



Fight against Malnutrition in children

मै बैचेन हूँ बोकि बच्चो के विकास में कुपोषण बाधा है - प्रधानमंत्री श्री नरेंद्र मोदी

Yes, rightly quoted by our PM Sir on the occasion of 15th August. One must understand the gravity of the issue when PM of the Nation mentions the issue in his Message on the National Day Speech.

A Powder With Taste and Health...



The Problem

We are still struggling with malnutrition in children in spite of implementing many schemes and spending millions of rupees. Despite India's 50% increase in GDP since 1991, more than one third of the world's malnourished children live in India. We may have missed the Moon at few kilometers, but we are far away from solutions of Malnutrition in children.

Children are our future. Young children must receive all nutrition in their developmental age so that they prepare to grow for the challenges of the future. They shall develop all capabilities to perform at national and International level.

Who We Are

We are a team of dedicated Drs, Professionals and crusaders against the curse of Malnutrition. We at Jishan Herbal with help of Shrimati Pushpa Memorial Trust, Rajkot have done extensive research on the causes and effects of malnutrition on children.

We Observed

1. We consider nutrition only in terms of calories.
2. Malnourishment is both- Over nutrition as well as under-nutrition.
3. In a country like us - India - we have vast & diverse reasons of malnourishment.
4. Causes of malnourishment ranges from
 - A. Socio-economical
 - B. Ethnic & Cultural background
 - C. Food habits
 - D. Medical problems
 - E. Political
 - F. Poor hygiene & sanitation
 - G. Climate
5. HUNGER remains on the top

In our ancient system, a scientific analysis of children health issues is described. In our country we had a practice of giving some household herbs to children for their routine health issues. Day by day this practice vanished itself and we became dependent on modern medicine, nutrients and measurement of calories.

As per our age old treasure Ayurveda, only nutrients and food is not enough to nourish a child. Because of poor maternal health, hygienic issues and many more reasons play a major role in stunting of a child.

As a result of study we have prepared herbal formulae with various herbal extracts which are essential for the physical and mental growth of a child. With in-depth study of Ayurved, We have developed a mouth dissolving chocolate flavored herbal powder fortified with Ayurvedic extracts for children. The name of the powder is CHOCOHERB.



Our Methodology

- Approach to Aanganwadi, Street children group, NGOs etc.
- Health check up of all the children.
- Screening for Malnourished children.
- Note down their DOB, Measurement of height, weight, Muscle mass at mid upper arm, circumference of head & any other associated health issues.
- Implementation of CHOCOHERBR Nutrition Program for selected children for 3 months (90 days).
- 10gm of CHOCOHERBR powder daily mixed with milk or orally given to a selected child to eat directly as it is chocolate flavored Mouth dissolving granules.
- Measurement of all the health parameters at the interval of every 30 days.
- Education of Parents esp. mother & Anganwadi workers.
- More than 20,000 children have so far being covered under CHOCOHERBR Nutrition Program.

Benefits of Chocoherb Nutrition Program

1. Increase weight
2. Increase Height
3. Makes bones strong
4. Increase Hemoglobin
5. Induce calmness & sleep
6. Improves functions of nerves & brain
7. Improves functions of liver & enzymes
8. Improves resistance power to fight illnesses
9. Increase appetite and improves digestive capacity
10. Built up intellectual capacity and Scholastic performance

Your Role

We and our society are thankful to various social activities undergoing in CSR Projects. You have become instrumental in changing scenario of many lives. We wish to join hands with you in this benevolent activity.

Come and join hand with us in a noble work to solve the issue of malnutrition.

- Let us make our society free from the curse of Malnourishment.
- Let us bring the smile back on the face of every child.
- Let us secure the future of India in strong and capable hands of future Citizen.
- Let us convert the CSR fund from “Expenditure” to “Investment” for better, Healthy and Happy India.

Our Partners

So far In the Process we have received many helping hands like,

- Shrimati Pushpa Memorial Trust, Rajkot.
- Chandu Memorial Trust, Mumbai.
- TVS Motor Company, India
- Shri Rasbihari Mission Trust, Bihar.
- Bhagini Nivedita Gramin Vigyan Niketan, Maharashtra.



We Assure

We welcome CSR funds from Companies, NGOs and all stakeholders to join hands with us. We assure our investing partners proper utilization of CSR funds. We provides all relevant data, number of beneficiaries, pre and post treatment data and all needed information.

Our team of Drs and technical persons are well experienced to execute the program. So that you will remain free.

Avenues

Project “Khel Khel Mein” A New initiative of Chocoherb with HIV + Children

Inspired by highly fruitful results of CHOCOHERB for medium and severe malnourished children, from the month of August 2019 we started Chocoherb treatment of HIV + children of Rajkot District.

In this Endeavour we get support from Newspaper “PHULCHHAB” (A 'Janmabhumi' Group Daily)

HIV+ children are grouped under umbrella of RDNP Trust (Rajkot District Network of People Living with HIV/AIDS- Rajkot).

These children, many of whom are orphan or having single living parent either affected with HIV or AIDS. They used to suffer from host of problems like Irritability, Poor appetite, Recurrent opportunistic infections, loss of weight, poor concentration in study, Depression, Stress, Social deprivation and many others. We have observing very enthusiastic results.

Effect of Chocoherb on Weight Improvement

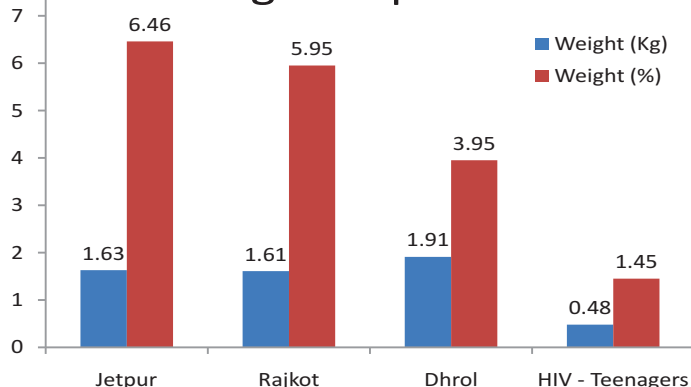
Study *	Sample Size (N)	Observati on Study Period	Relief %	SD	SE	T Score	P Value	Significanc e
Jetpur (2017)	240	4 Month	6.46	0.801	0.052	31.669	P< 0.0001	extremely statistically significant
Dhrol	34	4 Month	3.95	0.489	0.0051	23.066	P< 0.0001	extremely statistically significant
Rajkot	26	4 Month	5.95	0.504	0.039	41.436	P< 0.0001	extremely statistically significant

- Jetpur : Shree Swami Vivekananda School, Navagarh(Jetpur) Gujarat in 2017
- Dhrol : Sh. M. D. Mehta trust Kanya Chhatralaya, Dhrol in 2015
- Rajkot : Rajkot Municipal Corporation Sanchalit school no 70, Rajkot in 2015

***Study Type : Open – Prospective Observational Study**



Effect of Chocoherb on Weight Improvement



Manufacturer and Exporter

jishan Herbal

FDA Approved And GMP Certified Ayurvedic Manufacturing Company

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