

CONCEPT NOTE: Poshan Pakhwada

08th to 22nd March 2020

POSHAN Abhiyaan PM's Overarching Scheme for Holistic Nourishment was launched by the Hon'ble Prime Minister on 8th March, 2018. It aims to reduce malnutrition from the Country in a phased manner, through the life cycle concept, by adopting a synergized and result oriented approach. The goals of POSHAN Abhiyaan (NNM) are to achieve improvement in the nutritional status of Children from 0-6 years, Adolescent Girls, Pregnant Women and Lactating Mothers in a time bound manner with fixed targets. It also aims to bring down stunting of children in the age group of 0-6 years from 38.4% to 25% by the year 2022.

2. The Abhiyaan is focusing on converting the agenda of improving nutrition into a Jan Andolan through involvement of Panchayati Raj Institutions/Village Organizations/SHGs etc. and ensuring wide public participation. Accordingly, Inter-Ministerial Guidelines on Jan Andolan have been developed and released to achieve convergence and synergize efforts towards achieving the desired Goals. States/UTs are also encouraged to carry out IEC activities on regular basis. Hon'ble Prime Minister has suggested to convert it into Jan Andolan.

3. **Jan Andolan through Poshan Campaigns:** To focus on nutrition, increase awareness on good nutrition practices and behaviours, two major outreach and social & behaviour change campaigns are undertaken under the Jan Andolan component of POSHAN Abhiyaan. Until now, two 'Rashtriya Poshan Maah', a month-long campaign held in September and one 'Poshan Pakhwada', a fortnight-long campaign held in March, have been held with astounding reach and results. Key activities which include Poshan Melas, Rally on nutrition at all level, Prabhat Pheree, Session on nutrition at schools, Self-Help Group meetings, Anaemia camps, growth monitoring of children, home visits of newborn babies by ASHA/AWW, Village Health, Sanitation and Nutrition Day (VHSND, Community Based Events (CBE) are carried out. Some important achievements of the three campaigns include:

3.1 **Rashtriya Poshan Maah, September 2019:** The enormously successful second Poshan Maah was celebrated in September, 2019. The main focus during the month was on five *sutras*, that is, First 1,000 days of a Child, Diarrhoea Prevention, Paushtik Aahaar, WASH (water, sanitation and hygiene), and Anaemia Prevention. During the month, more than 3.66 crore activities were organized which inter-alia included home visits, Community Based Events, Village Health Sanitation and Nutrition Days (VHSNDs), Poshan Melas, Poshan Rallies, school based activities, anaemia test-treat-talk camps, Panchayat meetings, other local meetings etc. Poshan Maah received a massive response in the social media too. 3.4 million impressions generated on Twitter and 8,60,683 impressions generated on Facebook during the month.

4. **Poshan Pakhwada 2020:** To celebrate the second anniversary of POSHAN Abhiyaan, Poshan Pakhwada will be celebrated during 08th-22nd March 2020. The focus area of Poshan Pakhwada 2020 will be '**Men for Nutrition - Increasing Male Engagement in POSHAN Abhiyaan to Improve Nutritional Indicators**'. In order to create momentum towards Nutrition at National, State, District, Block and Village levels, each of the State/UT is expected to play a key role for implementing various activities during the Pakhwada, similar to Poshan Maah. States/UTs are expected to engage respective Chief Ministers, especially during the launch of Poshan Pakhwada 2020, which will help sensitization masses towards adoption of Nutritional Behaviours.

5. During Poshan Pakhwada 2020, focused activities and additional areas of mass sensitization under each of the three main Jan Andolan platforms, namely Individuals/Influencers, Community Groups and Media, will be undertaken to ensure greater outreach. The list of the focused activities and additional areas is listed in **Annexure A**. Planned activities are to be carried out by all the States/UTs by involving the concerned Departments upto the field level including all the field functionaries during Pakhwada. The States/UTs may also add other activities for creating awareness.

6. The suggested schedule of activities for Poshan Pakhwada is listed in **Annexure B**, indicating the activities that may be implemented each day. The States/UTs may initiate the activities/areas discussed with Hon'ble Minister-WCD during the 'National Consultations for SBCC and Jan Andolan' held on 21st, 24th and 28th January 2020 listed in **Annexure C**. In addition, States/UTs may also utilize Social Media platforms and Mass Media campaigns to spread the message.

7. The Department of Women and Child Development (WCD) will be responsible for coordinating the conduct of activities with other departments. These activities will be compiled at the Block/District/State level on daily basis and updated on the Jan Andolan Dashboard at www.poshanabhiyaan.gov.in. The methodology will be the same as was followed during Poshan Maah in September 2018 and 2019 and Poshan Pakhwada in March, 2019. The data shall be visible on a separate webpage as part of the above website. Concerned States/UTs may also upload the data on regular basis.

8. For activities during Poshan Pakhwada, States/UTs may use the funds available under IEC for which States/UTs have been allocated Rs. 19.00 lakh per district per year. The balance unutilized fund of previous year can also be used for this purpose.

9. Responsibilities of States/UTs at various stages of the campaign:

9.1 Planning Phase/Pre-Pakhwada Activities:

- a. At the State level, plan district-wise activities as per the details in **Annexures**
- b. Orient District/Block level officers on Poshan Pakhwada
- c. DC/DM may be requested to actively participate in Pakhwada and regularly monitor the activities. VC may also be conducted for the same.
- d. District-wise Nodal officer/s may be nominated to oversee successful implementation of Activities
- e. Pre-planning and finalizing list of activities which may be conducted in districts and at State/UT capital by mid-February
- f. Equipping all districts with relevant IEC material
- g. Plan mass media, print media, social media, outdoor media and IEC Campaigns at district level and State/UT capital
- h. Mobilizing all relevant stakeholders/partners for Poshan Pakhwada

9.2 Execution Phase/Activities during Pakhwada:

- a. State/UT Capital to organize a mega event on the activity date with involvement of key stakeholders
- b. Monitor district-wise activities organized as per Calendar
- c. Ensuring regular data entry in the Jan Andolan Dashboard
- d. Ensuring adequate coverage of Poshan Pakhwada activities in media. Mention of *#PoshanPakhwada2020* and *#PoshanAbhiyaan* in social media.

e. It must be ensured that districts and State/UT capital strictly follow the activity dates prescribed in the Poshan Pakhwada Calendar.

9.3 **Conclusion Phase/Post-Pakhwada Activities:** On completion of Pakhwada, a detailed report to be submitted to MWCD. Template for the report will be shared soon.

9.4. **Responsibility of District Nodal Officer/s**

9.4.1 **Planning Phase:**

- a. Pre-planning and finalizing activities that would be conducted on the activity date at district level.
- b. Pre-publicity of Poshan Pakhwada to create visibility and reach out to masses
- c. Orient Block level officers on the concept of Poshan Pakhwada
- d. Ensuring availability of adequate IEC material at block level
- e. All relevant stakeholders must be mobilized and encouraged to participate during Pakhwada

9.4.2 **Execution Phase:**

- a. All selected districts to undertake activities and Poshan Pledge as per Calendar
- b. Monitor block-wise Jan Andolan activities
- c. Ensuring regular data entry in the Jan Andolan Dashboard
- d. Ensuring adequate coverage of Poshan Pakhwada activities in media and Social Media

9.4.3 **Conclusion Phase/Post-Pakhwada Activities:** On completion of Pakhwada, a detailed report to be submitted to MWCD. Template for the report will be shared by MWCD.

Annexure A

Suggested Activities for Poshan Pakhwada

MINISTRY	ACTIVITY
	'POSHAN Anthem' and 'POSHAN Pledge' to be emphasized across all the platforms and activities during Poshan Pakhwada 2020
Ministry of Women and Child Development (MoWCD)	<p>Focus Activity:</p> <ul style="list-style-type: none">• Targeted programs for SAM children• Enhancing Home Visit outreach• BCC for healthy dietary habits• Leverage private sector network for awareness generation• Poshan Diet Calendar• Leverage socio-cultural platforms for IYCF activities <p>Ongoing Activity:</p> <ul style="list-style-type: none">• Children to participate at the AWCs e.g. wearing dresses depicting vegetables, different colours, fruits, etc.• Photographs of healthy mother and child would be displayed to create a sense of encouragement to the beneficiaries at the AWC• Nutrition message from folk songs and songs on WASH to be developed and used to address the local public• Mass Media Campaign• Nukkad Natak/Folk Shows• Poshan Melas• VHSN Day• Cycle Rally – On Nutrition• Local Leader Meetings• Intensive use of Poshan Anthem

Ministry of Rural Development (MoRD)	<p>Focus Activity:</p> <ul style="list-style-type: none"> Using SHG platforms for promoting breastfeeding and complementary feeding- make a template for national level on the lines of Jeevika program <p>Ongoing Activity:</p> <ul style="list-style-type: none"> Cooperative/Federation Meetings to address Nutrition Self Help Group Meetings Haat Bazaar Activities Mass Media Campaign
Ministry of Housing and Urban Affairs (MoH&UA)	<p>Focus Activity:</p> <ul style="list-style-type: none"> Outreach activities in urban slums, areas with high migrant population <p>Ongoing Activity:</p> <ul style="list-style-type: none"> Cooperative/Federation Meetings to address Nutrition Self Help Group Meetings Mass Media Campaign
Ministry of Drinking Water and Sanitation (MoDWS)	<p>Focused Activity:</p> <ul style="list-style-type: none"> Develop/train and deploy ‘Poshan Aagrahis/Prerak’ on the lines of Swachhagrahi Special drive may be initiated for provision of drinking water at all Anganwadi Centre where the facility is not available <p>Ongoing Activity:</p> <ul style="list-style-type: none"> Cycle Rally – on Hygiene Mass Media Campaign
Ministry of Panchayati Raj (MoPR)	<p>Focused Activity:</p> <ul style="list-style-type: none"> ‘Special Gram Sabha and Poshan Panchayat’ to emphasize the dietary diversity, to be held in Poshan Pakhwada <p>Ongoing Activity:</p> <ul style="list-style-type: none"> Poshan Panchayat Poshan Walks Prabhat Pheri

	<ul style="list-style-type: none"> • Mass Media Campaign
Ministry of Human Resource Development, Department of Education (DoSEL)	<p>Focused Activity:</p> <ul style="list-style-type: none"> • ‘Poshan Monitor’ may be selected in each class/section of all Government and Private School and they need to check if school children ate breakfast and take balanced diet regularly, wash their hands and maintain hygiene and sanitation • Develop “Poshan Report Cards” on the lines of school report cards and maintain based on the nutrition indicators <p>Ongoing Activity:</p> <ul style="list-style-type: none"> • Ensuring kitchen garden at all schools premises • School-Based Activities • Awareness Campaign for Adolescent Girls • Mass Media Campaign
Ministry of Agriculture and Farmers’ Welfare (MoAFW)	<p>Focused Activity:</p> <ul style="list-style-type: none"> • Develop and support kitchen gardens at Schools, Anganwadi Centres and roof-top kitchen gardens in Urban Areas. Kitchen garden at household level may also be encouraged. • Mainstreaming millets in public funded programs <p>Ongoing Activity:</p> <ul style="list-style-type: none"> • Farmer Club Meeting
Ministry of Youth Affairs and Sports (MoYAS)	<p>Focused Activity:</p> <ul style="list-style-type: none"> • NSS volunteers and Nehru Yuva Kendra to do home visits and spread the message of importance the first 1000 days <p>Ongoing Activity:</p> <ul style="list-style-type: none"> • Poshan Rally • Youth Group Meetings
Ministry of Health and Family Welfare (MoHFW)	<p>Focused Activity:</p> <ul style="list-style-type: none"> • D2 (Defeat Diarrhea) Camps - with Ministry of Jal Shakti –Diarrhea bhagane wala dost • T3 (Test, Treat, Talk-Anaemia Prevention & Management) Camps to be arranged in secondary

	<p>schools to address anemia amongst adolescent girls and boys</p> <ul style="list-style-type: none"> • Strategic Messaging by ASHAs to promote Jan Andolanfor Poshan <p>Ongoing Activity:</p> <ul style="list-style-type: none"> • Anaemia Camp • Special drive for 100% immunization • Home Visits – ASHA / ANM • VHSND • Mass Media • Mid Media
District and Block Admin with Support from Department of Women and Child Development/Social Welfare + Ministry of Health and Family Welfare (MoWCD + MoHFW)	<p>Ongoing Activity:</p> <ul style="list-style-type: none"> • Community Radio Activities • Mass Media Campaign
Department of Food & Public Distribution	<p>Focused Activity:</p> <ul style="list-style-type: none"> • ‘Recipe contest at Zila wise/Block wise
NITI Aayog	<p>Focused Activity:</p> <ul style="list-style-type: none"> • Listing out most malnourished districts on the lines of aspirational districts and partner with the tribal department to target the tribal population where levels of malnourishment (SAM children) are high.
Ministry of Information & Broadcasting (MoIB)	<p>Focused Activity:</p> <ul style="list-style-type: none"> • DD and All India Radio to air success stories and dedicate a radio slot for child’s nutrition
Department of Empowerment of Persons with Disability	<p>Focused Activity:</p> <ul style="list-style-type: none"> • Drive to screen mothers and children with disability in Poshan Pakhwada and follow up on provision of required care and services
Ministry of Tribal Affairs (MoTA)	<p>Focused Activity:</p> <ul style="list-style-type: none"> • Targeting mother’s kitchen, Eklavya and tribal residential schools

ICAR-Indian Council of Millets Research	Focused Activity: <ul style="list-style-type: none"> • Support for Kitchen gardens at schools and Anganwadi Centres and roof-top gardens in Urban Areas • Mainstreaming millets in public funded programs
Department of Animal Husbandry & Dairy	Focused Activity: <ul style="list-style-type: none"> • Promoting a community led initiative for volunteering a glass of milk to a child or a pregnant woman in the family or in the community
Ministry of New & Renewable Energy (MoNRE)	Focused Activity: <ul style="list-style-type: none"> • Biogas plant in Anganwadi Center • Solar light at Anganwadi Center

Links to IEC Advocacy material that may be directly accessed by States/UTs and Ministries while conducting Jan Andolan Activities:

i. **Hand Washing and Sanitation:**

https://drive.google.com/drive/folders/1qrXIEJCunrwsj7-rIXVVsI_A--2T3h84

ii. **Anaemia:**

<https://drive.google.com/drive/folders/1xZMSU0jFmmDUZCBXGpAk6dsxCBLahk5H>

iii. **Diarrhoea:**

<https://drive.google.com/drive/folders/16x0DM90qyhQivUpyAIT8C98-1dkrbera>

iv. **Overall Jan Andolan Content**

https://drive.google.com/drive/folders/1qCy95ASz6hFfr25Tzu_ygGU8SkLzqGF5

Annexure B

Poshan Pakhwada 2020, Suggested Schedule of Activities

Date	Activity
	‘POSHAN Anthem’ and ‘POSHAN Pledge’ to be emphasized across all the platforms and activities during Poshan Pakhwada 2020
8th March	<ul style="list-style-type: none"> Launch of Poshan Pakhwada; Convergence activities for ‘Swachhta Hi Seva’ Pakhwada Poshan Rally
9th March	<ul style="list-style-type: none"> Poshan Panchayat to begin on Poshan Pakhwada: Talk on importance of Nutrition and Hygiene. Home Visit by AWWs, ASHAs and ANMs to beneficiaris spreading the message on Importance of Hygiene and Sanitation on good health and nutrition at home. Motivating them to prepare Kitchen Garden at home. Facilitating/acknowledging/encouraging Safai Karmacharis/Swachhtagrahi for their work Convergence activities for ‘Swachhta Hi Seva’ Pakhwada
10th March	<ul style="list-style-type: none"> Dissemination of Nutrition message during Holi celebration Convergence activities for ‘Swachhta Hi Seva’ Pakhwada
11th March	<ul style="list-style-type: none"> School Based Activities/Poshan Pathshala Nominating Poshan Monitors at each class and section of School Introducing school management committees the concept of building of “Poshan Monitors” in classrooms and motivating students to develop Kitchen garden at school Anemia Camp Poshan Walk with SHG members Convergence activities for ‘Swachhta Hi Seva’ Pakhwada
12th March	<ul style="list-style-type: none"> Home Visit by AWWs, ASHAs and ANMs to beneficiaries spreading the message on Importance of Hygiene and Sanitation at home Demonstration of Hand Washing at AWC Cooperative/Federation Meetings to address Nutrition

	<ul style="list-style-type: none"> • Convergence activities for ‘Swachhta Hi Seva’ Pakhwada
13th March	<ul style="list-style-type: none"> • Cycle Rally • Poshan Chaupal • Home Visit by AWWs, ASHAs and ANMs to beneficiaries spreading the message on Importance of Nutrition, • Hygiene and Sanitation at home • Convergence activities for ‘Swachhta Hi Seva’ Pakhwada
14th March	<ul style="list-style-type: none"> • Youth Group Meetings • Poshan Walk • Cleaning drive and using the available space for Kitchen Gardens in all identified areas with Field functionaries, local leaders, Doctors, Government officers, Teachers, Students eminent personalities etc. • Preparing plan to maintain and regularize cleanliness for long term • Convergence activities for ‘Swachhta Hi Seva’ Pakhwada
15th March	<ul style="list-style-type: none"> • Prabhat Pheri • Poshan Walk • Closure of Convergence activities for ‘Swachhta Hi Seva’ Pakhwada
16th March	<ul style="list-style-type: none"> • Awareness Campaign for Adolescent Girls • Cooperative/Federation Meetings to address Nutrition
17th March	<ul style="list-style-type: none"> • Farmer Club Meeting • ‘Recipe contest at Zilla wise/Block wise • Haat Bazaar Activities
18th March	<ul style="list-style-type: none"> • Youth Group Meetings • School Based Activities generating Poshan report cards
19th March	<ul style="list-style-type: none"> • Farmer Club Meeting • Haat Bazaar Activities
20th March	<ul style="list-style-type: none"> • Anemia Camp • Awareness Campaign for Adolescent Girls

21st March	<ul style="list-style-type: none"> • Poshan Rally • Cycle Rally
22nd March	<ul style="list-style-type: none"> • Poshan Panchayat to review the impact of Poshan Pakhwada and plan to carry the activities forward

Note:

1. Home visits, SHG Meetings, Poshan rallies/walks, mass media campaign, Nukkad Natak and Community Radio throughout Poshan Pakhwada, as per the State Level Planning.
2. States/UTs to ensure the coverage of each listed Activity at least once throughout the Poshan Pakhwada. Activities and areas listed in *Annexure A and C* may also be referred while conducting the activities.
3. Expected Documentation and/or Timelines:
 - Poshan Pakhwada 2020 Plan (State specific from States/UTs, and Ministry specific from Ministries):
 - **21st February, 2020**
 - Data Reporting Closure:
 - **Midnight of 23rd March, 2020**
 - Report on Poshan Pakhwada 2020, including Success Stories, Innovations and Additional SBCC Initiatives (State specific from States/UTs, and Ministry specific from Ministries):
 - **30th March, 2020**
 - Submission of Activity based High Resolution Still Images (specific details to be shared in further communications with States/UTs and Ministries):
 - **As and when required during Poshan Pakhwada, by CPMU**
 - Other items may be added later, in mutual consultation with States/UTs and Ministries

ANNEXURE C

Jan Andolan Activities/Areas: Ongoing and Additional Focus for Poshan Pakhwada 2020

	Individuals/Influencers	Community Groups	Media
Current List of Activities	<ul style="list-style-type: none"> • Anaemia Camp • Defeat Diarrhoea Campaign • Poshan Workshop/Seminar • Poshan Walk & Prabhat Pheree • Safe Drinking Water in AWCs and Schools • Providing Water to Toilets • Local Leader Meeting • Youth Group Meeting • Poshan Panchayat • Home Visit 	<ul style="list-style-type: none"> • Community Based Events • Poshan Mela • Poshan/Cycle Rally • School-based Activities • VHSND • DAY NRLM SHG Meeting • Harvest Festival • Haat Bazaar and Farmers' Market • Cooperative/Federation 	<ul style="list-style-type: none"> • Community Radio Activities • Nukkad Natak • Folk/Puppet Shows • Train/Bus Panels/Roadshows • WhatsApp Video/Audio/IEC sharing • Wall Paintings/Hoardings/Banner • Rangoli • Social Media • TV & News Articles
Additional Focus Area/Activities	<ul style="list-style-type: none"> • Poshan Aagrahis/Prerak • Targeted programs for SAM children • Enhancing Home Visit outreach • 'Poshan Pathshala' in Schools • 'Poshan Monitor' in Schools • Recipe competetion 	<ul style="list-style-type: none"> • BCC for healthy dietary habits • Nutritious Food Festival in Schools • Leverage Common Service Centers and Jan Aushadhi Kendras for nutrition communication • Leverage private sector network for awareness generation 	<ul style="list-style-type: none"> • Poshan Diet Calendar • Culturally sensitive outreach in tribal areas • Leverage socio-cultural platforms for IYCF activities
