

Bracing Jan Andolan for POSHAN Abhiyaan: the Bihar story in 'Poshan Maah'

-JEEVIKA, Government of Bihar



Project Concern International (PCI) India through its JEEViKA Technical Support Program strengthens JEEViKA system to integrate health, nutrition and sanitation.





Atul Prasad, IAS
Principal Secretary

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I am extremely happy to share that the State of Bihar has been one amongst the top performers for successfully accomplishing various activities during the Poshan Maah and has displayed remarkable synergy & enthusiasm. We had a special focus on leveraging the strength and potential of the huge network of Jeevika community institutions. The Jeevika didis have partnered with ICDS, Directorate and have demonstrated the results of a meaningful convergence. I am deeply heartened to see how the frontline workers and women leaders have marched together in the endeavor of improving nutritional outcomes in the State of Bihar.

Atul Prasad
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The State of Bihar has invested systemically in developing leadership capacities of women led institutions through JEEViKA which runs under the aegis of Department of Rural Development. The state has reposed faith on the strength of women collectives through common partnership and has taken long strides in bringing about changes in the social and development scenario of the state. The JEEViKA groups have again demonstrated their ability to mobilize communities in spreading the message of improving nutrition amongst children, adolescents, pregnant women and lactating mothers.

I am happy to note that JEEViKA has participated actively in the activities organized during the Poshan Maah. I am sure that JEEViKA would continue to focus on improving nutrition indicators for the state. My sincere appreciation to the entire JEEViKA team for its commitment and contribution in making Poshan Maah a great success.

Arvind Kumar Chaudhary
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JEEViKA

An Initiative of Government of Bihar for Poverty Alleviation

**Bihar Rural Livelihoods Promotion Society
State Rural Livelihoods Mission, Bihar**



Balamurugan D., I.A.S.
Chief Executive Officer-cum-State Mission Director

Ref. No. :
Date :

JEEViKA, Bihar is playing a very significant role in the Poshan Abhiyan, Jan Aandolan to improve nutritional outcomes for children, adolescents, pregnant women and lactating mother in the State. JEEViKA through its 8,25,000 SHGs across 534 blocks of the state has an enormous outreach and JEEViKA groups have participated actively in the Jan Aandolan during the Poshan Maah. The vibrant community platform of JEEViKA has demonstrated potential in making an impact in reaching out to the masses with messages on nutrition. We are proud to share that JEEViKA, Department of Rural Development, Government of Bihar has been a forerunner in addressing all 10 themes outlined for the Poshan Abhiyan amongst all other SRLMs. SHG meetings, rallies, diet diversity demonstration & video shows have been organized in a huge number. JEEViKA will continue to focus its efforts on improving nutritional outcomes through its behavior change and convergence strategies in future as well. JEEViKA shall sustain these efforts in the days to come, as health, nutrition and sanitation stands well integrated into its mandate.

I take this opportunity to complement the JEEViKA team & JEEViKA Didis for this remarkable achievement. I also acknowledge the JEEViKA Technical Support Team, Project Concern International (PCI) for its contribution.

(Balamurugan D.) 04/10/18
Chief Executive Officer
Cum-State Mission Director



Bracing Jan Andolan for POSHAN Abhiyaan: The Bihar Story

To give momentum and intensify the activities of 'POSHAN Abhiyaan' (National Nutrition Mission) the Government of India (GoI) decided to celebrate the month of September 2018 as 'Rashtriya Poshan Maah'. Taking this initiative forward, the Department of Rural Development in Bihar through the State Rural Livelihoods Mission (SRLM)-JEEVIKA observed the month of September 2018 as 'Poshan aur Swachhata Maah'.

At the beginning of the month, a comprehensive and innovative plan was formulated by the SRLM on what activities to be carried out by the JEEVIKA self-help group (SHG) women, the Village Organizations (VOs) and Cluster Level Federations (CLFs) in convergence with the Departments of Social Welfare, Health, Education and Panchayati Raj. The plan was shared with the community groups and institutions. Through convergence and orientation meetings at District, Block and Cluster levels, community cadres and community leaders were sensitized and motivated for taking the movement forward. By the second week of the month, villages were abuzz with activities like discussions on nutrition and sanitation related topics in SHG meetings, rallies to create awareness around nutrition, felicitation of positive deviants during the community meetings, and promotion of kitchen gardens and so on; triggering a Jan Andolan or People's movement for better nutrition in the villages of Bihar.

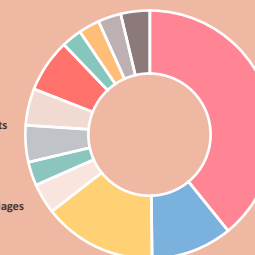
The community, energized by their leaders and JEEVIKA community cadre, has focused intensively on pregnant women, lactating mothers with young children and their families to celebrate Poshan Utsavs. Living by the words of Rashtriya Poshan Maah's slogan "Har Ghar Poshan Tyohar", the festivity for optimum nutrition has now reached to 1,50,000 homes in Bihar.



Ministry of Rural Development (MoRD), has contributed significantly in Bihar, in all the twelve themes which were focused during 'Poshan aur Swachhata Maah'

THEMES

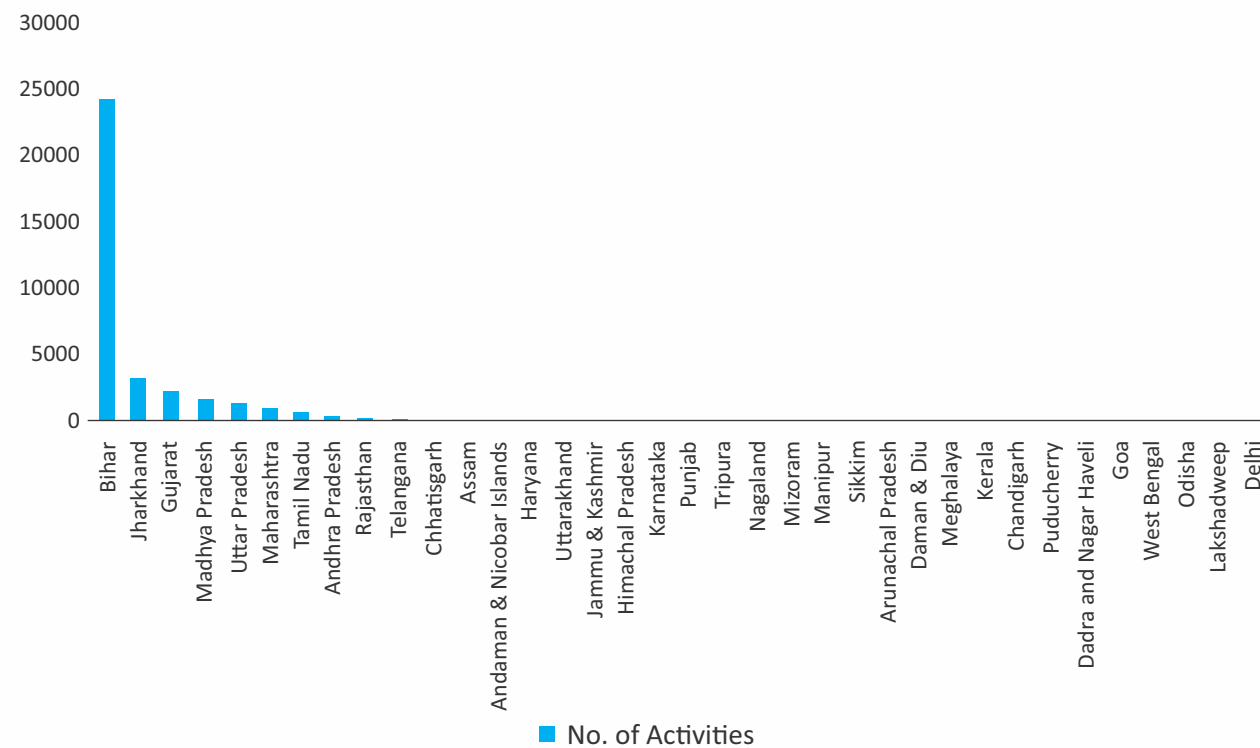
- Poshan (Overall Nutrition)
- Breastfeeding
- Complementary feeding
- Immunisation
- Growth Monitoring
- Food fortification & Micronutrients
- Diarrhoea
- Hygiene, Water, Sanitation
- Anemia
- Adolescent Ed., Diet, Age of Marriages
- Antenatal Checkup
- ECCE



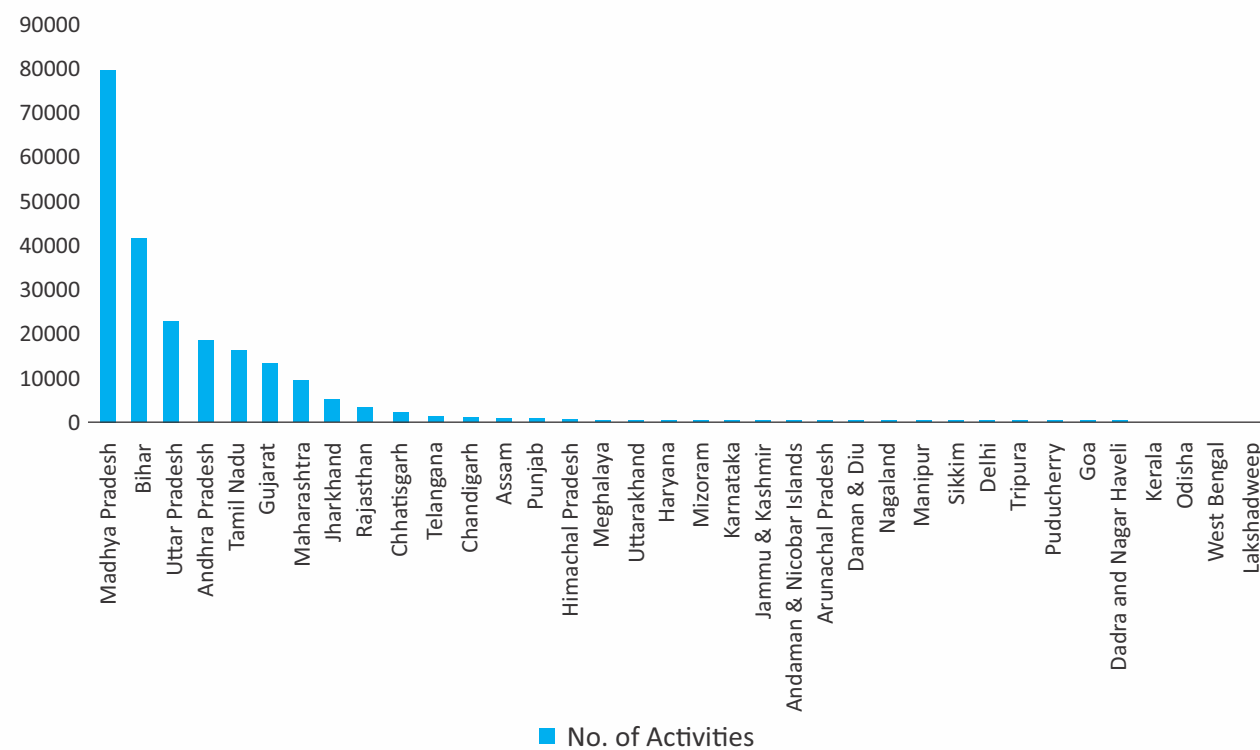
JEEVIKA community institutions took ownership of the events and contributed towards the celebration through various infotainment activities like songs, quizzes, rangoli design, felicitation of positive deviants etc. These events fostered festive spirit and a sense of belongingness among the community members.



66% (24,394) of the total 37,019 activities related to complementary feeding, across the country, was organized by the Ministry of Rural Department, Bihar*.



With 19% (41,092) of the total 2,23,043 activities, related to complementary feeding, organized by all the departments combined; Bihar ranks second in the country*.

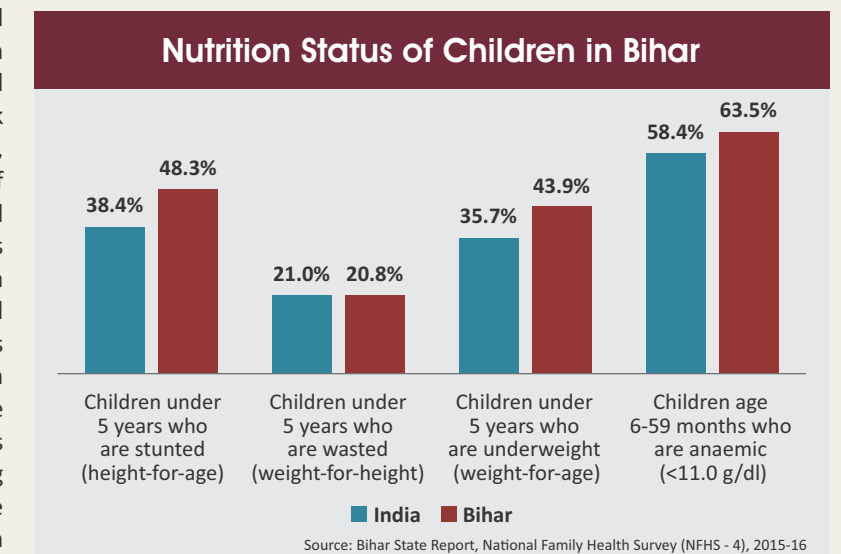


*Source: www.poshanabhiyan.gov.in

Integrating Health and Nutrition in JEEViKA (Bihar - State Rural Livelihoods Mission)

For the past few years, the Government of Bihar has taken several initiatives to improve the social and economic conditions of the people. Greater political will, improved governance and increased investments has led to provision of better health care facilities, greater emphasis on education, and increased livelihood opportunities in the state. However, the fourth round of the National Family Health Survey (NFHS-4, 2015-16) data still paints a bleak picture of Health and Nutrition conditions in the state. Little over 48% of the children under the age of five years were found stunted, while nearly 44% of the children were underweight.

The Govt. of Bihar through the Bihar Rural Livelihoods Promotion Society (BRLPS), an autonomous body under the Department of Rural Development, is spearheading the World Bank aided Bihar Rural Livelihoods Project (BRLP), locally known as JEEViKA, with the objective of social and economic empowerment of the rural poor. With such an extensive coverage and focus on marginalized communities, JEEViKA provides a promising platform to reach the 'unreached pocket' through its last mile linkage. The members of SHGs are generally middle-aged women (mothers-in-law, sisters-in-law, etc.) who have significant influence over other family members and are involved in day to day decision making processes of the family. These women are the entry points to the family and play key roles in promoting positive behaviours by influencing the family members.



The credibility of community institutions of JEEViKA, established over a period of time, can be leveraged to build linkages with other key departments like Panchayati Raj Institutions (PRI), Department of Health, ICDS, Department of Education etc., thereby, improving the accessibility of services and entitlements, to the SHG members and their household members, provided by the government through different departments/ institutions.

825,000 groups are already formed in **534 blocks** of all **38 districts** of Bihar – i.e., nearly 9.9 million women covering around **49 million population** (40% of Bihar; 45% of rural Bihar)
Will increase to **1 million** by 2019 to cover **60 million population**

Presently, around **29.3%** of all pregnant women in rural Bihar are members of SHGs and around 15.7% are family members of SHG members, i.e., a total of **45% of all pregnant women and children of rural Bihar** are currently part of SHG members and their family

This is expected to increase to **53.8%** by the end of 2019 i.e., 53.8% of all pregnant women and children of rural Bihar will be part of SHG members and her family

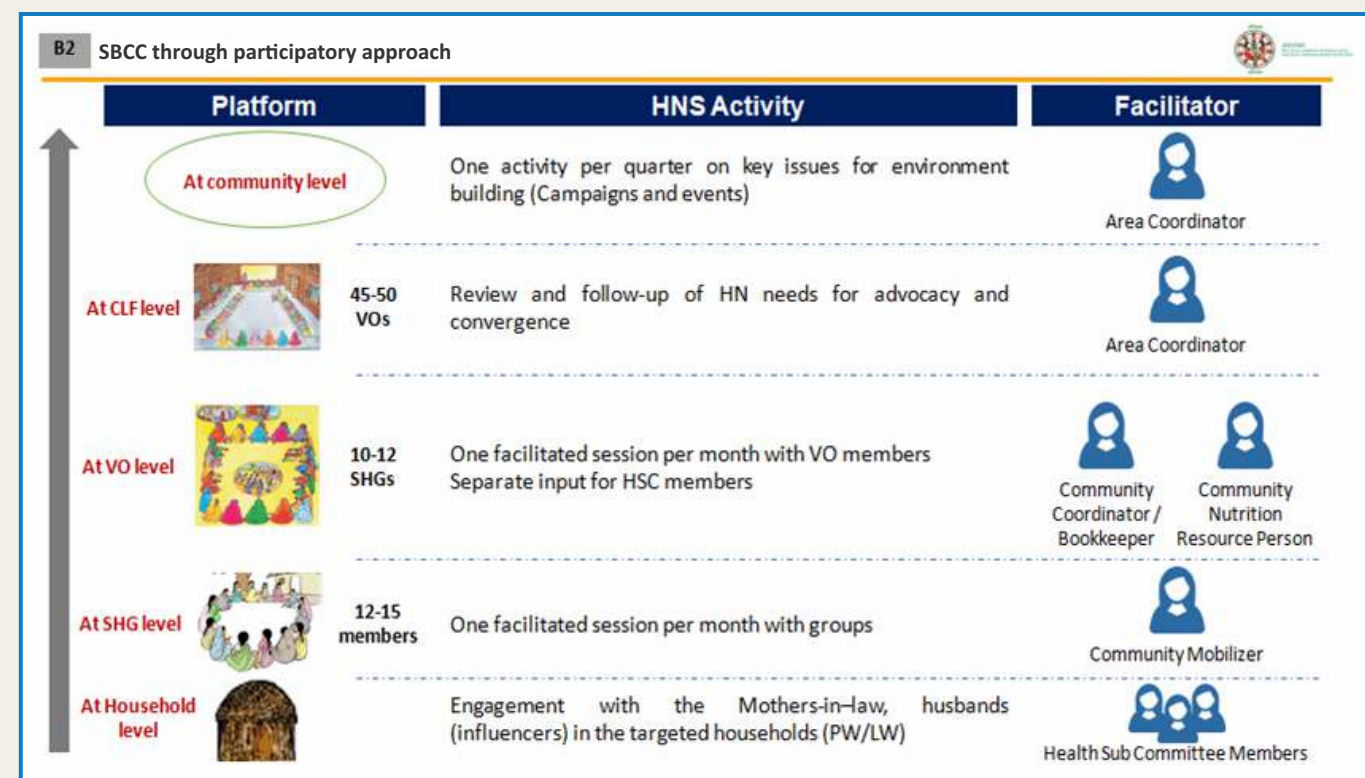


Improving Health and Nutrition in the State: JEEViKA's Approach

Since 2015, JEEViKA, with technical support from JEEViKA Technical Support Program (JTSP) through PCI India with investment support from the World Bank, has integrated Health, Nutrition and Sanitation (HNS) strategies within the existing JEEViKA framework as an effective approach towards addressing vulnerability reduction and thereby helping in alleviating rural poverty. It has employed a multi-pronged **Social Behavior Change Communication (SBCC)** strategy at scale, to influence the existing knowledge, attitude and practices of rural women and their families to improve their HNS conditions. Using SBCC strategy for HNS, the JEEViKA platform has not only helped improve the awareness levels of rural women, but also provided peer support for fostering behavior change and access of rural families to better health and nutrition provisions and services. The peer pressure created by the early learners of the groups on the laggards, expedites the adoption of positive behavior among the community members.



To improve various nutrition-related behaviors and practices, JEEViKA, with technical support from JTSP, has developed a package of nutrition interventions consisting of BCC Module roll-out, community level campaign (including line-listing of target beneficiaries, counseling of target beneficiaries and other family members through home visits and video shows), targeted reinforcement of messages through Health Sub Committees, and, the VO-level review of behavior and practices using **Navratna tool**.



¹JTSP – JTSP is a partnership program between JEEViKA and Project Concern International (PCI), with grant-in-aid from Bill & Melinda Gates Foundation (BMGF), aimed at bringing changes in key Reproductive, Maternal, New-born and Child Health, Nutrition and Sanitation behaviors by integrating interventions in the community platforms created by the SRLM.



Community Level Events - Breastfeeding, Sanitation-Diarrhoea and Complementary Feeding

JEEViKA has been a forerunner of community events related to behavior change. In June and July 2017, JEEViKA supported the Department of Health in their Intensive Diarrhoea Control Fortnight by engaging VOs and their surrounding communities in events related to handwashing with soap, Oral Rehydration Solution (ORS) use and making villages open-defecation free. Rallies by SHG members and school children, handwashing demonstrations and ORS preparations were undertaken by community cadre and community leaders in 9,797 VOs reaching out to 2,89,762 individuals.



In August 2017, JEEViKA celebrated the National Breastfeeding month in which 8,512 VOs participated. SHG women organized rallies, and breastfeeding mothers and their families were invited to share with them the benefits of optimum breastfeeding. Special emphasis was made on early Initiation of breastfeeding, exclusive breastfeeding for first six months and continued breastfeeding for at least first two years. Women who were following these best practices were felicitated and the community together sang "maa-ka-doodh", the breastfeeding song.

In September 2017, the National Nutrition Week was celebrated in JEEViKA district and block offices by launching the SHG modules on Nutrition which had three sessions: Breastfeeding, Complementary Feeding (CF) and Maternal Nutrition for behaviour change communication and collective action by SHGs. Representatives from Health and ICDS were special invitees during these launch events. 14,501 community mobilizers were trained on these modules, who, in turn, rolled these modules in 2,10,075 SHGs for session I, 1,75,252 for session II and 1,75,252 for session III. The session on CF has feeding demonstrations for mothers of young children between 6 to 12 months and during the session on maternal nutrition, raw materials of various food groups were displayed with discussions facilitated around them, among pregnant and lactating women.



From December 2017 to August 2018, with the BCC session roll-outs in SHGs, JEEViKA community leaders and cadres also organized a series of community events around CF. These community events were designed by





JEEVIKA to generate community awareness, engage them around key issues related to CF practices, and, enable mothers of 6-11 months old children to have hands-on experience.

The components of the campaigns include **rallies** to sensitize the community on CF behaviors and practices, **line-listing** of all the target beneficiaries to ensure inclusion of all the target beneficiaries, **home visits** to reinforce the key messages, **video shows** containing messages in vernacular languages to facilitate understanding among the participants, and, **recipe demonstrations** to promote experiential learning and break the initial barrier of hesitation and misconceptions from mother's mind.

The events are being organized across all the 534 blocks of the state since December 2017. Till the end of September 2018, CF campaigns have been organized in 7,734 VOs covering 71,864 direct beneficiaries.

**1. Behaviour Change
Communication session in SHG**



**2. Collective cooking and
feeding demonstration**



**3. Community
rallies for
awareness**



**9. Recognizing and
rewarding positive deviants
and program
personnel**



**8. Three Follow up
visits at home and in
SHG meetings**



**4. Line listing of
target beneficiaries**

**7. Recipe preparation
and feeding demonstration
by mothers**



**6. Video show with
community actors**



**5. Home visits by
community leaders**



**Purak Aahar Ratna Utsav (Felicitation of Champions of CF)
during 'Poshan aur Swachhta Maah' in September 2018**

Since July 2018, the Community Mobilizers (CMs) of JEEVIKA have been following up with mothers of young children (between the age of 6-11 months old), during their weekly SHG meetings, for continuing the recommended CF practices for their children on day-to-day basis. Mothers who have reported practicing these (initiation, diversity, quantity, and frequency in CF) on at least three occasions are identified as "Champions of CF" or "Purak Aahar Ratnas". During the "Poshan Maah", these "Purak Aahar Ratnas" are being felicitated by VO and SHG members during a special felicitation event called the "Purak Aahar Ratna Utsav". The champions are given one katori (bowl) and one chammach (spoon) during community meetings by ASHAs and AWWs. Mothers of younger children (new cohorts of 5 to 12 months) are also being invited to learn from these champions. They are encouraged to



prepare and demonstrate the recipes (with at least four food groups) for CF and the processes for preparing the most interesting and innovative recipes are being captured.

A special Poshan Gaan is sung and a Swasth Poshan ek-se-dus ka ginti (a counting of 1 to 10 health and nutrition messages) is also undertaken during this Utsav. Representatives from Health, ICDS and Panchayati Raj Institutions (PRI) are also invited to take part in the event.

The Purak Aahar Ratna Utsav elicits a festive mood among the community and encourages community involvement. Village organizations are coming up with novel ideas to celebrate the occasion with balloons, rangolis, candles and lamps, presentation of medals, recognition letters and garlands to the mothers and children.



During "Poshan Maah", more than 9 lakh SHG members participated in discussion on breastfeeding, complementary feeding, hand washing and toilet technology which was held in around 1 lakh SHGs across the state. More than 8,000 ASHAs and 6,000 AWWs also participated in the discussion. At VO level, "Purak Ahar Ratna Utsav" was celebrated in 4832 VOs, in which more than 1.5 lakh members participated. A total of 34,043 beneficiaries were eligible for "Purak Ahar Ratna" out of which 20,383 beneficiaries were felicitated during the event.

Convergence

Convergence is the core mantra to ensure synchronized efforts of different departments and agencies to reach the common goals of improved nutrition and reduce vulnerability. Cadre functioning within the SRLMs carried the mandate to generate awareness about services and support, building suitable linkages. The Frontline Workers (FLWs) of other departments like Accredited Social Health Activists (ASHAs), Anganwadi Workers (AWWs) were encouraged to participate in the VO meetings and discuss about various government schemes at the village level. A collaborative effort was made by the SHG facilitators and FLWs in mobilizing the community for Village Health Sanitation and Nutrition Day (VHSND) and Annaprashan Divas. The aim is to work synergistically engaging and collaborating with all partners and stakeholders and contribute towards building a Jan Andolan for nutrition, across the country.



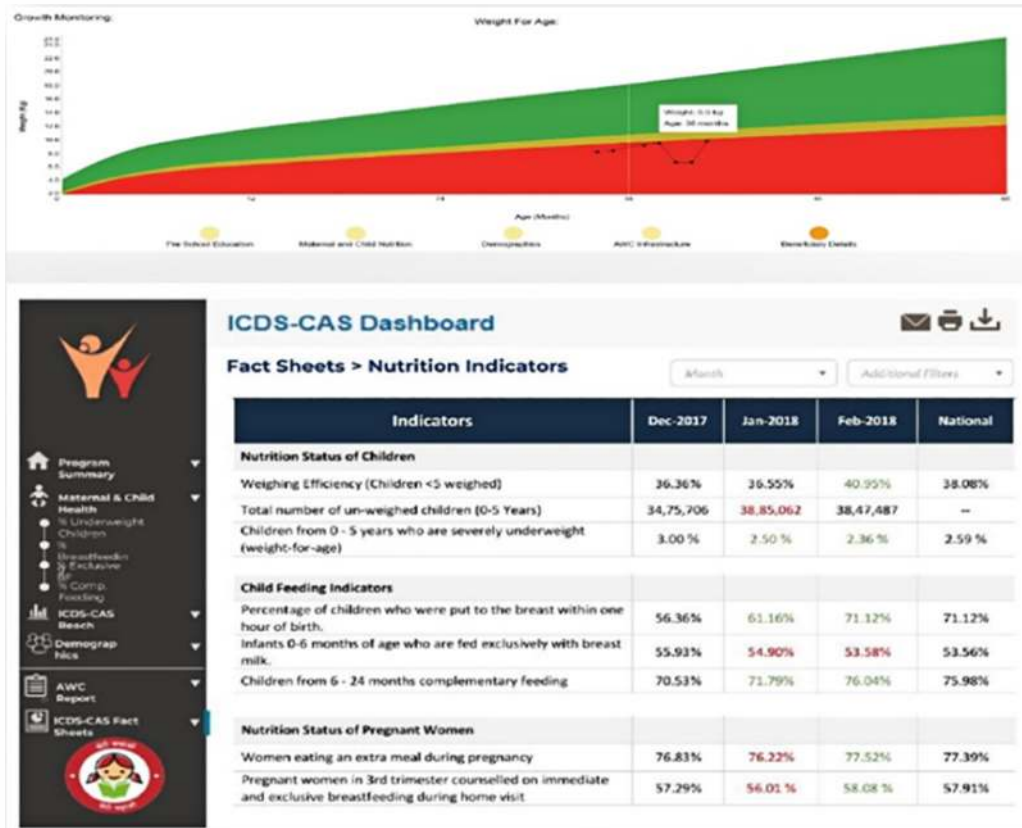
Common Application Software (CAS) is rolled out in 6 districts in the first phase. Almost 10,000 AWWs use the application and their performance is managed using the real-time data. CARE India is facilitating the training of Master Trainers and is monitoring quality of data generated in CAS in all the 6 districts and supports the state ICDS in using the data for decisions. Basic Information of about 2.1 million households covering 12.6 million population is already available from these districts and real-time data about services and behaviours about 2.05 million beneficiaries is captured in CAS in the districts of Bihar.

Mobile Application

- The Mobile Application Automates & Digitises the entire Work Flow of the AWW.
- Removing the need to maintain physical records/registers.
- Increasing efficiency and Delivery of Services.

- Works in Offline Mode
- Multi Lingual/Regional Language
- Automation of 10 AWC Registers
- Alerts for Service Delivery – Dues List
- Nutrition Indicators for respective Catchment Area
- SMS Alerts to Beneficiaries and AWWs





ICDS-CAS Dashboard

Fact Sheets > Nutrition Indicators

Indicators	Dec-2017	Jan-2018	Feb-2018	National
Nutrition Status of Children				
Weighting Efficiency (Children <5 weighed)	36.36%	36.55%	40.95%	38.08%
Total number of un-weighed children (0-5 Years)	34,75,706	38,85,062	38,47,487	--
Children from 0 - 5 years who are severely underweight (weight-for-age)	3.00%	2.50%	2.36%	2.59%
Child Feeding Indicators				
Percentage of children who were put to the breast within one hour of birth.	56.36%	61.16%	71.12%	71.12%
Infants 0-6 months of age who are fed exclusively with breast milk.	55.93%	54.90%	53.58%	53.56%
Children from 6 - 24 months complementary feeding	70.53%	71.79%	76.04%	75.98%
Nutrition Status of Pregnant Women				
Women eating an extra meal during pregnancy	76.83%	76.22%	77.52%	77.39%
Pregnant women in 3rd trimester counselled on immediate and exclusive breastfeeding during home visit	57.29%	56.01%	58.08%	57.91%

- Water, Sanitation and Hygiene
- Demographics
- Maternal and Child Nutrition
- Interventions
- Behavior Change

