

**GOVERNMENT OF INDIA  
WOMEN AND CHILD DEVELOPMENT  
LOK SABHA**

UNSTARRED QUESTION NO:2378  
ANSWERED ON:07.12.2012  
AWARENESS PROGRAMME AGAINST MALNUTRITION  
Meghwal Shri Arjun Ram

**Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:**

- (a) whether the Government proposes to seek co-operation of United Nation Children's Fund (UNICEF) and celebrities in the nationwide awareness campaign against malnutrition in the country;
- (b) If so, the details thereof; and
- (c) the steps taken/ being taken by the Government in this regard?

**Answer**

MINISTER OF STATE OF THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT (SHRIMATI KRISHNA TIRATH)

(a) to (c): The Government has developed a Nationwide awareness campaign against malnutrition with technical support and production of creatives by UNICEF and with probono services of a celebrity from the film industry.

The mass media campaign would address key issues on nutrition and will be in four stages through print and electronic media, as well as at the local level using folk media etc. The Information Education Communication (IEC) Campaign against malnutrition has been launched on 19th Nov.2012 by the Hon'ble President of India.