



POSHAN Abhiyaan NEWSLETTER

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Message from Secretary



We are fast approaching the first anniversary of POSHAN Abhiyaan. In the past one year, we have achieved several heights for POSHAN Abhiyaan and have successfully covered a number of milestones, built convergence and partnerships to run the programme smoothly in the coming years and achieve desired targets.

Effective Communication is key to any successful programme like POSHAN Abhiyaan. stay focused on the targets set before us, it is important to stay connected and communicate with each other throughout the journey of POSHAN Abhiyaan. Hence, the Ministry of Women and Child Development has taken the initiative to publish a newsletter every two months to keep all stakeholders and partners informed on the programme highlights, focus and plans.

This newsletter will be instrumental in sharing updates on various aspects of governance and programme planning. Stories from beneficiaries and frontline workers on the field will provide useful insight into the functioning of service delivery system. Write Ups on communication assets developed for POSHAN Abhiyaan will help in familiarising and in their better uptake. The newsletter will also feature sections on new partnerships and notable convergence efforts that will take the programme forward. We are looking forward to a meaningful partnership on the newsletter and hope that it becomes a central form of internal communication in the coming months.

Sh. Rakesh Srivastava, IAS

Secretary, Ministry of Women and Child Development

Message from Mission Director



It gives me immense pleasure to present the inaugural issue of the POSHAN Abhiyaan newsletter.

The states are in advance stage of procurement of devices, technological platform has been stabilized and moved out to cloud services to take up dynamic scaling up of the software application. Guidelines for converge capacity building, Incremental Learning Approach, and Convergence Action Plan have been issued to all States/UTs. Release of funds have enabled the States to process the roll out and implementation in a phased manner.

In the coming months, we are looking for intensive training for the field functionaries and hand-holding the States/UTs for successful roll out of the mission.

Through this newsletter, we aim to share the latest news on the outcomes of important meetings and conferences held at the national level with the wider departmental staff in the government. The decisions taken in these meetings are important to achieving the milestones set under POSHAN Abhiyaan. It is only with constant communication and sharing of ideas, that we will accomplish the behaviour change that we seek in the field of nutrition and realise the Hon'ble Prime Minister, Sh. Narendra Modi's dream of a nation free of malnutrition.

The last eight months have seen relentless efforts from the CPMU, POSHAN Abhiyaan and states to move forward to implement the various components of POSHAN Abhiyaan.

Sh. Rajesh Kumar, IAS

Mission Director, POSHAN Abhiyaan & Joint Secretary
Ministry of Women and Child Development



POSHAN Abhiyaan - A Snapshot

India is one of the fastest growing economies of the world. To maintain the momentum, the country needs a workforce that is healthy, aspirational and intelligent. Conceived with the vision of the Honourable Prime Minister, Shri. Narendra Modi himself, POSHAN Abhiyaan addresses the nutritional challenges of the country in a holistic manner. More than 10 crore people will be benefitted by this programme, with special focus on Aspirational Districts. In implementing the programme, sincere monitoring and convergence efforts at the field level are of topmost priority. Hence the Ministry of Women and Child Development has worked towards implementing a model on technology, convergence and Jan Andolan as the three chief pillars of POSHAN Abhiyaan.

Software technologies like the ICDS-CAS, e-ILA and POSHAN Abhiyaan Jan Andolan Dashboard will not only help in effective service delivery and intervention platforms but also drive better convergence between ministries and frontline functionaries. Moreover, campaigns like POSHAN Maah will help in catalysing the Jan Andolan movement envisioned for this programme.



This bi-monthly newsletter will facilitate a conversation on nutrition where updates from the field, convergence, technological interventions and activities under Jan Andolan will be featured.



Setting the stage for POSHAN Abhiyaan

Less than a week from the launch of POSHAN Abhiyaan by the Hon'ble Prime Minister on 8 March 2018, Shri. Narendra Modi in Jhunjhunu District of Rajasthan, three important meetings set the ball rolling for implementation of the programme in a systematic manner.

On 13th March, the first meeting of the Executive Committee for POSHAN Abhiyaan was held to deliberate on the roadmap of the programme. The committee which is the apex body for all government based interventions and schemes on nutrition, declared that the Government of India shall release a detailed annual report on the status of nutrition in the country.

Exactly a week after the Executive Committee meeting, the Ministry of Women and Child Development held the first national workshop on POSHAN Abhiyaan on 20th March 2018 to explain the key components of the programme and to familiarize the officials with the technology and softwares that are being used for the sustainability and efficiency of the programme.



The third meeting in this orientation series was held on 18th April 2018 under the chairmanship of Dr. Rajiv Kumar, Vice Chairman, NITI Aayog. The council is the apex body and seeks to formulate overall policies, provide guidance and monitor all nutrition based schemes by the government.

The three meetings sent out a clear message of joint planning and implementation of POSHAN Abhiyaan at the national, state, district and village level. Convergence and technology became were adopted in the core areas of practice for the Abhiyaan.





Technological Partnerships under POSHAN Abhiyaan

The Ministry of Women and Child Development organized a day long National Seminar TECH-THON-Technology Partnerships for POSHAN Abhiyaan on 28th June 2018. During the seminar, crucial tools for improving the nutrition outcomes under the programme were discussed to support POSHAN Abhiyaan's two critical pillars - convergence and technology.

The power of especially designed software, ICDS-CAS (Common Application Software) was showcased to the industry, academia and partners. ICDS-CAS aims to strengthen service delivery and interventions as part of the programme and also act as a monitoring tool. The technological intervention enabled by ICDS-CAS will be essential in collecting and analyzing data on the change in the nutrition outcomes with the implementation of POSHAN Abhiyaan.



ICDS-CAS plans to make AWW and Supervisors record keeping efficient by slowly easing out the multiple registers they require to maintain at present. It includes training videos which workers and Supervisors can review to refresh their technical knowledge as well as community videos to facilitate small group meetings and discussions.

The TECH-THON also showcased the five e-Incremental Learning Approach (e-ILA) courses and two ECCE (Early Childhood Care and Education) software modules in the exhibition space. e-ILA is an online system that enables frontline functionaries to learn on the go through a smartphone provided to them. Concurrently, the ECCE e-module is to guide trainers to train Anganwadi workers so that they are able to plan and conduct ECE activities with ease. An MOV has been signed with NASSCOM Foundation for technical and operational support.





Jan Andolan

Release of Jan Andolan Guidelines

“I want to make India’s Development journey a Jan Aandolan; everyone must feel that he/she is working for India’s progress”, this is the desire expressed by the Hon’ble Prime Minister of India. POSHAN Abhiyaa following suite, was quick to formulate a Jan Andolan Guideline, within three months of POSHAN Abhiyaa launch to support States and UT’s to make Poshan specific Jan Andolan Plans of Action. The guideline was released formally by Vice-Chairman, NITI Aayog in June 2018.

The guideline specifies key themes, behaviours, messages, platforms and materials that are to be used for Jan Andolan Action Planning. It also provides a basket of activity options which can be planned at national, state and district level. In that sense, the guideline is an extremely facilitating planning tool.



That Jan Andolan happens in true sense when people identify with the cause, was well understood by the Ministry and hence the catchy tagline ‘Har ghar Poshan Tyohar’ was finalised to trigger the Poshan Jan Andolan through the Rashtriya Poshan Maah. India is a country of ‘tyohar’ which resonated well country wide and Poshan Maah Jan Andolan registered a resounding success.

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One of the best results observed during Poshan Maah has been the participation of men in our ICDS Anganwadi service which we find to be very valuable. And we hope that men will continue to take initiative in maintaining health and nutrition for their families.

- Dr. Lalhruaitluangi Chhangte, CDPO, ICDS Project, West Phaileng, Mizoram

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POSHAN Abhiyaan Jan Andolan

POSHAN Abhiyaan is India's flagship programme to improve nutritional outcomes for children, adolescents, pregnant women and lactating mothers by leveraging technology, a targeted approach and convergence



#PoshanMaah



POSHAN Abhiyaan Jan Andolan Dashboard

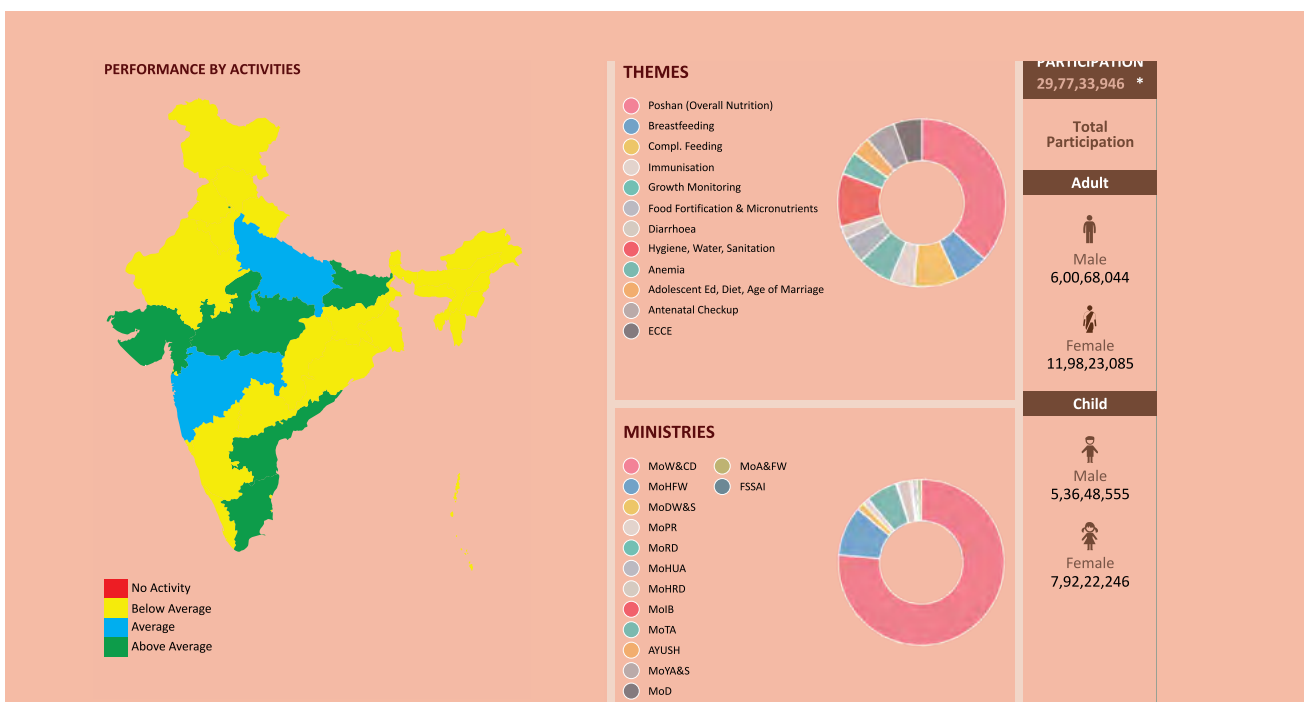
The online platform for a Jan Andolan dashboard has been developed to provide effective reporting on Jan Andolan activities. Since the start of data collection on September 1, 2018, the dashboard has recorded a participation figure of more than 38 crore and record of 43.2 lakh activities across the country as on the closing of this newsletter.

The provision of listing activities by themes shed light on themes that are doing well and the ones which need improvement and further efforts. The dashboard incorporates the convergence aspect by highlighting data on inter-ministerial efforts for nutrition intervention and reach per activity, which is key to understanding issues around access, mobilization and the willingness of the local leadership in implementing the programme in a synergized manner on ground.



In our village, cultural norms of certain communities do not allow the women to access health services like immunization, family planning, ANCs etc. To bring awareness in these women, the PRI head, SHGs, AWWs, ANMs, ASHA workers came together to organise a unique 'Mahila Sammelan' to impart knowledge on nutrition.

Madhuri, Lady Supervisor, Jainagar block, Koderma district, Jharkhand.





Rashtriya Poshan Maah

On the recommendation of the Nutrition Council, MoWCD planned to communicate these messages of good nutrition through a month long Poshan Maah/month. The purpose was to create a buzz around Poshan and ensure that Poshan becomes a household name. Convergence with all relevant Ministries was at the crux to achieve ambitious results.

In tandem with the three pillars of POSHAN Abhiyaan - technology, convergence and Jan Andolan, activities were planned based on 11 themes. The POSHAN Abhiyaan Jan Andolan Dashboard acted as a springboard where these activities and themes were reported in real time to give a complete picture on the inter-ministerial efforts in taking Poshan Maah to every household. With more than 25 crore people participating through 22 lakh activities recorded on the dashboard, POSHAN Abhiyaan turned into a true Jan Andolan.

The tagline of POSHAN Maah, 'Har Ghar Poshan Tyohaar' resonated well with functionaries, communities and families. They related it to good nutritious food, hygiene and sanitation, fun and frolic to communicate Poshan messages and practice Poshan behaviours.

Use of tools, like ICDS-CAS, weighing of child, increased home visits by frontline functionaries, community based events, nukkad nataks and community radio broadcasts created a crescendo effect making Poshan Maah a functionary and community driven movement. During the month, to provide impetus to system strengthening, two new public health programmes, Anemia Mukht Bharat and Home-Based Care of Young Child (HBYC) were launched by the Ministry of Health and Family Welfare.



With the help of my team I was able to organize different community involvement programs during the Poshan Maah. The main part was involving kids and their family members innovatively so that they feel an equal part of the programme and not consider themselves as just 'targets' or beneficiaries of the programme.

- Dr. Manishkumar Bansal, District Development Officer, Surendranagar, Gujarat

Orientation Workshop

On 23rd August 2018, the Ministry of Women and Child Development organized a one day Orientation Workshop in New Delhi towards sensitizing the line Ministries, States/UTs and District level functionaries and partners on various aspects of Rashtriya Poshan Maah. The workshop was attended by approximately 470 delegates, representatives offline Ministries and Secretaries, representatives of State Government and District officials of Aspirational Districts and highly burdened districts. Multilaterals partners also participated. A total three lecture cum technical discussion sessions were organized to orient the members on the way in which the activities were to be carried out and how technology can be leveraged to assess the progress.



Direct Samvad

On 11th September 2018, through the video conferencing platform, the honourable Prime Minister conducted a Direct Samvad with frontline functionaries. As a part of the Poshan Maah schedule, the Direct Samvad provided an opportunity to the frontline functionaries to share their experiences and success stories with the prime minister on nutrition related schemes and interventions. Through the e-platform of Direct Samvad, the Prime Minister reached 24 lakh ASHA, ANM and Anganwadi workers across the country in a single meeting. It acted as a catalyst towards the success of Poshan Maah.



Through the use of social media in Jammu and Kashmir, the Poshan Maah Campaign has gathered a momentum. Poshan Maah events were uploaded on Youtube through rural media groups having large subscribers. This multiplied the effect of Poshan Maah at the micro level.

- Vir Ji Hingloo, State Mission Director, ICDS, Jammu & Kashmir



Poshan Maah Awards

Poshan Maah, the Ministry of Women and Child presented Poshan Awards to top performers at the state district and village level under POSHAN Abhiyaan. The awards recognized the efforts being put in at all levels and acknowledged the progress made by the states in implementing Poshan Maah. The awards were given in several categories which included field level functionary awards, awards for individual excellence, AAA(A++) Award, village convergence Award, leadership awards, State level awards for best social media campaign, maximum reach across all themes, best innovative use of non-conventional methods of spreading awareness on POSHAN among others. The Poshan Award Ceremony was organized on 10 October 2018 in New Delhi. In all, more than 200 field functionaries were felicitated.





Initiatives & Success Stories

Unique Convergence of Services between Jail Department and Anganwadis

Chandigarh

In a unique partnership between Model Jail Chandigarh and the Department of Social Welfare Women and Child Development Chandigarh for POSHAN Abhiyaan, 100 Anganwadi centres and 45 creche facilities in the union territory will receive nutritious food prepared and distributed by the Jail department. For this purpose, Anganwadi Rasoi centre was constructed within the jail premises. The Rasoi centre is equipped with cooking facilities like 10 modern cooking furnaces and a Kota stone flooring. The is checked by the jail authorities as well as the Senior Medical Officer of the jail. The Chief dietitian of Govt. Medical College and hospital visits the centre on a weekly basis to check the quality of food prepared. The food and water samples are also sent to the Health Department of Chandigarh Administration.



In addition to the above amenities, a rice fortification machine has also been installed in the centre. The Department of Social Welfare Women and Child Development plans to procure cooked food services for all the remaining 350 Anganwadi centres from the Model Jail Authorities in the coming months.



Every Festival is a Poshan Festival

Chhattisgarh

Championing the cause of 'Har Ghar Poshan Tyohaar', the state of Chhattisgarh is adding its own flavour to the Jan Andolan Campaign by making every cultural festival in the state, a festival of Poshan. By embedding the messages on nutrition in already existing celebrations and rituals of local festivals like Raksha Bandhan, Kamar Chhat, Pola Utsav and Ganesh Puja, the local leadership has been successful in effectively communicating behaviour change messages for good nutrition.

One of the most notable examples of this exercise was the celebration of Raksha Bandhan across the state. Rakhis were tied by active PRI members, Anganwadi Mitras, Balmitras and other village members to children whom they adopted for protection against malnutrition. Raksha bandhan was celebrated in more than 46,500 Anganwadi centres across the state. The Rakhis or POSHAN Raksha Sutra were

prepared with a symbolic drawing of a mother and child, depicting messages of child protection.

These rakhis were made locally with materials sourced from the state, thus, giving employment to local people in the process. Several District & Block level officers also displayed their commitment by tying Rakhis to children.

Promoting first 1000 days through convergence

Madhya Pradesh

The Ministry of Women and Child Development awarded the State of Madhya Pradesh for developing the convergence and for registering the highest number of activities during Poshan Maah.

To achieve overarching objectives of POSHAN Abhiyaan, Madhya Pradesh undertook a focused mass awareness campaign on the first 1000 days of a child during Poshan Maah across the 97,135 Anganwadi Centres. A series of meetings were facilitated by the top leadership to execute the campaign. Furthermore, development partners were engaged in supporting the campaign in their respective districts. A State level helpdesk/ control room was established for counseling and support to queries from the field. Specially employed thematic consultants extended support for the activities too.

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Due to this Abhiyaan, I came to know about the ways in which I can take good care of my children. I have received information about how I can take care of my family, children, particularly in matters of hygiene and sanitation and food.

Suman Devi - Mother, Jhabua, Madhya Pradesh

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A multi-pronged strategy was adopted to enhance the reach and visibility of the campaign through the use of mass media materials like, IEC/BCC materials, electronic platforms like Doordarshan, All India Radio, local TV channels. Even ICDS-CAS videos were utilized for one to one counseling focusing the first 1000 days of a child. The concerted efforts and a focused approach delivered the expected results for the State of Madhya Pradesh. Madhya Pradesh truly showed the way for all States to learn and emulate.



KALEIDOSCOPE



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