2330 hrs, Nov 08, 2015
- Submissions should be in the form of Power-point deck (.pdf/.ppt/.pptx) of 10 slides (1 Cover Slide with Personal Profile + Executive Summary + 8 Solution slides)
- Submission is to be named as <TeamName\_CollegeName\_Yajna\_R1.pdf/.ppt/.pptx>
- Teams can upload their entries at the upload link made available on the Yajna event page at [www.iimlmanfestvarchasva.com/event/exponential-presents-yajna](http://www.iimlmanfestvarchasva.com/event/exponential-presents-yajna). The upload link will be made available in due course. The submissions will be evaluated on the following parameters:
  - Exhaustive understanding of the case scenario and context
  - Depth of analysis of industry, existing business model & key challenges
  - Novelty, feasibility and practicality of ideas proposed
  - Utilization of marketing channels & detailing of strategy proposed
  - Structure of presentation & clarity of ideas conveyed
  - Completeness / comprehensiveness of the solution

**References:**

- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4367049/>
- <http://www.savethechildren.org/site/c.8rKLIXMGlpI4E/b.9365347/k.B58F/RB.htm>
- <http://www.defeatdd.org/blog/kicking-stop-diarrhoea-initiative-india>