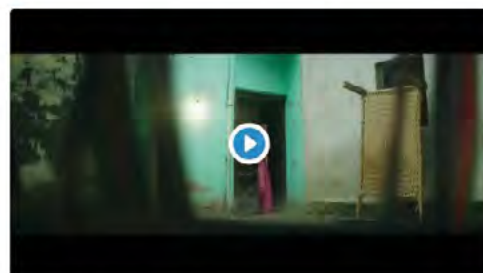




#ThankYouAnganwadiDidi

 **POSHAN Abhiyaan** 
@POSHAN_Official

हर रोज़ 13 लाख से अधिक आंगनवाड़ी कार्यकर्ता कुपोषण मुक्त भारत का सपना साकार करने के लिए प्रयास कर रही हैं। इस अभियान को सफल बनाने में जुटी आंगनवाड़ी वर्कर्स को #ThankyouAnganwadiDidi बोलिये। आप भी इस अभियान से जुड़िये।
#PoshanMaah2019#SahiPoshanDeshRoshan#POSHANAbhiyaan



POSHAN Samvaad

Volume I, September 2019

This bulletin intends to capture the elements of POSHAN Abhiyaan, key conversations on nutrition, programmatic updates, key initiatives by stakeholders and much more. It will bring forth the spirit of Jan Bhagidari from the field.





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During the 'Mann Ki Baat 2.0' episode on 25th August, 2019, Hon'ble Prime Minister Shri Narendra Modi highlighted the following:

"My dear countrymen, our Sanskrit Subhashit, epigrammatic verses are, in a way, gems of wisdom. There is an excellent Subhashit that mentions:

“पृथिव्यां त्रीणि रत्नानि जलमन्नं सुभाषितम् ।
मूढैः पाषाणखण्डेषु रत्नसंज्ञा प्रदीयते” ॥

That is, water, grain and subhashit are the three gems found on earth. Imprudent people call stones as gems. 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 newborns, since these two categories are the foundation of the future of our society. Under the 'POSHAN *Abhiyaan*' campaign, nutrition made available with the help of modern scientific methods is being converted into a mass movement all over the country. People are fighting a battle against malnutrition in innovative and interesting ways.

My friends, there are many little things that can be employed in our country's effective fight against malnutrition. Today, due to lack of awareness, both poor and affluent families are affected by malnutrition. The month of September will be celebrated as 'Poshan Maah' across the country. You must get connected with it, get information about this initiative, and add some new facet to 'POSHAN *Abhiyaan*' by contributing to it. If you manage to save a few people from malnutrition, it would mean that we can bring the country out of the circle of malnutrition."

Shri. Narendra Modi, Hon'ble Prime Minister of India



Smt. Smriti Z. Irani, Hon'ble Minister of Women and Child Development, while felicitating Anganwadi Workers during the National Poshan Awards on 23rd August, 2019, mentioned the importance of '5 Sutras of Poshan'. On this occasion, Smt. Smriti Z. Irani said:

"The government will double its outreach during Poshan month by taking the message of the importance of the Paanch Sutras of nutrition to every household—the first golden 1,000 days in the life of a child, fight against Anemia and Diarrhoea, personal hygiene and knowledge of what is nutritious. Malnutrition is prevalent not only in rural and poor areas but also in urban areas of India and there is a need to spread awareness on what is healthy and nutritious food."

Smt. Smriti Z. Irani, Hon'ble Minister of Women and Child Development



Launch of Poshan Maah 2019

Pledge wall for Rashtriya Poshan Maah 2019 signed by government officials across the country.

POSHAN Abhiyaan, the Ministry of Women and Child Development's flagship programme to improve nutritional outcomes for children, pregnant women and lactating mothers is celebrating the month of September as Rashtriya Poshan Maah 2019.

Earlier, in August 2019, Shri Narendra Modi, Hon'ble Prime Minister, spoke about the importance of nutrition for development of the nation during 'Mann ki Baat', highlighting POSHAN Abhiyaan's initiative for ensuring a healthier future for the country's Nari Shakti and Yuva Shakti. For this, he urged everyone to enthusiastically participate in Rashtriya Poshan Maah 2019.

Several steps have been undertaken by the Ministry of Women and Child Development (MoW&CD) to ensure a smooth roll-out of

Rashtriya Poshan Maah 2019 across the country. On 23rd August 2019, an orientation workshop on Rashtriya Poshan Maah 2019 was led by Smt. Smriti Z. Irani, Hon'ble Minister, MoW&CD. As a follow-up, a video-conference was organized on 31st August, 2019 with States/UTs and partner ministries to review their preparedness for Poshan Maah. This was followed up with a meeting with States/UTs and the partner ministries under the chairmanship of Dr. Vinod Paul, Member (Health & Nutrition), NITI Aayog. The States/UTs and the partner ministries were guided on how to actualize 'Poshan Tyohaar se Vyavahaar' during the Maah.

Poshan Maah 2019 has been successfully launched across the country by National and State leaders.



Orientation Workshop on Rashtriya Poshan Maah 2019



Hon'ble Union Minister for Home Affairs, at Dadra & Nagar Haveli



Hon'ble Union Minister for WCD and Hon'ble Minister of State-WCD Gujarat at Gandhinagar



Rashtriya Poshan Maah launch in Andhra Pradesh



Rashtriya Poshan Maah launch in Haryana



Rashtriya Poshan Maah launch in Madhya Pradesh



Rashtriya Poshan Maah launch in Uttar Pradesh



Rashtriya Poshan Maah launch in Puducherry



Rashtriya Poshan Maah launch in Assam



Rashtriya Poshan Maah launch in Chhattisgarh



Rashtriya Poshan Maah launch in Meghalaya

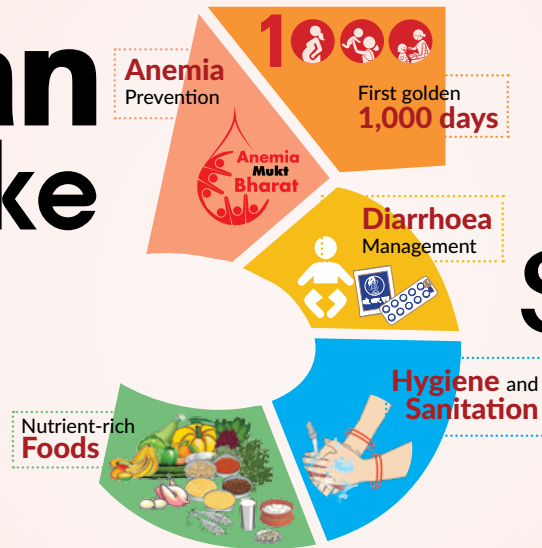


Rashtriya Poshan Maah launch in Goa



Rashtriya Poshan Maah launch in Rajasthan

Poshan ke



SUTRA

This year, Poshan Maah focusses on spreading the importance of 'Poshan Ke Paanch Sutra' namely First Golden 1,000 Days, Paushtik Aahar (Nutrient-Rich Foods), Anemia Prevention, Diarrhoea Management, and promoting Hygiene and Sanitation.

Social Media Buzz



Smriti Z Irani
@smritiirani

As [#PoshanMaah2019](#) begins, glance through the progress since its launch last year. With increasing participation from communities, POSHAN has now turned into a Jan Aandolan.



NITI Aayog
@NITIAayog

कुपोषण से लड़ने के लिए [#JanAndolan!](#)

आइये, साथ मिल कर एक स्वच्छ, स्वस्थ तथा समृद्ध [#NewIndia](#) की ओर बढ़ें।

[#PoshanMaah](#) [#POSHANAbhiyaan](#)
[#SahiPoshanDeshRoshan](#)

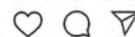


SHILPA SHETTY KUNDR
@TheShilpaShetty

This National Nutrition Month, let's support the government in their initiative to spread awareness & fight against Malnutrition with [#PoshanMaah2019!](#)



meraposhitchd
Chandigarh, India



8 likes

meraposhitchd Ek aurat se maa ban'ne k safar ko khush'haal bnayein, apne bache ko sehtmant bhavishya se sjaayein. Aao mil kar karein kuposhan ka ant, har bacha or maa rahe sehatmand

1

First Golden 1,000 Days

The child's physical and mental development is rapid during the first 1,000 days. Mother and child require adequate nutrition, care and support during this period for optimal growth of the child.

2

Anemia Prevention

Screening and testing of anemia is important in all age groups so that appropriate treatment may be initiated as per the haemoglobin level of the individual. Women, adolescent girls and children should consume iron-rich foods, take iron supplement if prescribed, and deworm regularly.

3

Diarrhoea Management

Mothers should exclusively breastfeed children up to six months to avoid diarrhoea. ORS and extra fluids should be given to a child immediately at the onset of diarrhoea and continued till diarrhoea stops. Zinc should be given for 14 days to children suffering from diarrhoea, even if diarrhoea stops.

4

Hygiene and Sanitation

Consumption of clean water, always using a toilet and practicing good hygiene such as handwashing with soap are essential. Adolescent girls and women should practice personal hygiene during menstruation.

5

Paushtik Aahar (Nutrient-Rich Foods)

All age groups, including children from 6 months of age need to consume a variety of nutritious food in adequate quantities. These include food prepared at home such as roti/ rice and yellow and black pulses, green leafy and yellow vegetables, and if non-vegetarian, add eggs, fish and meat along with one spoon of ghee/oil/butter.

National Nutrition Mission is at Tamil Nadu. 1 hr · 🌐

The nutrition experts from the ICDS department giving counseling to the pregnant women on 'What to Eat, How Much to Eat and When to Eat!' While the Anganwadi Workers demonstrating recipes to the women from the high nutrient-rich mixture given as 'Take Home Ration' to the pregnant and lactating women, children in the age group of 0-6 years and to the adolescent girls.

#PoshanTyoharSeVhavhar
#PoshanMaah2019
#POSHANAbhiyaan

National Nutrition Mission — at Chhattisgarh 21 hrs · 🌐

Anganwadi Workers have set kitchen gardens in the backyards of Anganwadi Centres in some of the remote areas of Gariyaband & Korba districts to promote locally grown food. They are also creating awareness on fresh and healthy eating habits 🌱🍃

#ThankYouAnganwadiDidi
#PoshanMaah2019
#POSHANAbhiyaan

Fighting malnutrition: Ensuring kitchen gardens in each home for sustainable change

As a part of the holistic approach to address the problem of malnutrition in the State, Chhattisgarh has initiated a unique 'Kitchen Garden' Pilot Project in the districts of Gariyaband and Korba to fight the menace of malnutrition.

The idea behind the setting up of kitchen gardens was to promote awareness about locally grown nutritious foods and create awareness about combating malnutrition with the intake of fresh nutritious locally grown food and vegetables thus, discouraging the use of supplements to fight malnutrition.

Kitchen Garden at the Anganwadi Centre in Chhattisgarh

Voices from the Field



The District Administration has generated a month-long calendar to undertake Jan Andolan activities and celebrate Poshan Maah. The district is proactively mobilizing local teachers and rural health service providers to give impetus to the campaign. A District Task Force has been created to focus on empowerment of adolescents girls and youth during this month. The Task Force has devised strategies to promote girls' education and end child marriage. As a special effort, sensitization of staff at marriage halls/hotels is being undertaken to ensure child marriages can be curbed across the district.

Khandwa, Madhya Pradesh



In order to sensitize pregnant women and lactating mothers on the importance of nutritious diet, weekly Haat Bazaars are being organized. In these baazars, healthy food options are kept on display, and women and adolescent girls are taught recipes for the same. These baazars are turning out to be instrumental in spreading awareness about Paushtik Aahar. The field functionaries are making concentrated efforts during the bazaar to educate people on the importance of eating right during the early 1,000 days of life.

Shahpur, Maharashtra



National Cadet Corps (NCC) has been engaged in spreading the message of POSHAN *Abhiyaan* by undertaking awareness sessions on hygiene and sanitation practices. Hard-to-reach populace has been prioritized in this effort at Dainik Bhaskar Colony in the city. Demonstration sessions were also conducted to sensitize women on Paushtik Aahar and utilizing kitchen waste to prepare organic compost.

Chandigarh



Technology

- **ICDS-Common Application Software (CAS):**
 - » More than **3.75 lakh Anganwadi workers** are uploading data through ICDS-CAS
 - » **5.8 lakh smart phones** and **6.17 lakh growth monitoring devices** have been procured by States/UTs
 - » More than **6 crore families have been registered** by frontline workers on ICDS-CAS for availing nutritional and health services. **Data of 3 crore children, 19.5 lakh pregnant women and 21.5 lakh lactating mothers is being monitored** for service delivery



Convergence

- States/UTs have conducted **14,200 convergence meetings** from State/UT to Block level



Capacity Building

- **Capacity Building-Incremental Learning Approach (ILA):** More than **9.25 lakh AWWs have been trained** on different modules under ILA



Behavioral Change & Community Mobilization

- September 2018 was celebrated as **Rashtriya Poshan Maah** across the country. Approximately **25 crore beneficiaries** participated and more than **22 lakh activities** were conducted across India. Activities like Anemia camps, Poshan rallies, Home-visits, Poshan Mela, Haat Bazaar and youth group meetings were conducted during the entire month. More than **15 Line Ministries** participated enthusiastically during the Maah.
- **Poshan Pakhwada** on lines of Poshan Maah was celebrated across the country from 8th to 22nd March, 2019. More than **82.75 lakh activities** with participation of **44.8 crore beneficiaries** was witnessed.
- **Community Based Events:** **1.63 crore events** have been organized at AWC level from April 2018 to July 2019
- **Village Health and Sanitation Nutrition Day:** More than **1.19 crore events** have been organized at Anganwadi Centre (AWC) level from April 2018 to July 2019



Incentives

- The first National Level Award ceremony was held on 23rd August 2019, where efforts at State, District, Block and field functionary level were recognized. A total of **363 Awards**, with financial implication of ₹22 crore were disseminated.

as on 29th August 2019*

Glimpses of the Field



Visit by officials to Anganwadi Centres in Madhya Pradesh



Display of Paushtik Aahar in Chhattisgarh



School children participating in a poster making competition for Poshan Maah



Poshan Rally in Uttarakhand



Poshan Walk in Assam



Poshan MaaH launch Rally in Manipur



Handwash practice with children in Gujarat



Growth monitoring at Anganwadi Centre in Jharkhand



Poshan Pledge in Andhra Pradesh



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