

POSHAN Abhiyaan

PM's Overarching
Scheme for Holistic
Nourishment



सही पोषण – देश रोशन

Implementation and Feedback

13th April 2018

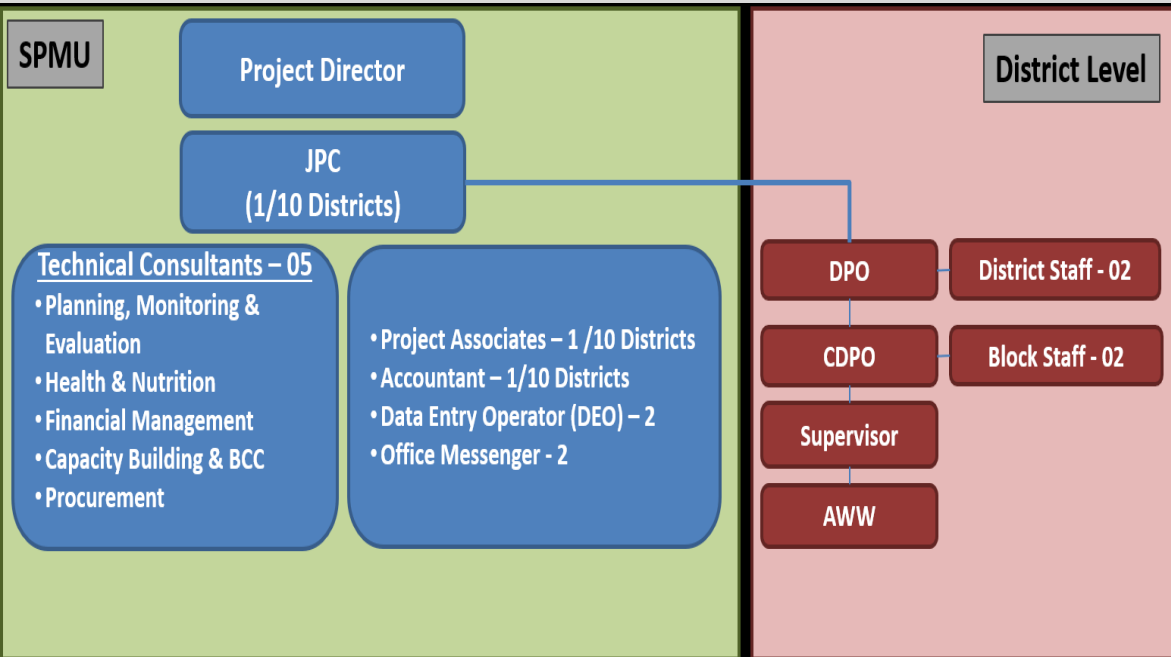


Funds Released in FY 2017-18 (in Lakhs)

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 Coordinators	2	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)		
 <i>QUIZ TIME</i>	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		
 <i>SIGN IN NOW</i>	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		
 <i>CALL TO ACTION</i>	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		
 <i>CALL TO ACTION</i>	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		
 <i>CALL TO ACTION</i>	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

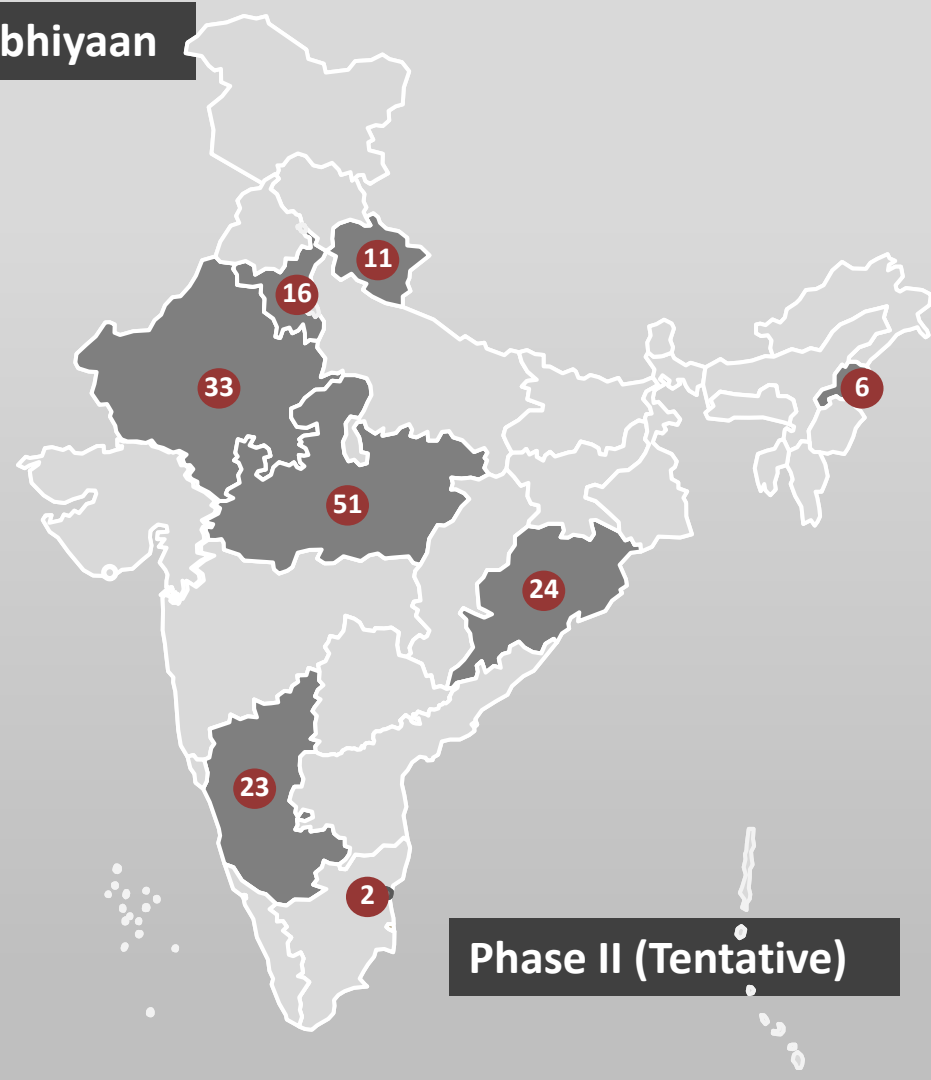
Updates: POSHAN Abhiyaan

- **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. The activities need to be scheduled from 14th April to 24th April (Panchayati Raj Day).**

Coverage under POSHAN Abhiyaan



Phase I



Phase II (Tentative)

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

