



राष्ट्रीय पोषण मिशन

सही पोषण, देश रोशन

POSHAN *Abhiyaan* NEWSLETTER

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Message from Secretary



I wish all a healthy and blessed New Year 2019! A year has passed and has left behind a successful coverage of many worthy milestones. POSHAN Abhiyaan has woven different ministries into one thread to act as an apex body for nutrition-related activities.

- » *2018 has been a hallmark year in which Government of India brought nutrition to the centre- stage of the National Development Agenda and recognised the urgent need to address malnutrition. I consider the launch of POSHAN Abhiyaan on 8th March 2018 to be an important milestone in this regard.*
- » *We've been through many developments, in sometimes less than favourable circumstances. But we've also achieved a lot and I feel extremely satisfied with the progress POSHAN Abhiyaan has made. Within the given constraints of time and resources we have made good progress in implementation of POSHAN Abhiyaan.*

But that's bygone and we need to look further.

- » *This year, we intend to fast track our steps towards accomplishing the laid down vision by implementing ICDS-CAS in the entire country by June 2019, procurement of Growth Monitoring devices is a must to enhance service delivery, complete our capacity building training of our field functionaries and empower them to carry out timely and impactful interventions in the field.*
- » *While I am aware that the States/UTs have initiated steps to procure devices and started working on filling the gaps in all components of POSHAN Abhiyaan, we must use our time optimally and move forward as decisively and swiftly as we can in 2019. That will only be possible through converged team efforts, continued dedication and commitment towards the cause.*
- » *Lighthouse India is a testimony and acknowledgement of the initiative taken by us and for other countries to emulate.*
- » *The year ahead will bring its own challenges but I'm sure by working together, keeping focussed on our priorities and putting our Mission first we can realise our goals.*

I wish this year we achieve new landmarks by promoting existing services with zeal, commitment and dedication.



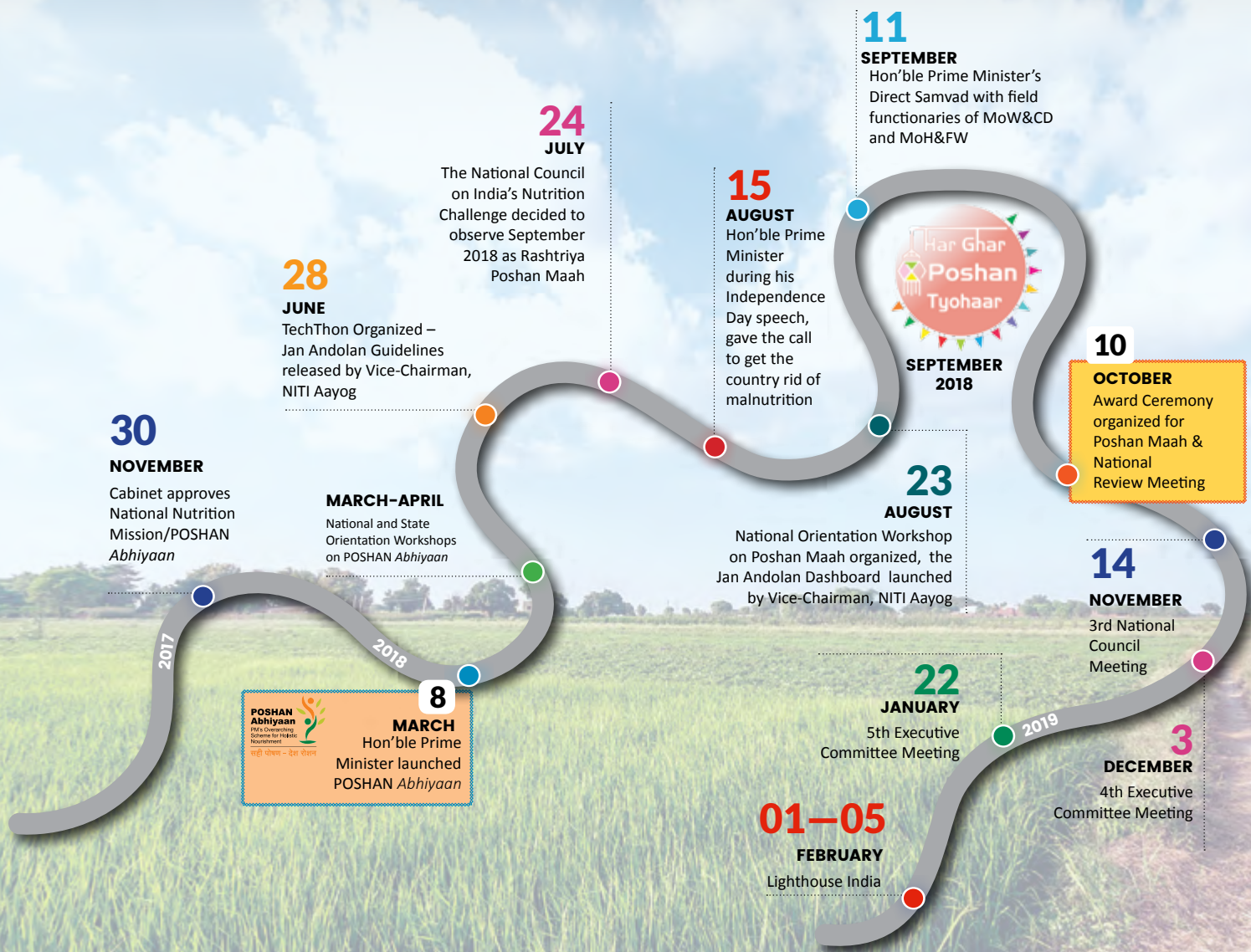
Shri Rakesh Srivastava, IAS

Secretary, Ministry of Women and Child Development

POSHAN Abhiyaan – Journey so far

On 30th November 2017, we started the auspicious journey towards making India ‘Malnutrition Free’. Under the grand vision of our country’s Hon’ble Prime Minister, Shri Narendra Modi, POSHAN Abhiyaan was launched on 8th March 2018, in Jhunjhunu district of Rajasthan. National and State level workshops in March—April were organized to sensitize the

States/UTs about this huge task. Workshops were held to orient all representatives on various components of the Mission. Guidelines, instructions and hand-holding measures have been instituted to ensure systematic and effective implementation of the Mission. We are now at a crucial juncture of scaling up the Mission in the coming months.





Convergence at National Level

Third National Council Meeting

The Third meeting of National Council on India's Nutrition Challenges as part of POSHAN Abhiyaan was held on 14th November 2018, in New Delhi. Dr Rajiv Kumar, Vice Chairman, NITI Aayog chaired the meeting. In the meeting, Women and Child Development Minister, Smt. Maneka Gandhi said that for achieving a malnutrition free India, the focus should be on nutritious food for children and other beneficiaries of the mission. In the meeting, it was

decided that the Executive Committee should meet every 45 days instead of 90 days as previously mandated to give impetus to the implementation. An important decision was complete saturation of all 719 districts under POSHAN Abhiyaan i.e. pan-India roll out. Conducting of two CBEs and two ILA modules every month was also another landmark decision taken in the council.

Fourth Executive Committee Meeting



Release of inaugural newsletter ▶

The Fourth meeting of the Executive Committee of POSHAN Abhiyaan, which is an apex body for all nutrition-related activities under the programme, convened its 4th Executive Committee meeting on 3rd December 2018, in New Delhi under the chairmanship of Shri Rakesh Srivastava, Secretary, MoW&CD.



Fifth Executive Committee Meeting



Executive Committee under the POSHAN Abhiyaan, convened its 5th Executive Committee meeting on 22nd January 2019, at Civil Service Officers Institute (CSOI), New Delhi, under the Chairmanship of Shri Rakesh Srivastava, Secretary, Ministry of Women and Child Development (MoW&CD).



Ministry of Women & Child Development Stall

Participation in Vibrant Gujarat

Ministry of Women and Child Development participated in the 9th Vibrant Gujarat Summit from 18th to 20th of January 2019. The industry experts discussed agendas of global socio-economic development at the summit. The stall set up by the Ministry received a high footfall from stakeholders from several countries. The stall displayed technological interventions like ICDS-CAS, e-ILA modules and the POSHAN Abhiyaan Jan Andolan dashboard. Pradhan Mantri Matru Vandana Yojana (PMMVY) was also showcased.



PMMVY stall



Proud participants at the summit



Participation certificate



Lighthouse India participants at Jaipur

Lighthouse India: A Drive to Fight Undernutrition — A Knowledge Exchange

The Ministry of Women and Child Development, Government of India, in collaboration with the World Bank organized an international knowledge exchange event – titled “Lighthouse India: A Drive to Fight Undernutrition”. The event was planned as a mix of interactive learning sessions and field visits, with the first two days in Jaipur from 1-2 February 2019, followed by broader technical sessions in Delhi on 4th and 5th February 2019.

The event was attended by representatives from 12 countries from across South and East Asia, Africa and Latin America. Representatives from Afghanistan, Bangladesh, Nepal, Laos, Indonesia, Myanmar, Gambia, Uganda, Madagascar, Malawi, Brazil and Mexico participated.

The event aimed at facilitating cross-learning across countries facing undernutrition challenges. It focused on: (a) sharing India’s experience with POSHAN *Abhiyaan* (National Nutrition Mission), which brought about a long-awaited shift in programmatic focus on the critical 1000 days window for addressing undernutrition; and (b) creating a platform for governments to exchange implementation ideas and knowledge based on innovations implemented by them.

With an emphasis on the use of technology and innovations in frontline delivery systems as a way

to rapidly expand and improve nutrition and health service delivery, the discussions were geared towards the “**how to**” and “**what it takes to deliver**” dimensions of the programme. The event is expected to help countries learn and exchange knowledge on potential pathways to implement nutrition programmes for improving nutrition outcomes.

Presentations by countries fostered discussions on four elements of nutrition service delivery namely, Multi-sectoral Convergence, Behaviour Change Communication for Improved Nutrition Outcomes, Technology as a Harbinger of Change, Capacity Building of Frontline Workers – Essential for Success.



A field visit was organized for all the international delegates to villages in Rajasthan to showcase the roll-out, successful implementation of the Abhiyaan and use of technology.



The technical sessions in Delhi on 4 February 2019, involved other Line departments and representatives of the Confederation of Indian Industry and focused further on multi-sectoral collaborations and private sector engagement for nutrition.

On the last day of the event on 5 February 2019, discussions with countries on possible technical collaborations and networking that could continue beyond the event were initiated, such that countries benefit from each other's knowledge and experience.



News from States/UTs

Organizing Awareness Camp in ICDS Project at Reasi District, Jammu and Kashmir

To have a more significant impact of the ongoing projects and to provide people with regular updates about the programmes and activities as a part of POSHAN Abhiyaan, a cycle rally was organized along with an awareness camp. The District Magistrate of Reasi attended the camp. The event displayed the level of enthusiasm people hold towards building a prosperous society.



Minister's Visit

Hon'ble Minister of Women and Child Development, Smt. Maneka Sanjay Gandhi paid a visit to Kalyan Society in Daman and Diu and inspected the expansion of Nand Ghar. The Minister appreciated the efforts and steps taken by the Union Territory to enhance the ambience at Anganwadi centres.

Industrial Visit for Anganwadi Workers

Anganwadi workers from their respective centres of Dadra and Nagar Haveli went on a day's industrial tour to Hindustan Pencil Limited, Navneet Education Limited and Parle Agro. It was a learning experience for all the Anganwadi workers as the visit gave them insight into the functioning of various industries working in the field of child education.



Champions of Change



Minister of Women and Child Development, Smt. Maneka Sanjay Gandhi visited a child care centre in Daman and Diu.

Chief Minister of Bihar, Shri Nitish Kumar at an Anganwadi centre for Annaprashan



District Collector of Champhai reviewing progress of Poshan Abhiyaan in Champhai, Mizoram.

Convergence meeting taken by the District Magistrate in Bihar.



Anganwadi workers carried out painting on the walls in Pavazha Nagar, Puducherry, along with ANMs and SHGs.



Case Study: Suposhan Swasthya Melas in Uttar Pradesh

The villages of Uttar Pradesh have started a unique tradition known as the Suposhan Swasthya Melas (fairs) for increasing awareness on health and nutrition. These melas take place on the first Wednesday of every month in all villages across the state. The aim behind this initiative is to provide nutrition and hygiene services to the beneficiaries along with proper counselling. The target beneficiaries of the melas are pregnant women, adolescent girls and young children. The Anganwadi workers supervise these melas. The beneficiaries are required to gather at the allocated centres in their villages and around 20,000+ sub-centres jointly with the ICDS, Health and PRI Departments.



Suposhan Swasthya Melas have received overwhelming response across the districts of Uttar Pradesh where the number of beneficiaries are increasing with every passing day. There have been 80,000 Suposhan Swasthya Melas so far in the state.

Leading by Example

District Collector Enrols Daughter at Anganwadi



Shilpa Prabhakar Satish, District Collector of Tamil Nadu's Tirunelveli district has enrolled her daughter at an Anganwadi. "I want my daughter to mingle with people from all sections of society", she said, adding that her daughter's Tamil improved since she joined the Anganwadi. Shilpa said that the Anganwadi centre has all the facilities and necessary equipment.

“

I want my daughter to mingle with people from all sections of society.

- Shilpa Prabhakar Satish, District Collector at
Tamil Nadu's Tirunelveli district

”

समाज कल्याण विभाग, बिहार

गोद भराई दिवस

प्रत्येक माह की 7वीं तारीख को आंगनवाड़ी है जाना
गर्भावस्था में पोषण और देखभाल पर सलाह है पाना

शुभारम्भ

उद्घाटककर्ता
श्री कृष्णमंदन प्रसाद वर्मा
माननीय मंत्री, समाज कल्याण विभाग,
बिहार सरकार

समय: पूर्वाह्न 11:30 बजे,
दिनांक: 7 फरवरी, 2019 (गुरुवार)
स्थान: आंगनवाड़ी केंद्र, राख्या - 30,
देवां पंचायत, धनरुआ, पटना

गर्भवती महिलाएं

1. भिन्न प्रकार के आहार अवश्य लें
अनाज | दाल तथा बीन | दूध एवं दूध से निर्मित पदार्थ |
हरी साग-सब्जियां | पीले फल | मीट, मछली और अंडा
2. प्रतिदिन आयुर्ण की एक तथा कॅल्शियम की दो गोलियां ज़रूर लें
3. नियमित रूप से प्रसव पूर्व जांच अवश्य करावें
4. मातृ शिशु सुरक्षा कार्ड में अपने वज़न ज़रूर लिखवावें

इस समारोह में आप सादर आमंत्रित हैं

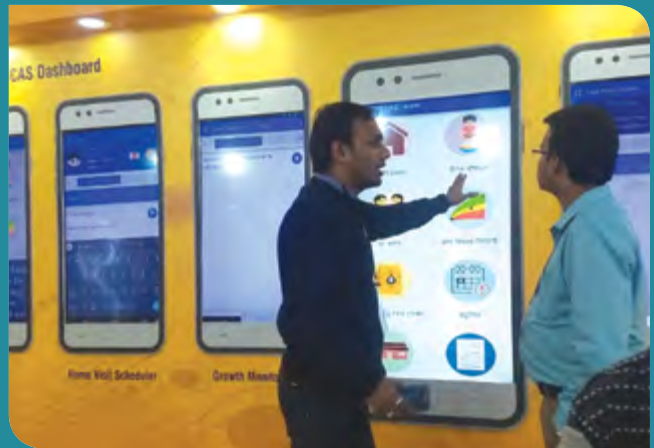
गौका है गोद भराई का
मां और शिशु की भलाई का

एकंद्वारका मां और बच्चे के जीवन का प्रमुख धारण है। इस अवस्था में इनके स्वास्थ्य और पोषण की देखभाल बहुत जरूरी है। सभी गर्भवती महिलाएं जन्मदीनी आंगनवाड़ी केंद्र पर अपना पंजीयन करावें और प्रत्येक मासिक की 7वीं तारीख को केंद्र पर अवश्य आवें।

निवेदक — समेकित बाल विकास सोसाई, निदेशालय, बिहार

Godh bharaai invitation from a Anganwadi centre in Bihar

KALEIDOSCOPE



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