

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

UNSTARRED QUESTION NO:1670  
ANSWERED ON:16.08.2013  
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 including Odisha ;
- (b) if so, the details and the salient features thereof; and
- (c) the funds sanctioned, released and utilised by the State Governments in this regard so far?

**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. This is nationwide and not specific to any state.

(b) & (c): 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.

The main creatives is in Hindi and is dubbed /subtitled in 17 other languages. 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. As being a Central Sector Scheme funds have been sanctioned and spent by Government of India not by the State Government as part of the campaign.