

FED TO FAIL!

Some Not So Cute Numbers : NFHS 2021 Urban India
National Family Health Survey

Breastfeeding Within 1hr of Birth : 44%

Children under 3Y breastfed within an hour of birth.



Exclusive

Breastfeeding: 59.6%

Children 0-6M exclusively breast fed.



Semi or Solid Food With BF : 52%

Children from 6-24 months receiving solid or semi-solid food with breastmilk.

BF: Breastfeeding



Adequate Diet: 12.3%

Total Children from 6 to 24 months receiving adequate diet.

Adequate Diet: Breastfed children receiving 4 or more food groups and a minimum meal frequency, non-breastfed children fed with a minimum of 3 Infant and Young Child Feeding Practices (fed with other milk or milk products at least twice a day, a minimum meal frequency that is, receiving solid or semi-solid food at least twice a day for breastfed infants 6-8 months and at least three times a day for breastfed children 9-23 months, and solid or semi-solid foods from at least four food groups not including the milk or milk products food group).

BF Adequate Diet: 11.8%

Breastfed children 6-24 months receiving adequate diet.

BF: Breastfed.



NBF Adequate Diet: 14.2 %

Non-breastfed children from 6-24 months receiving an adequate diet.

NBF: Non-Breastfed.



The costs of inaction are much higher than those of action.

How VIRAA can Help!

FOR BABIES 0-5Y

1. Lactation (0-6m) ●

- Breastfeeding - the most beautiful, most natural, and most nutritious love for children, should start from the very first hour of their birth.
- However, this journey can be difficult, tiring, and confusing. Viraa will guide, empower and most importantly support this first step with knowledge, care and empathy



2. Weaning To Solids (6-24m) ●

- When weaning to solids, a child enters a whole new world of experiences and is ready to enjoy those with guidance, patience, and care.
- Viraa will support parents and children, to step into this next transition with a structured, planned, and prepared approach. The preparation will be for parents so the children can enjoy those new flavors and textures of solids coming their way



3. Child Nutrition (0-5Y) ●

- Is my child getting the right amount of nutrition? This question probably stays with a parent even when their children go to hostels or work. So it's impossible to not think about it for your little one.
- Viraa has certified professionals on board who are nutrition enthusiasts, you will be given consultations, information, charts and data to best manage your child nutrition and even yours.



How VIRAA can Help!

FOR BABIES 0-5Y



4. Parenting Education

- Our kids are our reflections. They literally copy us parents, like little spies excited to be like their parents.
- A better-prepared parent is a calmer parent, a happier parent, and a more patient parent,
- Viraa will work with you step by step to enter into each phase of lactation, weaning, and nutrition of your child with confidence and comfort.



5. Social Outreach Programmes

- There is no other reason required to justify why this is needed when we know this is about our children.
- It's about our next generation, it's about tomorrow which needs work today and these practices need to become a social norm and Viraa is on that mission.

