



Ministry of Women and
Child Development



सत्यमेव जयते

**POSHAN
Abhiyaan**

PM's Overarching
Scheme for Holistic
Nourishment



सही पोषण - देश रोशन



POSHAN *Abhiyaan* NEWSLETTER

March–April 2019 | Volume No 3

In this issue



3

Convergence at
National Level



4

Optima Nutrition
Workshop



5

Poshan
Pakhwada



6

Goodwill Ambassador



6

National Conference
on Agri-Nutrition



7

Case Study Corner

Change in leadership

Shri Rabindra Panwar, IAS, assumed charge as the Secretary, Ministry of Women and Child Development from 1st April 2019, after Shri Rakesh Srivastava superannuated on 31st March 2019.

Message from Secretary



My warm wishes to everyone!

POSHAN Abhiyaan has completed a year with the successful celebration of Poshan Pakhwada and has now entered in its second year with the strong foundation being laid by all functionaries who have toiled relentlessly to wage war against malnutrition. The work undertaken by my predecessor, Shri Rakesh Srivastava, requires our utmost gratitude and recognition and the firm path laid out by him will guide the objectives of POSHAN Abhiyaan in the coming years.

I would like to take this opportunity to exhort everyone to keep working with the same zeal and dedication that has been exhibited so far, to accomplish the mission.

Through POSHAN Abhiyaan, Ministry of Women and Child Development has achieved several milestones in community mobilisation, convergence, and system strengthening. The mission has empowered the frontline functionaries and community-based groups to discuss nutrition at a local level. We will continue enabling local leaders and beneficiaries of POSHAN Abhiyaan to the best of our capacity.

With the addition of newer strategies such as evidence and outcome-based monitoring, flexibility in programme planning and operation and improved convergence between allied Ministries and Departments, POSHAN Abhiyaan is poised to make a big contribution to make 'Suposhit' Bharat.

Our focus is on creating lasting initiatives that will impact generations to come and to achieve that objective; it is essential for us to work in unison.

I am confident that 2019 is going to be bigger in terms of reaching out to more beneficiaries and in creating stronger pathways for community engagement on nutrition. We seek to deliver a better tomorrow as a trusted programme to our beneficiaries, embodying the values of leadership, teamwork and integrity.

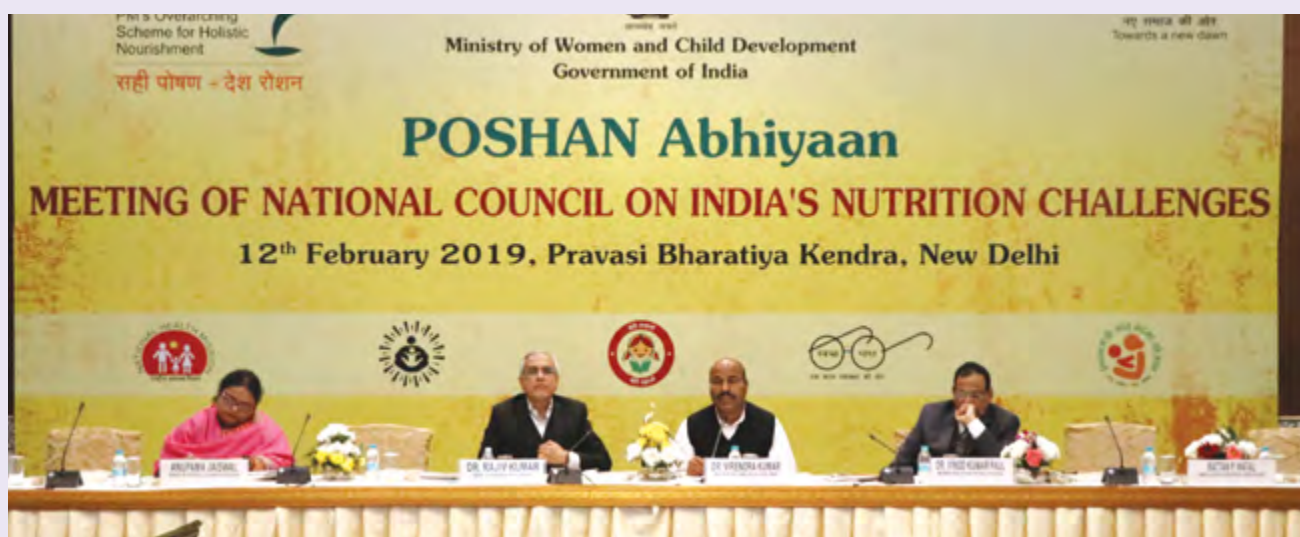
Jai Hind



Rabindra Panwar, IAS

Secretary, Ministry of Women and Child Development

Convergence at National Level



National Council Meeting

The Fourth Meeting of the National Council on India's Nutrition Challenges was held under the Chairmanship of Dr. Rajiv Kumar, Vice Chairman, NITI Aayog, on 12th February 2019, in New Delhi.

In the meeting, emphasis was laid on the proper coordination between the Centre and the States/UTs to achieve the mandated targets. Work done by the Anganwadi Centres and the exemplary role played by the Anganwadi Workers to improve the nutrition status of children was appreciated.



Executive Committee Meeting

The Sixth Meeting of Executive Committee of POSHAN Abhiyaan was held on 29th March 2019 at CSOI, New Delhi, under the Chairmanship of Shri Rakesh Srivastava, Secretary, Ministry of Women and Child Development (MoW&CD). Shri Rabindra Panwar, Secretary (Designate), MoW&CD was also in attendance. An update on Poshan Pakhwada was shared, highlighting the overwhelming response received from the States/UTs to commemorate the first anniversary of POSHAN Abhiyaan. Recommendations collated as a part of the Agri-Nutrition Conference were analysed and it was directed that policy document



be prepared by MoW&CD in conjunction with the Ministry of Agriculture and Farmers' Welfare and other stakeholders.



Optima Workshop was organised from 18th to 20th February 2019 at Goa, in collaboration with World Bank and the Ministry of Women and Child Development. Representatives from all the 36 States and UTs, NITI Aayog and Finance Commission participated in the workshop. The workshop aimed at orienting representatives of the Department of Women and Child Development/Social Welfare of State Governments on Optima Nutrition to facilitate its use for effective financial planning for nutrition in States and at the National level.

Developed by the Optima Consortium for Decision Science, the Burnet Institute and the World Bank, Optima Nutrition is a quantitative tool that can

provide practical advice to Governments to assist with the allocation of current or projected budgets across nutrition programmes. The model contains a geospatial component to determine funding allocations that minimise stunting, wasting, anemia or under-five mortality at both the national and regional levels. The model has a flexible intervention set that includes a variety of vitamin supplementation programmes, infant and young child feeding education, treatment of severe acute malnutrition, treatment and prevention of diarrhoea, fortification of foods, water sanitation and hygiene (WASH), family planning and malaria prevention interventions.



Poshan Pakhwada

Poshan Pakhwada was celebrated from 8th to 22nd March 2019, across the country to mark the first anniversary of POSHAN Abhiyaan. The Ministry of Women and Child Development, the nodal ministry for POSHAN Abhiyaan, played the central role in organising the Pakhwada that commenced on International Women's Day.

Various activities were organised across the country including Poshan Melas, rallies, awareness sessions at schools, visits to the homes of newborns, workshops. Social media campaigns helped in reaching a large audience.

Despite being held for just 15 days, Poshan Pakhwada recorded a remarkable participation figure of more than 45 Crore, surpassing the 25 Crore participation mark recorded during the Rashtriya Poshan Maah in September 2018. Close to 8.5 Crore adult males and 17.5 Crore adult females participated in various Poshan Pakhwada activities. Among children, 9 Crore boys and 10 Crore girls participated in Poshan Pakhwada activities. In all, 82.75 Lakh activities were carried out during Poshan Pakhwada.



To maximise the impact and reach for Poshan during the fortnight, MoW&CD shared a detailed roadmap in the form of a Poshan Pakhwada calendar with the convergent ministries for planning and implementation. The Poshan Pakhwada activities, sans mass media and social media were monitored online on a real-time basis using the POSHAN Abhiyaan Jan Andolan Dashboard.



20 different ground-level communication and mobilisation activities were conducted by 14 Ministries/Departments on 12 Poshan themes. Amongst the convergent Ministries, Ministry of Health and Family Welfare registered the highest number of activities on the dashboard, followed by Ministry of Human Resource Development and Ministry of Rural Development.

Goodwill Ambassador

Ms. Shreyasi Singh, Arjuna Awardee & 2018 Commonwealth Games Gold Medalist in shooting, was appointed as the Goodwill Ambassador – POSHAN Abhiyaan for Bihar on 6th March, 2019. A formal function was organised at Suchna Bhawan, IPRD, Patna, where a Memorandum of Understanding (MoU) was signed between Directorate of ICDS, Department of Social Welfare, Government of Bihar and Ms. Shreyasi Singh.



Ms. Shreyasi Singh appointed as Goodwill Ambassador for POSHAN Abhiyaan – Bihar



National Conference on Agri-Nutrition

A day long National Conference on Agri-Nutrition was organised on 15th March 2019, at Convention Hall, The Ashok Hotel, New Delhi. The conference aimed at building positive linkages between agriculture and nutrition to achieve the targets of POSHAN Abhiyaan, develop an Agriculture-Nutrition Convergence Plan and initiate policy frameworks for inclusion in the overall scheme. Various stakeholders attended the conference: from the Government of India, States/UTs, Multilateral Partner Organisations and Civil society organisations etc. More than 200 delegates attended the conference.

The conference was organised in three sessions. In the first session, there was a discussion on the key learnings from global and in country exemplary practices on agri-nutrition. The next session focused on finding pathways to increase production, empower women and enhance income, while in the final session, recommendations were accepted for formulating policy document. The significance and aim envisaged in organising the National Agri-Nutrition Conference was reiterated to bring out a vision for year 2030, and recommendations by various eminent speakers dictated a policy document on Agri-Nutrition Convergence Plan to be issued by June 2019.

Case Study Corner

Installation of Breastfeeding Corner at Zilla Panchayat, Narmada, Gujarat

Zilla Panchayat of a District is central to all activities related to district administration. Occasionally, female staff members bring their young children along with them to work. Also, the District Office is regularly visited by many women and at times, they too bring their children with them for various reasons. Keeping this into consideration, the District Development Officer, Narmada, decided to set up a breastfeeding corner at the Zilla Panchayat. The corner was set up jointly by ICDS and Health Department.



The room was inaugurated on 5th March 2019. As breastmilk is sometimes referred to as 'Amrut', the room was named 'AMRUT KAKSH'. The room comprises of all the basic amenities required including a bed, a toilet, a cradle and toys for the child to play. Furthermore, posters have also been put up in the room to exhibit the correct method of breastfeeding.

◀ Breast feeding Room "Amrut Kaksh"

Suposhit Kumbh – A fight against malnutrition

On 18th February 2019, i.e. during the Kumbh Mela at Prayagraj (Uttar Pradesh), a team comprising of 19 Swasth Bharat Preraks (SBPs) and three volunteers guided by the Principal Secretary, Department of Women and Child Development, Uttar Pradesh, created a record of performing 100 nukkad-nataks of 10 minutes each in a 24-hour period. This has set a record of its own kind as maximum number of street-plays were performed in a day to spread awareness about the Government's programme to fight malnutrition.

With the guiding mantra of 'Maximum Impact with Minimum costs', the SBPs selected nukkad-natak as the medium to create awareness of nutrition and unleash a groundswell of a movement for a 'Kuposhan Mukh' India. The plays were scripted in the local dictum to communicate in the language of the audience to sensitise them about malnutrition and suggested simple measures to adopt a healthy lifestyle.



KALEIDOSCOPE



Editorial Team

Central Project Management Unit (CPMU) POSHAN Abhiyaan Team

For more information or to give feedback, please contact:

Shri Aditya Chopra, Executive Director (CPMU)

Tel: 011-2336 2376 / 2336 8202

Email: ed.poshan-mwcd@gov.in