

F.No.NNM/31/2018-WBP
Government of India
Ministry of Women & Child Development

3rd floor, Jeevan Vihar, Parliament Street, New Delhi,
Dated : 16th February, 2018

To

Principal Secretaries/Secretaries, Women & Child Development/Social Welfare Departments
of the 29 States and 07 Union Territories.

**Subject : Minutes of Video Conferencing Meeting for National Nutrition Mission, with
States/UTs held at 4.30 PM on 15th February, 2018.**

Sir/Madam,

A meeting for orientation of National Nutrition Mission was held with all 36
States/UTs under the Chairmanship of Secretary, MWCD at Shastri Bhawan, New Delhi on
15th February 2018 at 4:30 p.m. through Video Conferencing.

2. The minutes of the meeting of the aforesaid Video Conference meeting is enclosed
herewith for necessary action.



16.02.18

(Sunil Kumar Chaudhary)

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Copy to

Ms. Mohini Kak, World Bank, Task Team Leader, the World Bank, New Delhi

Representative of BMGF

Representative of Tata Trust

Representative of CARE India

Record of Video Conferencing held with all States/UTs on 15th February 2018 for Sensitizing towards the roll-Out and Roadmap of National Nutrition Mission (NNM)

A meeting was held with all 36 States/UTs under the Chairpersonship of Secretary, MWCD at Shastri Bhawan, New Delhi on 15th February 2018, 4:30 p.m. onwards, through Video Conferencing. The aim of the meeting was to sensitize the States/UTs towards the roll-out and Roadmap of National Nutrition Mission (NNM) in the coming months.

2. At the outset the Chairperson welcomed all the members and highlighted the objective, targets and main aspects of the Mission and emphasized it to convert it into a Jan Andolan.

3. Joint Secretary MWCD & Mission Director, NNM spelt out the scope, deliverables and planned roll-out of the Mission over the coming months. He further, highlighted the strident scaling up of the project to cover around 7 lakh anganwadi as part of NNM Phase I, for which the States/UTs need to plan accordingly.

4. A detailed presentation was given by MWCD on the salient aspects of NNM, budget allocation, Mission Components, organisation, action points at State/UT level and its proposed Launch by the Honb'le Prime Minister. The presentation is attached at **Appendix A**.

5. The following salient aspects were highlighted by Joint Secretary and Mission Director during the presentation:-

(a) Nomination of Nodal Officers and Master Trainers (4/district) by 19th February 2018 by States/UTs.

(b) Opening of NNM Budget Head at State/UT.

(c) Obtaining approvals from competent authorities for roll-out of activities under NNM.

(d) Initiation of Training of Master Trainers on ICDS-CAS at State/UT level by last week of February 2018, but not later than first week of March 2018.

(e) Village based LGD Codes to be mapped with CDPO, Supervisor, Anganwadi and its functionaries.

(e) Procurement of Devices i.e. smartphones, tablets and growth monitoring devices through Government e-Marketplace (GeM), as per approved specifications.

(f) Translation and printing of all the guidelines and ILA training modules in vernacular language and distribution to frontline functionaries.

(g) Formulation of Convergence Action Plan at State, District and Block levels.

(h) Prudence to be exercised while procuring 4G Data plans to ensure network connectivity and compatibility with the Smart-phones and Tablets specifications..

(i) Preparation towards implementation of Incremental Learning Approach as part of training and capacity building, with immediate effect.

(j) It was highlighted that the Mobile application for AWW and LS were available in 4 languages. Respective States/UTs will be approached for translation into other regional languages from English/Hindi version.

(k) The Mission Director highlighted that the mobile application had been designed based on research and iterations over couple of years. Therefore, it is a very easy-to-use tool and has been adopted very quickly by the frontline functionaries across age groups and different levels of education, in the 6 States where it has been rolled-out. He further iterated that the States/UTs need to ensure that NNM components are implemented as the single point of impact for all nutrition related schemes and ICDS-CAS be utilized for delivery, monitoring and interventions by respective functionaries. An advisory to this effect has already been issued to the States/UTs (refer D.O Letter No. 213912/2018/O/O JS(RK) dated 9th February 2018).

(l) Hiring of manpower on contractual basis (as per approved ToR), appointment of State/UT level Staff to be completed and SPMU to be made functional. This activity needs to be initiated on priority and closed at the earliest but not later than 31st May 2018.

(m) Conduct of Community Based Event (CBE) on monthly basis.

(n) Discontinuation of 10 anganwadi physical registers 3 months after the implementation of ICT-RTM. Only one 'Summary Register' to be maintained. Format of the register will be shared with the Stats/UTs, as well as made available on the NNM website. The States/UTs will get the same printed at their end.

(o) The Mission Director stressed and elaborated on the two most important pillars of the Mission, essential for achieving the desired goals.

(i) Digitisation of records and monitoring through the Common application software.

(ii) Behavioural change at the habitat level.

6. This was followed by clarification of points raised by States/UTs, as highlighted in the table below.

SI.No.	State/UT	Issue	Clarification
a.	Andhra Pradesh	Andhra Pradesh sought clarification on a common application platform for all health and nutrition based applications to avoid duplication of effort at	Mission Director clarified that efforts to synergise various software was in progress. Identification of a common denominator for unique identification of beneficiaries is the

		frontline functionary level.	main challenge to achieve the desired aim.
b.		The State requested inclusion of balance of 3 districts as part of NNM to enlarge the footprint and cover the entire State.	It was clarified that the roll-out of NNM has been planned as per the stunting figures of districts in descending order. In case the State wants immediate roll out may plan to roll-out the project in the balance districts through its own resources, MWCD will provide complete administrative support towards the same.
c.	Mizoram	The State was facing problems for registration with GeM.	The Mission Director directed the CPMU staff to approach GeM for nomination of 2 Nodal Officers, to assist the States/UTs through the entire procurement cycle.
d.	Kerala	A software had been developed at State Level and deployed across 3 districts to capture nutrition based data. The State requested that the data be ported to the NNM software.	Mission Director clarified that the ICDS-CAS application has been developed based on prolonged research over couple of years. The States need to ensure that NNM components are implemented as the single point of impact for all nutrition related schemes and ICDS-CAS be utilized for delivery, monitoring and interventions by respective functionaries. An advisory to this effect has already been issued to the States/UTs.
e.	Himachal Pradesh	The State highlighted that the scale of funds being provided for nutrition per beneficiary needs to be revised.	The Chairman clarified that the rates had been revised recently and have been linked to the Wholesale Price Index (WPI).
f.	Chhattisgarh	The State requested to include the 3 districts where ICT –RTM has been rolled out, as part of NNM.	The State was informed that Administrative Guidelines include the provision to include additional districts created due to change in geographical boundaries. State may submit proposal on receipt of

			Administrative Guidelines.
g.	Bihar	The State requested inclusion of the one district (Siwan) which does not figure in the existing list of 315 districts of NNM Phase-I.	The districts will be selected on the basis of prevalence of stunting.
h.	Telangana	The State highlighted that 3 districts of the State included in NNM Phase I had got bifurcated into 10 districts.	The State was requested to initiate case as brought in paragraph 6 (f) above.
i.	Karnataka	It was brought out that the State had procured tablets as part of a separate project. It sought clarification whether the same could be used as part of NNM.	The Mission Director brought out that the specifications for the devices had already been shared with the States/UTs. In case the tablets which have been procured meet the desired specifications, the same may be utilised by the LS. However, tablets with lower specifications than subscribed may lead to software/application malfunction at a later stage.
j.	Odisha	The State inquired about the timeframe in which the Anganwadi Application will be made available in Odiya.	It was clarified that the desired application will be made available by week ending 23 rd February 2018.
k.	Meghalaya	The State highlighted certain change in the number of Aanganwadi in across districts.	The State was requested to forward the requisite changes to CPMU, NNM.

7. A 'To-Do List' highlighting the salient actions/activities to be initiated at State/UT level as part of various NNM Components is attached at **Appendix B**.

8. The States of Gujarat, Karnataka and Odisha are requested to forward the EEP budget code and submit the FM assessment questionnaire at the earliest please.

9. Meeting ended with a vote of thanks to the Chair.

Presentation for Orientation of States/UTs on NNM



Orientation for NNM 12 Feburary Ver 2.pdf

To-Do/Check List at State/UT Level

<u>Sl. No.</u>	<u>Head/Component</u>	<u>Action/Activity</u>
1.	General and Administrative	<ul style="list-style-type: none"> • Nomination of Nodal Officer. • Confirm List of Districts, Projects and Anganwadis already forwarded to States/UTs. • Map LGD and 11 Digit (ICDS-CAS) codes as per desired format. • Obtain administrative sanctions/approvals from competent authorities for - financial provisions; hiring of manpower; procurement of devices; formation of committees as part of CAP; release of funds down to district level, wherever required; etc.
2.	Financial	<ul style="list-style-type: none"> • Create NNM Budget head. • Release funds down to district level, wherever required.
3.	SPMU	<ul style="list-style-type: none"> • Orientation of State and District level officials based on various NNM Guidelines. • Establish functional SPMU. • Hire District and Block Level Coordinators.
4.	Convergence Action Plan (CAP)	<ul style="list-style-type: none"> • Formation of Committees for SCP, DCP and BCP. • Finalise State Level CAP.
5.	ICDS-CAS (ICT-RTM)	<ul style="list-style-type: none"> • Nomination of Master Trainers @ 4/District. • Translation of mobile application (text only) into regional language. • Procurement of devices through GeM. • Procurement of SIM Cards and Data Plans. • Training of AWWs and LS on mobile application.
6.	Incremental Learning Approach	<ul style="list-style-type: none"> • Brief State, District and Block Level officials based on ILA Guidelines. • Formalise SRG, DRG, BRG. • Earmark Master Trainers. • Formalise micro level training schedule. • Conduct training as per approved schedule.
7.	Community Based Events	<ul style="list-style-type: none"> • State to allot funds at district level, @ ₹ 250/- per CBE. • Conduct one CBE/month at AWC, based on themes defined in guidelines. • Ensure convergence of AWW, LS, ANM and AASHA as

		part of CBE.
8.	Launch of NNM	<ul style="list-style-type: none">• Close preparatory stage activities and share relevant details with CPMU.• Be prepared for Pre-Launch activities.

National Nutrition Mission

15th February 2018



Synopsis

- Background
- Action Points & Status
- Components
 - Convergence
 - Common Application Software
 - Training and Capacity Building
 - Community Mobilisation & Behavioural Change
 - Innovations, Incentives & Flexi-Funds
- Organisation & Manpower
- Budget Allocation
- Summary
- Launch



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

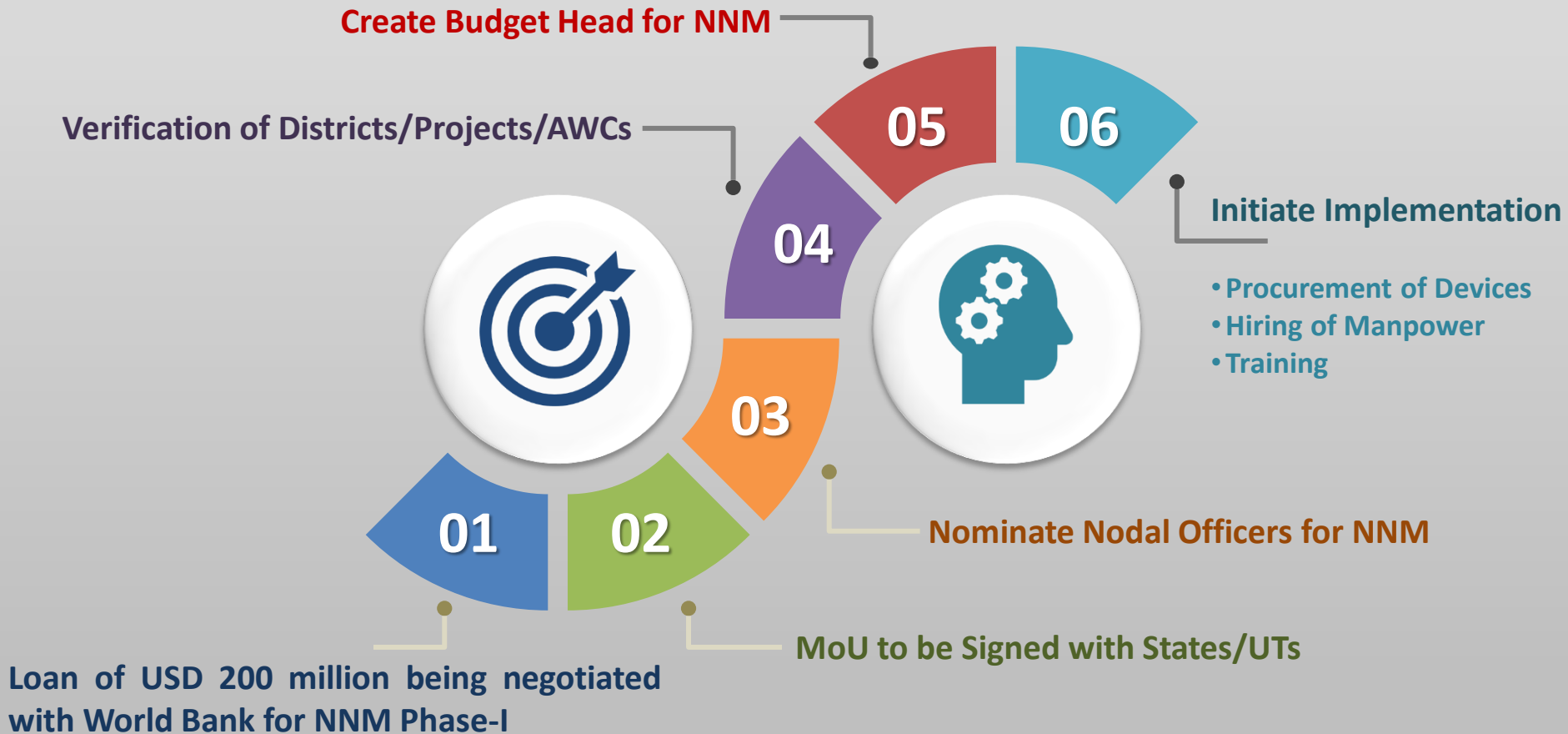
Year	States/districts to be covered
2017-18	315 common districts identified in the descending order of prevalence of stunting from amongst 201 districts identified by NITI Aayog on the basis of National Family Health Survey-4 data, 162 ISSNIP districts and 106 districts of Scheme for Adolescent Girls.
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.

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)- World Bank

Action Points



State/UT wise Status : Phase-I

State	Districts	Nodal Officer	Master Trainer	State	Districts	Nodal Officer	Master Trainer		
A & N ISLANDS	1	269	✓	✗	LAKSHADWEEP	1	107	✓	✓
ANDHRA PRADESH #	10	43616	✓	NA	MADHYA PRADESH #	37	72290	✓	✓
ARUNACHAL PRADESH	1	70	✓	✗	MAHARASHTRA #	22	64592	✓	✗
ASSAM	5	12166	✓	✗	MANIPUR	2	1619	✗	✗
BIHAR #	37	110873	✗	✗	MEGHALAYA	5	2279	✓	✓
CHANDIGARH	1	450	✓	✓	MIZORAM	2	428	✓	✓
CHHATTISGARH #	12	23926	✓	✓	NAGALAND	2	667	✗	✗
DADRA & NAGAR HAVELI	1	303	✗	✗	ODISHA	11	26296	✗	✗
DAMAN & DIU	1	40	✓	✓	PUDUCHERRY	1	9	✗	✗
DELHI	2	4823	✓	✗	PUNJAB	4	4598	✓	✗
GOA	2	1258	✗	✗	RAJASTHAN #	24	46497	✓	✓
GUJARAT	10	17296	✓	✓	SIKKIM	1	316	✓	✓
HARYANA	2	2195	✓	✓	TAMIL NADU	5	7570	✓	✗
HIMACHAL PRADESH	4	6281	✓	✓	TELANGANA	3	9868	✓	✓
JAMMU & KASHMIR	2	742	✓	✓	TRIPURA	1	1272	✓	✓
JHARKHAND #	18	28526	✓	✓	UTTAR PRADESH #	64	165902	✓	✗
KARNATAKA	9	19162	✓	✓	UTTARAKHAND	4	7698	✓	✓
KERALA	3	7186	✓	✓	WEST BENGAL	6	31720	✓	✗

ISSNIP States

NNM Components



Converge to Transform

Converge at

National

State

District

Block

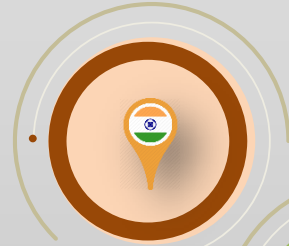
Village



Convergence Action Plan (CAP)

NITI Aayog-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.



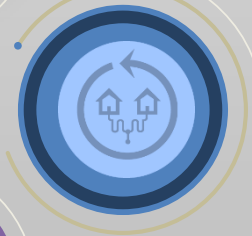
Government of India-Executive Committee

Headed by Secretary, MWCD. Meets quarterly.

District Convergence Plan

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

[Review: 10th Jan,10th April,10th July, 10th Oct]



Village Level

VHSN Day-Every month

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

NNM: Common Application Software

1



**Location Mapping
(GPS) of 1.4 Mn AWCs**

- Total Population
- Identify Target Groups
- Infrastructure
- Field Functionaries
- AWCs Functioning

2



**Mobile Phone to AWW
and Tablets to
Supervisor**

- Reduce drudgery
- Enhance efficiency
- Eliminate paper registers

3



**Six Tier Real Time
Reporting System**

Online real time reporting system with drill down capability up to AWCs through Sectors, Blocks, Districts, States & MWCD

4



**Convergence and
Collaboration**

Creating synergy between AWW & ASHA/ANM

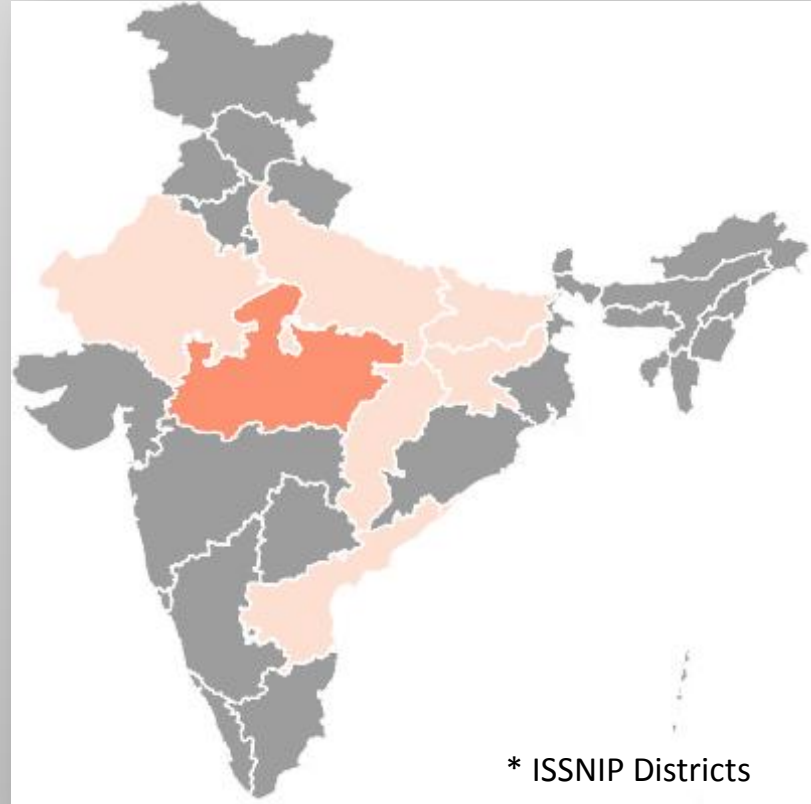
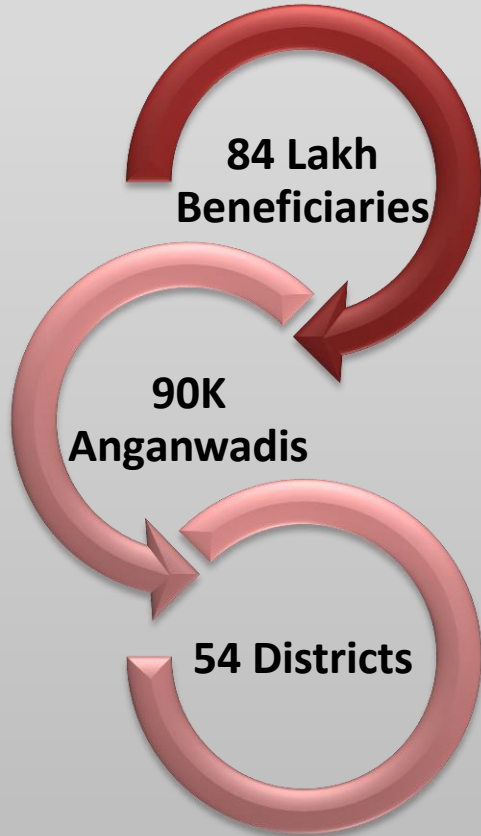
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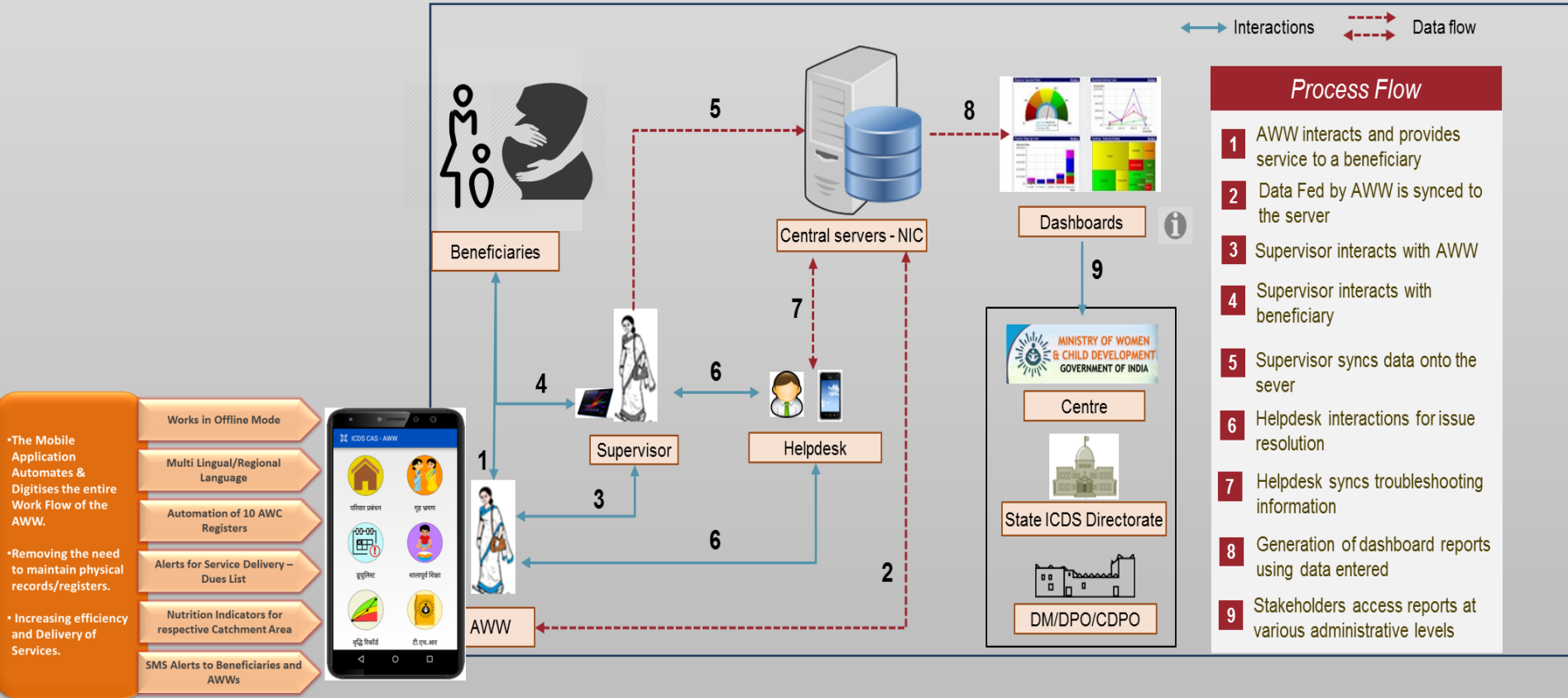
**Name and Aadhaar-
based tracking of
beneficiaries**

- Name and Aadhaar based tracking of beneficiaries
- Identification of severely malnourished and under-nourished

NNM: Present Reach (ICDS-CAS*)



ICDS-CAS: Work Flow



ICT – Real Time Monitoring

Training

- 4 Master Trainers /District.
- Training of Master Trainers.
- Across 44 Locations.
- Tentatively - 19th Feb 2018

Data Plans

- Procurement of SIM Cards.
- Data Plan for AWWs and LS.

Training of LS and AWWs

- Training of AWWs and LS by Master Trainers



Procurement of Devices

- Smartphones & Tablets – 1 per AWW & LS
- Growth Monitoring Devices – 1 set per AWC-Stadiometer, Infantometer, Weighting Scale (Infant/Mother and Child)

11 Digit and LGD Codes

- Preparation of 11 Digit Code.
- LGD Code at Village Level.
- Template being forwarded

Discontinuation of Registers

10 of the 11 AWC registers to be discontinued on stabilization of Data Entry by AWWs.

Procurement of Devices through GeM

ICT-RTM: Financial Norms

Device	Maximum Unit Cost (₹)	Scale
Smart Phone including battery bank, phone cover and screen guard	₹ 10,000/-	1 per AWW (additional 5%)
Tablet	₹ 10,000/-	1 per Lady Supervisor (additional 5%)
Growth Monitoring Devices- 4 Nos. (Stadiometer, Infantometer, Weighing Scale (Mother& Child) and Weighing Scale (Infant))	₹ 10,000/-	1 set per AWC
Internet Connectivity for AWWs (4G)	₹ 200/-	Per month per AWW
Internet Connectivity for LSs (4G)	₹ 200/-	Per month per LS
Maintenance of Smartphones/ Tablets (10%), after expiry of warranty period on case to case basis	₹ 1000/-	Onetime
Training Cost for Master Trainers AWWs on ICT RTM -Onetime	₹ 1000/-	Per AWW/Master Trainer, for entire duration of training

Incremental Learning Approach



Guidelines

Implementation Guidelines already Issued, need to be translated at State Level.

Training Modules

All 21 ILA Modules will be available on NNM Website.
Translation & Printing to be carried out at State Level.



Training

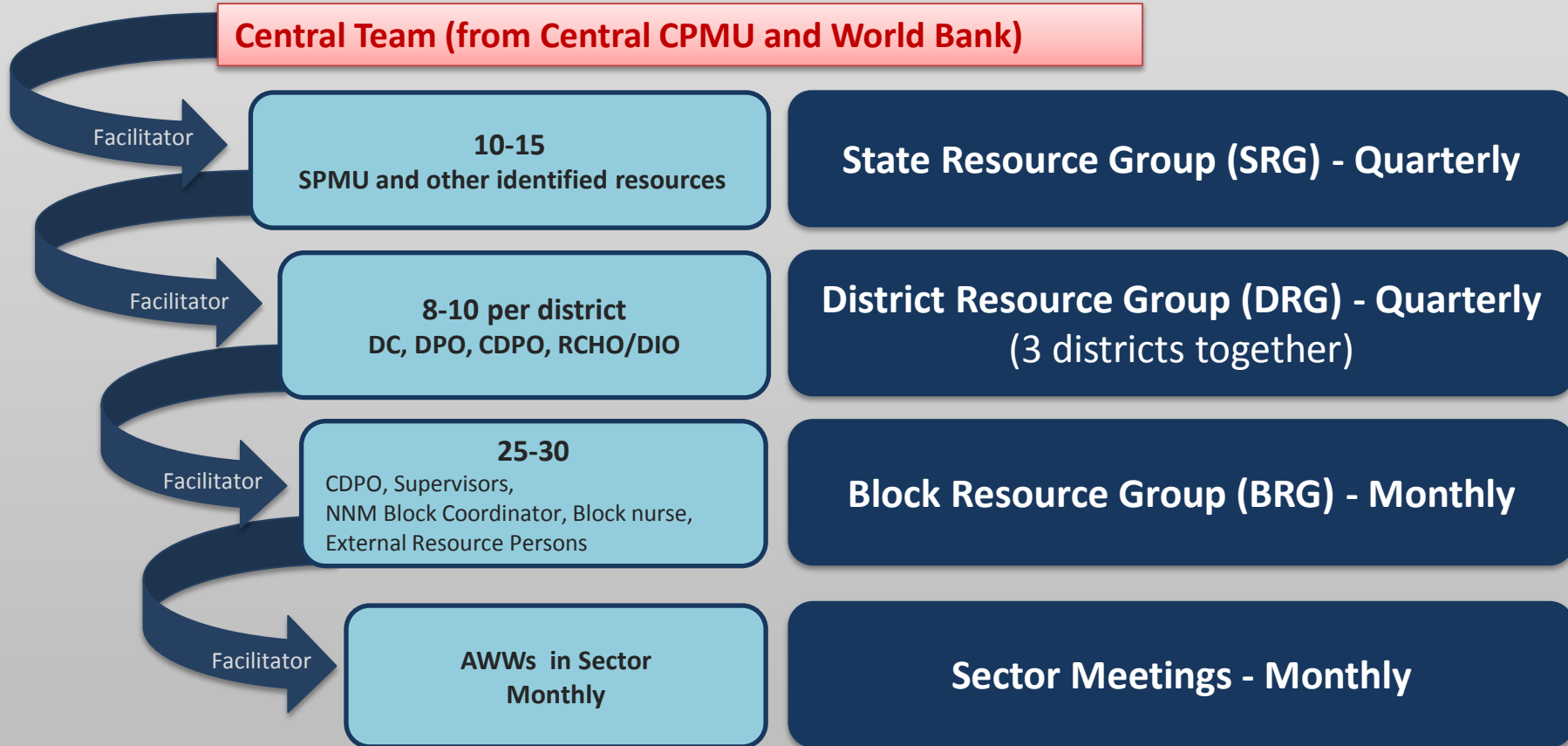
- Nominate Master Trainers.
- Prepare Micro Training Schedule.

e-ILA

- ILA modules for training on Mobile App.
- Web based application for evaluation.



IL: Cascading Rollout



ILA: Financial Norms

Cost Norm	Cost ₹
State SRG <ul style="list-style-type: none">• Cost Includes: Venue, Food/refreshment and TA• Frequency: 2 days every quarter	1,50,000/-
District Level DRG <ul style="list-style-type: none">• Cost Includes: Food/Refreshment and TA• Frequency 2 days every quarter	30,000/-
Block Level BRG per Module <ul style="list-style-type: none">• Cost Includes: Refreshment and Printing• Attendance: 8-10 people• Frequency: 1 day per Module/month	4,000/-
Sector Level per Theme <ul style="list-style-type: none">• Cost Includes: TA (₹ 50/-), Refreshment (₹ 20/-) and Printing (₹ 5/-) total @ 75 per AWW• Frequency: 1 per Theme/month	1,500/-

Community Mobilization and Behaviour Change Communication (BCC)



1 2 3

Community Based Events

- Guidelines issued. Need to be translated at State level.
- To be conducted once in a month, on defined Themes.
- State to release funds in advance. @ ₹ 250/- /event.

IEC and Advocacy

- Print , Television, Radio.
- Social Media Campaigns.

Jan Andolan

- Through involvement of Panchayati Raj.
- Institutions/Villages Organizations/SHGs etc.
- Ensure wide public participation.

CBE to Converge all Frontline Functionaries



AWW/Supervisors



ASHA/ANM



Volunteers/SHGs

AWC as the vibrant platform for convergence of all nutrition programs/Schemes

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

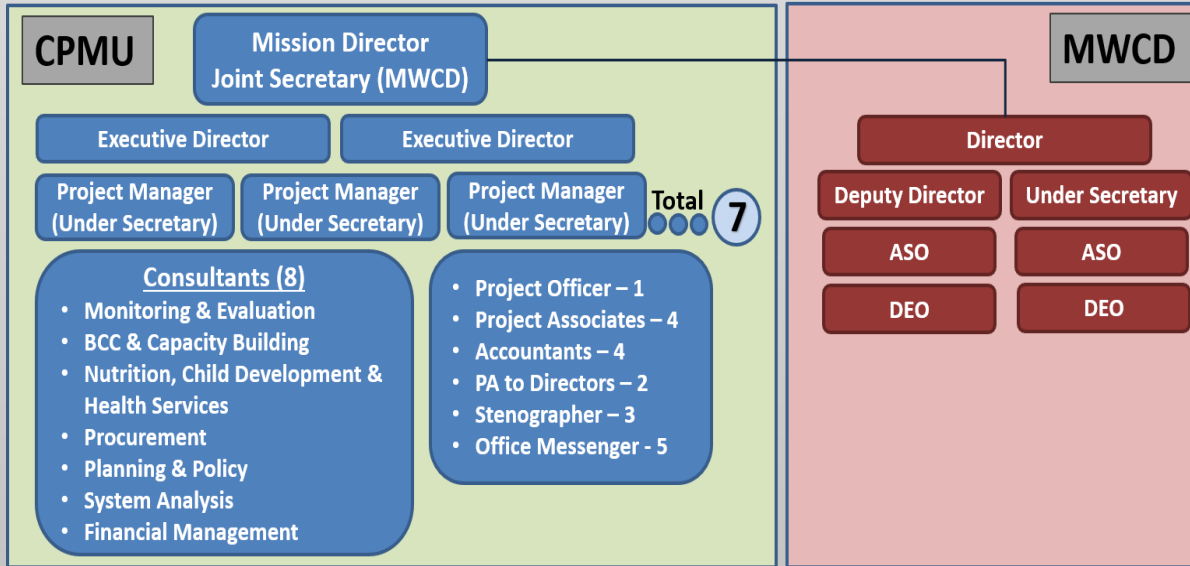
- Annually.
- Corpus of ₹ 150 Crore.
- Performance based.
- Includes AWWs, LS, ASHA, ANM

AWWs for ICT-RTM

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

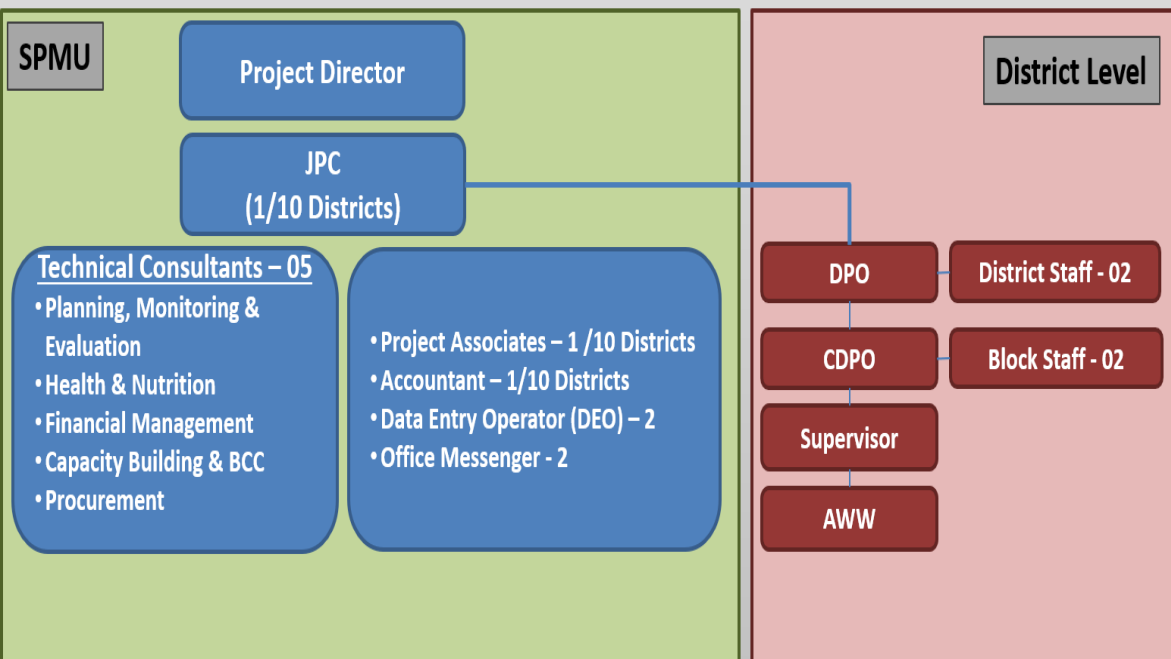
Separate Guidelines will be issued

Organisation Set-up: CPMU



Position	Total under NNM	Mode of Recruitment
Mission Director	1	[AS/JS (ex Officio)]
Executive Director	2	deputation
Project Managers (Under Secretary level)	7	Deputation
Technical Consultants	4	Contractual
Other Consultants	4	Contractual
Project Officer (Section Officer level)	1	Deputation
Project Associates (ASO level)	8	Deputation
Accountants	4	Contractual
PA to Project Director	2	Contractual
Stenographers to US	3	Contractual
Office Messenger/Peon	5	Contractual

Organisation Set-up: State Level



Position	No.in each State/UT	Mode of Recruitment
State Project Director	1	Ex Officio
Joint Project Coordinator	1 per 10 districts #	On deputation
Specialists	5	Contractual
Accountant	1 per 10 districts #	Contractual
Project Associates	1 per 10 districts #	Contractual
Secretarial Assistant/DEO	2	Contractual
Office Messenger District	2	Contractual
Coordinators	1 per District	Contractual
Project Assistants	1 per District	Contractual
Block Coordinators	1 per Block	Contractual
Project Assistants	1 per Block	Contractual

(Minimum 1 per State/UT)

Funds Released in FY 2017-18 (in Lakhs)

A & N Islands	63.76
Andhra Pradesh	1082.87
Arunachal Pradesh	38.79
Assam	1556.99
Bihar	6724.06
Chandigarh	92.76
Chhattisgarh	863.05
Dadra & Nagar Haveli	68.03
Daman & Diu (UT)	35.11
Goa	187.90
Gujarat	2200.87
Haryana	305.50
Himachal Pradesh	818.22
Jammu & Kashmir	215.76
Jharkhand	1555.35
Karnataka	2435.08
Kerala	931.94
Lakshadweep	43.43

Total 48000.05

Madhya Pradesh	3102.85
Maharashtra	2572.31
Manipur	233.21
Meghalaya	316.04
Mizoram	83.72
Nagaland	113.72
NCT Of Delhi	635.35
Orissa	3330.49
Puducherry	33.00
Punjab	607.11
Rajasthan	1862.53
Sikkim	69.66
Tamil Nadu	980.01
Telangana	1268.56
Tripura	187.95
Uttar Pradesh	8440.60
Uttarakhand	932.20
West Bengal	4011.27

Administrative Financial Norms: State Level

Non-Recurring

Sl. No.	Item	Unit Cost (in ₹ Lakhs)
1.	Office Equipment (Computers, Printers, Scanners etc.)	12.00 (lump sum)
2.	Office Furniture (Table, Chair etc.)	3.00 (lump sum)

Recurring

3.	Rent	1.00 per month per State/UT
4.	Travel #	1.00 per month per State/UT
5.	Office Administration (Electricity, Telephone, Internet, Water, Stationery, Hiring of vehicles etc.)	3.00 per month per State/UT
6.	Operations Research	50.00 annual per State/UT

Ensure that there is no duplication of Travelling Allowance at District/State levels

Documents Available on NNM Website

Link :<http://icds-wcd.nic.in/nnm/home.htm>

Document

Notifications

- OM for Constitution of National Council on India's Nutrition Challenges
- OM for Constitution of Executive Committee of NNM

Guidelines

- Guidelines for implementation of Incremental Learning Approach
- Guidelines for organizing Community Based Events

Release of Funds

- Financial Year 2017-18 - All 36 States/UTs

ICT-RTM

- Identifications of Master Trainers

ILA

- Letter to States/UTs - Guidelines for Incremental Learning Approach

CBE

- Letter to States/UTs - Guidelines for organizing CBE

Procurement

- Specifications of Smart phone, Tablet and Power bank under NNM
- Specifications of Growth Monitoring Devices under NNM

NNM Districts

- List of 315 Districts in 36 States/UTs covered in Phase-I

Vacancies

- Vacancy Circular for filling up of various posts in the NNRC-CPMU

About NNM

- Press Release

Project Management Team

- NNRC-CPMU

Administrative Approval & Guidelines

- Administrative Approval for setting up of National Nutrition Mission

Manpower Norms and Administrative Guidelines being issued shortly

Summary – The To-Do List

01

General

Nominate Nodal Officer.
Confirm List of Districts/Projects/AWCs.



02

Financial

Open NNM Budget Head.
Distribute Funds down to District Level wherever required.



03

Convergence Action Plan (CAP)

Finalise CAP at State Level.
Formulate – SCP, DCP, BCP.



04

ICT RTM

Nominate Master Trainers @ 4 /District.
Procure Devices through GeM.
Procure SIM Cards & Data Plans.
Training of AWWs and LS.



05

Incremental Learning Approach

Earmark Master Trainers.
Formulate Training Schedule.
Formulate SRG, DRG & BRG.



06

Community Based Events

Conduct Monthly CBE.
Convergence of Frontline Functionaries.
Allot funds at District Level.



07

Manpower

Establish SPMU.
Nominate officials, including Deputation.
Hire contractual staff.



08

Launch

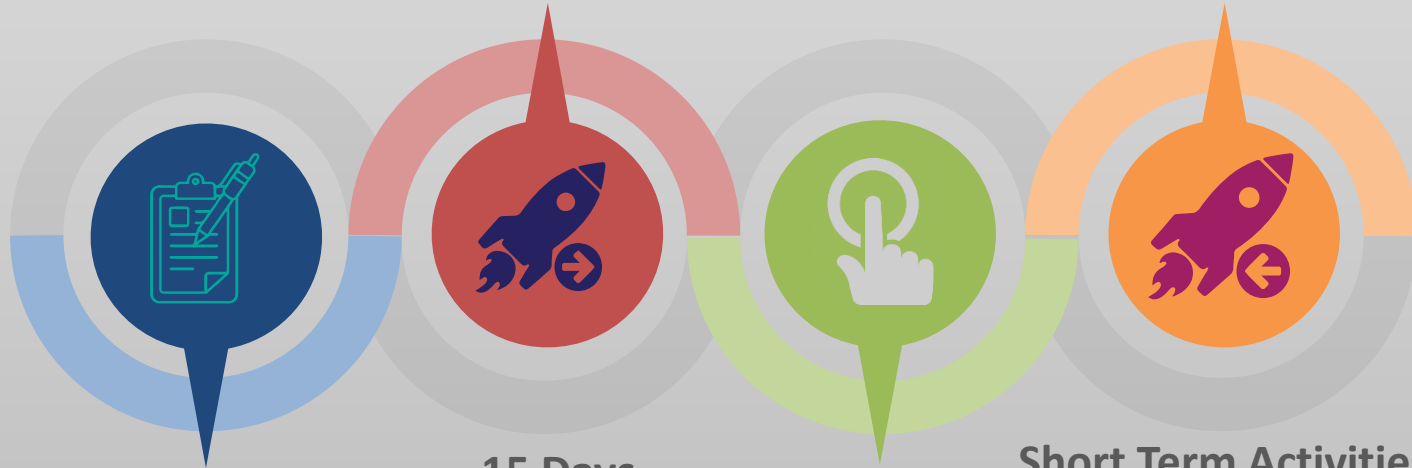
Close all preparatory activities.
Be prepared for Pre-Launch activities.



NNM Launch

Pre-Launch Stage

Post Launch Stage



Preparatory Stage

15 Days

Launch

Short Term Activities
Long Term Activities

NNM: Preparation Phase Activities



National Level

Development of NNM Programme Package



State/UT Level

Nomination of Brand Ambassador



Local Brand Ambassadors to spread Nutrition Awareness

State and District Level Action Plan



NNM Launch at National Level augmented at State & District Level

Environment Building on Nutrition



Convergence at Ministerial Level

Ministries to Converge under NNM Banner



Synergise all Line Departments

WCD, DWS, Health, RD, to synergise under NNM

NNM: Pre-Launch Phase Activities



National Level



Mann Ki Baat

Focus on Nutrition, Health and Sanitation



Dissemination of Programme Package

Programme Package to be Disseminated to States for Action



Trans-Media Campaign



Social Media



Electronic/Audio & Visual



Press Conference
Press Release



Talk Show



State/UT Level



Nutrition Fortnight

Pre-Launch Phase to be celebrated as Nutrition Fortnight



Nutrition Enablers

Channelize Volunteers & Organizations viz. SHGs, NYC, NSS, NCC etc.



Nutrition Assemblies

Schools to organize Nutrition based Assemblies



Trans-Media Campaign



Outdoor Media Campaign



Local Media Coverage



Social Media

NNM: Pre-Launch Phase Activities

District Level



Block Level



Village Level



Trans-Media Campaign

District Review Meeting
[ICDS, Health, DWS, PRI]

Mid-Media Activities
[CDPO & MO]

Discussions on
Nutrition, Health & Sanitation
[Panchayati Raj Institutions]

Participation by Elected
Representative



Nutrition Awareness by Nutrition Enablers



Organise Nutrition Rallies/Walk



Nutrition Based Activities

[Outdoor Media-Song & Drama Division, Painting Competition, Nukkad Nataks, Nutrition Pledge]

NNM: Launch Day Activities

Launch Venue



District & Block Level



Village Level



Trans-Media Campaign

Visit of Hon'ble Prime Minister to Exhibition Area

Launch of National Nutrition Mission e-ILA

Coverage on Facebook & Twitter Live

Live Participation of District & Block Level Officials [Video Streaming/Webcast]

Organise VHSN Day on Nutrition

Watch Launch Event Live Community Participation

Thank You

