

Overview

POSHAN Abhiyaan

PM's Overarching
Scheme for Holistic
Nourishment



15th March 2018

सही पोषण - देश रोशन

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

Objectives

- Prevent and reduce Stunting in Children (0-6 years) @2% per annum
- Prevent and reduce Under-nutrition (Underweight prevalence) in Children (0-6 years) @2% per annum
- Reduce Low Birth Weight (LBW) @2% per annum
- Reduce the prevalence of Anaemia amongst Young Children (06-59 months) @3% per annum
- Reduce the prevalence of Anaemia amongst Women and Adolescent Girls (15-49 years) @3% per annum

NUTRITION KEY STRATEGIES AND INTERVENTIONS

IYCF

1



Food & Nutrition

2



Immunization

3



Institutional Delivery

4



WASH

5



De-worming

6



ORS-Zinc

7



Food Fortification

8



Dietary Diversification

9



Adolescent Nutrition

10



Maternal Health & Nutrition

11



ECD/ECCE

12



Convergence

13



ICT-RTM

14

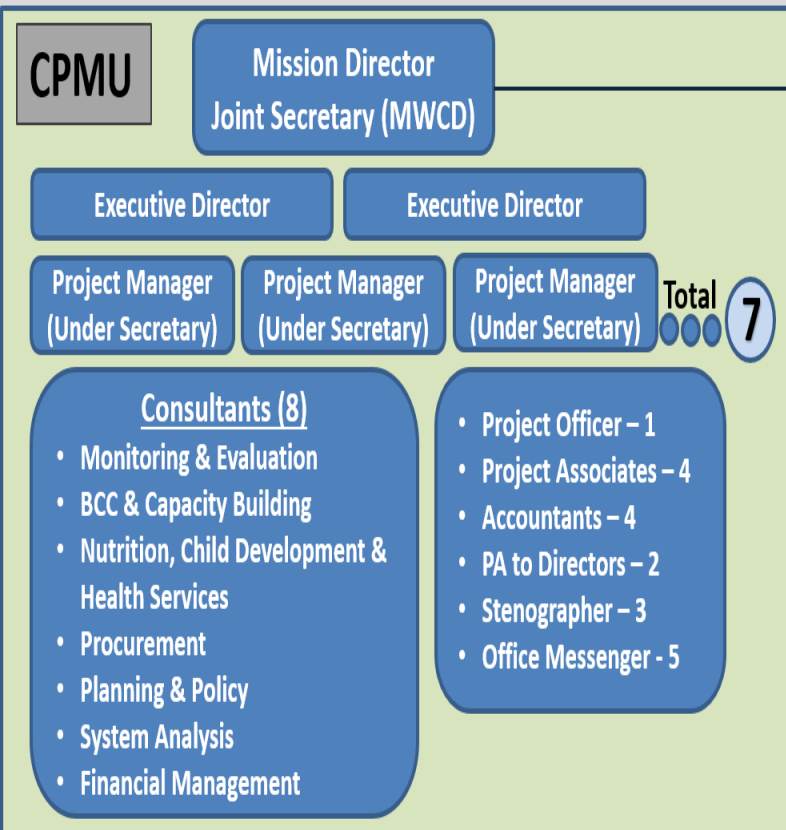


Capacity Building

15

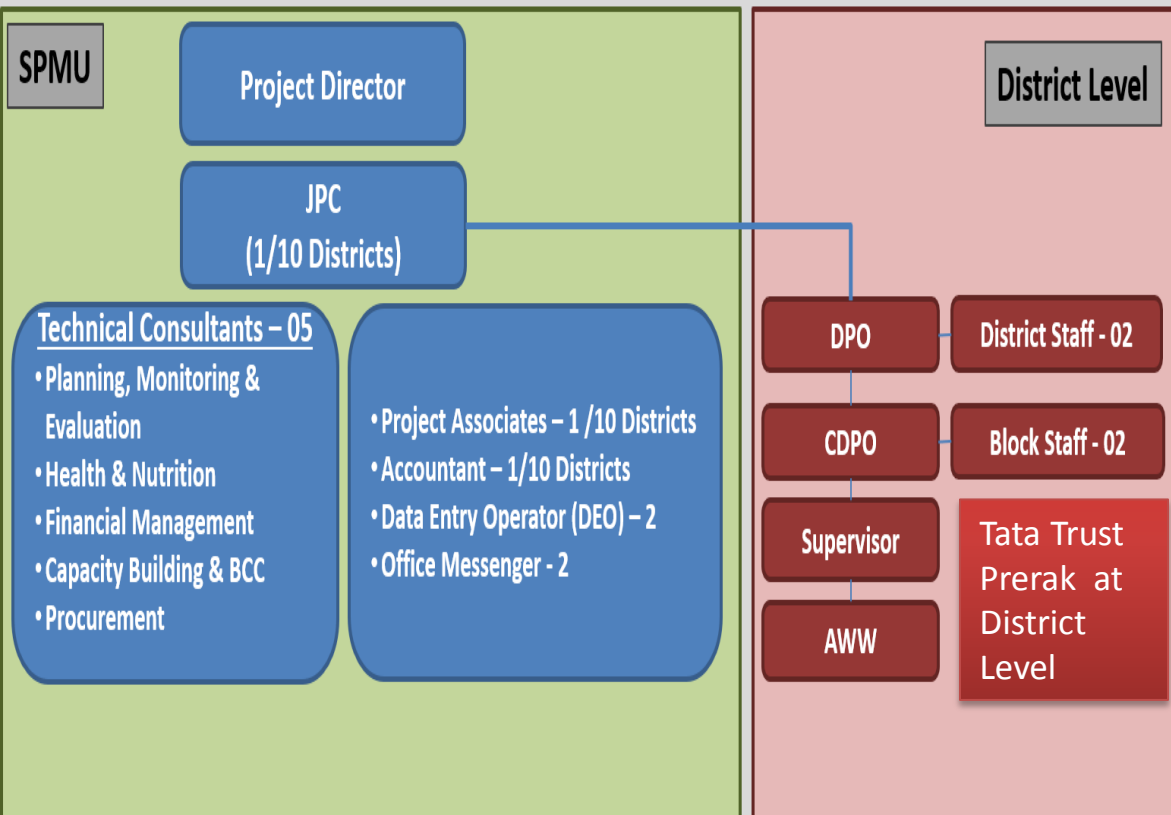


Organisation Set-up: CPMU



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 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)

NNM Components

- ICDS- CAS
- Training & Capacity Building (ILA)
- Behavioural Change Communication(BCC)
- Innovation
- Incentives
- Jan Andolan
- Convergence (CAP)

ICDS- CAS

- Real Time Monitoring
- 6-Tier Dashboard
- 1000 + Master Trainers trained at 44 location across country
- Software Translation:
 - available in English, Hindi, Oriya, Tamil & Telugu
 - Input received from States : Andhra Pradesh, Bihar, Chhattisgarh, Madhya Pradesh, Maharashtra, Rajasthan , Uttrakhand, Uttar Pradesh, Odisha, Tamil Nadu.

Masters Trainers Training



- 44 Location
- 1000+ Trainers
- Master Trainer Trained (6th – 9th March 2018)
- Smart Phones and Power Banks provided MWCD (TATA Trust).

Action Required for ICD-CAS

- **Procurement of Devices**

- Smart phones for AWW & Tablets for Supervisors,
- Growth Monitoring Devices – 1 set per AWC-
Stadiometer, Infantometer, Weighting Scale (Infant/Mother and Child)
- Procurement of SIM Cards and data Plan for AWWs
- Procurement through GeM

- **11 Digit and LGD Codes**

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

Incremental Learning Approach

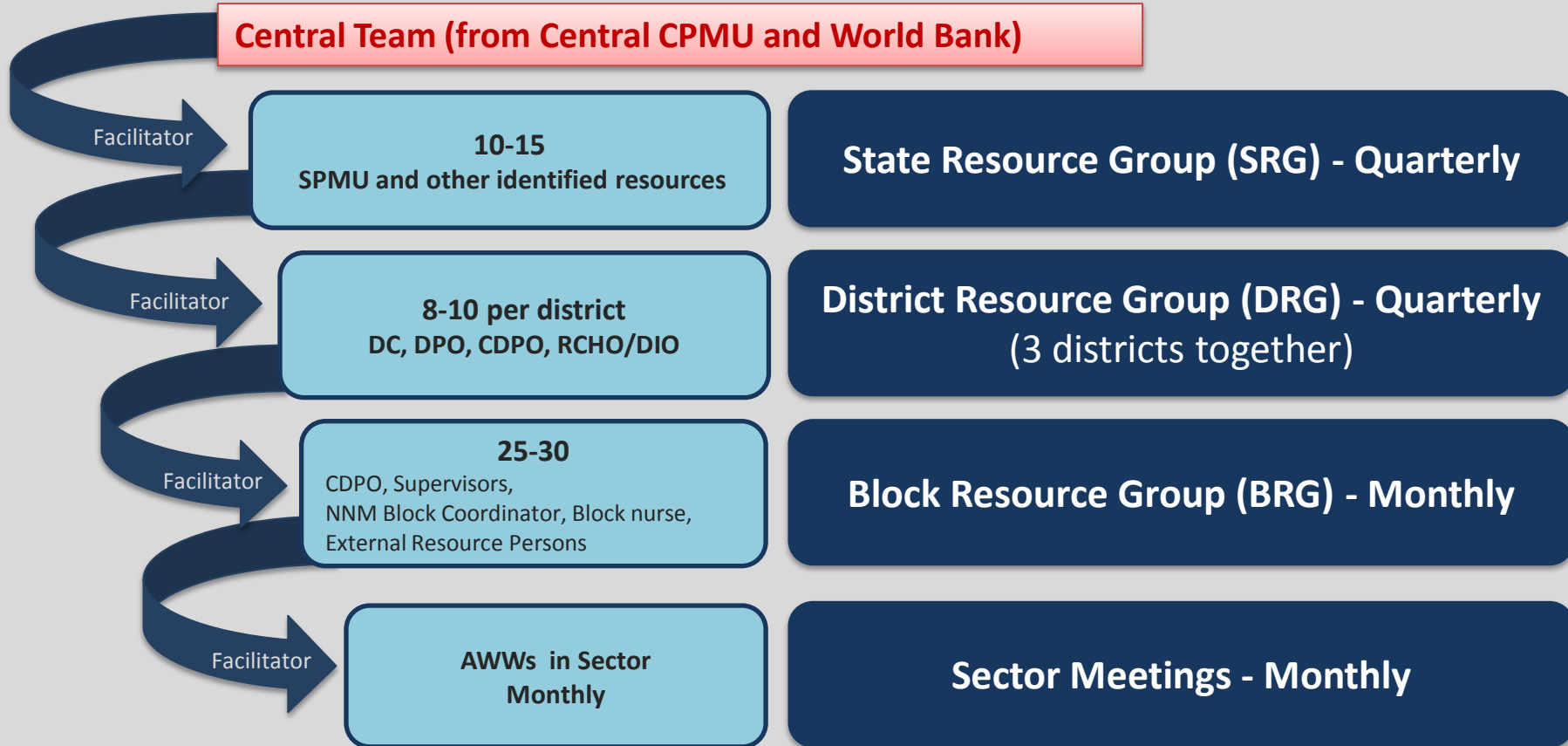
Objectives:

- to build skills frontline workers, through a learning-by-doing approach,
- Strengthen supervisory structures and skills through a similar approach,
- Enable coordinated functioning of ICDS and health programmes to achieve common goals.

Action Point for Roll out of ILA

- 1st stage Activity : Constitute the State Resource Group (SRGs)
- 2nd Stage Activity :Constitute District Resource Groups (DRGs) and Block Resource Groups (BRGs)
- Ensure availability of funds at all levels.
- Start printing and translation of guideline and modules in local regional language.
- Identify the venue for conducting IL at all level.
- Develop micro plans i.e. schedule for conducting IL sessions.
- Detail guideline sent : 30th Jan 2018 and available in website
- Total modules : 21 and all available on website.

ILA : Cascading Rollout



Behaviour Change Communication

Community Based Events (CBE)

- CBE is a event to be organized for disseminating essential messages and to counsel Pregnant Women & Lactating Mothers (PW& LM) on appropriate health and nutrition behaviors,
- It is a forum where in community support can be mobilized to motivate and enable the PW &LM to practice the behaviors related with nutrition being recommended.

CBE to Converge all Frontline Functionaries



AWW/Supervisors



ASHA/ANM



Volunteers/SHGs (D-NRLM Workers)

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

Action For Conducting CBE

- Conducted CBE once in a Month for duration of 1 to 1:30 hr. at Aganwadi center.
- Guidelines available on POSHAN Abhiyaan website.
- Event will be based on the themes given in guideline.
- Money required is 250/ each for CBE.
- States ensure giving flexibility in utilizing this amount by the AWWs.
- State government will ensure transfer of money to AWWs for conducting events.

Innovation

- Undertaking a few activities to be implemented at project scale for better nutritional outcomes.
- Earmarking funds for the development and implementation of innovations and pilots particularly showing the convergent nutrition action to achieve one or more desirable nutritional results.
- The successful pilots may be taken up later-on for scaling up in similar contextual specificities on a broader platform.

Performance Incentives

- Provision of annually monetarily incentivize States/UTs those achieve the goals in improving the nutritional status of the targeted beneficiaries.
- Cash awards @ ₹ 1.50 lakh per team comprising of AWW, ANM and ASHA for the above purpose.
- To encourage AWWs to adopt ICT-RTM, an incentive fund of ₹500/- has been earmarked for each AWW per month.
- This incentive fund will be linked to achievement of certain milestone/targets like, correct entry of data, carrying out house visits etc., at the AWW level.

Convergence

Converge at

National

State

District

Block

Village



Components and Ministry included in Convergent Action Plan

- **Strengthening of AWC Infrastructure (*including identification of structural gaps*)**
 - Construction of AWC buildings under MGNREGS including identification of gaps.
 - Provision of safe drinking water at AWC including identification of gaps.
 - Provision of sanitation at AWCs including identification of gaps.
 - Community mobilization on Swachh Bharat Mission & ODF.

Ministry of Rural Development

Ministry of Drinking Water & Sanitation

Ministry of Panchayati Raj

- **Ensuring quality of SNP**

- Supply of food grains.
- Testing of quality of SNP

Department of Food & Public Distribution.

State Food laboratories /FNB laboratories

- **Strengthening ECCE**

- Early Childhood Care & Education (ECCE).
- IFA supply at School

Ministry of Human Resource Development.

- **Delivery of Health Services**

- ANC/PNC, IFA supply , Health check-up of children, immunization, JSY , IYCF, referral services, health education, joint training of AWW & ASHA, Medical check-up, Treatment of SAM and other children referred by AWC.

Ministry of Health & Family Welfare

State Hospitals – PHC/CHC/NRC /District Hospitals.

Actions Initiated at National Level

National Council

- For monitoring, convergence among line Ministries/Departments a 'Technical **Unit**' has been set-up
- The Role of the Council is to
 - policy direction
 - review; and
 - effective coordination
- The Mission will submit report to the Prime Minister every six months.

Executive Committee

- The Apex body Headed by Secretary, MWCD.
- Meets quarterly for nutrition related activities (for *children below six years age, AGs and PW&LM*)
 - providing direction and
 - policy
- **1st meeting held up on 13th March 2018** to decide on the roadmap for the Mission.

Decision Taken on Meeting

- India **Nutrition Report shall be released** every year by the Government after a detailed survey.
- On the occasion of **Ambedkar Jayanti(14th April)** this year, Gram Panchayats across the country will hold meetings to discuss on the Nutritional .
- All the Gram Panchayats will be advised to weigh the children and display the weights in the Anganwadi centres on 14th April 2018
- **Best practices of states across** the country which are successful in reducing Stunting, Anaemia and Malnutrition to be studied for successful models .
- For **special focus on the deprived sections** of the Society the detailed survey to be hold by District Collectors.

- **Implementation of Convergence Action Plan** at State/UT Level.
- **Procurement** of Smart phones, Tablets and Growth Monitoring Devices by States/UTs.
- **Roll-Out of ICDS-CAS(Common Application Software).**
- **Implementation of ILA(Incremental Learning Approach) and CBE(Community based events).**
- POSHAN Abhiyaan which was launched by the Prime Minister in Jhunjhunu on 8th March 2018 would be converted to ***Jan Andolan*** across the country.

Convergence Action Plan (CAP)

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

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.

District Convergence Plan

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

Village Level

VHSN Day



Action Point for State Convergence Plan (SCP)

- Consolidate and examine District Plans received from various Districts.
- Segregate the item-wise requirements and seek the financial commitment before inclusion in the SCP.
- On the basis of examination, determine the final requirement and prepare a State/UT Convergence Plan.
- Indicate the roll-out plan, assign responsibilities of each department to avoid any overlapping or consequent shifting of responsibility.
- Segregated the components which are to be funded from the State/UT budget.
- Ensure timely issue of sanction by each Department.
- Prepare guidelines for release of funds for convergent actions directly to the DC/DM.

Action Point for District Convergence Plan (DCP)

- Examine the need assessment made by the BCP for essential interventions.
- Considering the need, each line Department to prepare their action plan at the District level.
- Take inputs from PRI members including on the extent of community participation, etc.
- Submit the consolidated District Convergence Plan to the State Government for approval and for earmarking the financial provisions.
- DCP Committee may make physical inspections to assess the need projected.

Action Point for Block Convergence Plan (BCP)

- Need assessment of essential interventions at the Village/AWC level i.e. water, sanitation, food, health interventions, immunization, ANC/PNC, Vitamin-A, IFA, De-worming tablets, functioning of VHSNC, etc. and the availability of resources.
- The assessment done by AWW and Supervisor in association with PRI representative under the supervision of concerned CDPO/DPO. CDPO/DPO would submit the inputs to the area SDM.
- Consolidate and assess requirement of interventions at the block level.
- Considering the need, each line Department at the block level to propose their action plan for DCP.
- Involve PRI members actively in the assessing the need and seek their suggestions.
- Submit the Block Convergence Plan to the District authorities for inclusion in the DCP and approval of DM.

At Village Level through (VHSND)

- VHSND is an existing platform where the programmes are expected to converge and can be used for achieving effective integration of the field machinery of relevant Departments.
 - **The following action points will be adopted.**
- VHSND to be mandated in every village on a fixed date every month where participation of Health and Nutrition functionaries (ASHA, AWW and ANM and Day NRLM workers) along with sanitation and PRI workers be ensured.
- Recorded messages would be developed on critical issues related to nutrition, health and hygiene practices which would be used during the VHSNDs.
- IEC campaigns a District/ Block level be organized to create awareness about the VHSND and encourage community participation.
- As per recommendation of EC on 14th April VHSND to be organized and participation of community to be ensured .

Jan Andolan

- 14th April 2018 on Ambedkar Jyanti, Gram Panchayats hold meetings to discuss on the Nutritional aspects
- Use all the Front line workers of Line Ministries for Jan Andolan.
- All Panchayati Raj Institutions to have focused group discussions on thematic domains of Nutrition, Health and Sanitation.
- Start Organizing Vazan Trohar celebration.
- Organise Nukkad Nataks on Nutrition, Health and Sanitation through local groups.
- Display of NNM posters and banners at AWCs.
- Organise Adolescent Girls Group Counselling on Nutrition.
- Organise Nutrition Rally/Walk
- Involve community.

Documents Available on NNM Website

Link : http://icds-wcd.nic.in/nnm/home.htm	Document
Notifications	<ul style="list-style-type: none">• OM for Constitution of National Council on India's Nutrition Challenges• OM for Constitution of Executive Committee of NNM
Guidelines	<ul style="list-style-type: none">• Guidelines for implementation of Incremental Learning Approach• Guidelines for organizing Community Based Events
Release of Funds	<ul style="list-style-type: none">• Financial Year 2017-18 - All 36 States/UTs
ICT-RTM	<ul style="list-style-type: none">• Identifications of Master Trainers
ILA	<ul style="list-style-type: none">• Letter to States/UTs - Guidelines for Incremental Learning Approach• 21 ILA Modules in English & Hindi
CBE	<ul style="list-style-type: none">• Letter to States/UTs - Guidelines for organizing CBE
Procurement	<ul style="list-style-type: none">• Specifications of Smart phone, Tablet and Power bank under NNM• Specifications of Growth Monitoring Devices under NNM
NNM Districts	<ul style="list-style-type: none">• List of 315 Districts in 36 States/UTs covered in Phase-I
Vacancies	<ul style="list-style-type: none">• Vacancy Circular for filling up of various posts in the NNRC-CPMU
About NNM	<ul style="list-style-type: none">• Press Release
Project Management Team	<ul style="list-style-type: none">• NNRC-CPMU
Administrative Approval & Guidelines	<ul style="list-style-type: none">• Administrative Approval for setting up of National Nutrition Mission

Manpower Norms and Administrative Guidelines

Way Ahead

- National Seminar on 20th March 2018,
- State should participate with adequate representatives .
- Open budget Head for POSHAN Abhiyan
- Implementation of Convergence Action Plan at State/UT Level.
- Procurement of Smartphones, Tablets and Growth Monitoring Devices by States/UTs.
- Roll-Out of ICT-RTM.
- Implementation of ILA and CBE.



Thank You

