

POSHAN Abhiyaan

PM's Overarching
Scheme for Holistic
Nourishment



सही पोषण - देश रोशन



POSHAN Abhiyaan
Way Forward

Central Government: Convergence under POSHAN Abhiyaan

Ministry of Women and Child Development

- Anganwadi Services.
- Pradhan Mantri Matru Vandana Yojana.
- Scheme for Adolescent Girls

Ministry of Health and Family welfare

- Janani Suraksha Yojana (JSY).
- National Health Mission.
- HBNC + HBYC.
- Anemia Mukht Bharat.

Ministry of Drinking Water & Sanitation

- Swach Bharat Mission.
- WASH.
- Construction of Toilets.

Ministry of Rural Development

- Mahatma Gandhi National Rural Employment Guarantee Scheme.
- Construction of AWCs.
- Convergence of DAY-NRLM in VHSN Day.

Ministry of Panchayati Raj

- Mobilisation of Gram Panchayats towards Convergence.
- Toilets and Water.
- Participation in VHSN Day.

Central Government: Convergence under POSHAN Abhiyaan

Ministry of Consumer Affairs, Food & Public Distribution

- Food Fortification
- Public Distribution System

Ministry of Information & Broadcasting

- Contribute towards Behavioural Change Campaigns.
- To Create Jan Andolan.
- Song and Drama Division.

Ministry of HRD (Dept. of School Education & Literacy)

- Mid-Day Meal Scheme.
- UDISE.

Ministry of Renewable Energy

- Use of Solar Energy at AWCs.

Ministry of Urban Development

- Construction of AWCs – PMAY.
- Toilets and Water – SBM.

Ministry of Tribal Affairs

- Coordinate for Special requirements in Tribal Areas.

Ministry of Minority Affairs

- Construction of AWCs in case of Gaps.
- Orientation towards requirements of Minority Communities.

Way forward: State/District/Block/Village Level

Procurement of Devices –Smartphones/ Tablets and Growth Monitoring Devices.

Hiring of Manpower – State, District & Block.

Convergence Action Plan – SCP, DCP, BCP.

Incremental Learning Approach Training – Initiate.

Conduct Monthly Community Based Events.

Conduct Monthly VHSN Days.

Action at State/District/Block/Village Level

01

General

Nominate Nodal Officer.
Confirm List of Districts/Projects/AWCs.



03

Convergence Action Plan (CAP)

Finalise CAP at State Level.
Formulate – SCP, DCP, BCP.



05

Incremental Learning Approach

Earmark Master Trainers.
Formulate Training Schedule.
Formulate SRG, DRG & BRG.



07

Manpower

Establish SPMU.
Nominate officials, including Deputation.
Hire contractual staff.



02

Financial

Open NNM Budget Head.
Distribute Funds down to District Level
wherever required.



04

ICDS CAS

Continue Training through Master Trainers.
Procure Devices through GeM.
Procure SIM Cards & Data Plans.
Training of AWWs and LS.



06

Community Based Events

Conduct Monthly CBE.
Convergence of Frontline Functionaries.
Allot funds at District Level.



08

Jan Andolan

Converge all volunteers and frontline
functionaries towards creating a Jan
Andolan for Nutrition.



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Thank You

