Child malnutrition is both the result of economic conditions and poor nutritional awareness. Nutrition education has been recognized as one of the long-term sustainable interventions essential to tackle the problem of malnutrition in India.

It is important to teach healthy eating habits to a child early as these are critical years of development and have a major impact on the health of the child in the future. Nutrition education should begin as the child enters her/his preschool years.

Educating Mothers: Nutrition knowledge in the hands of those who need it most! - For a mother to teach her child the benefits of healthy eating it is necessary for her to be empowered with the knowledge herself.

Produced by the Food and Nutrition Board, Ministry of Women and Child Development, Government of India, these 11 videos, in 18 Indian languages, reinforce the following key messages:

- Adequate Complementary Feeding
- Anaemia: Blood and Iron Deficiency
- Importance of a Balanced Diet
- Correct Norms of Infant & Young Child Feeding
- Importance of Infant and Young Child Nutrition
- Iodine: The Importance of Iodised Salt
- Nutrition of the Child
- Vitamin A
- Navjaat ki Suraksha
- Diet During Pregnancy
- Healthcare during Pregnancy

Once installed, these apps work offline; they do not require a connection to a mobile network.

The Mother and Child Health and Education Trust (MCHET) is a charitable trust that strongly advocates for the power of knowledge to educate, motivate, empower and inspire communities, and particularly women, to improve health practices for the benefit of children. **HealthPhone** is a strategic and creative initiative of MCHET.

**Kindly forward this announcement widely to your colleagues and networks in India.** Thank you.

Mobile apps developed in partnership with HealthPhone by The Centre for Development of Advanced Computing (C-DAC), Hyderabad, a research and development organization under the Ministry of Electronics and Information Technology, Government of India.
Today, nearly every second child in India is a victim of malnutrition. It means they are physically and mentally weak due to which they are targets to many ailments, deformities, disabilities and allergies affecting normal growth mentally and physically. The vast majority of Indian families and women do not follow the following practices:

- 75% of new mothers are anaemic and most put on less weight during pregnancy than they should. This leads to unhealthy foetal growth, low birth weight and non-genetic congenital abnormalities in babies.
- Colostrum is essential because it prepares the baby’s digestive system for the mature milk that the baby will receive in the next few days. Colostrum is rich in nutrients such as zinc, calcium and vitamins.
- Exclusive breastfeeding for 6 months reduces infant mortality due to protection from common childhood illnesses such as diarrhoea or pneumonia, and helps for a quicker recovery during illness.
- From the seventh month, breast milk is no longer enough to meet the nutritional needs of the infant. Timely, adequate, frequent and appropriate complementary feeding should be started.

With the development and distribution of these Free mobile apps, HealthPhone is leveraging the rapidly increasing penetration of smartphones in the country to educate millions of girls and women between 13 and 35 years of age and their families on better health and nutrition practices.

The 41 Poshan | Nutrition videos, included within each of these apps, address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of a balanced diet, health and simple changes in nutritional care practices that can notably enhance nutrition levels.

These mobile apps provide health and nutrition education through repetition of messages using drama vignettes of children with problems due to previous malnutrition – and the emphasis that the damage done by malnutrition in early life is largely permanent. Produced by the Ministry of Women and Child Development, Government of India and UNICEF, this series of videos reinforce the following key messages:

- Expecting mothers should get the correct diet and 25% more than usual.
- Mother’s first milk is the best, do not throw it away, and make sure the child gets it.
- For the first 6 months, the child should only be fed mother’s milk and nothing else.
- When the child enters the 7th month, balance mother’s milk with a nutritious diet.

Once installed, these apps work offline; they do not require a connection to a mobile network.

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These apps provide practical guidance for good nutritional and health practices and reinforce the following key messages:

- Personal and household hygiene
- Keeping food safe and clean
- Foods are very important for the body
- Iron makes the body strong
- Vitamin A keeps the body healthy
- Iodine makes the body function properly
- Food for pregnant women & breast-feeding mothers
- Feeding babies aged 0-6 months
- Feeding young children aged over 6 months
- Feeding school-age children and youth
- Food and care for older people
- Feeding sick people
- Preventing and managing malnutrition

The apps are adapted from Nutrition Handbook for the Family published by FAO-Nepal. Once installed, they work offline; they do not require a connection to a mobile network.

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Thanks to Translators Without Borders who support humanitarian work around the world and help save lives. They are a key partner in translating our videos and documents into Indian languages.