

Overview

By

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POSHAN Abhiyaan

PM's Overarching
Scheme for Holistic
Nourishment



सही पोषण - देश रोशन

20th March 2018

Background

- ❑ Setting up of National Nutrition Mission (NNM)- Approved on 30.11.2017.
- ❑ Budget of ₹ 9046.17 crore [FY 2017-18 to FY 2019-2020]
- ❑ BE for 2017-18: Rs. 1100 crore; RE: 550 crore; Released : Rs. 480 crore (as on date)
- ❑ BE for 2018-19 is Rs. 3000 crore
- ❑ All States and Union Territories- Targeted in a phased manner

Year	States/districts to be covered
2017-18	315 common districts identified in the descending order of prevalence of stunting from amongst 201 districts identified by NITI Aayog on the basis of National Family Health Survey-4 data, 162 ISSNIP districts and 106 districts of Scheme for Adolescent Girls.
2018-19	235 districts based on the status of under-nutrition in various States/UTs to be identified generally based on prevalence of stunting.
2019-20	Remaining districts of all 36 States/UTs.

Source of Funding

Year	Total cost NNM (Rs. in crore)	GOI share without EAP. (Rs. in crore)
2017-18	2602.75	819.87
2018-19	3526.08	1110.71
2019-20	2917.34	918.96
Total	9046.17	2849.54

- 50% funding through Gross Budgetary Support as per applicable cost sharing ratio between the Centre and the States (i.e. 60:40 for States & UTs with legislature; 90:10 for North-Eastern States & Himalayan States and 100% for Union Territories without legislature).
- 50% Externally Aided Project (EAP) funding through IBRD (International Bank for Re-construction and Development)/ Multi-lateral Development Banks (MDBs).

NUTRITION KEY STRATEGIES AND INTERVENTIONS

IYCF

1



Food & Nutrition

2



Immunization

3



Institutional Delivery

4



WASH

5



De-worming

6



ORS-Zinc

7



Food Fortification

8



Dietary Diversification

9



Adolescent Nutrition

10



Maternal Health & Nutrition

11



ECD/ECCE

12



Convergence

13



ICT-RTM

14



Capacity Building

15



Components



Converge to Transform

Converge at

National

State

District

Block

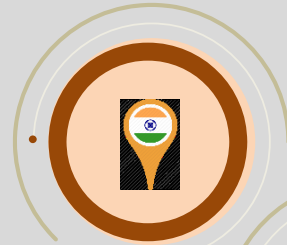
Village



Convergence Action Plan (CAP)

National Council

Reports to PMO every 6 months. Scheduled to meet in April 2018.



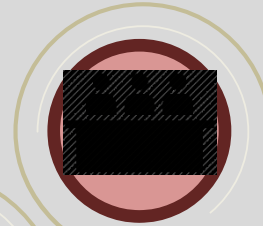
State Convergence Plan

Chaired by Senior most Principle Secretary. Finalised by end Jan. Submitted to MWCD.



Block Convergence Plan

Chaired by SDM. Finalized by 15th Dec for the consequent year.



Executive Committee

Headed by Secretary, MWCD. Meets quarterly. First meeting held on 13th March 2018

District Convergence Plan

Chaired by DM/DC/Collector. finalized by 31st Dec for the consequent year. Meets Quarterly.

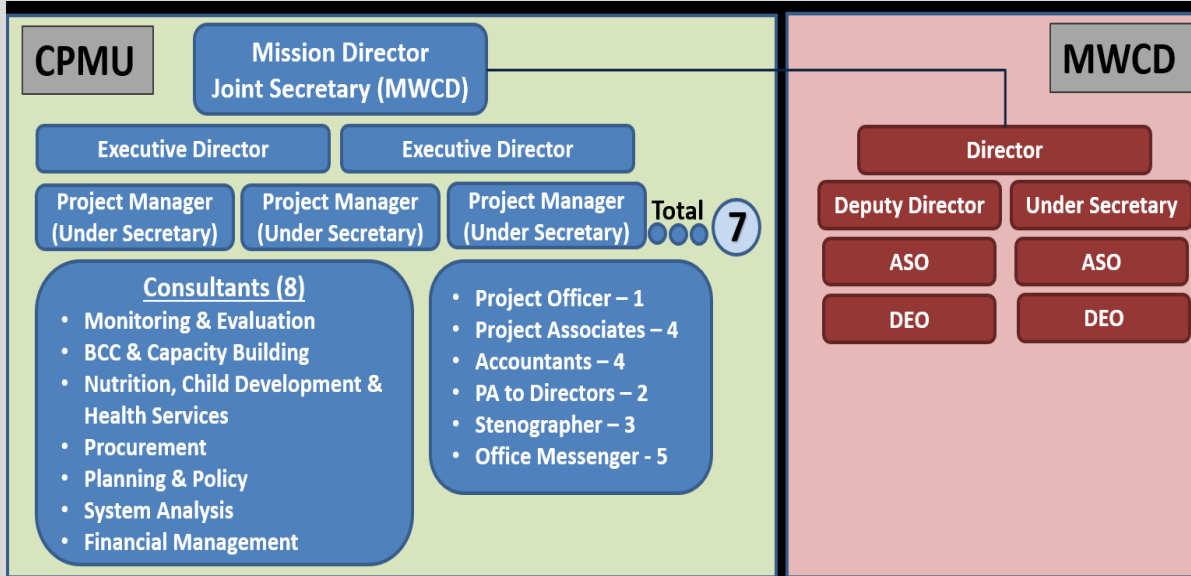


Village Level

VHSN Day

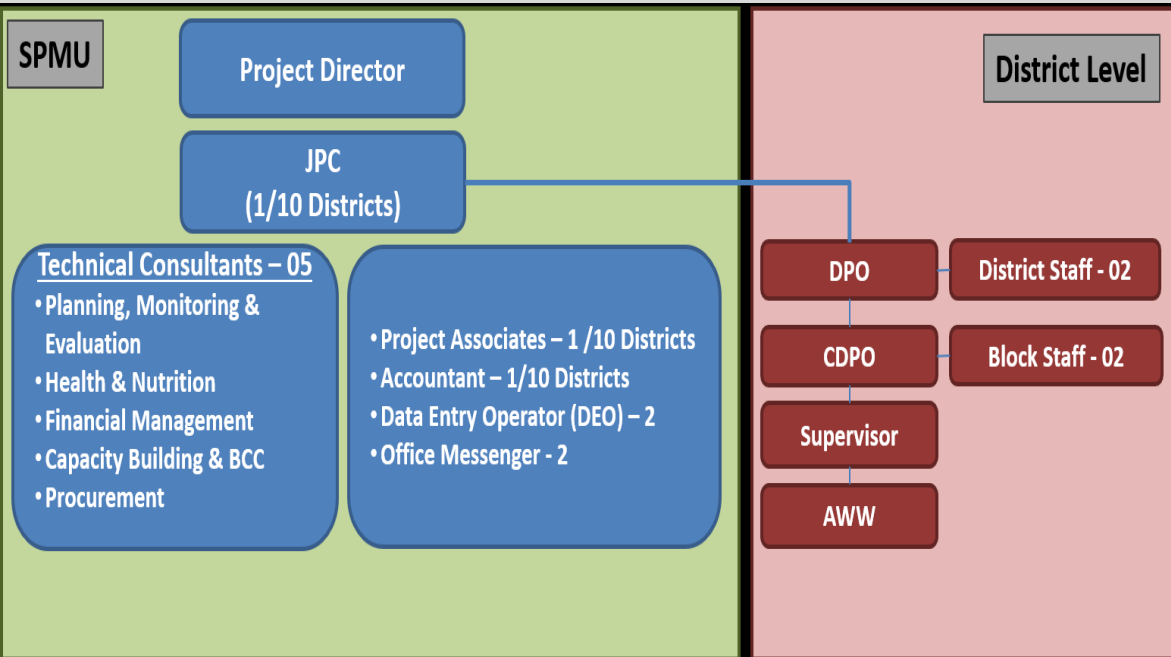
For 2018-19 all Committees and CAP to be finalised at the earliest

Organisation Set-up: CPMU



Position	Total under NNM	Mode of Recruitment
Mission Director	1	[AS/JS (ex Officio)]
Executive Director	2	deputation
Project Managers (Under Secretary level)	7	Deputation
Technical Consultants	4	Contractual
Other Consultants	4	Contractual
Project Officer (Section Officer level)	1	Deputation
Project Associates (ASO level)	8	Deputation
Accountants	4	Contractual
PA to Project Director	2	Contractual
Stenographers to US	3	Contractual
Office Messenger/Peon	5	Contractual

Organisation Set-up: State Level



Position	No.in each State/UT	Mode of Recruitment
State Project Director	1	Ex Officio
Joint Project Coordinator	1 per 10 districts #	On deputation
Specialists	5	Contractual
Accountant	1 per 10 districts #	Contractual
Project Associates	1 per 10 districts #	Contractual
Secretarial Assistant/DEO	2	Contractual
Office Messenger District Coordinators	2	Contractual
Project Assistants	1 per District	Contractual
Block Coordinators	1 per Block	Contractual
Project Assistants	1 per Block	Contractual

(Minimum 1 per State/UT)

Actions Initiated

- **POSHAN Abhiyaan Website.**
- **Guidelines and Manuals –**
 - Administrative.
 - ICT-RTM (10)
 - CBE & ILA.
 - 21 ILA Modules.
- **Joint Directive from Ministries.**
- **VC with all 36 States and 315 Districts for Orientation.**
- **Allotment of Funds to States.**
 - ₹ 48000 lakhs in FY 2017-18
- **Creation of Corpus for ₹ 150 Crore under progress.**

- **EAP (World Bank).**
 - Negotiations for USD 200 Million concluded.
 - Loan Agreement by end March 2018.
- **MoU with Tata Trust.**
 - 315 Swasth Preraks to be deployed across districts.
- **Creation of Posts for NNRC-CPMU.**
 - Posts advertised.
- **Appointment of Nodal Officer by States.**
- **First Executive Committee Meeting held on 13th March 2018.**
- **National Workshop.**
- **Launch of e-ILA and ECCE**

Key Takeaways from EC Meeting

India Nutrition Report to be released every year after a detailed survey.

NFHS 2018 Survey to act as baseline data for POSHAN Abhiyaan.

To work towards synergising Nutrition components across Line Ministries.

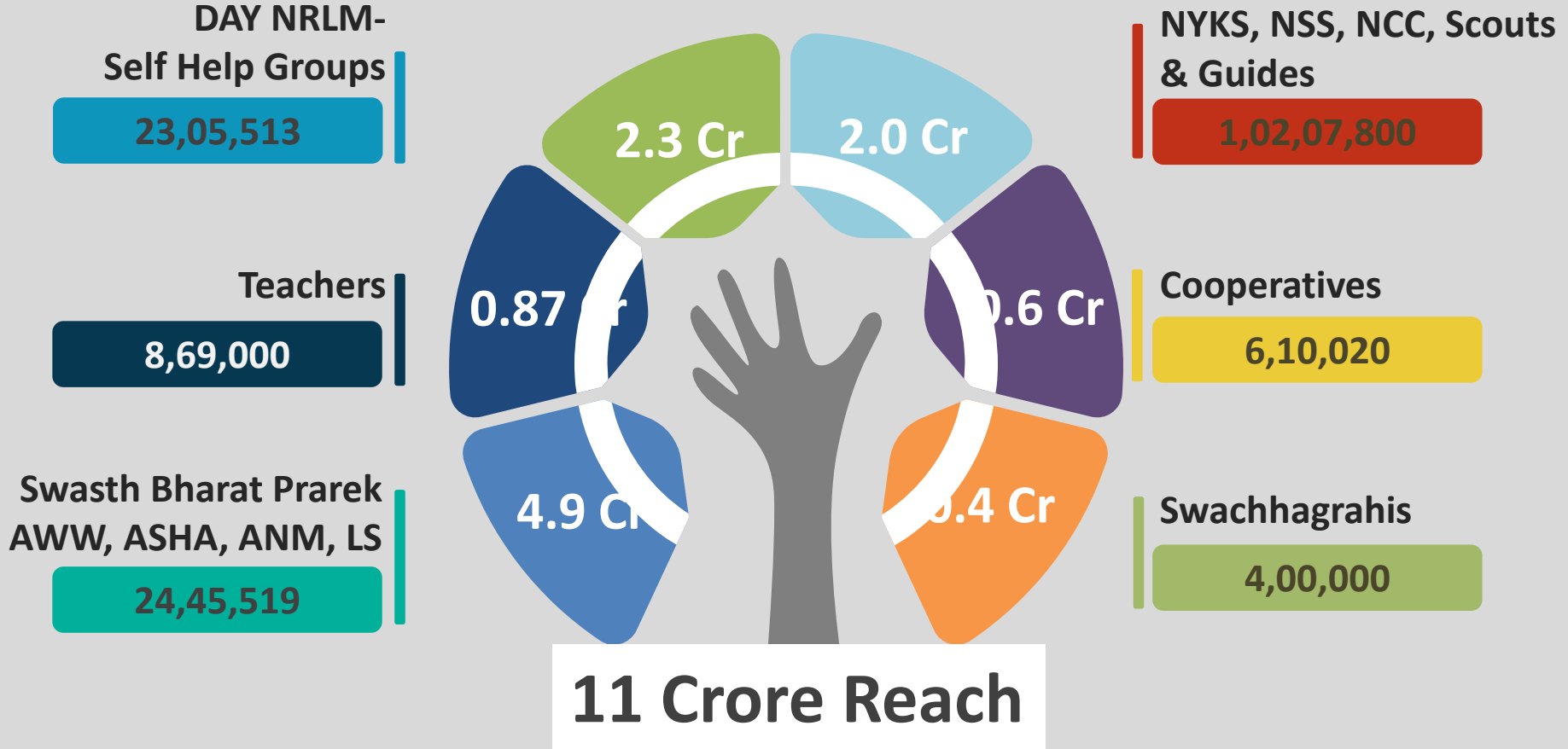
Synergising frontline functionaries and volunteers across schemes for creating a Jan Andolan for POSHAN.

For special focus on the deprived sections of the Society including Tribal belts, District Collectors will hold a detailed survey of the people who are outside the Anganwadi System.

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 are to be studied and successful models to be adopted at National level.

The Jan Andolan Chakra

Synergizing frontline functionaries and volunteers



Community Mobilisation for Jan Andolan

Mobilisation of Children

Participation of Children at the AWCs e.g. wearing dresses depicting vegetables, fruits, etc

Messaging through Folk Songs

Nutrition message from folk songs and songs on WASH etc.



Encouragement Initiatives

Photographs of healthy mother and child to be Displayed at AWCs

Nutrition Messaging

SMS to Beneficiaries through ICDS-CAS, Ringtones, Callback Tones etc.

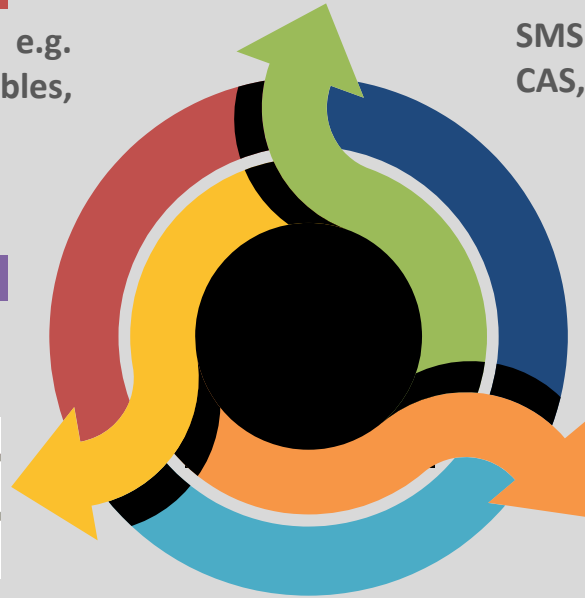
Yoga at AWCs

Yoga to be promoted at the AWCs



Messaging through Cultural Activities

Programmes for Adolescent Girls; nutrition subject to be linked; local drama groups, self help etc; Tithe Bhoj (Community Feast) etc.



Way Ahead

- On the occasion of Ambedkar Jayanti (14th April) this year, Gram Panchayats across the country to hold meetings to discuss on :
 - ✓ Nutritional aspects and their implementation along with Health and Sanitation issues
 - ✓ Gram Panchayats to weigh the children and display in the Anganwadi centres.
- First National Council Meeting in April 2018.
- Setting up of Central Call Centre for grievance redressal and interventions.
- Implementation of Convergence Action Plan at State/UT Level.
- Procurement of Smartphones, Tablets and Growth Monitoring Devices by States/UTs.
- Roll-Out of ICT-RTM.
- Implementation of ILA and CBE.



Towards Suposhit Bharat

Thank You

