

A Report on
National Nutrition Week

1 - 7 September, 2012



An Initiative of
Ministry of Women and Child Development
Government of India



National Institute of Public Cooperation and Child Development



List of Abbreviations

AWH	Anganwadi Helper
AWW	Anganwadi Worker
CDPO	Child Development Project Officer
CGC	Child Guidance Centre
CLCT	Child Learning Competency Test
DPO	District Programme Officer
ECCE	Early Childhood Care and Education
ECD	Early Childhood Development
FNB	Food and Nutrition Board
HCM	Hot Cooked Meal
ICDS	Integrated Child Development Services
ICDS	Integrated child development Scheme
IFA	Iron and Folic Acid
IGMSY	Indira Gandhi Matritava Sahyog Yojana
IYCF	Infant and Young Child feeding
JTC	Job Training Course
KSY	Kishori Shakti Yojana
MCPC	Mother and Child Protection Card
MWCD	Ministry of Women and Child Development
NIPCCD	National Institute of Public Cooperation and Child Development
NMEW	National Mission for Empowerment of Women
NPAG	Nutrition Programme for Adolescent Girls
PDS	Public Distribution System
RC	Regional centre
RGSEAG/SABLA	Rajiv Gandhi Scheme for Empowerment of Adolescent Girls
WHO	World Health organization



National Nutrition Week (1-7 September, 2012)


Introduction

The importance of food and nutrition in human development is widely recognized in both high income and middle to low income countries. Nutrition is the foundation for development and good nutrition is a human right. Malnutrition in all its forms amounts to an intolerable burden not only on national health systems but the entire cultural, social and economic fabric of nations, and is the greatest impediment to the fulfilment of human potential. Investing in nutrition therefore makes an economic sense because it reduces health care costs, improves productivity and economic growth and promotes education, intellectual capacity and social development for present and future generations.

Malnutrition amongst women is one of the prime causes of low birth-weight babies and poor growth. Low birth weight is a significant contributor to infant mortality. Moreover, low birth-weight babies who survive are likely to suffer growth retardation and illness throughout their childhood, adolescence and into adulthood, and growth-retarded adult women are likely to carry on the vicious cycle of malnutrition by giving birth to low birth-weight babies. Our Prime Minister Dr. Manmohan Singh had once referred to under-nutrition as a 'matter of national shame'. Despite substantial improvement in health and well-being, under-nutrition remains a silent emergency in India. The contributing factors for under-nutrition are household food insecurity and intra-household food distribution, imbalanced diet, inadequate preventive and curative health services, and insufficient knowledge of proper care and infant feeding practices.

Preventing under-nutrition has emerged as one of the most critical challenges to India's development planners in recent times. India, acknowledging that the problem of malnutrition is multi-dimensional, multi-sectoral and inter-generational in nature, and that a single sector scheme cannot address the multifaceted problem, introduced a number of schemes to improve nutrition needs of children and pregnant mothers from time to time under different Ministries. One of the flagship programme started in 1975 is Integrated Child Development Services (ICDS). ICDS has been instrumental in improving the health of mothers and children under age 6 by providing health and nutrition education, health services, supplementary food, and pre-school education. Other programs impacting on under-nutrition include the Midday Meal Scheme, the National Rural Health Mission, the Public Distribution System (PDS), Kishori Shakti Yojana (KSY), and Nutrition Programme for Adolescent Girls (NPAG), SABLA, etc. Besides these various nutrition prophylaxis programmes are also being run to prevent nutritional deficiency diseases. The challenge for all these programs and schemes is how to increase efficiency, impact and coverage.

With the setting up of the Prime Minister's Nutrition Council and the Ministry of Women and Child Development's (WCD) own proposals towards restructuring of ICDS into a 'Mission', there is a need to work out details on how ICDS can be '*reformed*' to ensure the best interests of the child. It is also well understood that services for children in this age group, especially tackling



malnutrition, requires convergence of many departments (ICDS, health, water and sanitation, PDS, rural development etc.), especially of health and ICDS services. Nutrition Education and Awareness needs far more effort and one of the major recommendations of the PM Council on nutrition envisages creating awareness of various issues related to combating malnutrition.

Since 1982, National Nutrition Week is celebrated in India from September 1 to 7 every year with different themes to create nutrition awareness among the people of India. The theme of National Nutrition Week 2012 was '**Nutrition Awareness - Key to Healthy Nation**'. The theme intends to address malnutrition and to generate awareness to tackle the problem by formulating strategies, policies, and plan of action thereby improving the nutritional status of the community. Nutrition Week was celebrated from 1-7 September, 2012 by Ministry of Women and Child Development (MWCD) in collaboration with National Institute of Public Cooperation and Child Development (NIPCCD) & Food and Nutrition Board (FNB).

Following activities were conducted during the National Nutrition Week:

- i. Nutrition awareness exhibitions conducted in four different parts of Northwest Districts of Delhi namely:
 - (a) Bawana (1st September, 2012);
 - (b) Narela (3rd September, 2012);
 - (c) Mangolpuri (5th September 2012) and
 - (d) Badli (7th September 2012)
- ii. Activities at Child Care Centre, NIPCCD
- iii. Activities at Regional Centres of NIPCCD



सत्यमेव जयते



Smt. Krishna Tirath
Hon'ble MOS (IC), WCD



Dr. Manmohan Singh
Hon'ble Prime Minister of India



Smt. Sonia Gandhi
Hon'ble Chairperson of UPA

NATIONAL NUTRITION WEEK 1-7 September, 2012

"NUTRITION AWARENESS – KEY TO A HEALTHY NATION"

During pregnancy & lactation

- Additional food during pregnancy & lactation is necessary for healthy development of growing baby and for adequately breastfeeding the child respectively
- Eat balanced diet & variety of foods in increased amounts
- Increase intake of cereals, pulses, milk & milk products and green leafy vegetables. If culturally accepted, eat meat, fish & egg
- Daily take Iron & Folic Acid tablet for 100 days & green leafy vegetables to prevent anemia.
- Consume iodised salt and take adequate rest
- Avoid excessive intake of caffeine, tobacco & alcohol
- Avail services under ICDS including supplementary nutrition

Initiate breastfeeding immediately after birth & give only breast milk upto first 6 months

- It is a complete food for the baby and promotes optimum nutrition
- It is safe & hygienic
- Protects against infections/allergies
- Reduces risk of child mortality
- Promotes emotional bonding of mother and child
- Protects mothers health & promotes contraction of womb
- Helps delay another pregnancy

After 6 months, introduce complementary foods along with breast feeding

- Breast milk is not sufficient to meet the needs of the growing child after 6 months
- Continue breastfeeding and give semi-solid, age-appropriate foods
- Add home-based food to your child like rice, suji, kheer, dal, mashed chapati, curd, seasonal fruits etc.
- Gradually increase the amount of foods.
- Add spoonful of oil for increasing energy density and green leafy vegetables for vitamins and iron
- Feed 3 to 4 times a day
- Avail services under ICDS including supplementary nutrition, growth monitoring, immunisation, health check up & education etc.

**Good Nutrition and Care – Birthright of
Every Mother & Child**

Government of India
Ministry of Women and Child Development
Food and Nutrition Board



Towards a new dawn

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Advertisement in the newspaper for celebration of the National Nutrition Week.



NATIONAL NUTRITION WEEK

‘EXHIBITION ON NUTRITION AWARENESS’

DATE : 1st , SEPTEMBER, 2012

VENUE : RAJIV GANDHI STADIUM, BAWANA

AGENDA

10:30 AM – 10:40 AM

Welcome
Director, NIPCCD

10:40 AM – 11:00 AM

About the Exhibition
Joint Secretary(S)

11:00 AM – 11:20 AM

Opening of the Exhibition and
Address to participants
MOS I/C

11:20 AM – 11:30 AM

Vote of Thanks, FNB

11:30 AM – 12:00 NOON

Visit to Exhibition

NUTRITION AWARENESS AT BAWANA ON 1st SEPTEMBER, 2012

Dignitaries on the Dais:

- Smt. Krishna Tirath, Hon'ble Minister of State (IC) , Women and Child Development
- Dr. Shreerajan, JS, MWCD
- Dr. Dinesh Paul, Director NIPCCD
- Shri. Babu Ram Mittal



On 1st September 2012, Exhibition was inaugurated by the Minister of Women and Child Development, Government of India, Smt. Krishna Tirath at Rajiv Gandhi stadium, Bawana, Delhi. She was greeted by a bouquet of flowers along with other dignitaries on the dais.

Dr. Dinesh Paul, Director, NIPCCD at the outset extended a warm welcome to Smt. Krishna Tirath Ji and appreciating the efforts of Minister he said it that it was under her able guidance and leadership, the nutrition exhibitions were being conducted with idea of spreading nutrition awareness out in the field. He also extended his warm greetings to all and expressed his views about the importance of such exhibitions.

Dr. Paul also informed the audience that ICDS project is working very well and in fact in the 12th Five Year Plan, restructuring and strengthening of ICDS is being sought and this would help in building the capacities of the AWC by providing more support in terms of budget, infrastructure and manpower. He told the participants that nutrition week is not only being celebrated in Delhi but through the NIPCCD regional centres the information would reach to a wider audience through the theme **“Nutrition Awareness- Key to Healthy Nation”**. He requested the participants to fully utilize this opportunity and visit each and every stall to gain wealth of knowledge.



Inauguration by Hon'ble Minister Smt. Krishna Tirath Ji

In her inaugural speech, she highlighted the importance of nutrition and nutrition awareness. She talked about the related programs of government and felt that benefits of programs should reach to each and every corner of the country. She emphasized on the main objective of the exhibition i.e. “Kuposhan Bhagao”- remove malnourishment from the country. She also



appreciated NGOs working in the area for fulfillment of the objective. She took pride in ushering about the Restructuring and strengthening of ICDS and about 'SABLA' scheme which has benefitted adolescent girls – the would-be mothers of the country. She also talked about schemes like ICDS, MID DAY MEAL, NREGA etc. that have benefitted a lot to women and children. She took pride in initiating Sabla programme and said that the day is not far when the country would have a healthy young mass of adolescent girls, the would be mothers of the country. She urged all participants to avail best of the knowledge available to them the exhibition and also spread the messages of

nutrition in the community so that malnutrition leaves the country as soon as possible.

A heartwarming “*Ganesh Vandana*” was put up by Song and Drama Division.

A nukkad natak was presented by an NGO’s collaborating with NMEW.

Dr. Shreeranjana, Joint Secretary of Ministry of Women and Child Development introduced the gathering to importance of this exhibition. He emphasized on the services being provided under ICDS for empowerment of women. He laid emphasis on conducting of such exhibitions and felt honoured to be a part of ICDS-one of the largest programmes for Women and Child Development across the World. He said that things are changing and with strengthening and restructuring of ICDS, definitely things would improve and said that all of us should relentlessly try to make it a success.

The vote of thanks was proposed by **Dr.N.Tiwari**, FNB. He appreciated the efforts of the Minister for her encouragement in conducting such exhibitions and for reaching out to the AWW on the occasion of Nutrition Week. He said that it is all because of the efforts of the Hon’ble Minister Smt. Krishna Tirath that AWC has gained such respectable position. He said that the Minister has put in so many efforts for the upliftment of the AWC thereby improving the nutrition and health status of women and children. He said that the work done by the AWW is commendable; they work tirelessly for children, women and adolescent girls. There is a need that we should all work to fight malnutrition in the country. He informed the audience that through the extension units of FNB the Nutrition Week celebration is being celebrated across the country.

A **nukkad natak** was presented by an NGO collaborating with NMEW.

NATIONAL NUTRITION WEEK

'EXHIBITION ON NUTRITION AWARENESS'

DATE : 3rd , SEPTEMBER, 2012

VENUE : SANATAN DHARAMSALA, PUNJABI BASTI, NARELA, DELHI

Dignitaries on the Dais:

- Dr. Dinesh Paul, Director NIPCCD
- Shri. S.K. Srivastava, Additional Director, NIPCCD
- Dr.N. Tiwari, DTA, FNB
- Shri. H.S.Nanda, DS, MWCD
- Smt. Savita, Deputy Director, ICDS

On the dais local community leaders and other party representatives as well as workers were also present.



Around 200- 250 AWW and AWH were present at the exhibition along with their respective supervisors and CDPO's. The function started with a play shown by Mission Poorna Shakti in collaboration with an NGO Aradhya to create awareness regarding ANC for pregnant women, MCP card, IFA and preference of male child.

The exhibition was inaugurated by Dr. Dinesh Paul (Director, NIPCCD) and in his inaugural speech he extended a hearty welcome to all the participants and said that he was delighted to see the enthusiasm in the participants. He informed the audience that the Hon'ble Minister, Smt. Krishna Tirath could not make it to the event due to the Parliament Session. He also mentioned the kindness of the Minister who was keeping herself updated about the event though physically not present in the exhibition. He also informed the audience that this whole exercise would not have been possible without the deep commitment and efforts of Dr. Shreerajan (Joint Secretary). He gave a brief description of the exhibitions and mentioned that dearth of knowledge was available to all present. He urged that the use the new WHO growth standard charts which would help in identification of children with Under nutrition and use of MCP card which would lead to prompt action should be promoted widely for counseling the mother and the community. He said that time has come when we should act and say '*Malnutrition leave India*'.

Dr. N. Tiwari, DTA, FNB explained the objective for putting up exhibition. He informed about importance of nutrition and prevention of malnutrition. He was of the view that small efforts would lead to big results. Simply inculcating small behavioral changes in our life we can fight malnutrition.

Local leader, Shri Sadhu Ram Mittal thanked the participants and the organizers for making the nutrition week such a fruitful exercise.

Shri H.S Nanda (Deputy Secretary, MWCD) said that the event was successful with the collective efforts of NIPCCD, FNB and others. He said that it is essential to fight malnutrition for which we need collective efforts especially of workers in the field to make our children healthy to make a healthy nation.

Awareness by Song and Drama Division

The Song and Drama Division was involved in creating awareness during the exhibition. It was heartening to note that **Shri Raju Srivastava** and his group had performed songs and dances depicted important messages on healthy nutrition such as importance of Green leafy vegetables and a balanced diet. The lyrics of the song are as given in **Annexure 1**.



NATIONAL NUTRITION WEEK

‘EXHIBITION ON NUTRITION AWARENESS’

DATE: 5th, SEPTEMBER, 2012

VENUE: F BLOCK, COMMUNITY CENTRE, MANGOLPURI,
DELHI

Dignitaries on the Dais:

- Dr. Dinesh Paul, Director NIPCCD
- Shri S.K. Srivastava, Additional Director, NIPCCD
- Dr.N. Tiwari ,Advisor, FNB
- Shri H.S.Nanda,DS, MWCD
- Smt. Savita Sharma, Deputy Director, ICDS

The exhibition was inaugurated by Dr. Dinesh Paul (Director, NIPCCD), in the absence of Hon’ble MOS Smt. Krishna Tirath along with officials of MWCD, FNB and Delhi Government.

Shri H.S.Nanda, in his welcome speech showed his concern about the situation of malnutrition of children under 6yrs of age and urged that we need to seriously work to improve the nutritional status of children.

Dr. N. Tiwari, shared with the participants that it has been the collaborative efforts of MWCD, NIPCCD, FNB; Delhi Government that nutrition week is being celebrated so nicely. He thanked

and congratulated all AWW and their supervisors/CDPOs for being present at the occasion. He said the ICDS project has now expanded to cover more vulnerable populations. He congratulated the honourable minister as through her efforts only AWW has got such a respectable position. He said that malnutrition is like a demon and we should be cautious of its adverse effects on our children and hence should increase awareness to prevent the same. AWW should disseminate the knowledge regarding nutrition and child development to the people of their area.



Shri Sadhu Ram Mittal, local leader in his speech thanked the participants for participating and attending the exhibition enthusiastically. He said that if the child is malnourished then the society will not be healthy at all. He stated that women often in rural and peri-urban areas do not get chance to go out of the home. It is through the AWW that correct knowledge can be imparted to the women in these areas. In fact if we educate women they would spread the knowledge across to many people. We have the responsibility of building a healthy nation, so let's all pledge to work for it.

Dr. Dinesh Paul, addressed the august gathering and thanked all the participants for making the exhibition so successful on the occasion of nutrition week. He said that imparting correct knowledge is very important and we should all strive to give and get correct knowledge to fight malnutrition. We should follow good practices like giving the first milk to the child within one hour after birth as that we can save the life of many children. He informed the audience that nutrition week is being celebrated across the four regional centres of NIPCCD. He said that in the fight against malnutrition AWW has a big role to play as they are at the grass root and can help impart knowledge and correct practices and with the restructuring of ICDS new improvements will be made in ICDS and AWC will be strengthened as vibrant ECD Centres. AWC will be developed with a strong component of ECCE along with hot cooked meal. He stressed on the fact that new WHO Growth Chart is a very important tool to assess malnutrition so it should be known to all AWWs so that prompt corrective measures are taken by AWW for undernourished children. At the end he appreciated the efforts of all who had put the exhibition, local leaders and colleagues for making the exhibition such a success.



NATIONAL NUTRITION WEEK

'EXHIBITION ON NUTRITION AWARENESS'

DATE : 7th SEPTEMBER, 2012
VENUE : BADLI (COMMUNITY HALL)

Dignitaries on the Dais:

- Dr. Dinesh Paul, Director NIPCCD
- Shri S.K. Srivastava, Additional Director, NIPCCD
- Dr.N. Tiwari ,Advisor, FNB
- Shri H.S.Nanda, MWCD
- Dr. Premi Devi, DTA, ICDS

Exhibition at Badli on 7th September 2012

Nutrition Exhibition at Badli was inaugurated by **Dr. Dinesh Paul, Director, NIPCCD**. The programme started with *Saraswati Vandana* by AWWs Shri H.S. Nanda welcoming all said that special emphasis has been given on organizing exhibition for awareness on nutrition. He explained the reasons of malnutrition to AWWs and urged them to pass on the information gained from the exhibition to masses. This was followed by a nukkad natak staged by Aradhya Trust on the theme '*Cleanliness*'. *Saraswati Vandana* was then recited by Song and Drama Division, Government of India.



Dr. Tiwari, DTA, FNB, expressed heartfelt thanks to Smt. Krishna Tirath for improved state of ICDS and was proud being a part of ICDS- the world's biggest programme for Women & Children. He said that everyone present should make use of the stalls fully, like demonstration of low cost nutritious foods and identification of malnutrition. It said that its high time that people give due respect to AWC which it deserves.

Shri Sadhu Ram Mittal, Local Leader in his speech emphasized on exclusive Breastfeeding up to six months and after six months the importance of complementary feeding with continued breast feeding. At the end he requested all AWWs present there to take advantage of the Nutrition exhibition and pass on the knowledge to others as well.



Dr. Dinesh Paul, while inaugurating the exhibition stressed on the need of nutrition awareness. He said that if awareness and knowledge about infant feeding (giving colostrum to the new born baby, complementary food from 6 months etc.) could be spread to each and every corner of our country, changes will occur and the time is not far off when malnutrition would leave country. He emphasized that with proper identification of undernourished children the prevention and treatment would be easier. He encouraged the AWWs to weigh children from time to time for continuous three years. For girls he stressed that they should not marry before 18 years and girl child should not be killed. At the end, he said that having nutritious food, healthy life practices, and things will definitely improve.

Vote of thanks was given by **Dr. Premi Devi**, DTA, FNB.

Activities in the Exhibition

A) Nutrition Awareness Exhibition

A colorful exhibition on various aspects of good and healthy nutrition was displayed for awareness. There were colorful flags and posters depicting important messages on nutrition. These panels displayed information on prevention of vitamin deficiency disorders, IYCF and messages for prevention of nutritional deficiency diseases.

Exhibition also were put up by ICDS project from Delhi displaying Model AWC, the stall was beautifully decorated with charts made by AWWs on immunization, nutrition for infant, pregnant and lactating women. They had also put up toys and educational aids made by the AWW which could be used to teach children coming at the AWC.

B) Child Learning Competency Test (CLCT): The aim of the CLCT-Child Learning Competency test was to assess the cognitive development of the child. Information was displayed in panels and standees. Learning begins before a child walks through the classroom door. From the earliest age, children's development and learning are fostered through their interactions with caring human beings in secure, nurturing and stimulating environments. Young children's experiences in first years of life- well before they begin school- create foundation for subsequent learning.



CLCT (Child Learning Competency Test) is developed to assess the cognitive development of children (3-5 years). With the help of this tool, the performance of children (37 to 72 months) on various cognitive and psycho motor abilities is observed. The aim of CLCT was to demonstrate to parents and participants what learning is taking place and allows them to explore opportunities to have involvement in planning and reflections. It also gave opportunity to AWW to learn the teaching styles which would help them to recognize the child learning styles. The questions in CLCT are designed to address every component which takes in to account the proper cognitive development of the child. Parents and AWWs were counseled on the basis of their child performance.

During the exhibition AWW in group of 3-4 visited the stall. There AWWs, in groups of three to four were provided information by NIPCCD staff and consultants, who demonstrated to them that how easy tools could be used by the AWW to assess the cognitive development of the child. They clarified their doubts and learnt assessment of CLCL that were used to assess the cognitive development of the child. It was a very interactive exercise as AWW were asking

questions regarding the how these questions could be asked, some of them also noted the questions so that these could be used afterwards. It was seen in some cases that children who were malnourished were not able to perform well in the learning test also. This shows that if proper development of the child is desired then children should not be malnourished. Children who were not performing well in the test their parents/ caregivers were counseled how to help the child in increasing the cognitive skills. AWW were informed that these simple tools should be used to assess development of the child and counsel their parents. Information was given to AWW that during preschool education at the AWC skills of children should be developed at the same time it is also important to keep monitoring it regularly.

C) Growth Monitoring of Children: WHO growth charts were displayed for awareness and weight measurement was done using the Salter's Scale. It was discussed with the AWW how the new MCP card should be used to note the weight of the child and as a means to counsel young mothers. Actual weight was done of a few children who were present at the exhibition and their mothers were given the MCP card and counseling advice. At the Counseling and referrals were done for children who were malnourished. AWW were very keen to learn the plotting on the new chart. Faculty from NIPCCD taught AWW how to plot the weight as per the age of the child. This exercise was done in group of 4 – 5 AWW at the stall.



D) Adolescent Guidance Centre: Adolescent Guidance Centre, was set up with the aim to display its services to grass root level workers and communities of North-Western part of Delhi. The team has taken the themes related to self-esteem in children, importance of career guidance and life skill education. The themes were chosen keeping the needs of the community in mind. All the displayed material was shown in pictorial form and in Hindi. The modules of *Sabla*, *Indira Gandhi Matriva Sahyog Yojana*, *Life Skill Education* and *How to Choose a Future* were also displayed where visitors could see the content of manuals. Around 100-150 visitors visited the stall in Bawana, Narela, Mangolpuri and Badli. Visitors were mainly anganwadi workers who were keen to take suggestions for the difficulties they are facing in anganwadi workers. Queries were mostly related to handling issues among adolescent girls. Sabla was the main attraction of the stall as AWW's were really curious to see the module. Visitors were also eager to know about the services of Adolescent Guidance Centre and Career Assessment, therefore, the objectives and process was told to them and the brochures were distributed among them.



E) Child Guidance Centre: The main aim of the CGC was to spread awareness amongst the local communities about the childhood problems, issues and concerns and proper guidance. The services offered by the CGC were enunciated to the visitors.

F) Health Check-up: Delhi Government had arranged for health check-up including haemoglobin, Blood pressure and Blood sugar estimation. The stall was manned by a doctor and three other staff including a pharmacist and laboratory assistant. A large number of participants did investigations.



G) Model Anganwadi centre: ICDS project from Delhi displayed a Model Anganwadi Centre. Three stalls were put up at the exhibition to portray the activities at the AWC. At the first stall a model was prepared of the AWC using small dolls to display counseling of mothers by the AWW and activities with children. At the second stall charts were displayed to educate the audience how useful information regarding immunization, nutrition and health could be made and displayed at the centre. In another stall, AWW had also displayed toys that were made by them a demonstration of the skills learnt by them at the centre. The AWWs introduced their activities in AWCs. There were quality models of AWC and IEC material depicted which gave an experience and feeling of being in an AWC. In all the four days (1st, 3rd, 5th & 7th September, 2012) ICDS project from Nabi Karim, Narela , Mongolpur- Khurd, Ekta Vihar and Shahabad Daulatapur exhibited a model AWC .



H) Exhibition by Food and Nutrition Board

Food and Nutrition Board put a display. The display was done with actual foods being displayed the stalls. Information was displayed at the stalls about food and their importance in life.

- In order to create awareness a food, food groups were displayed from different categories and their nutritive value as well as significance was put up. The information was nicely depicted through panels, standees, posters and models. They had put up actual demo for making nutritious recipes.



- FNB had circulated/distributed pamphlets, books and nutrition information dissemination cards prepared by them. The information was provided in Hindi and

English on *National Guidelines on IYCF, How to Preserve the Nutritive Value of Fruits and Vegetables.*

- **Recipe demonstration** was done at the exhibition. The recipes demonstrated were sprouted moong salad, nutritious cheela etc. FNB formulated recipe books were also available at the stall.
- People were also provided the facilities to calculate the BMI. This stall was meant to educate the AWW on the calculation of BMI and its interpretation.

I) Quiz conducted by Food and Nutrition Board, MWCD

Nutrition Quiz was conducted to test the knowledge of mothers/girls in the community. Questions regarding health & Nutrition were asked from the participants. Those who answered the question were given a gift from FNB. The questions asked were simple and worked as a way of reinforcement for the people present, especially for the AWWs.



Quiz Questions

Following Twenty nutrition based questions were asked during this quiz session:

- Name major nutrients found in balanced diet?
- Protein and energy malnutrition results in which two disease conditions?
- Which is the symptom common in both the above mentioned conditions?
- Name the two components of Body Mass Index?
- What are the three ways of increasing the nutritional value of food stuff?
- Which nutrients increase in amount after sprouting?
- Name two food items which can be fermented and name the nutrients that increase in amount after fermentation?
- Which is the nutrient deficiency prevalent in maximum number women of reproductive age group in India?
- Name two low cost iron rich food sources?
- Name two low cost vitamin A rich food sources?
- When should the first milk of the mother be given to the newborn?
- Colostrum is rich in which nutrient?
- When Complimentary feeding should be started?
- Name the nutrient which helps in the absorption of iron?
- Vitamin C deficiency causes which prominent symptom?
- Bone structure is made up of which mineral. Name two rich sources of this mineral?
- Name the vitamin which is good for health skin and hair and give the food sources rich in this nutrient?





J) Hanging Panels and Posters (Hindi)

The stage was decorated with a backdrop of attractive hanging panels. These panels were displaying important/crucial health and nutrition messages like colostrum is the first immunization for a newborn, initiate breastfeeding immediately after birth and give only breast milk up to first 6 months, After 6 months, introduce complementary foods along with breastfeeding

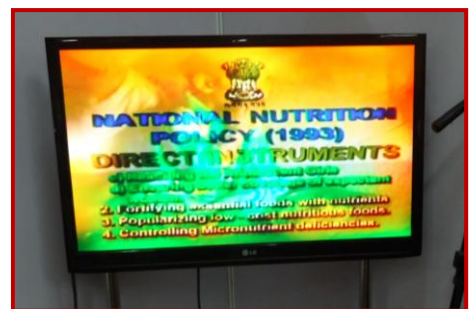
A list of the panels is given in [Annexure 6 & 8](#).



K) Video Gallery

Videos were being repeatedly played on a LCD TV, throughout the day. Following videos were being played:

- How to prepare instant food mixes at home for infants,
- Method of preservation of fruits and vegetables,
- Growth monitoring, etc.



L) Activities by Mission Poorna Shakti

Mission Poorna Shakti had also displayed their stall where in a diet counselor was advising people about a healthy diet. **Interesting plays shown by Mission Poorna Shakti** in collaboration with Aradhya NGO to create awareness regarding ANC for pregnant women, MCPC card, IFA and preference of male child.

M) Activities by Rashtriya Mahila Kosh

The National Credit Fund for Women or the Rashtriya Mahila Kosh (RMK) was set up in March 1993 as an independent registered society by the Department of Women & Child Development in Government of India's Ministry of Human Resource Development. The stall was manned by RMK women; SHG had made Paushtik Ladoos and displayed the same at their stall.

N) Activities by Indicare Trust

A Stall was also set up by Indicare Trust - run by Self-Help Group. A sample hot cooked meal was distributed to the visitors. 6-8 Local women residing in the village where AWC is located form a *Self-Help Group*, one of the responsibilities of these groups is to prepare HCM under their supervision so as to control the pilferage and quality of the SN being distributed in the AWC. The Indicare Trust distributes Supplementary Nutrition in AWCs in 6 Projects (Shahabad, Nabi Karim, Jama Masjid, Mangolpuri, Nangloi and Shakurpur).

O) Activities by Stree Shakti Kendra (NGO)

The women displayed artificial Jewellery and selling it to the local market. Fourteen women are working at present in this Kendra. Another stall by **Stree Shakti in collaboration with Ray Foundation** also distributed Hot Cooked Meal (HCM) like matar Dal, Kala Chana, Pulav, Lobia and Sweet Dalia to the visitors.



P) Song and Drama Division:

In all exhibitions has some theatrical performance were done, dances and songs headed by Shri Raju Srivastava. They are related about nutrition, hygiene, importance of green leafy vegetables

in diets and AWCs and demand for their importance. Lyrics of the song depicted by Song and Drama Division are placed at Annexure 1.

Q) Poem by AWW (Annexure -2)



R) Poems with theme on the 'girl child' were recited by Anganwadi workers. (Annexure-3)



S) Nutrition Rally Children of AWC conducted rallies in their areas.

Slogans were shouted by children in areas for creating Nutrition awareness: **(Annexure-4)**

T) Poem on girl child recited by AWW, Smt. Lakshmi Devi from Ekta Vihar project

A poem was recited by one of the anganwadi workers which is placed at **(Annexure-5)**

U) Nukkad Natak 'Aaj Ki Awaj' was performed by National Mission on Empowerment of Women



V) Song Presentation by Anganwadi Worker



Activities at Child Care Centre, NIPCCD, New Delhi

Nutrition education to preschool children is one of the main activities in the Child Care Centre and throughout the National Nutrition Week, **Preschool activities** like songs, stories; puppet shows etc. were conducted for children on the theme of Nutrition such as names of fruits and vegetables. Using PowerPoint presentation, every child was asked to recognize and name them from the Power Point presentation and also to recognize them from their tiffin's sent by their mothers. Also they were taught regarding the importance of vegetables and fruits in health and disease in a simple manner by employing play way method. Clay modeling, paper cuttings and use of electronic media for demonstration of nutritious foods and the importance of fruits and vegetables in the diet was the main motto.



Safe hygiene tips were taught to children with regard to hand washing, cutting of nails and use of safe drinking water and also to keep the surroundings clean. This was observed and now it is a regular activity.

The mothers of the children attending the preschool children were provided information in advance about the theme of National Nutrition Week. Mothers were also informed about the role of nutrition in health and disease and how small efforts on their part could contribute to building good behaviour and healthy nutritional behaviour in their children. They were also informed why nutrition is so important for these children and how simple tips regarding how they could make their dishes more nutritious, colourful and interesting at low cost. They were asked to provide nutritious **food in the tiffin boxes of children** throughout the week. It was declared that prizes would be awarded to children who brought nutritious food throughout the week. The criteria for the prizes were mothers who could use low cost locally available food, make nutritious tiffin's in terms of judiciously using various food groups with many colours and adequately incorporate fruits and vegetables in their tiffin's.



For one week their tiffin were monitored and based on the criteria mentioned above three prizes were selected for children. Also three children were selected on basis that they finished their Tiffin regularly and were appreciated and given applauses in front of other children every day. One criteria of prize distribution was cleanliness and preparation of tiffin and three children received prizes. Also

a best child award was given to the child based on performance of the last three months taking into account the behaviour and how child performed during the entire three month period.

Mother's competition was held on 6.7.202 on 'Paustik Aahar' regarding the low cost nutritious Tiffin's recipe for prepared by mothers, Out of 17 participants three best dishes were awarded prizes by **Shri S.K. Srivastava**, Additional Director, NIPCCD. First prize was won by **Smt. Anju** (prepared Palak paneer paratha and lauki Kofte) . Second prize was recieved by **Smt. Parveen** for Paustik Cheela and third prize by **Smt. Manju** for Namkeen Pulao.



Shri S.K. Srivastava, Additional Director NIPCCD addressed the mother's group and apprised them of importance of food for healthy living. He encouraged them to nutritiously empower their children and family by judicious selection of food from each food group. In very simple terms he gave a clear cut message of what nutrition is and how to remain healthy with choice of appropriate nutritious foods. He tasted all the recipes and said that all the women were winners in real sense as the foods prepared were quite tasty and had the nutrition element intact in it.



Fancy dress competition: For the fancy dress competition the theme was on fruits and vegetables. The first price was won by **Kumari Yuvika** who dressed herself like a mango and recited a poem on mango beautifully. Second prize was won by **Kumari Rashi** (Apple Girl) and **Kumar Suraj** won the third prize (Orange).



Glimpses of National Nutrition Week at NIPCCD, New Delhi





**Celebration of National Nutrition Week, 2012 at NIPCCD Regional Centre
Regional Centre, Lucknow**



The Regional Centre, Lucknow celebrated the National Nutrition Week in 2012, by organizing various activities. As part of this celebration a Nutrition Awareness Campaign was organized for people of Gudamba Village on 3rd September 2012. About seventy five participants comprising women, children and adolescent girls attended the programme. The CDPO, Supervisors and AWWs were also present in the programme.



Ms. Satbeer Chhabra, Programme Director presented the rationale of the programme, its objectives, and briefed the participants about its activities. She also emphasized the importance of health and nutritional care during various stages of life cycle especially during infancy, adolescence, pregnancy and lactation.

Dr. V D Gadkar, Deputy Director, extended a warm welcome to the participants and highlighted the situation of malnutrition in the state of Uttar Pradesh. He also talked about the situation of IYCF practices in the districts of UP.

A role play was performed highlighting **Care during Pregnancy** The prime messages given via role play included the importance of nutritious diet during pregnancy and lactation, use of IFA tablets, antenatal checkups and



vaccination during pregnancy, intergenerational cycle of malnutrition, care of the new born and infants, importance of hygiene and sanitation etc. They also enlightened the participants on various social practices that are responsible for delay in early initiation of breastfeeding, exclusive breastfeeding, and complementary feeding which are the prime factors responsible for malnutrition in children. Folksongs, illustrating services available at AWCs, importance of immunization, hygiene and sanitation, nutrition and health care of pregnant and lactating women etc. also formed part of the activities. All the participants actively participated in the folk songs and enjoyed the programme.



A film on Malnutrition was also screened depicting the present scenario of malnutrition in children of rural and urban communities, intergenerational cycle of malnutrition, malnutrition and ill health, steps to tackle the problems, co-ordination and convergence with other departments in overcoming the problem of malnutrition etc.



The programme ended with a short recap by **Ms. Chhabra** from the participants about all the important messages delivered through role play, folk songs and film and a hearty vote of thanks to the ICDS functionaries and participants.

The National Nutrition Week was also celebrated by conducting activities with the participants of *'Training of DPOs on New WHO Child Growth Standards'* being organized from 4-6



September, 2012. They were divided in two groups and a Quiz Competition was organized on nutrition and health issues. Keeping in view the theme of this year i.e. **'Nutrition Awareness-Key to Healthy Nation'**, they were asked to conduct a mock nutrition counseling session using growth chart as counseling tool. They performed a role play on nutrition counseling of mothers/family members of children whose growth curve falls in yellow band. They were apprised of the

basics of counseling, difference between nutrition education and nutrition counseling, counseling skills, qualities of a good counselor and steps in counseling such as active listening, reflecting, paraphrasing, summarizing, open questioning etc. As part of the celebrations two Nukkad Nataks were arranged in coordination with Song and Drama Division of M/o Information & Broadcasting for Nidura ICDS Block. These Nukkad Nataks were performed by a team of artists at Kursi Village on 6th September 2012. More than two hundred people attended the programme.

The theme of the Nukkad Nataks was Care during pregnancy, early initiation of breast feeding, exclusive breastfeeding up to six months and complementary feeding at six months. Other messages conveyed through the plays were equal treatment to both the girl child and boy child, marrying the girls at the right age, (not below 18 years), education of girls, spacing between two children etc. It was found that all these measures would help in prevention of malnutrition in women and children who



are the most vulnerable groups.

Ms. Satbeer Chhabra while addressing the gathering stressed that by adapting practices such as delaying the age at marriage, education of girls, delaying the age of 1st pregnancy, spacing of at least two years between children and adopting family planning measures would go a long way in preventing malnutrition among women and children. The three pillars of nutrition i.e., food, health and care need to be strengthened to ameliorate the problem of malnutrition. It is not only women but other family members including men need to be made



aware of nutrition and health issues. Knowledge and awareness about various nutrition and health issues is the key to improving nutritional status of the community. At the end she proposed a very hearty vote of thanks to the team of artists for delivering important messages to the community in such simplistic and entertaining way. She also thanked **Ms. Rashmi Awasthi**, CDPO, Nidura ICDS project and other ICDS functionaries for contributing towards making this programme a successful one. The celebration ended with hearty thanks to all the participants/gathering who have come to attend the programme.

Regional Centre, Indore

1st to 7th September, 2012 in order to promote healthy nutritional practices and nutrition awareness among community and other stakeholders. The programme schedule for the week is enclosed.



National Institute of Public Cooperation and Child Development (NIPCCD), Western Regional Centre, Indore, celebrated National Nutrition Week (1 – 7 September, 2012) with great vigor and enthusiasm by conducting various activities during the week.

On the First Day, of the National Nutritional Week inauguration was done by **Dr. P. Krishnamoorthy**, Regional Director, NIPCCD, RC (I) on 1 September 2012. **Dr. Krishnamoorthy** focused on need of Nutrition awareness and its importance. **Dr. Smita Tiwari**, Assistant Professor, Regional Health and Family Welfare Training Centre, Indore, delivered a lecture on the theme of the National Nutrition Week –“ **Nutrition Awareness – Key to Health Nation**”. The lecture was attended by 30 trainees and all faculty staff of RC (I).

On the second day, a nutrition awareness campaign was organized in the community near Brahmkul Devdharma Ashram. **Dr. P. Krishnamoorthy**, Regional Director inaugurated the programme and addressed the participants. The campaign was attended by 500 women, children, school teachers and principal of the Ashram. **Swami Omanand Sarswati** of the Ashram gave a talk on food, digestion and respiration and its relation with health and nutrition.

Mrs. Bhawini Ajmera, Nutritionist addressed the participants and interacted on Nutrition needs of women and children. The campaign was also attended by NIPCCD Faculty/Staff. In the last, **Shri P. J. Philips**, Assistant Director presented vote of thanks to all woman, children, Ashram teachers and staff for their active participation and cooperation in the campaign.

On the third day, of the event, a special session was conducted by Dr. R. K. Jaiswal, (Professor of Agriculture College, Indore) in the NIPCCD, Indore campus. He explained about the use of locally/daily available food and vegetables in the market, especially lemon and seasonal fruits and vegetables, for preparing nutritious food. In his lecture, he emphasized on “*Kitchen Gardening*”. By addressing a question on possibility of “*Kitchen Gardening*” in multi-story buildings in cities, he said the terrace and building walls can be utilized in this purpose with proper structural planning. The lecture was attended by about 50 trainees and all faculty of NIPCCD, RC (I).

Dr. P. Krishnamoorthy, Regional Director, while addressing participants called upon to follow the suggestions of **Dr. Jaiswal** while preparing food at home. **Dr. Rajesh Mishra** extended thanks to Dr. Jaiswal for sharing valuable information about horticulture and nutrition with trainees and faculty/staff of NIPCCD, Regional Centre, Indore.

On the fourth day, an awareness campaign on “*Preparation of Nutritious Food with locally available food material*” was organized in the hostel premises. About 50 adolescents and women from nearby villages actively participated in the programme. Varieties of nutritious food items were displayed for the participants on this occasion. The methods of preparing these items were also elaborated to participants. Demonstration of nutritious dishes with locally available food material was given by the home science students of Maharani Laxmibai P.G. College, Indore.

The recipes prepared by Home Science college students were evaluated by NIPCCD Faculty and prizes were given to best three recipes.

On the fifth day, of the celebration of National Nutrition Week, 1-7 September 2012, the Institute organized a Healthy Child Competition at Anganwadi Centre (AWC), Devdharam Tanki, Indore. About 50 children (0 – 6 years) and their mothers participated in the event. Three children each of age group 0 – 3 years and 3 – 6 years were selected as healthy child on the basis of different health and nutrition parameters. These six children were given toys as prize by **Dr. P. Krishnamoorthy**, Regional Director. **Dr. Rajesh Mishra**, Assistant Director delivered a lecture on health and nutrition care need of children and women. He also shared the Health and Nutrition services provided to women and children under ICDS and similar programmes. About 10 Anganwadi Workers, 10 Anganwadi Helpers and the circle Supervisor also participated in the programme.

On the sixth day, a poster exhibition was organized in the library of NIPCCD RC (I). Posters on health and nutrition were displayed by project staff using the available material. Students of St. Joseph School presented their posters in the exhibition. Best 3 posters were selected and given prizes by **Dr. P. Krishnamoorthy**, Regional Director. All children expressed their views and shared the messages given by their posters on health and nutrition.

On the last day, a Nutrition Awareness Camp was organized at AWC-Gandhi Nagar. The Camp was participated by about 100 women and children. AWWs of 11 AWCs prepared nutritious recipes which were displayed to participants. 3 best recipes out of 11 recipes prepared and presented by AWWs were selected and given prizes on the occasion. Weights of children were taken on the occasion. Mothers were given nutrition counseling. **Dr. Rajesh Mishra** delivered a talk on need and importance of growth monitoring of children. Faculty/Staff of NIPCCD and 30 CDPOs of JTC also participated in the camp.

Programme Schedule - Indore

01 September, 2012	Saturday	Nutrition Awareness- Key to Healthy Nation – A Lecture <ul style="list-style-type: none"> • Dr. P. Krishnamoorthy, Regional Director, NIPCCD • Dr. Smita Tiwari, RHFWTC, Indore
02 September, 2012	Sunday	Nutrition Awareness Campaign in Community <ul style="list-style-type: none"> • Shri T. Dung Dung, Dy. Director, NIPCCD • Shri P.J. Philips, Assistant Director, NIPCCD • Ms. Sonali, Faculty Member , NIPCCD
03 September, 2012	Monday	Role of Horticulture in Nutrition <ul style="list-style-type: none"> • Dr. R. K. Jaiswal, Professor, Agriculture College, Indore
04 September, 2012	Tuesday	Preparation of Nutritious Food with locally available stuff: A Demonstration by Home Science College Students <ul style="list-style-type: none"> • Dr. P. Krishnamoorthy, Regional Director, NIPCCD • Shri S.G. Gangur, Assistant Director, NIPCCD • Ms Sonali, Faculty Member, NIPCCD
05 September, 2012	Wednesday	Healthy Child Competition <ul style="list-style-type: none"> • Dr. Rajesh Mishra, Assistant Director, NIPCCD
06 September, 2012	Thursday	Poster Exhibition on Nutrition <ul style="list-style-type: none"> • Dr. P. Krishnamoorthy, Regional Director, NIPCCD • Dr. Rajesh Mishra, Assistant Director, NIPCCD
07 September, 2012	Friday	Nutrition Awareness Camp for Mothers <ul style="list-style-type: none"> • Dr. Rajesh Mishra, Assistant Director, NIPCCD

Glimpses of National Nutrition Week, Indore





Regional Centre, Guwahati

Theme: Nutrition Awareness – Key to Healthy Nation
September 5, 2012

Keeping the above in view, The National Institute of Public cooperation of Child Development, Regional Centre Guwahati celebrated the National Nutrition Week from September 05-06, 2012. It was celebrated by covering two types of cliental groups. On the first day, it was celebrated for the staff members of the Institute and on the second day for the Community of an Anganwadi area. The aims of the celebration were:

1. to make the staff of the Institute aware about basic aspects of Nutrition linking health; and
2. to make the mothers and adolescent girls aware about basic aspects of nutrition focusing young children, adolescent girls and mothers.

Day wise activities carried out in both the places are given:

A) Talk on: Food Security for Healthy Nation

The programme started at 11.30 am with brief introductory comments by the Regional Director on the occasion of celebration of National Nutrition Week and the theme of this year. This was followed by the talk on **Food Security for Healthy Nation** by **Dr. Charu Lata Mahanta**, Dean, Research and Development, Central University, Assam. **Dr. Mahanta**, in her talk elaborated upon various aspects of Food Security. She stated by explaining the meaning of Food Security, Definition of food security, reasons of food insecurity, categories of people in India suffering from food insecurity, India's aim for a self-sufficiency in food grains. She also discussed about the reasons for low cereal consumption, grim scenario, malnourishment in India and annual growth rate of India. In addition, the Resource Person also highlighted about the global scenario in the context of food security/insecurity. The staff members of the Institute clarified their doubts regarding nutrition and health. The session was very lively and beneficial. The session continued till 1.30 pm. Apart from the staff of the Institute Instructors from Guwahati based Anganwadi Workers Training Centre were also present.

B) Recipe Competition: Instant Recipe competition

The second session was on recipe competition among the faculty and staff of the Institute. It was a kind of Ready-to-Eat recipe competition where competitors were instructed to use 5-7 ingredients (apart from spices and condiments) for the recipe. In all 38 ingredients, including spices and condiments were displayed before the competitors for the instant recipe competition. The staff members picked up the items as per their requirement. All together 23 competitors including faculty and others took part in the competition. The recipes basically were salads, chaats and sweet dishes. Competitors were given 30 minutes for the preparation. Later these dishes were judged by **Dr. D.K. Saikia**, Deputy Director and **Mrs. Kashmiri Baruah**,

Research Assistant. Three prizes were given for the first three best recipes. Due to shortage of time, Quiz competition could not be held on this day.



September 6th , 2012

On the first half of the day, activities were carried out in an Anganwadi Centre named Bagharbari AWC of Dispur ICDS Project. Following activities were conducted in the AWC in connection with the National Nutrition Week:

A) Health and Nutrition Exhibition

Focus of the exhibition was on Nutrition for adolescent girls, Pregnant and nursing mothers and Children. Charts and posters on feeding guidelines for young children, vicious cycle of infection and under-nutrition, Immunization, etc. were displayed. Raw ingredients of a day's meals for a child between the age group of 1-3 years and for an adolescent girl were also displayed. Apart from these, foods rich in various nutrients were also displayed. All the exhibits were explained to the mothers and adolescent girls in two batches. Apart from this, demonstration of Iodine Testing Kit was also done along with few tips on proper use of iodized salt. In addition to these, some health captions were also displayed in the exhibition.



B) Healthy Baby Show

A healthy baby competition in the age group of birth – 12 months old was also held in the AWC, where altogether nine babies were brought by their mothers for the competition. For this weights of the babies were checked; immunization status (checked the Mother and Child Protection Card as well as Immunization register) and developmental milestones of the babies were observed. Out of nine babies three babies were declared first, second and third and later prizes were awarded. The mothers seemed to be very eager to take part in this competition



C) Counseling Mothers

After the baby show and the exhibition, some mothers had raised queries regarding the weights and feeding of their babies. Therefore, the mothers were counseled accordingly. In all five mothers were counseled as per their problems

D) Recipe competition of complementary food

Mothers of the Anganwadi Area were asked to prepare a simple complementary food for a one year baby at home and bring a small amount to the AWC for the competition. Altogether seven mothers participated in this competition. Only two preparations were found to be appropriate in terms of ingredients, consistency and serving utensils. The selected mothers were later awarded with prizes.

E) Demonstration of Complementary foods for infants and young children

A demonstration on Instant Infant Food mixes from staple cereals and pulses was done at the AWC for the mothers and adolescent girls by the faculty member of RC-G.

Three types of instant food mixes were demonstrated. The nutritive value was calculated beforehand. For the demonstration, rice, puffed rice, wheat (Atta), Bengal gram dal, ground nut and sesame seeds were used. All the food products except puffed rice were washed properly, dried in the sun and roasted. Then all the roasted food and puffed rice were grounded to a fine powder. The proportion of cereal and pulse ranged in the ratio of 2:1 to 3:1. Roasted groundnuts and gingili seeds were used in the proportion of 4:1 and 5:1. Ground sugar was also added to the mixes. These mixes were demonstrated to the mothers with the suggestion to practice at home as these can be kept for one month in air tight containers and can be used whenever required.

The demonstration was done with the objective that homemade foods are good and is prepared hygienically than the ready-made instant baby foods. Discussion was also held on how to make the instant food mixes by stating the quantity of such ingredients, preparations, etc. In addition, importance of such homemade complementary foods was also discussed. The women gathered there showed very enthusiasm towards the home made complementary foods.



F) Demonstration of a “Nutritious Chaat” for pregnant and nursing mothers

For the pregnant and lactating women a nutritious chaat was demonstrated using Bengal gram, sprouts, boiled potato, vegetables, etc. This demonstration of chaat was conducted keeping the situation of loss of appetite of the pregnant women during pregnancy. This sweet, sour and hot preparation was given to all for tasting. All the audience in the AWC liked the chat and appreciated a lot.



G) The Audience

Altogether twenty mothers and three adolescent girls were present in the activities. Since most of the adolescent girls had gone to school, thus their participation was less.

H) Distribution of Prizes at AWC

The prizes of the competitions were given at the end of the activities by the Child Development Project Officer. Mothers who won the prizes were very happy. At the end everybody was thanked by the NIPCCD Faculty.

I) Quiz Competition among the staff of NIPCCD, RC-G

In the second half of the day, a quiz competition was held for the staff of NIPCCD, RC-G. A total of 12 groups, comprising two in each, took part in the quiz competition. All the groups were named by fruits and vegetables. Three different types of questions were asked to the groups. These were full forms of the abbreviations, stating true or false of the statements and finding out the correct answers from the options. It was a very lively competition and the staff participated very enthusiastically.

J) Concluding Session and Prize Distribution

The winners of both the competitions were later awarded with cash prizes. The prizes were distributed by **Dr. D.K. Saikia**, Deputy Director. At the end **Dr. (Miss) M. Regan**, Asstt. Director offered vote of thanks to all concerns.

Regional Centre: Bangalore

The theme of the National Nutrition week for the year 2012 is **“Nutrition Awareness – Key to Healthy Nation”**. The National Institute of Public Cooperation and Child Development, Regional Centre Bangalore celebrated the National Nutrition Week in a benefiting manner with special focus on the theme of the year. Also, a calendar of activities was undertaken for this week which included organizing discourse on nutrition awareness generation campaign, exhibition and demonstration in AWCs. These activities were organized at the AWCs and in the Institute.

Activities of the Week

The activities which were undertaken by the Institute are as follows:

- A) Discourse on Nutrition:** The celebration of nutrition week was initiated on 03.09.2012 by organizing a discourse on nutrition. On this day a lecture was organized to the students of Acharya Institute of Management and Sciences, Bangalore University on the importance of nutrition in maintaining good health with a focus on adolescent nutrition. The role of nutrition in prevention of diseases, in improving the scholastic performance, concentration, memory and also reducing the stress in life was discussed. It was emphasized that eating nutritious food particularly fresh fruits and vegetables and by avoiding junk foods and carbonated drinks helps in removing the oxides and limit the activities of free radicals. This releases the stress and thereby improves the body functioning and also the scholastic performance of the students. It was also pointed out that such well learned healthy young people can become the foundation of a healthy nation.



This programme was very useful to the students who opined that the opportunity created was useful in enhancing their understanding on the importance of nutritious food in maintaining good health and improving their scholastic performance.

- B) Awareness Generation Campaign:** On the second day an awareness generation campaign was organized at Jayaprakash Narayan Colony Anganwadi Centre. On this day a nutrition exhibition, demonstration and campaign was organized at the AWC. In this

programme 35 woman of the village participated. The campaign was inaugurated by the Regional Director Dr. M. S. Tara.

C) Opening Session by Regional Director

In the opening session the Regional Director brought out the importance of the National Nutrition week and reiterated the significance of nutrition in day to day life, explained the role of good food in life cycle and its impact on the health of the new born baby, young child, adolescent and adult women.

This was followed by an interactive session with the mothers on the important nutritional deficiency diseases like anemia, night & total blindness and iodine deficiency disorders. The causes, symptoms, consequences and prevention of these deficiencies diseases were also discussed. This session was facilitated by Dr. Naveeda Khatoon with the help of charts and posters.

In the next session there was demonstration of nutritious recipes (drum stick leaves chapatti, nutri rich green gram usli) prepared from the raw ingredients supplied at the AWC like wheat flour, green gram, oil, and red chilies etc. The drum stick leaves which are commonly available in the community were used to enhance the nutritive value of the prepared recipes.

This was followed by a discussion on the significance of the prepared recipes, the nutrients present in them and their role in maintaining good health. This programme was well appreciated by the participants and the ICDS functionaries and concluded with a note of thanks to participants and the organizers.

D) Awareness Generation Campaign

On the third day the awareness generation campaign was organized on the same lines as that of the programme which was held on the previous day at J.P Colony Anganwadi Centre. The activities undertaken included awareness generation campaign, demonstration, exhibition and discussions. In this programme 50 women of Kote Beedi village of Yelehanka ICDS Project participated. This programme was well organized and the campaign was inaugurated by the Regional Director **Dr. M. S. Tara**.

Marking the event the Regional Director **Dr. M.S. Tara** highlighted the importance of nutrition in maintaining good health. In particular the discussion began with eliciting the response from the participants on the type of food available in the community, the extent of accessability and its utility in the prevalent condition.

Taking the lead from this the discussion revolved around how efficiently the food choice can be made in order to have the best utilization of available nutritious sources of food. The ill effects of junk foods was also discussed in the light of increasing dependency on these foods in day to day consumption.



Display of Ingredients and Prepared Recipes



Display of charts at the Kote Beedi AWC, Bangalore

In the following session there was a demonstration of nutritious recipes prepared out of the foods supplied to the AWCs like greens fortified green gram dhal salad and wheat dalia kheer. The procedure for the preparation of the same was narrated by the SHG member and this was followed by a discussion on the nutrients supplied by these recipes and their benefit on the health.

The group of this AWC was very active and dynamic and so in the next session the volunteers from the group were invited to read out the contents of the displayed charts on nutritional deficiency diseases and the same was discussed with the group.

There were many queries regarding the food sources and methods of conservation of nutrients which were answered to their satisfaction. There was also a discussion on the impact of nutritional deficiency diseases on the health of the mother and children.



Explanation of Displayed Material by the Participant

E) Opinion Call on Nutrition for Healthy Living

In this programme an open discussion was held with the 65 participants attending a programme who were mainly implementing support services for migrant children. During this session an open call was made by the Regional Director **Dr. M.S. Tara** on “*Importance of nutrition for leading a healthy lifestyle*”. The opinion of the participants was elicited regarding the maintenance of healthy life style even when they are at work. It was brought out that the factors like stress, working hours, work load, family pressure and financial constraints together contributes in affecting the food consumption pattern which in turn has a negative impact on the nutritional status of the working individuals.



Discussion with the Participants

In order to address these issues it was reiterated that simple ways of management of stress like having regular timely wholesome meals including particularly seasonal fresh fruits and vegetables, whole grains. Since working in the community has time constraint for food preparation, it was suggested that this can be overcome by pre-processing of foods at home which has a good shelf life like pre prepared masala with vegetables.

F) Awareness generation campaign

This campaign was organized at Marsandra Anganwadi centre, Doddaballapur ICDS project. About 100 mothers of Marsandra Village participated in the campaign. The following activities were held:

- Exhibition of fortified ready to cook foods along with locally available fruits and vegetables.
- Demonstration of recipes of products prepared out of vegetable peels and unused edible greens.

- Imparting information on nutrient conservation, food safety, safe storage and its linkages with health and wellbeing.
- Other interactive sessions based on the theme for wider dissemination of information.
- Activities during the week were highly appreciated and participants recognized the significance of nutrition as also to lead a healthy life.



Display of prepared recipes



Interaction with the Participants of Marsandra Anganwadi centre, Doddaballapur ICDS Project, Bangalore District



Opening Session by the Regional Director



Inaugural Address by the Regional Director at J.P. Colony Anganwadi Centre, Bangalore



Demonstration of Prepared Recipes





Inauguration of the Programme at Kote Beedi Anganwadi Centre, Bangalore

Newspaper Clippings

The National Nutrition Week, held during the first week of September, 2012 was cited in various print media in and around Delhi in major newspapers like Meri Delhi, Vyapar Kesari etc. The news clipping from these newspapers have been placed at **Annexure no. 7**.

LIST OF ANNEXURES

Annexure 1

Awareness by Song and Drama Division

स्वस्थ नागरिक हो जिस देश के देश है वह महान
भाई रे यही है बस पहचान

- 1 अंकुर छिलकों वाली दालों की तुम डालो आदत
बच्चे इनसे फूलें फलेंगे, और पार्येंगे ताकत
स्वस्थ शरीर हो जिसका सुखी वही इन्सान
भाई रे
- 2 दूध दही और घी पनीर भी बच्चों को खिलाओ
ज्यादा ना चाहे थोड़ ही मौसम के फल लाओ
लड़का लड़की में भेद ना समझो मानो एक समान
भाई रे
- 3 बच्चों की आंखों की ज्योति को जो चाहो बढ़ाना
पालक, पत्तों हरी सब्जियां इनको खूब खिलाना
गाजर मूली, टमाटर आलू देंगे इनको जान
भाई रे
- 4 गेहूं चना और ज्वार बाजरे के गुण सबको बतलाओ
किस मौसम में क्या है खाना सबको ये समझाओ
स्वस्थ हाथों में ही है इस देश का नव निर्माण भाई रे

Annexure -2

Poem by AWW

लड़कियों की जिन्दगी

सभी की जिन्दगी अनमोल है, लड़कियों की जिन्दगी का बहुत मोल है,

मोल को तोल देता है कोई मालदार, मौत को मांग लेता है कोई मुसीबत दार, इसकी मुसीबत सभी की होनी चाहिए, सभी को इसकी मुसीबत में हाथ बटाना चाहिए । लड़कियां तो लाल बाग की फूल हैं क्या इसको गले लगाना किसी की भूल है जिसे भी देखो, सोना, चांदी मांगने में मशगुल हैं । इसे समझे अपनी चरण की धूल है, प्यार मोहब्बत से सजा हो किसी की बारात, मां-बाप की हो जाए पूरी मुराद, लड़कियां तो दिल्ली की 'मल्लिका' हैं, इसको समझने का अपना-अपना तरीका है

माल पानी की मोहब्बत तो झूठी है, लड़कियां घर-घर क्यों रोती हैं, क्योंकि वे अमीरी से टूटी हैं । अमीर-गरीब कोई नहीं सब एक बराबर इंसान हैं लड़कियां देश की शान हैं माता-पिता का अरमान हैं, अपने घर की मोहब्बत हैं पति के घर की कदरदान हैं, जिस इंसान को इसकी पहचान है वही हो सकता किसी पर मेहरबान है, किसी की मुस्किल सुलाह करे, खुदा आपका भला करे ।

Annexure -3

Poems with theme on the 'girl child' were recited by Anganwadi workers.

बेटियां

बोए जाते हैं, बेटे और उग जाती हैं बेटियां,
एवरेस्ट की चोटी तक ठेले जाते हैं बेटे, और चढ़ जाती हैं बेटियां
कई तरह गिरते हैं बेटे और संभाल लेती हैं बेटियां
सुख का स्वप्न दिखाते, बेटे पर जीवन का भवार्थ है बेटियां,
जीवन तो बेटों का है पर मारी जाती हैं बेटियां

Annexure -4

Nutrition Rally Children of AWC conducted rallies in their areas.

- 1 दाल रोटी साग खाइये
भेगी, चौमीन दूर भगाइये
- 2 हरी पत्तेदार सब्जियां खाओ
कपोषण को दूर भगाओ
- 3 तली चीजों से करो परहेज
हरी सब्जी से करो प्रेम
- 4 पूरा पोषण, पूरा प्यार,
हर मां बेटे का अधिकार
- 5 अनार खाओ खून बढ़ाओ
पालक खाओ अइरन बढ़ाओ

Annexure -5

Poem on girl child recited by AWW, Smt. Lakhmi Devi from Ekta project

विद्या के समान कोई नेत्र नहीं है
सत्य के समान कोई तप नहीं है
राग के समान कोई दुख नहीं है
और त्याग के समान कोई सुख नहीं है

Annexure 6

List of panels displayed at exhibition during the National Nutrition Week

- ❖ “Towards a new dawn “ : Children are different from each other , no one is less or more
- ❖ “ICDS focuses on the Critical Period in Child Development (0-6 years)”
- ❖ “ICDS Services Covers Crucial Age Groups 0-3, 3-6 and Supplementary Nutrition”
- ❖ “The first few years are forever. Early care and nurturing last a lifetime”
- ❖ “ Use of Iodine Salt in daily diet increases development of brain and body”
- ❖ “Nutritious and balanced diet
- ❖ “Initiate Breast feeding immediately after birth and give only breast milk up to first six months”
- ❖ “After 6 months , introduce complementary foods along with breast feeding “
- ❖ “Women related schemes like SWADHAR, SABLA and Gender Budgeting Schemes”
- ❖ “The first few years are forever”

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महिला एवं बाल विकास मंत्रालय द्वारा राष्ट्रीय पोषण सप्ताह प्रदर्शनी का आयोजन




नई दिल्ली (विश्वेन्द्र कुमार)। राष्ट्रीय पोषण सप्ताह-2012 के अवसर पर महिला एवं बाल विकास मंत्रालय के खाद्य एवं पोषाहार बोर्ड, नई दिल्ली द्वारा 1-7 सितम्बर, 2012 तक दिल्ली के चार अलग-अलग स्थानों पर पोषण प्रदर्शनी का आयोजन किया जा रहा है। 1 सितम्बर, 2012 को यवना में राष्ट्रीय पोषण सप्ताह का उद्घाटन महिला एवं बाल विकास मंत्री श्रीमती कृष्णा तीरथ ने किया। समारोह की अध्यक्षता मंत्रालय के संयुक्त सचिव डॉ. श्रीरंजन ने की। 3 सितम्बर, 2012 को पोषण प्रदर्शनी नेला में लगाई गई, जिसमें भारत सरकार एवं राज्य सरकार के विभिन्न विभागों ने पोषण एवं स्वास्थ्य से सम्बन्धित विभिन्न पहलुओं को प्रदर्शनी के माध्यम से दिखाया। प्रदर्शनी को निपसीड के निदेशक, महिला एवं बाल विकास मंत्रालय के उपसचिव, खाद्य एवं पोषाहार बोर्ड के उप तकनीकी सलाहकार के साथ-साथ क्षेत्र के अन्य प्रबुद्धजनों ने सम्बोधित किया। प्रदर्शनी में खाद्य एवं पोषाहार बोर्ड, निपसीड, राष्ट्रीय महिला कोष, राष्ट्रीय महिला सशक्तिकरण मिशन, राष्ट्रीय महिला संसाधन केंद्र के अलावा राज्य के आई.सी.डी.एस. निदेशालय की तरफ से भी प्रदर्शनी लगाई गई। गीत एवं नाटक प्रभाग द्वारा नाटक एवं संगीत के माध्यम से लोगों को कुपोषण के बारे में सावधान किया गया। इस अवसर पर क्विज प्रतियोगिता, पेंटिंग प्रतियोगिता, पोषाहार जागरूकता, पोषाहार प्रदर्शन, विडियो शो तथा खंजन प्रदर्शन के साथ-साथ पोषण के विभिन्न विषयों पर चर्चा हुई। 5 सितम्बर को मंगोलपुरी तथा 7 सितम्बर को बादली में भी इसी तरह की प्रदर्शनी लगायी जायेगी। मंत्रालय के खाद्य एवं पोषाहार बोर्ड के उप तकनीकी सलाहकार श्री एन.एन.तिवारी द्वारा जनता से अपील की गयी है कि ज्यादा-से-ज्यादा संख्या में भाग लेकर प्रदर्शनी का लाभ उठाये।

उत्तर प्रदेश ही नहीं पूरे उत्तर भारत में खुली चाय के सबसे बड़े थोक विक्रेता
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नई दिल्ली : पृथ्वी की बेमर्याद अतीवृद्धि को रोकने के लिए ही स्वस्थ बच्चे ही स्वस्थ देश का निर्माण कर सकते हैं। स्वस्थ बच्चे ही स्वस्थ देश का निर्माण कर सकते हैं। स्वस्थ बच्चे ही स्वस्थ देश का निर्माण कर सकते हैं।

नई दिल्ली (विश्वेन्द्र कुमार)। राष्ट्रीय पोषण सप्ताह-2012 के अवसर पर महिला एवं बाल विकास मंत्रालय के खाद्य एवं पोषाहार बोर्ड, नई दिल्ली द्वारा 1-7 सितम्बर, 2012 तक दिल्ली के चार अलग-अलग स्थानों पर पोषण प्रदर्शनी का आयोजन किया जा रहा है।

1 सितम्बर, 2012 को बखाना में राष्ट्रीय पोषण सप्ताह का उद्घाटन महिला एवं बाल विकास मंत्री श्रीमती कृष्णा तीरथ ने किया। समारोह की अध्यक्षता मंत्रालय के संयुक्त सचिव डॉ. श्रीरंजन ने की।

3 सितम्बर, 2012 को पोषण प्रदर्शनी नरला में लगाई गई, जिसमें भारत सरकार एवं राज्य सरकार के विभिन्न विभागों ने पोषण एवं स्वास्थ्य से सम्बन्धित विभिन्न पहलुओं को प्रदर्शनी के माध्यम से दिखाया। प्रदर्शनी को निपसीड के

अलावा राज्य के आई.सी.डी.एस. निदेशालय की तरफ से भी प्रदर्शनी लगाई गई। गीत एवं नाटक प्रभा द्वारा नाटक एवं संगीत के माध्यम से लोगों को कुपोषण के बारे में सावधान किया गया। इस अवसर पर विभिन्न प्रतियोगिता, पेंटिंग प्रतियोगिता, पोषाहार जागरूकता पोषाहार प्रदर्शन, विडियो शो तथा व्यंजन प्रदर्शन के साथ-साथ पोषण के विभिन्न विषयों पर चर्चा हुई।

5 सितम्बर को मंगोलपुरी तथा 7 सितम्बर को बादली में भी इसी तरह की प्रदर्शनी लगायी जायेगी। मंत्रालय के खाद्य एवं पोषाहार बोर्ड के उपायुक्त सलाहकार श्री एन.एन. तिवारी द्वारा जनता से अपील की गई है कि ज्यादा-से ज्यादा संख्या में भाग लेकर प्रदर्शनी का लाभ उठावें।

दीप विहार में DADA DEV रीयल इस्टेट एण्ड डेवलेपर्स के कार्यालय का उद्घाटन




कोरपस ही जगहित के महान कार्य

Apni Dilli Sabki Dilli, September 2nd ,

महिला एवं बाल विकास के प्रति प्रतिबद्ध कृष्णा तीरथ

राष्ट्रीय पोषण सप्ताह प्रदर्शनी का चार स्थानों पर

नई दिल्ली (विश्वेन्द्र कुमार)। राष्ट्रीय पोषण सप्ताह-2012 के अवसर पर महिला एवं बाल विकास मंत्रालय के खाद्य एवं पोषाहार बोर्ड, नई दिल्ली द्वारा 1-7 सितम्बर, 2012 तक दिल्ली के चार अलग-अलग स्थानों पर पोषण प्रदर्शनी का आयोजन किया जा रहा है।

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मुख्य विषय

7 सितम्बर

विदेशक, महिला एवं बाल विकास मंत्रालय के उपसचिव, खाद्य एवं पोषाहार बोर्ड के उपायुक्त सलाहकार के साथ-साथ क्षेत्र के अन्य प्रबुद्धजनों ने सम्बोधित किया। प्रदर्शनी में खाद्य एवं पोषाहार बोर्ड, निपसीड, राष्ट्रीय महिला कोष, राष्ट्रीय महिला सशक्तिकरण मिशन, राष्ट्रीय महिला संसाधन केन्द्र के



Meri Dilli, September 4th , 2012

Newspaper cuttings (Regional)

समाचार पत्र का नाम हृद्य चैद्य रसूरा इन्दौर
दिनांक 7/9/2012



समाचार पत्र का नाम हृद्य नई दुनिया इन्दौर
दिनांक 8/9/2012



समाचार पत्र का नाम हृद्य नई दुनिया इन्दौर
दिनांक 11/9/2012



स्वस्थ शिशु स्पर्धा संपन्न

इंदौर। राष्ट्रीय पोषण सप्ताह के अंतर्गत राष्ट्रीय जन सहयोग एवं बाल विकास संस्थान द्वारा स्वस्थ शिशु स्पर्धा आयोजित की गई। विषय था 'पोषण जागरूकता स्वस्थ राष्ट्र की कुंजी' है। बड़ा बांगड़दा स्थित आंगनवाड़ी केंद्र में आयोजित स्पर्धा में 6 वर्ष की आयु के 69 से अधिक बच्चों का टीकाकरण, वजन ऊंचाई आदि मापदंडों के आधार पर स्वास्थ्य परीक्षण किया गया। चयनित बच्चों को संस्थान के निदेशक डॉ. पी. कृष्णमूर्ति ने पुरस्कार प्रदान किया। इस अवसर पर आंगनवाड़ी कार्यकर्ता एवं केंद्र से संबद्ध 50 से अधिक महिलाएं व बालिकाएं मौजूद थीं।

नई दुनिया

दिनांक - ४.१.१२

सिध्द मार्ग P No 19

समाचार पत्र का नाम नई दुनिया समाचार इन्दौर

दिनांक

1/9/2012

राष्ट्रीय पोषाहार

सप्ताह आज से

इंदौर। इंदौर सहित पूरे देश में 1 से 7 सितंबर तक राष्ट्रीय पोषाहार सप्ताह मनाया जाएगा। राष्ट्रीय जनसहयोग एवं बाल विकास संस्थान (निपसिड) द्वारा इस दौरान अनेक कार्यक्रम आयोजित किए जाएंगे। सप्ताह पहले दिन शनिवार को गोम्पटगिरि के पास हातोद रोड पर स्थित निपसिड कार्यालय में 'पोषण जागरूकता-स्वस्थ राष्ट्र की कुंजी' विषय पर कार्यशाला होगी। निपसिड के क्षेत्रीय निदेशक डॉ. पी. कृष्णमूर्ति ने बताया कि सप्ताह के दौरान आयोजित कार्यक्रमों के जरिए जनता में पोषाहार के प्रति जागरूकता फैलाने की कोशिश की जाएगी।

समाचार पत्र का नाम नई दुनिया समाचार इन्दौर

दिनांक

2/9/2012

समाचार पत्र का नाम नई दुनिया इन्दौर

दिनांक

11/9/2012

निपसिड में पोषण कार्यशाला का शुभारंभ
इन्दौर। इन्दौर सहित पूरे देश में 7 सितंबर तक राष्ट्रीय पोषाहार सप्ताह मनाया जा रहा है। राष्ट्रीय जन सहयोग एवं बाल विकास संस्थान (निपसिड) इन्दौर द्वारा राष्ट्रीय पोषण सप्ताह के दौरान अनेक कार्यक्रम आयोजित किये गये हैं। सप्ताह के पहले दिन गोम्पटगिरि के पास हातोद रोड स्थित निपसिड के कार्यालय में पोषण जागरूकता-स्वस्थ राष्ट्र की कुंजी विषय पर एक दिवसीय कार्यशाला आयोजित की गई है। डॉ. पी. कृष्णमूर्ति ने बताया कि सप्ताह के दौरान आयोजित कार्यक्रमों के जरिए आम जनता में पोषाहार के प्रति जागरूकता के लिये अनेक कार्यक्रम आयोजित किये जाएंगे।

राष्ट्रीय पोषण

सप्ताह संपन्न

इंदौर। 'पोषण जागरूकता स्वस्थ राष्ट्र की कुंजी' विषयवस्तु पर केंद्रित मनाए गए राष्ट्रीय पोषण सप्ताह के अंतिम दिन इंदौर स्थित राष्ट्रीय जनसहयोग एवं बाल विकास संस्थान (निपसिड) द्वारा हातोद के 11 आंगनवाड़ी केंद्रों के सहयोग से पोस्टिक आहार पर प्रदर्शनी लगाई गई। प्रदर्शनी में संत जोसेफ स्कूल से आए बच्चों द्वारा स्वास्थ्य एवं पोषण से संबंधित विषयवस्तु पर बनाए गए चित्रों को भी प्रदर्शित किया गया। चित्रों का मूल्यांकन संस्थान के वरिष्ठ अधिकारियों ने किया।

List of Posters (Hindi)

Nutrition

- पोशण तथा आहार संबंधी मानक
- अल्प पोशण – प्रारंभ से ही बचाव के उपाय करें
- विटामिन ए की कमी को रोकें
- आयोडीन के कमी से होने वाले विकार
- पूरक आहार घर में बनायें
- एनीमिया
- स्तनपान
- महत्वपूर्ण कड़ी – पोशण तथा मानव विकास
- पोशण तत्वों की कमी

ICDS

- समेकित बाल विकास सेवाएं – वित्तीय एवं पोशण मानक
- समेकित बाल विकास सेवाएं – जनसंख्या मानक

Growth Monitoring

- बाल विकास वृद्धि पर निगरानी व बढ़ावा – लड़का एवं लड़की
- भारत से अपनायें – डब्ल्यू एच ओ की बाल वृद्धि

Women Empowerment

- महिला सशक्तिकरण (महिलाओं के अधिकार)
- बालिका
- प्रत्येक महिलाओं को इन बातों की जानकारी होनी चाहिए

Others

- टीकाकरण
- सही आदतें अपनायें, बीमारियों के बचें
- एम सी पी कार्ड – (0 –12 महीने के बच्चे) बच्चों के पोशण एवं वृद्धि
- एम सी पी कार्ड – (1 से 3 साल के बच्चे) बच्चों के पोशण एवं वृद्धि