

**National Nutrition Week  
Celebrations**

**NOBO JATRA  
NEW BEGINNING**

**USAID'S Development Food Security Activity**



**“Nobo Jatra”** is a five year USAID Food for Peace Title II Development Food Security Activity, implemented by World Vision Bangladesh along with its consortium partners Winrock International (WI) and World Food Programme (WFP) from September 2015 to September 2020 for achieving the goal - “Improved Gender Equitable Food Security, Nutrition and Resilience of Vulnerable People in four Upazilas (sub-districts) under two districts of south west Bangladesh”. Recently, Nobo Jatra’s MCHN Component has observed National Nutrition Week from 23rd to 29th April 2018 to create mass awareness on nutrition within the poor communities in the project’s working area for those who do not have appropriate knowledge about nutritious food locally available to meet their demand. Nobo Jatra recognized that most nutritional deficiencies are not directly related to poverty, but a rather lack of awareness, proper hygiene and nutritional knowledge. Leveraging on community interest and innovating dissemination methods, Nobo Jatra celebrates this year’s theme - **“While thinking about food, think about Nutrition too”**.



CCT transfer to 13,543 mothers worth to BDT 181,196,400



GMP conducted for: 36,496 CU2



MNP distributed to: 20,979 children with 6-23 months old



Participants reached through courtyard sessions: 13,267



HH visit for nutritional counselling: 54,169



People reached through SBCC sessions: 210,249

# Events in Khulna



## Khulna city

- MCHN team in Khulna took part with other NGOs in both inauguration and discussion session held at the DC office conference room
- NJP took a stall in district level where MCHN related materials and activities were showcased.

## Kaliganj

- Seminar with 130 students of Khanjia High school facilitated by Community Clinics Health assistant
- 42 Cooking & Feeding sessions with demonstrations of nutritious food, complementary food and handwashing in 12 Unions
- Active participation of pregnant and lactating mother, adolescents and community people
- Discussion sessions with UNO, UH&FPO, UP chairman, DDFP Satkhira, and others

## Shyamnagar

- Debate competition at Nakipur Hari Chron High School
- A quiz competition for the students of Jobeda Sohorab Model High School
- Competition among the Mothers on cooking and selection of Nutritious food
- Discussion sessions in all the 12 Community Clinics of the Union
- Court Yard Awareness sessions on Maternal Health and Nutrition in every Unions around EPI centers
- Discussion sessions in all the 12 Community Clinics of the Union

## Dacope

- Quiz Competition among fathers of the community households
- Essay Competition for 20 adolescent girls and boys
- Art competition for 30 primary school students
- 9 Cooking and Feeding Competitions arranged for 135 mothers with children U2
- 111 Special SBCC Sessions on Nutrition for 1665 participants throughout the week
- Folk song on Nutrition

## Koyra

- Nutrition fair jointly with department of health and Family Planning
- Quiz Competition for 450 community mothers
- Essay competition for the 100 adolescent girl students with Sanitary Napkin distribution
- 7 Cooking feeding competition for 70 mothers with children U2
- Games for 40 females farmers to orient them about homstead gardening and poultry rearing
- Auto Rickshaw Rally through which IPHN approved messages on nutrition were announced in all the 7 Unions, 131 villages and markets