

Ministry of Women and Child Development
Government of India
concept note on celebration of Rashtriya Poshan Maah 2021

In order to bring nutrition to the centre-stage of the National Development Agenda, Government of India launched Prime Minister's Overarching Scheme for Holistic Nourishment (POSHAN) Abhiyaan in March, 2018. It is a multi-ministerial convergence mission with a vision to address malnutrition in a targeted approach. The Abhiyaan is India's resolve to accelerate improvements in the nutrition of children, adolescent girls, pregnant women and lactating mothers. It aspires to reduce stunting, under-nutrition, low birth weight and anaemia. POSHAN Abhiyaan on one hand seeks to synergize efforts of key stakeholders by leveraging technology to achieve the desired goals and on the other, intends to convert nutrition awareness into a Jan Andolan. Anchored by Ministry of Women and Child Development, the Abhiyaan is envisioned to be a 'Jan Andolan' and a 'Jan Bhagidaari' meaning 'People's Movement'. Approaches to fortify Jan Andolan include strengthening convergence, community engagement, advocacy, partnerships, and promoting usage of transmedia.

2. To ensure community mobilization and bolster people's participation, September 2018 was celebrated as Rashtriya Poshan Maah across the country. Taking forward the message of '**HarGhar Poshan Tyohar**' approximately 23 lakh activities conducted nationwide. Activities like Anaemia camps, Poshan rallies, Home-visits, PoshanMela, Haat Bazaar, Youth Group Meetings, etc. were conducted during the entire month. Drawing from the learnings of the first Maah held in 2018, second Rashtriya Poshan Maah was celebrated in September 2019 across the country. It received a massive response, which is also evident from approximately 366 lakh activities conducted during the month.

3. Consecutively, working under the constraints imposed due to the outbreak of Covid-19 pandemic, the POSHAN Abhiyaan undertook digital route to celebrate Rashtriya Poshan Maah 2020, ensuring that the vision of Hon'ble Prime Minister on Jan Bhagidarishould not get compromised. Instead of physically reaching out to individuals for conventional activities, the Rashtriya Poshan Maah 2020 was aimed to create '**digital mobilization across the country**' for improving Nutrition indicators while focusing on the two themes namely i). Identification and

tracking of children with Severe Acute Malnutrition (SAM), and ii). Plantation drive for promotion of Kitchen/Nutri gardens.

4. For the third time, the Rashtriya Poshan Maah 2020 witnessed wide participation and enthusiasm from all the 18 convergent Ministries, States/UTs and field functionaries. Frontline workers, community groups, PRIs, staff at Block and District level, State departments and Ministries exemplified diligent work towards triggering a Jan Andolan for POSHAN Abhiyaan as a result of which, Rashtriya Poshan Maah 2020 witnessed unprecedented participation while simultaneously following COVID-19 protocol, and around 13.85 crore Jan Andolan activities were conducted.

5. **Achievements of 3rd Rashtriya Poshan Maah:** Social media, online activities, podcasts, and e-Samvaad etc. were used to disseminate knowledge and information about the importance of Nutrition. Ministry of Women & Child Development also hosted a Webinar series, in which subject experts reflected upon various aspects of health and nutrition for women and children. Topics covered during these Webinars includes: Best Practices and Success Stories from POSHAN Abhiyaan, Nutrient Requirement for Children and Mothers during 1,000 days, Nutrient for Bone Health for Pregnant Women & Adolescent Girls along with Maternal & Child Health & Nutrition, and School-based Prevention and Management of Enteric Infections in Children.

To ensure wider spread of activities conducted during the month in the social media, MyGov hosted a dedicated campaign page for PoshanMaah 2020. The campaign page also had a section where informative videos were posted. The activities hosted on MyGov received tremendous response. The Quiz saw a participation of more than 2.25 Lakh users. Similarly, submissions for the 'Share your recipe contest' were 1403, submissions for Poshan Maah Meme contest were 5850 and those on 'Share good nutrition practices & awareness on healthy diet' were 2579.

The hashtags used for PoshanMaah 2020 received good traction among the netizens. The engagement summary of those Hashtags is as below:

- #PoshanMaah2020: Engagement 362.4 K
- #POSHANAbhiyaan/ #PoshanAbhiyaan: Engagement 106.8 K
- #Local4Poshan: Engagement 308.8 K

Poshan Maah 2020 also witnessed a milestone achievement on 20th September, 2020 when Ministry of Women & Child Development signed '**Memorandum of Understanding**' with Ministry of AYUSH aiming for

integration of AYUSH systems with the nutrition interventions across the country.

In addition to all the regular activities of the past years, as a result of increased sensitisation towards promoting **Plantation and Nutri Gardens** across the nation, 12.84 lakh plantation drives were also reported during the Poshan Maah 2020.

6. **4th Rashtriya Poshan Maah, 2021**: To maintain the momentum and capitalize on the gains of the Jan Andolans of the past, the 4th Rashtriya Poshan Maah for September 2021 is planned around four major themes for promoting convergent action among all the partner Ministries/ Departments and on this occasion a **National Conference is being organised on 30th and 31st August, 2021 at Kewadia, Gujarat**, along with the representatives of all States/UTs. The four themes for the month long celebrations are as follows:

1st Week: PLANTATION ACTIVITY ON “POSHAN VATIKA”

Ministries/Departments responsible for taking nationwide lead: WCD, Rural Development, Panchayati Raj, Youth Affairs & Sports, Education, Jal Shakti, Agriculture & Farmers' Welfare etc.

- *All other converging Ministries/Departments to join.*
- **Matru Vandana Saptah (1st– 7th September):** Celebration to focus on the following areas:
 - Recipe competition - Nutritious food for Pregnant women
 - Slogan writing competition about Nutritive food for pregnant women
 - Quiz competition for pregnant women
 - Life Nutrition Demonstration programme
 - Two-day sensitization awareness drive for the Covid vaccinations and organising of special camps for the same.

2nd Week: Yoga & Ayush FOR NUTRITION

Ministries/Departments responsible for taking nationwide lead: AYUSH, WCD, H&FW, Education, Panchayati Raj, Youth Affairs & Sports, Urban Development, MeITY etc.

- *All other converging Ministries/Departments to join.*

3rd Week: “REGIONAL NUTRITION KITS” DISTRIBUTION TO ANGANWADI BENEFICIARIES

Ministries/Departments responsible for taking nationwide lead: H&FW, F&PD, AYUSH, Panchayati Raj, WCD etc.

- *All other converging Ministries/Departments to join.*

4th Week: IDENTIFICATION OF SAM CHILDREN & COMMUNITY KITCHEN FOR SAM CHILDREN

Ministries/Departments responsible for taking nationwide lead: Panchayati Raj, Rural Development, Urban Development, WCD etc.

- *All other converging Ministries/Departments to join.*

Note: For details of activities around all the four weekly themes, kindly refer Rashtriya Poshan Maah 2021 calendar attached herewith.

7. **Role of Panchayats** is crucial for encouraging community participation at the grass roots level for the success of Rashtriya Poshan Maah. Poshan Panchayats may also be organised as in the past and weekly meetings may be held to review execution and implementation of various activities during this period.

8. Poshan Maah 2021 – Event Broad Contours

A. Key Protocols for Event/Activity

- The standard protocols issued by Ministry of Home Affairs (MHA) and Ministry of Health & Family Welfare (MH&FW) on Covid-19 must be adhered to, while conducting any of the activities.
- Practices of mask wearing, **social distancing and hand hygiene**, and need to be maintained at all service areas by all beneficiaries and service providers.
- **Staggered approach should be followed**, with adequate seating space for participants and organizers ensuring required physical distancing. Event site should be properly sanitized.
- All Field Functionaries to **use appropriate Personal Protective Items like Mask etc.** as per guidelines and should be monitored regularly for adherence.

B. Suggested Webinars & Partner Ministries/Departments

Webinars may be planned with different Ministries/Departments along with States/UTs. Partner Ministries may be involved to be part of Webinars to guide on the topic relevant to their Ministry. States may also invite partner departments to attend webinars during the month of September. Experts/ academicians may be called from related field for expert advice, opinion, guidance and information. Some suggested webinar topics are listed below:

B1. On nutrition (Panchayati Raj, Rural Development, Urban Affairs)

B2. On “Fit India” (Min. of Youth Affairs & Sports, Education)

B3. On Yoga and AYUSH for Nutrition (AYUSH, PSA, H&FW, Education)

B4. On Best practices and success stories to achieve the goal of Malnutrition free India.

C. Media Outreach and Key Converging Partners

Extensive use of mass media may be made to ensure visibility and to spread the message of month-long celebration of Poshan Maah.

A press conference may be held at National, State, District and Tehsil (Sub Div.) Level with detailed press release including month long action agenda, programmes and messages from Hon'ble PM, Hon'ble Minister WCD, Hon'ble CMs etc. The District Magistrate's handle for Social Media should post every day on Twitter, Facebook, Instagram etc. to create momentum and massive engagement.

Doordarshan (DD) and All India Radio (AIR), Ministry of Information and Broadcasting, NITI Aayog to keep on sharing and highlighting the positive outcomes related to Nutrition Indicators of Aspirational Districts. The same shall be disseminated on various platforms towards wider sensitization of officials, field functionaries and beneficiaries.

C1. Suggested Communication Mediums (may be used on daily basis by States/UTs)

- Mass media (TV and Radio Spots, Community Radio, Text & Voice messages),
- Social Media
- Interpersonal Communications, Advocacy and IEC.

C2. Key Converging Partners for Information Dissemination

- Ministry of Information and Broadcasting (MoI&B)
- MyGov, Ministry of Electronics and Information Technology (MeITY)

D. Mass Sensitization through Jan Andolan

Discussions and talk shows may be organised on Community Radio, Local Channels etc. with the participation of Gram Pradhan, Zila Panchayat Members, Government Officials, UN Officials and NGO members. Themes for such a discussion may be similar to the Webinars listed above.

Audio/ Video footage of speeches of Hon'ble PM, Hon'ble CMs and other dignitaries related to POSHAN Abhiyaan may be circulated on WhatsApp, Social Media, Local Channels, and traditional moving loudspeaker announcements. Use of flex posters, signage, and wall writing may be considered for strengthening awareness on POSHAN

Abhiyaan at local level. Poshan related articles, statements may be invited from local level to ensure public outreach and engagement in local newspapers.

All Unions, Federations, Associations (Employees, Teachers, Doctors, Farmers, Traders, Medicos, Sports etc.) may be mobilised to seek active support to spread the POSHAN Abhiyaan mission.

Citizens contribution should be placed on District Level Website for recognition and to inspire community members to create and join mass movement. Each District should have a dedicated email ID/ WhatsApp No. to register citizen's contribution, on which local citizens may post their contribution with relevant photos and videos along with their credentials.

E. Inaugural/ Valedictory Function

With Social Distancing protocol, inaugural ceremony should be organised at District Level (DM Office, Zila Panchayat Office), Tehsil Level and Block Level. Participants at District Level may be local MPs, MPAs, Zila Panchayat Adhyaksh, Zila Panchayat Members, Nagar Palika Chairman and Members, Red Cross Members, Rotary and Lions Club Members, Doctors, Teachers, Advocates, Social Workers, Faith Leaders (Mandir, Masjid, Gurudwara, Church etc.), Media Persons etc.

F. Data entry on Jan Andolan Dashboard

All the activities may be uploaded on Jan Andolan Dashboard at www.poshanabhiyaan.gov.in . Activities may also be uploaded on Social Media extensively and may also be tagged with MWCD handle. A detailed report covering all aspects of celebration of Poshan Maah 2021 along with data may be shared with Ministry by 7th October, 2021.

- Data entry to report on Poshan activities is permitted at National, State, District and Block, AWC/Village level.
- Ministry/Department should assign nodal officers to perform data entry.
- The user credentials (user name and password) shall only be shared with the nodal officers.
- When system detects duplicate data entry, user will be notified and duplicate entry will be disallowed.
- Timings of data entry to be from 06:00 a.m. to 12:00 midnight
- Back-dated data entry restricted to previous 7 days.
- Data entry will close on 7th October, 2021, 11:59 p.m.

- In case photo needs to be uploaded along with data, photo size to be below 2 MB.
- In case of any dashboard related issue or query during Poshan Maah, kindly email at cpmu.poshan-mwcd@gov.in
- Activities to be updated on Jan Andolan Dashboard at www.poshanabhiyaan.gov.in
- Any updates on data entry will be shared with States/UTs and Partner Ministries separately.
