

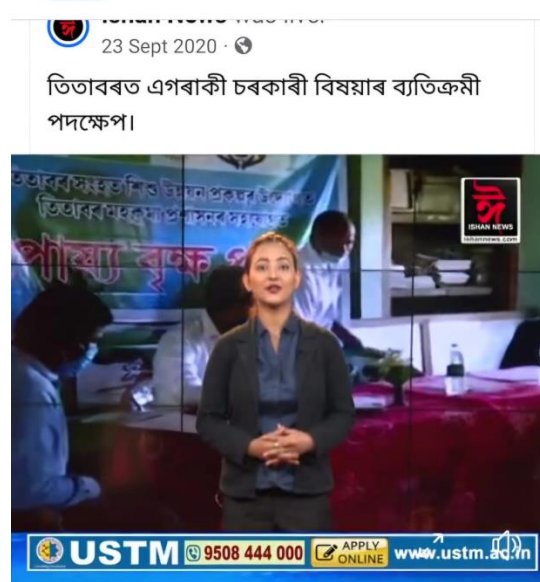
MODEL INITIATIVES IN CONVERGENCE

(Transformative Models in Child Welfare, Nutrition and Grassroots Governance)

AN INNOVATIVE PROJECT 1

PUSHYABIKHYA

(Adopt a tree)



Pushyabriksha: A Paradigm Shift in Environmental Conservation

Launched in Titabor in September 2020, the Pushyabriksha initiative stands as a pioneering model that redefined the relationship between humans and nature. Moving away from traditional, passive plantation drives, this project transformed afforestation into a deeply personal civic duty by treating trees as living members of the family.

By integrating grassroots child development networks with environmental conservation, Pushyabriksha ensured that trees were not just planted, but actively raised.

Core Pillars of the Project

1. Emotional Adoption and Ownership

The Power of Naming: For the first time in India, citizens were encouraged to formally "adopt" a tree and name it after their own sons or daughters. This instantly shifted the status of the plant from a mere environmental asset to a cherished family member.

Psychological Bonding: This naming process created an unbreakable emotional bond. Just as parents celebrate and nurture their children through different stages of life, families began to celebrate the milestones of their adopted trees, drastically reducing the mortality rate of the saplings.

2. Scientific Monitoring: The 2-Year Tree Report Card

Accountability in Growth: To ensure survival and track the health of the saplings, we introduced the highly innovative Tree Report Card.

Monthly Tracking: Designed to span a rigorous two-year period, this card enabled the meticulous, month-by-month monitoring of every single tree's growth. Just as a child's developmental milestones are recorded, caretakers used these report cards to document the monthly height, health, and progress of their adopted saplings.

Ensuring Survival: This structured two-year commitment guaranteed that the plants survived their most vulnerable early stages, allowing for timely intervention if a plant showed signs of distress.

3. Grassroots Integration: The Role of Anganwadi Mothers Sporting Group and Children

Centers of Eco-Consciousness: At the very heart of this initiative was the active participation of Anganwadi centers, seamlessly blending women's empowerment and early childhood education with environmental action.

Mothers as Role Models: Mothers and their young children became the primary caretakers of these saplings. Mothers guided their children in nurturing the plants, drawing a powerful, lived parallel between raising a healthy child and cultivating a thriving tree.

Early Environmental Education: By involving children directly at the Anganwadi level, the project instilled a profound sense of environmental responsibility from a tender age, turning these young minds into lifelong green ambassadors.

The Vision Achieved

Pushyabriksha is more than an afforestation drive; it is a holistic community initiative that cultivates empathy, instills discipline through data tracking, and fosters a greener future. It proves that when governance aligns with the natural human instinct to nurture—empowering mothers and children alike—the results are both sustainable and transformative.

BAGAN MAHILA BAZAR



প্রথম দিনই বিক্রী হ'ল ডেৰ লাখ টকাৰ সামগ্ৰী

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বিদেশে গিয়েছিলেন।
কবি পবিত্র বাজ্য
জাতি-জনগোষ্ঠী পবিত্র
কবি অতি মনোহর
মহিলা ব্যবসায়ীমণ্ডল
লাভাধিত হ'ল পাবিত্র
রাষ্ট্রীয় উদ্যান দর্শন কবি
পবিত্র মত প্রকাশ করে।

‘প্রতিশ্রু
কান্নান, ত্রি’

আমার অসম্ভব ভিড়গড়ভয় হয়ে বিপত্নী
২২ ডিসেম্বর : বাজার প্রতিষ্ঠান ত্যাগ
করা পরে সন্ধ্যাত অন্ধ বৌদ্ধিক উপশমী
সংস্কারি অথবা অসম্ভব হেজেনসেরী অনুভূতি
প্রতিষ্ঠান প্রতিষ্ঠান কেবল
প্রতিষ্ঠান প্রতিষ্ঠান চমুকু প্রতিষ্ঠান 'যে
২৩ বারি প্রতিষ্ঠান বিশেষ অর্থ ব্যাপ্ত
নুষ্ঠান প্রতিষ্ঠান কাপড়েরা ভিড়গড়ভয়
প্রতিষ্ঠান প্রাচীন প্রকোণ্যেই উদ্বোধন
এই উপলক্ষ : আয়োজিত মুক
ভায়েই তাল অর্থ এতদ্বারা
প্রাচীন চিন্তা, সামাজিক সহায়, উপলক্ষ
প্রতিষ্ঠান ক্ষেত্র অন্তর্যম
প্রতিষ্ঠান শিল্পবিত্ত : কাছের কেবল
প্রতিষ্ঠান এই বিচার : প্রকৌশল সমালোচ
প্রতিষ্ঠান চক্রেবান শ্রমী সমালোচনা

প্রথম দিনই বিক্রী হ'ল ডেৰ লাখ টকাৰ সামগ্ৰী

কাজিৰঙা : নিজা শ্ৰতিবেদক, ১২
 ডিচেম্বৰ : বোকোশাৰ উক্ত উদ্যান
 বিভাগৰ বোকোশাৰ উক্ত জমাখতা কাকিৰী
 বিলা, দীপা আৰু গ্ৰামোনে আদি
 বিভাগৰ সহযোগিতা আছিল
 কাজিৰঙাৰ কেন্দ্ৰস্থল কৰ্কা চৰ্মাখতা
 বাগান মহিলা বজাৰ আৰু কৰ্কা হয়।
 উল্লেখযোগ্য যে আজি প্ৰধানমন্ত্ৰী
 কাজিৰঙাৰ উক্ত উদ্যান দল কৰিবলৈ
 যোৱাৰ সময়ত বোকোশাৰ উক্ত
 বাকৰণ কৰা হৈছে লাখ টকা সম্ভৱী
 হৈছে। বোকোশাৰ উক্ত উদ্যান
 বিভাগৰ বোকোশাৰ উক্ত জমাখতা
 বিভাগৰ সহযোগিতা আছিল
 কাজিৰঙাৰ বাগান উদ্যান
 সমন্বয় বিয়া বাকৰণ, বোকোশাৰ
 হ'ব। আৰু বিয়া। অন্তি
 হজুৰী, উদ্যোগ বিভাগৰ অতিৰিক্ত
 শ্ৰী প্ৰতিপ চন্দ্ৰ বাৰু হজুৰী
 শ্ৰী প্ৰতিপ চন্দ্ৰ বাৰু হজুৰী
 আনুষ্ঠানিকতাৰ উক্ত বাগান মহিলা
 বজাৰ উদ্যোগৰ বোকোশাৰ
 হজুৰীপাৰ্শ্বত এখন বাগান
 বোকোশাৰ হজুৰীৰ আন এখন অতি
 কৰ্কাৰ জমাখতা হিচাপে শ্ৰীপতি হোৱা

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কবি শাব্ব- পাচলিকে আদি কবি ১০৮
খন বিভিন্ন সামগ্রীর দোকান দিছিল।
ইমানে উক্ত বজাৰখন পৰিকল্পনা কৰি
দেশ- বিদেশৰ পঢ়াৰ্থীক অৰ্জন্য বৃদ্ধি
কৰিব পৰাকৈ ব্যৱস্থানৰ বিভিন্ন জাতি
জনগোষ্ঠীৰ পৰাম্পৰা ৰক্ষা কৰি অতি
ঘৰুৱাকৈ স্থাপন কৰিলে মহিলা
ব্যৱসায়ীসকল অধিক লাভৱানিত হ'ব
পৰিব বুলি কৰিজ্যো ৰাষ্ট্ৰীয় উদ্যান শৰ্দ্ধন
কৰিবলৈ অহা দেশ-বিদেশৰ পণ্টিকে মত
প্ৰকাশ কৰে।

Kaziranga Bagan Mahila Bazar: A Blueprint for Women's Economic Empowerment

Launched in 2023 in the Kohora area, the Kaziranga Bagan Mahila Bazar (Bagan Women's Market) is a transformative grassroots initiative designed to foster economic independence among local village women. By strategically leveraging the high domestic and international tourist footfall of Kaziranga National Park, the project created a direct and lucrative platform for rural mothers and women to showcase and sell their indigenous products.

This initiative went beyond simply providing a marketplace; it built a comprehensive ecosystem for sustainable livelihood generation.

Key Pillars of the Initiative

Multi-Departmental Skill Training: Recognizing that sustainable empowerment begins with capacity building, the project involved active collaboration with various government departments. Local mothers and women were provided with specialized, hands-on training to refine their traditional skills, improve product quality, and learn market-oriented production techniques.

End-to-End Production and Sales Management: The initiative established a seamless, supported pathway from creation to commerce. Women were given the necessary infrastructure and guidance to streamline their production processes and effectively manage the sale of their goods, ensuring fair pricing and maximum profit retention.

Direct Market Access and Global Exposure: By situating the market in a prime eco-tourism hub, the project eliminated the need for middlemen. Local artisans and producers gained the unique opportunity to interact directly with buyers, proudly presenting their culture and craftsmanship to visitors from across the country and around the world.

Socio-Economic Impact

The Kaziranga Bagan Mahila Bazar stands as a powerful testament to targeted community intervention. By equipping mothers with the right training, resources, and market access, the project catalyzed genuine socio-economic empowerment. It transformed local women into confident entrepreneurs, securing financial stability for their families while elevating the cultural heritage of the region on a global stage.

PROJECT 3

POSHAN VILLAGE

(LAHARE SAPORI)



Project Lahara Chapari: A Model of Administrative Convergence and Inclusive Development

Situated in the middle of the mighty Brahmaputra River, Lahara Chapari was historically an isolated riverine area. Due to its challenging geographical location, the village had remained

largely untouched by government schemes and developmental initiatives. For years, the residents lived without access to fundamental civic amenities, healthcare, and administrative support.

To bridge this massive developmental gap, a groundbreaking initiative was launched, transforming Lahara Chapari from a forgotten island into a beautiful, thriving model village.

The Intervention: Multi-Departmental Convergence

The core success of this project lay in its innovative strategy of administrative convergence. Breaking away from working in silos, the district administration and all essential government departments were brought together under a single, unified umbrella. Through seamless coordination, these departments collaborated to deliver comprehensive governance and infrastructure directly to the shores of Lahara Chapari.

Key Focus Areas: Empowering Mothers and Children

A central pillar of this transformation was the targeted upliftment of women and children, who are often the most vulnerable in isolated geographical regions.

Maternal and Child Health Integration: Dedicated initiatives were rolled out to ensure pregnant women, lactating mothers, and infants finally received crucial government services. This included regular health check-ups, essential nutritional support, and complete immunization drives.

Early Childhood Development: Systems were established to provide safe spaces, holistic care, and early education for the children of the Chapari, ensuring they receive the same developmental opportunities as children in mainland areas.

Holistic Village Upgradation: Through the combined efforts of various departments, the physical and social landscape of the village was completely revitalized. The introduction of sanitation, basic infrastructure, and awareness programs helped build a clean, beautiful, and empowered community.

The Impact

The Lahara Chapari initiative stands as a shining example of proactive, empathetic governance. By successfully implementing this convergence model, the project proved that no area is too remote for development. It not only brought the light of government schemes to an unreachable

population but also secured a healthier, brighter future for the mothers and children of the Brahmaputra.

PROJECT 4



Poshan Bhog & Poshan Ladoo: An Innovative Project in Poshan Abhiyaan

Introduced as a highly innovative project within the framework of the **Rashtriya POSHAN Abhiyaan**, the **Poshan Bhog & Poshan Ladoo** initiative is a transformative grassroots intervention designed to combat malnutrition, anemia, and micronutrient deficiencies. By beautifully blending traditional culinary wisdom with scientific nutritional practices, this project moves away from generic food distribution and focuses heavily on food diversity and the revival of locally sourced, indigenous dietary habits.

Leveraging the extensive reach of Anganwadi Centers, this innovation successfully integrates nutrient-rich, culturally familiar foods into the daily diets of the most vulnerable community segments.

Project Blueprint

1. Target Beneficiaries

The initiative systematically addresses critical life-stages where targeted nutritional support is paramount:

- Children (6 months to 6 years)
- Pregnant & Lactating Mothers
- Adolescent Girls

Core Components of the Innovation

I. Poshan Bhog: Traditional, Balanced Meals

Locally Sourced Nutrition: This component focuses on introducing nutritionally balanced traditional meals inside Anganwadi Centers. Instead of relying solely on processed supplementary food, it emphasizes the innovative use of locally available grains, seasonal vegetables, greens, and clean protein sources.

Micronutrient Richness: By diversifying the daily menu with indigenous ingredients, the project naturally enhances the intake of essential vitamins and minerals, helping children and mothers overcome hidden hunger while ensuring better health outcomes.

II. Poshan Ladoo: The Superfood Energy Ball

Nutrient-Dense Composition: The Poshan Ladoo is a specially formulated, high-energy nutritional supplement crafted from wholesome, indigenous ingredients including millets, jaggery, pulses, and nuts.

Targeted Health Benefits: Distributed regularly at Anganwadi centers, these energy balls are highly effective in boosting immunity, improving hemoglobin levels to fight anemia, and preventing acute malnutrition.

Administrative Efficiency: Designed with practical village-level logistics in mind, these ladoos are exceptionally easy to prepare, store, and distribute systematically to children and mothers without requiring complex infrastructure.

Strategic Objectives & Impact

Combating Malnutrition and Anemia: The primary goal is a measurable reduction in wasting, stunting, and maternal/child anemia by directly correcting dietary gaps with high-iron and high-protein foods.

Reviving Indigenous Food Practices: The project champions cultural sustainability by reintroducing traditional, climate-resilient crops like millets and native greens back into local family kitchens.

Community Mobilization: Through active cooking demonstrations, food exhibitions, and nutritional tracking, the initiative drives widespread community engagement, turning the fight for proper nutrition into a shared public movement.

The Vision Achieved

As a standout innovation under the Poshan Abhiyaan, the Poshan Bhog & Poshan Ladoo initiative demonstrates that effective public health interventions do not always require external, synthetic solutions. By empowering community workers, leveraging seasonal local produce, and packaging science into traditional recipes, the project offers a highly sustainable, cost-effective, and replicable model for ensuring a malnutrition-free future.

PROJECT 5

Mission Zero SAM

A project for reducing quickly malnutrition



Mission Zero SAM: A Skoch Award-Winning Innovation in Child Nutrition

Mission Zero SAM is a targeted project aimed at quickly reducing malnutrition among children. Recognized with a prestigious Skoch Award for Best Governance in 2022, this initiative

relies on the convergence of relevant line departments to ensure a highly coordinated approach to children's health and nutrition.

Key Features of the Initiative

Identification & Categorization: The project systematically assesses children and classifies them into three distinct categories based on their nutritional health.

A Red Flag is assigned to children who are Severely Acute Malnourished (SAM).

A Yellow Flag is assigned to children who are Moderately Acute Malnourished (MAM).

A Green Flag is assigned to children with a Normal nutritional status.

Community-Based Notification: To foster community awareness and guarantee that necessary interventions take place, these colored flags are physically displayed at the households of the identified children. Field implementations show these bright red, yellow, and green flags mounted outside local homes while workers conduct regular weight monitoring of the children.

Departmental Convergence: The initiative adopts a deeply collaborative approach by integrating efforts with health, education, and other line departments. This coordinated network ensures that precise interventions, counseling, and ongoing support are provided to improve the health status of vulnerable children and ultimately guide them back to the normal nutritional category.

INNOVATIVE PROJECT 6

Manthan

A project for Self evaluation



Project Manthan: An Initiative for Self-Evaluation and Administrative Excellence

Project Manthan is an internal, strategic initiative designed to systematically identify and address the operational and administrative challenges faced by Integrated Child Development Services (ICDS) personnel. Subtitled as "A Project for Self-Evaluation," it bridges the communication gap between grassroots field-level functionaries (such as ICDS Supervisors) and office-level administrative officials.

The primary objective of Manthan is to streamline the execution of vital child development and maternal care schemes, eliminate bureaucratic bottlenecks, and cultivate a

highly motivated, efficient workforce capable of delivering services seamlessly to final beneficiaries.

Core Objectives of the Project

Enhancing Work Efficiency: Overcoming field-level barriers and administrative bottlenecks to optimize daily operations and scheme implementation.

Fostering Open Dialogue: Dismantling professional silos by providing a shared, collaborative platform where field staff and administrative desk officials can openly voice systemic challenges.

Continuous Feedback Loops: Shifting from standard top-down directives to a dynamic problem-solving ecosystem based on active listening, continuous consultation, and iterative improvement.

Key Strategic Interventions

1. Inter-Level Consultation and Gap Identification

Targeted Discussions: Regular, focused discussions are conducted with Block-level ICDS officials to deeply understand structural, logistical, and policy-related hurdles.

Coordination Alignment: These sessions explicitly target and rectify communication and coordination gaps between desk officials and field implementers.

2. Interactive Workshops and Focus Group Discussions (FGDs)

Thematic Focus: Workshops and FGDs are organized around critical professional pillars, including leadership development, communication pathways, technical capacity building, and supply-chain logistics.

Real-Time Assessment: These participatory sessions allow administrators to capture raw, real-time feedback regarding the day-to-day challenges faced on the ground.

3. Tailored Action Plans and Follow-Up Frameworks

Customized Resolution Pathways: Rather than generic solutions, Manthan designs distinct, actionable roadmaps customized individually for field-level execution and office-level processing.

Accountability Mechanisms: Built-in follow-up protocols ensure that problems identified during workshops are resolved within strict administrative timelines.

The Governance Impact

Project Manthan redefines departmental management by treating internal self-evaluation as a catalyst for public service improvement. By humanizing the administrative machinery, equipping functionaries with essential leadership tools, and fostering absolute transparency, the initiative ensures that the protective umbrella of ICDS schemes functions at its highest potential.

INNOVATIVE PROJECT 7



Project Details: Poshan Shibir

Tagline: A Convergence Program for the welfare of the public.

Objectives

Root Cause Analysis: To identify the primary causes of malnutrition among children under the Jorhat (U) ICDS Project.

Early Intervention: To reduce the rate of Severe Acute Malnutrition (SAM) in children by intervening earlier at the Moderate Acute Malnutrition (MAM) stage.

Beneficiary Identification & Coordination: To identify individuals eligible for various government schemes through doorstep surveys and coordinate their access with the respective line departments.

Service Convergence: To bring all line departments under one roof to ensure streamlined service delivery at the ward or village level.

Execution Strategy

Monitoring & Counseling: Line departments provided regular monitoring and counseling focused on the comprehensive development of SAM/MAM children, their guardians, as well as pregnant and lactating mothers.

Community Engagement: Influential individuals and young local volunteers were encouraged to lead sessions. These included motivational talks to build self-confidence, alongside interactive art, craft, music, and acting sessions for the children.

Departmental Sessions: Dedicated sessions were held by various line departments to cover vital public welfare topics.

Weekly Assessments: The board of the SHIBIR Committee conducted weekly reviews and assessments of the development of SAM/MAM children.

Bi-Weekly Camps: All beneficiaries (including pregnant women, lactating mothers, and CSAM/MAM children) attended the Poshan Shibir twice a week:

Day 1: Dedicated to counseling.

Day 2: Dedicated to comprehensive health check-ups conducted by the Health Department.

Project Outcomes

The initiative successfully covered a total of 5,880 beneficiaries over a condensed timeframe of 95 days. The specific health improvements recorded are as follows:

Pregnant Women: Out of 246 participants, 176 showed a measurable increase in both weight and haemoglobin levels.

Lactating Mothers: Out of 159 participants, 95 showed an increase in weight and haemoglobin levels.

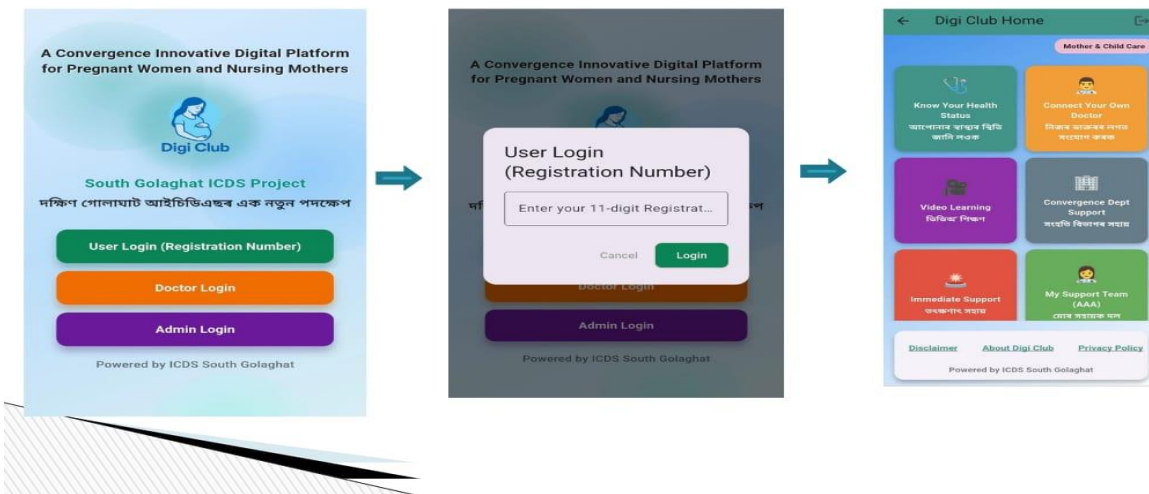
MAM Children: Out of 76 children with Moderate Acute Malnutrition, 61 showed an increase in weight and successfully transitioned into the Normal Category.

SAM Children: Out of 5 children with Severe Acute Malnutrition, 2 showed an increase in weight and progressed positively to a healthier category.

INNOVATIVE PROJECT DIGI CLUB



Digi Club Mobile Application



Project Report: Digi Club

Subtitle: An Innovative Convergence Project

Location/Project Implementation: South Golaghat ICDS Project

Core Objectives

The project is designed to bridge the gap between maternal healthcare needs and multi-departmental government services through digital infrastructure. Its primary goals include:

Reducing Mortality Rates: Minimizing maternal and infant mortality through the combined, coordinated efforts of convergence departments.

Remote Accessibility: Creating a unified digital platform that allows public welfare departments to be accessible to beneficiaries directly from their homes.

Holistic Maternal Support: Providing comprehensive financial, mental, and physical support to all pregnant and lactating mothers.

Public Awareness: Allowing all participating public welfare departments to digitally educate the public on developmental schemes by linking directly to dedicated help desk numbers.

The Digi Club Mobile Application

The central piece of the project is a custom-built mobile application that offers tailored login interfaces for three key user groups: User Login (via an 11-digit Government Registration Number), Doctor Login, and Admin Login.

Key Functions & Features

1. Track Personal Health Status ("Know Your Health Status")

Registered mothers can securely log in using their unique ID to monitor critical health indicators.

The app displays tracking data for Blood Pressure, BMI, Hemoglobin, and Blood Sugar levels.

Data Collection: This health data is collected monthly on the ground and submitted into the backend Google Sheets by field workers, specifically ASHA and Anganwadi Workers (AWW).

2. Direct Medical Access ("Connect Your Own Doctor")

The app leverages the user's unique registration number to automatically map and connect them to the doctor at their nearest Public Health Engineering (PHE) sector or hospital.

Mothers can send direct text or voice messages via WhatsApp to their designated doctor.

Doctors log into their own portals to receive these messages and instantaneously view the complete medical history and tracking data of the patient.

3. Multi-Departmental Integration ("Convergence Dept Support")

Registered users can submit queries and message notifications to various interconnected government line departments.

The system routes queries to:

Core Departments: Women & Child Development (WCD), Health.

Other Line Departments: Agriculture, Education, Industries, Food and Civil Supply, etc.

Help desks receive instant notifications of a user's query, allowing for immediate administrative disposal or feedback regarding specific welfare schemes.

4. Field-Level Grassroots Team Sync ("My Support Team - AAA")

The app explicitly identifies and provides the direct contact phone numbers of the user's assigned ASHA, ANM, and AWW (the AAA team) based on their unique regional login code.

Mothers can call or text their local field support team directly from inside the app with a single click.

5. Crisis Response Management ("Immediate Support")

In the event of a medical emergency, an "Immediate Support" feature enables the user to send out urgent alerts.

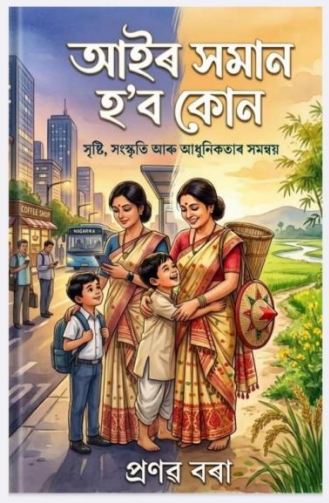
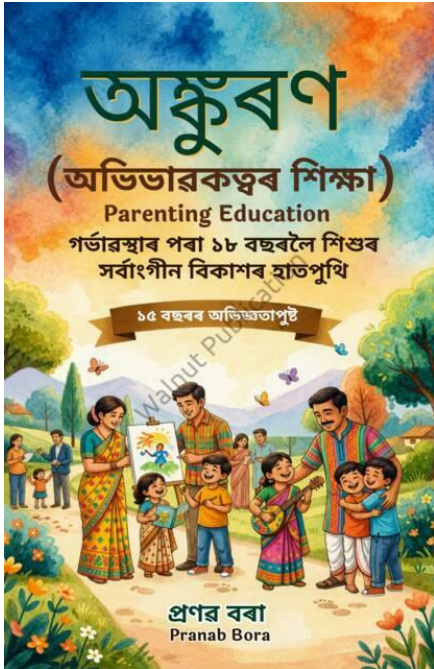
The app initiates direct calls and transmits high-priority emergency notifications simultaneously to the Head of Department (HoD) of Health, the WCD department, and the mother's assigned Doctor, ANM, AWW, and ASHA worker.

Educational Components & Implementation

Video Learning: The platform features an in-app video learning panel to deliver visual education on maternal healthcare, infant nutrition, and welfare eligibility.

Ground-Level Execution: Field teams actively visit beneficiaries in rural pockets to help them install the application, train them on monitoring their health stats, and utilize the communication tools directly from their smartphones.

THE SOCIETAL IMPACT OF PRANAB BORA'S LITERARY WORKS



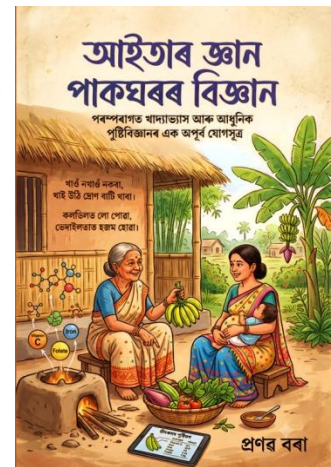
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Literary Works

Drawing from over 15 years of dedicated administrative experience as a Child Development Project Officer (CDPO) and a deep understanding of child psychology and nutrition, Pranab Bora has made a profound impact on society through his insightful writings. His four

remarkable books—Ankuran, Ekagratar Jadu, Aair Saman Hoba Kun, and Aaitar Gyan Pakgharar Bigyan—serve as transformative guides for parents, students, and modern families. Here is a look at how these books are positively shaping society:

Ankuran (Parenting Education): This book acts as a comprehensive, timely handbook for parents, guiding them through a child's holistic development from pregnancy to 18 years of age. By combining practical and scientific approaches to physical and mental growth, it helps parents unlock their children's hidden potential and paves the way for a brighter future.

Ekagratar Jadu (The Magic of Concentration): In today's highly competitive and digital era, this book is an essential manual for the younger generation. It masterfully bridges ancient Indian traditions like Brahmamuhurta and Trataka with modern scientific techniques like the 'Pomodoro Technique', 'Feynman Technique', and the '80/20 Rule'. It provides students with a magical pathway to overcome mobile addiction through "digital fasting," sharpen their focus, and build a confident growth mindset.

Aair Saman Hoba Kun: Showcasing a beautiful synergy of creation, culture, and modernity, this book highlights the unparalleled role and sacrifices of a mother. It strengthens family bonds and empowers modern women by beautifully bridging the gap between traditional values and contemporary lifestyles.

Aaitar Gyan Pakgharar Bigyan: This book bridges traditional wisdom with modern nutritional science. It emphasizes the importance of local, home-cooked food in maintaining family health, translating complex nutritional facts into accessible, everyday kitchen science for every household.

