

F.No.NNM/29/2018 - CPMU
Government of India
Ministry of Women & Child Development

3rd Floor, Jeevan Vihar Building,
New Delhi - 110001
Date: 25.02.2019

To,

The Principal Secretaries/ Secretaries, Department of Social Welfare /Women & Child Development, All States/ UTs.

Subject: Availability of Flipbook at Anganwadi Centers — regarding

Sir/Madam,

Please refer to this Ministry's letter no. NNM/7/2017-WBP dated 8th August, 2018 vide which cost allocation for IEC activities under POSHAN Abhiyaan was conveyed to all the States and UTs. One of the key activities under Jan Andolan component of POSHAN Abhiyaan is Mid Media Campaign.

2. It has been decided that a Flip book needs to be available at each of the AWCs and Lady Supervisors for counselling purpose on the following themes:
 - i. IFA tablet for pregnant women
 - ii. Maternal Nutrition
 - iii. Early breast feeding
 - iv. Exclusive breastfeeding
 - v. Complementary feeding
3. The local version of flip book is available on the POSHAN Abhiyaan website. The open file is also being sent through email.
4. Suggested printing guidelines for flip book are attached herewith.
5. States/UTs are requested to follow the printing guidelines, and take necessary action to complete printing of flip book and make sure that this is immediately available at each AWCs and Lady Supervisors.

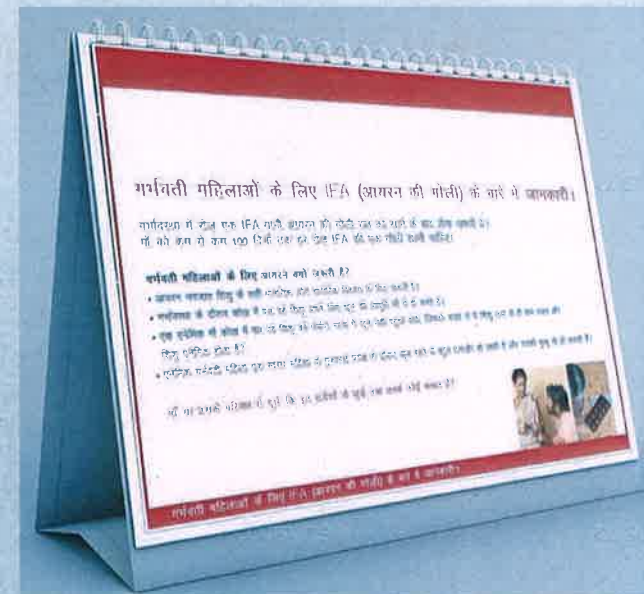
Yours sincerely,


(Sanjiv Gajraj)
Executive Director

FLIPBOOK PRINTING GUIDELINES

Basic Guidelines

- The pages will be printed as per the order shared in the adobe illustrator file.
 - The pdf can also be referred to follow the order while printing.
- The pages will be printed keeping in view the order and the flow of text with the image – image right behind the content.
 - The first page and the last page only have an image.
- The printing will be colored and not black and white.
- The printing will be done in a calendar format which is spiral bound (see below for reference).



Size and Paper

- Two kinds of paper are recommended for printing:
 - GSM
 - Art card
- Size: Width - 31cm and Height - 22 cm