

Swasth Bharat Preraks

A joint initiative of  & **TATA TRUSTS**

Convergence at Grassroots and Role of Swasth Bharat Preraks
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SWASTH BHARAT PRERAKS- THE GAME CHANGERS!

Quality human resources can significantly accelerate progress and provide the necessary analytical and managerial support to District Administrations

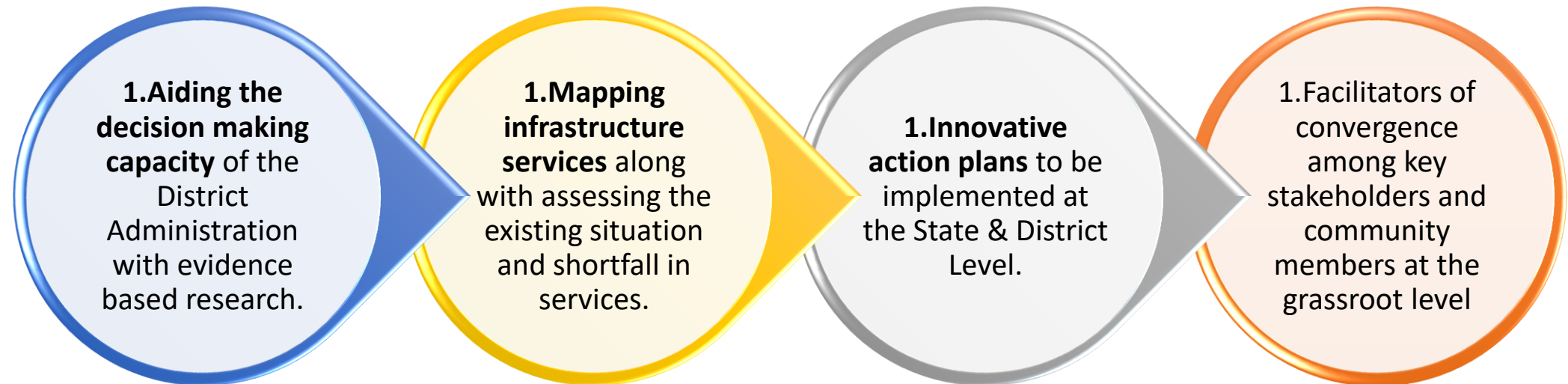
Recognizing the burden of malnutrition, the GoI launched the POSHAN Abhiyaan in March 2018.

- ❑ Tata Trusts has joined hands with MoWCD to place one Prerak in each of the high priority districts to support the POSHAN Abhiyaan
- ❑ The Prerak would function as catalyst to fast track execution and implementation of activities to achieve the objectives of POSHAN Abhiyaan



SWASTH BHARAT PRERAK'S ROLE IN CONVERGENCE AT THE GRASSROOTS LEVEL

Swasth Bharat Preraks will continuously supplement the district machinery with research and technical support focusing their efforts and support in:



STORIES FROM THE GROUND

We have witnessed enthusiasm in implementation of innovative solutions to tackle malnutrition not only by the Preraks, but an equally compatible willingness to embrace such solutions from District officials



Our District Prerak at **Bulandsheher**- Vikas Singh Rawat has shown excellent initiative within a few months through **POSHAN Vatika** and *Hand washing Corners* at AWCs



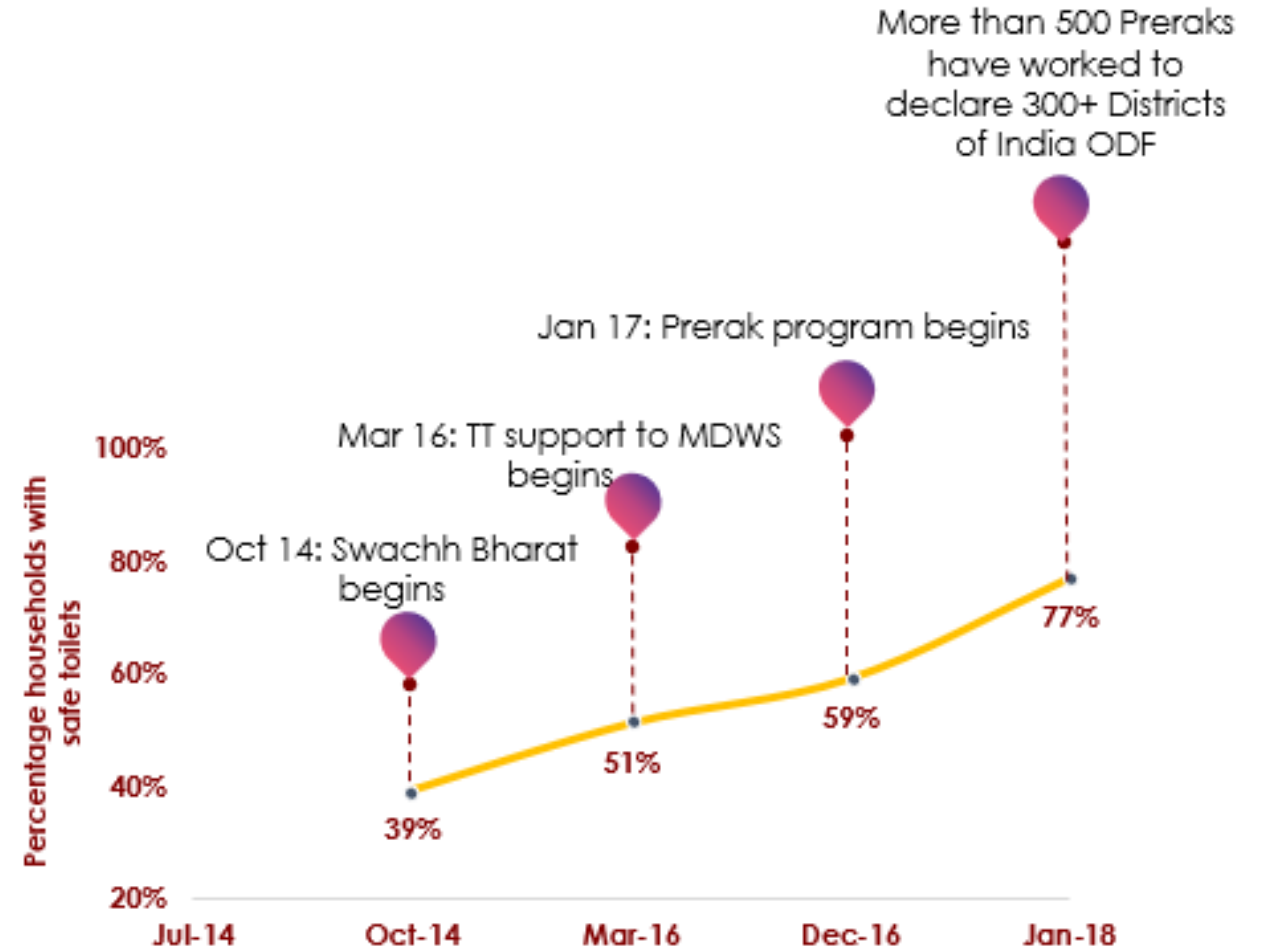
Kuposhan Mukh Bharat, is an initiative taken by the **Samastipur** district



The efforts of **Sitamarhi** Prerak has resulted in sensitizing ICDS functionaries on the need of sending SAM children to NRC.

Outcomes of Zila Swachh Bharat Prerak initiative have been noteworthy!

In December 2016, MoDWS and Tata Trusts launched Zila Swachh Bharat Prerak programme. The Preraks not only have introduced fresh ideas and strategies but more than 500 Preraks have worked hard and 300+ districts have been declared Open Defecation Free.



PROGRESS SO FAR

June 2018

109 Districts. Tata Trusts has recruited and deployed 109 fellows including 7 State Lead in a time span of 4 months

July 2018

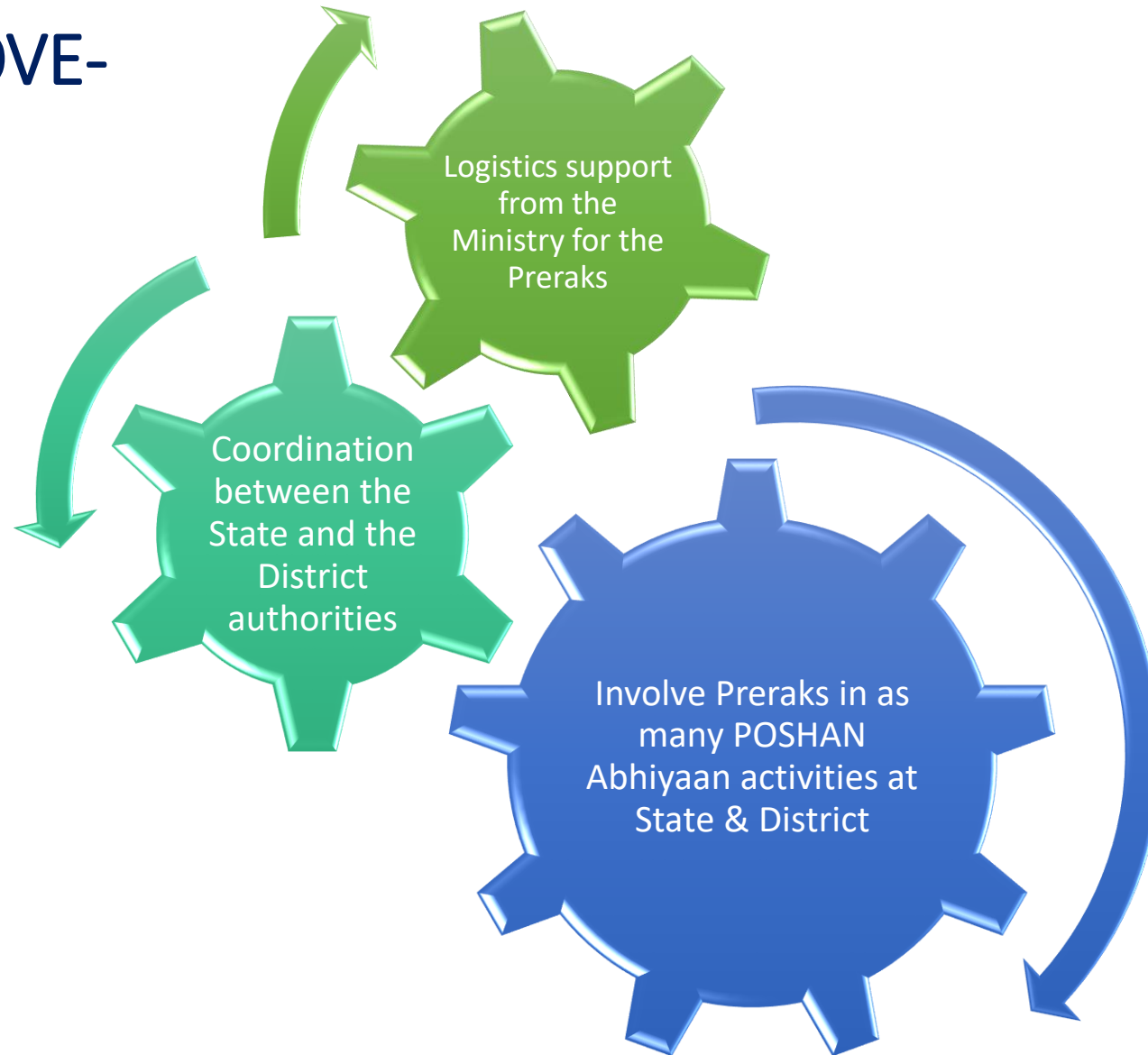
100 more Districts.
Deploy Preraks in 100 more Phase 1 POSHAN Abhiyaan Districts

September 2018

Complete POSHAN Abhiyaan Phase 1, cover 315 Districts

We continue to provide periodic support and inputs for the Preraks to ensure effective implementation of the Abhiyaan

HOW CAN WE IMPROVE- Challenges Faced





Thank You!