

TDV x Feeding India

Spring 2026



feeding india

BY ETERNAL FOUNDATION

Feeding India works on its Anganwadi Program to strengthen early childhood nutrition by supporting Anganwadi centres with regular nutritional supplementation, infrastructure improvements, and systems that promote healthier growth among children. Recognising that nutrition outcomes are closely linked to attendance and engagement, the programme also sees Anganwadis as more than feeding points and as everyday spaces where care, learning, and community trust come together during a child's formative years.

This taskbox challenge builds on that foundation by inviting learners to create context-sensitive design strategies that strengthen Anganwadis as engaging and trusted spaces for early childhood care where nutrition, play, learning, and caregiving come together to support child retention, regular attendance, and a stronger sense of belonging.



22 Learners

07 Proposals

03 Weeks

06 Mentors



the
design
village



feeding india

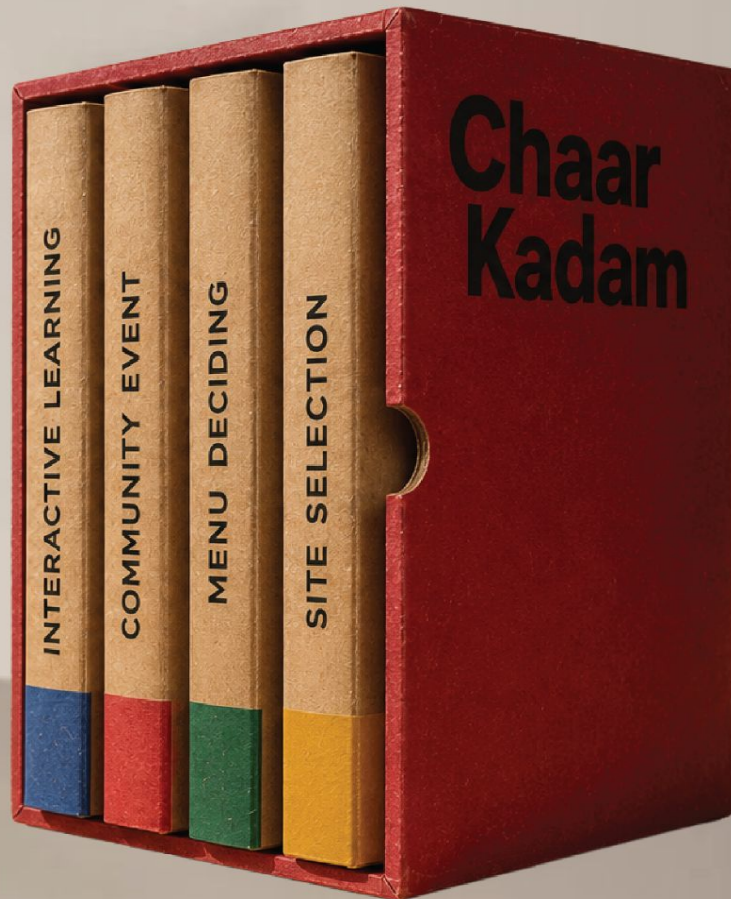
BY ETERNAL FOUNDATION

Chaar Kadam

चार कदम | ચાર કદમ

site selection | menu deciding
community event | interactive learning

anu v | nandana suresh | ashrita umesh
mentor: ipsita rajak

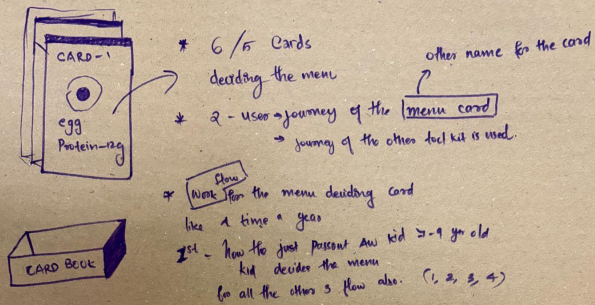


We began expecting a logistics problem. The field showed us a belonging problem. Char Kadam is a four zine toolkit for the Anganwadi ecosystem, designed to shift the programme from something delivered to communities toward something communities actively sustain through food, play, and trust.

Food was reaching the Anganwadi. Children were not staying. In Nandurbar, the gap was never in delivery. It was in retention, familiarity, and whether the space felt like theirs. No amount of better logistics fixes a place people do not want to be in.



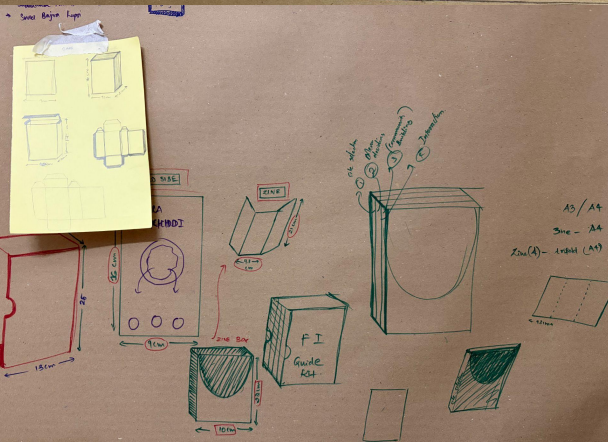
CARD - MENU MAKING INITIALLY & AUDITING (NAME) MENU CHANGING (MONTHLY)



BRAND BOOK That carries all this.

* Uniform ("Pair of new clothes") → give the mother an opportunity to embrace of something.

* Bubble diagram for who is involved and how it involved.



Key Insights and Approach

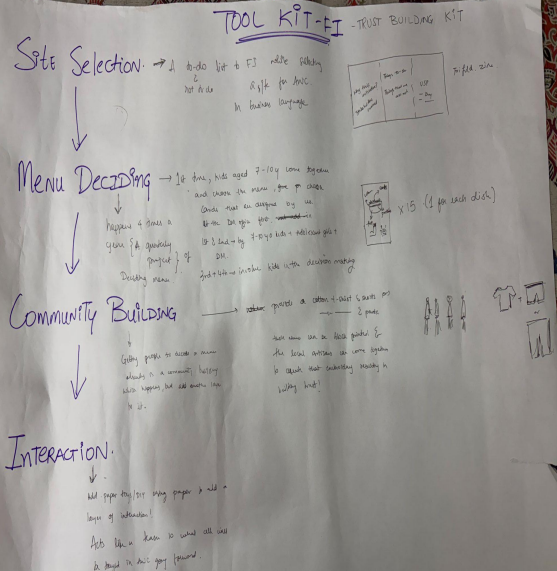
Malnutrition in Nandurbar is a retention problem, not a delivery one. Children leave spaces that do not feel like theirs.

Concept Development

Iterations moved from digital tools to wall formats to printed zines, a format that travels without screens or training.

Final Solution

Char Kadam has four zines, menu cards, and a carry case that works inside Feeding India's existing programme.



Impact and Next Steps

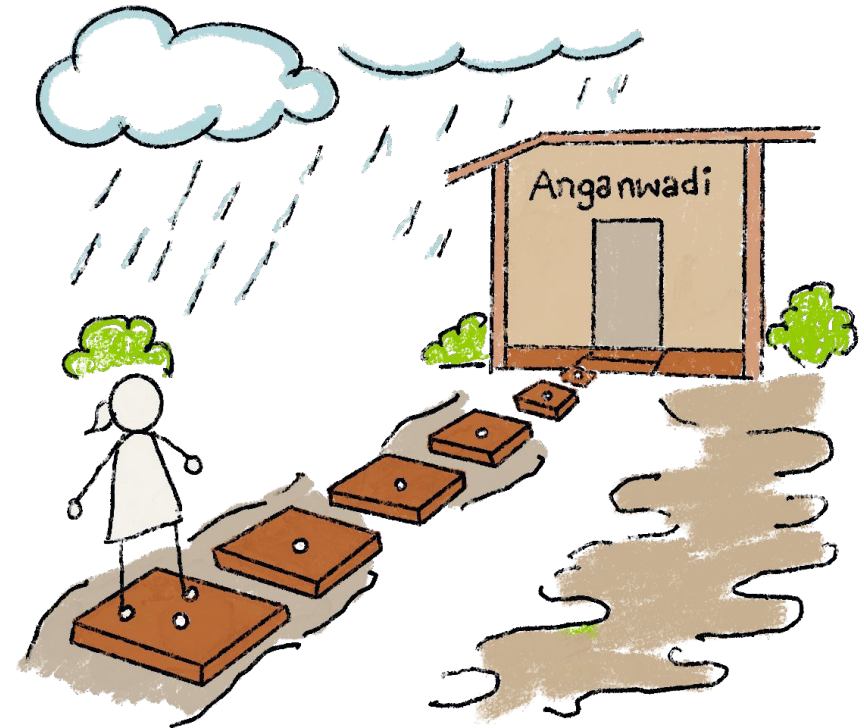
Char Kadam gives Feeding India a replicable field tool that reduces dependence on digital infrastructure and supervisor presence. It connects the programme to community food knowledge, improving meal acceptance and attendance.

The format can be adapted for any new district without redesigning from scratch. Pilot with three Anganwadis in Nandurbar, gather sevika feedback, then scale across remaining centres.

Each toolkit can be printed and assembled locally at low cost, making it viable across Feeding India's 224 Nandurbar centres. The longest dependency is not budget but trust, and this toolkit is designed to build exactly that.

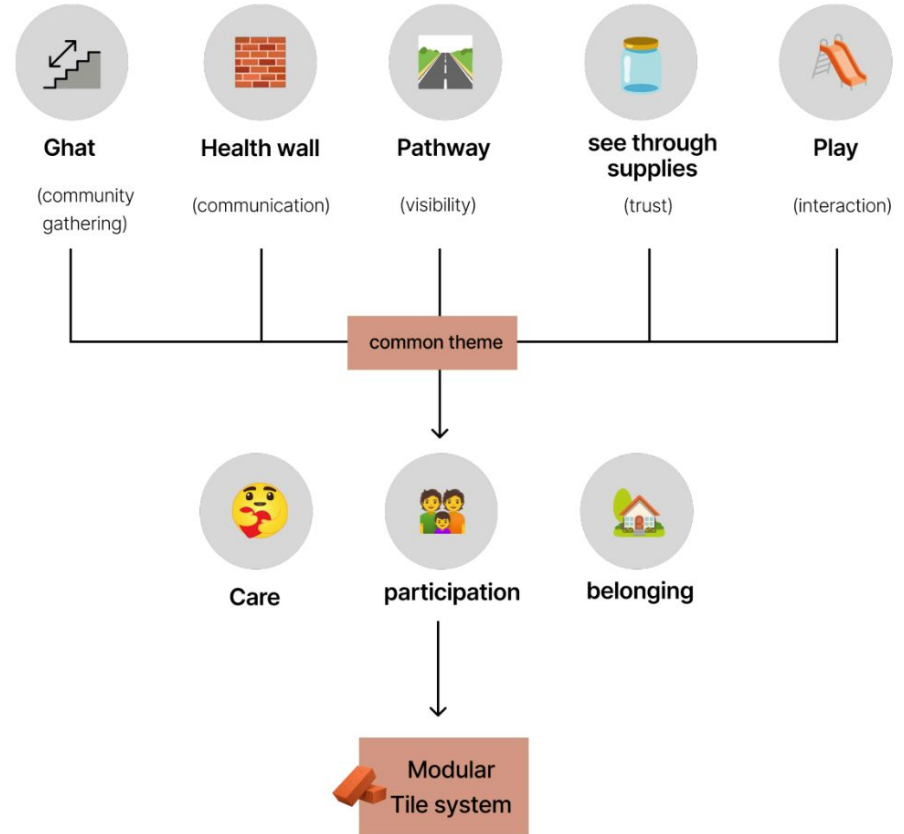


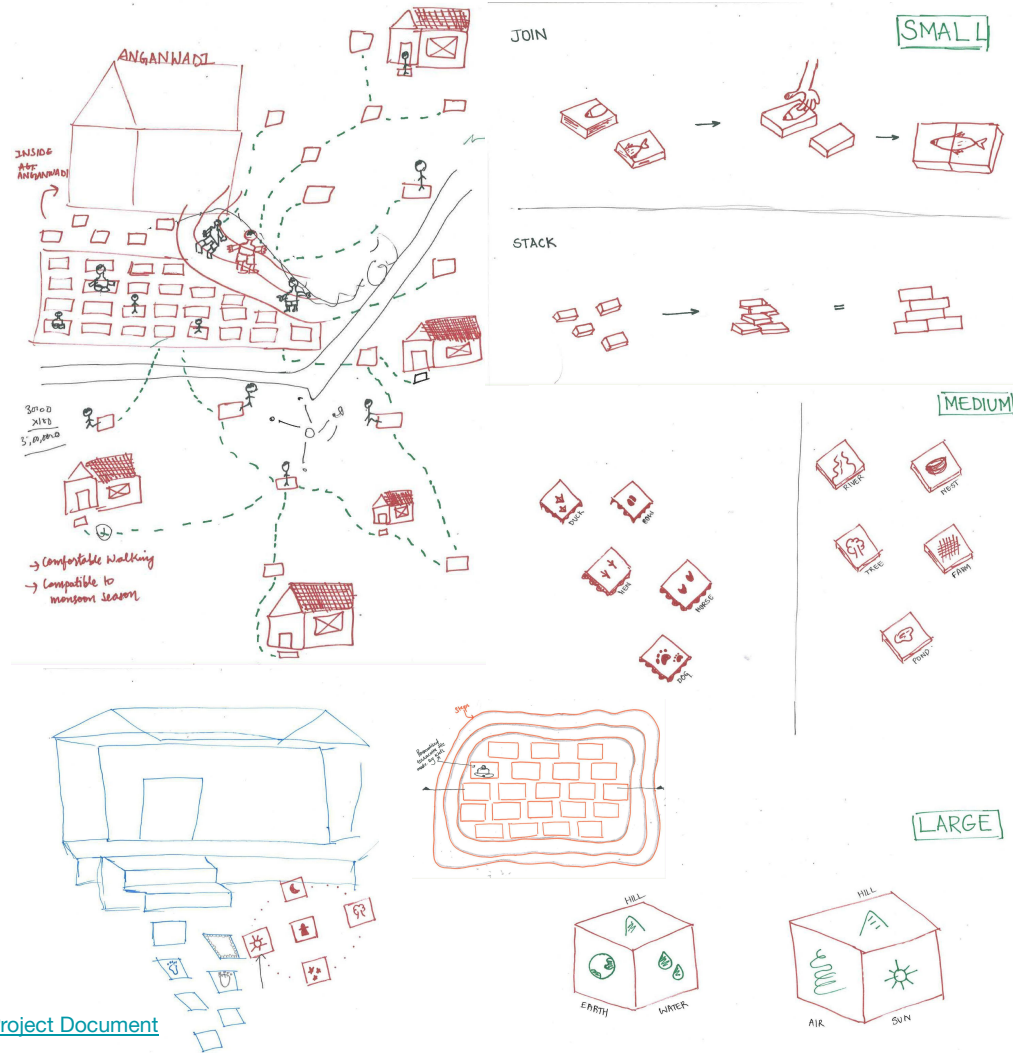
EXTENDING THE ANGANWADI BEYOND ITS WALLS



MODULAR TILE SYSTEM

An exploration of how Anganwadis can extend beyond their physical boundaries and become a visible part of everyday village life. Through a modular tile system, the project transforms pathways, gathering spaces, and play areas into opportunities for interaction, participation, and belonging within the community.





Through research in Nandurbar, we observed that while Anganwadis are important spaces for care and learning, much of village life happens outside them. This highlighted an opportunity to connect the Anganwadi more closely with everyday community activities.

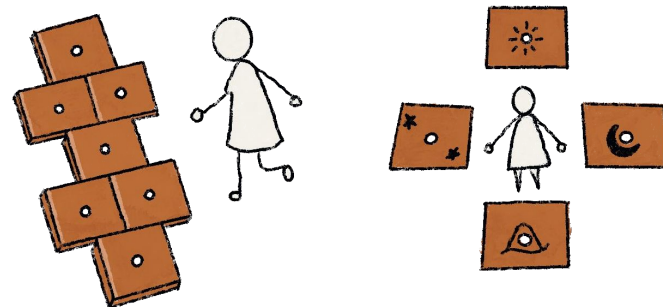
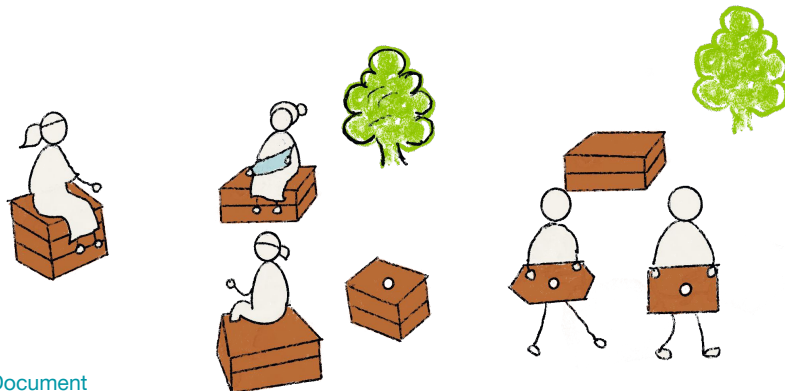
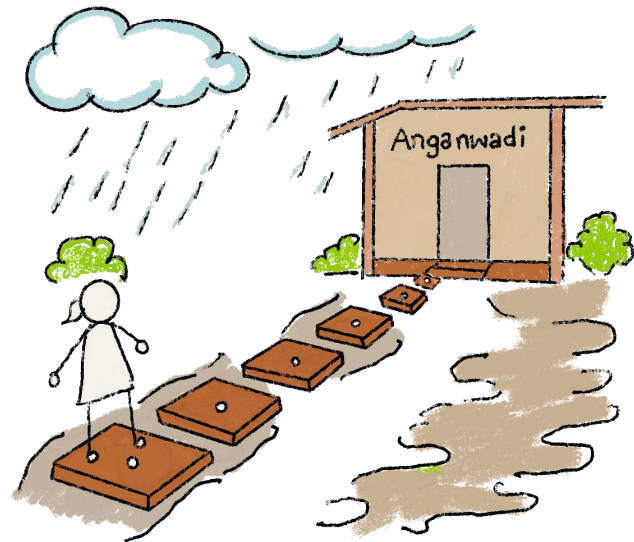
We developed a modular tile system inspired by local materials and village life. The intervention creates flexible spaces for gathering, play, and interaction, helping strengthen participation, belonging, and community ownership.



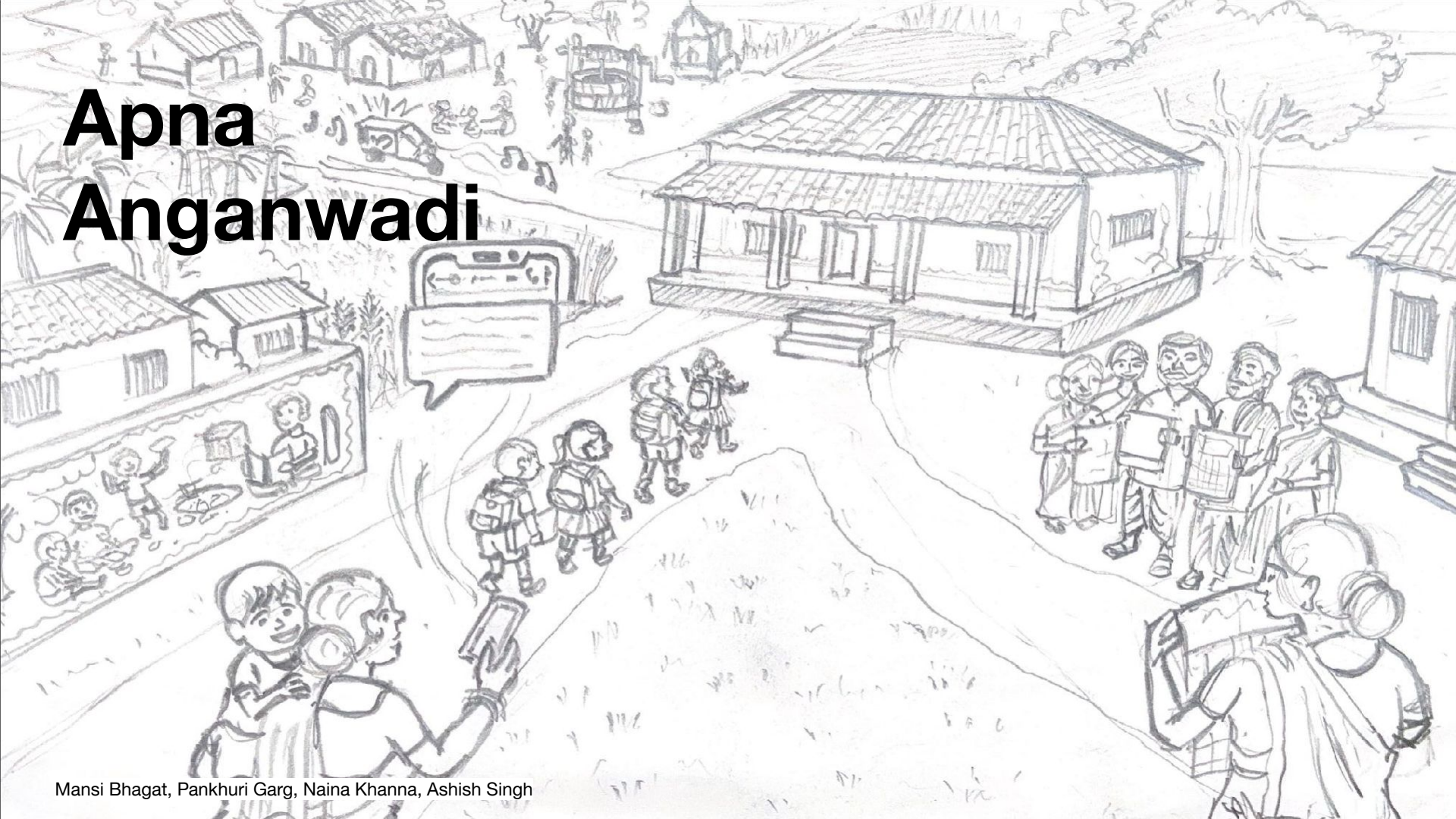
The modular tile system helps Feeding India extend the impact of Anganwadis beyond the building by creating spaces for play, gathering, and interaction. It encourages community participation, visibility, and ownership while using familiar materials and existing village activities.

The system is scalable, locally buildable, and sustainable through the use of red brick and local labour. Implementation can begin with a pilot project, with indicative costs ranging from

₹15–24 per tile, excluding labour, transportation, and production expenses.



Apna Anganwadi



Building Caregiver Ownership Through Community-Centered Communication

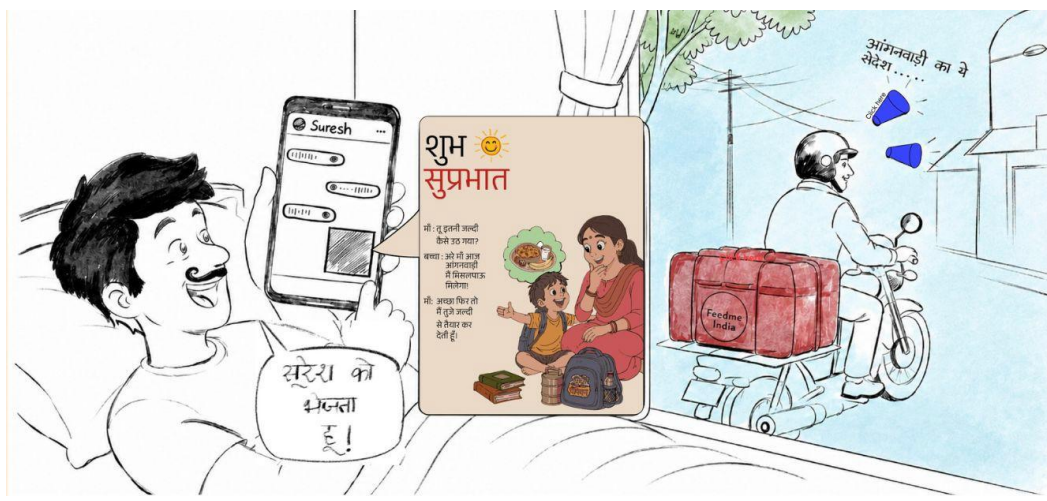
Problem Statement:

As, Anganwadi is recognised within the community, it is often seen mainly as a service point rather than a space supporting children's overall growth and development.

Design Objective:

This project aims to move beyond awareness and encourage sustained participation by making Anganwadi a visible and familiar part of everyday life.





Key Insight & Approach:

Awareness of Anganwadis existed, but understanding of their full value was limited.

Concept Development:

Research findings informed iterative exploration across multiple formats and channels.

Developed a connected engagement system through:

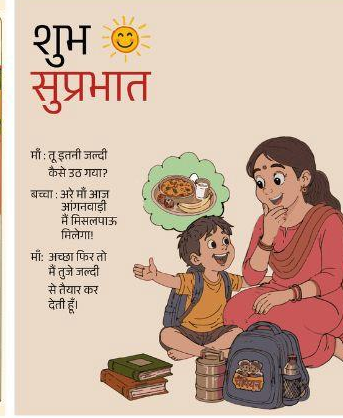
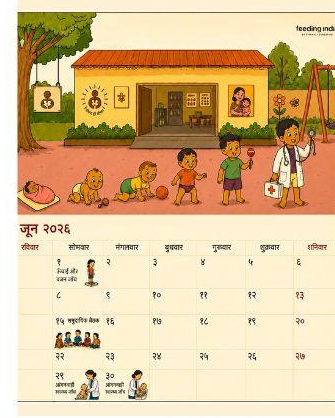
- WhatsApp Animated Videos and Posts
- Murals
- Calendars
- Jingles

Final Solution:

A multi-touchpoint community engagement strategy designed to increase:

Visibility → Familiarity → Participation

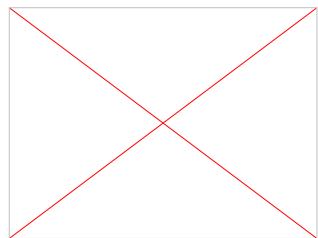
[Project document](#)



Jingle



अंगणवाडी
बोर्ड, ता तकोदा जि नंदुरबार



What problem does this solve?

Our interventions bring Anganwadi into everyday moments to encourage continued engagement outside the centre. It will help in address the challenge of retaining children in Anganwadi.

How does this strengthen existing services?

Rather than adding a new programme, the interventions support existing Anganwadi efforts by extending communication across digital, physical, and audio channels.

What measurable impact can this solution have?

Awareness

Familiarity

Engagemen

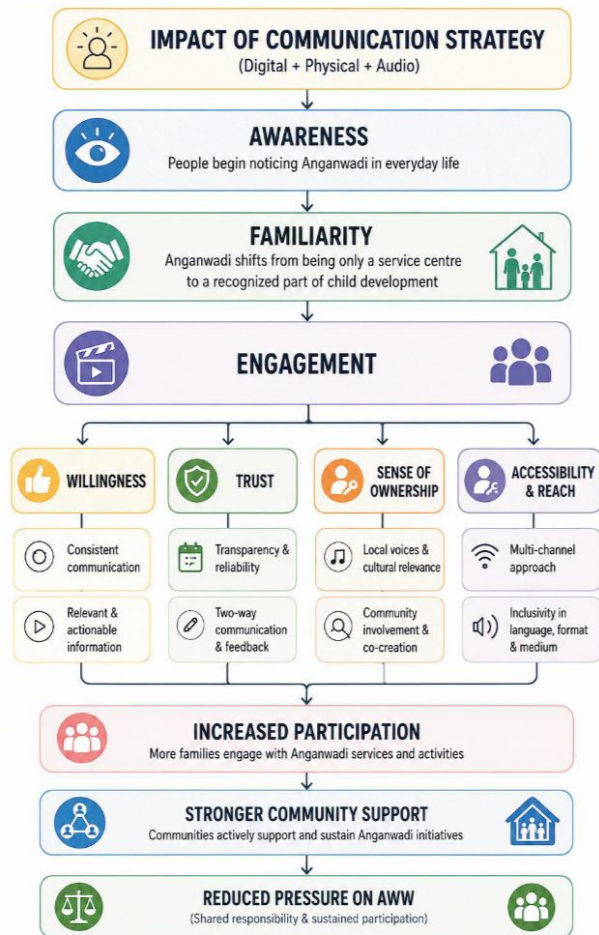
t

Stronger Community Support

Reduce Pressure on AWW

Implementation Feasibility

The interventions use familiar formats and existing community channels, making them adaptable and easier to integrate into current outreach efforts.



WHAT DO WE DREAM ABOUT?

A place children **design** themselves.

DREAM

BUILD

BELONG

आमची जगा our place

Jessica Smith



THE PROBLEM, REFRAMED

Deep analysis of field research revealed a core finding - the system is fragmented from all sides for all stakeholders but the **real problem is absence of genuine contact**; between child and the environment of the anganwadi. **Infrastructure isn't belonging.**

Real contact, the moment a child feels seen, is where trust begins. So the lever is not attendance. It is **willingness** a child who wants to stay.

THE DESIGN OBJECTIVE

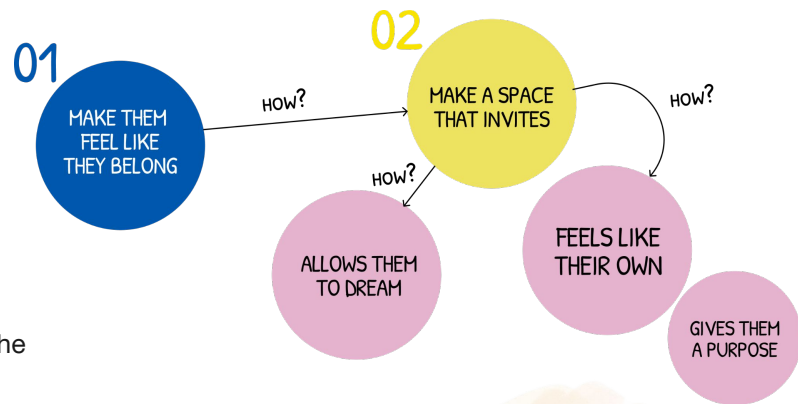
Actively include children in the anganwadi system, and enable their willingness to stay.

INVITE

BELONG

OWN

PURPOSE



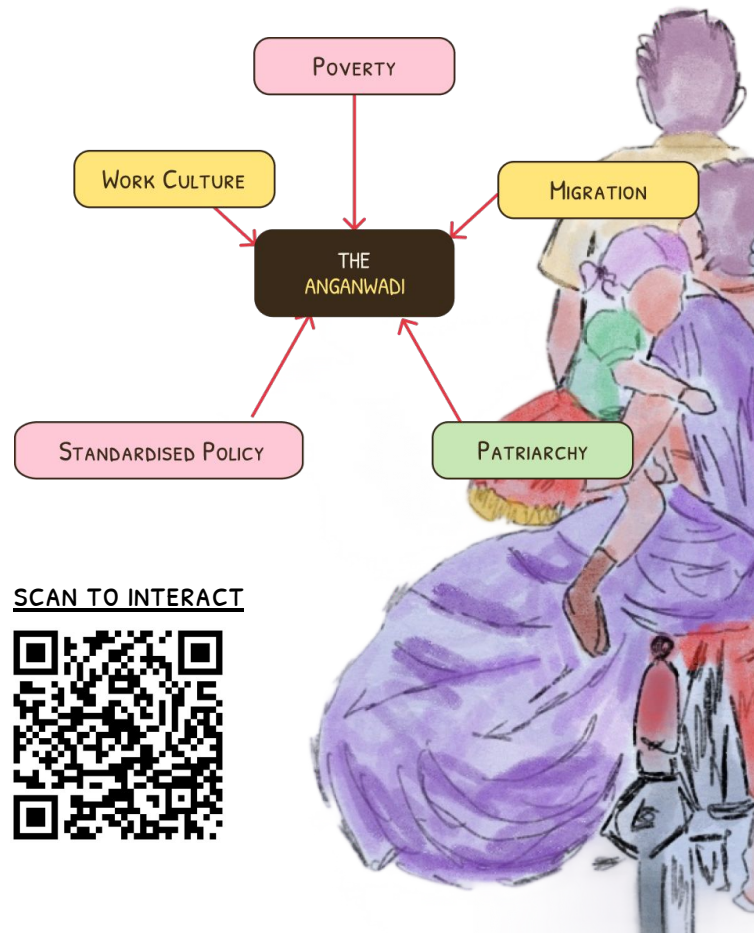
KEY INSIGHTS

Infrastructure changed. The story did not. Centres were renovated, fed and tracked, yet children still leave by mid morning.

Five forces squeeze one room **poverty, migration, standardised policy, work culture and one overloaded sevika**. No single fix works, so we looked for the one move that loosens all of them.

THE SHIFT

FROM A ROOM DESIGNED **FOR** CHILDREN
TO A PLACE DESIGNED **BY** THEM.



SCAN TO INTERACT



THE SOLUTION

A PLACE OF OUR OWN

The solution is not a product. It is a space the children make themselves, a room they dream, build and belong in.

PLAY IS THE ENGINE

Built on **self-led, open-ended play**. Children direct it; adults watch and facilitate.

THE DAILY RHYTHM

An hour or two of uninterrupted free play each day. The sevika sets out the parts and observes, she does not instruct, so it adds no new task to her day.

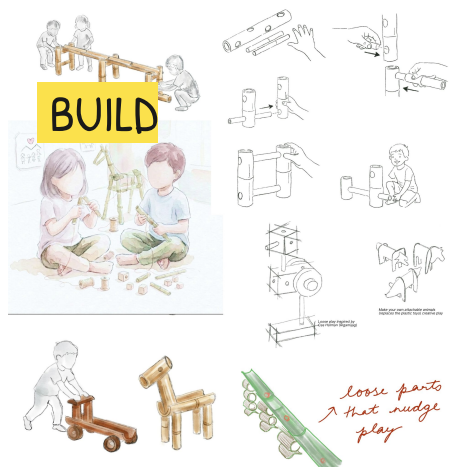


THE SOLUTION

A PLACE TO DREAM, BUILD & BELONG



Walls and windows made into play. A child climbs to the high window, looks out and dreams past the four walls. The village looks in and sees a full room.



A kit of loose parts to join, stack and combine, locally made and open-ended. Bamboo cut into tubes, pipes and rings; paper-cut animals; whatever the village makes.



What they build is kept on shelves in the room, so it stays and grows. A friend joins, it becomes theirs; the younger copy the older. Because they built it, it belongs to them. Makes them want to choose to go there.

WHAT IT GIVES FEEDING INDIA

IMPACT one move loosens five

The child wants to stay.

belonging and retention rise, and the room fills.

The sevika gets time back.

open play runs itself, she sets it out and observes.

Elders gain a livelihood.

their craft makes the kit and earns them income.

The father is reached.

through a full, happy room he can see, not persuasion.

Peers pull peers.

staying becomes social, the strongest attendance driver.

IMPLEMENTATION a local livelihood loop

Made by village elders.

the kit is made in the village; the elders' craft knowledge finally has a use.

Trained by Shabari Naturals.

Maharashtra's tribal-development enterprise trains them, turning the kit into a livelihood.

Bought back locally.

Feeding India and the state buy the kits from the village, at about ₹150 per 24ft bamboo pole.

A repeatable model.

different partners, different anganwadis, different needs. this kit is one instance of the strategy.



Shabari Naturals
Essence of Purity



ANGANWADI CHILD ID CARD SYSTEM



Anganwadi centres rely heavily on manual records, making child identification and progress tracking difficult. This project aims to create a child friendly identification system that visually represents attendance, nutrition, and developmental milestones, improving engagement, communication, and a sense of belonging among children, parents, and caregivers.

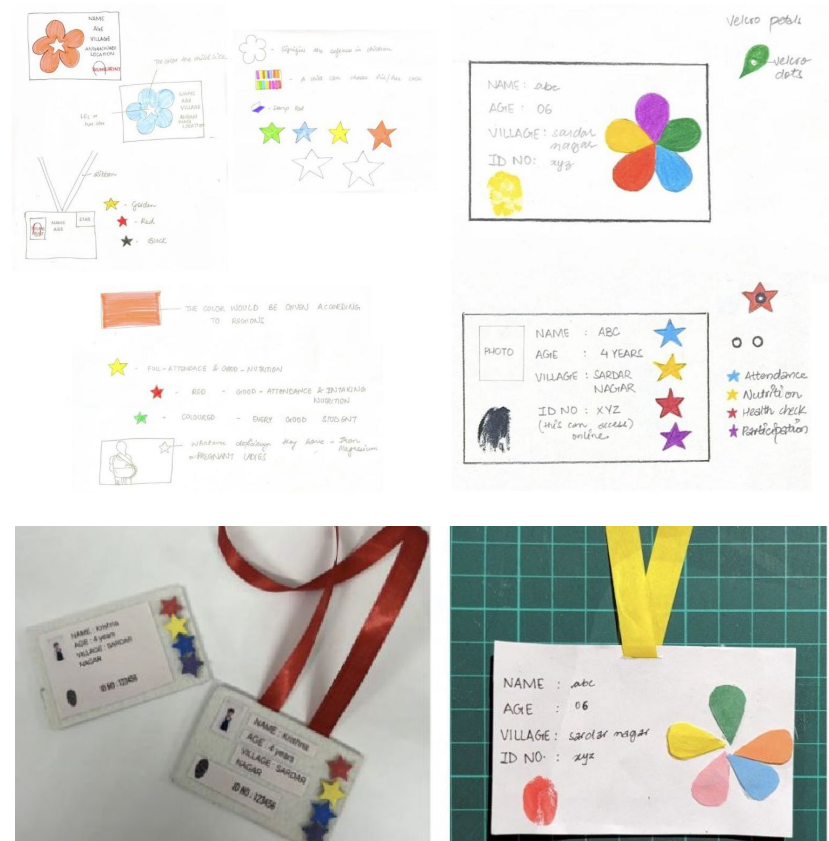


Key Insights & Approach

Field research revealed that children had little connection with existing paper records, and parents had limited visibility into their child's progress. The solution focused on creating a simple visual identification system that encourages participation, improves communication, and gives children a sense of ownership, identity, and belonging within the Anganwadi community.

Concept Development

A Flower ID Card was created as an interactive progress tracker where petals symbolize a child's growth in attendance, nutrition, learning, and development, while promoting identity, ownership, and belonging. Each child receives a unique card with a flower or stars that gradually blooms through the addition of petals or the stars itself and visual markers representing attendance, nutrition, learning, and developmental milestones.



What problem does this solution solve for the Industry Partner?

Simplifies child identification and progress tracking while reducing dependence on manual registers.

How does it improve existing processes?

Makes attendance, nutrition, and development tracking easier through a simple visual system that improves communication between parents and Anganwadi workers.

What measurable impact can this solution have?

Improves child engagement, attendance, parent participation, and overall monitoring efficiency while fostering a sense of ownership and belonging among children.

Implementation Feasibility :

A low cost system that can be easily integrated into existing Anganwadi workflows and scaled across centres.

Next Steps : Conduct pilot testing in selected Anganwadi centres, gather feedback from children, parents, and Sevikas, refine the system based on user insights, and gradually expand implementation. Future versions can integrate digital records and data sharing with Feeding India.



PLAYFUL SOUND

Enamika



Realising that because of the unfamiliarity added to the space causes even more lack of trust.
Understanding how to make the children stay and excited enough to come back the next day through familiarity

By using sound to mark their presence in the space
and giving excitement with slight different changes

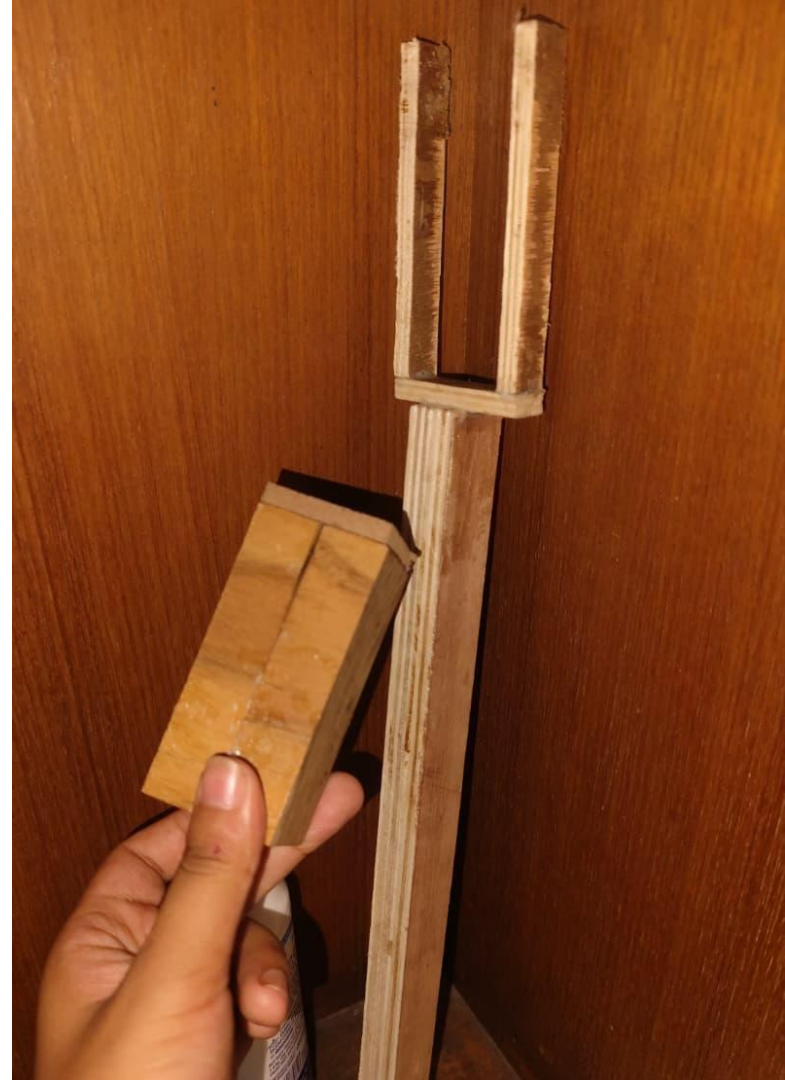


Key Insight & Approach: Children not staying in the Anganwadi Centre. Therefore realising the essence and core factor (Familiarity). Interaction through Play. Then finally giving it a form and structure.

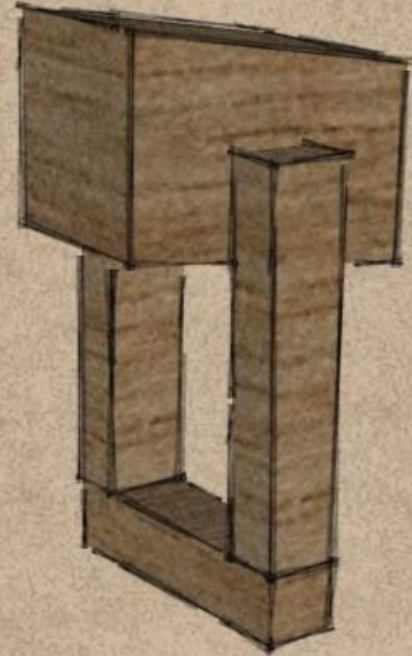
Concept Development: Through Visual Hopscotch and a transparent border > Fruit Lego & Stand > A Pole > Sound Interaction Pole

Final Solution: Through Touch that creates a Sound for the children to mark their presence, gradually giving a sense of belonging to the space.

<https://www.figma.com/deck/xKmnthTzG6lqKSlirDAuBe>



1. Would gradually allows the children to stay longer in the Anganwadi Center.
2. Would gradually develop a sense of familiarity and belonging in the space.
3. Also giving a tint of excitement for the children to come back to the space.

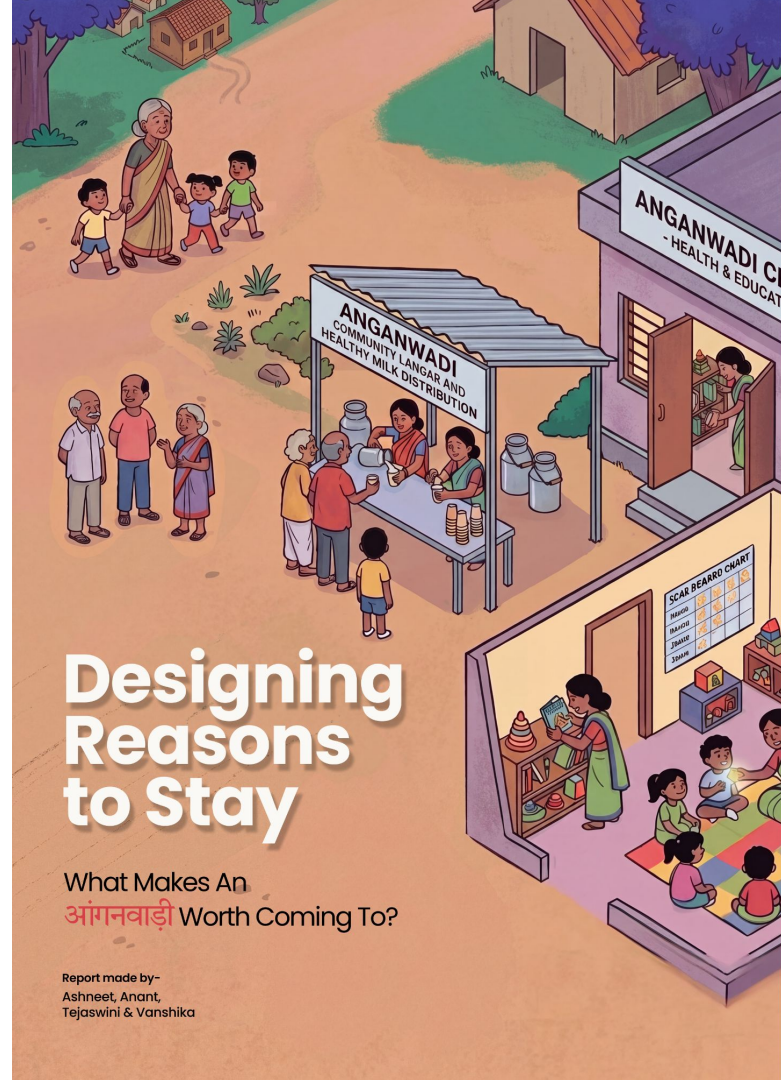


DESIGNING REASONS TO STAY



Ashneet, Anant, Tejaswini, Vanshika

Delivering food does not guarantee consumption. Despite infrastructure and hot cooked meals, children weren't staying. We shifted focus from food supply to conditions for nourishment — presence, trust, time, and cultural alignment. The design objective is to reframe the Anganwadi from a mere food pickup point into a trusted community "Village Living Room."



Designing Reasons to Stay

What Makes An
आंगनवाड़ी Worth Coming To?

Report made by-
Ashneet, Anant,
Tejaswini & Vanshika

We are not trying to make a new programme but instead want to utilize the Anganwadi as the most important social space in the villages in Nandurbar, a place where children are cared for, fathers are included, community trust is built.

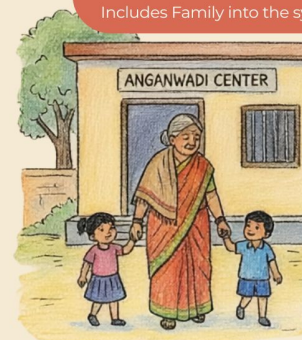
Five interlocking interventions: Nutritious Bhandara (no-agenda community beverages to build trust), Medical Camps (free health screening anchored at the AWC), Aaji Poshan Box (grocery kits incentivizing grandmothers to walk children daily), Mother Micro-Stipend (hiring local mothers as AWC support workers), and Reward & Recognition (arrival rituals, named roles, and post-meal games to make children want to stay).



NUTRITIOUS BHANDARA
Builds Trust and Awareness



MEDICAL CAMPS
For all, Father, Mother, Child



**MOTHER-STIPEND
& AAJI - POSHAN BOX**
Includes Family into the system



REWARD & RECOGNITION
Encourages Participation

10-Village Pilot Implementation Roadmap

10-Village Pilot Project

	March Phase 1: Building Trust	April Phase 2: ID & Awareness	May Phase 3: Pilot Launch	June Phase 4: Consolidation	July Phase 5: Eval & Transition
 Nutritious Bhandara	B1: Trust Building  Beverage-Only Event. No Agenda, To Create A Welcoming Space	B2: Presence  Community Touchpoint		B3: Re-Engagement  Fresh Community Touchpoint	B4: Sustenance  Continued Engagement
 Medical Camp	D2D Health Survey  Baseline Health Data, Cross-Check Records	C1: Screening  Health Checks, AWW Manages Registration		C2: Follow-Up  Second Camp, Monitoring	
 Grandmother Kit		ID & Registration  Identify Aaji Walkers & Candidates	Launch Phase  Official Launch, Daily Operations Begin	Consolidation  First Full Kits Distributed Based On Attendance Threshold	Tapering Phase  Moving From Full Groceries To Essential Cooking Stuff (Oil/Jaggery)
 Mother Micro-Stipend		ID, Reg & Training  Identify Stipend Earners, Training Pool Compiled	Launch Phase  Program Official Launch	Consolidation  Operations Stabilize	Evaluation  Earner Evaluation Period
 Rewards & Recognition		Pre-Launch Prep  System Preparation.	Launch Phase  "My Anganwadi Journey" Begins, Data Collection	Consolidation  Peak Multi-Intervention Period.	Status Review  Pilot Review Phase

meet the mentor team...



Anusha Dhawan
Mentor,
Associate Dean



Dharun Roa
Mentor,
PG Head



Ipsita Rajak
Mentor,
Facilitator



Jill Gajera
Mentor,
Taskbox Facilitator



Komal Kotiya
Mentor,
Impact Coordinator



Mayank Raj
Mentor

meet the learner team...

Abhijay

Anant Patrick

Anu V

Arpit Arora

Ashish Singh

Ashneet Kaur

Ashritha Umesh

Dekid Wangmo

Divyanshi Sharma

Enamika Passah

Jessica Smith

Mansi Bhagat

Mogili Venu

Naina khanna

Nandana Suresh

Pankhuri Garg

Shreya Singhal

Tanisha Dixit

Tejaswini

Vanshika

Vranda Singhal



x

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