



NITI Aayog



नए समाज की ओर
Towards a new dawn
Ministry of Women & Child Development



Dialogue cards on good nutrition

Rules for effective use of dialogue cards

- › Each card has two sides. The front, which is pictorial, is illustrated for the participants. The back, which has descriptive messages, is for the Frontline Worker (FLW) to read and explain it to the participants.
- › The FLW must display the pictorial side to the participants first and get an understanding of what they understand from it.
- › After that, the FLW should explain the message related to the picture.
- › In case a participant raises any query, the FLW must not object, but address the query. The FLW should listen, understand and answer the queries patiently.
- › After a detailed explanation of each dialogue card, the FLW should check the understanding among the participants.
- › The FLW must use the GATHER technique during the entire session

G

GREET the participant

(establish rapport)

A

ASK

(gather information)

T

TELL

(explain message)

H

HELP

(the caregiver)

E

EXPLAIN

(to the caregiver)

R

**RETURN/
REFER/
FOLLOW UP**

The human body gets
nutrition

for growth and development
of body and brain from the
food we eat

Lack of good nutrition
and responsive care

can hamper a child's
physical and brain
development

A baby's brain is fully
grown by 5 years of age,

thus proper nutrition
is crucial for holistic
development

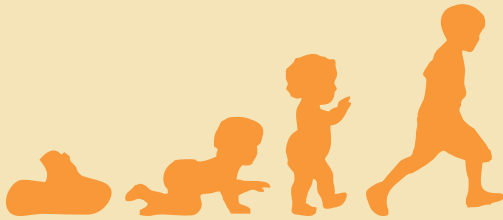
Diverse foods in daily diet

give different essential
nutrients

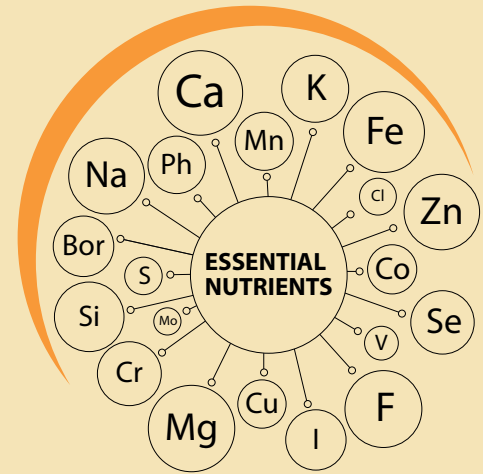
**Nutrition is important for ensuring holistic development
of children, pregnant women, breastfeeding women and
adolescent girls**



Importance of Nutrition



Holistic development



A pregnant woman's Poshan Story

Cards 2-5



A pregnant woman's Poshan Story

Cards 2-5



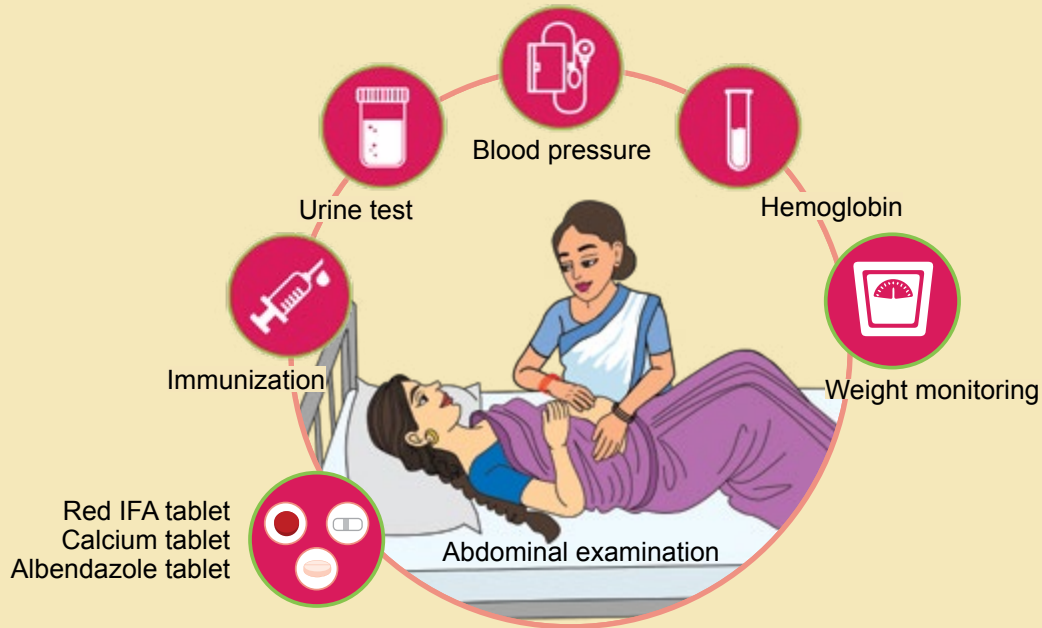
A minimum of four Antenatal
Checkups (ANCs) before
delivery,
ensure full protection of the
pregnant woman and her child

**Antenatal checkups is a necessity
for a healthy mother and newborn**



2





**Antenatal checkups is a necessity
for a healthy mother and newborn**



Fortified milk, oil and iodised salt,
give me required micronutrients

One red IFA tablet daily starting from the fourth month of pregnancy for 180 days,

to keep anemia away

Prescribed dose of calcium,
for a safe pregnancy

Just one Albendazole tablet in the second trimester,
protects me against worm infestation

Daily consumption of diverse nutritious meals that are rich in vitamins and iron,
keeps me and my child healthy

Drinking safe water stored in a covered container, kept at an elevated place
completes my Poshan story

Consuming diverse nutritious meals is a lifetime gift for a pregnant woman





One red IFA
tablet



Prescribed dose of
calcium tablets



Prescribed dose of
Albendazole tablet



**Consuming diverse nutritious meals
is a lifetime gift for a pregnant woman**



A pregnant woman
needs to pay
attention,
to what and how
much she eats daily

She needs to increase her
food intake,
and eat two snacks and
three meals a day

**Consuming nutritious food during pregnancy
is the secret to mine and my baby's good health**





Breakfast



Mid-morning snack



Lunch



Evening snack



Dinner

**Consuming nutritious food during pregnancy
is the secret to mine and my baby's good health**



A pregnant woman needs 8 hours of sleep and rest in between household chores,
family members should take up household chores

A happy environment is created at home,
when family members work together to do household chores

Delivery should be done in a hospital
so that both the mother and baby are safe

Everyone should participate equally in household chores and make the home environment happy

5





Everyone should participate equally in household chores and make the home environment happy



A breastfeeding mother's Poshan Story



Cards 6-7

A breastfeeding mother's Poshan Story



Cards 6-7

Fortified milk, oil and iodised salt,

give me required micronutrients

Daily consumption of nutritious diverse meal,

ensures lifelong health and happiness for me and my child

One red IFA tablet every day for 6 months (180 days) after delivery,

to keep anemia away

Prescribed dose of calcium tablets, for a safe motherhood

Drinking safe water stored in a covered container, kept at an elevated place

completes my Poshan story

Consuming nutritious food, IFA and calcium tablets and drinking safe water completes my Poshan story

6





Red IFA tablet



Prescribed dose of calcium tablets



Consuming nutritious food, IFA and calcium tablets and drinking safe water completes my Poshan story



A breastfeeding mother
should eat 3 snacks and
3 meals daily,
to provide nourishment to
herself and her baby

**A breastfeeding mother should eat nutritious
food to nourish herself and her baby**



7





A breastfeeding mother should eat nutritious food to nourish herself and her baby



An infant's Poshan Story

Cards 8-9



An infant's Poshan Story

Cards 8-9



Breastfeeding colostrum
within the first hour of birth,
is the first immunization for
my newborn

Feeding only breastmilk for the first
six months
is the best nutrition gift for my
growing child

**Mother's colostrum and exclusive breastfeeding for the
first 6 months sets the right foundation for a healthy,
nourished and disease-free life**





Within 1 hour of birth



For 0 to 6 months

Mother's colostrum and exclusive breastfeeding for the first 6 months sets the right foundation for a healthy, nourished and disease-free life



Having skin-to-skin contact
with the baby,
will make weak and low birth
weight babies healthy

Breastfeed the baby atleast
eight times a day,
to make the baby strong and
healthy

If the baby finds it difficult
to suckle,
express the mother's milk
into a *katori* and feed the
child using a spoon

**Weak and low birth weight babies require special care, give them
extra warmth, extra breastfeeding and ensure extra cleanliness**





Weak and low birth weight babies require special care, give them extra warmth, extra breastfeeding and ensure extra cleanliness



A child's Poshan Story



Cards10-13

A child's Poshan Story



Cards10-13

Fortified milk, oil and iodised salt,
give my child the required micronutrients

Feeding mashed and semi-solid food along with breastmilk after completing 6 months,
sets the best foundation for my child's nourished life

Prescribed dose of IFA syrup twice a week,
to protect my child against anemia

Albendazole tablet twice a year,
protects my child against worm infestation

- 12 to 24 months: Half a tablet
- 24 to 59 months: One tablet

Prescribed dose of Vitamin A syrup,
protects my child against night blindness and infections

Drinking safe water stored in a covered container, kept at an elevated place
completes my child's Poshan story

Complementary feeding on completion of six months and safe drinking water, along with breastfeeding complete my child's Poshan story





IFA syrup



Vitamin A syrup



Albendazole tablet



Between 12 and 24 months: Half a tablet



Between 24 and 59 months: One tablet

Complementary feeding on completion of six months and safe drinking water, along with breastfeeding complete my child's Poshan story



On completion of six months, introduce complementary foods along with breastfeeding

- 6 months: 2-3 meals daily
- 6-9 months: 2-3 meals and 1-2 snacks daily
- 9-12 months: 3-4 meals and 1-2 snacks daily
- 12-24 months: 3-4 meals and 1-2 snacks daily

Gradually increase the quantity of food with age

6 months: 2-3 spoons per meal

6-9 months: 2-3 spoons to $\frac{1}{2}$ *katori* per meal

9-12 months: $\frac{3}{4}$ cup to 1 *katori* per meal

12-24 months: $\frac{3}{4}$ cup to 1 *katori* per meal

Well-cooked and mashed food

Feed the child patiently and lovingly,

so that he/she is able to eat and his/her brain gets nourishment

Add 1 spoon of *ghee*, butter or oil in the child's meal

to provide enough energy for physical and cognitive development

Feed the child with a separate *katori*,

in adequate amounts

When the child receives age-appropriate nutrition, his/her physical and mental development flourishes



6 months



6–9 months



9–12 months



12–24 months



**When the child receives age-appropriate nutrition,
his/her physical and mental development flourishes**



Gradually introduce diversity in the child's food, make the food appetising by introducing different tastes, colours and textures

Use a clean *katori* and spoon, add less salt, sugar and spices while preparing the food

Do not feed the child chips, juice, biscuits, sweets or savoury snacks,

the child does not get nutrients from these foods

Make the child's food thick enough so that it does not drop from the spoon, mix vegetables and if non-vegetarian, mix eggs or fish in the *khichdi*

Increase the child's food intake with age and continue breastfeeding till 2 years





Increase the child's food intake with age
and continue breastfeeding till 2 years



Routine immunization as per
schedule,
reduces the possibility of
infections and diseases for a
lifetime

Regular growth
monitoring,
keeps a track on my
physical and cognitive
development

**Routine immunization and regular growth
monitoring complete the child's Poshan story**



An adolescent girl's Poshan Story

Card 14



An adolescent girl's Poshan Story

Card 14



Fortified milk, oil and iodised salt,
give me required micronutrients

Consuming one blue IFA tablet once a week,
to keep anemia away

One Albendazole tablet twice a year,
protects me against worm infestation

Consuming nutritious and diverse meals
for a solid body and smart mind during adolescence

Drinking safe water stored in a covered container, kept at an elevated place
completes my Poshan story

Consuming nutritious food, IFA and Albendazole tablets and drinking safe water complete my Poshan story





One blue IFA tablet



Albendazole tablet



Consuming nutritious food, IFA and Albendazole tablets and drinking safe water complete my Poshan story



Make a habit of washing hands with soap and water

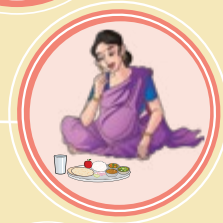
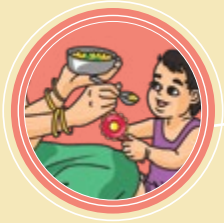
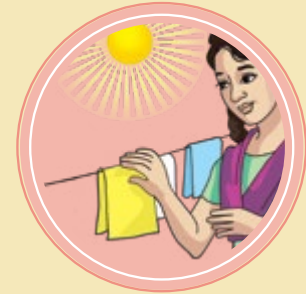
- Before preparing and eating food
- Before breastfeeding
- Before feeding the child
- Baby's hands before eating food
- After disposing of child's faeces
- After using the toilet

Ensure personal hygiene during menstruation

Always use the toilet for defecation

**Taking steps for cleanliness
is our Poshan story**





**Taking steps for cleanliness
is our Poshan story**



POSHAN Tyohaar SE Vyavahaar

