

PA/35/2020-CPMU (E- 84196)
Government of India
Ministry of Women & Child Development
POSHAN Abhiyaan

3rd Floor, Jeevan Vihar Building
Sansad Marg, New Delhi – 110001
Date: 04th March, 2020

OFFICE MEMORANDUM

Subject: Record of Discussion of the Preparatory Meeting on POSHAN Pakhwada with Partner Ministries.

A Preparatory Meeting on POSHAN Pakhwada was held on 18th February, 2020 under the Chairmanship of Secretary, MWCD with officers of the Partner Ministries and Departments to discuss the activities proposed to be conducted during POSHAN Pakhwada starting from 8th – 22nd March, 2020.

2. Record of Discussion of the Preparatory Meeting on POSHAN Pakhwada are enclosed herewith for information and necessary action.



(Sanjiv Gajraj)

Executive Director, POSHAN Abhiyaan
Tel: 011-2336 8202, 2336 2376

To

1. Secretary, Department of Health & Family Welfare
2. Secretary, Department of Drinking Water & Sanitation
3. Secretary, Ministry of Rural Development
4. Secretary, Ministry of Information & Broadcasting
5. Secretary, Ministry of Panchayati Raj
6. Secretary, Ministry of Tribal Affairs
7. Secretary, Ministry of Food & Public Distribution
8. Secretary, Department of School Education and Literacy
9. Secretary, Ministry of Housing and Urban Affairs
10. Secretary, Ministry of Electronics and Information Technology
11. Secretary, Ministry of Minority Affairs
12. Secretary, Ministry of AYUSH
13. Secretary, Department of Youths Affairs
14. Secretary, Department of Sports
15. Secretary, Department of Agriculture Cooperation and Farmers Welfare

16. Secretary, Ministry of Social Justice and Empowerment
17. Secretary, Department of Disability Affairs
18. CEO, FSSAI
19. DG, BOC, Ministry of Information and Broadcasting
20. DG, PIB
21. Adviser, Health & Nutrition - NITI Aayog
22. CEO, MyGov
23. UNICEF
24. IDinsight

Copy to:

PPS to Secretary, MWCD

PPS to Special Secretary, MWCD

PPS to JS (ASC), MWCD

Record of Discussions of the Preparatory Meeting on POSHAN Pakhwada with Partner Ministries

A Preparatory Meeting on POSHAN Pakhwada was held on 18th February, 2020 under the Chairmanship of Secretary, MWCD with officers of the partner Ministries and Departments to discuss the activities proposed to be conducted during POSHAN Pakhwada starting from 8th-22nd March, 2020. The list of participants is attached as **Annexure I**

2. Joint Secretary, MWCD welcomed all the officers and apprised them that the meeting was in continuation of the consultation held on 24th January, 2020 chaired by Hon'ble Minister, WCD. It was reiterated that the main theme during the Poshan Pakhwada would be **“Increasing male engagement in POSHAN Abhiyaan to improve Nutritional outcomes”**. A brief presentation was made on the objectives sought to be achieved during the Poshan Pakhwada and expectations from the partner Ministries/ Departments.

3. A gist of the discussions and decisions taken are placed below:

- a. **Ministry of Jal Shakti:** During the last consultation it had been decided that the Swachhagrahis deployed by the Ministry of Jal Shakti in all the Gram Panchayats would be tasked with carrying the message of POSHAN in their areas of operation. However Director, MoDW&S informed that the Ministry has limited no. of Swachhagrahis (2-3 Swachhagrahi/GP) and in the states declared ODF Swachhagrahis are no more available. The Ministry was asked to share the number of Swachhagrahis available and their location. The Ministry was also requested to ensure that these Swachhagrahis undertake activities relating to POSHAN, especially awareness on WASH.

The Ministry was also requested to collaborate on the **POSHAN Train**.

(Action: Ministry of Jal Shakti)

- b. **Department of School Education & Literacy:** During the last consultation, it was suggested that focus in schools for children on better nutrition should be led by **‘Poshan Monitors’**. These would be children in each class (like as class room monitor) involved in delivering the Messages related to Nutrition such as what to eat, nutritious food, diet diversity, importance of breakfast etc. in the Classroom as well as at Home. It was also suggested to develop **“Poshan Report Cards”** on the lines of school report cards and maintain them based on the nutrition indicators.

The Department of School Education and Literacy was requested to ensure that 'Poshan Monitors' are nominated in all classes of all schools and "Poshan Report Cards" are developed.

(Action: Department of School Education & Literacy)

- c. **Ministry of Panchayati Raj:** JS(ASC) informed that MoPR will ensure organizing 'Poshan Panchayat' to emphasize the dietary diversity, to be held in Poshan Pakhwada. Secretary, MWCD asked the representative to fix a day (Suggested 9th March) for organizing Gram Sabhas during the POSHAN Pakhwada and POSHAN Maah on regular basis in their Calendar so that it would create more impact. Representative, MoPR informed that Ministry has already sent letters to States/UTs and planning special Gram Sabhas on 5 Sutras. He requested to give flexibility for organizing the Gram Sabhas rather than organizing on a fixed date & further said that the Ministry of Panchayati Raj will consider the suggested date.

The Ministry of Panchayati Raj was requested to ensure special Gram Sabhas for POSHAN Abhiyaan on a fixed date during POSHAN Pakhwada and POSHAN Maah.

(Action: Ministry of Panchayati Raj)

- d. **Department of Food & Public Distribution:** Department of Food & Public Distribution has to organize 'Mother's Kitchen' contest at Zila wise/Block wise. Representative, DoF&PD informed that they were organizing the contest. Secretary, MWCD asked the department to ensure organizing the contest regularly and submit the details of activities supposed to do in the contest to the Ministry in 2-3 days. The Department of Food & Public Distribution was requested to organize 'Mother's Kitchen' contest along with the submission of details of activities conducted.

(Action: Department of Food & Public Distribution and MoWCD)

- e. **Ministry of Health & Family Welfare:** Deputy Commissioner (Child Health), Ministry of Health and Family Welfare informed that the Ministry will monitored/focus on VHSND platforms during Pakhwada as it is a platform of massive gathering, the diarrhea issues will be discussed during VHSNDs(D2

Camps to be replaced by messages on D2 camps in VHSNDs) and the T3 camps will be organized in the Secondary Schools to address anaemia amongst adolescent girls and boys. Home visits will be focused for strategic messaging by ASHAs to promote Jan Andolan. She further requested to share the ICDS -CAS data (Growth Monitoring data of Children 0-6 years) with the MoH&FW for identification and further management of sick SAM children (who can be referred to NRCs).

Special Secretary, MWCD asked the representative to ensure that SAM children are detected during the VHSNDs. Secretary, MWCD urged to cover all the enrolled children of AWCs for health check up & immunization. He further directed to share the details of children with the MoH&FW who are coming in red zone.

Ministry of Health & Family Welfare was requested to augment VHSNDs during POSHAN Pakhwada for Identification and referral of sick SAM children to District Hospital/Nutrition Rehabilitation center (NRC), Disseminate Defeat Diarrhea (D2) messages through ASHA in her Home visits and Organise T3 Camps under Anaemia Mukta Bharat.

(Action: Ministry of Health & Family Welfare)

- f. **NITI Aayog:** NITI Aayog to list 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. NITI Aayog was directed to share the intervention areas where malnutrition is high with the Ministry

NITI Aayog was requested to prepare the list of most malnourished districts & Blocks with the Ministry of Tribal Affairs and share the details with MWCD.

(Action: NITI Aayog)

- g. **Ministry of Tribal Affairs:** Director, Ministry of Tribal Affairs informed that 4 sets of activities has planned during Pakhwada i.e. Organising nutritious tribal food exhibitions, Tribal food mela in all States by Tribal Cooperative Marketing Development Federation of India (TRIFED), Promotion of local nutritive food-the concept of backyard kitchen garden through students of Eklavya Model Residential School (EMRS) and Sensitization of school children on nutrition in tribal pockets.

Ministry of Tribal affairs was requested to ensure the activities like Exhibition of nutritious tribal food, Tribal food mela through TRIFED, Backyard kitchen garden and Sensitisation of children on nutrition and share the details of activities to be conducted during POSHAN Pakhwada.

(Action: Ministry of Tribal Affairs)

- h. **Ministry of Information and Broadcasting:** Director, Mol&B informed that they have directed Prasar Bharti, DD and All India Radio to air success stories and dedicate a radio slot for child's nutrition. JS, MWCD asked to designate a single focal point. Ministry informed that CEO Prasar Bharti or the ministry will be the focal point. Ministry of Information and Broadcasting was directed that an instruction may be issued to all the channels of Doordarshan and All India Radio, for covering the success stories during Poshan Pakhwada and Poshan Pakhwada activities to be ensured at all levels, in order to increase the visibility of POSHAN Abhiyaan.

Ministry of Information and Broadcasting was requested to convey a focal point for further exchange of information during POSHAN Pakhwada.

(Action: Ministry of Information and Broadcasting)

- i. **Ministry of Rural Development:** The Ministry was informed about using SHG platforms for promoting breastfeeding and complementary feeding. It was also requested to make a template for national level on the lines of Jeevika program. Representative from the Ministry requested to provide the pledge to be taken and POSHAN anthem during POSHAN Pakhwada.

The Ministry was asked to use SHGs for the promotion of two potent indicators i.e. breastfeeding and complementary feeding during the POSHAN Pakhwada and share the template of similar to Jeevika Program.

(Action: Ministry of Rural Development)

- j. **Ministry of Youth Affairs:** JS(ASC) asked about the NSS volunteers and Nehru Yuva Kendra as 'Poshan Monitors' making home visits to spread the message of the first 1,000 days and mobilizing communities. Special Secretary, informed message of 1000 days to be delivered with clarity. NYK-through youth club spread the message in peer groups, village elders and community mobilization. Secretary, MWCD suggested that at the state level

meeting, the State coordinator should attend the meetings and instructed to share related material on POSHAN Monitors.

Ministry was requested to deploy State coordinators of the Department to attend the meeting at State level and share the material for POSHAN Monitors.

(Action: Ministry of Youth Affairs)

k. Ministry of Agriculture & Farmers Welfare, Department of Agriculture cooperation & farmers welfare: Representative from the DoAC&FW informed about Millet and Pulse programme implemented at district level. Secretary, MWCD asked about action plan for the same during POSHAN Pakhwada.

Ministry of Agriculture & Farmers Welfare, Department of Agriculture Cooperation & Farmers Welfare was requested to organise 'Kisan Goshthis' on promotion of millets and pulses during Poshan Pakhwada.

(Action: Department of Agriculture cooperation & farmers welfare)

4. ED(AC), MoWCD made a presentation on POSHAN Train. He informed that in a joint partnership between Ministry of railways and Ministry of Women & child Development the "**POSHAN Train**" will travel through districts of Uttar Pradesh, Bihar & Jharkhand during the fortnight celebration of POSHAN Pakhwada. He further informed that the objective of POSHAN Train will be to bring awareness on nutrition and disseminate information on various aspects of Health & Nutrition among the target beneficiaries, field functionaries, local leaders, changemakers etc. Special Secretary, MWCD informed that in "POSHAN Train" five coaches will be dedicated on the theme of **POSHAN Ke Paanch Sutras**. The train will cover 1500 K.M. in 15 days. He further urged to representative of Ministry of Health & Family Welfare and Ministry of Drinking Water & Sanitation for their intensive collaboration.

5. Representative from IDInsight (Development partner) presented the One Year Report on POSHAN Abhiyaan Social & behavior change communication (SBCC). Following recommendations were highlighted during the presentation.

- Continue to leverage platforms with high reach and recall rates for nutrition messages.
- Better leverage mass media platforms with high reach to send nutrition messages.

- Focus on increasing messaging for high reach but low recall platforms.
- Focus on expanding reach for platforms with high recall but low reach.
- Prioritize messages related to the importance of the first 1000 days, especially complementary feeding (timely introduction and adequate diet), mother's dietary diversity, and 4+ ANC checkups.

6. After detailed deliberations, following decisions were taken:

- The activities discussed during the meeting may be included in addition to the other ongoing activities held under convergence.
- All the Ministries/Departments were requested to issue directive to their respective Departments of state government with a copy to MWCD.
- It was also requested to submit a report after completion of POSHAN Pakhwada by 15th April,2020 to the Ministry.

The meeting ended with vote of thanks to the Chair.

Meeting on Poshan Pakhwada with Partners Ministries

Venue: Conference Hall, Shastri Bhawan

Date: 18.02.2020

Time: 03.00hrs Onwards

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