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The Indian Council of Medical Research -  
Department of Health Research (ICMR-DHR)  
has initiated a visionary project

# UNNATI

(Upgrading Norms for Growth  
and Development Assessment  
of Indian Children)



Scan the QR code  
to express your interest  
or get more information

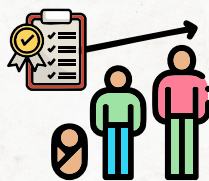
## Dear expectant parents,

We invite you to be a part of the significant initiative “UNNATI” — a pioneering effort by the Indian Council of Medical Research (ICMR), Ministry of Health and Family Welfare (MoHFW) to develop India’s first child growth and development standards, an endeavor that will benefit millions of Indian families for generations to come.

### What is UNNATI about?



India currently uses international growth standards that may not accurately reflect how healthy Indian children should grow



You and your child can help create Indian growth and development standards based on height, weight and other neurodevelopment measurements taken from healthy Indian children



The standards thus developed will be used as a parameter for healthy growth among children across the country for years to come

Participation in this study is safe and voluntary. It will contribute to the scientific knowledge of child growth and development research.



## Who can participate?



**Expectant mothers**  
aged between 20-40  
years with gestational  
age less than 37 weeks



**Those who plan to**  
stay in the current  
locality for the next  
3 years



**Open to home visits and follow-ups**  
by the project team during  
pregnancy and child's first two years

## Other benefits for participating parents and children



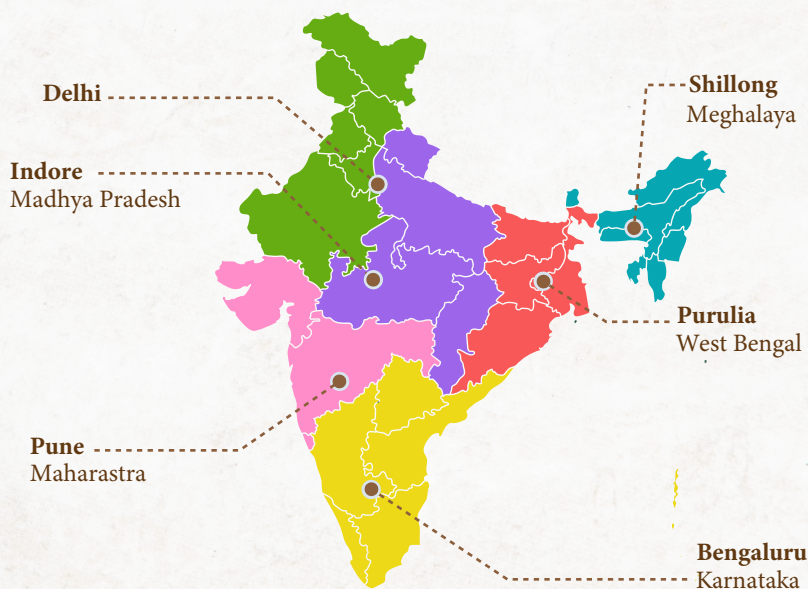
Receive counseling on positive  
thinking, and providing a  
nurturing care environment for  
your child for optimal early  
development

Expert guidance on  
breastfeeding problems  
and complementary  
feeding



Regular tracking of  
growth and development  
of your child at home  
until the age of 2 years

Play a pivotal role in shaping  
India-specific growth and  
development standards for future  
generations and your child will  
leave their stamp in time



**Be a part of UNNATI and help redefine how India understands and measures healthy child growth and development.**

**For participation at any of  
the sites, please contact:**

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