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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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Forward

Enabling breastfeeding: Making a difference for working parents



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Dear colleagues,

Workplace challenges remain the most common reason for mothers to not breastfeed at all or stop breastfeeding earlier than recommended. This year's theme for World Breastfeeding Week is **"Enabling breastfeeding: Making a difference for working parents"** and will focus on breastfeeding and work, providing a strategic opportunity to advocate for essential maternity rights that support breastfeeding – maternity leave and workplace accommodations after this point. These are urgent issues for ensuring women can breastfeed as long as they wish to do so.

In view of this year's theme and taking cognizance of the marginal improvement in the status of early initiation of breastfeeding, Government of India, Ministry of Health and Family Welfare and Ministry of Women and Child Development have prioritized to protect, promote and support breastfeeding through its policies and programmes, prioritising strengthening health systems and with focused attention on ensuring early initiation of breastfeeding within one hour after birth in both normal and caesarean section deliveries.

This week's Poshan Weekly brings to you various information and communication materials for the promotion of breastfeeding practices, along with Indian laws that support breastfeeding to working mothers. We hope they will be useful to generate awareness on maternity entitlements and support advocacy for better implementation

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BABY.

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

[Resources](#)

1. [Enabling breastfeeding: Making a difference for working parents](#)
2. [Communication materials, posters, bus panels, standees, hoardings, flipcharts \(MAA programme\)](#)
3. Radio Jingles: [Vaada](#), [Bada Bhai](#), [Pet Pooja](#)
4. [National Guidelines on lactation management centres in public health facilities](#)
5. Poshan Gyan | [Breastfeeding: The right to grow for every child](#) (poster)
6. [Poshan Gyan I Theme: Breastfeeding](#)
7. [Poshan Tyohaar se Vyavhaar: Dialogue cards on nutrition](#)
8. Mother and Child Protection (MCP) Card ([English](#)) and ([Hindi](#))
9. WHO: [Making breastfeeding work: Key messages](#)
10. [Breast crawl method \(BPNI Maharashtra\)](#)
11. [National guidelines on Infant and Young Child Feeding](#)

Related guidelines and handbooks

1. [The Infant Milk Substitutes, Feeding Bottles and Infant Foods \(Regulation of Production, Supply and Distribution\) Act, 1992](#)
2. [The Infant Milk Substitutes, Feeding Bottles and Infant Foods \(Regulation of Production, Supply and Distribution\) Amendment Act, 2003](#)
3. [What constitutes a violation of IMS Act?](#)
4. [MAA \(Mothers' Absolute Affection\) programme for promotion of breastfeeding and IYCF \(Operational Guidelines\)](#)
5. [Labour Room Quality Improvement Initiative \(LaQshya\) guidelines](#)
6. [Surakshit Matritva Aashwasan \(SUMAN\) guidelines](#)
7. [Home Based Newborn Care \(HBNC\) guidelines](#)
8. [Home based Care for Young Child \(HBYC\) handbook](#)

Additional resources

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3. [Pradhaan Mantri Matru Vandana Yojana](#)
4. [Breastfeeding within an hour of C-section delivery](#)

[Announcements](#)

1. Dissemination of JEEViKA's unique journey in improving outcomes related to the first 1000 days of life.

JEEViKA is a flagship programme of Government of Bihar that intensively implements the integrated food, nutrition, health and WASH (FNHW) interventions as a key strategy for tackling the multidimensionality of rural poverty. Project Concern International (PCI), funded by BMGF, has journeyed with JEEViKA as the technical assistance partner for health and nutrition for over a decade. In collaboration with JEEViKA, the PCI team is pleased to share the findings of several studies related to this unique effort. The learnings are garnered from several evaluation and ethnographic studies undertaken by third parties and provide a pavilion view of some critical and valuable lessons of this learning journey.

Presenter: Project Concern International (PCI), India

Date: **10th August**

Time: **11.00am -12.00 noon**

Click [here](#) to join.

2. Conference: Delivering for Nutrition in South Asia.



IFPRI is excited to announce that the call for abstracts is now open for the conference, "Delivering for Nutrition in South Asia: Equity and Inclusion!" Individuals

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nets, diets, ag, & more promote equity & inclusion in nutrition.

Organiser: IFPRI.

Place: **Kathmandu, Nepal and online.**

Dates: **1-2 November 2023.**

Submit abstracts by **Aug 31**: <https://bit.ly/D4N2023>

Nutrition in the news

Date	News	Source
23.07.2023	Road to 2030: Leaders at UN meet call for renewed commitment to eradicate poverty	Down to Earth
23.07.2023	How millet cultivation can tackle the challenges of food security issues	The Hindu Business Line
23.07.2023	Explained What has to be done to get to Zero Hunger?	The Hindu
22.07.2023	Stigma and ignorance at heart of India's diabetes problem	The Hindustan Times
22.07.2023	Child mortality cases: Malnutrition killed 1 Melghat child every alternate day last year	Times of India
21.07.2023	Malnutrition during pregnancy raises chance of diabetes later in life: Study	The Hindustan Times
21.07.2023	India's triumphs over poverty marred by an alarming hunger crisis	Frontline
20.07.2023	Affordability key driver of food insecurity in India	The Hindustan Times
19.07.2023	5 key takeaways from the latest Niti Aayog report on multi-dimensional poverty	India Today
19.07.2023	All you want to know about multidimensional poverty in India	The Hindu Business Line
19.07.2023	India's journey out of multidimensional poverty: A tale of triumph and transformation	newsonair.gov.in
19.07.2023	Anaemia in India has a caste angle. That's where new Modi govt scheme can help	The Print
19.07.2023	Coming soon: Made-in-India finger prick test for sickle cell anaemia screening	News18

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18.07.2023	India poverty rate: India may hit SDG 1.2 target before schedule	The Times of India
18.07.2023	Food inflation prompts Maharashtra govt to increase meal budget by Rs 10	The Indian Express
17.07.2023	135 million Indians came out of poverty trap in five years: Niti Aayog report	The Mint
17.07.2023	Nutrition is a luxury in India, over 100 crore people can't afford healthy food	India Today
17.07.2023	One-tenth of India's population escaped poverty in 5 years - government report	The Print
17.07.2023	World Bank chief Ajay Banga wants focus on climate, food security, pandemics	The Economic Times
16.07.2023	Durg's 'Hamar Sugghar Laika' Campaign To Fight Malnutrition	The Times of India

[Link to previous issues](#)

- 17.07.2023 [Policy brief and guidelines for protecting children from harmful impact of food marketing.](#)
- 12.07.2023 [IMPAct4Nutrition: Engaging with private sector to promote importance of health and nutrition.](#)
- 04.07.2023 [Promoting health, nutrition and wellness through joyful learning in schools: Resources Available!](#)
- 27.06.2023 [Enhancing eating habits among school-going children in India: Resources Available!](#)
- 20/06/2023 [Telangana prioritizes nutrition and mental health for pregnant women](#)
- 05/06/2023: [Mid-year PoshanWeekly past issues 2022-2023 list now available!](#)
- 26/05/2023: [Renewing focus on Maternal Nutrition in India – A complete webinar series](#)
- 17/05/2023: [Unlocking new data insights from the NFHS for improved nutrition outcomes](#)
- 04/05/2023: [State-wise guidelines for the prevention and management of severe wasting](#)
- 25/04/2023: [NFHS state-wise analysis in a video series](#)
- 04/04/2023: [IMPAct4Nutrition: The Private Sector's Powerful Alliance for Improved Nutrition](#)

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One-stop guide for nutrition resources



Ministry of Women and Child Development
Government of India



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Food Fortification Resource Centre

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Eat Right India
सही भोजन. बेहतर जीवन.



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INDIAN COUNCIL OF MEDICAL RESEARCH

NIN
NATIONAL INSTITUTE OF NUTRITION



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