

POSHAN Abhiyaan

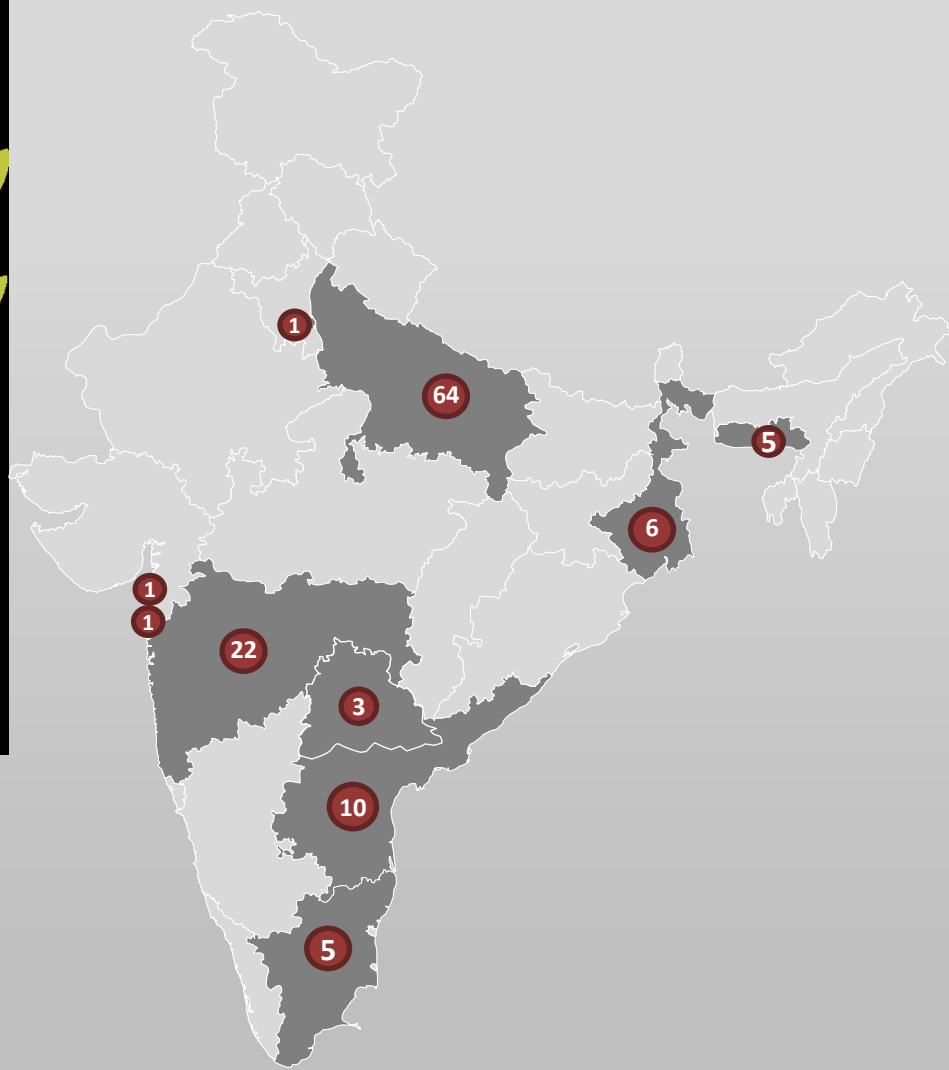
PM's Overarching
Scheme for Holistic
Nourishment



सही पोषण – देश रोशन

Implementation and Feedback

11th April 2018



State/UT wise Status : Phase-I

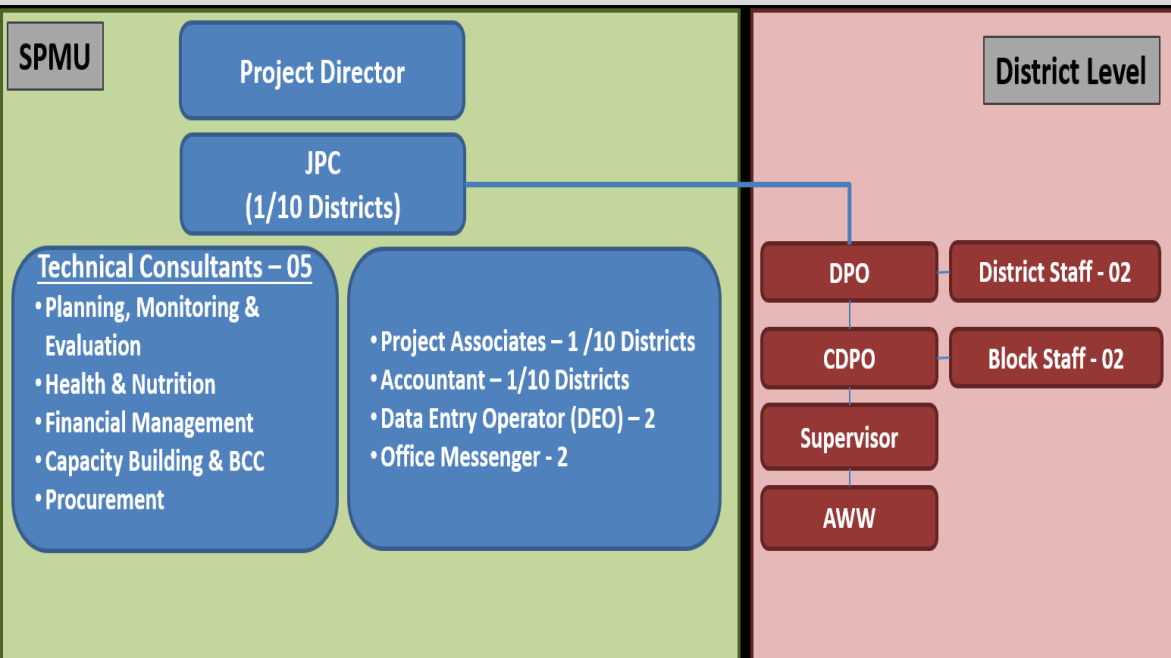
| State | Districts | M. App | Trans | Master Trainer |
|----------------------|-----------|--------|-------|----------------|
| ANDHRA PRADESH # | 10 | 43616 | | NA |
| CHANDIGARH | 1 | 450 | | 10 |
| DADRA & NAGAR HAVELI | 1 | 303 | | 4 |
| DAMAN & DIU | 1 | 40 | | 4 |

| State | Districts | M App | Trans | Master Trainer |
|-----------------|-----------|--------|-------|----------------|
| MAHARASHTRA # | 22 | 64592 | | 95 |
| MEGHALAYA | 5 | 2279 | | 24 |
| TAMIL NADU | 5 | 7570 | | 24 |
| TELANGANA | 3 | 9868 | | 52 |
| UTTAR PRADESH # | 64 | 165902 | | 86 |
| WEST BENGAL | 6 | 31720 | | 28 |
| # ISSNIP States | | | | 1069 |

Funds Released in FY 2017-18 (in Lakhs)

| | | | | | | | |
|----------------------|---------|--------|---------|-------------------|---------|---------|---------|
| A & N Islands | 63.76 | 36.46 | 100.22 | Madhya Pradesh | 3102.85 | 338.64 | 3441.49 |
| Andhra Pradesh | 1082.87 | 201.76 | 1284.63 | Maharashtra | 2572.31 | 0 | 2572.31 |
| Arunachal Pradesh | 38.79 | 14.14 | 52.93 | Manipur | 233.21 | 107.25 | 340.46 |
| Assam | 1556.99 | 741.28 | 2298.27 | Meghalaya | 316.04 | 146.94 | 462.98 |
| Bihar | 6724.06 | 0 | 6724.06 | Mizoram | 83.72 | 35.66 | 119.38 |
| Chandigarh | 92.76 | 66.12 | 158.88 | Nagaland | 113.72 | 50.02 | 163.74 |
| Chhattisgarh | 863.05 | 102.4 | 965.45 | NCT Of Delhi | 635.35 | 317 | 952.35 |
| Dadra & Nagar Haveli | 68.03 | 40.8 | 108.83 | Orissa | 3330.49 | 1269.97 | 4600.46 |
| Daman & Diu (UT) | 35.11 | 6.95 | 42.06 | Puducherry | 33.00 | 6.24 | 39.24 |
| Goa | 187.90 | 50.17 | 238.07 | Punjab | 607.11 | 212.4 | 819.51 |
| Gujarat | 2200.87 | 835.79 | 3036.66 | Rajasthan | 1862.53 | 183.2 | 2045.73 |
| Haryana | 305.50 | 95.47 | 400.97 | Sikkim | 69.66 | 28.93 | 98.59 |
| Himachal Pradesh | 818.22 | 739.04 | 1557.26 | Tamil Nadu | 980.01 | 360.5 | 1340.51 |
| Jammu & Kashmir | 215.76 | 172.83 | 388.59 | Telangana | 1268.56 | 468.38 | 1736.94 |
| Jharkhand | 1555.35 | 0 | 1555.35 | Tripura | 187.95 | 89.96 | 277.91 |
| Karnataka | 2435.08 | 915.97 | 3351.05 | Uttar Pradesh | 8440.60 | 0 | 8440.60 |
| Kerala | 931.94 | 341.43 | 1273.37 | Uttarakhand | 932.20 | 934.05 | 1866.25 |
| Lakshadweep | 43.43 | 16.57 | 60.00 | West Bengal | 4011.27 | 1534 | 5545.27 |
| Total | | | | ₹ 58460.37 | | | |

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)

ILA Implementation

| Resource Group | Composition of trainees | Batch size | Facilitators | Frequency & Time allocation | Target Date for Group formation |
|----------------|--|-------------------|---------------------------------------|-----------------------------|---------------------------------|
| State (SRG) | Members of indicative organizations WCD, SPMU, MLTC, Health official, External resource person | 10-15 | World Bank, CARE, Central Team (MWCD) | 2 days for 3 modules | 15 th April 2018 |
| District (DRG) | DPO, DWCDO, POSHAN coordinators, CDPO, Health Official, External resource person | 8 -10 | 2 SRG members per batch | 2 days for 3 modules | 20 April 2018 |
| Block (BRG) | All Supervisors, POSHAN Abhiyaan coordinator, Health officials | 20- 25 | 2 DRG members | 1 day every month | 25 th April 2018 |
| Sector Level | All AWWs in a given Sector and ASHA/ANM who are available | 10-15 | Supervisor & co-facilitator | 4 hours per month | 30 th April 2018 |
| AWC level | All Beneficiaries | All Beneficiaries | AWW | 1 module Every VHSND/Month | |

ILA Training Schedule

State/UTs Name

| ILA Modules | State Resource Group (SRG) | District Resource Group (DRG) | Block Resource Group (BRG) Module I | Block Resource Group (BRG) Module II | Block Resource Group (BRG) Module III | Sectors Level Trainings (AWWs) Module I | Sectors Level Trainings (AWWs) Module II | Sectors Level Trainings (AWWs) Module III | Community Level Reach Module I Takeaways | Community Level Reach Module II Takeaways | Community Level Reach Module III Takeaways |
|-------------|----------------------------|-------------------------------|-------------------------------------|--------------------------------------|---------------------------------------|---|--|---|--|---|--|
| 1,2,3 | | | | | | | | | | | |
| 4,5,6 | | | | | | | | | | | |
| 7,8,9 | | | | | | | | | | | |
| 10,11,12 | | | | | | | | | | | |
| 13,14,15 | | | | | | | | | | | |
| 16,17,18 | | | | | | | | | | | |
| 19,20,21 | | | | | | | | | | | |

States to initiate refresher training after completion of all 21 Modules

Action Points for States: Initiation of CBE

- Guidelines are available for vernacular translation on POSHAN *Abhiyaan* website .
- Two formats given in the guideline needs to be printed before initiation of CBE.
- It should be organized on only given themes in the guideline.
- State government should ensure transfer of money for conduct of event @ ₹ 250/- per event.
- CBE to be conducted once in a month.
- Fix one date in mid of the month for uniformity across State.
- CBE and VHSND not be conducted in the same week.
- ASHA, ANM and DAY-NRLM/VOs should be informed about dates of VHSND and CBE. They should be involved in organizing the event.

Conduct of CBE

Conduct

- **AWW should communicate theme of the event and related key messages to target beneficiaries very clearly.**
- **Advise the husbands and Mother In Laws for supporting the women in practicing the recommended behaviors.**

Wrap up is the most important part of CBE, AWW to ensure:






- **Seek commitment from participants to follow the advice,**
- **Inform participants about the next celebratory event,**
- **Take attendance and record in relevant register/format,**
- **Click picture of the event,**
- **Close the event with traditional song,**
- **Offer tea/snacks to participants,**
- **Home visit the pregnant women and lactating mothers following week to reinforce the messages and ascertain the advice is being followed.**

ICDS-CAS DASHBOARD TRAINING AGENDA

Category: ICDS Officials

Number of Days: 1

Venue: State

| DAY 1 | | |
|--|---|---------------------|
| Data Driven Project Management (D²PM) | | |
|  QUIZ TIME | Context Stetting: What is data? What are all the data sources? What is dashboard? How to interpret it? How to find facts with available data? How to use the facts for project improvement. | 10:00 AM – 11:00 AM |
| Dashboard Login | | |
|  SIGN IN NOW | Each participant shall login into dashboard using their own Username and Password in their allocated Laptops/Desktops. The dashboard components and navigation of new dashboard will be introduced. | 11:00 AM – 11:30 AM |
| ● AWC Infrastructure | | |
|  CALL TO ACTION | How to navigate program area called AWC Infrastructure. Introduction to various indicators under AWC Infrastructure. Identify and call the sector supervisor to understand the less reporting of weighing machine availability in his/her sector. | 11:30 AM – 12:00 PM |
| ● Demographics | | |
|  CALL TO ACTION | How to navigate program area called Demographics. Introduction to various indicators under Demographics. Identify and call the sector supervisor to understand the less households or AADHAR seeding in his/her sector. | 12:00 PM – 12:30 PM |
| ● ICDS-CAS Reach | | |
|  CALL TO ACTION | How to navigate program area called ICDS-CAS Reach. Introduction to various indicators under ICDS-CAS Reach. Identify and call couple of AWWs to understand why they haven't opened Anganwadi Centre yesterday. | 12:30 PM – 01:00 PM |
| Lunch Time (01:00 PM – 01:45 PM) | | |

Maternal and Child Nutrition



JUST REFLECT

How to navigate program area called Maternal and Child Nutrition. Introduction to various indicators under Maternal and Child Nutrition. Reflect ourselves after seeing the percentages of current month and last month on the various indicators listed under this program area.

01:45 PM – 02:45 PM

ICDS Fact Sheet



SET TARGET

How to navigate and interpret various indicators of ICDS Fact Sheet. Choose three indicators to work on it to improve in next two months. List the Action Plan to achieve the same in two months

02:45 PM – 03:45 PM

AWC Report



DRILL DOWN

How to drill down to a AWC level to see the performance of various program areas. How to perform name-based tracking of the beneficiaries through dashboard

03:45 PM – 04:30 PM

Tabular Reports



EXPORT & ANALYZE

Export option of various types of reports would be introduced. Couple of custom analysis of the exported excel reports would be demonstrated to the participants

04:30 PM – 05:00 PM

Quick Recap and Takeaways



QUIZ TIME

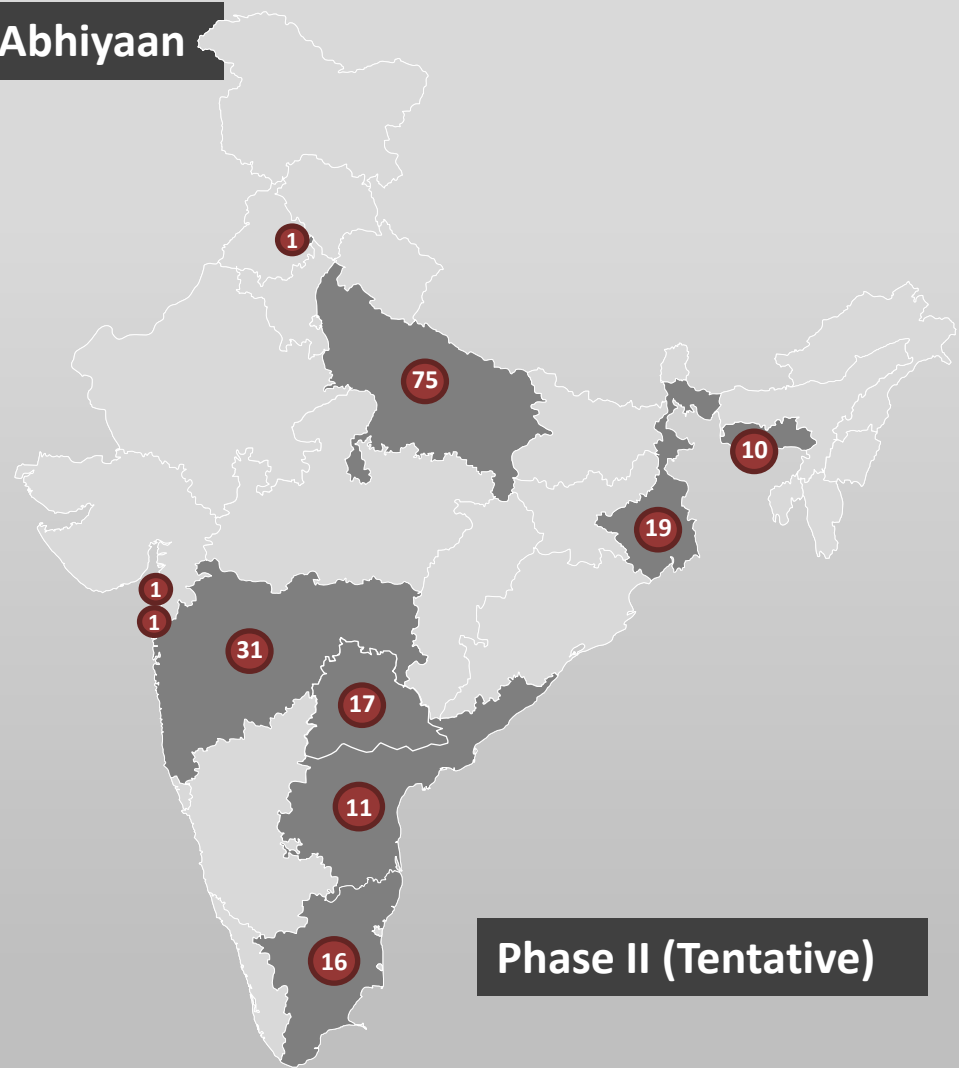
Different teams would be sharing the learnings of the day on the various things that they learnt. Interactive quiz of the day to end the session.

05:00 PM – 06:00 PM

Updates: POSHAN Abhiyaan

- **National Council Meeting – 18th April 2018.**
- **Loan of USD 200 million approved by Board of Directors WB.**
- **Printed Copies of Manuals and Guidelines being dispatched to all States and Districts.**
- **First batch of 40 Swasth Bharat Preraks to be effective by end April 2018.**
- **List of 235 districts to be covered in FY 2018-19 under finalisation.**
- **Establishment of Call Centre for monitoring, interventions and grievance redressal.**
- **On the occasion of Ambedkar Jayanti (14th April) this year, Gram Panchayats across the country will hold meetings to discuss on the Nutritional aspects and their implementation along with Health and Sanitation issues. Gram Panchayats to weigh the children and display in the Anganwadi centres.**

Coverage under POSHAN Abhiyaan



Feedback from States

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

Continue Training through Master Trainers.
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

Jan Andolan

Converge all volunteers and frontline functionaries towards creating a Jan Andolan for Nutrition.



Feedback from States

| Sl.No. | To Do | Action Taken/ Feedback |
|-----------|--|------------------------|
| 1. | <u>Administrative</u> | |
| | a. Nomination of Nodal Officers | |
| | b. Confirmation of list of Districts/Projects/AWCs | |
| | c. Translation of Mobile application in regional language (if applicable) | |
| | d. Translation of Guidelines & Manuals (ICDS-CAS, ILA, CBE) in regional language (if applicable) | |
| 2. | <u>Financial</u> | |
| | a. Opening of POSHAN Abhiyaan Budget Head | |
| | b. Fund allotment to District Level | |
| 3. | Conduct of day-long Orientation on POSHAN Abhiyaan at State level. | |

Feedback: Convergence Action Plan

| Sl.No. | To Do | Action Taken/ Feedback |
|--------|---|---------------------------|
| 1. | Notification for Formation of State, District and Block Level Committees as per Administrative Guidelines. | |
| 2. | Formalisation of SCP, DCP and BCP after due deliberations.- Monitoring parameters- Multi-sectoral Convergence, Service Delivery, monitoring, interventions, Supply Chain and enabling Platforms. | |
| 3. | Conduct of quarterly convergence meetings as per schedule. | |
| | a. State Level | |
| | b. District Level | |
| | c. Block Level | |
| | d. VHSN Day | |
| | e. Was VHSN Day Conducted independent of CBE. | |

Feedback: ICDS- CAS

| Sl.No. | To Do | Action Taken/ Feedback |
|--------|---|------------------------|
| 1. | Procurement of Smartphones, Tablets and Growth Monitoring Devices. | |
| | a. Calculation of Required Quantities | |
| | b. Placement of Supply Order on GeM Portal | |
| | c. Delivery of Devices | |
| | d. Procurement of SIM Cards and Data Plans | |
| 2. | Training. | |
| | a. Training of LS and AWWs by State Master Trainers. - Progress | |
| | b. Training of Staff at State, DisitRICT and Block level on ICDS-CAS Dashboard. | |
| 3. | Translation of Mobile Application in regional language. | |

Feedback: ILA & CBE

| Sl.No. | To Do | Action Taken/ Feedback |
|-----------|--|------------------------|
| 1. | <u>ILA</u> | |
| | a. Formalise and notify SRG, DRG and BRG, as per target dates. | |
| | b. Formalise Training programme and schedule. | |
| | c. Conduct of training as per schedule. | |
| 2. | <u>CBE</u> | |
| | a. Have funds been disseminated to District level. | |
| | b. Schedule for conduct of CBE. | |
| | c. Conduct of CBE on Monthly basis. Record of Topic, number of attendees and photograph. | |
| | d. Participation of ANM, ASHA and Day-NRLM. | |

Manpower: Feedback

| Sl.No. | To Do | Action Taken/ Feedback |
|-----------|---|------------------------|
| 1. | <u>SPMU</u> | |
| | a. Nomination of Project Director. | |
| | b. Selection of JPC (1/10 districts) on Deputation. | |
| | c. Initiation of process for hiring of contractual staff. | |
| | d. Status of hirings. | |
| 2. | <u>District & Block Level</u> | |
| | a. Initiation of process for hiring of Contractual Staff. | |
| | b. Status of hiring at District Level. | |
| | c. Status of hiring at Block Level. | |
| | d. Details of SBPs at District level. | |

Point of Contact : CPMU

| Sl. No. | Component | Project Manager | Consultant | Telephone |
|---------|---------------------------|---|--|--------------------------------------|
| 1. | Administration & Manpower | Shri. Parimal Karan p.karan67@nic.in | Ms. Kanchan Thakur, ASO Kanchan.thakur@gov.in | 011- 23368202 011- 23362376 |
| 2. | ICDS-CAS | Shri. Umesh Motish u.motish@nic.in | Shri. Ravi Jain ravi.jain85@nic.in | |
| 3. | Procurement | | | |
| a. | Smartphones & Tablets | Shri. Umesh Motish u.motish@nic.in | Shri. Ravi Jain ravi.jain85@nic.in | |
| b. | Growth Monitoring Devices | | | |
| 4. | CBE | Shri. S.K. Choudhary sk.choudhary75@nic.in | Ms. Shalini Singh singh.shalini71@nic.in | |
| 5. | ILA | | Ms. Mona Jethwa mona.jethwa@nic.in | |
| 6. | Budget & Fund allocation | Ms. Prabha Arora, Deputy Director arora.prabha@nic.in | Ms. Kanchan Thakur, ASO Kanchan.thakur@gov.in | |

Thank You

