

**POSHAN
Abhiyaan**

PM's Overarching
Scheme for Holistic
Nourishment



सही पोषण - देश रोशन

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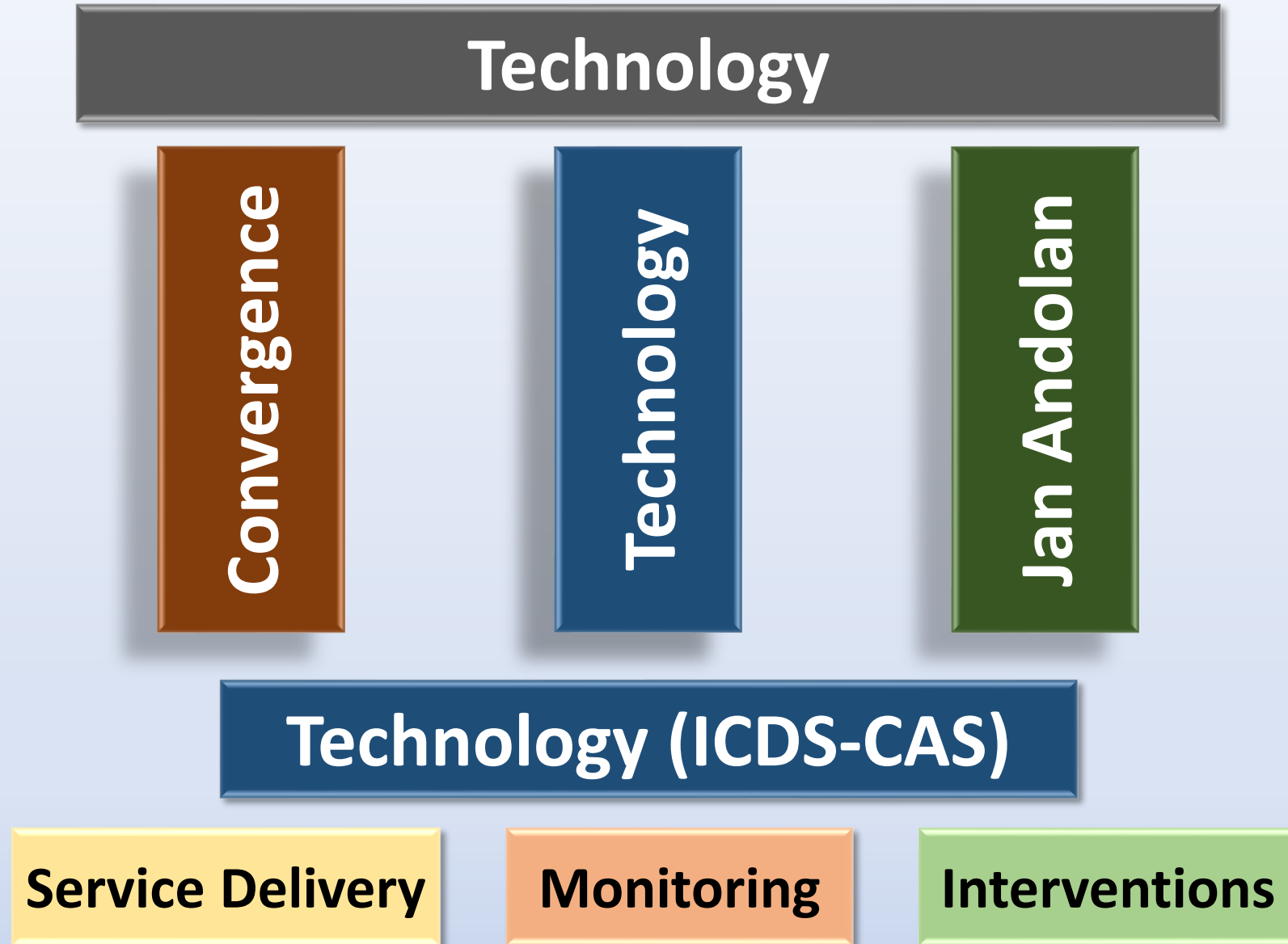


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Building Partnerships for POSHAN Abhiyaan



POSHAN *Abhiyaan* : Growth Matrix



Roll-Out & Cascading of POSHAN *Abhiyaan*

Common Application Software

- Training on ICDS-CAS Mobile Application
 - ✓ Master Trainers
 - ✓ Field Functionaries
- Establishment of Help Desks to Hand-Hold Field Functionaries

Capacity Building

- Capacity Building
 - ✓ Incremental Learning Approach [States to Field Functionary Level]
- Support for Training and Establishing State, District & Block Resource Groups

Adoption of States/UTs

Technology Support

Handling progressive Data Volumes

Synergy across Application Softwares and Schemes

Using of Big Data, Analytics and AI

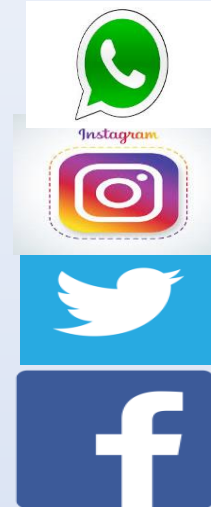
- Effective Delivery
- Proactive Monitoring
- Preventive Interventions

IT Industry, IT Organisations, Academic Institutions

Behavioural Change & Jan Andolan

Release of Jan Andolan Guidelines
Common Messaging across Ministries and Schemes

Preparation of material



Dissemination of messaging

- Social Media
- Telecom Operators
- Influencers
- Media
- Government Platforms

Multilaterals, Industry, Telecom Operators, NGOs,
Media Houses and Social Media Platforms

CSR and other Sources

Reach Out

Dr. Rajesh Kumar

Joint Secretary and Mission Director, POSHAN *Abhiyaan*

Email ID: rajesh.kr62@gov.in

JAN ANDOLAN

1. Shri Sunil Choudhary

Email ID: sk.choudhary75@nic.in

2. Ms. Mona Jethwa

Email ID: mona.jethwa@nic.in

ICDS-CAS

1. Col. Sameer Kanwar (Retd.)

Email ID: sameer.kanwar@nic.in

2. Shri Umesh Kumar Motish

Email ID: u.motish@nic.in

Office of Joint Secretary

1. Ms. Mridu Markan

Email ID: mridunaco@gmail.com

Phone: 011-23387683

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Thank You

Convergence & Partnerships the Key Mantra

POSHAN for *All*

***All* for POSHAN**