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**MEMORANDUM OF UNDERSTANDING**

This Memorandum of Understanding (the "MoU") is entered into on this 8<sup>th</sup> day of January, 2016

BY AND BETWEEN

**DEPARTMENT OF WOMEN AND CHILD DEVELOPMENT**, Government of Maharashtra, having its office address at 3<sup>rd</sup> Floor, New Administrative Building, Opposite Mantralaya, Mumbai (hereinafter referred to as "DWCD") of the FIRST PART

AND

**BRITANNIA NUTRITION FOUNDATION**, a Trust, having its principal office at Britannia Garden, Old Airport Road, Kodihalli, Vimanapura, Bangalore 560017, Karnataka (hereinafter referred to as "BNF") of the OTHER PART.

Henceforth collectively both are referred to as "parties" to this MoU.

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**Principal Secretary**  
**Women and Child Development**  
**Department**  
**Government of Maharashtra**  
**Mantralaya, Mumbai - 400 032.**

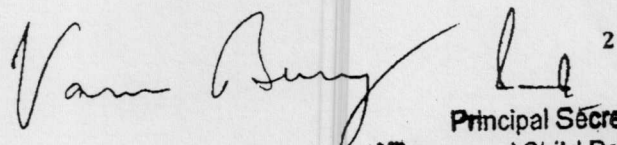
**WHEREAS:**

- A) Department of Women and Child Development, Government of Maharashtra is the nodal department of Government which governs the implementation of schemes for welfare of women and children with specific focus on their growth, development and protection.
- B) BNF, amongst other Social / Corporate Social Responsibilities, has taken major initiatives such as (i) Project Suposhan in partnership with East Delhi Municipal Corporation in 2013-14 to fortify (with Iron) the daily diets of 50,000 Municipal school children across 104 schools in Delhi, (ii) Educating parents of children on the causes, symptoms and management of anemia in children, (iii) In 2010-13, has worked closely with the Karnataka Nutrition Mission in Shikaripura Taluk, Shimoga District. The Project entailed Community mobilization on Child and mental health through various IEC activates, and (iv) working closely with National Mid-Day Meal agencies like Akshayapatra, Naandi, etc., to supplement the diets of children with essential micro-nutrients. Through its various partnerships, Britannia's iron fortified biscuits have upto date cumulatively reached approximately 500,000 children.

This MoU is being entered into for collaboration on Corporate Social Responsibility (CSR) projects of BNF in the areas of taking initiatives to reduce child malnutrition. One area in Maharashtra where the problem persists in an acute form is in the Melghat region in Amravati district, about 600 kms. north-east of Mumbai. ("Region") This area, with a predominantly tribal population, comprises the two Integrated Child Development Services (ICDS) project blocks of Dharni and Chikhaldara, where over 35% of the nearly 32,000 under-5 children are moderately or severely underweight (collectively referred to as "Project"). The persistence of the malnutrition problem underlines the need for a collaborative approach involving the government, corporate sector, nonprofits and civil society to evolve innovative solutions. This will be the primary focus of this Project.

**1. SCOPE OF WORK:**

The project is to be implemented in three phases from January 2016 to December 2018. At the core of the programme is the emphasis on real-time, accurate data on under-5 child nutrition status, to enable timely, meaningful interventions designed to improve the nutritional status of children in a time-bound, systematic manner. The "Jatak" software developed by Riddhi for child tracking, which has been used in states ranging from Kerala to Tripura, Madhya Pradesh, Rajasthan, Odisha and Uttarakhand, to be employed to monitor the health and nutrition status of every under-5 child in the Melghat region. Using the monthly weights of under-5 children reported by Anganwadi



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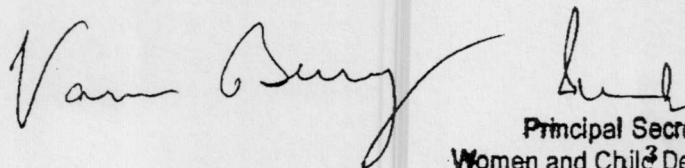


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workers, the software to list all under-5 children falling in the severe underweight (SUW) category and those whose weight gain is static or declining over a 3 month period. The desired outcome would be reduction in underweight levels in the under-5 child population, more specifically in the under-3 segment.

In consideration of the premises the parties hereby agree as follows:

- i. Scope of Work/ Activities to be carried out by BNF:
  - a) The template for legacy data (birth weight and latest recorded weight) collection to be prepared and hard-copy blank forms to be given to CDPO (Child Development Project Officers) for entry of legacy data
  - b) Legacy data to be ported to the "Jatak" software system
  - c) The list of children in an Anganwadi indicating the Identity Number of each child and his/her nutrition status to be handed over to CDPOs for onward transmission to Anganwadi Workers ("AWW")
  - d) Interactive Voice Response System training to be provided at suitable locations to all AWWs and Supervisors
  - e) Voice files to be transcribed and data entered on central server.
  - f) A program website to be developed
  - g) Data to be made available to different levels of officials of DWCD
  - h) Modifications in "Jatak" software system to be carried after sign-off from DWCD.
  
- ii. Scope of Work/ Activities to be carried out by DWCD
  - a) To provide all the support and cooperation towards implementation of Project in the Region
  - b) The Integrated Child Development Services ("ICDS") machinery to undertake the preparation of legacy data on under-5 children and to send the completed forms to BNF
  - c) Arrangements to be made for IVRS training for AWWs and supervisors. Monthly weight of each child to be transmitted by every AWW using IVRS) DWCD will not provide any financial support, but the frontline staff under DWCD shall support in implementation of the project in terms of administrative facilitation only.
  - d) Protocols for improving nutrition status of SUW children to be laid down.



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The representatives of both the parties shall specially monitor the progress of the initiatives undertaken under this MoU.

iii) **Phased implementation of the project**

The programme to be implemented in the first instance from January 2016 to December 2018 in phases.

Phase 1 - 6 months

In the first three months, Anganwadi workers (AWWs) in Chikhaldara CDS block to be provided hard copies of formats to record legacy data (birthweight and latest recorded weight) of all under-5 children. Two project extenders, trained by Riddhi and equipped with laptops and mobile phones, to map all Anganwadi centres (AWCs) and enter the legacy data in the customized Jatak website. Their work to be supervised and guided by an experienced Supervisor. Any children not covered to be identified and their legacy data to also be entered.

Interactive Voice Response System (IVRS) training to be given to all AWWs in Chikhaldara block in the next three months. By the end of this phase, data on all SAM children to be available on the website for treatment by health personnel. Nutrition rehabilitation programmes for SAM children in need of hospitalisation to be initiated at the designated medical facilities in consultation with the district health department.

Phase 2 - 6 months

BNF to work with the ICDS and health machinery in the district to ensure that all SAM children in Chikhaldara ICDS block receive the full protocol of health and nutrition services in this phase. The Wadia Hospitals to provide offsite and on site medical support as suggested by the district health department. Regular monitoring of the nutrition status of all these SAM children to be undertaken.

The first phase of legacy data entry and IVRS training to be completed in Dharni ICDS block. Treatment of identified SAM children in this block to be taken up on the same lines as for Chikhaldara ICDS block.

*Van Bery*

Principal Secretary  
Women and Child Development  
Department  
Government of Maharashtra  
Mantralaya, Mumbai - 400 032.



Phase 3 - 24 months

With the full coverage of all SAM children in the Melghat region as a whole, an assessment to be made of the improvement in nutrition outcomes (height and weight gain). Any shortfalls in coverage of children and in the effective provision of health and nutrition measures to be identified and rectified. Additionally, BNF to ensure, in collaboration with the ICDS and health machinery, provision of health and nutrition support to children with moderate acute malnutrition through the anganwadis and primary health centres/subcentres. BNF to also engage with the district administration in promoting, through use of technology and modern management practices, the effective implementation of ongoing government programmes covering health and nutrition for adolescent girls and expecting and nursing mothers, healthcare for expecting and nursing mothers and newborn care.

**2. GENERAL PROVISIONS:**

- i. It is hereby expressly made clear that the intention of the parties is not to create binding agreement between the parties and no party shall have right to file claim against other party.
- ii. The parties understand that neither this MoU gives any right to any party, nor does it creates a partnership, joint collaboration or employment is created as a result of this MoU. This MoU is not intended to create legally binding obligations on either Party.
- iii. Except as expressly provided by this MoU, no Party will be liable for or bound by any representations, acts or omissions whatsoever of the other party.
- iv. Each Party will bear all of its own expenses necessary to meet its duties and obligations under this MoU. Neither party can create or cause to create any charge against the other party as per this MoU.
- v. All the terms & conditioned mentioned in the Department GR No: ABV-2015/ CR No.31/Desk-5 dated 20<sup>th</sup> May 2015 regarding Implementation of Corporate Social Responsibility (CSR) initiatives for Women and Child Development Department, Government of Maharashtra will be binding on BNF.

*Vam Bury*

**Principals Secretary**  
**Women and Child Development**  
 Department  
 Government of Maharashtra  
 Mantralaya, Mumbai - 400 032.

**3. VALIDITY OF THE MoU AGREEMENT**

This MOU will come into effect on date of signature by all partners and will end after 31<sup>st</sup> December, 2018 from the date of signing of this agreement, unless such date is extended by the Parties in writing.

**4. AMENDMENT:**

This MOU may be varied at any time by mutual agreement of the parties in writing. It shall be reviewed one month before the end of contract date or at a time mutually agreed by the parties for possible renewal.

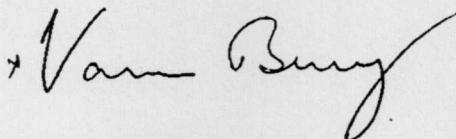
**5. Termination:**

BNF /DWCD may terminate this agreement after giving the due notice (in writing) of 30 days to other party.

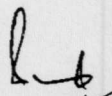
In witness where of the parties have caused this Memorandum to be executed through their authorized representative on the day and year first above written.

SIGNED AND DELIVERED by the within named **Britannia Nutrition Foundation** by the hands of

SIGNED AND DELIVERED by the within named **Department of Women and Child Development, Government of Maharashtra**, by the hands of

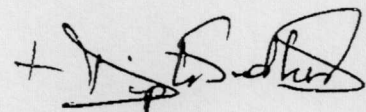


**VARUN BERRY  
TRUSTEE**

  
**Principal Secretary  
Women & Child Development  
Government of Maharashtra  
Mantralaya, Mumbai - 400 032.**

In the presence of....

1. 

2. 

In the presence of....

1.

2.