

[Subscribe](#)[Past Issues](#)[Translate](#) ▼

**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.

Email not displaying correctly? [View it in your browser](#)

[Subscribe Now](#)

[Resources](#)

[Nutrition in the News](#)

[Past Issues](#)

[Quick Links](#)



**Delivering a comprehensive package for maternal nutrition interventions in India: Telangana shows the way!**



Source: K Chandra Shekhar Rao (KCR Nutrition Kit) programme

Dear Colleagues,

Wishing you all a Healthy, Nutritious and Prosperous New Year 2023!

Ensuring women have nutritious diets, adequate services and care are fundamental for the survival and well-being of mothers and their children. Pregnancy is one of the most critical phases in a woman's life. A woman with poor nutritional status is at a higher risk of pregnancy-related complications than a healthy woman. In fact, most Indian women enter pregnancy with one or more nutrition risks – 19% of women of reproductive age are thin for their height, 24% are obese and 57% are anemic. The National Family Health Survey (NFHS-V) 2019-2021 highlights that anemia is prevalent among 53% of pregnant women in Telangana state and complications due to anemia in pregnant women are one of the major causes of maternal mortality.

Committed to reducing anemia prevalence in women and children, the Government of India's Anemia Mukt Bharat and the POSHAN Abhiyaan focus on several interventions including consumption of Iron Folic Acid tablets and increasing intake of iron-rich, protein-rich and vitamin C-rich foods through dietary diversification, awareness generation and counselling services. To further intensify efforts towards improving maternal nutrition in the most vulnerable areas (9 selected districts), the Government of Telangana has introduced a flagship programme, [the K Chandra Shekhar Rao \(KCR\) Nutrition Kit](#) with emphasis on better

public health facilities. The contents of the kit are designed in such a way to be highly nutritious with proteins, energy, micro and macronutrients and the supplements intended to address anemia and improve body mass index. The KCR Kit comprises of 1 kg Nutrition mix powder, 1 kg dates , 3 bottles of Iron-Folic Acid syrup, 500g Ghee, Albendazole tablet, Plastic basket (1) in the 2nd ANC / a cloth bag in the 3rd ANC and 1 Plastic cup.

Additionally, providing appropriate nutrition, diet and health counselling to pregnant women are important components of the KCR Nutrition Kit programme. It includes adequate awareness and counselling to pregnant women as per their gestation age, body mass index, haemoglobin levels in the blood, weight gain and the nutritional care during pregnancy.



Campaigns are being organized deploying a commonly recognized mascot- Geetamma to mobilize communities towards appropriate health and nutrition behaviours for women and children. The utilization of comprehensive antenatal services by pregnant women is also affected by the status of their mental health. To address this, the counselling materials are integrated with components of maternal mental health. This entails awareness creation on the routine care during gestation but also in screening and identifying pregnant women in need of mental health care and providing appropriate referrals.

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

strengthening of women's nutrition and antenatal care services in your respective areas.

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

---

## Resources

- [KCR Nutrition kits – concept note](#)
- Gestational Counselling cards [Telugu](#), [English](#)
- Counselling cards for pregnant women for nutritional and medical risk [Telugu](#), [English](#)

### **Other Resources :**

- [Maternal Nutrition for safe motherhood: key messages](#)
  - Anemia Mukht Bharat Poster for pregnant women ([English](#), [Hindi](#))
  - [Anemia Do's and Don't's](#)
  - [Anemia Dialogue card](#)
  - [Combined Recipe book for Pregnant women:Iron rich recipe, recipe for underweight and overweight pregnant women](#)
- 

## Announcements

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

alive&thrive  
nourish. nurture. grow.

OF PUBLIC HEALTH  
ESTABLISHED BY PHFI  
DELHI

WeCan  
WE COLLABORATE  
FOR NUTRITION



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

Offered by:

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

The Indian Institute of Public Health Delhi (IIPH Delhi), the Public Health Foundation of 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)

**Enrol Now!**

Subscribe	Past Issues	Translate ▼
Date	News	Source
05/01/2023	<a href="#">International year of millets 2023: Legislators relish special lunch in Chhattisgarh Vidhan Sabha</a>	New Indian Express
05/01/2023	<a href="#">Mission millets: The demand side needs to be fixed first</a>	The Hindu BusinessLine
05/01/2023	<a href="#">Tiruchi Corporation to launch 'Namma Thangakutti' scheme to combat malnutrition among children</a>	The Hindu
05/01/2023	<a href="#">Midday meals: Chicken, seasonal fruits to be served at Bengal schools till April</a>	Hindustan Times
05/01/2023	<a href="#">Nutrition Experts Write to Amitabh Bachchan Over 'Misleading Promotion' of Biscuit</a>	The Wire
04/01/2023	<a href="#">Time to foster agri product exports</a>	The Hindu Business Line
04/01/2023	<a href="#">Millet Cafe to be launched in Mantralaya on PM Modi's suggestion: Chhattisgarh CM Baghel</a>	Indian Express
04/01/2023	<a href="#">Hunger and Poverty</a>	The Meghalayan
04/01/2023	<a href="#">2023 will be the year of millets, says Union Food Processing Industries Secretary</a>	The Hindu
04/01/2023	<a href="#">How the International Year of Millets will boost Indian millets</a>	The Hindu Business Line
04/01/2023	<a href="#">'Can't ignore GM mustard': Modi govt's principal scientific advisor cites food security, imports</a>	The Print
03/01/2023	<a href="#">Odisha CM Naveen Patnaik to provide rice free of cost to State Food Security Scheme beneficiaries for one year from Jan to Dec-2023</a>	Orissa News
03/01/2023	<a href="#">Budget to pitch coarse grains as means of sustainable cultivation</a>	Hindustan Times
03/01/2023	<a href="#">Sambalpur admin and MCL to redevelop 'Maatrutva' app to track health of pregnant woman</a>	New Indian Express
03/01/2023	<a href="#">Analysing a 'masterstroke': Modi govt cuts food allocation for the poor</a>	Deccan Herald
03/01/2023	<a href="#">IIT-Ropar develops app for anganwari workers</a>	Tribune India
03/01/2023	<a href="#">Government calls for support in promoting Year of Millets</a>	Economic Times
03/01/2023	<a href="#">Preparations are going on in full swing for Krishi Mela at UAS in Raichur</a>	The Hindu

Subscribe	Past Issues	Translate ▼
01/01/2023	<a href="#">Cures for malnourishment</a>	Deccan Herald
01/01/2023	<a href="#">Centre rolls out new integrated food security scheme for 2023</a>	Zee News
01/01/2023	<a href="#">Odisha announces 5kg free rice for State food security beneficiaries for one year</a>	Odisha Tv

## [Link to previous issues](#)

- 23/12/2022: [Poshan Gyan...a comprehensive repository for communication resources on health and nutrition](#)
- 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



Subscribe

Past Issues

Translate ▾

Led by **IFPRI**  
 Partnerships and Opportunities to Strengthen  
 and Harmonize Actions for Nutrition in India



Ministry of Women and Child Development  
Government of India



**POSHAN COVID-19 RESOURCES**

Online archive for COVID-19 related resources on Nutrition, Early childhood development and Food Security



**POSHAN COVID-19 MONITORING**

Tracking information from surveys, rapid assessments and information systems to reinforce the nutrition response during the COVID-19 crisis



Centre of Excellence for Management of Severe Acute Malnutrition (CoE-SAM) Network



**ROSHNI**  
Center of Women Collectives Led Social Action



National Centre of Excellence and Advanced Research on Diets



Food Fortification Resource Centre



Eat Right India

सही भोजन. बेहतर जीवन.

Set up by FSSAI with Support from TATA TRUSTS



**icmr**  
INDIAN COUNCIL OF MEDICAL RESEARCH

**NIN**  
NATIONAL INSTITUTE OF NUTRITION



[Subscribe](#)[Past Issues](#)[Translate ▼](#)[#StopChildMalnutritionIndia](#)

---

The documents disseminated by **Poshan Weekly** do not necessarily reflect an official position by UNICEF.

*Copyright © 2022 UNICEF, All rights reserved.*

You are receiving this email because you previously subscribed to it or have interacted with UNICEF India's Nutrition Section

**Our mailing address is:**

[poshan@unicef.org](mailto:poshan@unicef.org)

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).