



Ministry of Women and Child Development



सत्यमेव जयते

POSHAN Abhiyaan
PM's Overarching Scheme for Holistic Nourishment



सही पोषण - देश रोशन

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Hon'ble Prime Minister in 'Mann ki Baat' gave a nationwide call for rooting out malnutrition from our country

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आज, जागरूकता के आभाव में, कुपोषण से गरीब भी, और संपन्न भी, दोनों ही तरह के परिवार प्रभावित हैं। पूरे देश में सितम्बर महीना 'पोषण अभियान' के रूप में मनाया जाएगा। आप जरूर इससे जुड़िये, जानकारी लीजिये, कुछ नया जोड़िये: PM #MannKiBaat

मासिक के अन्दर 'मुट्ठी भर धान्य' एक बड़ा आन्दोलन हो गया है। इसमें फसल कटाई के दिनों में आंगनवाड़ी सेविकाएँ लोगों से एक मुट्ठी अनाज इकट्ठा करती हैं। इस अनाज का उपयोग, बच्चों और महिलाओं के लिए गर्म भोजन बनाने में किया जाता है। इसमें दान करने वाला व्यक्ति एक प्रकार से जागरूक नागरिक समाज सेवक बन जाता है। इसके बाद वो इस ध्येय के लिए खुद भी समर्पित हो जाता है।

आज, जागरूकता के अभाव में, कुपोषण से गरीब भी और संपन्न भी, दोनों ही तरह के परिवार प्रभावित हैं। पूरे देश में सितम्बर महीना 'पोषण अभियान' के रूप में मनाया जाएगा। आप जरूर इससे जुड़िये, जानकारी लीजिये, कुछ नया जोड़िये: PM #MannKiBaat

पन्न की बात में प्रधानमंत्री नरेंद्र मोदी, 25 अगस्त 2019

“ Today, due to lack of awareness, both poor and affluent families are affected by malnutrition. The month of September will be celebrated as 'Poshan Abhiyaan' across the country. You must get connected with it, get information about this initiative, add some new facet to 'Poshan Abhiyaan' by contributing to it. ”

“ In our culture much glory has been ascribed to food. We have even converted the knowledge about food into a science. Balanced and nutritious food is essential for all of us, more so for women and the new-born, since these two categories are the foundation of the future of our society. ”

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हमारी संस्कृति में अन्न की बहुत अधिक महिमा रही है। संतुलित और पोषक भोजन हम सभी के लिए जरूरी है: PM #MannKiBaat

आज में एक संस्कृत सुभाषित से एक बहुत महत्वपूर्ण बात को उल्लेख करते हैं। 'अन्नं भोजनं चैव' और 'अन्नं भोजनं चैव'। अन्न और भोजन, दोनों ही हमारे जीवन के लिए जरूरी हैं। अन्न हमारे शरीर को पोषण देता है और भोजन हमारे शरीर को ताकत देता है। अन्न और भोजन, दोनों ही हमारे जीवन के लिए जरूरी हैं।

हमारी संस्कृति में अन्न की बहुत अधिक महिमा रही है। यहाँ तक कि हमने अन्न के इतने महत्व को भी ध्यान में रखा है। संतुलित और पोषक भोजन हम सभी के लिए जरूरी है। विशेष रूप से महिलाओं और नवजात शिशुओं के लिए, क्योंकि ये ही हमारे समाज के भविष्य की नींव हैं। 'पोषण अभियान' के अंतर्गत पूरे देशभर में आनुषंगिक कार्यक्रम चलाए जा रहे हैं। आप भी इन कार्यक्रमों में सक्रिय रहें।

पन्न की बात में प्रधानमंत्री नरेंद्र मोदी, 25 अगस्त 2019

Mission Director assumes office of POSHAN Abhiyaan

Dr. Sajjan Singh Yadav, IAS, Joint Secretary, Ministry of Women and Child Development took over as the Mission Director of POSHAN Abhiyaan.



Assessing the Ground Realities

Hon'ble Minister of Women & Child Development, Smt Smriti Zubin Irani visited States to review the implementation of various schemes of Ministry of Women & Child Development, with special emphasis on the progress of POSHAN *Abhiyaan* in the States.

In the past two months, Hon'ble Minister visited Maharashtra, Uttarakhand, Goa, Meghalaya, Kerala and Gujarat. During her visit, Hon'ble Minister had discussions with the Hon'ble Chief Ministers of respective States regarding ways to improve the service delivery interventions under the ambit of POSHAN *Abhiyaan*. As a part of her tour, Hon'ble Minister, made visits to the Anganwadi Centres (AWC) and interacted with field functionaries to assess the ground realities.

Hon'ble Minister also met Hon'ble Chief Minister of Jharkhand at New Delhi on 20th August, 2019 to discuss the status of POSHAN *Abhiyaan* in the State.

Hon'ble Minister of Women and Child Development with Hon'ble Chief Minister of Maharashtra and Senior Officials on 29th July, 2019



Hon'ble Minister of Women and Child Development with Hon'ble Chief Minister of Uttarakhand at Dehradun on 30th July, 2019



Hon'ble Minister of Women and Child Development and Hon'ble Chief Minister of Goa in conversation with Senior Officials on 9th August, 2019

Glimpses from the field



Hon'ble Minister of Women and Child Development with beneficiaries during her visit to Anganwadi Centre Ri Bhoi in Meghalaya on 26th August, 2019



Hon'ble Minister of Women and Child Development at Thiruvananthapuram, Kerala on 29th August, 2019



Hon'ble Minister of Women and Child Development in Gujarat on 30th August, 2019

Felicitation of Change Agents

An Awards Ceremony was organised by the Ministry on 23rd August, 2019 at Hotel Ashok, Chankyapuri, Delhi to recognize the contributions of State Governments, District officials, Block level officials and Field Functionaries. Associated Ministries and Development Partners were also appreciated during the ceremony. POSHAN *Abhiyaan* Awards Ceremony was graced by Hon'ble Minister for Women & Child

Development, Smt. Smriti Zubin Irani and Hon'ble Minister of State, Ministry of Women and Child Development, Sushri Debasree Chaudhuri.

A total of 363 POSHAN *Abhiyaan* Awards were given away with total cash prize of Rs 22 crore, was disbursed to the State/UTs and awardees.



Orientation Workshop on Poshan Maah - 2019

An Orientation Workshop on Poshan Maah was organised by Ministry of Women and Child Development on 23rd August, 2019 at Hotel Ashok, Chankyapuri to orient the Senior Officials and Representatives of Line Ministries on the forthcoming Poshan Maah activities.

September, 2019 is to be celebrated as Poshan Maah with the aim to spread the message of "Poshan Tyohaar Se Vyavahaar" and to communicate about the importance of holistic nutrition.

Hon'ble Minister of Women and Child Development graced the Orientation Workshop. A comprehensive synergised plan of activities calendar was discussed with representatives of various Line Ministries and State representatives.



Initiatives

Delhi Darshan organised for Anganwadi Workers

“Anganwadi Didis” play a crucial role in making POSHAN Abhiyaan a success. As a tribute to their dedication and zeal they have showcased on the field so far to further the aims of POSHAN *Abhiyaan*. ‘Delhi Darshan’, a tour to historical places in Delhi,

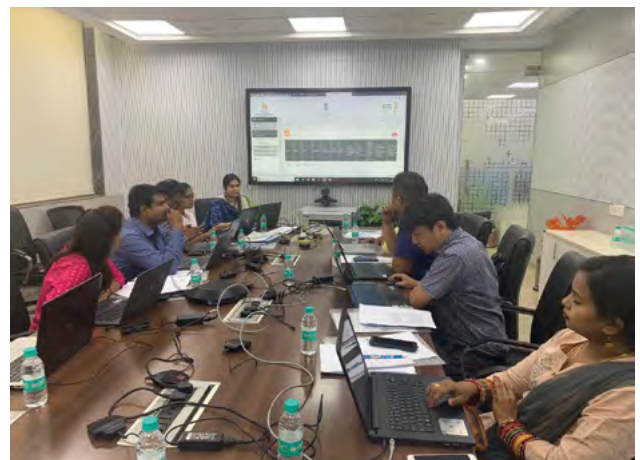
was organised by Ministry of Women and Child Development (MWCD) on 24th August, 2019. The Anganwadi Workers were accompanied by MWCD officials for a day long tour.



Governance Dashboard Training

Governance Dashboard is a web-based tool developed by Ministry of Women and Child Development to provide snapshot of implementation status of different components under POSHAN *Abhiyaan* for officials at all levels (National, State, District and Block) to monitor and track the progress of key program components.

In this regard, Hands-on Training on Governance Dashboard was organised by Ministry of Women and Child Development on 9th, 20th and 27th August, 2019 in six batches (2 per day). Training was held for the State representatives to orient the officials about the Governance Dashboard and train them as Master Trainers, who would further train the officials at District and Block levels.



Case Study Corner

Muthi Bhar Dhanya

“*Muthi Bhar Dhanya*” is an innovative initiative piloted at Nashik District, Maharashtra for improving the status of severely underweight children through community contribution. Through this initiative the children admitted to Village Child Development Centre (VCDC) get diversified food and additional supplement of intake to come out of SAM category. The Anganwadi Worker (AWW) encourages the villagers to voluntarily contribute any food grain such as wheat, jowar, rice, etc, where the quantity can be as little as one fistful. Along with this Anganwadi Workers have also started *Akshaypatra* which is voluntary contribution of Vegetables and Fruits to Anganwadi. The food items collected are used in cooking the meals for children coming to AWC. This has helped in increasing the diversity in food and nutrition value of food consumed by children.

This initiative has helped in making fight against malnutrition a people’s movement - a Jan Andolan in true sense. The surcharge food grains that came through contribution was distributed to families of SAM children which are poor to give an additional meal to the SAM child.



Response to *Muthi Bhar Dhanya*

Champions of Change



Hon’ble Minister of Department of Women and Child Development, Madhya Pradesh, Ms. Imarti Devi made a surprise visit to several Anganwadi Centres in Gwalior district on 21st August, 2019 to assess the ground reality. During her visit, Hon’ble Minister interacted with children and Anganwadi Workers (AWWs) and reviewed the food being served to the children. She also encouraged the AWWs to work with similar zeal and dedication showcased so far and provide healthy and nutritious meal to children.



Deputy Commissioner of Lawngtlai, Mizoram, Ms. Shashanka Ala, IAS, an innovative programme called “*Kan Sikul, Kan Huan*” i.e., My School, My Farm to address the problem of unavailable and costly vegetables in the Anganwadi Centres. The program, with the ultimate objective of the production of its own vegetables, also brought an important lesson to the children which was about the dignity of labour. The curriculum was also designed to include one hour of SUPW (Socially Useful Productive Work) every day, so that the children also become the stakeholder in the production and learn important life lessons.

KALEIDOSCOPE



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