



### ***A Report on Communication Catalyst 2017: A competition to combat malnutrition***

Glenmark and Idobro in collaboration with SVKM's Dr. Bhanuben Nanavati College of Pharmacy organized **Communication Catalyst 2017: A competition to combat malnutrition** on 4<sup>th</sup> April 2017. The competition received an overwhelming response from the student fraternity. The event was attended by students and BNCP faculty. Prior to the presentation day of the competition, the participants had to design a strategy applying Idobro's I5 theory change. From the 100 teams 11 teams were shortlisted and each team was grouped with one NGO. The short listed team was assigned mentor. Principal Dr. Munira Momin and Dr. Sujata Sawarkar were mentors for two teams. The participating had to submit strategy after completing several steps of research, analyse, ideate, prepare prototype model and test responses to refine concept. For this purpose the teams had to do field survey in target populations to validate their concept and strategy. Out of the 11 teams, 5 teams were selected for presentation on 4<sup>th</sup> April 2017. The event began with welcome and introduction of dignitaries. Principal Dr. Munira Momin addressed the audience and shared her thoughts about the competition. She mentioned that BNCP would collaborate with Idobro and Glenmark for this competition. The audience was then addressed by Ms. Cherylanne Pinto (Director Corporate Affairs at Glenmark Foundation) on Communication Catalyst 2017; Glenmark's CSR agenda and the importance of BCC to bring change for malnutrition. The 5 teams then presented their strategies which can be implemented as national policy to combat nutrition. The teams were judged by the elite jury panel comprising of :

Ms. Cherylanne Pinto (Director Corporate Affairs at Glenmark Foundation)

Ms. Rajeshwari Chandrashekhar UNICEF

Dr. B.V. Bhosale Professor & Head Dept of Sociology University of Mumbai,

Mr. Dhananjay Thakare PRO Hon. Minister for Animal Husbandry, Dairy Development and Fisheries, Maharashtra State.

Ms Karon Shaiva (Managing Director of Idobro Impact Solutions) told the attendees about the objective, vision and mission of Idobro and their say on social innovation and leadership of tomorrow. Mentors shared their thoughts about the competition. The mentors and jury members were felicitated by Ms. Pinto. The winners were announced by jury members and the winning team

received cash award from Ms. Pinto. The event concluded with vote of thanks proposed by Ms. Allanhah Idobro.









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