

(i) Collaborate to identify technological solutions and opportunities for NHA to advance the objectives of AB-PMJAY

(ii) Exchange knowledge, learnings and experiences arising out of the above collaboration with each other, affiliates and/or as mutually decided by and between the parties

(iii) Organize meetings, trainings, forums, and other events to disseminate learnings across their networks

(iv) Google India Pvt. Ltd. would provide trainings and/or hold sessions with NHA on areas of mutual interest. In this regard, NHA & Google are engaged in discussions on areas such as improving online presence for AB-PMJAY through 'Search Engine Optimization' and potential opportunities for use of Artificial Intelligence and Machine learning (AI and ML) in AB-PMJAY among others.

**National guidelines on infant and young child feeding**

2667. SHRI K. SOMAPRASAD: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether Government maintains any data on infant access to infant milk substitutes, feeding bottles and infant food;

(b) the details of steps being taken by Government to cover all the infants thereunder;

(c) the details of steps taken or being taken by Government to ensure the national guidelines on infant and young child feeding; and

(d) the details of violation/cases registered under the Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1993, from 2014-2019, the details thereof, year-wise?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI ASHWINI KUMAR CHOUBEY): (a) to (c) No such data is maintained by this Ministry. However, as per the National Guidelines on Infant and Young Child Feeding (IYCF) infants should be exclusively breastfed for the first six months of life

to achieve optimal growth, development and health and thereafter, to meet their evolving nutritional requirements, infants should receive nutritionally adequate and safe complementary foods while breastfeeding continues for up to two years of age or beyond. Infant milk substitute or infant food should only be used, if recommended on health grounds.

The objectives of the National Guidelines on IYCF are to bring about improvement in optimal feeding practices for infants and young children and raise awareness for achieving optimal feeding practices. The following steps have been taken by Government to ensure Infant and Young Child Feeding:

- Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1993, as amended 2003, has been enacted in the country to protect, promote and support breastfeeding and ensure proper use of infant foods.
- Under the Anganwadi Services Scheme, counselling is provided to Pregnant Women and Lactating Mothers on infant and young child feeding practices.
- The Pradhan Mantri Matru Vandana Yojana (PMMVY), which is a centrally sponsored Conditional Maternity Benefit scheme of the Government for pregnant and lactating women, under which cash incentives are provided partly compensating for their wage loss to improve health seeking behaviour amongst the Pregnant Women & Lactating Mothers. Recent amendment in Maternity Benefit Act is another important step in strengthening the IYCF practices.
- The POSHAN Abhiyaan focuses on social and behavioural change communication and thus explicitly paving the way for a mass movement to promote a transformative change, to address the malnutrition related challenges and create awareness on holistic nutrition including promotion of optimal infant and young child feeding practices.
- Early initiation and exclusive breastfeeding for first six months and appropriate Infant and Young Child Feeding (IYCF) practices are promoted under Mothers' Absolute Affection (MAA) in convergence with Ministry of Women and Child Development.
- Home Based Care for Young Children (HBYC) has been initiated as an extension of Home Based Newborn Care (HBNC) to provide community

based care by ASHA workers with focus on improvement in child rearing practices, nutrition counselling and breastfeeding promotion till 15th month of life.

- Village Health Sanitation and Nutrition Days (VHSNDs) are observed for provision of maternal and child health services and creating awareness on maternal and child care in convergence with Ministry of Women and Child Development. Health and nutrition education through mass and social media is also promoted to improve healthy practices and to generate demand for service uptake.
- Revised Mother and Child Protection Card is the joint initiative of the Ministry of Health & Family Welfare and the Ministry of Woman and Child Development. It is an effective counselling tool for use of front line workers to address the nutrition concerns and improving IYCF practices in children.

(d) The data related to instances of such violation is not maintained by this Ministry.

#### **New AIIMS in the country**

2668. SHRI MANAS RANJAN BHUNIA: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) the number of AIIMS now giving health care and service and in which States; and
- (b) the number of AIIMS that would be established in the near future?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI ASHWINI KUMAR CHOUBEY): (a) and (b) Twenty two (22) new All India Institute of Medical Sciences (AIIMS) have been announced /approved by the Union Government to be established in various States of the country.

Out of these, six AIIMS viz. Bhopal in Madhya Pradesh, Bhubaneswar in Odisha, Jodhpur in Rajasthan, Patna in Bihar, Raipur in Chhattisgarh and Rishikesh in Uttarakhand are already functional.

In addition to the above, OPD services have been started in AIIMS Raebareli, AIIMS Mangalagiri, AIIMS Gorakhpur, AIIMS Nagpur and AIIMS Bathinda.

State-wise list of all AIIMS is given in the Statement.