

Progress

# POSHAN Abhiyaan

PM's Overarching  
Scheme for Holistic  
Nourishment



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सही पोषण - देश रोशन

# Administrative and Financial

- Administrative Guidelines including Financial Norms issued.
- ToR for appointing & Hiring of Staff issued.
- Nomination of State/UTs Nodal Officers.
- POSHAN Abhiyaan Website created.
- First tranche of \$ 350 Million Loan for \$ 200 Million sanctioned by World Bank.
- ₹ 2122.27 crore funds released to States/UT in FY 2017-18 and 2018-19.

# Partnerships

- **Organising of TECH-THON:** A National Seminar TECH-THON-Technology Partnerships for POSHAN Abhiyaan was organised on 28th June 2018 at Pravasi Bharatiya Kendra.
- **MoU with TATA Trusts:** An MoU signed with Tata Trusts to deploy Swasth Bharat Preraks (SBP) across 315 districts. 200+ SBPs have been deployed till date.
- **MoU with NASSCOM Foundation:** MoU for technical as well administrative support for implementation and roll-out at State/UT level-prepared to be signed by 10<sup>th</sup> October 2018.

# Convergence Action Plan

- **National Council Meetings** under Chairmanship of Vice Chairman, NITI Aayog held on 18<sup>th</sup> April, 2018 and 24<sup>th</sup> July, 2018.
- **Executive Committee Meetings** under Chairmanship of Secretary, MWCD held on 13<sup>th</sup> March, 2018 and 30<sup>th</sup> June, 2018.
- **State, District and Block level meetings** under progress. To ensure implementation Convergence Action Plan meetings have been scheduled as part of the Rashtriya Poshan Maah (September, 2018).
- **Draft Convergence Action Guidelines** being formalised in consultation with NITI Aayog.

# POSHAN Abhiyaan- Orientation Workshops

- Workshops and Webcasting: Multi Tier orientation
- Orientations for States/UTs were done through VCs from April 10<sup>th</sup> to 14<sup>th</sup> 2018
- Orientations for UTs were done through VCs in the month of September, 2018

States	Workshop Dates
Punjab, Haryana, Chandigarh	1 <sup>st</sup> June, 2018
Karnataka	4 <sup>th</sup> June, 2018
Tamil Nadu, Puducherry	18 <sup>th</sup> June, 2018
Gujarat and Dadra and Nagar Haveli	3 <sup>rd</sup> July, 2018
Maharashtra	13 <sup>th</sup> July, 2018
North East (7 States)	23 <sup>rd</sup> July, 2018
Chhattisgarh	14 <sup>th</sup> August, 2018
Uttar Pradesh	25 <sup>th</sup> August, 2018
Himachal Pradesh	5 <sup>th</sup> September, 2018
Uttarakhand	7 <sup>th</sup> September, 2018

# ICDS- Common Application Software (CAS)

- **Orientation Training:** 1000+ Master Trainers trained at 44 locations across 36 States/UTs from 6<sup>th</sup> to 9<sup>th</sup> March 2018. Seven States & 59 districts have completed training of master trainers.
- **Device Specifications:** Specifications for Smart phones and Growth Monitoring Devices finalised and intimated.
- **Procurement:** Procurement of Devices has been coordinated through GeM Portal. States/UTs in various Stages of procurement.

# POSHAN Abhiyaan- Call Centre

- Call Centre established for interventions and beneficiary feedback. 8 lakh additional children have been weighed with the efforts of call centre.

<b>Call Centre Call Summary</b>			
<b>Month</b>	<b>Count of Agent seats Approved</b>	<b>Outbound</b>	<b>Inbound</b>
April,2018 (from 20 <sup>th</sup> April)	6	8168	63
May,18	7	20340	243
June,18	7	36862	284
July,18	16	41921	786
August,18	26	93679	2126
September,2018	26	83299	5333
<b>Total</b>		<b>270979</b>	<b>8835</b>



# Hiring of Cloud Infrastructure

- Due to the steep scaling of roll-out/ implementation anticipated in the coming months, third party cloud resources have been hired through GeM.
- Migration of CAS from NIC infrastructure to hired Cloud Set-up is completed.

# Status of ICDS-CAS implementation

- Coverage and Roll-out of ICDS-CAS:
- States/UTs: 07
- Districts: 57
- Blocks: 553
- Anganwadi Centers : 1,14,464
- **Guidelines & Manuals:** 10 guidelines/Manuals covering various aspects of the software, implementation etc. formalised, printed and distributed till district level.
- Updated version of Mobile App and Dashboard released in March 2018.

# ICDS-CAS Application Translation in Regional Languages

S.No.	Language	AWW App	LS App	IT App	Miscellaneous	Sign-Off from State	CCZ handover to States (AWW App)	Pending with (Due Date)
1	Tamil	✓	✓	✓	✓	✓	01-October,2018	State to convey acceptance
2	Khasi	✓	Not Applicable	Not Applicable	✓	✓	27-September,2018	State to convey acceptance
3	Garo	✓	Not Applicable	Not Applicable	✓	✓	01-October,2018	State to convey acceptance
4	Mizo	✓	Not Applicable	Not Applicable	✓	✓	30-August,2018	Completed
5	Punjabi	✓	✓	✓	✓	✓	30-August,2018	State to convey acceptance
6	Assam	✓	✓	✓	✓	✓	01-October,2018	State to convey acceptance
7	Manipuri	✓	Not Applicable	Not Applicable	✓	✓	01-October,2018	State to convey acceptance
8	Malayalam	✓	Not Applicable	Not Applicable	✓	✓	01-October,2018	State to convey acceptance

# ICDS-CAS Application Translation in Regional Languages

S.No.	Language	AWW App	LS App	IT App	Miscellaneous	Sign-Off from State	CCZ handover to States (AWW App)	Pending with (Due Date)
9	Hindi	✓	✓	✓	✓	✓	-	Completed
10	English	✓	✓	✓	✓	✓	-	Completed
11	Marathi	✓	✓	✓	✓	✓	-	Completed
12	Telugu	✓	✓	✓	✓	✓	-	Completed
13	Bengali	✓	Not Applicable	Not Applicable	✓	✗	Not Available	Not Available
14	Gujarati (18th July - ongoing)	✗	✗	✗	✗	Not Available	Not Available	Not Available
15	Oriya (14th June - ongoing)	✗	✗	✗	✗	Not Available	Not Available	Not Available
16	Kannada	✗	✗	✗	✗	Not Available	Not Available	Not Available
17	Urdu	✗	✗	✗	✗	Not Available	Not Available	M/s. Dimagi (Technical Problem)

# Jan Andolan

- To initiate a Jan Andolan on Poshan the following actions have been completed/under progress
  - (a) Core Committee on Jan Andolan has been formed.
  - (b) A comprehensive Jan Andolan Guidelines have been released.
  - (c) A Dashboard as part of the Jan Andolan has been developed.
  - (d) POSHAN Abhiyaan Caller Tune/ringtone has been launched.
  - (e) Song & Drama Division conducting nationwide programmes.

# Rashtriya Poshan Maah

- Month of September 2018 celebrated as the Rashtriya Poshan Maah across the Country. A detailed 4 week calendar of activities has been worked out across ministries and Schemes.
- A meeting to brief and seek inputs from all stakeholders was organised on 3<sup>rd</sup> & 13<sup>th</sup> August 2018.
- A National orientation workshop has been organised on 23<sup>rd</sup> August in New Delhi. State level workshop also held.
- A Dashboard to monitor all activities during the month has been developed.
- All participating Ministries have been sensitised to ensure that all planned activities are carried out and the data uploaded on the Poshan Maah Dashboard at required intervals.
- Approximately 20 crore people have participated so far in Poshan Maah festivities

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**THANK YOU**