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Joint Secretary



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D.O. No.NNM/31/2018-NNM

Dated 27th March, 2018

Dear

A National Workshop on POSHAN (PM's Overarching Scheme for Holistic Nourishment) Abhiyaan was held on 20th March, 2018 at Pravasi Bhartiya Kendra, New Delhi.

2. I am thankful for the active participation of the States/UTs, line Ministries/Departments of the Government of India and all the Development Partners for making the 'Workshop' successful and for deliberating upon an effective roll-out plan for the POSHAN Abhiyaan.

3. A copy of the Minutes of the aforesaid National Workshop of POSHAN Abhiyaan is enclosed, herewith, for necessary action.

With regards.

Yours sincerely,

(Dr. Rajesh Kumar)

1. Secretary, Ministry of Health & Family Welfare
2. Secretary, Department of Expenditure Ministry of Finance
3. Secretary, Ministry of Drinking Water & Sanitation
4. Secretary, Ministry of Rural Development
5. Secretary, Ministry of Panchayati Raj
6. Secretary, Ministry of Tribal Affairs
7. Secretary, Ministry of Food & Public Distribution
8. Secretary, Department of School Education and Literacy
9. Secretary, Ministry of Housing and Urban Affairs
10. Secretary, Ministry of Electronics and Information Technology
11. Secretary, Ministry of Environment, Forest & Climate Change
12. Secretary, Ministry of New and Renewable Energy
13. Secretary, Ministry of Minority Affairs
14. Adviser, Health & Nutrition - NITI Aayog
15. CEO, FSSAI
16. CEO, UIDAI
17. CEO, GeM
18. Shri Anurag Mishra, Director, Song and Drama Division
19. Chief Secretaries of all States/UTs
20. Principal Secretaries/Secretaries of Department of WCD/Social Welfare of all States/UTs
21. Ms. Rekha Menon, World Bank
22. Country Director, BMGF
23. Shri Rajan Shankar, TATA Trusts
24. Country Director, UNICEF

Copy to:

1. PS to Minister-WCD.
2. PS to MoS-WCD.
3. PS to Vice Chairman, NITI Aayog.
4. PPS to Secretary, MWCD.

Minutes of Meeting of National Workshop on POSHAN Abhiyaan Held on 20th March 2018 at Pravasi Bhartiya Kendra, New Delhi

A day long National Workshop was organised for orienting and providing a centralised platform for all the Stakeholders associated with POSHAN Abhiyaan on 20th March 2018 at Pravasi Bharatiya Kendra.

2. The Workshop was attended by Line Ministries, States/UTs and Technology/Training partners of POSHAN Abhiyaan. The workshop focused on orienting the participants towards POSHAN Abhiyaan; inter-ministerial convergence; role and responsibilities of all stakeholders; implementation & rollout issues at State/UT level; contribution of partner agencies and way forward.
3. Agenda of the Workshop is attached at **Annexure I**.

Background

4. The various schemes run by Government of India related to nutrition directly or indirectly impact children 0-6 years and the lactating mothers & pregnant women. Despite of so many schemes there is high level of malnutrition and other related problems. The probable reason behind it is lack of synergy between various schemes. To eradicate malnutrition the Government of India has approved POSHAN Abhiyaan on 30.11.2017 which was launched by the Hon'ble Prime Minister on 8th March 2018 from Jhunjhunu, Rajasthan. The Abhiyaan aims to address the problem of malnutrition in a targeted manner by reducing stunting, low birth weight, underweight and anaemia in a phased manner. It also aims to bring about behavioural and attitudinal change among the people and making it into a Jan Andolan.

5. Post the launch activities were initiated in a Mission mode with orientation of 36 States/UTs followed by orientation of 315 Phase-I districts through video conferencing. The first Executive Committee Meeting under the Chairmanship of Secretary, MWCD was held on 13th March 2018.

6. The workshop was organised in Six Sessions, the deliberations as part of various sessions is discussed in succeeding paragraphs.

Inaugural Session (Session I)

1.1 **Welcome Address:** At the outset **Shri K.B Singh, Executive Director, POSHAN Abhiyaan** extended a warm welcome to the dignitaries, line ministries, partners and all members from States and UTs and outlined the aim of the Workshop.

1.2 **Opening Remarks: Secretary, MWCD** in his opening remarks set the tone and context of the program and outlined that POSHAN Abhiyaan has been set up with a three year budget of ₹ 9046.17 Crore commencing from 2017-18. ₹ 480 Crore had already been released to the States/UTs to initiate the required activities. A loan of USD 200 million had been negotiated with World Bank to address Phase I of the Abhiyaan. He highlighted that the demographic dividend will of be no use if we are not able to produce quality youth by addressing the malice of malnutrition, underweight and anaemia. Talking about Convergence the Secretary brought out that it is the backbone of the program and all line ministries need to contribute effectively. The first executive Committee meeting held on 13th March 2018 had set the tone for this convergence mechanism and meaningful takeaways had come forth. Similarly, States need to setup their Convergence Plans by coordination between the Departments of Women & Child Welfare; Health; Drinking Water & sanitation; Rural Development; Panchayati Raj; Education and Food and other concerned Departments. The focus will be on the first 1000 days of the child. All the District Collectors should take quarterly review meeting on 10th of January, April, July, October to address implementation of schemes having direct bearing on Nutrition and Health. Accordingly, VHSN Day will be the convergence platform at Village level. He highlighted the synergised approach adopted by the ministries of Panchayati Raj and Women & Child Development towards construction of Anganwadi Centres and the positive outcomes. In his concluding remarks he informed the house that the National Nutrition Mission had been launched twice earlier, however it had failed in both attempts and this maybe the last chance to address the malice of malnutrition, underweight and anaemia across the Country.

1.3 **Launch of e-ILA website and modules:** Secretary, MWCD launched the e-ILA portal (www.e-ila.gov.in) which is another initiative of the Ministry towards empowering the frontline functionaries through digital platform. The software automates the Incremental Learning Process of the frontline functionaries through a mobile application. At present, 5 of the 21 modules have been developed along with 2 ECCE modules. These modules are in an easy to understand video content format for effective assimilation. The portal enables the supervisory staff to monitor the progress made by the frontline functionaries.

1.4 **Special Address: Ms. Rekha Menon, World Bank** complemented the Government of India and Ministry of Women and Child Development for the initiation of POSHAN Abhiyaan to address issues of malnutrition through a targeted approach. She mentioned that it was a

privilege for World Bank to be a part of the endeavour and pledged commitment and support in all spheres.

1.5 Overview of POSHAN Abhiyaan: Dr. Rajesh Kumar, Joint Secretary, MWCD & Mission Director, POSHAN Abhiyaan presented overview of POSHAN Abhiyaan. He emphasised on the overarching nature of the program to holistically address the issue of malnutrition and therefore the significance to converge across ministries. He covered how the Abhiyaan is planned to be rolled out to reach ~ 10.5 lakh anganwadis by end of 2018 and highlighted the role of States in ensuring that the required infrastructure in terms of smart phones, tablets and growth monitoring devices are made available at anganwadi level. The **15 key interventions** fundamental for all district, block and sector level monitoring, which include food, hygiene and diet diversification; early breastfeeding (within one hour of delivery); exclusive breastfeeding; complimentary feeding; 100% vaccination needs to be ensured as it will play critical role in reducing the morbidity and mortality under 5 years of children; Significance of institutional delivery; sanitation to include use of toilet, hand washing, and nail clipping; deworming twice in year on 10th February & 10th August; intake Albendazole will reduce burden of anemia; significance of ORS & Zinc in controlling diarrhoea needs to be propagated through IEC, advocacy and proper supply chain up to the last mile can save mortality under the age 5 years ; use of DFS salt, fortified oil and wheat flower has been made mandatory as part of ICDS, adoption of fortified food including micro-nutrients needs to be encouraged; and use of AWC land for kitchen garden, poultry etc., were the interventions stressed upon. Addressing the issue of early marriage and early motherhood needs to be addressed through IEC and behavioural change, which can make significant change in the low birth weight issue. The embedded short video clips in the ICDS-CAS mobile application and e-ILA videos can play an important role at the grass root level. Convergence and ICDS-CAS are the DNA of POSHAN Abhiyaan and converting the entire process into a Jan Andolan is going to be key for its success. The Mission director highlighted that convergence needs to be achieved at all levels especially at Village, VHSN Day and CBE provide the ideal platform for this to happen. Simple ideas like Nutrition based assembly in schools, nukkad nataks, yoga, tithi bhoj etc. can be effective community mobilisation tools. He further added that States need to engage the authorised manpower at the earliest to ensure timely roll out of the Scheme. An MoU has been signed with Tata Trust to provide one Swasth Bharat Prarek at each district who will act as a force multiplier and assist the DC/DM in the implementation process and thereafter monitoring.

1.6 Components of POSHAN Abhiyaan: Col. Sameer Kanwar (Retd), Consultant, POSHAN Abhiyaan explained the various components of the Abhiyaan. He highlighted the three main pillars i.e. Convergence, ICDS-CAS and Behavioural Change as the key enablers to achieve the mission goals. He flagged the various issues which need to be implemented at various levels to ensure a smooth roll-out.

Session II: Key Components of POSHAN Abhiyaan

2.1 **ICDS-CAS-Orientation: Shri Rahul Mullick, BMGF** gave out the genesis and background of the development cycle of the anganwadi mobile application. The present status of the roll-out across 6 States covering ~ 95K anganwadis was elaborated. He stressed on the need to ensure capture of quality data by the frontline functionaries and the role that supervisory staff can play. The automatic alerts and interventions in terms of SMS messages to beneficiaries and supervisory staff as part of the application was highlighted. The availability of a 6 tier dashboard for progress and intervention monitoring at all levels was elaborated upon.

2.2 **Incremental Learning Approach: Ms. Mona Jethwa, Consultant, POSHAN Abhiyaan** talked about Incremental Learning Approach and capacity building for the frontline functionaries and supervisory staff at the State level, as part of the Abhiyaan. She emphasised the formation of State Resource Group (SRG), District Resource Group (DRG), Block Resource Group (BRG) at the earliest, followed by initiation of training in a cascaded manner. The availability of implementation guidelines and all 21 training modules on the POSHAN Abhiyaan Website was highlighted. Translation into respective regional language was flagged as a State activity.

2.3 **Behaviour Change Communication & Community Based Events: Ms. Shalini Singh, Consultant, POSHAN Abhiyaan** presented that how Social Behaviour Change Communication (SBCC) program contributes towards behaviour change, influences peoples' knowledge and ensures that right information gets disseminated. The significance of Community Based Event under POSHAN Abhiyaan along with its conduct was highlighted. Availability of implementation guidelines on the POSHAN Abhiyaan website was highlighted.

2.4 **Understanding Disbursement Linked Indicators: Ms. Mohini Kak, World Bank** delivered her presentation on Disbursement Linked Indicators as part of the loan disbursement. She explained the financial modalities where disbursement (fund release) is made on the achievement of an agreed set of results. She emphasised on the challenges before States to understand the DLI mechanism, focus on results/targets based on quality of implementation. Non-performance of states had implications on overall performance of the project.

2.5 **POSHAN Abhiyaan-Financial Aspects: Shri K.B. Singh, Executive Director, POSHAN Abhiyaan** gave the outline of the financial aspects. He highlighted the aspects of financial head creation, State contribution, disbursement of funds as part of EAP etc. He brought out the various costing norms for the all the components and the requirement of reports, returns and audit formalities. He stressed on the importance of adhering to timelines and ensuring completion on due dates. He further, suggested that provisions will be made for

States to be able to upload the reports and returns online as and when the tasks/timelines are met.

2.6 POSHAN Abhiyaan-Roll Out: Col. Sameer Kanwar (Retd), Consultant, POSHAN Abhiyaan, summarised the actions which need to be initiated at State level to ensure a timely and smooth roll-out of the Abhiyaan. He stressed on the hiring of manpower, procurement of devices, roll-out of training as part of ILA, conduct of CBEs and training of master trainers for data punching as part of ICDS-CAS.

Session III: Convergence for Improved Nutritional Outcomes

3.1 Ministry of Health and Family Welfare: Dr. Ajay Khera, Deputy Commissioner highlighted that MoHFW will play a key role as part of POSHAN Abhiyaan as health sector interventions were essential towards the success of the mission. He stressed on the Anemia Mukh Bharat Scheme being planned; Convergence between MoHFW, Ministry of Education and MWCD for success of National Deworming Day (NDD); use of AWCs and Schools for ground implementation of NDD; Implementation of Home Based Young Child (HBYC) programme additional home visits over and above the existing HBNC visits for nutrition promotion. ASHAs will provide 5 additional home visits each quarter starting from 3rd month till 15th months of age. Aimed to increase community awareness regarding breastfeeding, complementary feeding, WASH practices, early care seeking for childhood illness and ECD for successful reduction of underweight and stunting; Nationwide Mothers Absolute Affection (MAA) programme with the goal to revitalize efforts towards promotion, protection and support for breastfeeding practices through health systems, to achieve higher breastfeeding rates; Pradhan Mantri Surakshit Matritva Abhiyan (PMSMA) which aims at high coverage of quality ANC involving dietary counselling to pregnant mothers to reduce the prevalence of low birth weight of babies; Active participation of ASHA, ANM, AWW, local PRI and SHG members is essential for mobilisation of children, pregnant and lactating mothers to VHNDs; Intensified Mission Indra dhanush (IMI) has been implemented as a supplemental aggressive action plan to achieve the target of more than 90% immunization coverage in select districts and urban areas of the country with low immunisation coverage; Rashtriya Bal Swasthya Karyakram (RBSK) Periodic screening of health and nutrition status of children by RBSK teams using AWC and Schools as platforms; Provision of total annual incentive of ₹ 20,000 from MoHFW, divided in the ratio of 75:15:10 between ASHA ANM and Anganwadi Worker.

3.2 Ministry of Drinking Water and Sanitation: Shri Samir Kumar, Economic Advisor emphasized that focus of Swachh Bharat Mission (SBM) was on behaviour change for sanitation. Currently 9 States and 3 UTS are under ODF coverage (Sikkim, Himachal Pradesh, Kerala, Haryana, Uttarakhand, Gujarat, Arunachal Pradesh, Chhattisgarh,

Meghalaya)(Chandigarh, Daman & Diu, Dadra & Nagar Haveli). He emphasized that the Mission is on track to achieve an ODF India by October 2019 and suggested enabling provisions to Create a Swachhagrahi army – at least one per village, Promote twin-pit toilet technology, Promote sanitation lending for liquidity Convergence with other schemes like MNREGA Build an ODF War-Room , Geo-tag all toilets constructed under SBM , Update IMIS on all parameters. It was appreciated that the SBM had a direct impact on the outcomes of POSHAN Abhiyaan.

3.3 Ministry of Rural Development: Shri Atal Dulloo, Joint Secretary highlighted that MoRD contributes through two Divisions i.e. The MGNREGS Division which converges with ICDS in the Construction of Anganwadis and DAY – NRLM partners with Women’s Collectives to promote Nutrition. Under MGNREGS the Ministry aims to construct 2 lakh AWCs by 2019. The designs / specifications issued by the Ministry of Women and Child Development are adhered to in the construction of these Anganwadi Centres and as per convergence guidelines. DAY-NRLM contributes in 5 different ways - Women’s Empowerment, Agriculture and Animal Husbandry, Social Protection, Vulnerability Reduction Fund, Behaviour Change Communication, Mobilization and Demand Generation. The SHG & VO platform can be effectively used to promote necessary behaviour change. DAY NRLM mobilizes women and their families to realize their entitlements and can be effectively used for Health and ICDS Services. In partnership with NHM and ICDS, relevant messaging on Health and Nutrition can reach more than 15 lakh Self Help Groups across the 29 States, which translates into an estimated 1.5 crore poorest and marginalized households. Nearly 20,000 Village Organizations will receive the Vulnerability Reduction Fund.

3.4 Ministry of Panchayati Raj: Shri K.S. Sethi, Joint Secretary recommended that under POSHAN Abhiyaan a bottom-up planning process for nutrition may be initiated with the involvement of SHGs, CBOs, VOs by PRIs and focus on supporting innovations and scaling up best practices in the area of nutrition. He explained that Social Nutrition Audit should be done with assistance of Gram Sabha. IEC and capacity building would constitute the core of any nutrition programme. The broad outlines of the IEC strategy and capacity building approach may be spelt out. Materials for domain based training of ERs/Panchayat functionaries/Line Depts. should be shared with NIRD&PR/SIRDs for effective and focussed training modules after consulting stakeholders of State departments of Nutrition. Special Gram Sabhas on Nutrition should be convened along with GPDP Gram Sabha. MoPR is promoting participatory planning through GPDP by converging all resources. GPs may be incentivized to include a nutrition component in their GPDP sub-plans. The Village Level Sanitation and Nutrition Committee (VHSNC) should mandatorily be a Functional Committee of the Gram Panchayat. In the Gram Sabhas, there should be a regular item of discussion on nutritional status of children.

3.5 Food Safety and Standards Authority of India (FSSAI): Shri Pawan Kumar Agarwal, CEO complemented the Ministries of HRD and WCD for having issued orders for use of Fortified Wheat Flour, Fortified Edible Oil and Double Fortified Salt in MDM and ICDS. He emphasised that fortified edible oil consumption has increased from ~20% to ~47% of the organised market. Certain states like Rajasthan, Madhya Pradesh, Haryana, Tripura, Tamil Nadu had already mandated use of fortified food products. He exhorted all states to adopt and encourage fortified food products as part of PD Sand otherwise as the cost variation was minimal.

3.6 Unique Identification Authority of India (UIDAI): Shri Ajay Chandra, ADG complemented Ministry of Women and Child development for release of grants-in-aid to State Governments for procurement of Aadhaar Registration Kits which are available through GeM. He emphasized on various aspects of the Aadhaar Act towards usage, storing, authentication etc. and explained the various provisions. He stressed on the use of consent form before capturing beneficiary Aadhaar data. He highlighted that though Aadhaar seeding for adults was on course, capturing data of newborns followed by capture of biometric details after attainment of 5 years of age was a challenge. He further warned against duplication of Aadhaar cards in case of newly born as the biometric details are not captured at that stage. He brought out that the role of frontline functionaries for Aadhaar registration of new borns was very important as they are the first point of contact for the would-be mothers.

3.7 Ministry of Women and Child Development: Dr. Rajesh Kumar, Joint Secretary, MWCD emphasized that States need to set clear annual targets at village, block, district and state level and for better result framework SMART indicators should be defined which should focus on a limited number of high impact programs/schemes/interventions. Multi-Sectoral Convergence should be across Households Anganwadi Centres, Health Centres, Schools etc. The monitoring mechanisms should address the entire fundamental and key component for improvement of maternal and child nutrition behaviour. All the service delivery & interventions should be ensured and the indicators should be defined. Performance monitoring formats high impact interventions at district level which may form part of the District Convergence Plan will be shared with the States.

Session IV: Creating Synergy to achieve POSHAN Abhiyaan Goals

4.1 **NITI Aayog: Ms. Anamika Singh, Deputy Secretary** highlighted the problems faced by India in the field of Nutrition. She highlighted the initial success that ICDS-CAS has achieved due to its ease of use with the frontline functionaries. State initiatives and innovations were brought out as examples of initiatives in the nutrition domain. She Emphasized on Inter-Sectoral Convergence and its impact on goals, outcomes, and shared responsibility & accountability for enhanced outreach. She emphasized on Behavioural Change Campaigns (health and hygiene practises), strategy of harmonized package of interventions for success of program, joint reviews, evaluation mechanisms and synergy between different monitoring software.

4.2 **Ministry of HRD/Department of School Education and Literacy: Shri G. Vijaya Bhaskar, Director** gave inputs on the Mid Day Meal Scheme being run by his Ministry. It is the largest such scheme in the world with 10 crore students being fed across 11 lakh schools. How the scheme has encouraged kitchen gardens as part of the premises and turned it into a peoples movement. He highlighted key features of the Food Security Act. He emphasised on identification of girl students having anaemia, Identification of undernourished students, Referrals of the students to nearest health centres and Health & Wellness ambassadors in schools jointly by MoHFW & MHRD.

4.3 **Ministry of Tribal Affairs: Shri Vinod K. Tiwari, Joint Secretary** highlighted that the States/UTs need to be sanguine to the special requirements of the tribal communities. Tribal communities were 20% behind in human development indices across all schemes. He highlighted that though the Ministry does not implement any Health / Nutrition specific schemes, its caters to gap filling, and provides funds for Eklavya Model Residential Schools (EMRS) and Ashram schools with the primary objective of comprehensive physical development of the students. He explained the various pilots (projects) being executed under these schemes.

4.4 **Ministry of Urban Development: Shri Amrit Abhijaat, Joint Secretary** brought out that the Ministry has 7 missions and therefore they need to achieve convergence within convergence to be able to deliver as part of the POSHAN Abhiyaan. He highlighted the issues of integrated settlements and states incorporating their own bye laws and how the requirement of anganwadi centres could be incorporated as part of this scheme. The features of Pradhan Mantri Awaas Yojana were highlighted and how these could be leveraged towards providing anganwadi centre. Integrated Slum redevelopment Projects can be harnessed to include the requirement of anganwadi buildings. The ministry is also contributing towards construction of toilets (₹ 12000/- for each) and this can also be utilised wherever required at State level. The National Urban Livelihood Mission and AMRUT were also explained for the benefit of the States. He also, stressed on role of newer technologies

in design and construction wherein buildings can be made available in a short time span of 3 to 4 months.

4.5 Ministry of Electronics and IT: Shri Sanjay Goyal, Joint Secretary highlighted the penetration of digital technology in all domains of life and how it can be leveraged as part of the POSHAN Abhiyaan. He highlighted the features of Digital India Mission. The platforms which were available for a B to B and B to C connect and how these could be utilised to spread the message of nutrition at the grass root levels.

4.6 Ministry of Environment, Forest and Climate Change: Shri Sharad, Joint Director emphasised on the impact of climate change and diverse topography that the country has, interlaced with diverse socio-culture groups/societies leading to varied nutrition requirements. Climate Change affects Food Security in complex way which include Crops, livestock, forestry, fisheries and Aqua culture, social-economic consequences & social vulnerability. A 4x4 Assessment (Sectoral & Regional Analysis for 2030) Report, 2010 and 2nd National Communication to UNFCCC are available on the Ministry Website. These were explained by using sample data.

4.7 Ministry of Minority Affairs: Shri J. Alam, Joint Secretary, he educated the participants about the vulnerabilities, handling and special requirements of the minority communities and how the POSHAN platform could be used to create a lasting impact and address malnutrition. He brought out the issues raised as part of Sachar Committee (year 2006) related to nutrition among minority communities and the impact of interventions which were studied by the Kundu committee (year 2014). He talked about special recruitment drives for frontline functionaries (ASHA and AWW) in minority dominated areas. Multi-sectoral Development Programme is a gap filling scheme of the Ministry where construction of AWCs is also included and can be used by States appropriately.

4.8 Song and Drama Division: Shri Anurag Mishra, Director presented how the song and drama division can contribute towards strengthening the outreach and awareness programme as part of the Mission. He highlighted the sterling role his Division has played in making the of Beti Bachao Beti Padhao and Swachh Bharat programmes a success. He highlighted the nuances related to translation of documents. He stressed on the participation of local celebrities and to be able to project/produce common folks into known faces as part of the campaign, this aspect drives the campaign-message deeper. The presence of song and drama division across 22 outreach bureaus in the country was brought out. Dance drama, puppetry, traditional recitals, local folk art, social media and composite programmes are few of the methodologies used to spread awareness as part of campaigns.

4.9 Ministry of New and Renewable Energy: Shri Sohail Akhtar, Adviser presented the overview of programmes being implemented by the Ministry. He highlighted as to how the

cost of solar energy had come down over the years, thus making it a affordable energy source. It had potential to be used for providing electricity to anganwadi centres in remote areas.

Session V: Building Partnerships

5.1 Government-e-Marketplace (GeM): Shri S. Suresh Kumar, Additional CEO explained the concept of GeM as an end to end e-market place solution being cashless, contactless and a paperless system. He highlighted that based on the specifications, product categories have already been created for all the 7 items to be procured by States as part of the POSHAN Abhiyaan. He explained process to be followed for the procurement on the GeM portal. He also, highlighted the reverse auction process in case the buyer is not satisfied with the prices quoted by the vendor. He brought out the availability of GeM training resources (manpower) in 20 States as on date, who will be specially instructed to hand hold the procurement process as part of POSHAN Abhiyaan. The issue of amendment of the GFR for inclusion of procurement through GeM was informed to the house.

5.2 BMGF – CARE: Shri Ramakrishnan B. explained the process of training of master trainers for use of ICDS-CAS. He highlighted that the nomination of Master Trainers for Training needs special attention at State level to ensure that the right and best talent gets shortlisted. He highlighted the 4 different kinds of software applications and the training requirements at CDPO, DPO level, as also, the help desk staff of district and block coordinators. The training carried out across 46 locations from 6th to 9th March for 1000+ master trainers was brought out. The importance of configuration of devices was highlighted. These master trainers were now a State resource and should be utilized to carry out training at district and block levels.

5.3 UNICEF: Shri Arjan De Wagt highlighted the role of UNICEF as a technical partner for programmes run for women and children. He stressed on the concept of C²IQ, i.e. on improving Coverage, Continuity, Intensity and Quality of high impact interventions. He brought out that we all know what needs to be done as part of the high impact interventions, however the key lies in ensuring the right kind of implementation. He stressed on convergence, behavioral change and Jan Andolan in greater detail.

5.4 TATA Trust: Dr. (Col) Rajan Shankar brought out the role to be played by Swasth Bharat Preraks (SBP) across all the 315 districts. SBPs were young talented candidates being selected across management and engineering colleges who identified with social causes, being called as National Nutrition Fellowship. In addition resources will also be placed across 16 to 17 States and NNRC (National Nutrition Resource Centre as part of CPMU). The team presented as to how the recruitment process was being engineered for the hiring and attracting high potential motivated talent.

5.5 **BMGF: Ms. Archana Vayas & Ms. Neela Saldana (Ashoka University)** Ms. Archana gave out the background of the kind of support being provided by BMGF through their partners and collaboration with Ashoka University. Ms. Neela during her presentation highlighted that behavioural change needs to be thought off beyond mass media campaigns and needs to focus on increasing motivation, increasing ability and provide nudges. She highlighted that though the Role of supply, monitoring and technology was of paramount importance, behavioural change was one aspect which will set-in permanency and stability in the overall programme canvas.

Session VI: Moving Forward

6.1 **Importance of Maternal Nutrition-PMMVY: Dr. Rajesh Kumar, Joint Secretary, MWCD** gave a brief about the implementation of the PMMVY scheme. The Scheme has been rolled-out across 29 States, 700+ Districts and 18 Lakh beneficiaries have been provided financial assistance. A total of 30 lakh applications had been received, ₹ 180 crore has been paid and ₹ 59 crore is in pipeline. He recommended for house to house visit to ensure that all beneficiaries are brought on board, also, the transfer of associated officers should be notified to ensure that the payments do not get withheld.

6.2 **Concluding Remarks: Shri Rakesh Srivastava, Secretary, MWCD** thanked all the participants for their patience and involvement during the day long proceedings. He also appreciated the efforts on part of the speakers for orienting the house towards the nuts and bolts of the POSHAN Abhiyaan. He especially thanked the line ministries for their active participation, thus highlighting the aspect of convergence. He exhorted the States to conduct a similar day long seminar alongwith their line departments. He also requested the States to ensure that the Convergence Action Plan meetings are held at the desired intervals at all levels.

6.3 **Vote of Thanks: Shri M.K. Singh, Director, MWCD** thanked all the speakers, partners, participants and organisers for having extending support towards the successful conduct of the Workshop.

Key Takeaways from the Workshop

Policy Issues

1. Ministry of Women and Child Development to Coordinate with Ministries of Rural and Urban Development for construction of Anganwadi Centers, where ever the gap exists and explore harnessing the In-Situ Slum Redevelopment (ISSR) and Pradhan Mantri Awas Yojana (PMAY) Schemes for the same. The responsible States/UTs to be accordingly aligned with the ministries. The DPR being forwarded by the States should include the proposal for anganwadis where ever gaps exist.
2. Delegation of power at district level, to hire the District and Block coordinators be looked into by the Ministry of Women and Child Development.
3. India Nutrition Report should be released by the Government after a detailed survey.
4. Instead of blindly adopting the Nutritional practices of other countries, best practices of states across the country which are successful in reducing Stunting, Anaemia and Malnutrition need to be studied and successful models to be adopted at National level.
5. States should adopt norms related to food fortification and include them as part of the PDS system.
6. NFHS V Survey being conducted in 2018 to provide the baseline data for POSHAN Abhiyaan.

Convergence

7. On the occasion of Ambedkar Jayanti (14th April) this year, Gram Panchayats across the country will hold meetings to discuss on the Nutritional aspects and their implementation along with Health and Sanitation issues. All the Gram Panchayats will be advised to weigh the children and display the weights in the Anganwadi centres.
8. The Ministries of Women and Child Development, Health, Rural Development and Panchayati Raj to closely coordinate, leading to **Convergence for service delivery and interventions**. The convergence model to percolate down to village level.
9. The Ministries of Women and Child Development, Urban development, Rural Development and Minority Affairs to **Converge** existing gaps in **construction of anganwadis**. Similar convergence to be initiated at State level.
10. The Ministries of Women and Child Development, Health, Rural Development, Panchayati Raj, Drinking Water & Sanitation, Department of School Education & Literacy and Song & Drama Division, along with partners (UNICEF, BMGF, Ashoka University) to **Converge for ensuring Behavioural Change** leading to a **Jan Andolan** for Nutrition. The

convergence model to permeate from State down to village level as part of VHSN Day and CBE activities.

Implementation

11. Ministry of Women and Child Development to coordinate with Song and Drama Division to roll-out an effective behavioural change programme.
12. The Cloud infrastructure requirements for hosting the ICDS-CAS application to be coordinated by NIC, MWCD with MeitY and NIC.
13. States to conduct a day-long seminar on POSHAN Abhiyaan along with their line departments.
14. States to initiate hiring of manpower for SPMU as the norms have already been disseminated.
15. States/UTS translate all the guidelines and manuals into respective vernacular language and print them based on requirement.
16. To implement Convergent Action Plan the committees recommended at State, District and Block level must meet and prepare the plan.
17. Achieve Convergence at field level through participation of all frontline functionaries (AWW, ASHA, ANM, Day-NRLM, Swachhgrahis) across Schemes, platforms and events, insuring multi-sectoral synergy towards Nutrition.
18. As funds have been released and relevant guidelines and specifications issued. The States to initiate the following actions immediately.
 - (a) Procurement of Devices to include Smartphones, Tablets and Growth Monitoring Devices, through GeM.
 - (b) Release of funds to Districts for conduct of CBE at AWCs with participation of AWWs, ASHA, ANM and Day-NRLM.
 - (c) Constitute State Resource Group (SRG), District Resource Group (DRG) & Block Resource Group (BRG) for Implementation of ILA (Incremental Learning Approach).
19. GeM representatives at State Level to hold workshops and handhold the procurement officers to ensure early procurement.
20. The District Collectors who have not taken meeting on 10th January must do so immediately and follow the requisite schedule for the next meeting on 10th April.

21. For special focus on the deprived sections of the Society, District Collectors will hold a detailed survey of the people who are outside the Anganwadi System.
22. District Collectors must carry out gap analysis and set realistic achievable targets across all monitoring parameters.
23. Presentations shown during the Workshop are available on website of POSHAN Abhiyaan (<http://icds-wcd.nic.in/nnm/home.htm>) under the link "**Review Meetings**".

National Workshop on POSHAN Abhiyaan

AGENDA

Meeting Date: 20.03.2018

Venue: Pravasi Bhartiya Kendra

Time (Duration)	Agenda Item	Speaker
08:30-09:30	Registration	All participants
Session I: Inaugural Session		
09:30-09:35	Welcome Address	Shri K. B. Singh, Executive Director, POSHAN Abhiyaan
09:35-09:45	Opening Remarks	Shri Rakesh Srivastava Secretary, MWCD
09:45-09:50	Launch of e-ILA and Early Childhood Care & Education Modules (ECCE)	
09:50-09:55	Special Address	Ms. Rekha Menon, World Bank
09:55-10:15	Overview of POSHAN Abhiyaan	Dr. Rajesh Kumar Joint Secretary, MWCD
10:15-10:25	Components of POSHAN Abhiyaan	Col. Sameer Kanwar (Retd) Consultant, POSHAN Abhiyaan
10:25 -10:40	<i>Tea Break</i>	
Session II: Key Components of POSHAN Abhiyaan		
10:40-11:00	ICDS-CAS : Orientation	Shri Kanishka Katara, BMGF (Dimagi)
11:00-11:10	Incremental Learning Approach	Ms. Mona Jethwa Consultant, POSHAN Abhiyaan
11:10-11:20	Behaviour Change Communication & Community Based Events	Ms. Shalini Singh Consultant, POSHAN Abhiyaan
11:20-11:40	Understanding Disbursement Linked Indicators	Ms. Mohini Kak, World Bank
11:40-11:50	POSHAN Abhiyaan: Financial Aspects	Shri K. B. Singh, Executive Director, POSHAN Abhiyaan
11:50-12:00	POSHAN Abhiyaan : Roll Out	Col. Sameer Kanwar (Retd) Consultant, POSHAN Abhiyaan
12:00-12:05	Question & Answer Session	
Session III: Convergence for Improved Nutritional Outcomes		
12:10-12:25	Importance of IYCF, De-Worming, Institutional Delivery, ORS-Zinc, Role of frontline workers Understanding MAA, Mission Indradhanush Reaching Beneficiaries: VHSND+RBSK	Ministry of Health and Family Welfare
12:25-12:35	Swachh Bharat Mission, ODF Villages Assessing impact of WASH	Shri Samir Kumar, Ministry of Drinking Water and Sanitation
12:35-12:45	Role as Nodal Ministry – Template for Convergence	Dr. Rajesh Kumar Joint Secretary, MWCD

12:45-12:55	Construction of AWCs in convergence with MGNREGS. Role of DAY-NRLM	Shri Atal Dulloo, Ministry of Rural Development
12:55-13:05	Drinking Water+ Sanitation+ Village Plan	Shri Khushwant S. Sethi, Ministry of Panchayati Raj
13:05-13:15	Fortification	FSSAI
13:15-13:25	Data Sharing Framework	Unique Identification Authority of India (UIDAI)
13:25-13:30	Question & Answer Session	
13:30-14:15	<i>Lunch</i>	
Session IV: Creating Synergy to achieve POSHAN Abhiyaan Goals		
14:15-14:25	Emphasizing Inter-sectoral Convergence	Ms. Anamika Singh, NITI Aayog
14:25-14:35	Role of Early Childhood Care Education Shifting of AWCs in School	Ministry of HRD/Department of School Education and Literacy
14:35-14:45	Food Security and Nutrition in Tribal areas	Ministry of Tribal Affairs
14:45-14:55	Urban AWCs Buildings	Ministry of Urban Development
14:55-15:05	Information Communication Technology-RTM	Ministry of Electronics and IT
15:05-15:15	Rooftop Solar panels in AWCs	Shri Sohail Akhtar, Ministry of New and Renewable Energy
15:15-15:25	Identifying for Food Security and Nutrition in Vulnerable areas	Ministry of Environment, Forest and Climate Change
15:25-15:35	Food Security and Nutrition in Minority	Ministry of Minority Affairs
15:35-15:45	Strengthening outreach and awareness	Song and Drama Division
15:45-15:50	Question & Answer Session	
15:50-16:05	<i>Tea Break</i>	
Session V: Building Partnerships		
16:05-16:20	Procurement through GeM	Shri Suresh Kumar Additional CEO, GeM
16:20-16:30	Training of Master Trainers	BMGF - CARE
16:30-16:40	Detailing Technical Support	Arjan de Wagt, UNICEF
16:40-16:50	Swasth Bharat Preraks	TATA Trust
16:50-17:00	Mass Communication Mechanisms for Jan Andolan	BMGF
17:00-17:05	Question & Answer Session	
17:05-17:15	Importance of Maternal Nutrition: PMMVY	Dr. Rajesh Kumar Joint Secretary, MWCD
Session VI: Moving Forward		
17:20-17:30	Summary of key action points	Dr. Rajesh Kumar, Joint Secretary, MWCD
17:30-17:40	Concluding remarks	Shri Rakesh Srivastava, Secretary, MWCD
17:40-17:45	Vote of Thanks	Shri M.K. Singh, Director, MWCD