

Overview POSHAN Abhiyaan

by
Dr. Rajesh Kumar
Mission Director & JS MWCD

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**POSHAN
Abhiyaan**
PM's Overarching
Scheme for Holistic
Nourishment



सही पोषण - देश रोशन

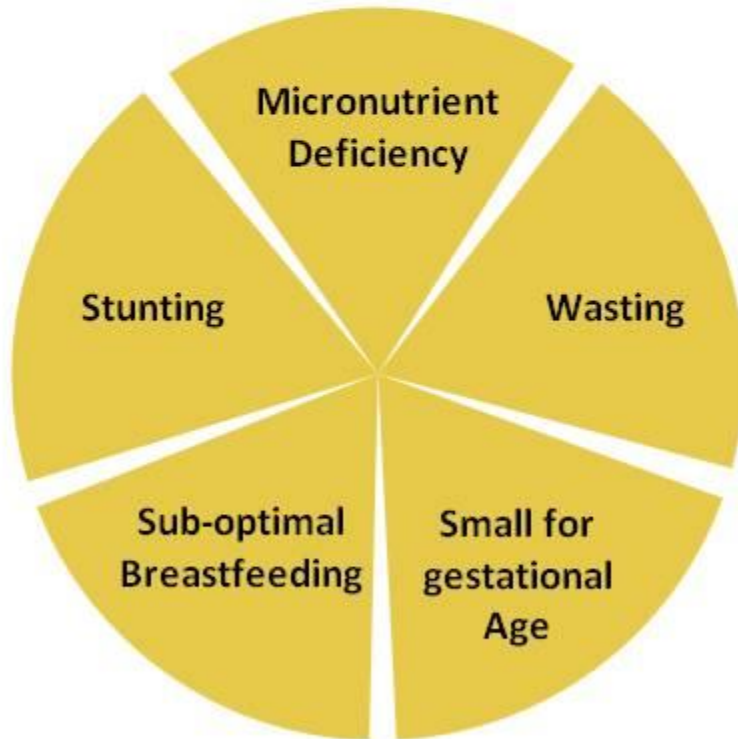
UNDERNUTRITION – MANIFESTATIONS, CONSEQUENCES & IMPACTS

PROBLEM

MANIFESTATIONS

CONSEQUENCES

IMPACT



- 01** *Under five and maternal deaths*
- 02** *Impaired Physical and Cognitive Development*
- 03** *Decreased Economic Productivity*
- 04** *Compromised Adult Health*
- 05** *High risk of Intergenerational Perpetuation*

45% of Under-five Mortality

22% of adult income loss

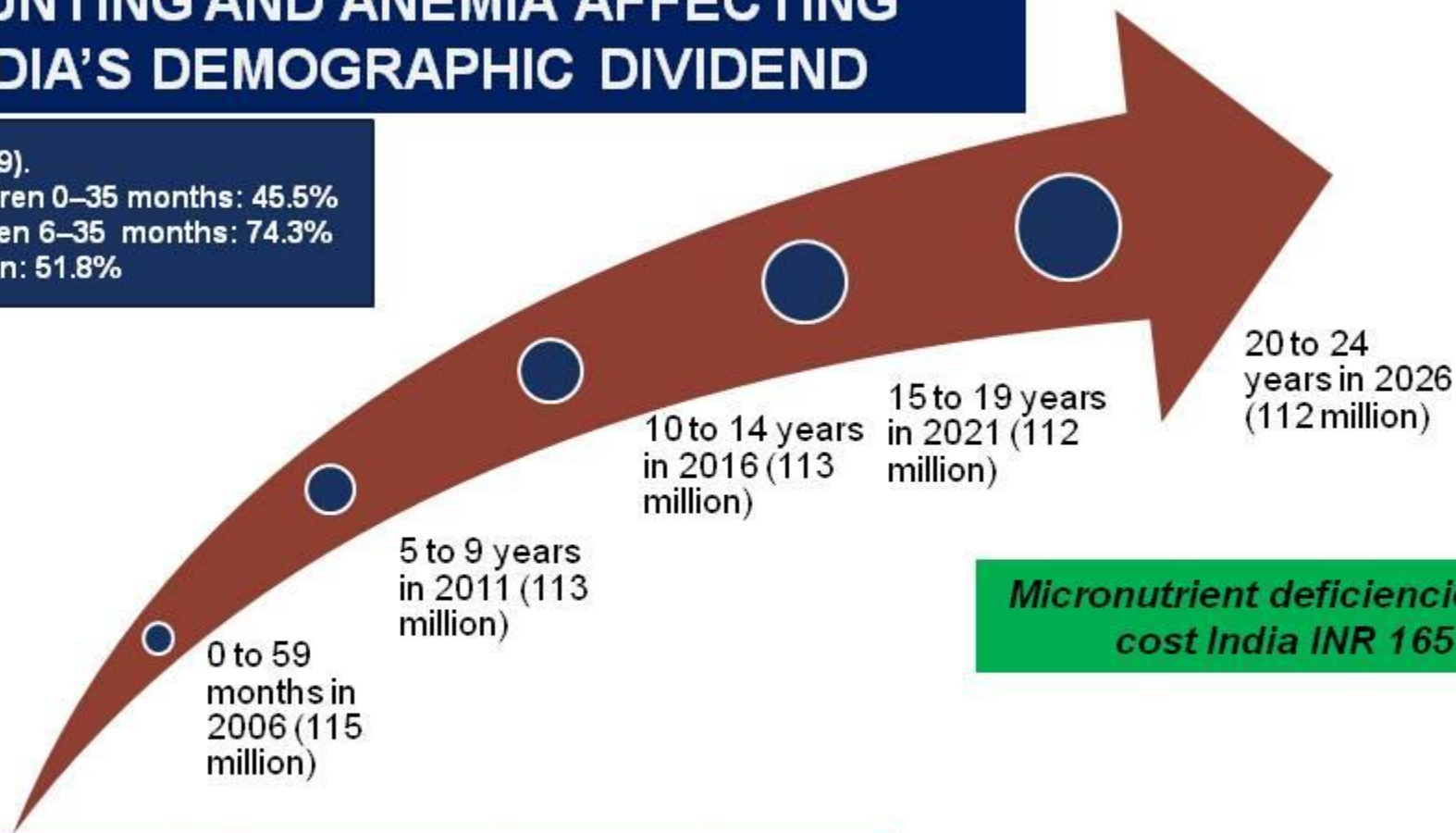
Every Rs. Invested in Nutrition gives a return of Rs. 34 in India

IQ loss (e.g. 5-11 points by stunting)

Annual GDP loss of 11%

STUNTING AND ANEMIA AFFECTING INDIA'S DEMOGRAPHIC DIVIDEND

NFHS-II(1998-99).
Stunting- Children 0-35 months: 45.5%
Anemia -Children 6-35 months: 74.3%
Anemia -Women: 51.8%



Being Stunted as a child

22% of Adult Income Lost

Micronutrient deficiencies (including Anaemia) cost India INR 165 billion each year

In 2005-06, India had over 50 million stunted children
= 40 million years of lost schooling
= INR 14,400 lost in annual income per child
= INR 313 billion lost in future earnings per year

Components of POSHAN Abhiyaan

Convergence

Behavioural Change
& Jan Andolan

Innovations



Common Application Software

Capacity Building

Incentives

Common Application Software

Mobile Application

- The Mobile Application Automates & Digitises the entire Work Flow of the AWW.

- Removing the need to maintain physical records/registers.

- Increasing efficiency and Delivery of Services.

Works in Offline Mode

Multi Lingual/Regional Language

Automation of 10 AWC Registers

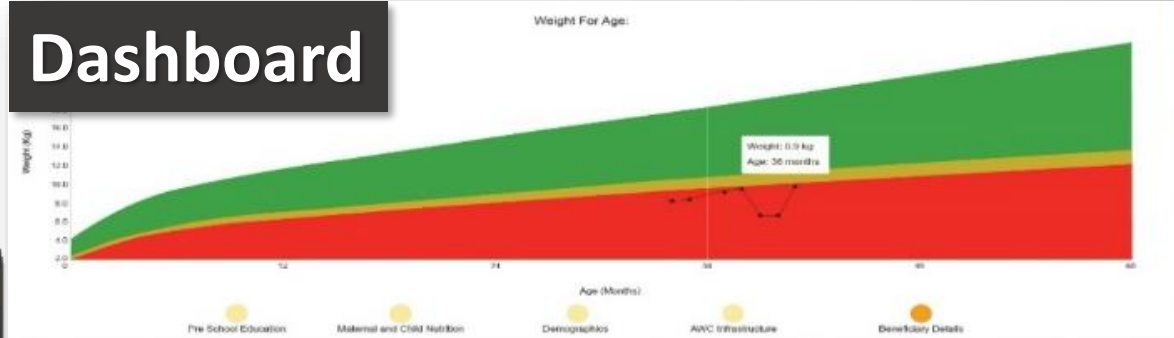
Alerts for Service Delivery – Dues List

Nutrition Indicators for respective Catchment Area

SMS Alerts to Beneficiaries and AWWs



Dashboard



ICDS-CAS Dashboard

Fact Sheets > Nutrition Indicators

Indicators	Dec-2017	Jan-2018	Feb-2018	National
Nutrition Status of Children				
Weighing Efficiency (Children <5 weighed)	36.36%	36.55%	40.95%	38.08%
Total number of un-weighed children (0-5 Years)	34,75,706	38,85,062	38,47,487	--
Children from 0 - 5 years who are severely underweight (weight-for-age)	3.00 %	2.50 %	2.36 %	2.59 %
Child Feeding Indicators				
Percentage of children who were put to the breast within one hour of birth.	56.36%	61.16%	71.12%	71.12%
Infants 0-6 months of age who are fed exclusively with breast milk.	55.93%	54.90%	53.58%	53.56%
Children from 6 - 24 months complementary feeding	70.53%	71.79%	76.04%	75.98%
Nutrition Status of Pregnant Women				
Women eating an extra meal during pregnancy	76.83%	76.22%	77.52%	77.39%
Pregnant women in 3rd trimester counselled on immediate and exclusive breastfeeding during home visit	57.29%	56.01 %	58.08 %	57.91%



Water, Sanitation and Hygiene



Demographics



Maternal and Child Nutrition

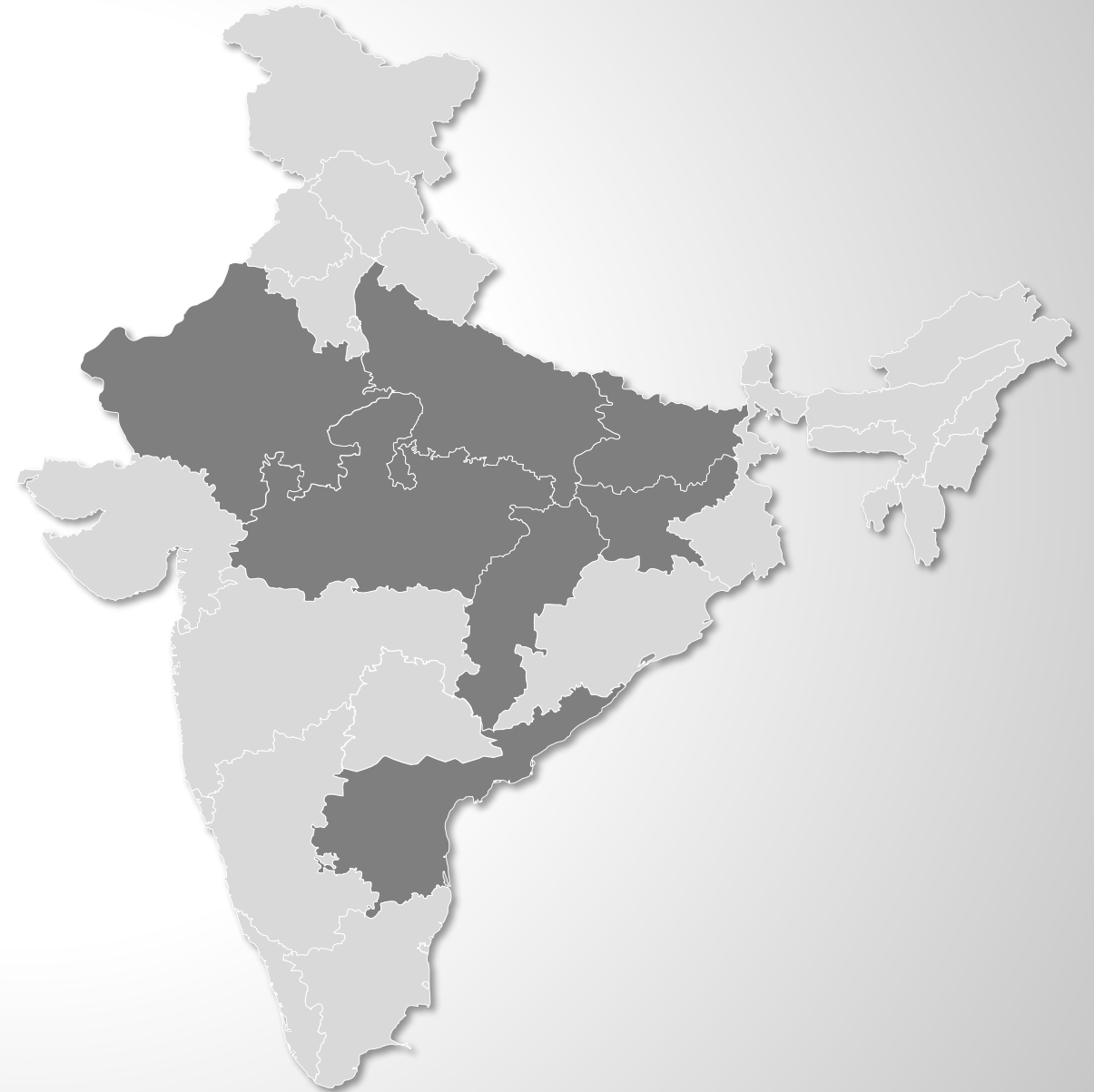
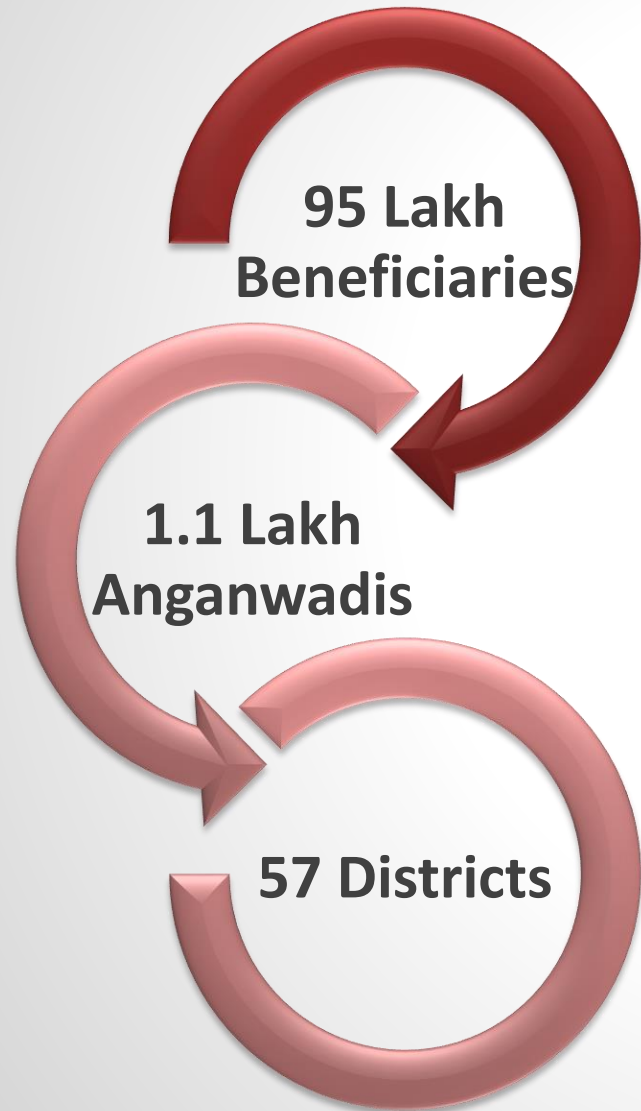


Interventions



Behavior Change

Common Application Software: Reach



Behavioural Change & Jan Andolan

Centre/State/District/Block/Village

Platforms

Trans-Media Campaigns

CBE - Monthly
 VHSN Day - Monthly
 DAY NRLM - Weekly

Nutrition Assemblies

Nukkad Nataks
 Festivals

Specific Days Like -

- Yoga Day
- Breastfeeding week

Mo-Health & Family Welfare

- National Health Mission
- Janani Suraksha Yojana
- HBNC + HBYC
- Anemia Mukht Bharat
- Indradhanush

Mo-Women & Child Development

- POSHAN Abhiyaan
- Anganwadi Services
- PM Matru Vandana Yojana
- Scheme for Adolescent Girls

Mo-Housing & Urban Affairs

- Swachh Bharat Urban (SBU)
- AWCs – PM Awas Yojana
- Toilets & Water – SBU

Mo- Rural Development

- MG-National Rural Employment Guarantee Scheme
- DAY-National Rural Livelihood Mission

Mo-Panchayati Raj

- Mobilisation of Gram Panchayats
- Toilets & Water
- Village Health Sanitation & Nutrition Day

Mo-Drinking Water & Sanitation

- Swachh Bharat Mission- Gramin
- Safe drinking Water & WASH
- Toilets

Mo-Human Resource Development

- Mid-Day Meal Scheme
- Unified District Information System for Education (UDISE)

Mo- Information & Broadcasting

- Behavioural Change
- Jan Andolan
- Song & Drama Division

Mo-Consumer Affairs, Food & Public Distribution

- Food Fortification
- Public Distribution System

Mo- Renewable Energy

Solar Energy - AWCs

Mo-Tribal Affairs

- Special requirements in Tribal Areas

Mo- Minority Affairs

- Requirements of Minority Communities
- AWCs in case of Gaps

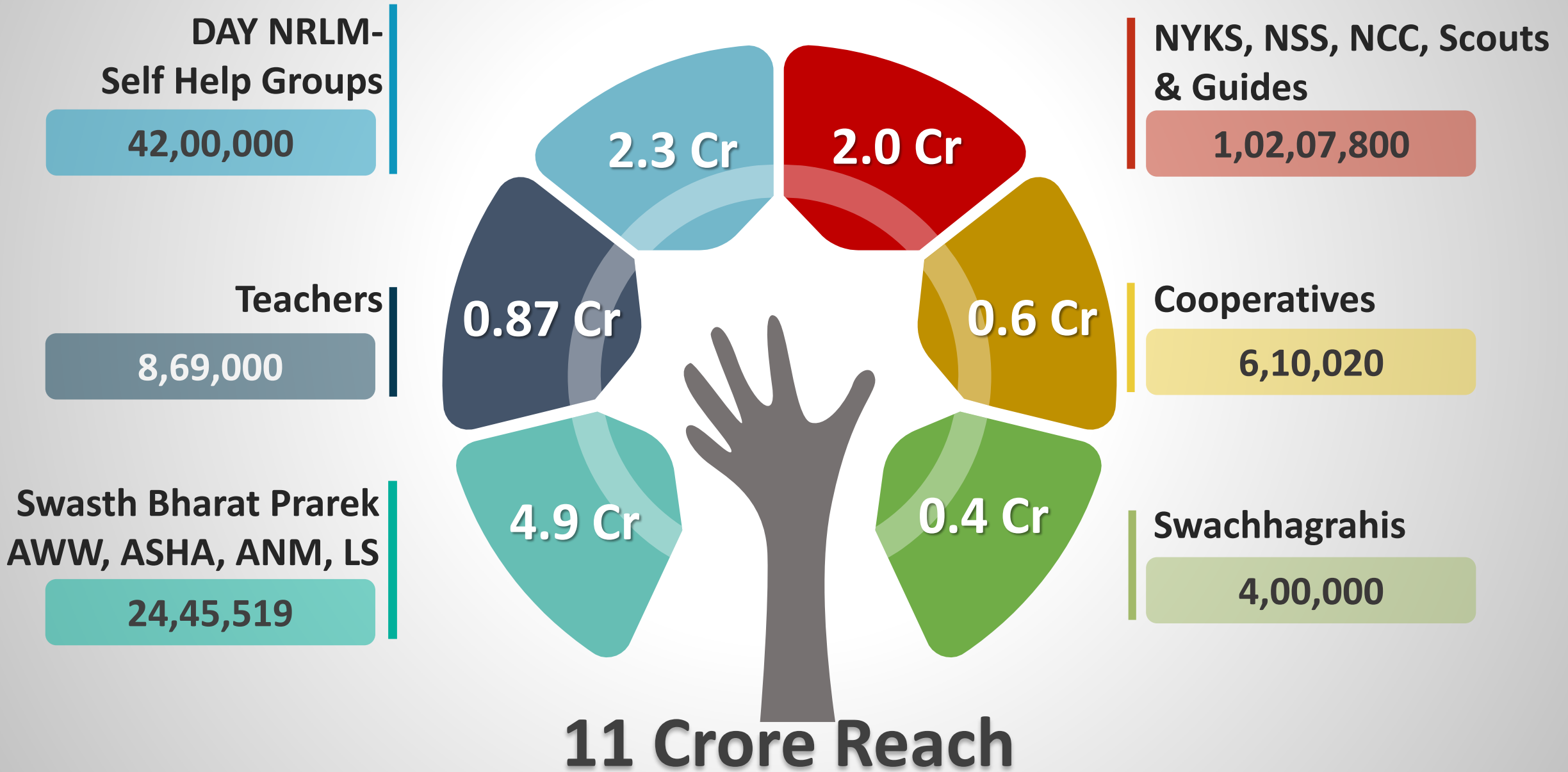
Aligning FFs

AWWs+LS+ASHA+ANM+SBPs – 24 Lacs

DAY-NRLM – 42 Lacs

Swachhagrahis – 4 Lacs

The Jan Andolan Chakra



Capacity Building

Themes

- Maternal Nutrition
- Newborn care
- Breastfeeding
- Complementary Feeding
- Management of undernourished children

21

Platforms

- State, District, Block Resource Groups
- e-ILA



Capacity Building: Key Elements

Cascading system of inputs using external facilitators



Central Team

State Resource
Group (SRG)

District Resource
Group (DRG)

Block Resource
Group (BRG)

Resource persons representing

- Health department
- Academic institutions
- Reputed local NGOs

Key roles at district and state level

- Technical and training
- Administrative and managerial
- Providing quality time

Innovations & Incentives

Innovations

- Based on experience and identification of Gaps, funds earmarked for development and implementation of innovations.
- At State and District Level.

Incentives

- For Performing States/Uts
- Frontline Functionaries across Schemes
- For adoption of Technology

Thank You

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