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Nayi Chetna Pahal Badlav Ki :
A national campaign against gender-based violence
towards holistic well-being of women and children



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Dear colleagues,

Gender-based violence (GBV) is a global pandemic that affects 1 in 3 women in their lifetime. Nutrition and gender-based violence are intricately interlinked. Poor nutrition can make individuals, particularly women and girls, more vulnerable to violence¹, while experiences of violence can also lead to poor nutrition adversely affecting their overall health and well-being. Deendayal Antyodaya Yojana – National Rural Livelihood Mission (DAY-NRLM) programme by the Government of India recognizes violence against women and girls as a major hindrance towards achieving their individual and social development. The programme has been making concerted efforts towards creating institutional mechanisms and mobilizing communities for responding to issues of violence faced by women and girls.

In this issue of PoshanWeekly, we are happy to share about “Nayi Chetna – Pahel Badlav ki”, a national campaign which is a first step towards eliminating gender-based discrimination and violence driven by DAY-NRLM with support from United Nations Children’s Fund (UNICEF), Bill and Melinda Gates Foundation (BMGF) and civil society partners. This campaign has been implemented by all state governments in India and actively executed at all levels including the state, district and blocks in the following ways:

- It engaged on building a common understanding and recognition of gender disadvantage and discrimination amongst community institutions, larger communities, public places, workplaces through awareness raising.
- The campaign worked towards bringing together all line departments of state governments and respective stakeholders to create a concerted effort in

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rights, entitlements and quality services, question and shift norms and behaviours that sanction gender discrimination and take collective action to amplify voices of girls, women and gender-diverse individuals.

With its inception on the 25th November 2022, international day for the elimination of violence against women, the Nayi Chetna campaign is envisaged to take place every year to work towards deepening the understanding of gender and generating relevance and ownership in all government departments and verticals with a multi-sectoral approach.

All the relevant materials related to the Nayi Chetna campaign are available in the resources. We must remember that to advance nutrition outcomes for women and children, it is of utmost importance to address gender-based violence.

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

1.Ackerson LK, Subramanian SV. Domestic violence and chronic malnutrition among women and children in India. Am J Epidemiol. 2008 May 15;167(10):1188-96. doi: 10.1093/aje/kwn049. Epub 2008 Mar 26. Erratum in: Am J Epidemiol. 2009 Jul 15;170(2):268.

Resources

- [Nayi Chetna Campaign Booklet](#)
- [Nayi Chetna Campaign films \(on gender-based violence\)](#)
- [Nayi Chetna Posters](#)
- [Nayi Chetna presentation \(Hindi\)](#)

Nutrition in the news

Date	News	Source
12/02/2023	Increase fund allocation, open more PHCs in Karnataka: Experts	New Indian Express
11/02/2023	Mainstreaming millets will be challenging	Tribune India
11/02/2023	The food security imperative for G20	Financial Express

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09/02/2023	India's first central PDS control centre starts in Vijayawada	Deccan Chronicle
09/02/2023	Rajasthan set to promote millet consumption for improving nutrition levels	The Hindu
09/02/2023	UN eyes revival of millets as global grain uncertainty grows due to drought	Business Standard
09/02/2023	Why millets in India?	Down to Earth
09/02/2023	What India Needs To Do To Promote Millets	The Wire
08/02/2023	Centre asks CAG to conduct special audit of implementation of PM Poshan Scheme in West Bengal	Live mint
08/02/2023	'Ragi java' to be served thrice a week under mid-day meal in Andhra Pradesh	The Hindu
07/02/2023	Push millet demand, tweak grain subsidies	Economic Times
07/02/2023	Andhra Pradesh's NTR district to push for millet cultivation	Times of India
07/02/2023	Is free food welfare or a freebie?	Deccan Herald
07/02/2023	Some economies exacerbating fuel crisis, food insecurity: Minister Puri	Livemint
06/02/2023	Over 17 lakh kids to be dewormed under special campaign	Times of India
06/02/2023	PM Discloses Reason Behind Naming Millets As 'Sri Anna'	Outlook India
05/02/2023	India's promotion of millets is great but will likely fail	Livemint

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One-stop guide for nutrition resources



Ministry of Women and Child Development
Government of India



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

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Center of Women Collectives
Led Social Action



National Centre of Excellence and
Advanced Research on Diets



Food Fortification
Resource Centre

Set up by FSSAI with Support from TATA TRUSTS



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