

National Nutrition Mission

The Ministry of Women and Child Development Government of India, has setup National Nutrition Mission(NNM) to address the issue of Malnutrition in a time bound manner and to ensure convergence with various programmes, incentivize states/UTs for achieving goals; IT enabled Real time Monitoring (ICT-RTM) by using smart phones and tablets; evaluation ;weighing efficiency and making nutrition visible; community mobilization awareness advocacy; IEC, Jan Andolan to educate the people on notional aspects, on line course on nutrition for children, Nutrition message from folk songs and songs and songs on Wash ,sending messages on nutrition and also creating ring tones ,yoga for children at AWCs ; Strengthening human resource; measuring height and length of children below 6 years of age ,etc.

To address the problem of malnutrition the focus of NNM on the first 1000days of the child, which includes the nine months of pregnancy ,six month of exclusive breastfeeding and the period from 6 months of 2 years to ensure focused interventions on addressing under nutrition .Besides increasing the birth weight ,it will help to reduce both infant mortality Rate (IMR) and maternal mortality Rate (MMR). Additional one year of sustained intervention (Till the age of 3 years) would ensure that the gains of the first 1000days are consolidated. Attention is also given on children in the age group of 3-6 years for their overall development through the platform of the Anganwadi centres (AWCs).One such initiative under the NNM is to promote behavior change among the communities and to improve maternal and child nutrition is to organize community based events in a structured way.