

POSHAN Abhiyaan

PM's Overarching
Scheme for Holistic
Nourishment



सही पोषण - देश रोशन



Accelerate High Impact Nutrition Programs

State & District Convergence Action Plans

Essential Nutrition Interventions | Cross Cutting Strategies

Operationalizing POSHAN Abhiyaan

- ❖ Clear **Annual Targets** at Village, Block, District and State Level
- ❖ Results Framework – SMART indicators
 - Details are in State/Block/Village plans for specific programs/ schemes.
- ❖ Focus on a limited number of high impact
 - programs/schemes/interventions
- ❖ Includes monitoring & reporting system

Multi-Sectoral – MWCD, Health, Drinking Water & Sanitation, Education, Rural Development, Panchayati Raj and other Line Departments

- Focus on improving coverage and quality of Essential Nutrition
- Provide key targets

Focus on improving **Coverage and quality of Essential Nutrition Actions** :

- ✓ Including through existing programs e.g. Anganwadi Services
- ✓ PMMVY, Mission Indradhanush, MAA, Vitamin A supplements,
- ✓ Iron Folic Acid supplements, RBSK, Deworming and calcium supplements
- ✓ Swachh Bharat, Relocating Anganwadis in School premises
- ✓ Construction of AWC building under MGREGS, NRLM, Drinking Water and Toilet

Include Coordination / Oversight Structure



Essential Nutrition Interventions

Actions, Strategies and Targets

Multi Sectorial Convergence | Monitoring Mechanisms | Service Delivery & Interventions

A

Multi-Sectoral Convergence

1

Promoting Safe Drinking Water

2

Promoting Sanitation
ODF

3

Promoting Personal Hygiene
Handwash facility with Soap

Across

- Households
- Anganwadi Centres
- Health Centres
- Schools

Sample Format : Promoting Sanitation

Indicator	Baseline (ICDS data)	2018	2019	2020
% of villages/wards which are open defecation free			100%	100%
% of Households with access to safe sanitation facilities				
% of Anganwadi with adequate and functional sanitation facilities				
% of health centres with adequate and functional sanitation facilities				

Key bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)

Further details as per national / state guidelines Swachh Bharat

B

Monitoring Mechanisms

4

Antenatal Check-ups

5

Institutional Deliveries

6

Breastfeeding

- **Within 1 hour of delivery**
- **Continued till 6 months**

7

Complementary Feeding

- **Initiated at 6 months of age**

8

Growth Monitoring & Promotion

- **Children 0-6 years**
- **Weight and Height**

9

Management of Acute Malnutrition

- **SAM and MAM Children**

10

Anaemia

- **Children**
- **Adolescent Girls**
- **Mothers**

Sample Format : Breastfeeding

Indicator	Baseline (NFHS-5, ICDS/Health data)	2018	2019	2020
% of mothers with 4-months old baby that receive an ASHAs home visit and get counselling on continued exclusive Breastfeeding till 6 months	0	60%	80%	100%
% of mothers that deliver in health facilities who also start breastfeeding within 1 hour.	NFHS-5	70%	90%	100%

Key bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)

Further details as per national ICDS, VHSND and MAA guidelines

C

Service Delivery and Interventions

11

Vitamin A Supplementation

- Children from 6 to 59 months

12

Iron and Folic Acid

- Children from 6 to 59 months
- Adolescent Girls
- Women of reproductive Age
- Pregnant Women

13

Calcium Supplement

- Pregnant Women (360 Tablets)

14

Immunisation

- Children till 1 year of age

15

Deworming

- Children 1 to 19 years
- February & August every year

16

Diarrhoea Management

- Oral rehydration Solution
- Zinc Supplementation

17

Food Fortification

- Actions Taken at State & District Level

Sample Format : Iron and Folic Acid for Adolescents, Women of Reproductive Age and Pregnant Women

Indicator	Baseline (NFHS-5, Health data)	2018	2019	2020
% of eligible adolescents 10-19 years who receive at least 4 blue iron folate tablets through WIFS program in last month	26% (HMIS)			
% of Women of reproductive age 20-24 years who received atleast 4 Blue IFA tablet in the last one month				
% of eligible pregnant women who received atleast 180 IFA tablets during antenatal period	80%			

Key Bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)

Further details as per national anemia free India guidelines to be issued soon



Cross Cutting Strategies

Enabling Platforms | Supply Chain Management & Monitoring

Enabling Platforms

Behavioural Change Communication

- **Calendar for Nutrition Literacy/Advocacy**
- **CBEs on Nutrition**
- **Channelising Volunteers towards educating on healthy eating**
- **IEC Advocacy Campaigns**
- **Song and Drama**
- **Local Issues**

Incremental Learning Approach
Essential Enabler for Frontline
Functionaries

Innovation and Pilots
Essential Enablers at State/District

Sample Format : Behaviour Change Communication / Nutrition Literacy

Indicator	Baseline (ICDS data)	2018	2019	2020	
% of Anganwadi Centres that had at least three community based event (CBE) around nutrition in last quarter					
Calendar for nutrition advocacy at village level					
% of Anganwadi Centres that have a SHG or Mother support group to promote healthy eating					
% of Anganwadi centres that have other community/volunteer group' s in place to support Jan Andolan					
% of States where at least one mass media-campaign was operationalized during the last one year					
% of States where mid- media-campaign was operationalized during the quarter					
Key Bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)

Supply Chain Management and Monitoring

Linked to ICDS

- **Stocks of SNP**
- **Functional GMDs**
- **Availability of MSP Card**
- **Monitoring through ICDS-CAS**

Linked to Pharmaceuticals

- **IFA**
- **Vitamin-A**
- **Calcium**
- **Deworming Tablets**
- **ORS**
- **Zinc Supplement**

Sample Format : Supply Chain Management - Linked to ICDS

Indicator	Baseline	2018	2019	2020	
% of districts with no stock out of SNP			100	100	
% of Anganwadi centres with no stock out of SNP					
% of districts where all Anganwadi Centres have functional growth monitoring devices (weighing scales infant, mother and child, infantometer and stadiometer)			100	100	
% of districts where all Anganwadi Centres have adequate availability of mother child protection (MCP) cards					
% of districts where all Anganwadi Workers have been provided a smart phone for CAS			100	100	
% of districts where all supervisors have been provided a tablet			100	100	
Key Bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)

Detailed Templates

Essential Nutrition Interventions

Actions, Strategies and Targets

Mention: High Impact Intervention /Scheme

Indicator	Baseline (NFHS-4/ICDS/Health data)	2018	2019	2020

For each Intervention / Scheme include 2-4 key program coverage targets; some are recommended, additional ones can be decided at State / District levels

Key Bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)

Identified 3-4 major implementation bottlenecks and actions to address that in coming 12 months

Further details on the program is included in existing program guidelines and strategies

1. Breastfeeding

Indicator	Baseline (NFHS-4, ICDS/Health data)	2018	2019	2020
% of mothers with 4-months old baby that receive an ASHAs home visit and get counselling on continued exclusive Breastfeeding till 6 months	0	60%	80%	100%
% of mothers that deliver in health facilities who also start breastfeeding within 1 hour.	NFHS-4	70%	90%	100%

Key bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)
Further details as per national ICDS, VHSND and MAA guidelines					

2. Complementary Feeding

Indicator	Baseline (ICDS/Health data)	2018	2019	2020
% of Anganwadi centres that organized at least one feeding demonstration and counselling session during the last month		80	100	100
% mothers with children between 6-24 months who were visited by ASHA at least once every two months to promote timely and appropriate complementary feeding (dietary diversity, frequent feeding, feeding hygiene and early stimulation)		80	100	100
% children 6-36 months registered who received SNP (THR) for 21 days in the last month		100	100	100

Key bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)

Further details as per national ICDS , NNM (Home-based Care for Young Children) and MAA guidelines

3. Promoting Safe Drinking Water

Indicator	Baseline (ICDS data)	2018	2019	2020
% of Anganwadis with adequate, functional and safe drinking water supply				
% of health centres with adequate, functional and safe drinking water supply				
% of villages/wards with adequate, functional and safe drinking water supply				

Key bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)
Further details as per national / state guidelines Swachh Bharat and national standards					

4. Promoting Sanitation

Indicator	Baseline (ICDS data)	2018	2019	2020
% of villages/wards which are open defecation free			100%	100%
% of Households with access to safe sanitation facilities				
% of Anganwadi with adequate and functional sanitation facilities				
% of health centres with adequate and functional sanitation facilities				

Key bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)
Further details as per national / state guidelines Swachh Bharat					

5. Promoting Personal Hygiene

Indicator	Baseline (ICDS data)	2018	2019	2020
% of Anganwadis with adequate and functional Handwashing facilities with water and soap available				
% of health centres with adequate and functional Handwashing facilities with water and soap available				
% of Households with Handwashing facilities in premises with water and soap available				

Key bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)
Further details as per national / state guidelines Swachh Bharat					

6. Vitamin A supplementation

Indicator	Baseline (Health data)	2018	2019	2020
% children 6-59 months who received at least one dose of Vitamin A in the last 6 months				

Key bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)
Further details as per national Vitamin A guidelines					

7. IFA Supplementation for children

Indicator	Baseline (Health data)	2018	2019	2020
% children 6-59 months provided 8-10 doses (1ml) of iron and folic acid (IFA) syrup (Bi weekly) in last month				

Key bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)
Further details as per national NIPI guidelines					

8. De-worming for 1-19 years

Indicator	Baseline (Health data)	2018	2019	2020
% children 1-19 years covered with albendazole in the first round in February				
% children 1-19 years covered with albendazole in the second round in August				

Key bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)
Further details as per national deworming guidelines					

9. Immunization for Children

Indicator	Baseline (Health data)	2018	2019	2020
% children below one year fully immunized				

Key bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)
Further details as per national immunization guidelines					

10. Iron and Folic Acid for Adolescents, Women of Reproductive Age and Pregnant Women

Indicator	Baseline (NFHS-4, Health data)	2018	2019	2020
% of eligible adolescents 10-19 years who receive at least 4 blue iron folate tablets through WIFS program in last month	26% (HMIS)			
% of Women of reproductive age 20-24 years who received atleast 4 Blue IFA tablet in the last one month				
% of eligible pregnant women who received atleast 180 IFA tablets during antenatal period	80%			

Key Bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)
Further details as per national anemia free India guidelines to be issued soon					

11. Calcium Supplementation for Pregnant Women

Indicator	Baseline (NFHS-4, Health data)	2018	2019	2020
% pregnant women who consumed 360 calcium tablets during pregnancy				

Key Bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)
Further details as per national anemia free India guidelines to be issued soon					

12. Growth Monitoring & Promotion

indicator	Baseline (NFHS-4/ICDS data)	2018	2019	2020
% of children 0-72 months in district/state that had their weight measured every month in the last quarter				
% of children 0-72 months in district/state that had their length/height measured in the last quarter				
% children with growth faltering that were visited in the last month by the ICDS Supervisor and given advice for growth promotion				
% of Anganwadi Centres visited by the RBSK team in last 6 months				

Key Bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)

Further details as per ICDS guidance

13. Diarrhoea Management with Oral Rehydration Solution and Zinc Supplementation

indicator	Baseline (NFHS- /ICDS/Health data)	2018	2019	2020
% of children 0-60 months with diarrhoea who received ORS				
% of children 0-60 months with diarrhoea that received zinc tablets				

Key Bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)
Further details are per detailed national / state program guidelines & plans for the Program / Schemes					

14. Food Fortification

Indicator	Baseline (ICDS data)	2018	2019	2020
Action taken by States/UTs in response to letter of MWCD on fortification				

Key Bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)
Further details are per detailed national / state program guidelines & plans for the Program / Schemes					

15 Management Acute Malnutrition

Indicator	Baseline (ICDS/Health data)	2018	2019	2020
% of children 6-36 months screened for MAM and SAM during last month				
% of children with MAM that receive appropriate interventions as per protocol				
% children with SAM and medical complications treated at Nutrition Rehabilitation Centers (NRCs)				
% of children with SAM and without medical complications treated at community level				

Key Bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)
Further details are per national and state facility based and community based guidelines (in development) for management of acute malnutrition in children					

16 Improve Ante-natal Care and Delivery for Pregnant Women

Indicator	Baseline (NFHS-4, ICDS/Health data)	2018	2019	2020
Out of total ANC registered, % registered within 1 st trimester (within 12 weeks)				
% of outreach facilities with space available for conducting ANC check-up				
% of ANMs who are trained on ANC care				
% of ANMs in position against sanctioned				
% of mothers provided full course of full IFA tablets during pregnancy				
% of pregnant women (PW) given one albendazole tablet after 1st trimester, from any ANC contact point				
Percentage of Pregnant Women (registered) given 360 calcium tablets from any ANC contact point				
% children with birth weight <2.5 kg				

Key Bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)

Further details are per detailed national / state program guidelines & plans for the Program / Schemes

17 Add Other Programs where Required by State / District

Indicator	Baseline (NFHS-4/ICDS/Health data)	2018	2019	2020

	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)

Further details are per upcoming national / state guidelines

Cross Cutting Strategies

Cross cutting strategies 1

Behaviour Change Communication / Nutrition Literacy

Indicator	Baseline (ICDS data)	2018	2019	2020
% of Anganwadi Centres that had at least three community based event (CBE) around nutrition in last quarter				
Calendar for nutrition advocacy at village level				
% of Anganwadi Centres that have a SHG or Mother support group to promote healthy eating				
% of Anganwadi centres that have other community/volunteer group' s in place to support Jan Andolan				
% of States where at least one mass media-campaign was operationalized during the last one year				
% of States where mid- media-campaign was operationalized				

Key Bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)

Cross Cutting Strategies 2

About Incremental Learning Approach (ILA)

Indicator	Baseline (ICDS data)	2018	2019	2020
% of Sectors that conducted ILA sessions in the last month				
% of Anganwadi Workers who completed ILA modules as per the guidelines in the last 3 months				

Key Bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)
As per guidelines for ILA					

Cross Cutting Strategies 3

Innovations and Pilots

Indicator	Baseline (ICDS data)	2018	2019	2020
% of States that have an approved plan for innovations and pilots				
% of Anganwadi Centres implementing innovations/pilots				

Key Bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)
Further details are per upcoming national guidelines					

Cross Cutting Strategies 4A

Supply Chain Management - Linked to ICDS

Indicator	Baseline	2018	2019	2020
% of districts with no stock out of SNP			100	100
% of Anganwadi centres with no stock out of SNP				
% of districts where all Anganwadi Centres have functional growth monitoring devices (weighing scales infant, mother and child, infantometer and stadiometer)			100	100
% of districts where all Anganwadi Centres have adequate availability of mother child protection (MCP) cards				
% of districts where all Anganwadi Workers have been provided a smart phone for CAS			100	100
% of districts where all supervisors have been provided a tablet			100	100

Key Bottlenecks	Specific action	Indicator	Baseline	Target end year 1	Driven by (Department)

Governance - 1

Programme Management Unit POSHAN Abhiyaan

Indicator	2018		2019		2020	
	Sanctioned	In position	Sanctioned	In position	Sanctioned	In position
SPMU and State Nutrition Resource Centre established						
All positions at all levels (State, District and Block) filled as per guideline						
No. of districts that have established District Nutrition Resource Centre						

Governance - 2

State and District Action Plans

Year	% States that have established State Coordination Committee	% states / districts that have approved State Convergence Plan and budget	% districts that have held all 4 quarterly meetings in the year	% districts that have a functional call centre
2017-2018				
2018-2019				
2019-2020				
As per national guidelines				

Governance - 3

ICDS-CAS (ICT-RTM)

Indicator	Baseline (ICDS-CAS data)	2018	2019	2020
% of States that have completed Masters Trainers' training				
% of Districts that have completed training of ICDS Supervisors				
% of Districts that have completed training of Anganwadi workers				
% of Anganwadi Workers that are reporting actively (synchronization with Dashboard at least every week) on ICDS CAS				
No and % of Districts that are using ICDS CAS Dashboard for monitoring				
As per NNM guidelines for total number of Anganwadi Centres to be covered under ICDS-CAS				

Governance - 4

Other

Indicator	Baseline NFHS-4/ICDS/Health data)	2018	2019	2020

Thank You

