IAP HealthPhone Initiative Launch

Press Coverage

June 2015
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**ELECTRONIC**

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Rural women to be educated about malnutrition on mobile phones

New Delhi, Jun 2 (PTI) Reaching out to rural women on critical issues of health and nutrition through mobile phones, a programme was started today under which four informative videos will be sent and they will be "paid to view it".

The digital education programme, which aims to educate 25 million women by 2018 through the free videos in 18 different languages, was launched by Women and Child Development Minister Maneka Gandhi in partnership with Indian Academy of Paediatrics, Unicef, HealthPhone and Vodafone.

The videos will be sent to only Vodafone subscribers free of cost and the users will also get an incentive of Rs 10 for downloading all four videos.

According to UNICEF, around 48 per cent of children below five years are chronically undernourished. The campaign will target rural people through videos to educate them on better nutrition practices and prevention of child malnutrition.

"The campaign is very innovative and its target group is village women. There are a certain number of women in almost all villages who use mobile phones. This is going to be absolutely free and not only that they will be paid to view it," the minister said.

Gandhi said that the ministry will talk to other companies as well to participate in the campaign so as to widen its reach.

"The special thing about these videos is that they also tell what will happen if you don’t take proper nutrition or if one has malnutrition," she said.

The videos have been produced by the ministry and Unicef and reinforce on diet of expecting mothers, lactating mothers, children under the age of two years and information on importance of breast feeding for children between 0-7 months.

"The videos will be sent to the mobile phones of all our 24 lakh Anganwadi workers. We want to use this platform to spread other messages like women safety and 'Beti-Bachao'.

"So, over a period of time, we will use it for promoting different social messages which are important and carry information not just awareness," the minister said.

According to Unicef, chronic under-nutrition in children is a major challenge.

"The consequences of chronic under-nutrition are irreversible and life-long, ultimately leading to a loss estimated to be over three per cent of the GDP. So, we are pleased to be part of this important partnership to invest in addressing malnutrition," said UNICEF’s representative to India Louis Georges Arsenault.

PTI HC RT 06021710
New Delhi, June 2 (IANS) The Indian Academy of Pediatrics (IAP) in collaboration with the Mother and Child Health and Education Trust on Tuesday launched a digital mass education programme - dubbed the world's largest - to tackle the challenge of malnutrition in mothers and children.

The IAP HealthPhone programme, supported by Vodafone, aims to leverage the increasing penetration of mobile phones in India to educate over six million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018.

Vodafone will send out approximately 300 million text messages to its subscribers for three years to promote the programme.

"Almost 33 percent of the world's malnourished children live in India. Mass education about the seriousness of this problem, its pitfalls and easy solutions, is critical among women of child-bearing age, mothers and their immediate families," said IAP president S.S. Kamath.

"We aim to jointly educate the caregivers, and in time change their behaviour to address this issue comprehensively," he said.

HealthPhone founder Nand Wadhwani said the three-year campaign will help in India's fight against malnutrition and "is expected to directly benefit the health of 100 million children born in India by 2025".
HEALTH SCHEME STARTED THROUGH MOBILE PHONES

New Delhi: Reaching out to rural women on critical issues of health and nutrition through mobile phones, a digital programme was started on Tuesday under which four informative videos will be sent and the women will be “paid to view it”. The digital education programme, which aims to educate 25 million women by 2018 through the free videos in 18 different languages, was launched by Women and Child Development Minister Maneka Gandhi in partnership with Indian Academy of Paediatrics, Unicef, HealthPhone and Vodafone. The videos will be sent to only Vodafone subscribers free of cost and the users will also get an incentive of ₹10 for downloading all four videos.
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Benefits of eggs exaggerated, says Maneka

Vidya Venkat

NEW DELHI: Union Women and Child Development Minister Maneka Gandhi said here on Tuesday that eggs were expensive and there were cheaper sources of protein that could be used to feed children in government mid-day meal programmes.

Ms. Gandhi was responding to a question on Madhya Pradesh Chief Minister Shivraj Singh Chouhan’s decision not to provide eggs as part of the mid-day meal programme in the State, at an event to launch a mobile phone-based mass education campaign on malnutrition among women and children on Tuesday. Children only needed about 4 to 6 per cent of protein intake in their daily diet and the benefits of including eggs in school noon meals were exaggerated.
अब महिलाओं को स्वास्थ्य व पोषण की जानकारी मोबाइल से दी जाएगी

महिलाओं को स्वास्थ्य और पोषण की जानकारी मोबाइल से दी जाएगी। यह उनके घर बैठे ही जानकारी प्राप्त कर सकते हैं। यह एक मोबाइल ऐप है जिसके माध्यम से महिलाओं को स्वास्थ्य, पोषण, वैज्ञानिक और इतिहास सम्बंधी जानकारी प्राप्त होगी। यह ऐप दैनिक, माहिती देने के लिए बनाया गया है।
महिलाओं को मोबाइल से मिलेगी स्वास्थ्य की जानकारी

हैथिलो, विश्व की सबसे बड़ी स्वास्थ्य सेवा बेल्टनिंग में विश्व आयुर्विज्ञान समिति के साथ साझेदारी का आगाज किया गया है। इसका उद्देश्य महिलाओं को स्वास्थ्य सेवाओं की जानकारी मिलेगी।

एक ऐसा प्रोग्राम जिसे ‘हेल्थफ़ोन’ कहा जाता है, जो मोबाइल फोन के माध्यम से स्वास्थ्य सेवाओं की जानकारी प्रदान करेगा। यह प्रोग्राम विशेष रूप से महिलाओं के लिए तैयार किया गया है।

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कुपोषण दूर करने को आईपी हेल्थफोन

नई दिल्ली। दिन एक ऑफिस एंड डिस्ट्रिक्ट सेवा क्षेत्र (आईपी) ने हेल्थफोन के साथ मिलकर आईपी हेल्थफोन प्रोग्राम को औपचारिक रूप से शुरू किया। यह प्रोग्राम का मुख्य उद्देश्य है, यह हिंदिजिल के बाद, यूपी में अधिक विश्वसनीय व्यक्तिगत सेवाओं की पहचान कराना।

आईपी हेल्थफोन सार्वजनिक कुपोषण एवं निरीक्षण की संपूर्ण योजना द्वारा पहलु है, जो बोडफोन ईंधन द्वारा समर्थित है। यह एक अनुशासन प्रोग्राम है, जिसके अन्दर देश में मोबाइल पर प्रशंसा देने के लिए उपयोग का प्रयास किया जाता है।

उपयोग के 75 वर्ष के बाद, यह प्रोग्राम द्वारा अधिकांश भारतीयों और लोगों को कुपोषण और पुरानी का मुकाबला करेगा।

आईपी हेल्थफोन सार्वजनिक कुपोषण एवं निरीक्षण की संपूर्ण योजना द्वारा पहलु है, जो बोडफोन ईंधन द्वारा समर्थित है। यह एक अनुशासन प्रोग्राम है, जिसके अन्दर देश में मोबाइल पर प्रशंसा देने के लिए उपयोग का प्रयास किया जाता है।
अनुदा कार्यक्रम
आईपी हेल्थफोन प्रोग्राम को औपचारिक रूप से लांच किया

बच्चों का कुपोशन दूर करेगा हेल्थफोन
हरियाणा मुख्यमंत्री हरदिवस सिंह धोनी ने हेल्थफोन के साथ विताड़त आज आईपी हेल्थफोन प्रोग्राम को औपचारिक रूप से लांच किया। प्रौद्योगिकी और जीवनशैली दिवस समारोह का अंतिम भाग इस समारोह में होने वाला था। इस प्रौद्योगिकी और जीवनशैली दिवस समारोह ने जिन्हें हेल्थफोन का लांच किया गया था।

बच्चों का कुपोशन दूर करेगा हेल्थफोन
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प्रतीक्षित आईपी ने बताया कि गुजरात के लान्ग तृणमूल को समझने के बाद में लगातार कहानियों को बढ़ाने के लिए हेल्थफोन का उपयोग किया जा रहा है। 6 मिलियन से अधिक महिलाओं ने उनके पत्रों को बढ़ाने में सहभागिता करने के लिए नए खुशी के लिए नए बच्चों का लांच किया गया था। इससे कुपोशन ने जीवन में बाधाएं पहचान निरोधित किया जा रहा है।
महिलाओं व बच्चों में कुपोषण दूर करने को अभियान

"महिलाओं व उनके परिवारों को बेहतर स्वास्थ्य एवं पोषण के लिए उनके लिए वर्ष 2019 तक भी अभियान किया जा रहा।"
आईएपी हेल्थफोन भारत में लांच किया गया

आगामी इंडियन एकेडमी ऑफ़ पेडिक्शनटिक्स (आईएपी) ने हेल्थफोन के साथ मिलकर आज आईएपी हेल्थफोन प्रोग्राम को औपचारिक रूप से लांच किया। दुनिया का यह सबसे बड़ा डिजिटल व्यापक शिश्च आर्किट्रम, आईएपी हेल्थफोन प्रोग्राम भारत में राष्ट्रीय स्तर पर महिलाओं और बच्चों में कुपोषण की चुनौती का युक्ताहत करेगा।

आईएपी हेल्थफोन सार्वजनिक एवं मित्र क्षेत्र की संकुच्न साझेदारी पहल है, जो बोडफोन इंडिया द्वारा समर्थित है। यह एक अनुशासन प्रोग्राम है, जिसके जरिए देश में मोबाइल फोन्स के बदले उपयोग का प्रभावी उपयोग किया जाता है, ताकि 13 वर्ष से 35 वर्ष तक की 6 मिलियन से अधिक महिलाओं व उनके परिवारों को बेहतर स्वास्थ्य एवं पोषण के तौर-तरीकों के बारे में वर्ष 2018 तक शिक्षित किया जा सके।
आईआईपी हेल्थफोन भारत में लांच

आगामी हेल्थफोन एनालग फोनिक्स (आईआईपी) ने हेल्थफोन के साथ संयुक्त आज्ञा आईआईपी हेल्थफोन प्रोग्राम को आधुनिक रूप से देखने का किया। नीलंत्र का यह सबसे बड़ा डिजिटल ज्ञान शिक्षा कार्यक्रम, आईआईपी हेल्थफोन प्रोग्राम भारत में सामाजिक स्तर पर महिलाओं और बच्चों को चुनौती का सुकालब करेगा। आईआईपी हेल्थफोन सार्वजनिक एवं निःशक्ति क्षेत्र की संयुक्त साहित्यक वहाँ है, जो ब्रेडफोर्डशेफ हेल्थफोन ड्रामा समावेशित है। यह एक अनुमोदन प्रोग्राम है, जिसमें अन्य देश में रेडिकल फोनों के खिलाफ प्रयोग के प्रभावी उपयोग किया जाता है, जिसके अन्दर देश में मोबाइल फोनों के खिलाफ प्रयोग का प्रभावी उपयोग किया जाता है, जिसके अन्दर 13 वर्ष से 35 वर्ष तक की 6 मिलियन से अधिक महिलाओं व उनके परिवार को बेहतर स्वास्थ्य एवं पेयोंका के तील-तिलों के बारे में वर्ष 2018 तक महिलाओं के जीवन के संबंध में नवीनता और आधुनिक फोनों के लिए पुनर्विकासित मिशनों का व्याप्त प्रयोग किया जाएगा।
दुनिया का सबसे बड़ा डिजिटल मास एजुकेशन प्रोग्राम

आमरा। ईडिया एक्सप्रेस ऑफिस परीक्षाओं (आईएस) ने हेल्थएक्स के साथ समतल आज आईएस हेल्थएक्स प्रोग्राम को अग्रणी रूप से जोना किया। दुनिया का यह सबसे बड़ा डिजिटल व्यापक किया कार्यक्रम, आईएस हेल्थएक्स प्रोग्राम भारत में सूचना स्तर पर महिलाओं और बच्चों में सुधार की स्वास्थ्य स्तरों पहल है, जो गोवर्डन ईडिया इकाई समर्थित है। यह एक अनूठा प्रोग्राम है, जिसके जरिए देश में मोबाइल फोनों के बदले उपयोग का प्रभावी उपयोग किया जाता है, ताकि 13 वर्ष से 35 वर्ष तक की 6 मिलियन से अधिक महिलाओं और उनके परिवारों को बेहतर स्वास्थ्य एवं शिक्षा के लिए उपलब्ध कृतियों को योग्यता एवं पॉपुलर की आवश्यकता कार्यक्रम के विविध पॉपुलर की जानकारी प्रदान करेगा।

इस प्रोग्राम के आधार पर, एमडब्ल्यूएसमी एवं गूगल द्वारा भारत की 18 भाषाओं में स्वयंसेवक रूप से तैयार किये गए पोषण प्लाटफॉर्म के बारे में सूचनाएं उच्च स्तर के साथ उपलब्ध कराने और इस प्रकार, इस प्रोग्राम का लक्ष्य होगा उपलब्ध कराना। पोषण जीवितक्षेत्र में महिलाओं को बिंदी, गर्भवती महिलाओं और दो वर्ष से कम उम्र के बच्चों को देखभाल, तुलनात्मक और सुधार के पॉपुलर के महत्व तथा आहार वर्तमान के मोबाइल फोन के कार्य में भागीदारी करने के उपायों के बारे में जानकारी दी जाएगी।
महिलाओं और बच्चों के कुपोषण को दूर करने को आईएपी हेल्थफोन लॉन्च

बरेली। इंडियन एकेडमी ऑफ फ्यूचर पेड़िडाइटिक्स(आईएपी)के हेल्थफोन के साथ भिविजन आई एपी हेल्थफोन कंपनी को अंतरराष्ट्रीय रूप में से लोगों के लिए बनाया गया एक मोबाइल व्यक्तिगत स्वास्थ्य संशोधन प्रोग्राम। भारत में राज्य तक पर महिलाओं और बच्चों में कुपोषण की दर का माफिक करेगा।आईएपी हेल्थफोन सतर्कता एवं निम्न शोध के संयुक्त साधनों पर निर्भर है जो चालकों इंडिया द्वारा योजित है। समाप्त की है यह एक अन्य योजना है जिसके अंतर्गत देश में नोडाशिय क्षेत्रों के बहुत से उपयोग का प्रभावी उपयोग किया जाता है। 13 वर्ष से 35 वर्ष तक की 5 लाख लोगों से अभिभारित महिलाओं के उनके परिवारों को जल्दी स्वस्थ एवं शुद्ध योगदान के तारीखों
बच्चों के कुपोषण को दूर करेगा डिजिटल मास
महिलाओं-बच्चों के कुपोषण को दूर रखेगा एजुकेशन प्रोग्राम

रवि इंडियन एकड़े ने बढ़ाया ज्ञान के माध्यम से ईमानदार को आज आईएसी हेल्थकेयर प्रोग्राम का कार्य किया। व्यवसायी महिलाओं और बच्चों को कुपोषण का नुकसान का मुक्ति कटाया। आईएसी हेल्थकेयर प्रोग्राम भारत में 83 के स्तर पर महिलाओं और बच्चों में कुपोषण की बुनियाद का मुकाबला करेगा। आईएसी हेल्थकेयर प्रोग्राम का सार्वजनिक और निजी क्षेत्र की सहयोग योजना पहल है, जो देश भर में एजुकेशन की लागत में समानांतर है। यह एक अन्य स्वास्थ्य पहल है, जिसके जरिए देश में महिलाओं के बच्चों का प्रभावी उपयोग का उपयोग किया जाता है, तथापि 13 वर्ष से 35 वर्ष की उम्र के 5 मिलियन से अधिक महिलाओं और बच्चों की सूची लिखी गई है। यह शिक्षा का योगदान भी किया जा सकता है। इस प्रकार इस प्रोग्राम के जरिए एजुकेशन के लिए जारी किया जा सकता है।
कुपोषण की समस्या से निपटेगा हेल्थफोन प्रोग्राम

वेहाराफ़ुल: ईडिशन प्लेक्स्टी ऑफ पेडियाॅट्रिक्स (आईएएम) और हेल्थफोन ने संयुक्त रूप से आईएएम हेल्थफोन प्रोग्राम का शुभ शुरू किया है। यह प्रोग्राम भारत में राष्ट्रीय स्तर पर महिलाओं और बच्चों में कुपोषण की समस्या से निपटता है। विभाग ने कहा कि आईएएम हेल्थफोन स्वास्थ्यान्विता और निजी क्षेत्र की संयुक्त साझेदारी चलते हैं, जो वो एक कोडेन को द्वारा समाधीत है। यह एक ऐसा कार्यक्रम है, जिसके जरीए महिलाओं द्वारा संयुक्त रूप से वास्तविकित किया जा सके। पोषण वीडियोज में महिलाओं की स्थिति, भरपाई, महिलाओं और दो बच्चों के क्रम का देखभाल करने के लिए इस पोषण प्रोग्राम से जटिलता दो गढ़ हैं। इस प्रोग्राम का शुरू करने के लिए आईएएम ने इन बातों को अधिक से अधिक महिलाओं को दिखाने के लिए वो एक विदेशी पोषण इंडिया के साथ साझेदारी की है।
हेल्थफोन के जरिए कुपोषण की चुनौतियों का मुकाबला करने की कवायद

देहरादून। हेल्थफोन एक्सीडेंसी ऑफ़ पैडिकॉम्पास (अआईसी) ने हेल्थफोन के साथ समायोजित आईआईटी हेल्थ पोलिस प्रोग्राम को शुरू किया है। प्रोग्राम के तहत भारत में रास्ता रखने वाले महिलाओं और बच्चों में कुपोषण को चुनौती का मुकाबला करना सीमित कर दिया जाएगा।

यह एक अंतर्राष्ट्रीय प्रोग्राम है, जिसमें जराए देश में वेल्युएंड पोलिस के बहुत उपयोग का प्रभाव उत्पन्न किया जा रहा है। यह प्रगति 13 वर्ष से 35 वर्ष के बीच है जब महिलाओं की अवस्था में अद्वितीय रूप से सीधी महिलाओं और उनके परिवारों को उत्तराधिकारी स्वास्थ्य एवं पेयज के तौर-तरीकों के कार्य में 2018 तक सीमित किया जा सकता है। प्रोग्राम के अंतिम सीडियोटर में महिलाओं की स्थितियों, जनगणना महिलाओं और दो से तीन वर्ष के बच्चों की देखभाल, सुधार और सुनिश्चित पेयज एवं स्वास्थ्य के महत्व एवं उपयोग में लेबल-नोटेट परिवार कर सका कार्य के स्तर में भारी कमजोर करेगा के उपर्युक्त के कारण मामलों का हाल देखते हुए।
**Digital mass education programme to tackle malnutrition**

NEW DELHI, 2 June (IANS): The Indian Academy of Pediatrics (IAP) in collaboration with the Mother and Child Health and Education Trust on Tuesday launched a digital mass education programme - dubbed the world’s largest - to tackle the challenge of malnutrition in mothers and children.

The IAP HealthPhone programme, supported by Vodafone, aims to leverage the increasing penetration of mobile phones in India to educate over six million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018.

Vodafone will send out approximately 300 million text messages to its subscribers for three years to promote the programme.

"Almost 33 percent of the world’s malnourished children live in India. Mass education about the seriousness of this problem, its pitfalls and easy solutions, is critical among women of child-bearing age, mothers and their immediate families," said IAP president S.S. Kamath.

"We aim to jointly educate the caregivers, and in time change their behaviour to address this issue comprehensively," he said.
मोबाइल पर बिले की स्वास्थ्य की जानकारी

नई बिले। यूनिसेफ एवं इंडियन अकादमी ऑफ पैड्फुट्स (आईएआई) के वर्तमान महिलाओं को बच्चों के पेशेक्षण में महत्वपूर्ण भूमिका देने के लिए मोबाइल फोन के जरीए एक अनंतर पहल का है।

आईएआई इक्वेशन कार्यक्रम के जरीए मोबाइल फोन पर बच्चों एवं महिलाओं के पेशेक्षण से जुड़ी विषय के माध्यम से यह साफ़ किया जा रहा है। महिलाओं एवं बाल विकास मंत्री ने सॉफ्टवेयर ने एक फरार से में इस फोन का शुरुआत की है। गोवर्धन का विकास प्रोजेक्ट के जरीए किया जा रहा है।

(एनसीसी)
महिलाओं को मोबाइल से मिलेगी स्वास्थ्य की जानकारी

प्राचीन (दृश्य)। स्वास्थ्य एवं नीति वक्ताएँ से अनुपम महावीरवर्मन पर राजमी स्वास्थ्य विभाग के महिला विभाग के उपाध्यक्ष डॉ. सुनील कुमार के हस्ताक्षर के साथ तीन विषयों में स्वास्थ्य अनुशोधन की साधन के रूप में मोबाइल एवं वनस्पति संग्रह सेंटर के उपाध्यक्ष डॉ. राजीव नारायण के हस्ताक्षर।

महिलाओं को मोबाइल से मिलेगी स्वास्थ्य की जानकारी।

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प्राचीन (दृश्य)। स्वास्थ्य एवं नीति वक्ताओं से अनुपम महावीरवर्मन पर राजमी स्वास्थ्य विभाग के महिला विभाग के उपाध्यक्ष डॉ. सुनील कुमार के हस्ताक्षर के साथ तीन विषयों में स्वास्थ्य अनुशोधन की साधन के रूप में मोबाइल एवं वनस्पति संग्रह सेंटर के उपाध्यक्ष डॉ. राजीव नारायण के हस्ताक्षर।

महिलाओं को मोबाइल से मिलेगी स्वास्थ्य की जानकारी।

महिलाओं को मोबाइल से मिलेगी स्वास्थ्य की जानकारी।

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महिलाओं को मोबाइल से मिलेगी स्वास्थ्य की जानकारी।
कुपोषण दूर करने को आईएपी हेल्पफॉन

नई दिल्ली। भिडियन एकेडमी ऑफ़ पीडिटेंश्न में आईएपी वेबसाइट और सोशल मीडिया पर काम करने वाले विभाग के सचिव अभिजत अनंदः आईएपी हेल्पफॉन का उद्घाटन करने के लिए प्रस्तावना के प्रमुख अनुसार इसमें शामिल है। आईएपी हेल्पफॉन का उद्घाटन करने के लिए प्रस्तावना के प्रमुख अनुसार इसमें शामिल है।

अनंदः आईएपी हेल्पफॉन सार्वजनिक एवं निजी क्षेत्र की संयुक्त राष्ट्र के लिए एक विशेष तृष्णा है जो जीवन की उपलब्धि में सहयोग की दृष्टि से काम करता है। इसमें शामिल हैं जिन्हें उपलब्धि के साथ सहयोग की दृष्टि से काम करता है।

आईएपी हेल्पफॉन सार्वजनिक एवं निजी क्षेत्र की संयुक्त राष्ट्र के लिए काम करते हैं जो जीवन की उपलब्धि में सहयोग की दृष्टि से काम करता है।
‘कुपोषण से निपटने के प्रयास जरुरी’

नई दिल्ली (एज्जेसिए)।

केंद्रीय महिला एवं बाल विकास मंडल में नेतृत्व करने वाली मम्मी मेनका गांधी ने भाषण देकर कहा कि कुपोषण एक बड़ी समस्या है और सरकार इससे निपटने के दिशानिर्देशक कदम उठा रही है।

गांधी ने यहां ईंडिया पीडियाडिप्सि एडिथी के साथ यह ‘आईडी हेल्थफोन’ कार्यक्रम जारी करने का आदेश किया था जो प्रामाणिक भारत में महिलाओं और बच्चों में कुपोषण की भारी समस्या है और इसके समाधान के लिए प्रयास चाहिए। उन्होंने कहा कि कुपोषण की समस्या से निपटने के लिए गर्भ सरकारी संगठनों, निजी संस्थाओं और उद्योगों की सामर्थ्य आपस में चाहिए।

उन्होंने कहा कि प्रामाणिक भारत में कुपोषण के लिए एडिथी की दिशानिर्देशक के तहत इन सरकारी संगठनों और निजी संस्थाओं के आंदोलन के जरिए लोगों को कुपोषण से बचने की आवश्यकता महसूस की जाती है।

गांधी ने कहा कि ‘आईडी हेल्थफोन’ कार्यक्रम में मेनका गांधी।

और यह कार्यक्रम लोगों में पैदा करने के लिए प्रतिभाग का रूप करेगा।

मेनका गांधी ने कहा कि सरकार एकीकृत बाल विकास योजना का संचालन करनी है जिससे घर वर्ष से कम आयु के बच्चों, माता-पिता के प्रेरणा मुद्दा और रन पन करने वाली महिलाओं को पौष्टिक दिखाई जाएगी।

इससे आत्मा सरकार लेखियों को प्रतिभाग के प्रति जागृति करने के लिए समय समय पर अभियान भी चलाएगी।
हेल्थफोन प्रोग्राम कुपोषण की चुनौती का मुकाबला करेगा

एक बीडियोज में महिलाओं की स्थिति, गर्भवती महिलाओं और दो वर्ष से कम उम्र के बच्चों की देखभाल, पोषण के स्तर में बदल जाने के उपायों पर जानकारी दी गई है।

गाह टाइम्स संवाददाता

वर्तमान में इंडिया के लाखों लोगों ने हेल्थफोन के साथ चलाया जा रहा है। इसके द्वारा लोगों को उपप्रायोगिक रूप से लाने का संदर्भ दिया है।

इसके लिए एक खास योजना भी इंडिया में चलाया जा रहा है। इसके द्वारा लोगों को स्वास्थ्य और सुरक्षा के हिस्से के रूप में मुकाबला करेगा।
हेल्थफोन भारत में लॉन्च, वोडाफोन करेगा मदद

चांडीगढ़ | इंडियन एकेडमी ऑफ पीडिया-ट्रिक्स ने हेल्थफोन के साथ मिलकर अर्इए इस्लाम की सहायता की है। दुनिया का यह सबसे बड़ा डिजिटल व्यापक शिक्षा कार्यक्रम, आईएपी हेल्थफोन प्रोजेक्ट भारत में राष्ट्रीय स्तर पर महिलाओं और बच्चों में कुपोषण की चुनौती का पुनःस्वास्थ्य करेगा। वोडाफोन इसके जरिए 13 वर्ष से 65 वर्ष के अस्थिर 6 मिलियन परू अधिक महिलाओं और उनके परिवारों को बेहतर स्वास्थ्य एवं पोषण के बारे में वर्ष 2018 तक एजुकेट करने का लक्ष्य लेकर चल रहा है।
The Union Minister for Women and Child Development, Smt. Maneka Sanjay Gandhi addressing at the launch of the IAP-HealthPhone, in New Delhi on June 02, 2015.
CNR :68795 Photo ID :66119
The Union Minister for Women and Child Development, Smt. Maneka Sanjay Gandhi launching the IAP-HealthPhone, in New Delhi on June 02, 2015.
CNR:68794 Photo ID:66118
Rural women to be educated about malnutrition on mobile phones

Press Trust of India | New Delhi
June 2, 2015 Last Updated at 14:57 IST

Reaching out to rural women on critical issues of health and nutrition through mobile phones, a programme was started today under which four informative videos will be sent and they will be "paid to view it".

The digital education programme, which aims to educate 25 million women by 2018 through the free videos in 18 different languages, was launched by Women and Child Development Minister Maneka Gandhi in partnership with Indian Academy of Paediatrics, Unicef, HealthPhone and Vodafone.

The videos will be sent to only Vodafone subscribers free of cost and the users will also get an incentive of Rs 10 for downloading all four videos.

According to UNICEF, around 48 per cent of children below five years are chronically undernourished. The campaign will target rural people through videos to educate them on better nutrition practices and prevention of child malnutrition.

"The campaign is very innovative and its target group is village women. There are a certain number of women in almost all villages who use mobile phones. This is going to be absolutely free and not only that they will be paid to view it," the minister said.

Gandhi said that the ministry will talk to other companies as well to participate in the campaign so as to widen its reach.

"The special thing about these videos is that they also tell what will happen if you don't take proper nutrition or if one has malnutrition," she said.
Maneka Gandhi launches IAP HealthPhone programme

ANI | New Delhi

Union Minister of Women and Child Development Maneka Gandhi launched the Indian Academy of Pediatrics (IAP) HealthPhone programme in Delhi on Tuesday.

The programme is the world's largest digital mass education programme for addressing malnutrition in women and children.

This programme has been launched by the Indian Academy of Pediatrics (IAP) in partnership with the Ministry of Women and Child Development, UNICEF and supported by Vodafone India.

This programme aims to tackle the challenge of malnutrition in mothers and children across India.

Speaking at the launch of the programme, Maneka said that it is an innovative initiative that will reach out to the masses specially the rural females.

She said that the idea of paying an incentive for watching these videos is really unique and encouraging.

Maneka hoped that it will make a difference in generating awareness about the issues related to health and malnutrition at a large scale.

She also said that the problem of malnutrition in India is a well-known fact and the Government has been taking various steps to address this through a number of programmes. Malnutrition is partly an issue of lack of means of nutrition and partly lack of knowledge about proper method of nutrition.

The Ministry of Women and Child Development through its ICDS programme has been providing supplementary nutrition to the pregnant and lactating mothers as well as children up to the age of six years.
Smt Maneka Sanjay Gandhi launches IAP HealthPhone programme

IAP HealthPhone is the world's largest digital mass education programme to address malnutrition in women and children. This unique and innovative initiative will add to the Ministry's efforts on tackling malnutrition, says Minister Smt. Maneka Gandhi.

The Union Minister of Women and Child Development Smt. Maneka Sanjay Gandhi launched the IAP HealthPhone programme in New Delhi today. The IAP HealthPhone programme is the world's largest digital mass education programme for addressing the malnutrition in women and children. The programme is launched by the Indian Academy of Pediatrics (IAP) in partnership with the Ministry of Women and Child Development, UNICEF and supported by Vodafone India. This programme aims to tackle the challenge of malnutrition in mothers and children across India.

Speaking on the occasion, Mrs. Maneka Sanjay Gandhi said that it is an innovative initiative that will reach out to the masses, specially the rural females. She said that the idea of paying an incentive for watching these videos is really unique and encouraging. She hoped that it will make a difference in generating awareness about the issues related to health and malnutrition at a large scale.

The Minister said that the problem of malnutrition in India is a well-known fact and the Government has been taking various steps to address this through a number of programmes. Malnutrition is partly an issue of lack of means of nutrition and partly lack of knowledge about proper method of nutrition. The Ministry of Women and Child Development through its ICDS programme has been providing supplementary nutrition to the pregnant and lactating mothers as well as children up to the age of 6 years. The Ministry has also been undertaking information and education campaigns to sensitize people about the correct nutritional methods. In this direction, the Ministry had produced a series of videos in all national languages so as to reach out to every citizen of the country. This initiative will add to the Ministry's efforts on tackling malnutrition, she added.

She hoped that more organizations from the business and civil society will come forward to join hands with the Ministry to take up more such initiatives.

The launch of the IAP Health Phone was followed by a question answer session. Addressing the media, she said that awareness should be generated about the potential effects of the malnutrition on a person. All sections of society should work together to address the issue of malnutrition, she added.

The IAP HealthPhone is a public-partnership initiative that leverages the increasing penetration of mobile phones in the country to educate over 6 million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018. The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan (nutritional videos) series, jointly produced by Ministry of
Women and Child Development and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutritional levels.

The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan series, jointly produced by MWCD and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutritional levels.

To start the programme, IAP has forged a unique partnership with Vodafone India to encourage the viewing of the four videos. Vodafone will enable its customers to view/download the videos free of data charges and on viewing the 4 videos, the user will receive a talk time incentive of Rs.10/-.

Vodafone will send out approximately 300 million text messages to its subscribers every year to promote the viewing of the four videos. It will also support IAP to undertake a comprehensive communication campaign to promote the IAP HealthPhone programme across the country via print and social media.

IAP HealthPhone partners are committed to strengthen the programme through their networks and sync their efforts to address malnutrition systemically. As next step they will also equip AWW, ASHAs and ANMs with a HealthPhone microSD card, containing a library of videos, to enable them to share health and nutrition knowledge with women, families and the communities they serve. They plan to partner with social media giants (such as Facebook, Twitter and Google) to use their exponentially growing channels to reach more rural and urban caregivers.

The three-year campaign by IAP HealthPhone is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India’s fight against malnutrition.

Senior officials of the Ministry of Women and Child Development and other stakeholders related to the programme were also present on the occasion.
Rural women to be educated about malnutrition on mobile phones

By PTI | 2 Jun, 2015, 03.40PM IST

NEW DELHI: Reaching out to rural women on critical issues of health and nutrition through mobile phones, a programme was started today under which four informative videos will be sent and they will be "paid to view it".

The digital education programme, which aims to educate 25 million women by 2018 through the free videos in 18 different languages, was launched by Women and Child Development Minister Maneka Gandhi in partnership with Indian Academy of Paediatrics, Unicef, HealthPhone and Vodafone.

The videos will be sent to only Vodafone subscribers free of cost and the users will also get an incentive of Rs 10 for downloading all four videos.

According to UNICEF, around 48 per cent of children below five years are chronically undernourished. The campaign will target rural people through videos to educate them on better nutrition practices and prevention of child malnutrition.

"The campaign is very innovative and its target group is village women. There are a certain number of women in almost all villages who use mobile phones. This is going to be absolutely free and not only that they will be paid to view it," the minister said.

Gandhi said that the ministry will talk to other companies as well to participate in the campaign so as to widen its reach.

"The special thing about these videos is that they also tell what will happen if you don't take proper nutrition or if one has malnutrition," she said.
Rural women to be educated about malnutrition on mobile phones

Reaching out to rural women on critical issues of health and nutrition through mobile phones, a programme was started today under which four informative videos will be sent.

PTI | 02 June 2015, 4:39 PM IST

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"The special thing about these videos is that they also tell what will happen if you don't take proper nutrition or if one has malnutrition," she said.
IAP with HealthPhone launches IAP HealthPhone programme in India

By EH News Bureau on June 2, 2015

The programme has been launched in partnership with MWCD, Government of India, UNICEF and supported by Vodafone India.

The Indian Academy of Pediatrics (IAP) in partnership with HealthPhone, have formally launched IAP HealthPhone programme, to tackle the challenge of malnutrition in women and children, at the national-level in India.

IAP HealthPhone is a public private partnership initiative that is supported by Vodafone India. It is a unique programme that leverages the increasing penetration of mobile phones in the country to educate over six million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018.

The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan series, jointly produced by MWCD and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutrition levels.

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"The special thing about these videos is that they also tell what will happen if you don't take proper nutrition or if one has malnutrition," she said.
Cutting down on malnutrition through awareness videos

The IAP HealthPhone programme was launched today by Women and Child Development Minister Maneka Gandhi

Women and Child Development Minister Maneka Gandhi at the launch of the HealthPhone programme in New Delhi (Photo tweeted by @IAPHealthPhone)

Written by Vishnu Varma | New Delhi | Published on: June 2, 2015 5:04 pm

In 2013, the World Health Organisation (WHO) said that close to 1.3 million children in India die every year because of inadequate nutrition, or rather malnutrition. The UNICEF estimates this year that around 48 per cent of children in India below the age of five are “chronically undernourished.” Now, these are critical statistics in the field of maternal and child healthcare that one cannot ignore.

In its attempts to slash down on the challenge of widespread malnutrition affecting India’s pregnant women, mothers and newborn children, the government today launched a digital education programme through which informative awareness videos could be made available in rural areas and tribal areas. The programme, that was started today by Union Women and Child Development Minister Maneka Gandhi, is in partnership with Indian Academy of Paediatrics, HealthPhone, UNICEF and Vodafone India.

“I am very, very happy that we have started this venture today. This programme excited me a lot and I wanted the target group to be the women in villages,” said Mrs Gandhi at the launch in New Delhi.

The aim of the programme, experts behind the venture say, is to make women more aware about the qualities of breastfeeding, care of children under the age of 2 and more importantly to ensure that children are given a balanced and healthy nutritious diet.

Through the initiative, four videos jointly produced by UNICEF and Govt of India in 18 different languages describing the significance of nutrition will be made available to women in rural areas through cell phones which subscribe to Vodafone. Viewing/downloading of videos from the WAP page will not attract any cost. In fact, to encourage the viewing of the videos, Vodafone has said that those who download all four videos will get a talk-time of Rs 10.
The videos, which feature popular Bollywood actor Aamir Khan, also show the government’s attempts to exploit the increasing mobile penetration in India. The country is said to have a mobile subscriber base of more than 900 million out of a population of 1.2 billion.

The minister also emphasised on the strength of more than 24 lakh anganwadis across the country to take the message of nutrition across.

“Anganwadi is a good route to showing these videos. They have significant clout and credibility in a village,” she said.

The Minister added that she would invite other telecom companies to come onboard to participate in the programme.

Programme coordinators say that over 6 million girls and women, between the ages of 13 and 35 years will be educated about better health and nutrition practices by 2018.
Rural Women to Be Educated About Malnutrition on Mobile Phones
By PTI

NEW DELHI: Reaching out to rural women on critical issues of health and nutrition through mobile phones, a programme was started today under which four informative videos will be sent and they will be “paid to view it”. The digital education programme, which aims to educate 25 million women by 2018 through the free videos in 18 different languages, was launched by Women and Child Development Minister Maneka Gandhi in partnership with Indian Academy of Paediatrics, Unicef, HealthPhone and Vodafone.

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Gandhi said that the ministry will talk to other companies as well to participate in the campaign so as to widen its reach.

“The special thing about these videos is that they also tell what will happen if you don’t take proper nutrition or if one has malnutrition,” she said.

The videos have been produced by the ministry and Unicef and reinforce on diet of expecting mothers, lactating mothers, children under the age of two years and information on importance of breast feeding for children between 0-7 months.

“The videos will be sent to the mobile phones of all our 24 lakh Anganwadi workers. We want to use this platform to spread other messages like women safety and ‘Beti-Bachao’.

“So, over a period of time, we will use it for promoting different social messages which are important and carry information not just awareness,” the minister said.

According to Unicef, chronic under-nutrition in children is a major challenge.

“The consequences of chronic under-nutrition are irreversible and life-long, ultimately leading to a loss estimated to be over three per cent of the GDP. So, we are pleased to be part of this important partnership to invest in addressing malnutrition,” said UNICEF’s representative to India Louis Georges Arsenault.
IAP HealthPhone launched to address malnutrition in women and children

Our Bureau, Mumbai
Tuesday, June 02, 2015, 17:00 Hrs [IST]

The Indian Academy of Paediatrics (IAP) in partnership with HealthPhone, Ministry of Women and Child Development (MWCD), Government of India and UNICEF, announced the formal launch of the IAP HealthPhone programme, the world’s largest digital mass education programme to tackle the challenge of malnutrition in women and children, at the national-level in India.

IAP HealthPhone is a public private partnership initiative that is supported by Vodafone India. It is a unique programme that leverages the increasing penetration of mobile phones in the country to educate over 6 million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018.

The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan series, jointly produced by MWCD and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutrition levels.

Vodafone will send out approximately 300 million text messages to its subscribers every year to promote the viewing of the four videos. It will also support IAP to undertake a comprehensive communication campaign to promote the IAP HealthPhone programme across the country via print and social media.

IAP HealthPhone partners are committed to strengthen the programme through their networks and sync their efforts to address malnutrition systemically. As next steps they will equip AWW, ASHAs and ANMs with a HealthPhone microSD card, containing a library of videos, to enable them to share health & nutrition knowledge with women, families and the communities they serve. Partner with social media giants (such as Facebook, Twitter and Google) to use their exponentially growing channels to reach more - rural and urban – caregivers.

Says Dr SS Kamath, president IAP, “Almost 33% of the world’s malnourished children live in India. Mass education about the seriousness of this problem, its pitfalls and easy solutions, is critical among women of child bearing age, mothers and their immediate families. Working integrally with HealthPhone, we aim to jointly educate the caregivers so and in time change their behaviour to address this issue comprehensively.”

HealthPhone offers access to over 2,500 short educational health and nutrition videos, audio and text messages, in more than 75 languages and suitable for people who can’t read. The videos can be pre-loaded on a microSD memorycard and inserted into mobile phones.

Says Nand Wadhwani, founder, HealthPhone, “The three-year campaign by IAP HealthPhone will be transformative for India’s fight against malnutrition and is expected to directly benefit the health of 60 million children born in India by 2025. We are thrilled to be a part of this ‘dream team’ working together to put health and nutrition knowledge directly in the hands of those who need it most. We look forward to India’s children thriving from the power of their knowledgeable mothers.”

UNICEF, an integral part of the United Nations, works with governments, communities, civil society organisations, the private sector, and other partners worldwide to advance children’s rights, and is guided by the Convention on the Rights of the Child. Says Louis-Georges Arsenault, UNICEF Representative to India, “The consequences of chronic under-nutrition are irreversible and life-long, ultimately leading to a loss estimated to be over 3% of the GDP.”
NEW DELHI: The Indian Academy of Pediatrics (IAP) in partnership with HealthPhone, has announced the formal launch of the IAP HealthPhone programme - the world’s largest digital mass education programme to tackle the challenge of malnutrition in mothers and children, at the national-level in India.

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To kick start the programme, IAP has forged a unique partnership with Vodafone India to encourage the viewing of the four videos. Vodafone will enable its customers to view/download the videos free of data charges and on viewing the 4 videos, the user will receive a talk time incentive of Rs. 10/-

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1) equip AWW, ASHAs and ANMs with a HealthPhone microSD card, containing a library of videos, to enable them to share health & nutrition knowledge with women, families and the communities they serve
2) partner with social media giants (such as Facebook, Twitter and Google) to use their exponentially growing channels to reach more – rural and urban – caregivers

The three-year campaign by IAP HealthPhone is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India’s fight against malnutrition.
Smt Maneka Sanjay Gandhi launches IAP HealthPhone programme

IAP HealthPhone is the world’s largest digital mass education programme to address malnutrition in women and children

This unique and innovative initiative will add to the Ministry's efforts on tackling malnutrition, says Minister

The Union Minister of Women and Child Development Smt Maneka Sanjay Gandhi launched the IAP HealthPhone programme in New Delhi today. The IAP HealthPhone programme is the world’s largest digital mass education programme for addressing the malnutrition in women and children. This programme is launched by the Indian Academy of Pediatrics (IAP) in partnership with the Ministry of Women and Child Development, UNICEF and supported by Vodafone India. This programme aims to tackle the challenge of malnutrition in mothers and children across India.

Speaking on the occasion, Mrs Maneka Sanjay Gandhi said that it is an innovative initiative that will reach out to the masses specially the rural females. She said that the idea of paying an incentive for watching these videos is really unique and encouraging. She hoped that will make a difference in generating awareness about the issues related to health and malnutrition at a large scale.

The Minister said that the problem of malnutrition in India is a well-known fact and the Government has been taking various steps to address this through a number of programmes. Malnutrition is partly an issue of lack of means of nutrition and partly lack of knowledge about proper method of nutrition. The Ministry of Women and Child Development through its ICDS programme has been providing supplementary nutrition to the pregnant and lactating mothers as well as children upto the age of 6 years. The Ministry has also been undertaking information and education campaigns to sensitize people about the correct nutritional methods. In this direction the Ministry had produced a series of videos in all national languages so as to reach out to every citizen of the country. This initiative will add to the Ministry's efforts on tackling malnutrition, she added.

She hoped that more organizations from the business and civil society will come forward to join hands with the Ministry to take up more such initiatives.

The launch of the IAP Health Phone was followed by a question answer session. Addressing the media, she said that awareness should be generated about the potential effects of the malnutrition on a person. All sections of society should work together to address the issue of malnutrition, she added.

The IAP HealthPhone is a public-partnership initiative that leverages the increasing penetration of mobile phones in the country to educate over 6 million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018. The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan (nutritional videos) series, jointly produced by Ministry of Women and Child Development and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutritiona levels.

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The three-year campaign by IAP HealthPhone is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India’s fight against malnutrition.

Senior officials of the Ministry of Women and Child Development and other stakeholders related to the programme were also present on the occasion.
New Delhi, June 2 (ANI): Union Minister of Women and Child Development Maneka Gandhi launched the Indian Academy of Pediatrics (IAP) HealthPhone programme in Delhi on Tuesday.

The programme is the world’s largest digital mass education programme for addressing malnutrition in women and children.

This programme has been launched by the Indian Academy of Pediatrics (IAP) in partnership with the Ministry of Women and Child Development, UNICEF and supported by Vodafone India.

This programme aims to tackle the challenge of malnutrition in mothers and children across India. Speaking at the launch of the programme, Maneka said that it is an innovative initiative that will reach out to the masses specially the rural females.

She said that the idea of paying an incentive for watching these videos is really unique and encouraging. Maneka hoped that it will make a difference in generating awareness about the issues related to health and malnutrition at a large scale.

She also said that the problem of malnutrition in India is a well-known fact and the Government has been taking various steps to address this through a number of programmes. Malnutrition is partly an issue of lack of means of nutrition and partly lack of knowledge about proper method of nutrition.

The Ministry of Women and Child Development through its ICDS programme has been providing supplementary nutrition to the pregnant and lactating mothers as well as children up to the age of six years. (ANI)
Largest digital mass education programme for tackling malnutrition launched

Post 02 June 2015

Rohit Kumar
NEW DELHI 2 JUNE 2015

With an aim to tackle the menace of malnutrition in the country, the Indian Academy of Pediatrics (IAP) in partnership with Ministry of Women and Child Development (MWCD), UNICEF and supported by Vodafone today launched IAP-HealthPhone, a digital mass education programme to address the malnutrition in women and children.

The project will use mobile phones to educate 25 million women by 2018 on better nutrition practices and the prevention of child malnutrition. It will focus on women between 13 and 35 years of age and their family members.

This will directly impact the health of 100 million children in India born before 2025. The three year campaign will be transformative for India's fight against malnutrition, which continues to take away and blight the lives of millions each year.

The programme is likely to achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan series, jointly produced by MWCD and UNICEF in 18 Indian languages. The videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutrition levels.

To kick start the programme, Vodafone India will enable its customers to view or download the videos free of data charges and on viewing the four videos, the user will receive a talk time incentive of Rs 10.

Lauding the initiative, Union Minister of Women and Child Development, Maneka Gandhi said that the partnership will make difference in the present condition of malnutrition. “The Poshan videos would be very informative for pregnant women,” she added.
IAP HEALTHPHONE WORLD LARGEST DIGITAL MASS EDUCATION PROGRAMME FOR MALNUTRITION IN WOMEN & CHILDREN.
IAP HealthPhone, World’s Largest Digital Mass Education Programme on Nutrition Launched

June 2, 2015 IAP HealthPhone, World’s Largest Digital Mass Education Programme on Nutrition Launched

Malnutrition is a very real challenge being faced by both rural and urban India. Despite sincere efforts by the Government of India in addressing this issue, malnourishment continues to plague a large part of India. The most affected are the women and children and the number of citizens affected with malnourishment is well above a crore.

The primary reason for such high rate of malnutrition in the country is definitely poverty and the inadequacy of Government’s development policies reaching the masses. Another equally relevant reason for such high prevalence of malnutrition in India is lack of education and awareness.

To address this issue, the Indian Academy of Pediatrics (IAP) in partnership with HealthPhone, today announced the formal launch of the IAP HealthPhone programme, the world’s largest digital mass education programme to tackle the challenge of malnutrition in mothers and children, at the national-level in India. The programme has been launched in partnership with the Ministry of Women and Child Development (MWCD) Government of India, UNICEF and is supported by Vodafone India.

IAP HealthPhone is a public private partnership initiative that leverages the increasing penetration of mobile phones in the country to educate over 6 million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018.

Throwing more light on the programme and on Vodafone’s involvement, Mr. P. Balaji, Director – Regulatory & External Affairs, Vodafone India noted, “At Vodafone, we understand the significant role mobile technology can play in addressing social issues and are committed to using its potential to address some of India’s most pressing challenges relating to education, health, development and access. We are delighted to partner with the Government of India through MWCD, IAP, HealthPhone and UNICEF to build a healthier future for the country.”

IAP HealthPhone will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan series, jointly produced by MWCD and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breast feeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutrition levels.
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Vodafone will send out approximately 300 million text messages to its subscribers every year to promote the viewing of the four videos. It will also support IAP to undertake a comprehensive communication campaign to promote the IAP HealthPhone programme across the country via print and social media.

The three-year campaign by IAP HealthPhone is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India’s fight against malnutrition.
INVC NEWS
New Delhi,

The Union Minister of Women and Child Development Smt Maneka Sanjay Gandhi launched the IAP HealthPhone programme in New Delhi today. The IAP HealthPhone programme is the world’s largest digital mass education programme for addressing the malnutrition in women and children. This programme is launched by the Indian Academy of Pediatrics (IAP) in partnership with the Ministry of Women and Child Development, UNICEF and supported by Vodafone India. This programme aims to tackle the challenge of malnutrition in mothers and children across India.

Speaking on the occasion, Mrs Maneka Sanjay Gandhi said that it is an innovative initiative that will reach out to the masses specially the rural females. She said that the idea of paying an incentive for watching these videos is really unique and encouraging. She hoped that will make a difference in generating awareness about the issues related to health and malnutrition at a large scale.

The Minister said that the problem of malnutrition in India is a well-known fact and the Government has been taking various steps to address this through a number of programmes. Malnutrition is partly an issue of lack of means of nutrition and partly lack of knowledge about proper method of nutrition. The Ministry of Women and Child Development through its ICDS programme has been providing supplementary nutrition to the pregnant and lactating mothers as well as children upto the age of 6 years. The Ministry has also been undertaking information and education campaigns to sensitize people about the correct nutritional methods. In this direction the Ministry had produced a series of videos in all national languages so as to reach out to every citizen of the country. This initiative will add to the Ministry’s efforts on tackling malnutrition, she added.

She hoped that more organizations from the business and civil society will come forward to join hands with the Ministry to take up more such initiatives.
The launch of the IAP Health Phone was followed by a question answer session. Addressing the media, she said that awareness should be generated about the potential effects of the malnutrition on a person. All sections of society should work together to address the issue of malnutrition, she added.

The IAP Health Phone is a public-partnership initiative that leverages the increasing penetration of mobile phones in the country to educate over 6 million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018. The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan (nutritional videos) series, jointly produced by Ministry of Women and Child Development and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutritional levels. The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan series, jointly produced by MWCD and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutrition levels.

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The three-year campaign by IAP Health Phone is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India’s fight against malnutrition. Senior officials of the Ministry of Women and Child Development and other stakeholders related to the programme were also present on the occasion.
Serve Vegetables not Eggs to Children: Maneka Gandhi

Maneka Gandhi’s statement to replace eggs with vegetables and millets comes at a time when malnourishment contributes to 45 percent of child deaths in the country and the government is struggling to bring down the percentage of underweight children in the country.

Archana Mishra
June 2, 2015

Joining the ranks of Madhya Pradesh Chief Minister Shivraj Singh Chouhan, Women and Child Development Minister Maneka Gandhi voiced concerns over the consumption of eggs by students of anganwadis. Citing the problem of storage facility and food delivery mechanism, the minister called eggs hazardous for the health of the children. “If eggs are not stored properly and there is no proper delivery mechanism, there are chances of eggs getting infected with Salmonella. We cannot give eggs infected with Salmonella,” said the minister.

Notably, Salmonella is a kind of bacteria which is present in both the outer and inner parts of the egg. If an egg is not refrigerated properly, the bacterium is likely to cause illness. Offering an alternative, the minister said, “Something which is locally grown and available, can be distributed easily, does not require refrigeration for storage and can be served hygienically.” Gandhi was speaking on the sidelines of the launch of Indian Academy of Pediatrics (IAP) HealthPhone; a programme which aims to tackle the challenge of malnutrition in women and children, at the national level.

“Egg is more expensive than millet,” she pointed out. The minister’s statement to replace eggs with vegetables and millets comes at a time when malnourishment contributes to 45 percent of child deaths in the country and the government is struggling to bring down the percentage of underweight children in the country.

“Eggs contain cholesterol. If it is about white part of the egg which is rich in protein then it could be replaced with alternatives like vegetables which do not require refrigeration,” she said. Recently, Chouhan had proposed replacing eggs with milk and banana in the menu offered at anganwadi schools.


**Benefits of eggs exaggerated, says Maneka**

VIDYA VENKAT

*Minister launches public-private partnership with telecom cos to spread word on malnutrition*

Union Women and Child Development Minister Maneka Gandhi said here on Tuesday that eggs were expensive and there were cheaper sources of protein that could be used to feed children in government mid-day meal programmes.

Ms. Gandhi was responding to a question on Madhya Pradesh Chief Minister Shivraj Singh Chouhan’s decision not to provide eggs as part of the mid-day meal programme in the State, at an event to launch a mobile phone-based mass education campaign on malnutrition among women and children on Tuesday. Children only needed about 4 to 6 per cent of protein intake in their daily diet and the benefits of including eggs in school noon meals were exaggerated.

The ‘Poshan’ campaign, she launched on Tuesday, enables anyone with a mobile phone and an Internet connection to access four video messages, which will educate viewers on the benefits of better nutrition for pregnant women, breastfeeding babies for the first six months and preventing early and child marriage.

“The Ministry will mobilise workers across 24 lakh anganwadis in India to ensure that the campaign messages reach the intended audience,” Ms. Gandhi said. She said that there will be no cost incurred by the Ministry in the campaign, as Indian Academy of Paediatrics and Vodafone India had pitched in as partners to do the needful.

“The videos have been produced by us,” the Minister said.

**Free talktime**

The initiative by IAP and Vodafone India, plans to incentivise the viewing of these videos by providing Vodafone customers free talktime worth Rs. 10. Further the viewing and downloading of these videos will be free of data charges. Vodafone India will also be sending out 300 million text messages to its subscribers to encourage them to view the campaign videos.

Responding to criticism that video messages broadcast on Internet, a medium inaccessible for most rural Indians, is unlikely to address malnutrition, Ms. Gandhi said that she was following on the footsteps of Prime Minister Narendra Modi, who had worked hard to bring about a perception and behaviour change with regards to toilet use and sanitation through the Swacch Bharat campaign. “Communication is essential to change mindsets, and by mobilising anganwadi workers we will ensure the message of tackling malnutrition will be disseminated to the target audience,” Ms. Gandhi said.

The Minister also summarised the achievements of some of the NDA government’s flagship programmes for women and children. “In all the 100 districts where the Beti Bachao Beti Padhao programme was in progress, the government has achieved 100 per cent institutional delivery,” the Minister said. She added that the implementation of the Pre-Conception and Pre-Natal Diagnostic Techniques Act, key to curbing sex determination of the foetus, had also improved in the districts where BBBP programme was launched.
IAP HealthPhone, World’s Largest Digital Mass Education Programme for addressing Malnutrition in Women and Children, Launched in India

Author(s):
City Air News

Chandigarh, June 2, 2015: The Indian Academy of Pediatrics (IAP) in partnership with HealthPhone, today announced the formal launch of the IAP HealthPhone programme, the world’s largest digital mass education programme to tackle the challenge of malnutrition in women and children, at the national-level in India. IAP HealthPhone is a public private partnership initiative that is supported by Vodafone India. It is a unique programme that leverages the increasing penetration of mobile phones in the country to educate over 6 million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018.

The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan series, jointly produced by MWCD and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutrition levels.

To kick start the programme, IAP has forged a unique partnership with Vodafone India to encourage the viewing of the four videos. Vodafone will enable its customers to view/download the videos free of data charges and on viewing the 4 videos, the user will receive a talk time incentive of Rs. 10/-.

Vodafone will send out approximately 300 million text messages to its subscribers every year to promote the viewing of the four videos. It will also support IAP to undertake a comprehensive communication campaign to promote the IAP HealthPhone programme across the country via print and social media.
IAP HealthPhone partners are committed to strengthen the programme through their networks and sync their efforts to address malnutrition systemically. As next steps they will:

- Equip AWW, ASHAs and ANMs with a HealthPhone microSD card, containing a library of videos, to enable them to share health & nutrition knowledge with women, families and the communities they serve.
- Partner with social media giants (such as Facebook, Twitter and Google) to use their exponentially growing channels to reach more - rural and urban - caregivers.

The three-year campaign by IAP HealthPhone is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India’s fight against malnutrition.
HealthPhone Launches the World’s Largest Digital Mass Education Programme
Focus on Mother and Child Malnutrition - In partnership with the Indian Ministry of Women and Child Development (MWCD) and UNICEF and supported by Vodafone India

PRLog - June 2, 2015 - NEW DELHI, India -- The Indian Academy of Pediatrics (IAP) and the HealthPhone project of The Mother and Child Health and Education Trust (MCHET) http://motherchildtrust.org today announced the formal launch of the nation-wide IAP HealthPhone programme, the world’s largest digital mass education undertaking to tackle malnutrition in mothers and children.

MCHET is a charitable trust that strongly advocates for the power of knowledge to educate, motivate, empower and inspire communities, and particularly women, to improve health practices for the benefit of children. HealthPhone (http://healthphone.org) is a strategic and creative initiative of MCHET. The IAP HealthPhone programme was established through the vision of Nand Wadhwani to address the crying need for health and nutrition information and education in India.

IAP HealthPhone (http://iap.healthphone.org) is a public private partnership initiative of HealthPhone that is being implemented under the aegis of the Indian Academy of Pediatrics, in partnership with the Ministry of Women and Child Development and UNICEF, and with support from Vodafone. This unique programme leverages the increasing penetration of mobile phones and by 2018 will educate over ten million 13-35 year-old girls and women and their families in India on better health and nutrition practices.

The programme will achieve its objectives by widely promoting and distributing through mobile phones four videos on: i) issues regarding the status of women; ii) the care of pregnant women and children under two; iii) the importance of breastfeeding and good nutrition; and iv) simple changes in diet and caring practices that can significantly enhance nutrition status. The videos are updates from the Poshan series, jointly produced by MWCD and UNICEF in 18 Indian languages.

As a powerful boost to the IAP HealthPhone programme and to encourage viewing of the four videos, a special partnership with Vodafone India has been forged which will enable its customers not only to view/download the videos free of data charges but also, on viewing all four videos, to receive Rs. 10 worth of free talk-time.

Vodafone will also send out approximately 300 million text messages every year to its 184 million subscribers to encourage viewing of the four videos and will support a comprehensive print and social media communication campaign to promote the programme across the country.
IAP HealthPhone and its partners are committed to strengthening the programme through their networks and to synchronise their efforts to address malnutrition systemically. As next steps they will:

· equip frontline health workers (Anganwadis, ASHAs and ANMs) with a HealthPhone microSD card, containing a comprehensive library of videos, to enable them to share health and nutrition knowledge with women, families and the communities they serve;

· partner with social media giants (such as Facebook, Twitter and Google) to use their exponentially-growing channels to reach more caregivers, both rural and urban.

Harnessing the power of affordable and ubiquitous technology, the three-year IAP HealthPhone campaign has the potential to benefit the health of tens of millions of children in India in the years to come and will be truly transformative in educating mothers at the front-line of India’s fight against malnutrition.
Rural women to be educated about malnutrition on mobile phones
Digital India Niti PTIBot Author: Niti PTIBot - June 2, 2015

New Delhi, Jun 2 (PTI) Reaching out to rural women on critical issues of health and nutrition through mobile phones, a programme was started today under which four informative videos will be sent and they will be “paid to view it”.

The digital education programme, which aims to educate 25 million women by 2018 through the free videos in 18 different languages, was launched by Women and Child Development Minister Maneka Gandhi in partnership with Indian Academy of Paediatrics, Unicef, HealthPhone and Vodafone.

The videos will be sent to only Vodafone subscribers free of cost and the users will also get an incentive of Rs 10 for downloading all four videos.

According to UNICEF, around 48 per cent of children below five years are chronically undernourished. The campaign will target rural people through videos to educate them on better nutrition practices and prevention of child malnutrition.

“The campaign is very innovative and its target group is village women. There are a certain number of women in almost all villages who use mobile phones. This is going to be absolutely free and not only that they will be paid to view it,” the minister said.

Gandhi said that the ministry will talk to other companies as well to participate in the campaign so as to widen its reach.

“The special thing about these videos is that they also tell what will happen if you don’t take proper nutrition or if one has malnutrition,” she said.
New Delhi: Maneka Gandhi launches IAP-HealthPhone

New Delhi: The Union Minister for Women and Child Development Maneka Gandhi launches IAP-HealthPhone, in New Delhi on June 02, 2015.
IAP HealthPhone, World's Largest Digital Mass Education Programme for addressing Malnutrition in Women and Children, Launched in India

Posted by admin | On 2 June, 2015 | In General

The Indian Academy of Pediatrics (IAP) in partnership with HealthPhone, today announced the formal launch of the IAP HealthPhone programme, the world’s largest digital mass education programme to tackle the challenge of malnutrition in women and children, at the national-level in India.

IAP HealthPhone is a public private partnership initiative that is supported by Vodafone India. It is a unique programme that leverages the increasing penetration of mobile phones in the country to educate over 6 million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018.

The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan series, jointly produced by MWCD and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutrition levels.

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· Partner with social media giants (such as Facebook, Twitter and Google) to use their exponentially growing channels to reach more – rural and urban – caregivers.

The three-year campaign by IAP HealthPhone is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India’s fight against malnutrition.
IAP HealthPhone is a public private partnership initiative that is supported by Vodafone India. It is a unique programme that leverages the increasing penetration of mobile phones in the country to educate over 6 million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018.

The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan series, jointly produced by MWCD and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutrition levels.

To kick start the programme, IAP has forged a unique partnership with Vodafone India to encourage the viewing of the four videos. Vodafone will enable its customers to view/download the videos free of data charges and on viewing the 4 videos, the user will receive a talk time incentive of Rs. 10/-.

Vodafone will send out approximately 300 million text messages to its subscribers every year to promote the viewing of the four videos. It will also support IAP to undertake a comprehensive communication campaign to promote the IAP HealthPhone programme across the country via print and social media.

IAP HealthPhone partners are committed to strengthen the programme through their networks and sync their efforts to address malnutrition systemically. As next steps they will:

• equip AWW, ASHAs and ANMs with a HealthPhonemicroSD card, containing a library of videos, to enable them to share health & nutrition knowledge with women, families and the communities they serve
• partner with social media giants (such as Facebook, Twitter and Google) to use their exponentially growing channels to reach more - rural and urban – caregivers

The three-year campaign by IAP HealthPhone is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India’s fight against malnutrition.
Union Minister Maneka Sanjay Gandhi launches IAP HealthPhone programme

New Delhi: Union Minister of Women and Child Development Smt Maneka Sanjay Gandhi launched the IAP HealthPhone programme in New Delhi today. The IAP HealthPhone programme is the world’s largest digital mass education programme for addressing the malnutrition in women and children. This programme is launched by the Indian Academy of Pediatrics (IAP) in partnership with the Ministry of Women and Child Development, UNICEF and supported by Vodafone India. This programme aims to tackle the challenge of malnutrition in mothers and children across India.

Speaking on the occasion, Mrs Maneka Sanjay Gandhi said that it is an innovative initiative that will reach out to the masses specially the rural females. She said that the idea of paying an incentive for watching these videos is really unique and encouraging. She hoped that will make a difference in generating awareness about the issues related to health and malnutrition at a large scale.

The Minister said that the problem of malnutrition in India is a well-known fact and the Government has been taking various steps to address this through a number of programmes. Malnutrition is partly an issue of lack of means of nutrition and partly lack of knowledge about proper method of nutrition. The Ministry of Women and Child Development through its ICDS programme has been providing supplementary nutrition to the pregnant and lactating mothers as well as children up to the age of 6 years. The Ministry has also been undertaking information and education campaigns to sensitize people about the correct nutritional methods. In this direction the Ministry has produced a series of videos in all national languages so as to reach out to every citizen of the country. This initiative will add to the Ministry’s efforts on tackling malnutrition, she added.

She hoped that more organizations from the business and civil society will come forward to join hands with the Ministry to take up more such initiatives.

The launch of the IAP Health Phone was followed by a question answer session. Addressing the media, she said that awareness should be generated about the potential effects of the malnutrition on a person. All sections of society should work together to address the issue of malnutrition, she added.

The IAP HealthPhone is a public-partnership initiative that leverages the increasing penetration of mobile phones in the country to educate over 6 million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018. The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan (nutritional videos) series, jointly produced by Ministry of Women and Child Development and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutritional levels.

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To start the programme, IAP has forged a unique partnership with Vodafone India to encourage the viewing of the four videos. Vodafone will enable its customers to view/download the videos free of data charges and on viewing the 4 videos, the user will receive a talk time incentive of Rs.10/-.

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IAP HealthPhone partners are committed to strengthen the programme through their networks and sync their efforts to address malnutrition systemically. As next step they will also equip AWW, ASHAs and ANMs with a HealthPhone microSD card, containing a library of videos, to enable them to share health and nutrition knowledge with women, families and the communities they serve. They plan to partner with social media giants (such as Facebook, Twitter and Google) to use their exponentially growing channels to reach more rural and urban caregivers.

The three-year campaign by IAP HealthPhone is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India’s fight against malnutrition.

Senior officials of the Ministry of Women and Child Development and other stakeholders related to the programme were also present on the occasion.
Digital mass education programme to tackle malnutrition

By Indo Asian News Service | IANS India Private Limited/Yahoo India News – 12 hours ago

New Delhi, June 2 (IANS) The Indian Academy of Pediatrics (IAP) in collaboration with the Mother and Child Health and Education Trust on Tuesday launched a digital mass education programme - dubbed the world’s largest- to tackle the challenge of malnutrition in mothers and children.

The IAP HealthPhone programme, supported by Vodafone, aims to leverage the increasing penetration of mobile phones in India to educate over six million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018.

Vodafone will send out approximately 300 million text messages to its subscribers for three years to promote the programme.

"Almost 33 percent of the world’s malnourished children live in India. Mass education about the seriousness of this problem, its pitfalls and easy solutions, is critical among women of child-bearing age, mothers and their immediate families," said IAP president S.S. Kamath.

"We aim to jointly educate the caregivers, and in time change their behaviour to address this issue comprehensively," he said.

HealthPhone founder Nand Wadhwani said the three-year campaign will help in India's fight against malnutrition and "is expected to directly benefit the health of 100 million children born in India by 2025".
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Source: IANS
Last Updated: Tue, Jun 02, 2015 22:20 hrs 0 Comments

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HealthPhone founder Nand Wadhwani said the three-year campaign will help in India's fight against malnutrition and "is expected to directly benefit the health of 100 million children born in India by 2025".
Maneka Gandhi launches IAP HealthPhone programme

Union Minister of Women and Child Development Maneka Gandhi launched the Indian Academy of Pediatrics (IAP) HealthPhone programme in Delhi on Tuesday.

The programme is the world's largest digital mass education programme for addressing malnutrition in women and children.

This programme has been launched by the Indian Academy of Pediatrics (IAP) in partnership with the Ministry of Women and Child Development, UNICEF and supported by Vodafone India.

This programme aims to tackle the challenge of malnutrition in mothers and children across India.

Speaking at the launch of the programme, Maneka said that it is an innovative initiative that will reach out to the masses specially the rural females.

She said that the idea of paying an incentive for watching these videos is really unique and encouraging.

Maneka hoped that it will make a difference in generating awareness about the issues related to health and malnutrition at a large scale.

She also said that the problem of malnutrition in India is a well-known fact and the Government has been taking various steps to address this through a number of programmes. Malnutrition is partly an issue of lack of means of nutrition and partly lack of knowledge about proper method of nutrition.

The Ministry of Women and Child Development through its ICDS programme has been providing supplementary nutrition to the pregnant and lactating mothers as well as children up to the age of six years. (ANI)