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भारत सरकार

स्वास्थ्य एवं परिवार कल्याण मंत्रालय

निर्माण भवन, नई दिल्ली - 110011

GOVERNMENT OF INDIA

MINISTRY OF HEALTH & FAMILY WELFARE

NIRMAN BHAVAN, NEW DELHI - 110011

Z-28020/304/2013-CH (RBSK) Pt II

31st December, 2018

Dear colleague,

As you are aware, Rashtriya Bal Swasthaya Karyakram (RBSK), under National Health Mission, NHM has developed the booklet on **"Journey of First 1000 Days"** for parents and care providers. The objective is to provide most updated and important scientific knowledge impacting a child's cognitive development and physical growth and development, during the first thousand days of a child's life. This synthesis of knowledge from various fields of maternal health, child health, cognitive neuroscience and more, communicated in a very easy to understand and interesting manner would help the to-be-parents, parents and health care providers.

This booklet "Journey of First 1000 Days" has been developed in English and is translated in Hindi and is available in the NHM website under RMNCH+A-RBSK at http://nhm.gov.in/images/pdf/programmes/RBSK/Resource_Documents/Journey_of_The_First_1000_Days.pdf.

An android based app "Ayushman Bhava - Journey of first 1000 days" based on the above booklet has been developed and is now available in Google play store. This app in accordance to the revised MCP card covers the early childhood development as per chronological stages, what the parents should do and when to seek help. This app, is meant for ANM and ASHA and is to be used as IPC tool for sensitization and communication with care providers.

It is our duty to make sure that this critical information, impacting cognitive development of each child, reaches to a wider audience and you are urged to:-

1. Ensure that ANM and ASHAs download and use the "Ayushman Bhava Journey of first 1000 days" app across States/UTs while communicating to parents and caregivers at the community level.
2. Translate the first 1000 book in local vernacular for grassroots level use and disseminate it widely.

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We urge you to ensure that no caregiver is left without this critical information. I request you to take this up on priority and encourage ANM and ASHAs from your State/UT to reach out to each and every family to ensure optimal development of cognitive potential of our children.

With regards,

Encl: As above

Yours Sincerely,



(Manoj Jhalani)

Special Chief Secretary/Addl. Chief Secretary/Principal Secretary (Health) of
all States / UTs