

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

UNSTARRED QUESTION NO:5256
ANSWERED ON:26.04.2013
IEC CAMPAIGN AGAINST MALNUTRITION
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Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

(a) whether the Government has recently launched any nationwide Information, Education and Communication (IEC) campaign against malnutrition in the country; and

(b) if so, the details and the salient features thereof along with the funds earmarked therein?

Answer

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

(a) In pursuance of one of the key decisions of the Prime Minister's National Council on India's Nutrition Challenges, a Nationwide Information Education and Communication Campaign (IEC) against malnutrition have been launched on 19th Nov 2012.

(b) The Campaign has been designed in four stages back to back which are:

I. Stage 1-To Create Awareness: symptoms and alarming consequences of malnutrition.

II. Stage 2 - gives Clarion Call: to take a pledge against malnutrition.

III. Stage 3-gives Action Points: This stage of the campaign explains the four critical practices to safeguard and prevent malnutrition as critical 'Chaar Baatein' (four steps).

IV. Stage 4- relates to Community using Tools/Services: The final stage of the campaign will inform about the Mother & Child Protection Card and important services through programmes.

The current cycle of the IEC Campaign against Malnutrition is for 34 weeks to be implemented in four stages as mentioned above with the first stage for 8 weeks, 2nd stage for 6 weeks, the 3rd stage for 16 weeks and 4th stage for 8 weeks (with first 4 weeks overlapping with the 3rd Stage).

The main creatives is in Hindi and is dubbed /subtitled in 17 other languages. The campaign gives priority to States where the prevalence of under-nutrition amongst children is high while making general efforts in other parts of the country. The campaign has been roll out from 28th December 2012 through various media, and is implemented nationwide through, television, radio, newspaper, print outdoor publicity, digital cine and internet and also local media.