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**Poshan Weekly** is a knowledge dissemination tool intended to share research, evidence, policy and programme guidelines as well as tools on Maternal and Child Nutrition with colleagues around India.

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## Nourishing bodies, building brains: How Maharashtra scaled-up nurturing care for children through a convergent approach?



Source: Aarambh programme

Dear colleagues,

Adequate nutrition, access to healthcare, opportunities for early learning and responsive caregiving significantly contribute towards children attaining their full human potential as recognized by Government of India's POSHAN 2.0 and Saksham Anganwadi guidelines. Addressing these early childhood development (ECD) needs at scale requires comprehensive and integrated approaches. In this issue of PoshanWeekly, we are happy to share one such convergent Early Childhood Development (ECD) model, the Aarambh programme, implemented by the Government of Maharashtra's Department of Women and Child Development, Health and Family Welfare Department and Rajmata Jijau Mother-Child Health & Nutrition Mission (RJMNHM), in collaboration with UNICEF Maharashtra and Mahatma Gandhi Institute of Medical Sciences (Wardha).

The statewide scale-up of the Aarambh programme by Anganwadi workers and ASHA workers focuses on empowering parents, caregivers and community members to promote responsive care, appropriate nutrition, health-seeking behaviours, hygiene practices, safe and stress-free environment, early stimulation (0-3 years) and early learning (3-6 years) opportunities at home for children aged 0-6 years. The Aarambh programme, uses four core approaches embedded into existing government programmes to empower families and communities on ECD:

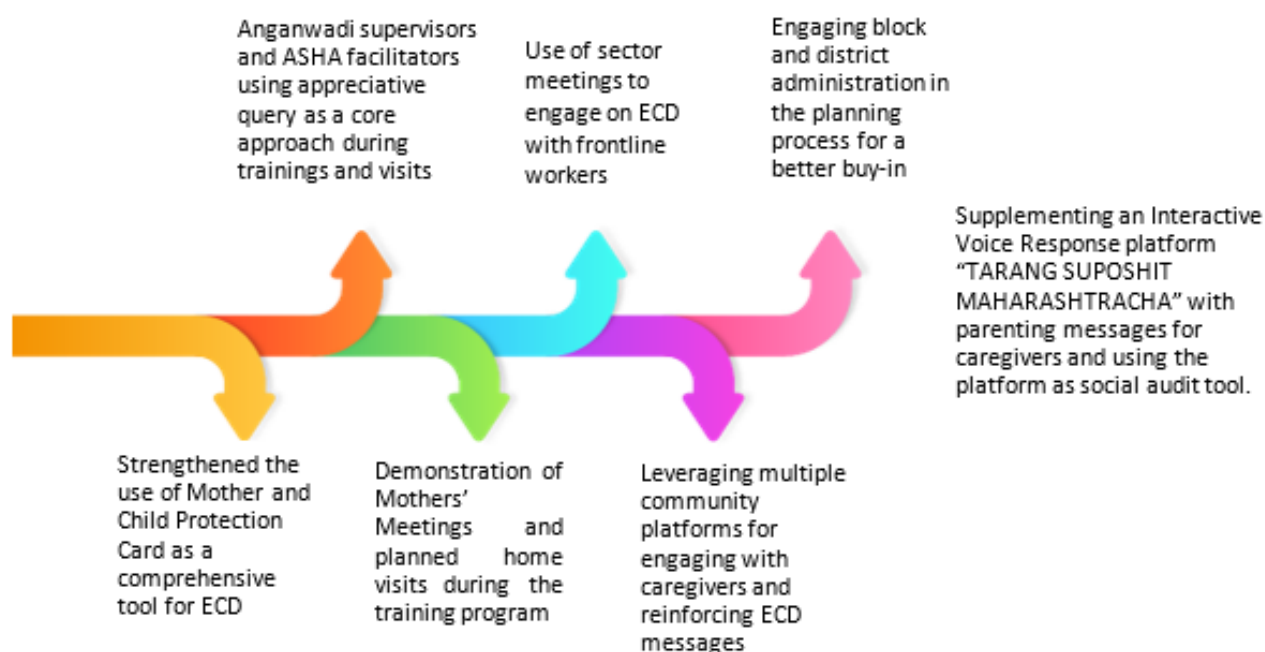
- Customized messages for each child through home visits by Anganwadi workers and ASHA workers
- Peer-based approaches for empowerment during mothers and parents meeting

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and Nutrition Day (VHND), and sick visits at health facilities

- Community-norm building through Palak Melawa (event dedicated to caregivers), other community-based platforms and forums (Panchayati Raj Institutions and Self-Help Groups)

The following strategies when integrated with routine programme activities helped frontline workers to adopt approaches that strengthened relationships with caregivers and community members. It further improved frontline workers' skills and confidence to be positioned as ECD champions in the communities.



Source: Aarambh programme

Details of the Aarambh programme, guidebook for frontline workers, training videos, brain-building activities and other relevant materials are available in the resources section. We hope you find this useful in integrating responsive caregiving and early learning within existing health and nutrition services in your respective areas.

Kind Regards,  
Arjan De Wagt,  
Chief, Nutrition Programme | UNICEF India

## [Resources](#)

- [About Aarambh programme](#)
- [Guidebook for Anganwadi workers and ASHA](#)
- Brain Building – Communication and play activities
  - [Activity Book 1](#)
  - [Activity Book 2](#)



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- [Stories of Change](#)
- [Aarambh for ECD – Early Moments Matter](#)

## Videos

- [Aarambh Introduction](#)
- [Implementation of Aarambh](#)
- [Brain wiring game](#)
- [Responsive Feeding](#)

## Other resources

- [Nurturing Care Framework for Early Childhood Development](#)

## Announcements



### Maternal, Infant, Young Child and Adolescent Nutrition (MIYCAN) eLearning Course

Offered by:

**Indian Institute of Public Health- Delhi**  
**Public Health Foundation of India**

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India, in collaboration with Alive & Thrive and WeCan with contributions from Food, Drugs and Medico-Surgical Equipment Committee of FOGSI, Indian academy of Pediatrics (IAP- IYCF Chapter), Indian Society of Perinatology and Reproductive Biology (ISOPARB), Human Milk Banking Association, Indian association of Preventive and Social Medicine (IAPSM) and Nutrition International developed an eLearning course on Maternal, Infant, Young Child and

Adolescent nutrition (MIYCAN). This course would sensitize participants on the importance of first 1000 days of life with specific emphasis on the critical importance of maternal nutrition, breastfeeding, complementary feeding, adolescent nutrition, health systems protocols and evidence-based approaches for quality MIYCAN programming. Admission open for April 2023 batch.

For more details or to submit online application, visit <https://cdl.phfi.org/portal/node/313>  
[Brochure \(Downloadable\)](#)

Contact email: [miycn\\_el@iiphd.org](mailto:miycn_el@iiphd.org)

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## Nutrition in the news

Date	News	Source
15/01/2023	<a href="#">Focus needed on nutrition and biodiversity, says millets scientist</a>	The Hindu
14/01/2023	<a href="#">Moral meals: Editorial on demand of 'satvik' food for children in Karnataka</a>	Telegraph India
13/01/2023	<a href="#">Nutrition kits distributed to TB patients in Chittoor</a>	The Hindu
13/01/2023	<a href="#">Millets held the promise of a climate resilient solution, but crops in Uttarakhand are failing</a>	The Scroll
13/01/2023	<a href="#">Steering committee convened in Dharmapuri for procurement of millets</a>	The Hindu
13/01/2023	<a href="#">Millet mela in Mohali on Jan 15</a>	Tribune India
13/01/2023	<a href="#">India missed a chance to reform the Public Distribution System</a>	Livemint
13/01/2023	<a href="#">It's high time Kerala formulated protocol for food traceability</a>	New Indian Express
13/01/2023	<a href="#">Free foodgrain scheme named 'PM Garib Kalyan Anna Yojana'</a>	The Indian Express

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12/01/2023	<a href="#">Guyana offers 200 acres of land to India for production of millets for private sector</a>	Live Mint
12/01/2023	<a href="#">India's nutritional deficiency: A hidden hunger race</a>	The Economic Times
11/01/2023	<a href="#">Food security scheme to cover 800 mn poor named as PMGKAY: Centre</a>	Business Standard
11/01/2023	<a href="#">Free food grains distribution scheme to cover 80 crore poor named PMGKAY: Centre</a>	The Hindu
10/01/2023	<a href="#">Centre sanctions ₹64 cr for crop diversification plan in Punjab</a>	Hindustan Times
10/01/2023	<a href="#">Fast food consumption linked to liver disease: Study</a>	The Print
10/01/2023	<a href="#">Move to increase millets cultivation in Thoothukudi district</a>	The Hindu
10/01/2023	<a href="#">Making the most of millets</a>	Financial Express
10/01/2023	<a href="#">Recommendation of satvik food by seers condemned</a>	The Hindu
10/01/2023	<a href="#">NABARD launches Millets Model Project in 23 districts of Assam</a>	The Sentinel Assam
09/01/2023	<a href="#">Malnutrition In Northeast And How This Can Be Addressed</a>	ABP Live
09/01/2023	<a href="#">Karnataka: Give kids Satvic food, government told at meet</a>	Deccan Herald
09/01/2023	<a href="#">Vizinagaram DCMS to market millets produced in tribal areas</a>	The Hindu
09/01/2023	<a href="#">Making healthy choice the easier choice</a>	The Hindu
09/01/2023	<a href="#">Chicken for children: West Bengal govt has done well to make its mid-day meal scheme protein rich</a>	Indian Express
08/01/2023	<a href="#">Chhattisgarh CM urges PM Modi to include millet in food grains distribution under National Food Security Act</a>	The Print
07/01/2023	<a href="#">On a millet march</a>	New Indian Express

## [Link to previous issues](#)

- 06/01/2023:[How to deliver maternal nutrition : lessons from Telangana](#)

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- 16/12/2022: [PoshanWeekly: We need your valuable feedback!](#)
- 12/12/2022: [Resources on Early Stimulation to support healthy growth and well-being for every child](#)
- 02/12/2022: [New video series on latest NFHS insights for states - Part I](#)
- 25/11/2022: [PoshanWeekly past issues 2021-2022 list now available!](#)
- 18/11/2022: [Celebration of World Toilet Day 2022](#)
- 11/11/2022: [One-stop guide to nutrition resources!](#)
- 28/10/2022: [NFHS Policy Tracker for Parliamentary Constituencies on Health and Nutrition indicators now available!](#)
- 14/10/2022: [Celebrating Global Handwashing Day in mission mode - towards improved health and nutritional status of children!](#)
- 10/10/2022: [Resource Toolkit from Rashtriya Poshan Maah 2022 now available!](#)
- 09/24/2022: [Poshan Maah- Women show the way in improving Water Management](#)
- 09/16/2022: [Poshan Maah - Poshan Bhi Padhai Bhi, Holistic Development for Every Child!](#)
- 09/07/2022: [Poshan Maah - Complete Toolkit for Women's Nutrition and Health!](#)

## Quick Links

One-stop guide for nutrition resources



Ministry of Women and Child Development  
Government of India



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Malnutrition (CoE-SAM) Network



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Set up by FSSAI with Support from TATA TRUSTS



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