

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

Third Floor, Jeevan Vihar Building, New Delhi - 110001
Dated 26th March, 2018

To

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

Subject: Minutes of the Video Conference for POSHAN Abhiyaan (National Nutrition Mission) held on 15.03.2018 from 2.00 p.m. to 4.00 p.m.

Sir/Madam,

An orientation meeting of POSHAN Abhiyaan (National Nutrition Mission) through Video Conference was held with States/UTs and District Magistrates/District Collectors along with concerned officers from line Departments.

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

Yours sincerely,



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Copy to

Representatives of Line Ministries of Government of India

Ms. Mohini Kak, the World Bank, New Delhi

Representative of BMGF

Representative of Tata Trust

Record of Video Conferencing held with all States/UTs and 315 Districts on 15th March 2018, for Orientation meeting on POSHAN (PM's Overarching Scheme for Holistic Nourishment) Abhiyaan.

A meeting was held with 315 Districts (Phase I Districts of POSHAN Abhiyaan) & 36 States/UTs under the Chairpersonship of Secretary, MWCD at Shastri Bhawan, New Delhi on 15th March 2018, 2.00 p.m. onwards, through Video Conferencing. The aim of the meeting was to orient and sensitize the Districts towards the roll-out and Roadmap of POSHAN Abhiyaan in the coming months.

2. At the outset the Chairperson welcomed all the members and highlighted the objective, targets and main aspects of POSHAN Abhiyaan and emphasized the need to convert it into a Jan Andolan. He accentuated the importance of active participation, coordination and orientation of all line departments of States/UTs and other stake holders for successful implementation of the programme. Further, he stressed on the need to review and monitor implementation of POSHAN Abhiyaan as well as its outcomes at all levels.

3. A detailed presentation was given by Dr. Rajesh Kumar, Joint Secretary MWCD & Mission Director on POSHAN Abhiyaan, covering the issues of budget allocation, mission components, organization, action and roll-out points at State/UT level and at District level up to Anganwadi Centres. He emphasized on the importance of Key Nutrition strategies and interventions. The critical requirement of convergence of efforts of all the sectors was highlighted. Strategies to increase convergence and improve outcomes of VHSND were brought out. The importance of ODF villages, Zinc supplementation to address diarrhea and consumption of calcium during pregnancy and lactation period, were also deliberated. The significance of small family, spacing between consecutive birth orders and food fortification were reiterated. The presentation is attached at **Appendix A**.

4. A presentation was made by Deputy Commissioner, Ministry of Health and Family Welfare, on improving maternal and child health outcomes with special reference to Mission Indradhanush, MAA, National De-Worming Day and promoting the use of ORS and Zinc. He stressed on reduction of low birth weight babies and Anaemia among young children, adolescent girls and women in the age group of 15 to 49 years. The renaming of sub centers as Health and wellness centers and availability of health and wellness ambassadors for adolescent nutrition was conveyed. The presentation is attached at **Appendix B**.

5. Joint Secretary, Ministry of Rural Development, highlighted the role of Panchayat Raj Institutions (PRIs). He specifically mentioned that Gram Panchayats at village level could play a major role in facilitating all the stakeholders in achieving POSHAN Abhiyaan objectives. Focus on supporting innovations and scaling up best practices in the area of nutrition was highlighted. Conduct of Social Nutrition Audit with the assistance of Gram Sabha was recommended. The presentation is attached at **Appendix C**.

6. BMGF- Dimagi and BMGF-CARE teams made presentation on ICDS -CAS and the master trainer training carried out from 6th to 9th March 2018. The presentation is attached at **Appendix D**.

7. Dr. Rajesh Kumar, Joint Secretary MWCD & Mission Director, POSHAN Abhiyaan made a detailed presentation on objectives and monitoring mechanism for State and District Convergence Plans. A suggested template for monitoring of various parameters was explained. DCs/DMs were requested to monitor the POSHAN Abhiyaan with assistance of technical partners. The presentation is attached at **Appendix E**.

8. The Key takeaways of the meeting are as under:-

- a. The converging ministries to convey similar messages on various interventions and awareness platforms.
- b. States to ensure timely release of funds to Districts for initiating related activities.
- c. Instead of blindly adopting the Nutritional practices of other countries, best practices of states across the country which are successful in reducing Stunting, Anaemia and Malnutrition are to be studied and successful models to be adopted at National level. Village based LGD Codes to be mapped with CDPO, Supervisor, Anganwadi and its functionaries.
- d. Procurement of Devices i.e. smart phones, tablets and growth monitoring devices through Government e-Marketplace (GeM), as per approved specifications, to be initiated by States/UTs immediately.
- e. Translation and printing of all the guidelines and ILA training modules in vernacular language by States/UTs immediately.
- f. Formulation of Convergence Action Plan at State, District and Block levels.
- g. Prudence to be exercised while procuring 4G Data plans to ensure network connectivity and compatibility with the Smart-phone and Tablet specifications.
- h. Preparation towards implementation of Incremental Learning Approach as part of training and capacity building, with immediate effect.
- i. Mobile application for AWW and LS are available in 4 languages. Respective States/UTs to share the translation in respective vernacular languages at the earliest.
- j. 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 completed at the earliest.
- k. 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 States/UTs, as well as made available on the POSHAN Abhiyaan website. The States/UTs will get the same printed at their end.

l. For special focus on the deprived sections of the Society including Tribal belts, District Collectors will hold a detailed survey of the people who are outside the Anganwadi System.

m. Synergising frontline functionaries and volunteers across schemes for creating a Jan Andolan for POSHAN.

n. The decision to hold meetings on Nutrition on the occasion of Ambedkar Jayanti (14th April) this year, taken during the Executive Committee Meeting of POSHAN Abhiyaan held on 13.03.2018 was conveyed. Ambedkar Jayanti will be used as a convergence platform by Gram Panchayats and frontline functionaries to sensitize the beneficiaries on nutritional aspects across the country. All Gram Panchayats will be advised to weigh the children and display the weights in the Anganwadi Centres.

9. The Chairperson exhorted all the States/UTs and Districts to start roll-out of activities related to POSHAN Abhiyaan immediately and make it successful.

10. The meeting ended with a vote of thanks to the Chair.