



**1st 1000 Days:
United Way Bengaluru's
Born Learning Campaign
Lays Foundation for a Brighter Future**

Dossier of Coverage

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‘Born Learning’ campaign launched

BENGALURU : The first 1,000 days of a child’s life—from conception to their second birthday—are widely recognised as the most critical period for a child’s physical, cognitive, and emotional development. United Way Bengaluru (UWBe) has championed this vital cause through its flagship initiative, the Born Learning Campaign (BLC). More than just a program, “1st 1000 Days” is a nationwide movement under BLC, built on the belief that early childhood care not only shapes individual lives but also defines the future of our society. In alignment with key government frameworks such as the Integrated Child Development Scheme (ICDS), Poshan 2.0, Saksham Anganwadi, and the Aspirational Districts Program, the campaign is transforming how communities nurture

Company: UNITED WAY BENGALURU	Date: 31.05.2025
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Building a Brighter Tomorrow, One Child at a Time

BENGALURU, MAY 31:

The first 1,000 days of a child's life, from conception to their second birthday, are crucial for development. United Way Bengaluru (UWBe) supports this through the Born Learning Campaign (BLC). The "1st 1000 Days" movement focuses on early childhood care, believing it shapes individual lives and society's future. It aligns with various government programs to improve community support for children.

The campaign has positively impacted over 20 lakh lives and 11,000+ Anganwadi Centres across Bengaluru, Bihar, Uttar Pradesh, and Maharashtra



through key interventions like maternal health education, community education for parents, and training for Anganwadi Workers. Significant achievements include reaching neonatal children, engaging parents in development, and distributing essential nutrition and neonatal kits. The campaign emphasizes that nurturing children leads to a healthier future.

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United Way Bengaluru spearheads 'Born Learning Campaign'

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The first 1,000 days of a child's life, from conception to their second birthday, are critical for physical, cognitive, and emotional development. Recognizing this, United Way Bengaluru (UWBe) has spearheaded the Born Learning Campaign

(BLC), focusing on this crucial period through its flagship initiative, the '1st 1000 Days' movement.

More than just a program, the campaign is a nationwide effort designed to ensure every child gets a strong foundation for a healthy future. The initiative aligns

closely with key government frameworks such as the Integrated Child Development Scheme (ICDS), Poshan 2.0, Saksham Anganwadi, and the Aspirational Districts Program, driving systemic changes in early childhood care and nutrition.

Since its inception, the campaign has positively impacted over 20 lakh lives and transformed more than 11,000 Anganwadi Centres (AWCs) across Bengaluru, Bihar, Uttar Pradesh, and Maharashtra. These targeted interventions focus on empowering mothers, improving nutrition, and strengthening community support systems for young children.



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United Way Bengaluru's '1st 1000 Days' Campaign

Chennai, May 30:

United Way Bengaluru's Born Learning Campaign is redefining early childhood care through its "1st 1000 Days" initiative — focusing on the vital window from conception to age two. Aligned with national programs like ICDS and Poshan 2.0, the campaign spans states like Karnataka, Bihar, UP, and Maharashtra, transforming over 11,000 Anganwadis and reaching 20 lakh lives.

Key efforts include maternal nutrition awareness, ECCE training for Anganwadi workers, and distribution of neonatal and nutrition kits.

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‘United Way Born Learning Campaign’

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1ST 1000 DAYS: UNITED WAY BENGALURU'S BORN LEARNING CAMPAIGN LAYS FOUNDATION FOR A BRIGHTER FUTURE



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Transformative Impact at Scale



With over 20 lakh lives touched and 11,000+ Anganwadi Centres (AWCs) impacted across Bengaluru, Bihar, Uttar Pradesh, and Maharashtra, the campaign's targeted interventions ensure every child gets a fair start in life:

Key Interventions:

Maternal Health & Nutrition: Hygiene

awareness, exclusive breastfeeding education, and immunization drives. Community Education: Engaging parents—especially mothers—in their child's growth through regular health and nutrition meetings. Frontline Worker Training: Empowering Anganwadi Workers (AWWs) and Helpers (AWHs) with Early Childhood Care and Education (ECCE) best practices. Tangible Health Support: Distribution of nutrition kits, neonatal kits, and essential teaching-learning materials to improve care environments.

Fast Facts:

Geographic Reach: Bengaluru Urban

(Karnataka), Patna (Bihar), Varanasi (Uttar Pradesh), Osmanabad (Maharashtra)
 AWWs Trained on First 1000 Days: 1,122
 Neonatal Children Reached (0-3 months): 4,264
 Parents Engaged in Child Development: ~84,000
 AWWs and AWHs Trained in ECCE: 5,189
 Nutrition Kits Distributed: 589
 Neonatal Kits Distributed: 5,555
 Anganwadis Equipped with Teaching & Learning Materials: 1,649
 "Every Anganwadi transformed, every mother empowered, and every child supported marks a step toward a healthier, brighter future. When we nurture our youngest, we build a stronger tomorrow,"
 United Way Bengaluru's "1st 1000 Days" campaign proves that collective action, aligned with policy, and driven by grassroots involvement, can shape generations.

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1st 1000 Days:
United Way Bengaluru's Born Learning Campaign Lays Foundation for a Brighter Future

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Key Interventions:

- **Maternal Health & Nutrition:** Hygiene awareness, exclusive breastfeeding education, and immunization drives.



- **Community Education:** Engaging parents—especially mothers—in their child's growth through regular health and nutrition meetings.
- **Frontline Worker Training:** Empowering Anganwadi Workers (AWWs) and Helpers (AWHs) with Early Childhood Care and Education (ECCE) best practices.
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1st 1000 Days: United Way Bengaluru’s Born Learning Campaign Lays Foundation for a Brighter Future

METRO TIMES NETWORK

The first 1,000 days of a child’s life—from conception to their second birthday—are widely recognized as the most critical period for a child’s physical, cognitive, and emotional development. United Way Bengaluru (UWBe), a chapter of United Way Worldwide—the largest NGO network with 1,100 chapters in 37 countries—has championed this vital cause through its flagship initiative, the Born Learning Campaign (BLC).

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Transformative Impact at Scale: With over 20 lakh lives touched and 11,000+ Anganwadi Centres impacted across Bengaluru, Bihar, Uttar Pradesh, and Maharashtra, the campaign’s targeted interventions ensure every child gets a fair start in life:



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1st 1000 Days: United Way Bengaluru's Born Learning Campaign Lays Foundation for a Brighter Future

CHENNAI

The first 1,000 days of a child's life—from conception to their second birthday—are widely recognized as the most critical period for a child's physical, cognitive, and emotional development. United Way Bengaluru (UWBe) has championed this vital cause through its flagship initiative, the Born Learning Campaign (BLC).

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ಯುನೈಟೆಡ್ ವೇ ಬೆಂಗಳೂರಿನ ಬಾರ್ನ್ ಲರ್ನಿಂಗ್ ಅಭಿಯಾನವು ಉಜ್ವಲ ಭವಿಷ್ಯಕ್ಕೆ ಅಡಿಪಾಯ ಹಾಕುತ್ತದೆ

ಸಾಯಿ ಮಂಡಳಿ ಸ್ಕೂಲ್
ಬೆಂಗಳೂರು: ಮಗುವಿನ ಜೀವನದ ಮೊದಲ 1000 ದಿನಗಳು - ಗರ್ಭಧಾರಣೆಯಿಂದ ಆವರಿಸಿದ ಎರಡನೇ ಹುಟ್ಟುಹಬ್ಬದವರೆಗೆ - ಮಗುವಿನ ದೈಹಿಕ, ಆರೋಗ್ಯ ಮತ್ತು ಭಾವನಾತ್ಮಕ ಬೆಳವಣಿಗೆಗೆ ಅತ್ಯಂತ ನಿರ್ಣಾಯಕ ಅವಧಿ ಎಂದು ವ್ಯಾಪಕವಾಗಿ ಗುರುತಿಸಲ್ಪಟ್ಟಿದೆ. ಯುನೈಟೆಡ್ ವೇ ಬೆಂಗಳೂರು (ಒಬಿಐ) ತನ್ನ ಪ್ರಮುಖ ಉಪಕ್ರಮವಾದ ಬಾರ್ನ್ ಲರ್ನಿಂಗ್ ಅಭಿಯಾನ (ಐಒಲಿ) ಮೂಲಕ ಈ ಪ್ರಮುಖ ಅವಧಿಯನ್ನು ಪ್ರತಿಪಾದಿಸಿದೆ.

ಕೇವಲ ಒಂದು ಕಾರ್ಯಕ್ರಮಕ್ಕಿಂತ ಹೆಚ್ಚಾಗಿ, "1ನೇ 1000 ದಿನಗಳು" BLC ಅಡಿಯಲ್ಲಿ ರಾಷ್ಟ್ರವ್ಯಾಪಿ ಚಳವಳಿಯಾಗಿದ್ದು, ಅರಂಭಿಕ ವಾಲ್ಟು ಅಧಿಕಾರಿ ವೈಯಕ್ತಿಕ ಜೀವನವನ್ನು ರೂಪಿಸುವುದರಲ್ಲಿ ನಮ್ಮ ಸಮಾಜದ ಭವಿಷ್ಯವನ್ನು ಸಹ ವ್ಯಾಖ್ಯಾನಿಸುತ್ತದೆ ಎಂಬ ನಂಬಿಕೆಯ ಮೇಲೆ ನಿರ್ಮಿಸಲಾಗಿದೆ. ಸಮಗ್ರ ಮಕ್ಕಳ ಅಭಿವೃದ್ಧಿ ಯೋಜನೆ (ICDS), ಪೋಷಣ್ಣೆ 2.0, ಸಕ್ರಮ್ ಅಂಗನವಾಡಿ ಮತ್ತು ಮಹತ್ವಾಕಾಂಕ್ಷಿಯ ಬೆಳವಣಿಗೆ ಕಾರ್ಯಕ್ರಮದಂತಹ ಪ್ರಮುಖ ಸರ್ಕಾರಿ ಚೌಕಟ್ಟುಗಳೊಂದಿಗೆ ಹೊಂದಾಣಿಕೆಯಲ್ಲಿದೆ. ಈ ಅಭಿಯಾನವು ಸಮುದಾಯಗಳು ತಮ್ಮ ಕಿರಿಯ ಸದಸ್ಯರನ್ನು ಹೇಗೆ ಪೋಷಿಸುತ್ತದೆ ಎಂಬುದನ್ನು ಪರಿವರ್ತಿಸುತ್ತದೆ.

ಪ್ರಯೋಗದ ಪ್ರವರ್ಧನಾತ್ಮಕ ಪರಿಣಾಮ
ಬೆಂಗಳೂರು, ವಿಹಾರ, ಉತ್ತರ ಪ್ರದೇಶ ಮತ್ತು ಮಹಾರಾಷ್ಟ್ರದಾದ್ಯಂತ 20 ಲಕ್ಷಕ್ಕೂ ಹೆಚ್ಚು ಜೀವಗಳನ್ನು ಸ್ಪರ್ಶಿಸಲಾಗಿದ್ದು ಮತ್ತು 11,000+ ಅಂಗನವಾಡಿ



ಕೇಂದ್ರಗಳು (AWCs) ಪ್ರಧಾನವಾಗಿವೆ, ಈ ಅಭಿಯಾನದ ಉದ್ದೇಶಿತ ಮಧ್ಯಸ್ಥಿಕೆಗಳು ಪ್ರತಿ ಮಗುವೂ ಜೀವನದಲ್ಲಿ ನ್ಯಾಯಯುತ ಅರಂಭವನ್ನು ಪಡೆಯುವುದನ್ನು ಖಚಿತಪಡಿಸುತ್ತವೆ:

ಪ್ರಮುಖ ಮಧ್ಯಸ್ಥಿಕೆಗಳು
ಸಾಯಿಯ ಆರೋಗ್ಯ ಮತ್ತು ಪೋಷಣ್ಣೆ: ನೈರ್ಮಲ್ಯ ಜಾಗೃತಿ, ವಿಶೇಷ ಸ್ವಸ್ಥವಾಸ ಶಿಕ್ಷಣ ಮತ್ತು ರೋಗನಿರೋಧಕ ಡ್ರಿಪ್‌ಗಳು.

ಸಮುದಾಯ ಶಿಕ್ಷಣ: ನಿಯಮಿತ ಆರೋಗ್ಯ ಮತ್ತು ಪೋಷಣ್ಣೆ ಸಭೆಗಳ ಮೂಲಕ ಪೋಷಣ್ಣೆ -

ವಿಶೇಷವಾಗಿ ಸಾಯಿದಿರನ್ನು - ತಮ್ಮ ಮಗುವಿನ ಬೆಳವಣಿಗೆಯಲ್ಲಿ ತೊಡಗಿಸಿಕೊಳ್ಳುವುದು.

ಮುಂಚೂಣಿಯ ಕಾರ್ಯಕರ್ತರ ತರಬೇತಿ
ಅರಂಭಿಕ ವಾಲ್ಟು ಅಧಿಕಾರಿ ಮತ್ತು ಶಿಕ್ಷಣ (ECCE) ಅತ್ಯುತ್ತಮ ಅಭ್ಯಾಸಗಳೊಂದಿಗೆ ಅಂಗನವಾಡಿ ಕಾರ್ಯಕರ್ತೆಯರು (AWWs) ಮತ್ತು ಸಹಾಯಕರನ್ನು (AWHs) ಸುಲೀಕರಣಗೊಳಿಸುವುದು.

ಸ್ವಸ್ಥ ಆರೋಗ್ಯ ಬೆಂಬಲ
ಅಧಿಕ ಸಂಸರವನ್ನು ಸುಧಾರಿಸಲು ಪೌಷ್ಟಿಕಾಂಶ ಕಿಟ್‌ಗಳು, ನವಜಾತ ಶಿಶುಗಳ ಕಿಟ್‌ಗಳು ಮತ್ತು

ಅಗತ್ಯ ಮೋಧನಾ-ಕಠಿಣ ಸಾಮಗ್ರಿಗಳ ವಿತರಣೆ, ತ್ವರಿತ ಸಂಗತಿಗಳು:

ಘೋಷಿತ ವ್ಯಾಪ್ತಿ
ಬೆಂಗಳೂರು ನಗರ (ಕರ್ನಾಟಕ), ಪಾಟ್ನಾ (ಬಿಹಾರ), ವಾರಣಾಸಿ (ಉತ್ತರ ಪ್ರದೇಶ), ಉಸ್ತಾನಾಬಾದ್ (ಮಹಾರಾಷ್ಟ್ರ) ಮೊದಲ 1000 ದಿನಗಳಲ್ಲಿ ತರಬೇತಿ ಪಡೆದ ಂಫಾಫಾಗಳು: 1,122 ನವಜಾತ ಮಕ್ಕಳನ್ನು ತಲುಪಲಾಗಿದೆ (0-3 ತಿಂಗಳುಗಳು): 4,264 ಮಕ್ಕಳ ಅಭಿವೃದ್ಧಿಯಲ್ಲಿ ತೊಡಗಿರುವ ಮೋಜಕರು: ~84,000

ECCE ನಲ್ಲಿ ತರಬೇತಿ ಪಡೆದ ಂಫಾಫಾಗಳು ಮತ್ತು ಂಫಾಫಾಗಳು: 5,189 ಪೌಷ್ಟಿಕಾಂಶ ಕಿಟ್‌ಗಳು ವಿತರಿಸಲಾಗಿದೆ: 589 ನವಜಾತ ಕಿಟ್‌ಗಳು ವಿತರಿಸಲಾಗಿದೆ: 5,555 ಮೋಧನಾ ಮತ್ತು ಕಠಿಣ ಸಾಮಗ್ರಿಗಳನ್ನು ಹೊಂದಿರುವ ಅಂಗನವಾಡಿಗಳು: 1,649 "ಪ್ರತಿ ಅಂಗನವಾಡಿ ರೂಪಾಂತರಗೊಳ್ಳುತ್ತದೆ, ಪ್ರತಿಯೊಬ್ಬ ಸಾಯಿ ಸುಲೀಕರಣಗೊಳ್ಳುತ್ತದೆ ಮತ್ತು ಬೆಂಬಲಿಸಲ್ಪಡುವ ಪ್ರತಿಯೊಂದು ಮಗುವೂ ಆರೋಗ್ಯಕರ, ಉಜ್ವಲ ಭವಿಷ್ಯದತ್ತ ಒಂದು ಹೆಜ್ಜೆಯನ್ನು ಸೂಚಿಸುತ್ತದೆ. ನಾವು ನಮ್ಮ ಕಿರಿಯರನ್ನು ಪೋಷಿಸಿದಾಗ, ನಾವು ಬಲವಾದ ನಾಳೆಯನ್ನು ನಿರ್ಮಿಸುತ್ತೇವೆ." ಯುನೈಟೆಡ್ ವೇ ಬೆಂಗಳೂರು-ರವ "1 ನೇ 1000 ದಿನಗಳು" ಅಭಿಯಾನವು ನೀಡಿಯೊಂದಿಗೆ ಹೊಂದಿಕೊಂಡ ಮತ್ತು ತಳಹದಿಯ ಒಳಗೊಳ್ಳುವಿಕೆಯಿಂದ ಸಹಸ್ರಾರು ಸಾಮೂಹಿಕ ಕ್ರಿಯೆಯು ಖಾಲಿಯನ್ನು ರೂಪಿಸುತ್ತದೆ ಎಂದು ಸಾಬೀತುಪಡಿಸುತ್ತದೆ.

ONLINE COVERAGE



1st 1000 Days: United Way Bengaluru's Born Learning Campaign Lays Foundation for a Brighter Future

by [UNITED WAY BENGALURU](#)

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More than just a program, "**1st 1000 Days**" is a nationwide movement under BLC, built on the belief that early childhood care not only shapes individual lives but also defines the future of our society. In alignment with key government frameworks such as the **Integrated Child Development Scheme (ICDS)**, **Poshan 2.0**, **Saksham Anganwadi**, and the **Aspirational Districts Program**, the campaign is transforming how communities nurture their youngest members.

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https://csrbox.org/Impact/description/India_CSR_news_1st-1000-Days--United-Way-Bengaluru%E2%80%99s-Born-Learning-Campaign-Lays-Foundation-for-a-Brighter-Future_2864

Born Learning Campaign by United Way Bengaluru



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<https://metrotimesindia.com/born-learning-campaign-by-united-way-bengaluru/>

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BY REKHA NAIR MAY 26, 2025

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by NS [May 26, 2025](#)



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EM News Network • May 26, 2025

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<https://educationmatters.in/2025/05/1st-1000-days-united-way-bengaluru-born-learning-campaign-lays-foundation-for-a-brighter-future/>

MEDIA EXPRESS

26, May 2025

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HELLO KOTPAD

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Online News 9

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1st 1000 Days: United Way Bengaluru's Born Learning Campaign Lays Foundation for a Brighter Future

Posted on May 26, 2025 by admin



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Business News This Week

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Business News Matters

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Byadmin

MAY 26, 2025



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National Biz News

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nationalbiznews.com Posted on 26 May 2025



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Majesty Life Coach

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