



## **NOTICE INVITING TENDER ( NIT)**

Sealed Quatations are invited affixing court fee Rs- 8.25 from interested dealer/firm/Supplier/ NGO/Self Help Group etc Last Date & Time 7 September/2023 at 11AM for Diet.Details below :-

Sl No	Items	Qty
1.	Rice Flakes	500 g
2.	Puffed Rice	500 g
3.	Jaggry	500 g
4.	Roasted Channa	500 g
5.	Mung Whole	500 g
6.	Pasteurized tetra packed toned Milk	1200 ml
7.	Ground Nuts	500 g

For more details please visit [www.goalpara.nic.in](http://www.goalpara.nic.in) or contact O/O the Joint Director of Health Services, Goalpara, Nayapara, Ward No- 05, Pin- 783101, Goalpara.

Sd/

JT. DHS Goalpara



OFFICE OF THE DISTRICT HEALTH SOCIETY, GOALPARA  
Ward No-05, Nayapara, Goalpara-783101

No:DHS/NRHM/GLP/22-23/ 625/23

Date: 24/8/23

**NOTICE INVITING TENDER(NIT)**

Sealed quotation affixing court fees of Rs.8.25 is hereby invited from the reputed firm/supplier/NGO/Self-Help etc. for supply of Package Diet to the institutional delivery mothers under SAMAHAR Scheme (JSSK Diet Programme)

The itmes to be supplied in a branded package in the name of Samahar. The itmes supplied will provided approximately of 3016 Kcal energy and 116g protein per day. The package will have logos of Govt. of Assam and NHM. Item details will be displayed on the package to minimize any supply issue. The list of the items mentioned below:

Sl.No	Items	Qty
1	Rice Flakes	500g
2	Puffed Rice	500g
3	Jaggry	250g
4	Roasted Channa	250g
5	Mung Whole	500g
6	Pasteurized tetra packed toned milk	1200 ml
7	Ground Nuts	250 g

(Items details may be seen at Annexure-I)

**Terms of Reference**

- 1) Rate should be quoted inclusive of all taxes
- 2) Party should submit following documents alongwith the tender documents:
  - d) Annexure-II (To be obtained from DHS Office/NIC Website)
  - e) The firm/supplier should submit trade license and NGO/Self Help grp should submit Registration Certificate under Societies Registration Act.
  - f) IT Clearance & GST Registration Certificate & PAN Card No.
  - g) Food Safety License No (Attached Photocopy)
  - h) Bank Accounts Details (Attached Photocopy)
- 3) **Priority will be given to those Firm/Supplier/NGO/Self Hepl Grp etc. having Food Safety License.**
- 4) To maintain the quality of product and uniformity in presentation, it is proposed to supply the items in the NHM designed special hard paper cartoon box with a minimum expiry period of 6 months from the date of delivery to all delivery points on quarterly basis. The cartoon box will be in the brand name of SAMAHAR. Detail prototype is annexed. Along with the food, three different handouts on normal nutrition during pregnancy, family planning and IYCF have to be put inside the box (sample annexed). The detailed address of supplier, batch number/ lot number/ date & time of manufacturing & expiry / shelf life needs to be printed on the box (1 Sample needs to be submitted along with the tender)
- 5) No advance payment will be made to the supplier and payment will be made through only PFMS System.
- 6) Last date of submission of tender 3/9/23.....at 11.00 AM and it is the responsibility of the tenderer to ensure that their bids are dropped in the tender box in the DHS, NHM, Office prior to closing date and time.
- 7) The tender will open in presence of the terderer/party on.....8/9/23.....at 10 AM.



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Ward No-05, Nayapara, Goalpara-783101

- 8) The authority reserve the right to cancel any or all the quotation without assigning any reason thereof and the authority is not bound to accept the lowest quoted rate also. Again the quoted rate should not exceed the NHM Norms.

Joint Director of Health Services  
Cum Member Secretary, DHS, Goalpara

Date: .....24/8/23.....

Memo No:DHS/NRHM/GLP/22-23/ 625/A/23

Copy forwarded to -

- 1) The Mission Director, NHM, Assam for favour of your kind information.
- 2) The Deputy Commissioner cum Chairman, DHS, Goalpara for favour of your kind information.
- 3) The Executive Director, NHM, Assam for favour of your kind information
- 4) The ADC (Health), Goalpara for kind information.
- 5) The DIPRO, Goalpara for favour of kind information and with a request to publish the NIT in an Assamese and English daily Newspaper of Assam
- 6) The DIO, NIC, Goalpara with a request to publish in Web Site.
- 7) The DPMU, NHM, Goalpara for kind information & necessary action.
- 8) File.

Joint Director of Health Services  
Cum Member Secretary, DHS, Goalpara



## OFFICE OF THE DISTRICT HEALTH SOCIETY, Goalpara

### Annexure I

Purpose of this Tender is to shortlist eligible firms to participate in the selection process for implementation of “Free Diet Service to Pregnant Women” under JSSK scheme cross the State of Assam. Under this programme the selected agency shall supply and distribute the required food items of specified quality and quantity to all pregnant women during their stay at the Government Health Institutions for delivery.

The items to be supplied are given as below:

Food Items	Quantity
Rice flakes	500g
Puffed rice	500g
Jaggry	250 g
Roasted Channa	250g
Moong whole	500g
Pasteurized tetra packed toned milk	200ml x 6=1200 ml
Ground nuts	250g

### **Item Description, Specifications, Quality Standard**

#### **Rice flakes:**

Rice flakes means the product obtained from rice by flaking and partially drying. It shall be in the form of crisp flakes of reasonably uniform size and white to off white in colour. It shall be free from dirt, insects, larvae and impurities and any other extraneous matter. The initial moisture content of the product should be less than 12% and also be at unbroken condition. The item should be free from any adulterant, artificial colour, preservatives additives etc.

#### **Puffed rice:**

It is a type of puffed grain made from rice, commonly used in breakfast cereal or snack foods, and served as a popular street food in India. The processing involved makes rice less perishable. It shall be in fresh form and reasonably in uniform size.

The colour should be white to off white in colour. It shall be free from dirt, insects, larvae and impurities and any other extraneous matter. The initial moisture content of the product should be less than 15% and also be at unbroken condition. The item should be free from any adulterant, artificial colour, preservatives additives etc.



## OFFICE OF THE DISTRICT HEALTH SOCIETY, Goalpara

**Jaggery:**

**Contd.**

It is a general term for concentrated juice from sugarcane or raw cane sugar in concentrated solution after varying amounts of sucrose have been removed. It should contain about 79% carbohydrate (predominantly sucrose with less amount of glucose and fructose), about 0.4% protein, trace elements calcium, magnesium, potassium, and iron) and vitamins. The moisture content should be around 4%.

**Roasted Channa:**

Roasted Channa whole shall be the dried grains of gram. It shall be sound, clean, sweet, wholesome and free from unwholesome substances. It shall also conform to the quality standards.

**Moong whole:**

Moongwhole shall consist of seeds of green gram. It shall be sound, dry, sweet, wholesome and free from admixture of unwholesome substances.


**Pasteurized & homogenized tetra packed toned milk:**

Pasteurization is the process of heating milk up and then quickly cooling it down to eliminate certain bacteria. **Homogenization** is an entirely separate process that occurs after **pasteurization** in most cases.

**Ground nuts:**

Groundnuts are rich in protein, fat, and various healthy nutrients. Studies show that peanuts may even be useful for weight loss and are linked to a reduced risk of many degenerative disorders.

**NB:** Women who would prefer institutional delivery will receive JSSK diet at all delivery points. Each normal delivery case will receive one package and due to longer stay in hospital the CS case beneficiary will receive 2 packets.

  
Joint Director of DHS Cum Member Secy  
District Health Society, Goalpara

**ANNEXURE-II**

To

The Joint Director of Health Services, Goalpara

Dated:,

Sir,

In reference to your quotation notice No.....Dated.....  
I hereby beg to submit my quotation for supply of dietary articles as per Annexure I to the health institutions mentioned in NIT , court fee stamp of Rs. 8.25 is affixed. Details below :

Sl.No	Items	Qty	Rate ( Include all Taxes)
1	Rice Flakes	500g	
2	Puffed Rice	500g	
3	Jaggry	250g	
4	Roasted Channa	250g	
5	Mung Whole	500g	
6	Pasteurized tetra packed toned milk	1200 ml	
7	Ground Nuts	250 g	
<b>Grand Total</b>			

**DOCUMENT SUBMITTED ALLONGWITH THE QUTATION (Please**



1. Registration Certificate or partnership deed.
2. The firm/ supplied should trade license and NGO/Self Help grp should submit Registration Certificate under Societies Registration Act.
3. Photo Copy of GST registration certificate.
4. Photo copy of PAN Card.
5. Copy of audited statement of accounts of last three years.
6. Tax Clearance Certificate.
7. Food safety Licence No ( Attached Photocopy)
8. PAN No ( Attached Photocopy)
9. Accounts Details ( Attached Photocopy)

**Yours Faithfully**

**Signature of Contractor  
Full Address**





**OFFICE OF THE MISSION DIRECTOR  
NATIONAL HEALTH MISSION, ASSAM**

Saikia Commercial Complex, Sri Nagar Path, Near Post office Bus Stand, G. S. Road, Christianbasti, Guwahati – 781005

**Website: <https://nhm.assam.gov.in> :: Phone No: 0361-2340236/39 :: Email Id: [mdnrhmasm@gmail.com](mailto:mdnrhmasm@gmail.com)**

**Guidelines on implementation of Samahar (The JSSK diet programme)**

Assam has a shockingly high maternal mortality ratio (MMR) of 229, which is far above the target to be achieved under the Sustainable Development Goals (SDG). The MMR is directly proportionate to the Institutional delivery rate and as per the NFHS 4 report, the institutional delivery rate in Assam is only 70.6%. To reduce MMR, the Government of India has put different policies and programmes in place to facilitate institutional births. In 2011, The Janani Shishu Suraksha Karyakarm (JSSK) was launched to achieve 100% institutional delivery and elimination of out of pocket expenditure for both pregnant women and sick neonates. Under this scheme, the diet of the mother is of prime importance and each institutional delivery case is entitle for free nutritious diet for three days in case of normal delivery and seven days in case of caesarean section @ Rs 100/- per day.

**Vision**

Pregnancy is a physiologically and nutritionally high demanding period to meet the requirements of the fetus. Similarly a lactating mother also requires extra food to secrete adequate quantity/ quality of milk and to safe guard her own health. JSSK Diet is a dietary support for the mother and the new born child at a health institution during hospital stay for institutional delivery. The calorific value of the hospital diet is analyzed and found sufficient for a pregnant woman per day although it is difficult to ensure that mentioned nutritive value is actually supplied to each patient or if supplied, patients are consuming the sufficient amount of food. So, along with present hospital diet, to encourage institutional delivery in Assam and to preserve the distinctiveness of JSSK diet from normal hospital diet, distribution of dry non perishable but ready to eat food items (mentioned in table below) is proposed for all hospitalized pregnant/ new born mothers. As items are non perishable and dry, the patient may eat the same at hospital or carry along after discharge.

**Key Implementation points:**

1. The items to be supplied in a branded package in the name of Samahar. The items supplied will provide approximately of 3016 Kcal energy and 116g protein per day. The package will have logos of Govt. of Assam and NHM. Item details will be displayed on the package to minimize any supply issue. The estimated cost per package is approximately Rs 300/ Package (@Rs 100/day).

list of items to be supplied is –

Item	Amount
Rice flakes	500g
Puffed rice	500g
Jaggry	250 g
Roasted Channa	250g
Mung whole	500g
Pasteurized tetra packed toned milk	1200ml
Ground nuts	250g



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**Technical Specifications (For selection of items, packaging, supply and storage):  
Rice flakes:**

Rice flakes means the product obtained from rice by flaking and partially drying. It shall be in the form of crisp flakes of reasonably uniform size and white to off white in colour. It shall be free from dirt, insects, larvae and impurities and any other extraneous matter. The initial moisture content of the product should be less than 12% and also be at unbroken condition. The item should be free from any adulterant, artificial colour, preservatives additives etc.

**Specifications in detail:**

Ingredient	Parameter	Specification	Reference	Frequency
Rice flakes	Moisture	12% (Max)	ISO712-2009	Batch-wise
	Organoleptic	Smell, Color) Pleasant smell, Typical color (White to OffWhite)	Visual Observation	Batch-wise
	Extraneous Matter	Free from all physical impurities	Visual Observation	Batch-wise
	Mesophyllic aerobic bacteria	100,000 cfu per gram (Max)	ICC No.125, AACC 42-11	Batch-wise
	Yeasts and Moulds	1000 cfu per gram (Max)	ICC No.146, AACC 42-50	Batch-wise

**Puffed rice**

It is a type of puffed grain made from rice, commonly used in breakfast cereal or snack foods, and served as a popular street food in India. The processing involved makes rice less perishable. It shall be in fresh form and reasonably in uniform size. The colour should be white to off white in colour. It shall be free from dirt, insects, larvae and impurities and any other extraneous matter. The initial moisture content of the product should be less than 15% and also be at unbroken condition. The item should be free from any adulterant, artificial colour, preservatives additives etc

Ingredient	Parameter	Specification	Reference	Frequency
Puffed Rice	Moisture	12% (Max)	ISO712-2009	Batch-wise
	Organoleptic	Smell, Color) Pleasant smell, Typical color (White to OffWhite)	Visual Observation	Batch-wise
	Extraneous Matter	Free from all physical impurities	Visual Observation	Batch-wise
	Mesophyllic aerobic bacteria	100,000 cfu per gram (Max)	ICC No.125, AACC 42-11	Batch-wise
	Yeasts and Moulds	1000 cfu per gram (Max)	ICC No.146, AACC 42-50	Batch-wise





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**Jaggery**

It is a general term for concentrated juice from sugarcane or raw cane sugar in concentrated solution after varying amounts of sucrose have been removed. It should contain about

- i. 79% carbohydrate (predominantly sucrose with less amount of glucose and fructose).
- ii. 0.4% protein, trace elements calcium, magnesium, potassium, and iron and vitamins.
- iii. The moisture content should be around 4%.

**Roasted Channa**

Roasted Channa whole shall be the dried grains of gram. It shall be sound, clean, sweet, wholesome and free from unwholesome substances. It shall also conform to the following standards, namely:—

- i. Moisture- Not more than 11 per cent by weight.
- ii. Foreign matter -Extraneous Matter – Not more than 1 per cent by weight of which not more than 0.25 per cent. by weight shall be mineral matter and not more than 0.10 per cent by weight shall be impurities of animal origin
- iii. Other edible grains – Not more than 3 per cent by weight
- iv. Damaged grains – Not more than 6 per cent by weight
- v. Weevilled grains – Not more than 6 per cent by weight
- vi. Uric acid – Not more than 100 mg per kg
- vii. Aflatoxin – Not more than 30 micrograms per kilogram.
- viii. Provided that the total of foreign matter, other edible grains and damaged grains shall not exceed 8 per cent by weight.

**Moong whole:**

Moong whole shall consist of seeds of green gram. It shall be sound, dry, sweet, wholesome and free from admixture of unwholesome substances. It shall also conform to the following standards, namely:—

- i. Moisture- Not more than 11 per cent by weight
- ii. Foreign matter -Extraneous Matter – Not more than 1 per cent by weight.
- iii. Other edible grains – Not more than 1 per cent by weight
- iv. Damaged grains – Not more than 3per cent by weight.
- v. Weevilled grains – Not more than 1 per cent by weight
- vi. Uric acid – Not more than 100 mg per kg
- vii. Aflatoxin – Not more than 30 micrograms per kilogram. Provided that the total of foreign matter, other edible grains and damaged grains shall not exceed 8 per cent by weight.

**Pasteurized & homogenized tetra packed toned milk:**

Pasteurization is the process of heating milk up and then quickly cooling it down to eliminate certain bacteria. **Homogenization** is an entirely separate process that occurs after **pasteurization** in most cases.

Energy (maximum)	40kcal/100ml
Fat(maximum)	3g/100ml
Protein (minimum)	3g/100ml
( Preferably fortified with calcium, vitamin A & vitamin D)	



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Packaging  
Shelf life

tetra packaging  
at least 4 months

**Ground nuts:**

Groundnuts are rich in protein, fat, and various healthy nutrients. Studies show that peanuts may even be useful for weight loss and are linked to a reduced risk of many degenerative disorders. It shall also conform to the following standards, namely:—

- i. Moisture- Not more than 2 per cent by weight, to reduce the moisture any drying process may be completed.
  - ii. Foreign matter -Extraneous Matter – Not more than 1 per cent. by weight of which not more than 0.25 per cent. by weight shall be mineral matter and not more than 0.10 per cent by weight shall be impurities of animal origin
  - iii. Other edible grains – Not more than 1 per cent by weight
  - iv. Damaged grains – Not more than 3percent by weight our of which ergot affected grains shall not exceed 0.05 percent by weight.
2. Women who would prefer institutional delivery will receive JSSK Diet at all delivery points. Each normal delivery case will receive one package and due to longer stay in hospital the CS case beneficiary will receive 2 packets.
  3. To maintain the quality of product and uniformity in presentation, it is proposed to supply the items in the NHM designed special hard paper cartoon box with a minimum expiry period of 6 months from the date of delivery to all delivery points on quarterly basis. The cartoon box will be in the brand name of *Xomahar*. Detail prototype is annexed. Along with the food, three different handouts on normal nutrition during pregnancy, family planning and IYCF have to be put inside the box (sample annexed). The detailed address of supplier, batch number/ lot number/ date & time of manufacturing & expiry / shelf life needs to be printed on the box.
  4. To maintain the desired moisture, freshness and quality of different items proposed, each dry items to be packed in airtight recyclable polyethylene bag using **Vacuum Packaging Technique** without any artificial preservatives and additives. The detailed address of supplier, batch number/ lot number/ date & time of manufacturing & expiry / shelf life needs to be printed on the box.
  5. **Product safety Protocols (for selection of items, packaging, supply and storage):**  
Food safety and risk assessment at processing and packaging premises must comply with Codex standards, the supplier must be able to demonstrate principle and practice the adoption, implementation, and recording of:
    - Good Manufacturing Practice (GMP)
    - HACCP program
    - Bureau of Standards
    - Food Safety and Standards Authority of India (FSSAI)



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- Quality Management System In this context, quality surveyor (AM, KFCSC) is entitled to visit the factory without prior notice during the tenure of this project to ensure that all the GMP and HACCP systems are in place. The officer may request to see:
- Records (e.g., names of people in charge of the process and quality control, temperatures of the process, mixing times/quantity, cleaning schedules etc.).
- Procedures (e.g., cleaning, personnel hygiene, HACCP, sampling and analysis).
- Instructions (e.g., process instructions, cleaning instructions).
- The quality manual followed for the process or of the factory. The manufacturer must be registered under National Food Law as a processor of foods for human consumption.

Following principal food safety and regulation to be followed:

1. Food Safety and Standards (Licensing and Registration of Food Businesses) Regulation, 2011
2. Food Safety and Standards (Food Products Standards and Food Additives) Regulation, 2011
3. Food Safety and Standards (Prohibition and Restriction of Sales) Regulation, 2011
4. Food Safety and Standards (Packaging and Labelling) Regulation, 2011
5. Food Safety and Standards (Contaminants, Toxins and Residues) Regulation, 2011
6. Food Safety and Standards (Laboratory and Sampling Analysis) Regulation, 2011
7. Food Safety and Standards (Health Supplements, Nutraceuticals, Food for Special Dietary Use, Food for Special Medical Purpose, Functional Food and Novel Food) Regulations, 2016
8. Food Safety and Standards (Food Recall Procedure) Regulation, 2017
9. Food Safety and Standards (Import) Regulation, 2017
10. Food Safety and Standards (Fortification of Food) Regulation, 2018
11. Food Safety and Standards (Food Safety Auditing) Regulation, 2018
12. Food Safety and Standards (Advertising and Claims) Regulation, 2018
13. Food Safety and Standards (Packaging) Regulation, 2018
14. Food Safety and Standards (Recovery and Distribution of Surplus food) Regulation, 2019



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**Outline of the product:**

Sustainability	The food items should comply with the individual technical specification for each food items mention in the contract and it should be as per PROCESSED FOODS: Sustainability Accounting Standards.
Packaging	To maintain the desired moisture, freshness and quality of different items proposed, dry items should be packed in airtight recyclable polyethylene bag using Vacuum packaging technique. For milk tetra packed items to be used. All items to be supplied in a NHM designed special hard paper cartoon box in the brand name – Xomahar. It should be as per the BIS no IS 10171/ IS: 10106 (Part 1/ Sec 1) -1990; Food Safety and Standards (Packaging and labeling) Regulations, 2011 1.1.2:
Shelf life	Due to variance in biochemical composition of product the shelf life of each product (at specified technical specification) are different. Among all items the milk has the shortest shelf life of 6 months and hence the shelf life of it is considered as the shelf life of the whole package with all items.
Product Labeling	The detailed address of supplier, batch number/ lot number/ date & time of manufacturing & expiry / shelf life needs to be printed on the box named as Xomahar. The Food Safety and Standards (Packaging and labelling) Regulations, 2011 1.1.2 to be followed.
Processing	Except Milk & Jaggery, all over items should be cleaned, washed, dries up to desired moisture level and packed for supply. The FDA's Good Manufacturing Practices should be followed in each step.
Delivery	The supplier has to distribute the items on quarterly basis to all delivery points including different types of Health Institutions of DHS at different districts of Assam on quarterly basis.
Quality testing	The district JSSK diet committee will randomly collect food samples from the delivered and stored packages within the expiry period and send it for biochemical assessments in any government or non government food or biochemical laboratory where the provision of testing is available periodically for quality testing. It will be as per AACC, ISO, AOAC standards and methods.
Communication	The supplier will be in touch with the DHS for any communication matter.



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6. **Tender Process:** District authority may select vendor locally by following all essential financial norms and procedures of govt of Assam. Selected vendor may be awarded with contract for supply of the *Samahar* kit, which consist of items listed in point 1.
7. **District JSSK Diet Committee:** The district level committee has to formed to oversee the implementation of JSSK diet. The committee will monitor the quality of food item supplied in each batch. The members of the committee on Nutrition shall be as follows-
- ADC Health (Chairman)
  - Joint Director of Health Services (Member Secretary)
  - Additional Chief Medical and Health Officer (Member)
  - Superintendents of the bedded hospital with diet facility (Member)
  - NRC Dietician of the respective districts (Member)
  - District programme Manager (Member)
  - District Accounts Manager (Member)

The committee will randomly collect food samples from the delivered and stored packages within the expiry period and send it for biochemical assessments in any government or non government food or biochemical laboratory where the provision of testing is available periodically for quality testing.

8. **Reporting:** To be done through HMIS under JSSK benefit avail- Free diet under JSSK- Pregnant Women column in HMIS.
9. **Approximate annual requirement of proposed carton in district :**

No of normal delivery last year x % of normal delivery x 1 carton  
= total requirement for normal deliveries

No of CS delivery last year x % of CS delivery x 1 carton  
= total requirement for CS deliveries

So, the total estimated requirement of cartoon per annum  
= total requirement for normal deliveries+ total requirement for CS deliveries





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Annexure 1 (Leaflet on Nutrition for Pregnant Women)

**Ensure provision of extra food to pregnant and lactating women**

Pregnancy is physiologically and nutritionally a highly demanding period to meet the requirements of the fetus. A lactating mother requires extra food to secrete adequate quantity/ quality of milk and to safe guard her own health.

**Food requirement during pregnancy and lactation**

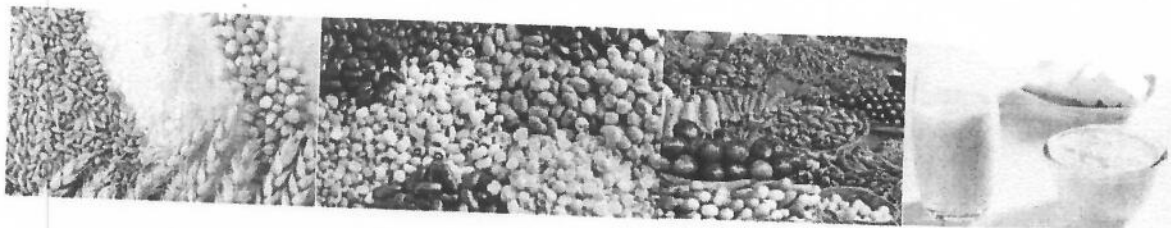
Food group	Quantity required for pregnant women	Quantity required for lactating women
Cereals	300g	330g
Fat	30g	30g
Sugar & products	20g	20g
Pulses	60g	90g
Milk and products	500ml	500ml
Fruits and vegetables	920g	920g
Nonveg	30g fish/meat/chicken or 1 egg may be taken as alternative of 30g pulses	

**Common food items**

Food group	Examples
Cereals	Rice, rice flakes, puffed rice, atta maida, suji, maize precuts etc
Fat	Mustard oil, refined oil, deshi ghee, butter, lard etc
Sugar & products	Sugar, jiggery, honey , sugary sweet items etc
Pulses	Green gram, Bengal gram, peas, black gram, soya bean, rajmah etc
Milk and products	Milk, curd, cream, paneer etc
Fruits and vegetables	Any green leafy, fruit, vegetable .

**Frequency of eating:**

Small but frequent meal pattern is advisable.







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Annexure 2 (Leaflet on IYCF)  
Page 1

## স্তনপানৰ উপকাৰিতা

শিশুক খোৱা, শিশুৰ লগত খেলা আৰু ভাবৰ আদান প্ৰদানে শিশুটিৰ  
শাৰীৰিক আৰু আধ্যাত্মিক বিকাশত সহায় কৰে

আপোনাৰ কেচুৰাৰ পাকস্থলী সৰু আৰু অলসুৰা, এই ক্ষেত্ৰত মাকৰ গাৰ্ভাৱেই সৰ্বোত্তম। কেতিয়াবা কেচুৰোটোৰে কালে য'ত কেচুৰাই অচৰিত ধৰণটো বিচাৰে। মাকৰ ছাদৰ উমাল সংস্পৰ্শত কেচুৰাক ৰাখিব। কেচুৰাক মাকসুৰ পৰা লম্বোৰা সময়ত হাঁহক, কথা পাতক আৰু চকুলৈ চাপক, কিছৰ আক। উহিক লোকালি নামকিন

মিক হাশ্বৰ পিছতেই কেচুৰাক জ্বলত মুখ ওজিৰকৈ নিাক, এই কাম হাশ্বৰ এখনটোৰ ভিতৰত নিশিত কৰাৰেই। এই কাৰ্য্যৰ দ্বাৰা মাক বান্ধোন আৰম্ভ হয় তথা সঠিক স্তনপান প্ৰতিষ্ঠা হোৱাত সহায় কৰে

মাকৰ প্ৰথম নিশিত হালধীয়া গাৰ্ভাৰে শিশুক প্ৰতিবেশৰ শক্তি প্ৰদান কৰাৰ লগতে বেমাৰ আৱাৰ-সন্বেদনৰ পৰা বাধা দিয়ে

আপোনাৰ শিশুটিয়ে মিচক অনুসাৰে দিন-ৰাতি সমানে স্তনপান কৰাওক। সমসাই খুৰালে মাক স্তন মূত্ৰ প্ৰস্ৰাৱ বৃদ্ধি পাত। কেচুৰাক ৰাতি স্তনপান কৰাৰো কোনো কৰণতে নাপৰহিব।

মাক মূত্ৰত উপযুক্ত পানীৰ লগতে কেচুৰাৰ প্ৰয়োজনীয় সকলো উপাদান থাকে। প্ৰথম ছমাহত কেচুৰাক পানী, মৌ বা অন্য একো আহাৰ নিমিব, কেবল মাক স্তনপান কৰাওক

যদি কেচুৰাক বেমাৰো হৈ থাকে তথাপি ৬ মাহলৈকে স্তনপান নিয়াইয়াকৈ কৰাই থাকিব। ৬ মাহৰ পিছত, আপোনাৰ কেচুৰাক বেমাৰৰ সময়ত অলান্য আহাৰ, পানীৰ লগতে স্তনপান কৰোৱান

স্তনপানে কেচুৰাৰ বৃদ্ধিমন্তা বৃদ্ধি কৰে

কেচুৰাক স্তনপান কৰোৱাত জসুৰিধা হ'লে এ, এন, এম, আশা আৰু অফেনকলী কৰীৰ সৈতে যোগাযোগ কৰক তথা পৰামৰ্শ লওক

জন্মৰ ৬ মাহ পৰ্যন্ত কেবল মাক স্তনপান কৰাওক



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শিশুৰ পৰিপূৰক আহাৰ

শিশুক খুণ্ডৰাৰ সময়ত কথা পাতক, হাঁহক আৰু ঠেংৰাৰে শিশুক  
খাবলৈ উৎসাহিত কৰক



- ত্বনপান নিয়মীয়াকৈ কৰাওক
- ৩ মাহ সম্পূৰ্ণ হোৱাৰ পিছত শিশুক নিয়মীয়াকৈ ত্বনপান কৰাওক ২-৩ টেবুল চামুচ কোমল আহাৰ ২-৩ বাৰকৈ খুণ্ডা আৰম্ভ কৰক
- এৰাৰত এদিন আহাৰৰ লগত পৰিষ্কাৰ কৰাটো নিয়ম নোহওক। কম পৰিমাণৰ শাক পাচলি আৰু পিচত ফলমূল, মটিল, শৰা আদীয়া খাদ্য অতি নিয়ম
- লাঠে লাঠে আহাৰৰ পৰিমাণ বৃদ্ধি কৰক
- কেচুৰাৰ শাৰীৰিক আৰু মানসিক শক্তি বৃদ্ধি কৰিবলৈ সেহত আইবৰৰ পৰিমাণ সমতুল্য ৰাখিবলৈ আইবৰ ছিৰাপ/চোপাল খুণ্ডাই নিয়ম



- ত্বনপান নিয়মীয়াকৈ কৰাওক
- আহাৰ ফলত পৰিষ্কাৰ কৰি সুপুৰিষ্কাৰীয়া খাদ্য দিনত ৩-৪ বাৰ লগু খাদ্য লিয়ক
- দিনে ২-৩ বাৰ খাদ্য নিয়ম আৰু ১-২ বাৰ লগু আহাৰ লিয়ক
- খাদ্যৰ পৰিমাণ আৰু বিভিন্ন ধৰণৰ খাদ্য লিয়ক
- এৰাৰত এবিধ খাদ্যৰ লগতহে পৰিষ্কাৰ কৰাটো নিয়ম নোহওক। যেনে খিচিৰি মাটিয়া
- ৪ টা খেতিৰ পৰা আহাৰৰ আৰম্ভণি হোৱা কৰক যেনে- (১) খেঁড়া/ভাত ভণ্ডা, (২) পেটভীয়া শাক পাচলি আৰু ফলমূল (৩) ডেউকা, খিচি (৪) কাঁহল/মাছ/কৰী সিঙোৰা/পিটিকা
- কেচুৰাৰ শাৰীৰিক আৰু মানসিক শক্তি বৃদ্ধি কৰিবলৈ সেহত আইবৰৰ পৰিমাণ সমতুল্য ৰাখিবলৈ আইবৰ ছিৰাপ খুণ্ডাই নিয়ম।



- ত্বনপান নিয়মীয়াকৈ কৰাওক
- ৬ মাহৰ পিছত, জোৱাৰ পৰা খাদ্য ৩-৪ বাৰকৈ নিব আৰু বাটিকৈ এৰাৰত
- ১২ মাহৰ পিছত, পৰিয়ালৰ অন্যান্যসকলে খোৱা সাধাৰণ আহাৰ খোৱাৰলৈ আৰম্ভ কৰাওক ৩-৪ বাৰকৈ খোৱাওক এদিনত, লগতে ১-২ বাৰ লগু আহাৰ নিব। এৰাৰত ৩/৪ অংশ-ৰ বাতি
- খাদ্য আতুলি আৰু কমা আতুলিৰে তুলি ল'ব পৰা মিহিকৈ টুকুৰা কৰা খাদ্য নিয়ম। সেতেকা কৰিলেও মিহিকৈ খাবলৈ নিয়ম
- বৃদ্ধিশক্তি অটুট ৰাখিবলৈ ভিটামিন এ ছিৰাপ খুণ্ডাক
- কেচুৰাৰ শাৰীৰিক আৰু মানসিক শক্তি বৃদ্ধি কৰিবলৈ আইবৰৰ ছিৰাপ/চোপাল খুণ্ডাক



- আহাৰ প্ৰস্তুতৰ অংশত আৰু কেচুৰাক খুণ্ডাৰ অংশত উঠাবলৈ হাত খুৰ
- মনি কৰী খুণ্ডাইছে, তেখেত চাব নাহে কৰীটো জালদৰে সিজোৱা হয়
- ৰন্ধাৰ অংশত ফলমূল আৰু শাক পাচলি জালদৰে পুই ল'ব
- আহাৰ জালদৰে ৰান্ধিব, চকা পানী ব্যৱহাৰ কৰি, শিশুৰ মেটত বৈ যোৱা খাদ্য পৰিষ্কাৰ কৰি ল'ব। বৈ যোৱা খাদ্য পেলাই দিব
- ৰন্ধনৰ বাবে কেবল আতুৰ ডিনযুক্ত নিৰাৰে ব্যৱহাৰ কৰিব, অৱশ্যে বৃদ্ধিশক্তিৰ বিকাশ কৰে
- কেচুৰাৰ শাৰীৰিক আৰু মানসিক শক্তি বৃদ্ধি কৰিবলৈ আইবৰৰ ছিৰাপ/চোপাল খুণ্ডাক

৬ মাহৰ পৰা ২ বছৰ :  
২ বছৰলৈকে তথা তাৰ পিছতহে। কেচুৰাই বিচৰা খৰখে ত্বনপান কৰাই থাকক  
লগতে কোমল আহাৰ দিনলৈ আৰম্ভ কৰক

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Annexure 3 (Leaflet on Family Planning)

**"পৰিয়াল পৰিকল্পনাবে দায়িত্ব পালন কৰক মাতৃ আৰু সন্তানৰ স্বাস্থ্য সুনিশ্চিত ৰাখক"**

আপোনাৰ নিকটৱৰ্তী স্বকৰ্মী চিকিৎসালয়লৈ আহক, অৱশ্যম্ভৱতঃ পৰিয়াল পৰিকল্পনাৰ বিভিন্ন পদ্ধতিসমূহ আৰু লাভ কৰক অনুশ্ৰেয়ণমূলক পুৰুষৰ চিকিৎসকী আৰু শ্ৰেণীভিত্তিক পুৰুষসকলে

**অস্থায়ী জন্ম নিয়ন্ত্ৰণ পদ্ধতি**

- নিৰোধ বা কণ্ডম (কো. এম. / পি.)
- অস্থায়ী জন্ম নিয়ন্ত্ৰণ বডি (কো. এম. / পি.)
- আই ইউ চি চি (ইউটৰাইনৰ ভিত্তিতঃ পি. পি.)
- পি. পি. অৱ ইউ চি চি পি এ আই ইউ চি চি (ইউটৰাইনৰ ভিত্তিতঃ পি. পি.)
- ইউ চি চি চি (ইউটৰাইনৰ ভিত্তিতঃ পি. পি.)

**পৰিয়াল সম্পূৰ্ণ হৈ উঠাৰ পিছত স্থায়ী পদ্ধতি**

- শল্যা চিকিৎসাবোৰে কৰা শল্যচিকিতঃ (কো. এম. চি.)
- শল্যা চিকিৎসকৰ দ্বাৰা স্থায়ী পদ্ধতি (ইউটৰাইনৰ ভিত্তিতঃ পি. পি.)
- ২০০০ টকাৰ পৰা ৩০০০ টকালৈ
- ১৪০০ টকাৰ পৰা ৩০০০ টকালৈ

বিতংকে জানিবৰ বাবে '104' ত ডায়াল কৰক আৰু আপোনাৰ নিকটৱৰ্তী স্বাস্থ্য কেন্দ্ৰত যোগাযোগ কৰক

মানসিসমূহ চিকিৎসকৰ পৰা বেক এণ্ডইউট ডাঙা কৰা হ'ব।

স্বাস্থ্য সুনিশ্চিত ৰাখক

স্বাস্থ্য কেন্দ্ৰৰ সন্মতি পৰিয়ালৰ সন্মতি



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**Annexure 4 (3D image of the branded box)**



Front

Right



Left

Back

**The health of a mother and child is the indicator for Nation's development**

*As a battle against malnutrition amongst mothers and children, the Govt. of India has initiated multiple programmes. The objectives of these programmes are to address issues of status of women, the care of pregnant & lactating mothers and children under two, breastfeeding and the importance of balanced nutrition and health. The main focus is on availing optimum opportunities during first 1000days of life of an individual for better future health and wellbeing. JSSK Diet is a dietary support for the mother and the new born child at a health institution during hospital stay for institutional delivery.*

**Item List**

Item	Amount
Rice flakes	500g
Puffed rice	500g
Jaggry	250g
Roasted Channa	250g
Mungpholo	500g
Pasteurized tetra packed toned milk	1200ml
Geosund nuts	250g
Total	
Per day	

**Additional**

Additional	Quantity
IFA tablet	100
Calcium tablet	100
Handouts on FP, IYCF	1