

GRASSROOT IMPACT USING DESIGN RESEARCH

The Design Village × Feeding India | April 2026 - June 2026

A design research and strategy project exploring how Anganwadis can strengthen nutrition outcomes by fostering attendance, engagement, and a stronger sense of belonging among children and caregivers.



ABOUT THE DESIGN VILLAGE: a design-led institution that partners with organisations, communities, and public systems to solve complex challenges through research, systems thinking, and innovation. Through immersive learning and real-world collaboration, TDV develops human-centred solutions for meaningful social impact.

THE CHALLENGE: A design research and strategy project across 224 Anganwadi centres in Nandurbar, Maharashtra, serving over 7,700 children. The project explored how Anganwadis could become trusted spaces where nutrition, play, learning, and caregiving improve attendance, retention, and belonging.

THE APPROACH: Over two months, a multidisciplinary TDV team undertook immersive fieldwork across Anganwadis, households, villages, and Feeding India's ecosystem. Using ethnographic research, systems mapping, behavioural inquiry, and stakeholder engagement, the team examined the social, cultural, spatial, and operational factors shaping children's experiences and nutrition outcomes.

01 Field Immersion

2-day visit across 7 Anganwadis, the FI Central Kitchen, and community households in Nandurbar



02 Context Research

Policy, spatial, behavioural, and systems analysis. Open coding, stakeholder narratives, futures mapping



03 Insight Synthesis

Field observations distilled into grounded design insights and 50+ HMW (How Might We) directions



04 Design Strategies

Context-rooted design interventions across spatial, programmatic, and systemic dimensions

FROM INSIGHT TO INTERVENTION

The research revealed that malnutrition extends beyond food access to issues of trust, belonging, participation, and caregiver engagement. Based on these insights, the team developed seven scalable design concepts spanning community engagement, child-centred play, and low-cost communication and spatial interventions, all designed to integrate with existing Anganwadi systems.

THE VALUE OF DESIGN RESEARCH

The project demonstrates how design research uncovers hidden barriers, reframes complex challenges, and identifies actionable opportunities. By combining field immersion, systems thinking, and collaborative innovation, TDV translates grassroots insights into practical, human-centred solutions for stronger communities and public systems.



[Final Proposal Link](#)