

Overview

POSHAN Abhiyaan

PM's Overarching
Scheme for Holistic
Nourishment



13th March 2018

सही पोषण - देश रोशन

Synopsis

- Background
- Functions of Executive Committee
- Components
 - Convergence
 - Systems Strengthening
 - Behavioural Change
 - Innovations, Incentives & Flexi-Funds
- Actions Initiated at MWCD
- Way Ahead

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सही पोषण - देश रोशन

Background

- ❑ Setting up of National Nutrition Mission (NNM)- Approved on 30.11.2017.
- ❑ Budget of ₹ 9046.17 crore [FY 2017-18 to FY 2019-2020]
- ❑ BE for 2017-18: Rs. 1100 crore; RE: 550 crore; Released : Rs. 480 crore (as on date)
- ❑ BE for 2018-19 is Rs. 3000 crore
- ❑ All States and Union Territories- Targeted in a phased manner

Year	States/districts to be covered
2017-18	315 common districts identified in the descending order of prevalence of stunting from amongst 201 districts identified by NITI Aayog on the basis of National Family Health Survey-4 data, 162 ISSNIP districts and 106 districts of Scheme for Adolescent Girls.
2018-19	235 districts based on the status of under-nutrition in various States/UTs to be identified generally based on prevalence of stunting.
2019-20	Remaining districts of all 36 States/UTs.

Source of Funding

Year	Total cost NNM (Rs. in crore)	GOI share without EAP. (Rs. in crore)
2017-18	2602.75	819.87
2018-19	3526.08	1110.71
2019-20	2917.34	918.96
Total	9046.17	2849.54

- 50% funding through Gross Budgetary Support as per applicable cost sharing ratio between the Centre and the States (i.e. 60:40 for States & UTs with legislature; 90:10 for North-Eastern States & Himalayan States and 100% for Union Territories without legislature).
- 50% Externally Aided Project (EAP) funding through IBRD (International Bank for Re-construction and Development)/ Multi-lateral Development Banks (MDBs).

Functions of Executive Committee

Convergence

Apex Body for Nutrition related activities.

Identify the nutrition related components in each scheme in consultation with the line Ministries.

Integration of ICDS-CAS and RCH portal for data flow and timely interventions.

Bring cohesion among various programmes run by various line Ministries and address convergence issues.

Interventions

Identify relevant gap filling support to nutrition related programmes.

Assess causes of malnutrition in identified areas and plan for remedial actions.

Fix targets of components relating to nutrition in each scheme by various Ministries.

Suggest nutrition related components/actions to improve nutrition status.

BCC/ECCE – Audio-visual aids and print materials to be provided for effective interventions.

Functions of Executive Committee

Monitoring & Review

Review the outcomes and suggest mid-course corrections that may be required in the policy design.

Track progress in key outcomes with an analysis of lagging States/UTs and supportive action.

Monitor and review implementation of all nutrition related components across the line Ministries.

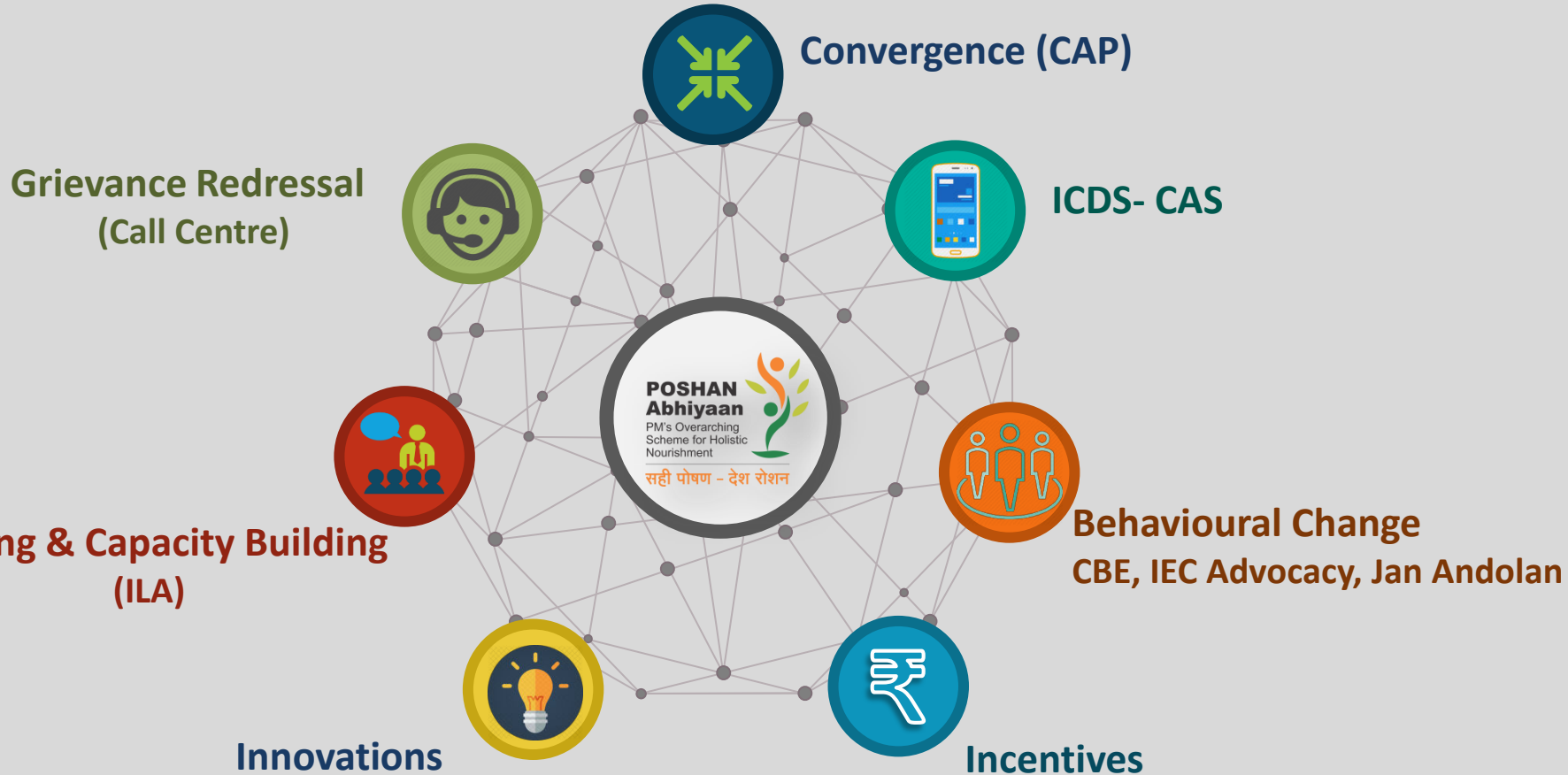
Prescribe/call periodical reports/returns on any nutrition related component from the line Ministries and States/UTs.

Periodical review of nutritional status of States/UTs and provide policy directions.

Real Time Monitoring for generation of SMS alerts and prompt local interventions.

To perform any other function require for discharging the above functions

Components



NUTRITION KEY STRATEGIES AND INTERVENTIONS

IYCF

1



Food & Nutrition

2



Immunization

3



Institutional Delivery

4



WASH

5



De-worming

6



ORS-Zinc

7



Food Fortification

8



Dietary Diversification

9



Adolescent Nutrition

10



Maternal Health & Nutrition

11



ECD/ECCE

12



Convergence

13



ICT-RTM

14



Capacity Building

15



Converge to Transform

Converge at

National

State

District

Block

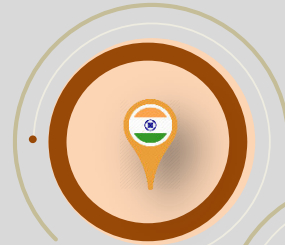
Village



Convergence Action Plan (CAP)

National Council

Reports to PMO every 6 months.



State Convergence Plan

Chaired by Senior most Principle Secretary. Finalised by end Jan. Submitted to MWCD.



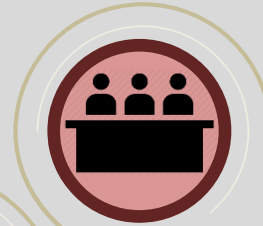
Block Convergence Plan

Chaired by SDM. Finalized by 15th Dec for the consequent year.



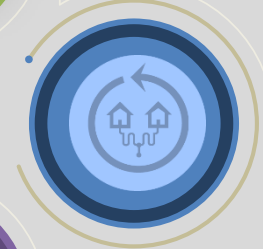
Executive Committee

Headed by Secretary, MWCD. Meets quarterly.



District Convergence Plan

Chaired by DM/DC/Collector. finalized by 31st Dec for the consequent year. Meets Quarterly.



Village Level

VHSN Day

For 2018-19 all Committees and CAP to be finalised at the earliest

Systems Strengthening

ICDS CAS

- Upgraded Mobile Application Launched.
- Upgraded 6 Tier Dashboard Launched.
- Simultaneous Training of Master Trainers
 - across all 36 States/UTs (50 Centres).
 - 6th to 9th March 2018.



ILA

- All 21 training modules ready.
- E-ILA – Mobile Application and 5 Modules ready for launch.



Call Centre

- For Grievance Redressal and Interventions.
- Centralised Call Centre being established.
- Through NICSI.
- Awaiting Financial Vetting.



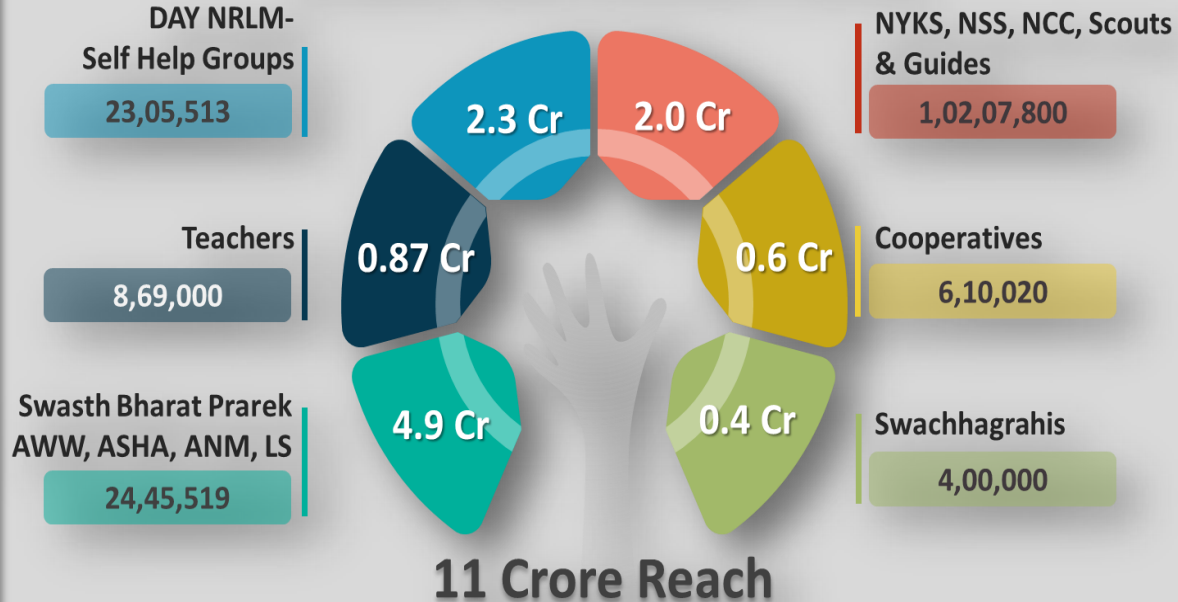
Behavioural Change

Community Based Event (CBE)

- Guidelines Already Issued.
- AWC as the vibrant platform for convergence of all nutrition Schemes.
- Convergence of AWW, ANM, ASHA and Day NRLM.
- Monthly at Anganwadi Level.
- State/UT to implement with immediate effect.

The Jan Andolan Chakra

Synergising Frontline Functionaries & Volunteers



Innovation, Incentives, Flexi-Funds

Flexi -Funds

- Provided at State Level.
- To cater for regional peculiarities.
- Provides flexibility to States.

Innovations

Based on experience and identification of Gaps, funds earmarked for development and implementation of innovations.

Incentives

State Level

- Annually.
- Based on achievement of goals.
- Scaled as per population size.

Cash Award to Frontline Functionaries

- Annually.
- Corpus of ₹ 150 Crore.
- Performance based.
- Includes AWWs, LS, ASHA, ANM

AWWs for ICT-RTM

- Monthly - ₹ 500/-.
- Performance based.

Actions Initiated

- **POSHAN Abhiyaan Website.**
- **Guidelines and Manuals –**
 - Administrative.
 - ICT-RTM (10)
 - CBE & ILA.
 - 21 ILA Modules.
- **Joint Directive from Ministries.**
- **VC with all 36 States for Orientation.**
- **Allotment of Funds to States.**
 - ₹ 48000 lakhs in FY 2017-18
- **Creation of Corpus for ₹ 150 Crore under progress.**
- **EAP (World Bank).**
 - Negotiations for USD 200 Million concluded.
 - Loan Agreement by end March 2018.
- **MoU with Tata Trust.**
 - 315 Swasth Preraks to be deployed across districts.
- **Creation of Posts for NNRC-CPMU.**
 - Posts advertised.
- **Appointment of Nodal Officer by States.**
- **Orientation being carried out by States/UTs.**

Way Ahead

- **Video Conferencing with 315 Districts for Orientation on 15th March 2018.**
 - **National Seminar on 20th March 2018.**
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- **Implementation of Convergence Action Plan at State/UT Level.**
 - **Procurement of Smartphones, Tablets and Growth Monitoring Devices by States/UTs.**
 - **Roll-Out of ICT-RTM.**
 - **Implementation of ILA and CBE.**

Thank You

