

## Summary of Media Coverage of Launch of Poshan Cards

### Leading National Publications/Online/News Wires:

1. **The Times of India** - <http://timesofindia.indiatimes.com/city/mumbai/DSM-partners-with-Ministry-of-Women-and-Child-Development-to-spread-awareness-on-nutrition/articleshow/52729454.cms>
2. **The Hindu Business Line** - <http://www.thehindubusinessline.com/business-wire/dsm-partners-with-ministry-of-women-and-child-development-and-iap-healthphone-to-spread-awareness-on-nutrition/article8723928.ece>
3. **The Financial Express** - <http://www.financialexpress.com/article/healthcare/happening-now/dsm-partners-with-ministry-of-women-and-child-development-and-iap-healthphone-to-spread-awareness-on-nutrition/283200/>
4. **The Telegraph** - <http://www.telegraphindia.com/external/display.jsp?mode=details&id=48979#.V2Oa8bt97IU>
5. **Yahoo News India** - [https://in.yahoo.com/?err=404&err\\_url=https%3a%2f%2fin.news.yahoo.com%2fdsm-partners-ministry-women-childdevelopment-spread-awareness-111418721.html](https://in.yahoo.com/?err=404&err_url=https%3a%2f%2fin.news.yahoo.com%2fdsm-partners-ministry-women-childdevelopment-spread-awareness-111418721.html)
6. **Rediff** - <http://localnews.rediff.com/location#!ministry-of-women-location-thane-maharashtra-india>
7. **PTI (Press Trust of India)** - [http://www.ptinews.com/pressrelease/18953\\_press-subDSM-Partners-with-Ministry-of-Women-and-Child-Development-and-IAPHealthPhone-to-Spread-Awareness-on-Nutrition](http://www.ptinews.com/pressrelease/18953_press-subDSM-Partners-with-Ministry-of-Women-and-Child-Development-and-IAPHealthPhone-to-Spread-Awareness-on-Nutrition)
8. **IANS (Indo Asian News Service)** - <http://ians.in/index.php?param=prwiredetail/B-48979>
9. **India Today** - <http://indiatoday.intoday.in/story/dsm-partners-with-ministry-of-women-and-child-development/1/690953.html>
10. **India Infoline** - [http://www.indiainfoline.com/article/news-business-wire-advertising/dsm-partners-with-ministry-of-women-and-child-development-and-iap-healthphone-to-spread-awareness-on-nutrition-116061300168\\_1.html](http://www.indiainfoline.com/article/news-business-wire-advertising/dsm-partners-with-ministry-of-women-and-child-development-and-iap-healthphone-to-spread-awareness-on-nutrition-116061300168_1.html)

11. **IBTN9** - <http://ibtn9.com/2016/06/dsm-partners-with-ministry-of-women-and-child-development-and-iap-healthphone-to-spread-awareness-on-nutrition/>
12. **HT Media Syndication (Hindustan Times)** - <http://htsyndication.com/htsportal/article/DSM-Partners-with-Ministry-of-Women-and-Child-Development-and-IAP-HealthPhone-to-Spread-Awareness-on-Nutrition/13765818>
13. **CSR Live** - <http://csrlive.in/dsm-to-spread-awareness-on-nutrition-throughthe-poshan-card-program/>
14. **Business Standard** - [http://www.business-standard.com/article/news-ani/dsm-partners-with-ministry-of-women-and-child-development-to-spread-awareness-on-nutrition-116061300665\\_1.html](http://www.business-standard.com/article/news-ani/dsm-partners-with-ministry-of-women-and-child-development-to-spread-awareness-on-nutrition-116061300665_1.html)
15. **ANI News** - <http://www.aninews.in/newsdetail3/story268101/dsm-partners-with-ministry-of-women-and-child-development-to-spread-awareness-on-nutrition.html>
16. **Business Wire India** - <http://businesswireindia.com/news/news-details/dsm-partners-with-ministry-women-child-development-iap-healthphone-spread-awareness-nutrition/48979>
17. **MSN** - <http://www.msn.com/en-in/news/other/dsm-partners-with-ministry-of-women-and-child-development/ar-AAgYZBK>

#### **Local Publications in Maharashtra which carried the news:**

1. Pune Express, Pune Edition
2. Apla Mahanagar, Mumbai, Palghar and Pune Editions
3. Mumbai Samachar, Mumbai
4. Navshakti, Mumbai
5. Janmat, Mumbai
6. Vrutt Kesari, Thane
7. Janmanthan, Pune
8. Samana, Mumbai
9. Prashar, Mumbai
10. Tarun Bharat, Mumbai and Pune
11. Vyapar, Mumbai
12. Thane Varta, Thane
13. Gaokari, Thane and Palghar
14. Samrat, Thane
15. Sanj Samachar, Pune

16. Sanjwat, Pune
17. Sarvmat, Pune
18. Lokasha, Palghar
19. Sayhadri Times, Palghar
20. Jagruti, Mumbai
21. Loksangrah, Palghar
22. Punya Nagari, Palghar
23. Swatantra Bharat, Thane
24. Thane Samachar, Thane

### **International Publications/Wires/Online which picked up the news:**

1. Albuquerque Express - <http://www.albuquerqueexpress.com/index.php/sid/244914863>
2. Amsterdam News - <http://www.amsterdamnews.net/index.php/sid/244914863>
3. British Columbia - <http://www.bcpst.com/index.php/sid/244914863>
4. Belfast Bulletin - <http://www.belfastbulletin.com/index.php/sid/244914863>
5. Bloomberg - <http://www.bloomberg.com/press-releases/2016-06-14/dsm-partners-with-ministry-of-women-and-child-development-and>
6. Brazil Sun - <http://www.brazilsun.com/index.php/sid/244914863>
7. Bristol Star - <http://www.bristolstar.com/index.php/sid/244914863>
8. Calgary Monitor - <http://www.calgarymonitor.com/index.php/sid/244914863>
9. Cape Town Express - <http://www.capetownexpress.com/index.php/sid/244914863>
10. Cardiff Star - <http://www.cardiffstar.com/index.php/sid/244914863>
11. Chile Sun - <http://www.chilesun.com/index.php/sid/244914863>
12. EurAsia Wire - <http://www.eurasiawire.in/news-details/?Value=HS0x%2bdXp4%2bxelQXfeDhGVggSjxietBIDQQ%3d>
13. Germany Sun - <http://www.germanysun.com/index.php/sid/244914863>
14. Illinois Intelligencer - <http://www.illinoisintelligencer.com/index.php/sid/244914863>
15. Kenya Star - <http://www.kenyastar.com/index.php/sid/244914863>
16. Kuala Lumpur Times - <http://www.kualalumpurtimes.com/index.php/sid/244914863>
17. Liverpool Star - <http://www.liverpoolstar.com/index.php/sid/244914863>
18. Long Beach Star - <http://www.longbeachstar.com/index.php/sid/244914863>
19. Madagascar Sun - <http://www.madagascarsun.com/index.php/sid/244914863>
20. Manila Metro - <http://www.manilametro.com/index.php/sid/244914863>
21. Mexico Sun City - <http://www.mexicocitysun.com/index.php/sid/244914863>
22. Moscow Inquirer - <http://www.moscowinquirer.com/index.php/sid/244914863>
23. Munich Metro - <http://www.munichmetro.com/index.php/sid/244914863>
24. Myanmar Sun - <http://www.myanmar.sun.com/index.php/sid/244914863>
25. Nepal National - <http://www.nepalnational.com/index.php/sid/244914863>
26. Netherland News - <http://www.netherlandsnews.net/index.php/sid/244914863>

27. Oakland Times - <http://www.oaklandtimes.com/index.php/sid/244914863>
28. Rio de Janeiro Sun - <http://www.riodejaneirosun.com/index.php/sid/244914863>
29. San Antonio Post - <http://www.sanantonio-post.com/index.php/sid/244914863>
30. Scotland Star - <http://www.scotlandstar.com/index.php/sid/244914863>
31. St Petersburg Star - <http://www.stpetersburgstar.com/index.php/sid/244914863>
32. Thailand Herald - <http://www.thailandherald.com/index.php/sid/244914863>