

IAP HealthPhone Initiative Launch

Press Coverage

June 2015



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FOR INTERNAL CIRCULATION ONLY

Rural women to be educated about malnutrition on mobile phones

New Delhi, Jun 2 (PTI) Reaching out to rural women on critical issues of health and nutrition through mobile phones, a programme was started today under which four informative videos will be sent and they will be "paid to view it".

The digital education programme, which aims to educate 25 million women by 2018 through the free videos in 18 different languages, was launched by Women and Child Development Minister Maneka Gandhi in partnership with Indian Academy of Paediatrics, Unicef, HealthPhone and Vodafone.

The videos will be sent to only Vodafone subscribers free of cost and the users will also get an incentive of Rs 10 for downloading all four videos.

According to UNICEF, around 48 per cent of children below five years are chronically undernourished. The campaign will target rural people through videos to educate them on better nutrition practices and prevention of child malnutrition.

"The campaign is very innovative and its target group is village women. There are a certain number of women in almost all villages who use mobile phones. This is going to be absolutely free and not only that they will be paid to view it," the minister said.

Gandhi said that the ministry will talk to other companies as well to participate in the campaign so as to widen its reach.

"The special thing about these videos is that they also tell what will happen if you don't take proper nutrition or if one has malnutrition," she said.

The videos have been produced by the ministry and Unicef and reinforce on diet of expecting mothers, lactating mothers, children under the age of two years and information on importance of breast feeding for children between 0-7 months.

"The videos will be sent to the mobile phones of all our 24 lakh Anganwadi workers. We want to use this platform to spread other messages like women safety and 'Beti-Bachao'.

"So, over a period of time, we will use it for promoting different social messages which are important and carry information not just awareness," the minister said.

According to Unicef, chronic under-nutrition in children is a major challenge.

"The consequences of chronic under-nutrition are irreversible and life-long, ultimately leading to a loss estimated to be over three per cent of the GDP. So, we are pleased to be part of this important partnership to invest in addressing malnutrition," said UNICEF's representative to India Louis Georges Arsenault.



Digital mass education programme to tackle malnutrition

New Delhi, June 2 (IANS) The Indian Academy of Pediatrics (IAP) in collaboration with the Mother and Child Health and Education Trust on Tuesday launched a digital mass education programme - dubbed the world's largest - to tackle the challenge of malnutrition in mothers and children.

The IAP HealthPhone programme, supported by Vodafone, aims to leverage the increasing penetration of mobile phones in India to educate over six million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018.

Vodafone will send out approximately 300 million text messages to its subscribers for three years to promote the programme.

"Almost 33 percent of the world's malnourished children live in India. Mass education about the seriousness of this problem, its pitfalls and easy solutions, is critical among women of child-bearing age, mothers and their immediate families," said IAP president S.S. Kamath.

"We aim to jointly educate the caregivers, and in time change their behaviour to address this issue comprehensively," he said.

HealthPhone founder Nand Wadhvani said the three-year campaign will help in India's fight against malnutrition and "is expected to directly benefit the health of 100 million children born in India by 2025".

Publication: The Pioneer	Edition: New Delhi
Date: June 03, 2015	Page No: 04

HEALTH SCHEME STARTED THROUGH MOBILE PHONES

New Delhi: Reaching out to rural women on critical issues of health and nutrition through mobile phones, a digital programme was started on Tuesday under which four informative videos will be sent and the women will be "paid to view it". The digital education programme, which aims to educate 25 million women by 2018 through the free videos in 18 different languages, was launched by Women and Child Development Minister Maneka Gandhi in partnership with Indian Academy of Paediatrics, Unicef, HealthPhone and Vodafone. The videos will be sent to only Vodafone subscribers free of cost and the users will also get an incentive of ₹10 for downloading all four videos.

Publication: The Political & Business Daily	Edition: New Delhi
Date: June 03, 2015	Page No: 06

Rural women to be educated about malnutrition on mobile phones

PBD BUREAU/PTI

NEW DELHI, JUNE 2

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Publication: The Hindu	Edition: New Delhi
Date: June 03, 2015	Page No: 12

Benefits of eggs exaggerated, says Maneka

Vidya Venkat

NEW DELHI: Union Women and Child Development Minister Maneka Gandhi said here on Tuesday that eggs were expensive and there were cheaper sources of protein that could be used to feed children in government mid-day meal programmes.

Ms. Gandhi was responding to a question on Madhya Pradesh Chief Minister Shivraj Singh Chouhan's decision not to provide eggs as part of the mid-day meal programme in the State, at an event to launch a mobile phone-based mass education campaign on malnutrition among women and children on Tuesday. Children only needed about 4 to 6 per cent of protein intake in their daily diet and the benefits of including eggs in school noon meals were exaggerated.

Publication: Aaj Samaj	Edition: New Delhi/ Rewari
Date: June 03, 2015	Page No: 09



Publication: Veer Arjun	Edition: New Delhi
Date: June 03, 2015	Page No: 12

अब महिलाओं को स्वास्थ्य व पोषण की जानकारी मोबाइल से दी जाएगी

विशेष प्रतिनिधि

नई दिल्ली। स्वास्थ्य एवं पोषण से जुड़े महत्वपूर्ण विषय पर ग्रामीण महिलाओं तक मोबाइल फोन के जरिये पहुंच बनाने को पहल के तहत महिला एवं बाल विकास मंत्रालय, यूनिसेफ ने एक कार्यक्रम शुरू किया है जिसके तहत चार जानवरों की वीडियो भेजे जाएंगे और इन्हें देखने वाली महिलाओं को प्रोत्साहन राशि भी दी जाएगी।

महिला एवं बाल विकास मंत्री मेनका गांधी ने इस डिजिटल शिक्षा कार्यक्रम को पेश किया जिसके तहत साल 2018 तक 2.5 करोड़ महिलाओं को शिक्षित किया जाएगा और इसके तहत 18 विभिन्न भाषाओं में वीडियो भेजे जाएंगे। इस कार्यक्रम को मंत्रालय, इंडियन एकेडमी ऑफ पेडियाट्रिक्स, यूनिसेफ, हेल्थ प्रोग्राम और वोडाफोन के सहयोग से तैयार किया गया है। इस वीडियो को केवल वोडाफोन के उपभोक्ताओं को नि:शुल्क भेजा जाएगा और इन चारों वीडियो को डाउनलोड करने वाले को 10 रुपये की प्रोत्साहन राशि दी जाएगी। यूनिसेफ के मूलाधिक, पांच वर्ष से कम आयु के करीब 48 प्रतिशत बच्चे बेहद कुपोषित हैं। इस अभियान के तहत वीडियो के माध्यम से ग्रामीण लोगों को जागरूक बनाने की पहल की जा रही है। केंद्रीय मंत्री मेनका गांधी ने कहा, 'यह काफी नवीनोगी अभियान है और इसके लक्ष्य ग्रामीण क्षेत्र को महिलाएं हैं। हर गांव में ऐसी महिलाएं हैं जो मोबाइल फोन का उपयोग करती हैं। इन्हें ये पूरी तरह से नि:शुल्क प्राप्त हो प्राप्त नहीं होगी बल्कि इसे देखने उन्हें प्रोत्साहन राशि भी दी जाएगी।' मेनका गांधी ने कहा कि मंत्रालय अन्य कर्पणियों से भी इसमें हिस्सा लेने को बात करेगा जिससे कि इस अभियान को पहुंच को बढ़ाया जा सके। उन्होंने कहा, 'इन वीडियो के बारे में विशेष बात यह है कि इसमें यह भी बताया जाएगा कि अगर आप उपयुक्त आहार नहीं लेते हैं या कोई कुपोषित है तब क्या होगा।' इन वीडियो को मंत्रालय और यूनिसेफ ने मिलकर तैयार किया है और इसके जरिये गर्भवती माताओं, बच्चों को दुध पिलाने वाली माताओं, दो वर्ष से कम उम्र के बच्चों के आहार और साल महीने तक बच्चों को मा का दुध पिलाने के महत्व के बारे में जानकारी दी जाएगी। मेनका ने कहा, 'ये वीडियो मोबाइल फोन के जरिये सभी 24 लाख आंगनवाड़ी कर्मियों को भेजे जाएंगे।

महिला एवं बाल विकास मंत्री मेनका गांधी नई दिल्ली में माताओं के लिए मोबाइल शिक्षा कार्यक्रम के लोकार्पण के अवसर पर आयोजित कार्यक्रम को संबोधित करती हुई। साथ में हैं हेल्थ फोन के संस्थापक नंद वाधवा और इंडियन एकेडमी ऑफ पेडियाट्रिक्स के अध्यक्ष एसएस कामथ।

► इसके तहत चार जानवरों की वीडियो भेजे जाएंगे

► इन्हें देखने वाली महिलाओं को प्रोत्साहन राशि भी दी जाएगी

► 2018 तक 2.5 करोड़ महिलाओं को शिक्षित किया जाएगा



Publication: National Duniya	Edition: New Delhi
Date: June 03, 2015	Page No: 09

महिलाओं को मोबाइल से मिलेगी स्वास्थ्य की जानकारी

नई दिल्ली (एजेंसी)। स्वास्थ्य एवं पोषण से जुड़े महत्वपूर्ण विषय पर ग्रामीण महिलाओं तक मोबाइल फोन के जरिये पहुंच बनाने की पहल के तहत महिला एवं बाल विकास मंत्रालय और युनिसेफ ने एक कार्यक्रम शुरू किया है जिसके तहत चार ज्ञानवर्द्धक वीडियो भेजे जायेंगे और इन्हें देखने वाली महिलाओं को प्रोत्साहन राशि भी दी जाएगी। महिला एवं बाल विकास मंत्री मेनका गांधी ने इस डिजिटल शिक्षा कार्यक्रम को पेश किया जिसके तहत साल 2018 तक 2.5 करोड़ महिलाओं को शिक्षित किया जाएगा और इसके तहत 18 विभिन्न भाषाओं में वीडियो भेजे जाएंगे। इस कार्यक्रम को मंत्रालय, इंडियन एंक्टमी आफ पेंडिंगट्रिक्स, युनिसेफ, हेल्थ प्रोग्राम और वोडाफोन के सहयोग से तैयार किया गया है। इस वीडियो को केवल वोडाफोन के उपभोक्ताओं को नि:शुल्क भेजा जाएगा और इन चारों वीडियो को डाउनलोड करने वालों को 10 रुपये



कार्यक्रम में विचार व्यक्त करती महिला एवं बाल विकास मंत्री मेनका गांधी।

की प्रोत्साहन राशि दी जाएगी। युनिसेफ के मुताबिक, पांच वर्ष से कम आयु के करीब 48 प्रतिशत बच्चे बेहद कुपोषित हैं। इस अभियान के तहत वीडियो के माध्यम से ग्रामीण लोगों को जागरूक बनाने की पहल की जा रही है। केंद्रीय मंत्री मेनका गांधी

ने कहा, 'यह काफी नवोन्मेषी अभियान है और इसके लक्ष्य ग्रामीण क्षेत्र की महिलाएं हैं। हर गांव में ऐसी महिलाएं हैं जो मोबाइल फोन का उपयोग करती हैं। इन्हें ये पूरी तरह से नि:शुल्क प्राप्त होनी चाहिए नहीं बल्कि इसे देखने उन्हें प्रोत्साहन राशि भी दी

जाएगी।' मेनका गांधी ने कहा कि मंत्रालय अन्य कंपनियों से भी इसमें हिस्सा लेने की बात करेगा जिससे कि इस अभियान की पहुंच को बढ़ाया जा सके। उन्होंने कहा, 'इन वीडियो के बारे में विशेष बात यह है कि इसमें यह

नई पहल

● महिला एवं बाल विकास मंत्री मेनका गांधी ने डिजिटल शिक्षा कार्यक्रम को पेश किया

भी बताया जाएगा कि अगर आप उपयुक्त आहार नहीं लेते हैं या कोई कुपोषित है तब क्या होगा।' इन वीडियो को मंत्रालय और युनिसेफ ने मिलकर तैयार किया है और इसके जरिये गर्भवती माताओं, बच्चों को दुध पिलाने वाली माताओं, दो वर्ष से कम उम्र के बच्चों के आहार और सात महीने तक बच्चों को मां का दुध पिलाने के महत्व के बारे में जानकारी दी जाएगी।

मेनका ने कहा, 'ये वीडियो मोबाइल फोन के जरिये सभी 24 लाख आंगनवाड़ी कमियों को भेजे जाएंगे। इस मंच का उपयोग महिला सुरक्षा और बेटी बचाओ जैसे संदेशों के प्रसार के लिए भी किया जाएगा।'

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कुपोषण दूर करने को आईएपी हेल्थफोन

नई दिल्ली। इंडियन एकेडमी ऑफ पेडियाट्रिक्स (आईएपी) ने हेल्थफोन के साथ मिलकर आईएपी हेल्थफोन प्रोग्राम को औपचारिक रूप से लॉन्च किया। दुनिया का यह सबसे बड़ा डिजिटल व्यापक शिक्षा कार्यक्रम, आईएपी हेल्थफोन प्रोग्राम भारत में राष्ट्रीय स्तर पर महिलाओं और बच्चों में कुपोषण की चुनौती का मुकाबला करेगा।

आईएपी हेल्थफोन सार्वजनिक

एवं निजी क्षेत्र की संयुक्त साझेदारी पहल है, जो वोडाफोन इंडिया द्वारा समर्थित है। यह एक अनूठा प्रोग्राम है, जिसके जरिए देश में मोबाइल फोंस के बढ़ते उपयोग का प्रभावी उपयोग किया जाता है, ताकि 13 वर्ष से 35 वर्ष तक की 6 मिलियन से अधिक महिलाओं व उनके परिवारों को बेहतर स्वास्थ्य एवं पोषण के तौर-तरीकों के बारे में वर्ष 2018 तक शिक्षित किया जा सके।

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Date: June 03, 2015	Page No: 11

अनूठा कार्यक्रम | आईएपी हेल्थफोन प्रोग्राम को औपचारिक रूप से लांच किया

बच्चों का कुपोषण दूर करेगा हेल्थफोन

हरिभूमि न्यूज. करनाल

इंडियन एकेडमी ऑफ पेडियाट्रिक्स (आईएपी) ने हेल्थफोन के साथ मिलकर आज आईएपी हेल्थफोन प्रोग्राम को औपचारिक रूप से लांच किया। दुनिया का यह सबसे बड़ा डिजिटल व्यापक शिक्षा कार्यक्रम, आईएपी हेल्थफोन प्रोग्राम भारत में राष्ट्रीय स्तर पर महिलाओं और बच्चों में कुपोषण की चुनौती का मुकाबला करेगा। आईएपी हेल्थफोन सार्वजनिक एवं निजी क्षेत्र की संयुक्त साझेदारी पहल है, जो वोडाफोन इंडिया द्वारा समर्थित है। यह एक अनूठा प्रोग्राम है, जिसके जरिए देश में मोबाइल फोन के बढ़ते उपयोग का प्रभावी उपयोग किया जाता है, ताकि 13 वर्ष से 35 वर्ष तक की



6 मिलियन से अधिक महिलाओं व उनके परिवारों को बेहतर स्वास्थ्य एवं पोषण के तौर-तरीकों के बारे में वर्ष 2018 तक शिक्षित किया जा सके। नंद वाघवानी, फाउंडर, हेल्थफोन ने बताया कि आईएपी

हेल्थफोन का तीन वर्षीय अभियान, कुपोषण के खिलाफ भारत की जंग में परिवर्तनकारी साबित होगा और वर्ष 2025 तक भारत में जन्में 60 मिलियन बच्चों का स्वास्थ्य अनुमानतः इससे

प्रत्यक्ष रूप से लाभान्वित होगा। हम इस ड्रीम टीम का हिस्सा बन कर बहुत खुश हैं जो हेल्थ और न्यूट्रिशन की जानकारी पर काम कर रहा है। डॉ. एस.एस. कामत,

■ कुपोषण के खिलाफ अभियान परिवर्तनकारी साबित होगा

प्रेसिडेंट आईएपी ने बताया कि दुनिया के लगभग 33 प्रतिशत कुपोषित बच्चे भारत में रहते हैं। वोडाफोन इंडिया के विनियम एवं 'बा' मामले निदेशक पी.बालाजी ने कहा कि सामाजिक समस्याओं को दूर करने में मोबाइल तकनीक महत्वपूर्ण भूमिका निभा सकती है।

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महिलाओं व बच्चों में कुपोषण दूर करने को अभियान

-मनसंदेश संवाददाता-
करनाल। इंडियन एकेडमी ऑफ पोडियाट्रिक्स (आईएपी) ने हेल्थफोन

महिलाओं व उनके परिवारों को बेहतर स्वास्थ्य एवं पोषण के तीर-तरीकों के बारे में वर्ष 2018 तक शिक्षित किया जा सके।



के साथ मिलकर आज आईएपी हेल्थफोन प्रोग्राम को औपचारिक रूप से लांच किया। दुनिया का यह सबसे बड़ा डिजिटल व्यापक शिक्षा कार्यक्रम, आईएपी हेल्थफोन प्रोग्राम भारत में राष्ट्रीय स्तर पर महिलाओं और बच्चों में कुपोषण की चुनौती का मुकाबला करेगा।

आईएपी हेल्थफोन सार्वजनिक एवं निजी क्षेत्र की संयुक्त साझेदारी पहल है, जो वोडाफोन इंडिया द्वारा समर्थित है। यह एक अनूठा प्रोग्राम है, जिसके जरिए देश में मोबाइल फोन के बढ़ते उपयोग का प्रभावी उपयोग किया जाता है, ताकि 13 वर्ष से 35 वर्ष तक की 6 मिलियन से अधिक

नंद खाध्वानी, फाउंडर, हेल्थफोन ने बताया कि आईएपी हेल्थफोन का तीन वर्षीय अभियान, कुपोषण के खिलाफ भारत की जंग में परिवर्तनकारी साबित होगा और वर्ष 2025 तक भारत में जन्में 60 मिलियन बच्चों का स्वास्थ्य अनुमानतः इससे प्रत्यक्ष रूप से लाभान्वित होगा। हम इस ड्रीम टीम का हिस्सा बन कर बहुत खुश हैं जो हेल्थ और नुट्रिशन की जानकारी पर काम कर रहा है।

डॉ. एस.एस. कामत, प्रेसिडेंट आईएपी ने बताया कि दुनिया के लगभग 33 प्रतिशत कुपोषित बच्चे भारत में रहते हैं। इस अवसर पर बोलेते हुए वोडाफोन इंडिया के विनियम एवं खाद्य मामले निदेशक पी.खालाजी ने कहा कि सामाजिक समस्याओं को दूर करने में मोबाइल तकनीक महत्वपूर्ण भूमिका निभा सकती है।

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आईएपी हेल्थफोन भारत में लांच किया गया

आगरा। इंडियन एकेडमी ऑफ पेडियाट्रिक्स (आईएपी) ने हेल्थफोन के साथ मिलकर आज आईएपी हेल्थफोन प्रोग्राम को औपचारिक रूप से लॉन्च किया। दुनिया का यह सबसे बड़ा डिजिटल व्यापक शिक्षा कार्यक्रम, आईएपी हेल्थफोन प्रोग्राम भारत में राष्ट्रीय स्तर पर महिलाओं और बच्चों में कुपोषण की चुनौती का मुकाबला करेगा।

आईएपी हेल्थफोन सार्वजनिक एवं निजी क्षेत्र की संयुक्त साझेदारी पहल है, जो वोडाफोन इंडिया द्वारा समर्थित है। यह एक अनूठा प्रोग्राम है, जिसके जरिए देश में मोबाइल फोन्स के बढ़ते उपयोग का प्रभावी उपयोग किया जाता है, ताकि 13 वर्ष से 35 वर्ष तक की 6 मिलियन से अधिक महिलाओं व उनके परिवारों को बेहतर स्वास्थ्य एवं पोषण के तौर-तरीकों के बारे में वर्ष 2018 तक शिक्षित किया जा सके।

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आईएपी हेल्थफोन भारत में लांच

आगरा। इंडियन एकेडमी ऑफ पेंडियाट्रिक्स (आईएपी) ने हेल्थफोन के साथ मिलकर आज आईएपी हेल्थफोन प्रोग्राम को औपचारिक रूप से लॉन्च किया। दुनिया का यह सबसे बड़ा डिजिटल व्यापक शिक्षा कार्यक्रम, आईएपी हेल्थफोन प्रोग्राम भारत में राष्ट्रीय स्तर पर महिलाओं और बच्चों में कुपोषण की चुनौती का मुकाबला करेगा। आईएपी हेल्थफोन सार्वजनिक एवं निजी क्षेत्र की संयुक्त साझेदारी पहल है, जो वोडाफोन इंडिया द्वारा समर्थित है। यह एक अनूठा प्रोग्राम है, जिसके जरिए देश में मोबाइल फोन्स के बढ़ते उपयोग का प्रभावी उपयोग किया जाता है, ताकि 13 वर्ष से 35 वर्ष तक की 6 मिलियन से अधिक महिलाओं व उनके परिवारों को बेहतर स्वास्थ्य एवं पोषण के तौर-तरीकों के बारे में वर्ष 2018 तक शिक्षित किया जा सके। इस प्रोग्राम के जरिए, एमडब्ल्यूसीडी और यूनिसेफ द्वारा भारत की 18 भाषाओं में संयुक्त रूप से तैयार किये गये पोषण सीरीज के चार पुनर्संपादित वीडियोज का व्यापक रूप से प्रचार-प्रसार एवं वितरण किया जायेगा और इस प्रकार, इस प्रोग्राम का लक्ष्य हासिल किया जायेगा। पोषण वीडियोज में महिलाओं की स्थिति, गर्भवती महिलाओं और दो वर्ष से कम उम्र के बच्चों की देखभाल, दुग्धपान और संतुलित पोषण एवं स्वास्थ्य के महत्व तथा आहार में छोटे-मोटे परिवर्तन कर पोषण के स्तर में भारी वृद्धि करने के उपायों के बारे में जानकारी दी गई है।

Publication: Hindustan Express	Edition: Agra
Date: June 03, 2015	Page No: 05

दुनिया का सबसे बड़ा डिजिटल मास एजुकेशन प्रोग्राम

आगरा। इंडियन एकेडमी ऑफ पेडियाट्रिक्स (आईएपी) ने हेल्थफोन के साथ मिलकर आज आईएपी हेल्थफोन प्रोग्राम को औपचारिक रूप से लॉन्च किया। दुनिया का यह सबसे बड़ा डिजिटल व्यापक शिक्षा कार्यक्रम, आईएपी हेल्थफोन प्रोग्राम भारत में राष्ट्रीय स्तर पर महिलाओं और बच्चों में कुपोषण की चुनौती का मुकाबला करेगा। आईएपी हेल्थफोन सार्वजनिक एवं निजी क्षेत्र की संयुक्त साझेदारी पहल है, जो वोडाफोन इंडिया द्वारा समर्थित है। यह एक अनूठा प्रोग्राम है, जिसके जरिए देश में मोबाइल फोन्स के बढ़ते उपयोग का प्रभावी उपयोग किया जाता है, ताकि 13 वर्ष से 35 वर्ष तक की 6 मिलियन से अधिक महिलाओं व उनके परिवारों को बेहतर स्वास्थ्य एवं पोषण के तौर-तरीकों के बारे में वर्ष 2018 तक शिक्षित किया जा सके।

इस प्रोग्राम के जरिए, एमडब्ल्यूसीडी और यूनिसेफ द्वारा भारत की 18 भाषाओं में संयुक्त रूप से तैयार किये गये पोषण सीरीज के चार पुनर्संपादित वीडियोज का व्यापक रूप से प्रचार-प्रसार एवं वितरण किया जायेगा और इस प्रकार, इस प्रोग्राम का लक्ष्य हासिल किया जायेगा। पोषण वीडियोज में महिलाओं की स्थिति, गर्भवती महिलाओं और दो वर्ष से कम उम्र के बच्चों की देखभाल, दुग्धपान और संतुलित पोषण एवं स्वास्थ्य के महत्व तथा आहार में छोटे-मोटे परिवर्तन कर पोषण के स्तर में भारी वृद्धि करने के उपायों के बारे में जानकारी दी गई है।

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महिलाओं और बच्चों के कुपोषण को दूर करने को आईएपी हेल्थफोन लॉन्च

बरेली। इंडियन एकेडमी ऑफ पेडियाट्रिक्स (आईपीसी) ने हेल्थफोन के साथ मिलकर आज आईएपी हेल्थफोन प्रोग्राम को औपचारिक रूप में से लॉन्च किया। दुनिया का यह सबसे बड़ा डिजिटल व्यापक शिक्षा कार्यक्रम आईएपी हेल्थफोन प्रोग्राम भारत में राष्ट्रीय स्तर पर महिलाओं और बच्चों में कुपोषण की चुनौती का मुकाबला करेगा। आईएपी हेल्थफोन सार्वजनिक एवं निजी क्षेत्र को संयुक्त साझेदारी पहल है जो वोडाफोन इंडिया द्वारा समर्थित है। यह एक अनूठा प्रोग्राम है जिसके जरिए देश में मोबाइल फोन्स के बढ़ते उपयोग का प्रभावी उपयोग किया जाता है ताकि १३वर्ष से ३५ वर्ष तक की ६ मिलियन से अधिक महिलाओं व उनके परिवारों को बेहतर स्वास्थ्य एवं पोषण के तौर तरीकों के बारे में वर्ष २०१८ तक शिक्षित किया जा सके।

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बच्चों के कुपोषण को दूर करेगा डिजिटल मास

बरेली (स्वरूप समाचार)। ईंडियन एकेडमी ऑफ पेंडियाट्रिक्स (आईएपी) ने हेल्थफोन के साथ मिलकर आज आईएपी हेल्थफोन प्रोग्राम को औपचारिक रूप से लॉन्च किया। दुनिया का यह सबसे बड़ा डिजिटल व्यापक शिक्षा कार्यक्रम, आईएपी हेल्थफोन प्रोग्राम भारत में राष्ट्रीय स्तर पर महिलाओं और बच्चों में कुपोषण की चुनौती का मुकाबला करेगा। आईएपी हेल्थफोन सार्वजनिक एवं निजी क्षेत्र की संयुक्त साझेदारी पहल है, जो वोडाफोन इंडिया द्वारा समर्थित है। यह एक अनूठा प्रोग्राम है, जिसके जरिए देश में मोबाइल फोन्स के बढ़ते उपयोग का प्रभावी उपयोग किया जाता है, ताकि 13 वर्ष से 35 वर्ष तक की 6 मिलियन से अधिक महिलाओं व उनके परिवारों को बेहतर स्वास्थ्य एवं पोषण के तौर-तरीकों के बारे में वर्ष 2018 तक शिक्षित किया जा सके। इस प्रोग्राम के जरिए एमडब्ल्यूसीडी और यूनिसेफ द्वारा भारत की 18 भाषाओं में संयुक्त रूप से तैयार किये गये पोषण सीरीज के

चार पुनर्संपादित वीडियोज का व्यापक रूप से प्रचार-प्रसार एवं वितरण किया जायेगा और इस प्रकार, इस प्रोग्राम का लक्ष्य हासिल किया जायेगा। पोषण वीडियोज में महिलाओं की स्थिति, गर्भवती महिलाओं और दो वर्ष से कम उम्र के बच्चों की देखभाल, दुग्धपान और संतुलित पोषण एवं स्वास्थ्य के महत्व तथा आहार में छोटे-मोटे परिवर्तन कर पोषण के स्तर में भारी वृद्धि करने के उपायों के बारे में जानकारी दी गई है। इस प्रोग्राम को शुरू करने के लिए, आईएपी ने इन चारों वीडियोज को अधिक से अधिक लोगों को दिखलाने के लिए वोडाफोन इंडिया के साथ अनूठी साझेदारी की है। वोडाफोन के ग्राहक इन वीडियोज को निःशुल्क देख/डाउनलोड कर सकेंगे और इन 4 वीडियोज को देखने के बाद, उपयोगकर्ता को 10 रु. के टॉकटाइम का इंसेंटिव मिलेगा। वोडाफोन इन चार वीडियोज को दिखाने हेतु हर वर्ष अपने उपभोक्ताओं को लगभग 300 मिलियन टेक्स्ट मैसेज भेजेगा। प्रिंट और सोशल

मीडिया के सहयोग से देश भर में आईएपी हेल्थफोन प्रोग्राम को बढ़ावा देने के लिए, यह व्यापक संचार अभियान चलाने के लिए आईएपी को भी समर्थन देगा। आईएपी हेल्थफोन पार्टनर्स अपने नेटवर्क्स के जरिए प्रोग्राम को मजबूत बनाने और व्यवस्थित तरीके से कुपोषण की समस्या को दूर करने के लिए अपने प्रयासों को सहयोगपूर्ण बनाने के प्रति वचनबद्ध हैं। अगले कदम के रूप में, वे निम्न कार्य करेंगे: एडब्ल्यूडब्ल्यू, आशा और एएनएम को हेल्थफोन माइक्रोएसडी कार्ड से सुसज्जित करेंगे, जिसमें वीडियो लाइब्रेरी होगी और वे उन महिलाओं, परिवारों व समुदायों के साथ अपने स्वास्थ्य एवं पोषण संबंधी ज्ञान को साझा कर सकेंगे, जिनकी सेवा में वे जुड़े हैं। सोशल मीडिया जगत के बड़े नामों (जैसे फेसबुक, ट्विटर और गूगल) के साथ साझेदारी करेंगे, ताकि उनके लगातार बढ़ रहे चैनल्स की मदद से देहाती और शहरी क्षेत्र में सेवाएं देने वालों तक पहुंचा जा सके।

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महिलाओं-बच्चों के कुपोषण को दूर रखेगा एजुकेशन प्रोग्राम

बरेली। इंडियन एकेडमी ऑफ पेडियाट्रिक्स ने हेल्थफोन के साथ मिलकर आज आईएपी हेल्थफोन प्रोग्राम को औपचारिक रूप से लॉन्च किया। दुनिया का यह सबसे बड़ा डिजिटल व्यापक शिक्षा कार्यक्रम, आईएपी हेल्थफोन प्रोग्राम भारत में राष्ट्रीय स्तर पर महिलाओं और बच्चों में कुपोषण की चुनौती का मुकाबला करेगा। आईएपी हेल्थफोन सार्वजनिक एवं निजी क्षेत्र की संयुक्त साझेदारी पहल है, जो वोडाफोन इंडिया द्वारा समर्थित है। यह एक अनूठा प्रोग्राम है, जिसके जरिए देश में मोबाइल फोन्स के बढ़ते उपयोग का प्रभावी उपयोग किया जाता है, ताकि 13 वर्ष से 35 वर्ष तक की 6 मिलियन से अधिक महिलाओं व उनके परिवारों को बेहतर स्वास्थ्य एवं पोषण के तौर-तरीकों के बारे में वर्ष 2018 तक शिक्षित किया जा सके। इस प्रोग्राम के जरिए एमडब्ल्यूसीडी और यूनिसेफ द्वारा भारत की 18 भाषाओं में संयुक्त रूप से तैयार किये गये पोषण सीरीज के चार पुनर्संपादित वीडियोज का व्यापक रूप से प्रचार-प्रसार एवं वितरण किया जायेगा और इस प्रकार, इस प्रोग्राम का लक्ष्य हासिल किया जायेगा। पोषण वीडियोज में महिलाओं की स्थिति, गर्भवती महिलाओं और दो वर्ष से कम उम्र के बच्चों की देखभाल, दुग्धपान और संतुलित पोषण एवं स्वास्थ्य के महत्व तथा आहार में छोटे-मोटे परिवर्तन कर पोषण के स्तर में भारी वृद्धि करने के उपायों के बारे में जानकारी दी गई है।

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कुपोषण की समस्या से निपटेगा हेल्थफोन प्रोग्राम

देहरादून: इंडियन एकेडमी ऑफ पेडियाट्रिक्स (आईएपी) और हेल्थफोन ने संयुक्त रूप से आईएपी हेल्थफोन प्रोग्राम शुरू किया है। यह प्रोग्राम भारत में राष्ट्रीय स्तर पर महिलाओं और बच्चों में कुपोषण की समस्या से निपटेगा। बताया गया है कि आईएपी हेल्थफोन सार्वजनिक एवं निजी क्षेत्र की संयुक्त साझेदारी पहल है, जो वोडाफोन इंडिया द्वारा समर्थित है। यह एक ऐसा कार्यक्रम है, जिसके जरिए महिलाओं व उनके परिवारों को बेहतर स्वास्थ्य एवं पोषण के तौर-तरीकों के बारे में वर्ष 2018 तक शिक्षित किया जा सके। पोषण वीडियोज में महिलाओं की स्थिति, गर्भवती महिलाओं और दो वर्ष से कम उम्र के बच्चों की देखभाल, दुग्धपान और संतुलित पोषण के बारे में जानकारी दी गई है। इस प्रोग्राम को शुरू करने के लिए आईएपी ने इन चारों वीडियोज को अधिक से अधिक लोगों को दिखलाने के लिए वोडाफोन इंडिया के साथ साझेदारी की है।

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हेल्थफोन के जरिये कुपोषण की चुनौतियों का मुकाबला करने की कवायद

देहरादून। इंडियन एकेडमी ऑफ पीडियाट्रिक्स (आईएपी) ने हेल्थफोन के साथ मिलकर आईएपी हेल्थ फोन प्रोग्राम लांच किया है। प्रोग्राम के तहत भारत में राष्ट्रीय स्तर पर महिलाओं और बच्चों में कुपोषण की चुनौती का मुकाबला करना सिखाया जायेगा।

यह एक अनूठा प्रोग्राम है, जिसके जरिए देश में मोबाइल फोन के बढ़ते उपयोग का प्रभावी उपयोग किया जायेगा। जिससे 13 वर्ष से 35 वर्ष तक की छह मिलियन से अधिक महिलाओं व उनके परिवारों को बेहतर स्वास्थ्य एवं पोषण के तौर-तरीकों के बारे में 2018 तक शिक्षित किया जा सके। पोषण वीडियोज में महिलाओं की स्थिति, गर्भवती महिलाओं और दो वर्ष से कम उम्र के बच्चों की देखभाल, दुग्धपान और संतुलित पोषण एवं स्वास्थ्य के महत्व एवं आहार में छोटे-मोटे परिवर्तन कर पोषण के स्तर में भारी वृद्धि करने के उपायों के बारे में जानकारी दी गई है।

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Digital mass education programme to tackle malnutrition

NEW DELHI, 2 June (IANS): The Indian Academy of Pediatrics (IAP) in collaboration with the Mother and Child Health and Education Trust on Tuesday launched a digital mass education programme - dubbed the world's largest - to tackle the challenge of malnutrition in mothers and children.

The IAP HealthPhone programme, supported by Vodafone, aims to leverage the increasing penetration of mobile phones in India to educate over six million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018.

Vodafone will send out approximately 300 million text messages to its subscribers for three years to promote the programme.

"Almost 33 percent of the world's malnourished children live in India. Mass education about the seriousness of this problem, its pitfalls and easy solutions, is critical among women of child-bearing age, mothers and their immediate families," said IAP president S.S. Kamath.

"We aim to jointly educate the caregivers, and in time change their behaviour to address this issue comprehensively," he said.

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मोबाइल पर मिलेगी स्वास्थ्य की जानकारी

नई दिल्ली। यूनीसेफ एवं इंडियन अकादमी ऑफ पेडियाट्रिक्स (आईएपी) ने ग्रामीण महिलाओं को बच्चों के पोषण से जुड़ी जानकारी देने के लिए मोबाइल फोन के जरिए एक अनूठी पहल की है।

आईएपी हेल्थफोन कार्यक्रम के जरिए मोबाइल फोन पर बच्चों एवं महिलाओं के पोषण से जुड़ी वीडियो जारी किए जाएंगे। महिला एवं बाल विकास मंत्री, मेनका गांधी ने एक कार्यक्रम में इस योजना की शुरुआत की। इस योजना का क्रियान्वयन वोडाफोन के जरिए किया जा रहा है।

(एजेसियां)

महिलाओं को मोबाइल से मिलेगी स्वास्थ्य की जानकारी

नई दिल्ली (एजेंसी)। स्वास्थ्य एवं पोषण से जुड़े महत्वपूर्ण विषय पर ग्रामीण महिलाओं तक मोबाइल फोन के जरिये पहुंच बनाने की पहल के तहत महिला एवं बाल विकास मंत्रालय और यूनिसेफ ने एक कार्यक्रम शुरू किया है जिसके तहत चार ज्ञानवर्द्धक वीडियो भेजे जायेंगे और इन्हें देखने वाली महिलाओं को प्रोत्साहन राशि भी दी जाएगी। महिला एवं बाल विकास मंत्री मेनका गांधी ने इस डिजिटल शिक्षा कार्यक्रम को पेश किया जिसके तहत साल 2018 तक 2.5 करोड़ महिलाओं को शिक्षित किया जाएगा और इसके तहत 18 विभिन्न भाषाओं में वीडियो भेजे जाएंगे। इस कार्यक्रम को मंत्रालय, इंडियन एकेडमी आफ पेंडियाट्रिक्स, यूनिसेफ, हेल्थ प्रोग्राम और वोडाफोन के सहयोग से तैयार किया गया है। इस वीडियो को केवल वोडाफोन के उपभोक्ताओं को निःशुल्क भेजा जाएगा और इन चारों वीडियो को डाउनलोड करने वाले को 10 रुपए



कार्यक्रम में विचार व्यक्त करती महिला एवं बाल विकास मंत्री मेनका गांधी।

की प्रोत्साहन राशि दी जाएगी।

यूनिसेफ के मुताबिक, पांच वर्ष से कम आयु के करीब 48 प्रतिशत बच्चे बेहद कुपोषित हैं। इस अभियान के तहत वीडियो के माध्यम से ग्रामीण लोगों को जागरूक बनाने की पहल की जा रही है। केंद्रीय मंत्री मेनका गांधी

ने कहा, 'यह काफी नवोन्मेषी अभियान है और इसके लक्ष्य ग्रामीण क्षेत्र की महिलाएं हैं। हर गांव में ऐसी महिलाएं हैं जो मोबाइल फोन का उपयोग करती हैं। इन्हें ये पूरी तरह से निःशुल्क प्राप्त ही प्राप्त नहीं होंगे बल्कि इसे देखने उन्हें प्रोत्साहन राशि भी दी

जाएगी।'

मेनका गांधी ने कहा कि मंत्रालय अन्य कंपनियों से भी इसमें हिस्सा लेने की बात करेगा जिससे कि इस अभियान की पहुंच को बढ़ाया जा सके। उन्होंने कहा, 'इन वीडियो के बारे में विशेष बात यह है कि इसमें यह

नई पहल

- महिला एवं बाल विकास मंत्री मेनका गांधी ने डिजिटल शिक्षा कार्यक्रम को पेश किया

भी बताया जाएगा कि अगर आप उपयुक्त आहार नहीं लेते हैं या कोई कुपोषित है तब क्या होगा। इन वीडियो को मंत्रालय और यूनिसेफ ने मिलकर तैयार किया है और इसके जरिये गर्भवती माताओं, बच्चों को दूध पिलाने वाली माताओं, दो वर्ष से कम उम्र के बच्चों के आहार और सात महीने तक बच्चों को मां का दूध पिलाने के महत्व के बारे में जानकारी दी जाएगी।

मेनका ने कहा, 'ये वीडियो मोबाइल फोन के जरिये सभी 24 लाख आंगनवाड़ी कर्मियों को भेजे जाएंगे। इस मंच का उपयोग महिला सुरक्षा और बेटी बचाओ जैसे संदेश के प्रसार के लिए भी किया जाएगा।'

Publication: National Duniya	Edition: Meerut
Date: June 03, 2015	Page No: 13

कुपोषण दूर करने को आईएपी हेल्थफोन

नई दिल्ली। इंडियन एकेडमी ऑफ पेडियाट्रिक्स (आईएपी) ने हेल्थफोन के साथ मिलकर आईएपी हेल्थफोन प्रोग्राम को औपचारिक रूप से लॉन्च किया। दुनिया का यह सबसे बड़ा डिजिटल व्यापक शिक्षा कार्यक्रम, आईएपी हेल्थफोन प्रोग्राम भारत में राष्ट्रीय स्तर पर महिलाओं और बच्चों में कुपोषण की चुनौती का मुकाबला करेगा।

आईएपी हेल्थफोन सार्वजनिक

एवं निजी क्षेत्र की संयुक्त साझेदारी पहल है, जो वोडाफोन इंडिया द्वारा समर्थित है। यह एक अनूठा प्रोग्राम है, जिसके जरिए देश में मोबाइल फोंस के बढ़ते उपयोग का प्रभावी उपयोग किया जाता है, ताकि 13 वर्ष से 35 वर्ष तक की 6 मिलियन से अधिक महिलाओं व उनके परिवारों को बेहतर स्वास्थ्य एवं पोषण के तौर-तरीकों के बारे में वर्ष 2018 तक शिक्षित किया जा सके।

Publication: Prabhat	Edition: Meerut
Date: June 03, 2015	Page No: 02

‘कुपोषण से निपटने के प्रयास जरूरी’

नई दिल्ली (एजेसिया)।

केंद्रीय महिला एवं बाल विकास मंत्री मेनका गांधी ने मंगलवार को कहा कि कुपोषण एक बड़ी समस्या है और सरकार इससे निपटने के विभिन्न कदम उठा रही है।

गांधी ने यहां इंडिया पीडियाट्रिक्स एकेडमी के सहयोग से ‘आईएपी हेल्थफोन’ कार्यक्रम जारी करते हुए कहा कि ग्रामीण भारत में महिलाओं और बच्चों में कुपोषण की भारी समस्या है और इससे समग्रता से निपटा जाना चाहिए। उन्होंने कहा कि कुपोषण की समस्या से निपटने के लिए गैर सरकारी संगठनों, निजी संस्थाओं और उद्योगों को भी सामना आना चाहिए।

उन्होंने कहा कि ग्रामीण भारत में कुपोषण के खिलाफ डिजिटल तकनीक का इस्तेमाल अपने आप में अनोखा है। इस कार्यक्रम में वीडियो के जरिए लोगों को कुपोषण से बचाव की जानकारी दी जाती है। उन्होंने कहा कि कुपोषण का एक प्रमुख कारण जानकारी का अभाव है



इंडिया पीडियाट्रिक्स एकेडमी के सहयोग से ‘आईएपी हेल्थफोन’ कार्यक्रम में मेनका गांधी।

और यह कार्यक्रम लोगों में पोषक तत्वों के प्रति जागरूकता पैदा करेगा।

मेनका गांधी ने कहा कि सरकार एकीकृत बाल विकास सेवा योजना का संचालन करती है जिससे छह वर्ष से कम आयु के बच्चों,

गर्भवती महिलाओं और स्तन पान कराने वाली माताओं को पोषण दिया जाता है।

इसके अलावा सरकार लोगों को स्वास्थ्य के प्रति जागरूक करने के लिए समय समय पर अभियान भी चलाती है।

हेल्थफोन प्रोग्राम कुपोषण की चुनौती का मुकाबला करेगा

■ पोषण वीडियोज में महिलाओं की स्थिति, गर्भवती महिलाओं और दो वर्ष से कम उम्र के बच्चों की देखभाल, पोषण के स्तर में वृद्धि करने के उपायों पर जानकारी दी गई

शाह टाइम्स संवाददाता

नई दिल्ली। इंडियन एकेडमी ऑफ पेंडियाट्रिक्स आईएपी ने हेल्थफोन के साथ मिलकर आज आईएपी हेल्थफोन प्रोग्राम को औपचारिक रूप से लॉन्च किया। दुनिया का यह सबसे बड़ा डिजिटल व्यापक शिक्षा कार्यक्रम, आईएपी हेल्थफोन प्रोग्राम भारत में राष्ट्रीय स्तर पर महिलाओं और बच्चों में कुपोषण की चुनौती का मुकाबला करेगा। आईएपी हेल्थफोन सार्वजनिक एवं निजी क्षेत्र की संयुक्त साझेदारी पहल है, जो वोडाफोन इंडिया द्वारा समर्थित है। यह एक अनूठा प्रोग्राम है,

जिसके जरिए देश में मोबाइल फोन्स के बढ़ते उपयोग का प्रभावी उपयोग किया जाता है, ताकि 13 वर्ष से 35 वर्ष तक की 6 मिलियन से अधिक महिलाओं व उनके परिवारों को बेहतर स्वास्थ्य एवं पोषण के तौर-तरीकों के बारे में वर्ष 2018 तक शिक्षित किया जा सके। इस प्रोग्राम के जरिए, एमडब्ल्यूसीडी और यूनिसेफ द्वारा भारत की 18 भाषाओं में संयुक्त रूप से तैयार किये गये पोषण सीरीज के चार पुनर्संपादित वीडियोज का व्यापक रूप से प्रचार-प्रसार एवं वितरण किया जायेगा और इस प्रकार, इस प्रोग्राम का लक्ष्य हासिल किया जायेगा। पोषण वीडियोज में महिलाओं की स्थिति, गर्भवती महिलाओं और दो वर्ष से कम उम्र के बच्चों की देखभाल, दुग्धपान और संतुलित पोषण एवं स्वास्थ्य के महत्व तथा आहार में छोटे-मोटे परिवर्तन कर पोषण के स्तर में भारी वृद्धि करने के उपायों के बारे में जानकारी दी है। प्रोग्राम को शुरू करने को, आईएपी ने इन चारों वीडियोज को अधिक से अधिक लोगों को दिखलाने के लिए वोडाफोन इंडिया के साथ अनूठी साझेदारी की है।



महिला एवं बाल विकास मंत्री मेनका गांधी ली मेरीडियन में आयोजित हेल्थफोन प्रोग्राम को लांच करती हुई।

Publication: Dainik Bhaskar	Edition: Bhopal
Date: June 03, 2015	Page No: 03

हेल्थफोन भारत में लॉन्च, वोडाफोन करेगा मदद

चंडीगढ़ | इंडियन एकेडमी ऑफ पीडियाट्रिक्स ने हेल्थफोन के साथ मिलकर आईएपी हेल्थफोन प्रोग्राम को भारत में लॉन्च किया है। दुनिया का यह सबसे बड़ा डिजिटल व्यापक शिक्षा कार्यक्रम, आईएपी हेल्थफोन प्रोग्राम भारत में राष्ट्रीय स्तर पर महिलाओं और बच्चों में कुपोषण की चुनौती का मुकाबला करेगा। वोडाफोन इसके जरिए 13 वर्ष से 35 वर्ष तक की 6 मिलियन से अधिक महिलाओं व उनके परिवारों को बेहतर स्वास्थ्य एवं पोषण के बारे में वर्ष 2018 तक एजुकेट करने का लक्ष्य लेकर चल रहा है।

Ministry of Women and Child Development



The Union Minister for Women and Child Development, Smt. Maneka Sanjay Gandhi addressing at the launch of the IAP-HealthPhone, in New Delhi on June 02, 2015.
CNR :68795 Photo ID :66119

Ministry of Women and Child Development



The Union Minister for Women and Child Development, Smt. Maneka Sanjay Gandhi launching the IAP-HealthPhone, in New Delhi on June 02, 2015.

CNR :68794 Photo ID :66118

Link: <http://www.epa.eu/social-issues-photos/welfare-photos/malnutrition-health-phone-photos-51970841>

Malnutrition health-phone photo preview 51970841



Malnutrition health-phone photo information



Malnutrition health-phone photo information

Business Standard

Link: http://www.business-standard.com/article/pti-stories/rural-women-to-be-educated-about-malnutrition-on-mobile-phones-115060200594_1.html

Rural women to be educated about malnutrition on mobile phones

Press Trust of India | New Delhi

June 2, 2015 Last Updated at 14:57 IST

Reaching out to rural women on critical issues of health and nutrition through mobile phones, a programme was started today under which four informative videos will be sent and they will be "paid to view it".

The digital education programme, which aims to educate 25 million women by 2018 through the free videos in 18 different languages, was launched by Women and Child Development Minister Maneka Gandhi in partnership with Indian Academy of Paediatrics, Unicef, HealthPhone and Vodafone.

The videos will be sent to only Vodafone subscribers free of cost and the users will also get an incentive of Rs 10 for downloading all four videos.

According to UNICEF, around 48 per cent of children below five years are chronically undernourished. The campaign will target rural people through videos to educate them on better nutrition practices and prevention of child malnutrition.

"The campaign is very innovative and its target group is village women. There are a certain number of women in almost all villages who use mobile phones. This is going to be absolutely free and not only that they will be paid to view it," the minister said.

Gandhi said that the ministry will talk to other companies as well to participate in the campaign so as to widen its reach.

"The special thing about these videos is that they also tell what will happen if you don't take proper nutrition or if one has malnutrition," she said.

Link: http://www.business-standard.com/article/news-ani/maneka-gandhi-launches-iap-healthphone-programme-115060201708_1.html

Maneka Gandhi launches IAP HealthPhone programme

ANI | New Delhi

Union Minister of Women and Child Development Maneka Gandhi launched the Indian Academy of Pediatrics (IAP) HealthPhone programme in [Delhi](#) on Tuesday.

The programme is the world's largest digital mass education programme for addressing malnutrition in women and children.

This programme has been launched by the Indian Academy of Pediatrics (IAP) in partnership with the Ministry of Women and Child Development, [UNICEF](#) and supported by Vodafone India.

This programme aims to tackle the challenge of malnutrition in mothers and children across India.

Speaking at the launch of the programme, Maneka said that it is an innovative initiative that will reach out to the masses specially the rural females.

She said that the idea of paying an incentive for watching these videos is really unique and encouraging.

Maneka hoped that it will make a difference in generating awareness about the issues related to health and malnutrition at a large scale.

She also said that the problem of malnutrition in [India](#) is a well-known fact and the Government has been taking various steps to address this through a number of programmes. Malnutrition is partly an issue of lack of means of nutrition and partly lack of knowledge about proper method of nutrition.

The Ministry of Women and Child Development through its ICDS programme has been providing supplementary nutrition to the pregnant and lactating mothers as well as children up to the age of six years.

Link: http://www.business-standard.com/article/government-press-release/smt-maneka-sanjay-gandhi-launches-iap-healthphone-programme-iap-healthphone-is-115060201530_1.html

Smt Maneka Sanjay Gandhi launches IAP HealthPhone programme IAP HealthPhone is the world's largest digital mass education programme to address malnutrition in women and children This unique and innovative initiative will add to the Ministry's efforts on tackling malnutrition, says Minister

Delhi

June 2, 2015 Last Updated at 20:20 IST

Smt Maneka Sanjay Gandhi launches IAP HealthPhone programme

IAP HealthPhone is the world's largest digital mass education programme to address malnutrition in women and children

This unique and innovative initiative will add to the Ministry's efforts on tackling malnutrition, says Minister

The Union Minister of Women and Child Development Smt Maneka Sanjay Gandhi launched the IAP HealthPhone programme in New Delhi today. The IAP HealthPhone programme is the world's largest digital mass education programme for addressing the malnutrition in women and children. This programme is launched by the Indian Academy of Pediatrics (IAP) in partnership with the Ministry of Women and Child Development, UNICEF and supported by Vodafone India. This programme aims to tackle the challenge of malnutrition in mothers and children across India.

Speaking on the occasion, Mrs Maneka Sanjay Gandhi said that it is an innovative initiative that will reach out to the masses specially the rural females. She said that the idea of paying an incentive for watching these videos is really unique and encouraging. She hoped that will make a difference in generating awareness about the issues related to health and malnutrition at a large scale.

The Minister said that the problem of malnutrition in India is a well-known fact and the Government has been taking various steps to address this through a number of programmes. Malnutrition is partly an issue of lack of means of nutrition and partly lack of knowledge about proper method of nutrition. The [Ministry of Women and Child Development](#) through its ICDS programme has been providing supplementary nutrition to the pregnant and lactating mothers as well as children up to the age of 6 years. The Ministry has also been undertaking information and education campaigns to sensitize people about the correct nutritional methods. In this direction the Ministry had produced a series of videos in all national languages so as to reach out to every citizen of the country. This initiative will add to the Ministry's efforts on tackling malnutrition, she added.

She hoped that more organizations from the business and civil society will come forward to join hands with the Ministry to take up more such initiatives.

The launch of the IAP Health Phone was followed by a question answer session. Addressing the media, she said that awareness should be generated about the potential effects of the malnutrition on a person. All sections of society should work together to address the issue of malnutrition, she added.

The IAP HealthPhone is a public-partnership initiative that leverages the increasing penetration of mobile phones in the country to educate over 6 million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018. The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan (nutritional videos) series, jointly produced by Ministry of

Women and Child Development and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutritional levels.

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To start the programme, IAP has forged a unique partnership with Vodafone India to encourage the viewing of the four videos. Vodafone will enable its customers to view/download the videos free of data charges and on viewing the 4 videos, the user will receive a talk time incentive of Rs.10/-.

Vodafone will send out approximately 300 million text messages to its subscribers every year to promote the viewing of the four videos. It will also support IAP to undertake a comprehensive communication campaign to promote the IAP HealthPhone programme across the country via print and social media.

IAP HealthPhone partners are committed to strengthen the programme through their networks and sync their efforts to address malnutrition systemically. As next step they will also equip AWW, ASHAs and ANMs with a HealthPhone microSD card, containing a library of videos, to enable them to share health and nutrition knowledge with women, families and the communities they serve. They plan to partner with social media giants (such as Facebook, Twitter and Google) to use their exponentially growing channels to reach more-rural and urban-caregivers.

The three-year campaign by IAP HealthPhone is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India's fight against malnutrition.

Senior officials of the Ministry of Women and Child Development and other stakeholders related to the programme were also present on the occasion.

Link: <http://economictimes.indiatimes.com/news/politics-and-nation/rural-women-to-be-educated-about-malnutrition-on-mobile-phones/articleshow/47513752.cms>

Rural women to be educated about malnutrition on mobile phones

By PTI | 2 Jun, 2015, 03.40PM IST

NEW DELHI: Reaching out to rural women on critical issues of health and nutrition through mobile phones, a programme was started today under which four informative videos will be sent and they will be "paid to view it".

The digital education programme, which aims to educate 25 million women by 2018 through the free videos in 18 different languages, was launched by Women and Child Development Minister Maneka Gandhi in partnership with Indian Academy of Paediatrics, Unicef, HealthPhone and Vodafone.

The videos will be sent to only Vodafone subscribers free of cost and the users will also get an incentive of Rs 10 for downloading all four videos.

According to UNICEF, around 48 per cent of children below five years are chronically undernourished. The campaign will target rural people through videos to educate them on better nutrition practices and prevention of child malnutrition.

"The campaign is very innovative and its target group is village women. There are a certain number of women in almost all villages who use mobile phones. This is going to be absolutely free and not only that they will be paid to view it," the minister said.

Gandhi said that the ministry will talk to other companies as well to participate in the campaign so as to widen its reach.

"The special thing about these videos is that they also tell what will happen if you don't take proper nutrition or if one has malnutrition," she said.

Rural women to be educated about malnutrition on mobile phones

Reaching out to rural women on critical issues of health and nutrition through mobile phones, a programme was started under which four informative videos will be sent. PTI | 02 June 2015, 4:39 PM IST



NEW DELHI: Reaching out to rural women on critical issues of health and nutrition through mobile phones, a programme was started today under which four informative videos will be sent and they will be "paid to view it".

The digital education programme, which aims to educate 25 million women by 2018 through the free videos in 18 different languages, was launched by Women and Child Development Minister Maneka Gandhi in partnership with Indian Academy of Paediatrics, Unicef, HealthPhone and Vodafone.

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Gandhi said that the ministry will talk to other companies as well to participate in the campaign so as to widen its reach.

"The special thing about these videos is that they also tell what will happen if you don't take proper nutrition or if one has malnutrition," she said.



Link: <http://www.financialexpress.com/article/healthcare/happening-now/iap-with-healthphone-launches-iap-healthphone-programme-in-india/79147/>

IAP with HealthPhone launches IAP HealthPhone programme in India

By [EH News Bureau](#) on June 2, 2015

The programme has been launched in partnership with MWCD, Government of India, UNICEF and supported by Vodafone India.

The Indian Academy of Pediatrics (IAP) in partnership with HealthPhone, have formally launched IAP HealthPhone programme, to tackle the challenge of malnutrition in women and children, at the national-level in India.

IAP HealthPhone is a public private partnership initiative that is supported by Vodafone India. It is a unique programme that leverages the increasing penetration of mobile phones in the country to educate over six million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018.

The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan series, jointly produced by MWCD and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutrition levels.

To kick start the programme, IAP has forged a unique partnership with Vodafone India to encourage the viewing of the four videos. Vodafone will enable its customers to view/download the videos free of data charges and on viewing the four videos, the user will receive a talk time incentive of Rs 10.

Vodafone will send out approximately 300 million text messages to its subscribers every year to promote the viewing of the four videos. It will also support IAP to undertake a comprehensive communication campaign to promote the IAP HealthPhone programme across the country via print and social media.

IAP HealthPhone partners are committed to strengthen the programme through their networks and sync their efforts to address malnutrition systemically. As next steps they will equip AWW, ASHAs and ANMs with a HealthPhone microSD card, containing a library of videos, to enable them to share health and nutrition knowledge with women, families and the communities they serve and partner with social media giants (such as Facebook, Twitter and [Google](#)) to use their exponentially growing channels to reach more – rural and urban – caregivers.

The three-year campaign by IAP HealthPhone is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India's fight against malnutrition.

Rural women to be educated about malnutrition on mobile phones

PTI | Jun 2, 2015, 04:57 PM IST



The campaign will target rural people through videos to educate them on better nutrition practices and prevention of child malnutrition.

NEW DELHI: Reaching out to rural women on critical issues of health and nutrition through mobile phones, a programme was started today under which four informative videos will be sent and they will be "paid to view it".

The digital education programme, which aims to educate 25 million women by 2018 through the free videos in 18 different languages, was launched by Women and Child Development Minister Maneka Gandhi in partnership with Indian Academy of Paediatrics, Unicef, HealthPhone and Vodafone.

The videos will be sent to only Vodafone subscribers free of cost and the users will also get an incentive of Rs 10 for downloading all four videos.

According to UNICEF, around 48 per cent of children below five years are chronically undernourished. The campaign will target rural people through videos to educate them on better nutrition practices and prevention of child malnutrition.

"The campaign is very innovative and its target group is village women. There are a certain number of women in almost all villages who use mobile phones. This is going to be absolutely free and not only that they will be paid to view it," the minister said.

Gandhi said that the ministry will talk to other companies as well to participate in the campaign so as to widen its reach.

"The special thing about these videos is that they also tell what will happen if you don't take proper nutrition or if one has malnutrition," she said.

Cutting down on malnutrition through awareness videos

The IAP HealthPhone programme was launched today by Women and Child Development Minister Maneka Gandhi



Women and Child Development Minister Maneka Gandhi at the launch of the HealthPhone programme in New Delhi (Photo tweeted by @IAPHealthPhone)

Written by [Vishnu Varma](#) | New Delhi | Published on: June 2, 2015 5:04 pm

In 2013, the World Health Organisation (WHO) said that close to 1.3 million children in India [die every year](#) because of inadequate nutrition, or rather malnutrition. The UNICEF estimates this year that around 48 per cent of children in India below the age of five are "chronically undernourished." Now, these are critical statistics in the field of maternal and child healthcare that one cannot ignore.

In its attempts to slash down on the challenge of widespread malnutrition affecting India's pregnant women, mothers and newborn children, the *government* today launched a digital education programme through which informative awareness videos could be made available in rural areas and tribal areas. The programme, that was started today by Union Women and Child Development Minister [Maneka Gandhi](#), is in partnership with Indian Academy of Paediatrics, HealthPhone, UNICEF and Vodafone India.

"I am very, very happy that we have started this venture today. This programme excited me a lot and I wanted the target group to be the women in villages," said Mrs Gandhi at the launch in New Delhi.

The aim of the programme, experts behind the venture say, is to make women more aware about the qualities of breastfeeding, care of children under the age of 2 and more importantly to ensure that children are given a balanced and healthy nutritious diet.

Through the initiative, four videos jointly produced by UNICEF and Govt of India in 18 different languages describing the significance of nutrition will be made available to women in rural areas through cell phones which subscribe to Vodafone. Viewing/downloading of videos from the WAP page will not attract any cost. In fact, to encourage the viewing of the videos, Vodafone has said that those who download all four videos will get a talk-time of Rs 10.

The videos, which feature popular Bollywood actor [Aamir Khan](#), also show the government's attempts to exploit the increasing mobile penetration in India. The country is said to have a mobile subscriber base of more than 900 million out of a population of 1.2 billion.

The minister also emphasised on the strength of more than 24 lakh anganwadis across the country to take the message of nutrition across.

"Anganwadi is a good route to showing these videos. They have significant clout and credibility in a village," she said.

The Minister added that she would invite other telecom companies to come onboard to participate in the programme.

Programme coordinators say that over 6 million girls and women, between the ages of 13 and 35 years will be educated about better health and nutrition practices by 2018.

Rural Women to Be Educated About Malnutrition on Mobile Phones

By PTI

NEW DELHI: Reaching out to rural women on critical issues of health and nutrition through mobile phones, a programme was started today under which four informative videos will be sent and they will be "paid to view it". The digital education programme, which aims to educate 25 million women by 2018 through the free videos in 18 different languages, was launched by Women and Child Development Minister Maneka Gandhi in partnership with Indian Academy of Paediatrics, Unicef, HealthPhone and Vodafone.

The videos will be sent to only Vodafone subscribers free of cost and the users will also get an incentive of Rs 10 for downloading all four videos.

According to UNICEF, around 48 per cent of children below five years are chronically undernourished. The campaign will target rural people through videos to educate them on better nutrition practices and prevention of child malnutrition.

"The campaign is very innovative and its target group is village women. There are a certain number of women in almost all villages who use mobile phones. This is going to be absolutely free and not only that they will be paid to view it," the minister said.

Gandhi said that the ministry will talk to other companies as well to participate in the campaign so as to widen its reach.

"The special thing about these videos is that they also tell what will happen if you don't take proper nutrition or if one has malnutrition," she said.

The videos have been produced by the ministry and Unicef and reinforce on diet of expecting mothers, lactating mothers, children under the age of two years and information on importance of breast feeding for children between 0-7 months.

"The videos will be sent to the mobile phones of all our 24 lakh Anganwadi workers. We want to use this platform to spread other messages like women safety and 'Beti-Bachao'.

"So, over a period of time, we will use it for promoting different social messages which are important and carry information not just awareness," the minister said.

According to Unicef, chronic under-nutrition in children is a major challenge.

"The consequences of chronic under-nutrition are irreversible and life-long, ultimately leading to a loss estimated to be over three per cent of the GDP. So, we are pleased to be part of this important partnership to invest in addressing malnutrition," said UNICEF's representative to India Louis Georges Arsenault.

Link: <http://www.pharmabiz.com/NewsDetails.aspx?aid=88630&sid=2>

IAP HealthPhone launched to address malnutrition in women and children

Our Bureau, Mumbai

Tuesday, June 02, 2015, 17:00 Hrs [IST]

The Indian Academy of Paediatrics (IAP) in partnership with HealthPhone, Ministry of Women and Child Development (MWCD), Government of India and UNICEF, announced the formal launch of the IAP HealthPhone programme, the world's largest digital mass education programme to tackle the challenge of malnutrition in women and children, at the national-level in India.

IAP HealthPhone is a public private partnership initiative that is supported by Vodafone India. It is a unique programme that leverages the increasing penetration of mobile phones in the country to educate over 6 million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018.

The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan series, jointly produced by MWCD and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutrition levels.

Vodafone will send out approximately 300 million text messages to its subscribers every year to promote the viewing of the four videos. It will also support IAP to undertake a comprehensive communication campaign to promote the IAP HealthPhone programme across the country via print and social media.

IAP HealthPhone partners are committed to strengthen the programme through their networks and sync their efforts to address malnutrition systemically. As next steps they will equip AWW, ASHAs and ANMs with a HealthPhone microSD card, containing a library of videos, to enable them to share health & nutrition knowledge with women, families and the communities they serve. Partner with social media giants (such as Facebook, Twitter and Google) to use their exponentially growing channels to reach more - rural and urban – caregivers.

Says Dr SS Kamath,, president IAP, "Almost 33% of the world's malnourished children live in India. Mass education about the seriousness of this problem, its pitfalls and easy solutions, is critical among women of child bearing age, mothers and their immediate families. Working integrally with HealthPhone, we aim to jointly educate the caregivers so and in time change their behaviour to address this issue comprehensively."

HealthPhone offers access to over 2,500 short educational health and nutrition videos, audio and text messages, in more than 75 languages and suitable for people who can't read. The videos can be pre-loaded on a microSD memory card and inserted into mobile phones.

Says Nand Wadhvani, founder, HealthPhone, "The three-year campaign by IAP HealthPhone will be transformative for India's fight against malnutrition and is expected to directly benefit the health of 60 million children born in India by 2025. We are thrilled to be a part of this 'dream team' working together to put health and nutrition knowledge directly in the hands of those who need it most. We look forward to India's children thriving from the power of their knowledgeable mothers."

UNICEF, an integral part of the United Nations, works with governments, communities, civil society organisations, the private sector, and other partners worldwide to advance children's rights, and is guided by the Convention on the Rights of the Child. Says Louis-Georges Arsenault, UNICEF Representative to India, "The consequences of chronic under-nutrition are irreversible and life-long, ultimately leading to a loss estimated to be over 3% of the GDP."

Digital Mass Health Education Programme 'IAP HealthPhone' Launched

Tuesday, June 2nd, 2015 | Filed under [Corporate](#) | Posted by : [indiaccsr](#)



NEW DELHI: The Indian Academy of Pediatrics (IAP) in partnership with HealthPhone, has announced the formal launch of the **IAP HealthPhone programme**- The world's largest digital mass education programme to tackle the challenge of malnutrition in mothers and children, at the national-level in India.

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- 1) equip AWW, ASHAs and ANMs with a HealthPhone microSD card, containing a library of videos, to enable them to share health & nutrition knowledge with women, families and the communities they serve
- 2) partner with social media giants (such as Facebook, Twitter and Google) to use their exponentially growing channels to reach more – rural and urban – caregivers

The three-year campaign by IAP HealthPhone is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India's fight against malnutrition.

Smt Maneka Sanjay Gandhi launches IAP HealthPhone programme

IAP HealthPhone is the world's largest digital mass education programme to address malnutrition in women and children

This unique and innovative initiative will add to the Ministry's efforts on tackling malnutrition, says Minister

The Union Minister of Women and Child Development Smt Maneka Sanjay Gandhi launched the IAP HealthPhone programme in New Delhi today. The IAP HealthPhone programme is the world's largest digital mass education programme for addressing the malnutrition in women and children. This programme is launched by the Indian Academy of Pediatrics (IAP) in partnership with the Ministry of Women and Child Development, UNICEF and supported by Vodafone India. This programme aims to tackle the challenge of malnutrition in mothers and children across India.

Speaking on the occasion, Mrs Maneka Sanjay Gandhi said that it is an innovative initiative that will reach out to the masses specially the rural females. She said that the idea of paying an incentive for watching these videos is really unique and encouraging. She hoped that will make a difference in generating awareness about the issues related to health and malnutrition at a large scale.

The Minister said that the problem of malnutrition in India is a well-known fact and the Government has been taking various steps to address this through a number of programmes. Malnutrition is partly an issue of lack of means of nutrition and partly lack of knowledge about proper method of nutrition. The Ministry of Women and Child Development through its ICDS programme has been providing supplementary nutrition to the pregnant and lactating mothers as well as children up to the age of 6 years. The Ministry has also been undertaking information and education campaigns to sensitize people about the correct nutritional methods. In this direction the Ministry had produced a series of videos in all national languages so as to reach out to every citizen of the country. This initiative will add to the Ministry's efforts on tackling malnutrition, she added.

She hoped that more organizations from the business and civil society will come forward to join hands with the Ministry to take up more such initiatives.

The launch of the IAP Health Phone was followed by a question answer session. Addressing the media, she said that awareness should be generated about the potential effects of the malnutrition on a person. All sections of society should work together to address the issue of malnutrition, she added.

The IAP HealthPhone is a public-partnership initiative that leverages the increasing penetration of mobile phones in the country to educate over 6 million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018. The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan (nutritional videos) series, jointly produced by Ministry of Women and Child Development and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutritional levels.

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IAP HealthPhone partners are committed to strengthen the programme through their networks and sync their efforts to address malnutrition systemically. As next step they will also equip AWW, ASHAs and ANMs with a HealthPhone microSD card, containing a library of videos, to enable them to share health and nutrition knowledge with women, families and the communities they serve. They plan to partner with social media giants (such as Facebook, Twitter and Google) to use their exponentially growing channels to reach more-rural and urban-caregivers.

The three-year campaign by IAP HealthPhone is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India's fight against malnutrition.

Senior officials of the Ministry of Women and Child Development and other stakeholders related to the programme were also present on the occasion.

Link: <http://www.aninews.in/newsdetail2/story218181/maneka-gandhi-launches-iap-healthphone-programme.html>

Maneka Gandhi launches IAP HealthPhone programme

Jun 2, 10:00 pm



New Delhi, June 2 ([ANI](#)): Union Minister of Women and Child Development [Maneka Gandhi](#) launched the Indian Academy of Pediatrics (IAP) [HealthPhone](#) programme in Delhi on Tuesday.

The programme is the world's largest digital mass education programme for addressing malnutrition in women and children.

This programme has been launched by the Indian Academy of [Pediatrics](#) (IAP) in partnership with the Ministry of Women and Child Development, UNICEF and supported by Vodafone India.

This programme aims to tackle the challenge of malnutrition in mothers and children across India. Speaking at the launch of the programme, Maneka said that it is an innovative initiative that will reach out to the masses specially the rural females.

She said that the idea of paying an incentive for watching these videos is really unique and encouraging. Maneka hoped that it will make a difference in generating awareness about the issues related to health and malnutrition at a large scale.

She also said that the problem of malnutrition in India is a well-known fact and the Government has been taking various steps to address this through a number of programmes. Malnutrition is partly an issue of lack of means of nutrition and partly lack of knowledge about proper method of nutrition.

The Ministry of Women and Child Development through its ICDS programme has been providing supplementary nutrition to the pregnant and lactating mothers as well as children up to the age of six years. ([ANI](#))



Link: <http://www.drugtodayonline.com/medical-news/nation/1958-largest-digital-mass-education-programme-for-tackling-malnutrition-launched.html>

Largest digital mass education programme for tackling malnutrition launched

Post 02 June 2015



Rohit Kumar
NEW DELHI 2 JUNE 2015

With an aim to tackle the menace of malnutrition in the country, the Indian Academy of Pediatrics (IAP) in partnership with Ministry of Women and Child Development (MWCD), UNICEF and supported by Vodafone today launched IAP-HealthPhone, a digital mass education programme to address the malnutrition in women and children.

The project will use mobile phones to educate 25 million women by 2018 on better nutrition practices and the prevention of child malnutrition. It will focus on women between 13 and 35 years of age and their family members.

This will directly impact the health of 100 million children in India born before 2025. The three year campaign will be transformative for India's fight against malnutrition, which continues to take away and blight the lives of million each year.

The programme is likely to achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan series, jointly produced by MWCD and UNICEF in 18 Indian languages. The videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutrition levels.

To kick start the programme, Vodafone India will enable its customers to view or download the videos free of data charges and on viewing the four videos, the user will receive a talk time incentive of Rs 10.

Lauding the initiative, Union Minister of Women and Child Development, Maneka Gandhi said that the partnership will make difference in the present condition of malnutrition. "The Poshan videos would be very informative for pregnant women," she added.

Link: <http://tennews.in/iap-healthphone-world-largest-digital-mass-education-programme-for-malnutrition-in-women-children/>

IAP HEALTHPHONE WORLD LARGEST DIGITAL MASS EDUCATION PROGRAMME FOR MALNUTRITION IN WOMEN & CHILDREN





Link: <http://delhigreens.com/2015/06/02/iap-healthphone-worlds-largest-digital-mass-education-programme-on-nutrition-launched/>

IAP HealthPhone, World's Largest Digital Mass Education Programme on Nutrition Launched

[Gaia](#) June 2, 2015 [IAP HealthPhone, World's Largest Digital Mass Education Programme on Nutrition Launched](#) 2015-06-02T17:28:55+00:00



Malnutrition is a very real challenge being faced by both rural and urban India. Despite sincere efforts by the Government of India in addressing this issue, malnourishment continues to plague a large part of India. The most affected are the women and children and the number of citizens affected with malnourishment is well above a crore.

The primary reason for such high rate of malnutrition in the country is definitely poverty and the inadequacy of Government's development policies reaching the masses. Another equally relevant reason for such high prevalence of malnutrition in India is lack of education and awareness.

To address this issue, the Indian Academy of Pediatrics (IAP) in partnership with HealthPhone, today announced the formal launch of the IAP HealthPhone programme, the world's largest digital mass education programme to tackle the challenge of malnutrition in mothers and children, at the national-level in India. The programme has been launched in partnership with the Ministry of Women and Child Development (MWCD) Government of India, UNICEF and is supported by Vodafone India.

IAP HealthPhone is a public private partnership initiative that leverages the increasing penetration of mobile phones in the country to educate over 6 million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018.

Throwing more light on the programme and on Vodafone's involvement, Mr. P. Balaji, Director – Regulatory & External Affairs, Vodafone India noted, "At Vodafone, we understand the significant role mobile technology can play in addressing social issues and are committed to using its potential to address some of India's most pressing challenges relating to education, health, development and access. We are delighted to partner with the Government of India through MWCD, IAP, HealthPhone and UNICEF to build a healthier future for the country."

IAP HealthPhone will achieve its objectives by widely promoting and distributing [four re-edited videos from the Poshan series](#), jointly produced by MWCD and UNICEF in 18 Indian languages. The *Poshan* videos address issues of status of women, the care of pregnant women and children under two, breast feeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutrition levels.

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The three-year campaign by IAP HealthPhone is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India's fight against malnutrition.

Link: <http://www.internationalnewsandviews.com/awareness-should-be-generated-about-the-potential-effects-of-the-malnutrition-on-a-person-maneka-gandhi/#sthash.avwvmY7i.dpbs>

Awareness should be generated about the potential effects of the malnutrition on a person : Maneka Gandhi

Published on June 2, 2015 by [News Desk](#) · No Comments



INVC NEWS
New Delhi,

The Union Minister of Women and Child Development Smt Maneka Sanjay Gandhi launched the IAP HealthPhone programme in New Delhi today. The IAP HealthPhone programme is the world's largest digital mass education programme for addressing the malnutrition in women and children. This programme is launched by the Indian Academy of Pediatrics (IAP) in partnership with the Ministry of Women and Child Development, UNICEF and supported by Vodafone India. This programme aims to tackle the challenge of malnutrition in mothers and children across India.

Speaking on the occasion, Mrs Maneka Sanjay Gandhi said that it is an innovative initiative that will reach out to the masses specially the rural females. She said that the idea of paying an incentive for watching these videos is really unique and encouraging. She hoped that will make a difference in generating awareness about the issues related to health and malnutrition at a large scale.

The Minister said that the problem of malnutrition in India is a well-known fact and the Government has been taking various steps to address this through a number of programmes. Malnutrition is partly an issue of lack of means of nutrition and partly lack of knowledge about proper method of nutrition. The Ministry of Women and Child Development through its ICDS programme has been providing supplementary nutrition to the pregnant and lactating mothers as well as children up to the age of 6 years. The Ministry has also been undertaking information and education campaigns to sensitize people about the correct nutritional methods. In this direction the Ministry had produced a series of videos in all national languages so as to reach out to every citizen of the country. This initiative will add to the Ministry's efforts on tackling malnutrition, she added.

She hoped that more organizations from the business and civil society will come forward to join hands with the Ministry to take up more such initiatives.

The launch of the IAP Health Phone was followed by a question answer session. Addressing the media, she said that awareness should be generated about the potential effects of the malnutrition on a person. All sections of society should work together to address the issue of malnutrition, she added.

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The three-year campaign by IAP HealthPhone is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India's fight against malnutrition. Senior officials of the Ministry of Women and Child Development and other stakeholders related to the programme were also present on the occasion.

Serve Vegetables not Eggs to Children: Maneka Gandhi

Maneka Gandhi's statement to replace eggs with vegetables and millets comes at a time when malnourishment contributes to 45 percent of child deaths in the country and the government is struggling to bring down the percentage of underweight children in the country.

[Archana Mishra](#)

June 2, 2015



Photo PTI

Joining the ranks of Madhya Pradesh Chief Minister Shivraj Singh Chouhan, Women and Child Development Minister Maneka Gandhi voiced concerns over the consumption of eggs by students of *anganwadis*. Citing the problem of storage facility and [food](#) delivery mechanism, the minister called eggs hazardous for the health of the [children](#). "If eggs are not stored properly and there is no proper delivery mechanism, there are chances of eggs getting infected with Salmonella. We cannot give eggs infected with Salmonella," said the minister.

Notably, Salmonella is a kind of bacteria which is present in both the outer and inner parts of the egg. If an egg is not refrigerated properly, the bacterium is likely to cause illness. Offering an alternative, the minister said, "Something which is locally grown and available, can be distributed easily, does not require refrigeration for storage and can be served hygienically." Gandhi was speaking on the sidelines of the launch of Indian Academy of Pediatrics (IAP) HealthPhone; a programme which aims to tackle the challenge of malnutrition in women and [children](#), at the national level.

"Egg is more expensive than millet," she pointed out. The minister's statement to replace eggs with vegetables and millets comes at a time when malnourishment contributes to 45 percent of child deaths in the country and the government is struggling to bring down the percentage of underweight [children](#) in the country.

"Eggs contain cholesterol. If it is about white part of the egg which is rich in protein then it could be replaced with alternatives like vegetables which do not require refrigeration," she said. Recently, Chouhan had proposed replacing eggs with milk and banana in the menu offered at *anganwadi* schools.

Benefits of eggs exaggerated, says Maneka

VIDYA VENKAT

Minister launches public-private partnership with telecom cos to spread word on malnutrition

Union Women and Child Development Minister Maneka Gandhi said here on Tuesday that eggs were expensive and there were cheaper sources of protein that could be used to feed children in government mid-day meal programmes.

Ms. Gandhi was responding to a question on Madhya Pradesh Chief Minister Shivraj Singh Chouhan's decision not to provide eggs as part of the mid-day meal programme in the State, at an event to launch a mobile phone-based mass education campaign on malnutrition among women and children on Tuesday. Children only needed about 4 to 6 per cent of protein intake in their daily diet and the benefits of including eggs in school noon meals were exaggerated.

The 'Poshan' campaign, she launched on Tuesday, enables anyone with a mobile phone and an Internet connection to access four video messages, which will educate viewers on the benefits of better nutrition for pregnant women, breastfeeding babies for the first six months and preventing early and child marriage. "The Ministry will mobilise workers across 24 lakh anganwadis in India to ensure that the campaign messages reach the intended audience," Ms. Gandhi said. She said that there will be no cost incurred by the Ministry in the campaign, as Indian Academy of Paediatrics and Vodafone India had pitched in as partners to do the needful. "The videos have been produced by us," the Minister said.

Free talktime

The initiative by IAP and Vodafone India, plans to incentivise the viewing of these videos by providing Vodafone customers free talktime worth Rs. 10. Further the viewing and downloading of these videos will be free of data charges. Vodafone India will also be sending out 300 million text messages to its subscribers to encourage them to view the campaign videos.

Responding to criticism that video messages broadcast on Internet, a medium inaccessible for most rural India, is unlikely to address malnutrition, Ms. Gandhi said that she was following on the footsteps of Prime Minister Narendra Modi, who had worked hard to bring about a perception and behaviour change with regards to toilet use and sanitation through the Swachh Bharat campaign. "Communication is essential to change mindsets, and by mobilising anganwadi workers we will ensure the message of tackling malnutrition will be disseminated to the target audience," Ms. Gandhi said.

The Minister also summarised the achievements of some of the NDA government's flagship programmes for women and children. "In all the 100 districts where the Beti Bachao Beti Padhao programme was in progress, the government has achieved 100 per cent institutional delivery," the Minister said. She added that the implementation of the Pre-Conception and Pre-Natal Diagnostic Techniques Act, key to curbing sex determination of the foetus, had also improved in the districts where BBBP programme was launched.



Link: <http://cityairnews.com/content/iap-healthphone-world%E2%80%99s-largest-digital-mass-education-programme-addressing-malnutrition-wom>

IAP HealthPhone, World's Largest Digital Mass Education Programme for addressing Malnutrition in Women and Children, Launched in India

Author(s):

[City Air News](#)



L to R - Mr. Louis-Georges Arsenault, UNICEF Representative to India; Mr. Nand Wadhvani, Founder, HealthPhone; Smt. Maneka Gandhi, Minister of Women & Child Development; Dr. S. S. Kamath, President IAP; Mr. P. Balaji, Director – Regulatory & External Affairs, Vodafone India, during the launch of IAP HealthPhone Project, World's Largest Digital Mass Education Programme for addressing Malnutrition in Women and Children. Chandigarh, June 2, 2015: The Indian Academy of Pediatrics (IAP) in partnership with HealthPhone, today announced the formal launch of the IAP HealthPhone programme, the world's largest digital mass education programme to tackle the challenge of malnutrition in women and children, at the national-level in India. IAP HealthPhone is a public private partnership initiative that is supported by Vodafone India. It is a unique programme that leverages the increasing penetration of mobile phones in the country to educate over 6 million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018.

The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan series, jointly produced by MWCD and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutrition levels.

To kick start the programme, IAP has forged a unique partnership with Vodafone India to encourage the viewing of the four videos. Vodafone will enable its customers to view/download the videos free of data charges and on viewing the 4 videos, the user will receive a talk time incentive of Rs. 10/-.

Vodafone will send out approximately 300 million text messages to its subscribers every year to promote the viewing of the four videos. It will also support IAP to undertake a comprehensive communication campaign to promote the IAP HealthPhone programme across the country via print and social media.

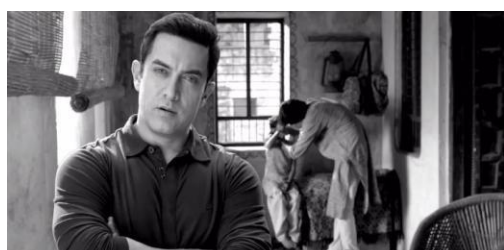
IAP HealthPhone partners are committed to strengthen the programme through their networks and sync their efforts to address malnutrition systemically. As next steps they will:

- Equip AWW, ASHAs and ANMs with a HealthPhone microSD card, containing a library of videos, to enable them to share health & nutrition knowledge with women, families and the communities they serve.
- Partner with social media giants (such as Facebook, Twitter and Google) to use their exponentially growing channels to reach more - rural and urban – caregivers.

The three-year campaign by IAP HealthPhone is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India's fight against malnutrition.

Link: <http://www.prlog.org/12459763-healthphone-launches-the-worlds-largest-digital-mass-education-programme.html>

**HealthPhone Launches the World's Largest Digital Mass Education Programme
Focus on Mother and Child Malnutrition - In partnership with the Indian Ministry of Women and Child Development (MWCD) and UNICEF and supported by Vodafone India**



The Power of Knowledgeable Mothers

PRLog - June 2, 2015 - NEW DELHI, India -- The Indian Academy of Pediatrics (IAP) and the HealthPhone project of The Mother and Child Health and Education Trust (MCHET <http://motherchildtrust.org>) today announced the formal launch of the nation-wide IAP HealthPhone programme, the world's largest digital mass education undertaking to tackle malnutrition in mothers and children.

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 (<http://healthphone.org>) is a strategic and creative initiative of MCHET. The IAP HealthPhone programme was established through the vision of Nand Wadhvani to address the crying need for health and nutrition information and education in India.

IAP HealthPhone (<http://iap.healthphone.org>) is a public private partnership initiative of HealthPhone that is being implemented under the aegis of the Indian Academy of Pediatrics, in partnership with the Ministry of Women and Child Development and UNICEF, and with support from Vodafone. This unique programme leverages the increasing penetration of mobile phones and by 2018 will educate over ten million 13-35 year-old girls and women and their families in India on better health and nutrition practices.

The programme will achieve its objectives by widely promoting and distributing through mobile phones four videos on: i) issues regarding the status of women; ii) the care of pregnant women and children under two; iii) the importance of breastfeeding and good nutrition; and iv) simple changes in diet and caring practices that can significantly enhance nutrition status. The videos are updates from the Poshan series, jointly produced by MWCD and UNICEF in 18 Indian languages.

As a powerful boost to the IAP HealthPhone programme and to encourage viewing of the four videos, a special partnership with Vodafone India has been forged which will enable its customers not only to view/download the videos free of data charges but also, on viewing all four videos, to receive Rs. 10 worth of free talk-time.

Vodafone will also send out approximately 300 million text messages every year to its 184 million subscribers to encourage viewing of the four videos and will support a comprehensive print and social media communication campaign to promote the programme across the country.

IAP HealthPhone and its partners are committed to strengthening the programme through their networks and to synchronise their efforts to address malnutrition systemically. As next steps they will:

- equip frontline health workers (Anganwadis, ASHAs and ANMs) with a HealthPhone microSD card, containing a comprehensive library of videos, to enable them to share health and nutrition knowledge with women, families and the communities they serve;
- partner with social media giants (such as Facebook, Twitter and Google) to use their exponentially-growing channels to reach more caregivers, both rural and urban.

Harnessing the power of affordable and ubiquitous technology, the three-year IAP HealthPhone campaign has the potential to benefit the health of tens of millions of children in India in the years to come and will be truly transformative in educating mothers at the front-line of India's fight against malnutrition.

Rural women to be educated about malnutrition on mobile phones

Digital India Niti PTI Bot Author: Niti PTI Bot - June 2, 2015

New Delhi, Jun 2 (PTI) Reaching out to rural women on critical issues of health and nutrition through mobile phones, a programme was started today under which four informative videos will be sent and they will be "paid to view it".

The digital education programme, which aims to educate 25 million women by 2018 through the free videos in 18 different languages, was launched by Women and Child Development Minister Maneka Gandhi in partnership with Indian Academy of Paediatrics, Unicef, HealthPhone and Vodafone.

The videos will be sent to only Vodafone subscribers free of cost and the users will also get an incentive of Rs 10 for downloading all four videos.

According to UNICEF, around 48 per cent of children below five years are chronically undernourished. The campaign will target rural people through videos to educate them on better nutrition practices and prevention of child malnutrition.

"The campaign is very innovative and its target group is village women. There are a certain number of women in almost all villages who use mobile phones. This is going to be absolutely free and not only that they will be paid to view it," the minister said.

Gandhi said that the ministry will talk to other companies as well to participate in the campaign so as to widen its reach.

"The special thing about these videos is that they also tell what will happen if you don't take proper nutrition or if one has malnutrition," she said.



Start Slide Show

New Delhi: Maneka Gandhi launches IAP-HealthPhone

New Delhi: The Union Minister for Women and Child Development Maneka Gandhi launches IAP-HealthPhone, in New Delhi on June 02, 2015.



Link: <http://newssuperfast.com/2015/06/02/iap-healthphone-worlds-largest-digital-mass-education-programme-for-addressing-malnutrition-in-women-and-children-launched-in-india/>

IAP HealthPhone, World's Largest Digital Mass Education Programme for addressing Malnutrition in Women and Children, Launched in India

Posted by [admin](#) | On 2 June, 2015 | In [General](#)

The Indian Academy of Pediatrics (IAP) in partnership with HealthPhone, today announced the formal launch of the **IAP HealthPhone** programme, the world's largest digital mass education programme to tackle the challenge of malnutrition in women and children, at the national-level in India.

IAP HealthPhone is a public private partnership initiative that is supported by Vodafone India. It is a unique programme that leverages the increasing penetration of mobile phones in the country to educate over 6 million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018.

The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the *Poshan* series, jointly produced by MWCD and UNICEF in 18 Indian languages. The *Poshan* videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutrition levels.

To kick start the programme, IAP has forged a unique partnership with Vodafone India to encourage the viewing of the four videos. Vodafone will enable its customers to view/download the videos free of data charges and on viewing the 4 videos, the user will receive a talk time incentive of Rs. 10/-.

Vodafone will send out approximately 300 million text messages to its subscribers every year to promote the viewing of the four videos. It will also support IAP to undertake a comprehensive communication campaign to promote the **IAP HealthPhone** programme across the country via print and social media.



IAP HealthPhone partners are committed to strengthen the programme through their networks and sync their efforts to address malnutrition systemically. As next steps they will:

- Equip AWW, ASHAs and ANMs with a HealthPhone microSD card, containing a library of videos, to enable them to share health & nutrition knowledge with women, families and the communities they serve.
- Partner with social media giants (such as Facebook, Twitter and Google) to use their exponentially growing channels to reach more – rural and urban – caregivers.

The three-year campaign by **IAP HealthPhone** is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India's fight against malnutrition.

IAP HealthPhone Launched in India

Published On : 02 Jun 2015

IAP HealthPhone, World's Largest Digital Mass Education Programme for addressing Malnutrition in Women and Children, Launched in India

In partnership with the Ministry of Women and Child Development (MWCD), Government of India, UNICEF and Supported by Vodafone India

New Delhi, June 2, 2015: The Indian Academy of Pediatrics (IAP) in partnership with HealthPhone, today announced the formal launch of the IAP HealthPhone programme, the world's largest digital mass education programme to tackle the challenge of malnutrition in mothers and children, at the national-level in India.



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Union Minister Maneka Sanjay Gandhi launches IAP HealthPhone programme



New Delhi: Union Minister of Women and Child Development Smt Maneka Sanjay Gandhi launched the IAP HealthPhone programme in New Delhi today. The IAP HealthPhone programme is the world's largest digital mass education programme for addressing the malnutrition in women and children. This programme is launched by the Indian Academy of Pediatrics (IAP) in partnership with the Ministry of Women and Child Development, UNICEF and supported by Vodafone India. This programme aims to tackle the challenge of malnutrition in mothers and children across India.

Speaking on the occasion, Mrs Maneka Sanjay Gandhi said that it is an innovative initiative that will reach out to the masses specially the rural females. She said that the idea of paying an incentive for watching these videos is really unique and encouraging. She hoped that will make a difference in generating awareness about the issues related to health and malnutrition at a large scale.

The Minister said that the problem of malnutrition in India is a well-known fact and the Government has been taking various steps to address this through a number of programmes. Malnutrition is partly an issue of lack of means of nutrition and partly lack of knowledge about proper method of nutrition. The Ministry of Women and Child Development through its ICDS programme has been providing supplementary nutrition to the pregnant and lactating mothers as well as children up to the age of 6 years. The Ministry has also been undertaking information and education campaigns to sensitize people about the correct nutritional methods. In this direction the Ministry had produced a series of videos in all national languages so as to reach out to every citizen of the country. This initiative will add to the Ministry's efforts on tackling malnutrition, she added.

She hoped that more organizations from the business and civil society will come forward to join hands with the Ministry to take up more such initiatives.

The launch of the IAP Health Phone was followed by a question answer session. Addressing the media, she said that awareness should be generated about the potential effects of the malnutrition on a person. All sections of society should work together to address the issue of malnutrition, she added.

The IAP HealthPhone is a public-partnership initiative that leverages the increasing penetration of mobile phones in the country to educate over 6 million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018. The programme will achieve its objectives by widely promoting and distributing four re-edited videos from the Poshan (nutritional videos) series, jointly produced by Ministry of Women and Child Development and UNICEF in 18 Indian languages. The Poshan videos address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of balanced diet, health and simple changes in nutritional care practices that can notably enhance nutritional levels.

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The three-year campaign by IAP HealthPhone is expected to benefit the health of 60 million children in India born by 2025 and will be transformative for India's fight against malnutrition.

Senior officials of the Ministry of Women and Child Development and other stakeholders related to the programme were also present on the occasion.



Link: <https://in.news.yahoo.com/digital-mass-education-programme-tackle-malnutrition-163803143.html>

Digital mass education programme to tackle malnutrition

By Indo Asian News Service | IANS India Private Limited/Yahoo India News – 12 hours ago

New Delhi, June 2 (IANS) The Indian Academy of Pediatrics (IAP) in collaboration with the Mother and Child Health and Education Trust on Tuesday launched a digital mass education programme - dubbed the world's largest - to tackle the challenge of malnutrition in mothers and children.

The IAP HealthPhone programme, supported by Vodafone, aims to leverage the increasing penetration of mobile phones in India to educate over six million girls and women between 13 and 35 years of age and their families on better health and nutrition practices by 2018.

Vodafone will send out approximately 300 million text messages to its subscribers for three years to promote the programme.

"Almost 33 percent of the world's malnourished children live in India. Mass education about the seriousness of this problem, its pitfalls and easy solutions, is critical among women of child-bearing age, mothers and their immediate families," said IAP president S.S. Kamath.

"We aim to jointly educate the caregivers, and in time change their behaviour to address this issue comprehensively," he said.

HealthPhone founder Nand Wadhwani said the three-year campaign will help in India's fight against malnutrition and "is expected to directly benefit the health of 100 million children born in India by 2025".



Link: <http://www.sify.com/news/digital-mass-education-programme-to-tackle-malnutrition-news-others-pgcwusahfdgfb.html>

Digital mass education programme to tackle malnutrition

Source : IANS

Last Updated: Tue, Jun 02, 2015 22:20 hrs 0 Comments

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Link: <http://www.sify.com/news/maneka-gandhi-launches-iap-healthphone-programme-news-national-pgcwJfeigfcb.html>

Maneka Gandhi launches IAP HealthPhone programme

Union Minister of Women and Child Development Maneka Gandhi launched the Indian Academy of Pediatrics (IAP) HealthPhone programme in Delhi on Tuesday.

The programme is the world's largest digital mass education programme for addressing malnutrition in women and children.

This programme has been launched by the Indian Academy of Pediatrics (IAP) in partnership with the Ministry of Women and Child Development, UNICEF and supported by Vodafone India.

This programme aims to tackle the challenge of malnutrition in mothers and children across India.

Speaking at the launch of the programme, Maneka said that it is an innovative initiative that will reach out to the masses specially the rural females.

She said that the idea of paying an incentive for watching these videos is really unique and encouraging.

Maneka hoped that it will make a difference in generating awareness about the issues related to health and malnutrition at a large scale.

She also said that the problem of malnutrition in India is a well-known fact and the Government has been taking various steps to address this through a number of programmes. Malnutrition is partly an issue of lack of means of nutrition and partly lack of knowledge about proper method of nutrition.

The Ministry of Women and Child Development through its ICDS programme has been providing supplementary nutrition to the pregnant and lactating mothers as well as children up to the age of six years. (ANI)