



Financing Grassroots Health: Role of Child In Need Institute in Gram Panchayat Development Planning

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Stream: MBA -Hospital & Health Management

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Organization Name : Child In Need Institute-CINI

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About the Organization

A nationally recognized non profit organization founded in 1974 aiming to improve the lives of vulnerable women, children, and adolescents in India. Headquartered in Kolkata, West Bengal, CINI focusses on four core areas- Health, Nutrition, Education and Protection. Initially founded with the goal of creating a child friendly world, but later on realised healthy mother results healthy baby and eventually healthy future.

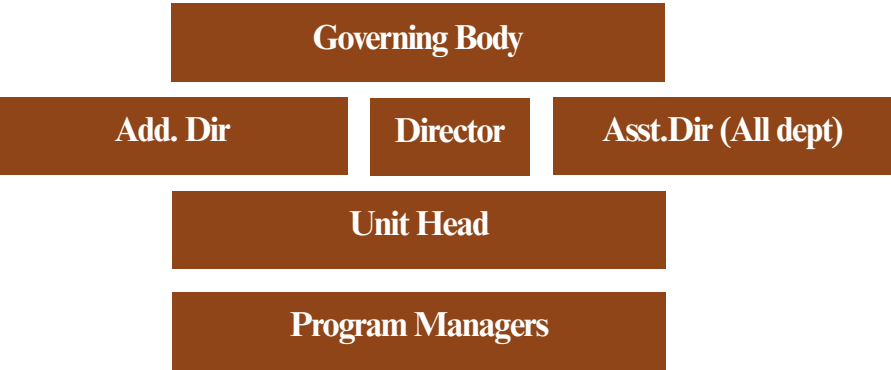
Vision

A friendly and responsive community where children and adolescents achieve their full potential.

Mission

To ensure that children and adolescents achieve their rights to health, nutrition, education, protection and participation by making duty-bearers and communities responsive to their well-being.

Organization Structure



Learnings

- Real-World Understanding of Public Health Delivery
- Community Engagement and Behavior Change
- Need for Intersectoral and Multi-level Collaboration
- Advocacy and Policy Influence

SWOT

• Strong Reputation & Impact • Dedicated Leadership & Team • Robust Community Links	• Financial Sustainability Risks • Limited Scalability • Capacity Gaps • Operational Complexity
• Greater Social Needs • Partnerships & Collaborations • Technology Integration	• Competition • Policy/Regulatory Changes • Socio-Cultural Resistance • Economic Downturn

Objective

1. To identify the allocated budget of Government on different health related activities for Birbhum district for the years FY 21-22 and FY 25-26
2. To find out the role of CINI's interventions across health related activities in related to maternal and child health

Methodology

Extracted and analyzed panchayat level budget data from E-GramSwaraj Portal for the Years FY 2021–22 and FY 2025–26 for the three blocks: Khoyrasol, Mohammad Bazar, and Rajnagar of Birbhum District.

CINI work mechanism

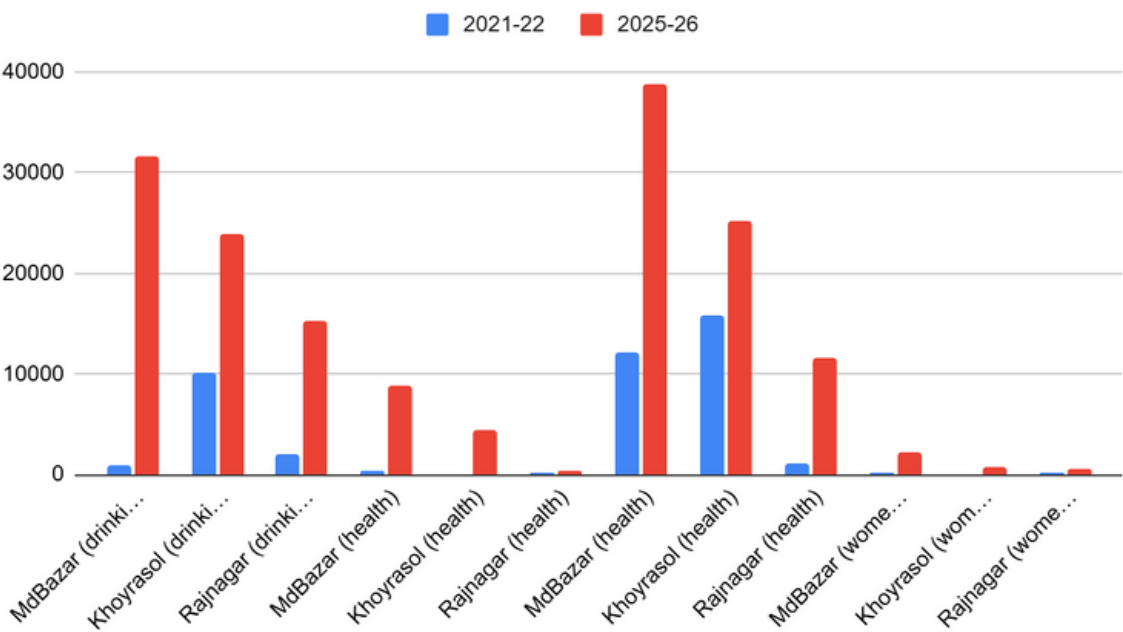
- Emphasizes engagement with families and communities, service providers, and elected representatives with IEC materials, mother's meeting and awareness campaigns
- Collaborate closely with government agencies, development partners, civil society organizations, and communities to enhance multi-sectoral convergence for better health and nutrition outcomes
- Approach aligns National Rural Health Mission (NRHM) guidelines and Sustainable Development Goals (SDGs)

Challenges

- Infrastructure and Resource Constraints
- Community Engagement Difficulties
- Resistance to Change and Service Uptake
- Challenging to keep staff motivated



Budget comparison 2021-22 vs. 2025-26



Work Flow: Example of Pregnant Woman

- Identifies and targets high risk pregnancies or mothers with the help of volunteers
- Mobilisers interviewing mothers and their family members regarding pregnancy history and registration details and helping them do so if not registered
- Referring mothers to nearest health center if any danger signs (signs created by CINI) observed by mobilisers
- Enrolling mother in the CINI's very own cohort registers.
- Tracking and following up with the mother till her baby has completed 2 years of age.

Mechanisms for cross-sectoral integration

- Convergence platform development of CINI and Government agencies
- Sharing of best documented evidences helps broader policy influence
- Training of health workers, and community representatives

Findings Overall Budget Growth Patterns

- **Mohammad Bazar (CINI area):** Total budget increased from Rs 13.67 crores to Rs 79.49 crores (482% increase)
- **Khoyrasol (CINI area):** Total budget increased from Rs 26.53 crores to Rs 52.96 crores (99.6% increase)
- **Rajnagar (Non-CINI area):** Total budget increased from Rs 13.33 crores to Rs 27.87 crores (109% increase)

