



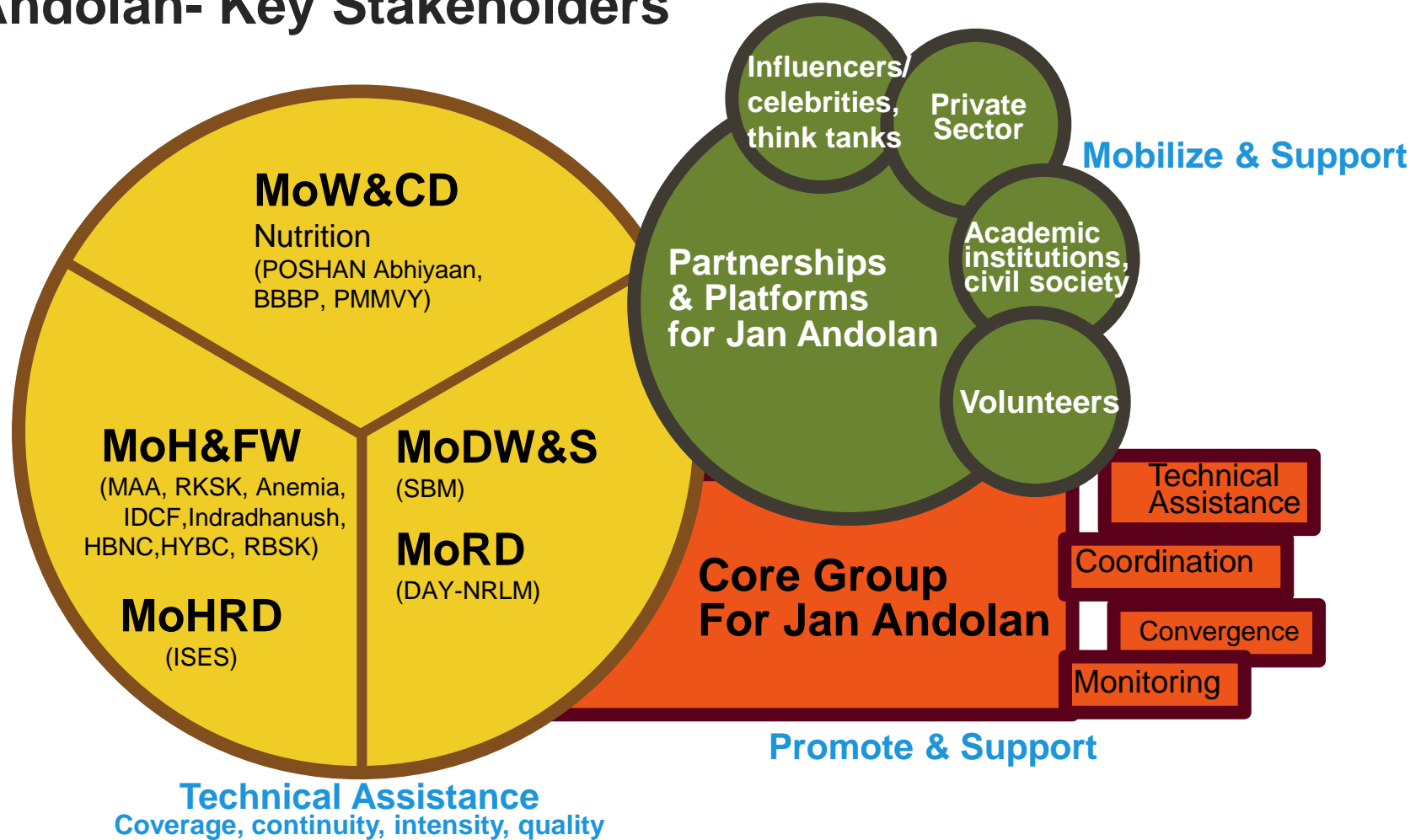
सही पोषण – देश रोशन

# POSHAN Abhiyaan Jan Andolan Guidelines

# Jan Andolan Guidelines: Structure

- **Jan Andolan, An Imperative**
- **Strategy-**
  - **Principles, Objectives, Approaches, Audience, Key Themes**
- **Engagement & Implementation Plan-**
  - **Planning Parameters, Key Behaviors, Platforms/Tools/Materials, Activities, Roles & Responsibilities**
- **Jan Andolan Dashboard**
- **Monitoring & Assessment**
- **Administrative Guideline**

# Jan Andolan- Key Stakeholders



# Jan Andolan Strategy

## 1 Principles

- Aspirations
- Collective Identity
- Nudges
- Rewards

## 2 Objectives

- Build recognition across sectors.
- Mobilise multiple sectors Nudges.
- Build knowledge, attitudes and behavioral intent.

## 3 Approaches

- Convergence
- Community Engagement
- Advocacy
- Partnerships
- Transmedia

## Community Engagement

### 11 PLATFORMS

**MoHFW**  
ANM, ASHA

**MWCD**  
AWW, LS

**MHRD**  
Teachers

**MYAS**  
NYC, BSG, NSS

**MoD**  
NCC

**MAFW**  
NCDC

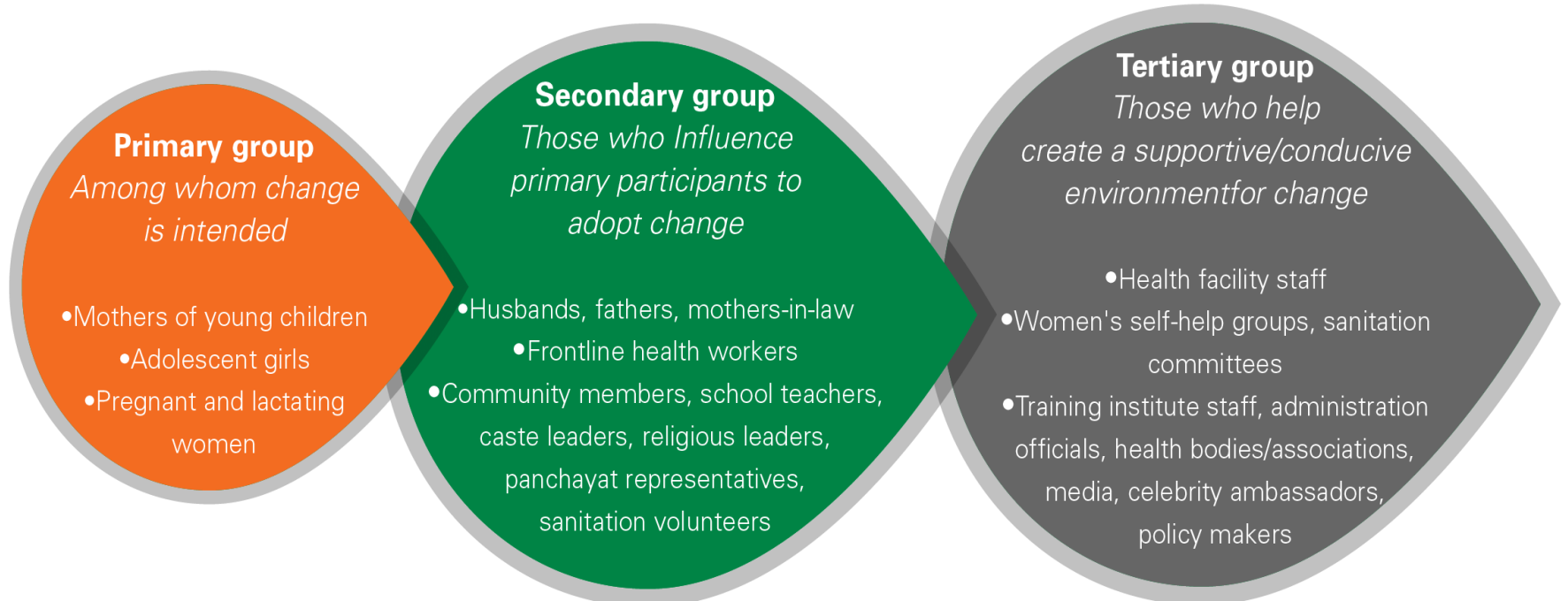
**MDW&S**  
Swachhagrahis

**MoRD**  
DAY-NRLM SHGs

# Jan Andolan Strategy

4

## Audience



# Jan Andolan Strategy

5

Themes

## Overall - Nutrition

**Malnutrition-WHAT is Stunting, Underweight, Low birth weight- impact and losses**

**Good nutrition/Healthy foods- WHAT and WHY- benefits**

<b>1.</b> Antenatal check-up, Calcium supplementation, Institutional Delivery & Early initiation of breastfeeding	<b>2.</b> Optimal breastfeeding	<b>3.</b> Complementary foods and feeding	<b>4.</b> Full Immunization & Vitamin A supplementation
<b>5.</b> Anemia prevention in children, adolescent girls , women - diet, IFA, deworming	<b>6.</b> Growth monitoring & promotion	<b>7.</b> Food fortification and micronutrient	<b>8.</b> Diarrhea management
<b>9.</b> Girls Education, Diet and Right Age at Marriage	<b>10.</b> Hygiene, Sanitation & Safe drinking water		

# Engagement & Implementation Plan

1

**Planning  
Parameters**

3

**National**

**State**

**District**

- **Purpose**
- **Activity**
- **Responsibility**

2

**Campaigns**

**Themes**

**Nutrition Behaviours**

**Messaging**

## 4

## Platforms

Individuals/Influencers	Community Groups	Media			
		Community	Outdoor	Social	Mass
<ul style="list-style-type: none"> <li>• <b>Celebrity-</b> entertainment, industry, sports, politics</li> <li>• <b>Influencers-</b> local leaders, faith leaders, social-cultural leaders, panchayat leaders</li> <li>• <b>Frontline Workers-</b> AWW, swachagrahi, Lady Supervisor, ANM, ASHA, Teachers</li> </ul>	CBE, VHNS Day, DAY-NRLM, Gram Sabha, School Management Committee, Children's School cabinet, NSS, NYKS, Scouts & Guides, Cooperatives	Nukkad Natak+ Local folk songs, drama, dance, story-telling	Wall paintings, Hoardings, Bus panels, LED scrolls	Twitter, Facebook, Whatsapp, Youtube	Television, Radio, Mobile, Print



# Jan Andolan Dashboard

A monitoring tool as an android based app to collect timely compliance and coverage of community level, block and district activities as planned by POSHAN Jan Andolan

## The tool will be

Simple

Robust

Scalable

Reporting granular activities

Reporting activities by date and location

Reporting activities by theme and actor (implementation partner)

Catch stories of  
change with  
photos and text

Review of Jan  
Andolan activities &  
media coverage in  
quarterly meeting in  
States

# Monitoring and Assessment

Process

Dashboard/  
Routine  
Monitoring  
System

ACTIVITIES & BUDGETS

**MONITORING**  
PLAN

Behaviour Change

External  
Survey - National  
& Aspirational  
Districts

PROOF OF CONCEPT

RESULTS

# Recommendations

- **All Existing Campaigns/material should incorporate the POSHAN Abhiyaan Logo, wherever feasible.**
- **All material prepared henceforth should have logos of all aligned Schemes.**
- **Jan Andolan activities should be one of the parameters of Award to States/AAA.**

**Thank You**