

Poshan Maah 2021

Since 2018, September has been celebrated as Poshan Maah (Nutrition Month) annually and is an event of great importance for the health of not just children and their mothers, but for all the citizens of India.

POSHAN Abhiyaan

PM's Overarching Scheme for Holistic Nourishment



सही पोषण - देश रोशन



Poshan Maah is aimed at creating awareness about health and nutrition among the people.

During this month, initiatives are focused on nutrition & good food, healthy body, mind and lifestyle.

The Prime Minister of India, in a radio session (Mann ki Baat) shed light on "यथा अन्नम तथा मन्म" which means, (for children) mental and intellectual development is dependent on the kind of food we consume.

Nutrition and proper nourishment play a big role in helping children to attain their optimum potential and prove their mettle. *'It is essential for parents to pay attention to their children's nutritional needs at all times, and especially during this pandemic.'*

For children (both girls and boys alike) to be well nourished, the mother needs to receive proper nourishment. Good nutrition does not merely imply eating enough calories but it also means getting all the essential nutrients in the food consumed, such as vitamins, minerals, trace elements, etc. apart from proteins, fats and carbohydrates in required amounts.

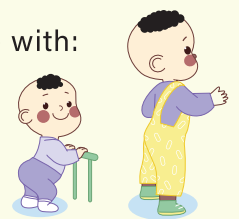


Feeding Smart Right from the Start!

A baby's "First 1000 Days" are a period of rapid physical growth and accelerated mental development, and offer a unique opportunity for parents to build lifelong health and intelligence. What parents do, especially in these first 1000 days, makes a difference to the rest of a baby's life. This refers to the period that begins with pregnancy planning and goes up to the baby's second birthday. Each day of this journey is special and influences the way the child develops, grows and learns - for its entire life.

Start a child's journey through life with:

- Early initiation of breastfeeding within 1 hour of birth
- Exclusive breastfeeding for the first 6 months of life
- Introduction of complementary feeding (अन्नप्राशन) from 6 months through locally available, nutritionally-adequate and safe foods, together with continued breastfeeding, if feasible, up to 2 years of age.



4 Pillars of Complementary Feeding to Ensure Optimal Nutrition

Timely

Right time & Frequency

Adequate

Right Amount

Appropriate

Diversity in Taste, Texture, Flavour, Colour, Food Groups

Safe

Hygienic Cooking