

F. No. PA/123/2020-CPMU (Pt.II)  
Government of India  
Ministry of Women and Child Development (MWCD)  
POSHAN Abhiyaan

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3<sup>rd</sup> floor, Jeevan Vihar Building,  
Sansad Marg, New Delhi - 110 001  
Dated: 3<sup>rd</sup> September, 2020

**OFFICE MEMORANDUM**

**Subject: Minutes of Webroom / Video Conference meeting held on 31<sup>st</sup> August, 2020 at 12.00 noon regarding celebrating the month of September - 2020 as Rashtriya Poshan Maah under POSHAN Abhiyaan- reg.**

A Webroom / Video Conference meeting was held under the Chairmanship of Secretary, MWCD with the States/UTs on 31<sup>st</sup> August, 2020 at 12.00 noon to apprise them about the themes to be focused during the Rashtriya Poshan Maah 2020, to be held in September, 2020 with representatives of State Departments of Women & Child Development/Social Welfare, Health & Family Welfare and Panchayati Raj along with Union Ministries of Health & Family Welfare and Panchayati Raj.

2. A copy of the minutes of the said meeting is enclosed herewith for information and necessary action.

  
(Sunil Kumar Choudhary)  
Project Manager  
Tel: 011 - 2336 8202

To,

Additional Chief Secretaries/Principal Secretaries/Secretaries of Department of Women & Child Development/Social Welfare, Health & Family Welfare and Panchayati Raj of all 36 States/UTs.

Copy for information to:

Chief Secretary of States/UTs

Copy also to:

1. Secretary, MoH&FW
2. Secretary, Ministry of Panchayati Raj
3. PPS to Secretary, MWCD
4. PPS to JS (ASK), MWCD
5. Dir (PAB), MWCD

## **Minutes of meeting regarding Poshan Maah with the States/UTs and Ministries of Health & Family Welfare/ Panchayati Raj held on 31<sup>st</sup> August, 2020**

A meeting was convened under the Chairmanship of Secretary, MWCD with the States/UTs on 31<sup>st</sup> August, 2020 at 12.00 noon to apprise them about the themes to be focused during the Rashtriya Poshan Maah 2020, scheduled to be held in September, 2020. Representatives of State Departments of Women & Child Development/Social Welfare, Health & Family Welfare and Panchayati Raj along with Union Ministries of Health & Family Welfare and Panchayati Raj participated in the meeting. The main themes highlighted in the meeting were: (i) Promotion of Nutri-Gardens (ii) Breast feeding and (iii) Management of Severely Acute Malnutrition (SAM) Children.

2. At the outset, Joint Secretary & Mission Director POSHAN Abhiyaan welcomed all the participants. While urging the States to join wholeheartedly in celebrating Poshan Maah, she also drew attention towards the necessity for adherence to the COVID-19 protocols issued by the Ministry of Health & Family Welfare and Ministry of Home Affairs. She invited the Secretary, MWCD to address the State nodal officers regarding the objective of Poshan Maah 2020 and the relevance of a Jan Andolan to address malnutrition.

3. Secretary, MWCD underscored the importance of the activities proposed to be conducted during Poshan Maah in laying a strong foundation for achieving the objectives of POSHAN Abhiyaan. He highlighted that Hon'ble Prime Minister, in his *Mann ki Baat* address, had explained the role played by nutrition & proper nourishment in helping children and students to attain their optimum potential. He further noted the efforts made during the past few years especially in villages where public participation in nutrition week & nutrition month (Poshan Maah) is converting nutrition awareness into a mass movement. Further, Secretary WCD emphasised that during Poshan Maah 2020 all the stakeholders should pursue **Promotion of Nutri-Gardens** in the Anganwadi Centre (AWC) premises/ on Community land, in convergence with the Ministry/ Department of Panchayati Raj, Rural Development and School Education & Literacy, to create a micro-nutrient environment in every village for local sourcing of fresh and nutrition rich vegetables, fruits, important herbs etc. He stressed upon the need for promoting **Breast Feeding** in continuation of breastfeeding week celebrated earlier this month. He advised that activities underscoring the importance of breastfeeding in the development of children must be undertaken. He further stated that **Identification and management of SAM children** shall be the focus activity to be kick started during Poshan Maah 2020 and will be continued then after. All the stakeholders were requested to make all out efforts in this regard.

4. Subsequently, Director, MWCD, made a presentation elaborating on the following points –

- Step by step process to be followed for operationalizing the objectives envisaged for Poshan Maah 2020 while adhering to the Ministry of Health & Family Welfare protocols prescribed in the wake of COVID-19.
- Activities to be undertaken during Poshan Maah.
- Reporting format for SAM with a request to States/UTs to translate the same in their local language.
- Awards & Incentives for Districts/ Teams for success in carrying our SAM drive.
- Data Entry for Jan Andolan Dashboard.
- Guidelines to be issued for identification, referral & management of SAM children.

A copy of the presentation is enclosed at **Annexure-I**.

5. Representative of Ministry of Panchayati Raj indicated full support of MoPR and informed that an advisory will be issued to all the States/UTs. Dr. Manohar Agnani, JS, Ministry of Health & Family Welfare conveyed full support of MoH&FW for the activities to be undertaken during the Poshan Maah.

6. Joint Secretary, MWCD concluded the meeting while reiterating the following points –

- **Childline Services (1098)** will be participating in the Poshan Maah for community connect.
- Digital mode for meetings and counseling may be encouraged to ensure adherence to COVID-19 protocols prescribed by Ministry of Health & Family Welfare and Ministry of Home Affairs.
- All stakeholders should upload the daily activities report on Jan Andolan Dashboard of POSHAN Abhiyaan.
- All States/UTs were requested to nominate a nodal person and share his/her WhatsApp number so that information could get disseminated in a speedy manner.
- Hashtag **#PoshanMaah2020** to be duly publicised through Social / Print / News media. Weekly Hashtag will also be shared subsequently.
- State/UT may organize State level webinar, talk shows on radio and TV, recipe demonstration, showcase of best practices etc during the month.
- Community Radio may also be used extensively.
- Digital Poshan Panchayat may be organized on weekly basis.
- Departments of State/UT may work in tandem with respective line Ministries in the Center, for effective convergence and ensure implementation of the activities to be carried out during the month.

6. The meeting ended with the vote of thanks to the Chair.

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Annexure-I



# Rashtriya Poshan Maah 2020



# Scheme of the Presentation

- Introduction - Poshan Maah 2020
- Identification, Referral and Management of Children suffering SAM
  - What is Severe Acute Malnutrition
  - Why Identification of SAM is Important
  - Overall Plan for Identification
  - Growth Monitoring
  - Community Support – Mothers' Education
  - Community Support - Poshan Panchayat
  - Awards & Incentives
- Poshan Vatika (Nutri-Garden)
- Rashtriya Poshan Maah 2020 Roadmap
- Activities during Poshan Maah
- Data Entry on Jan Andolan Dashboard



# Poshan Maah 2020: 01<sup>st</sup> - 30<sup>th</sup> September, 2020



**FOCUS  
ON**

## THEMES FOR POSHAN MAAH 2020

- Identification and tracking of children suffering Severe Acute Malnutrition (SAM)

- Plantation drive for promotion of Poshan Vatika (Nutri-Garden)

Rashtriya Poshan Maah 2020 aims to create digital mobilization across the country for improving Nutrition indicators.

MWCD is responsible for coordinating the conduct of various activities with Partner Ministries under Convergence.



# Identification, Referral and Management of Children Suffering Severe Acute Malnutrition (SAM)

**Poshan Maah 2020**

**(01<sup>st</sup> - 30<sup>th</sup> September, 2020)**

**& Beyond**



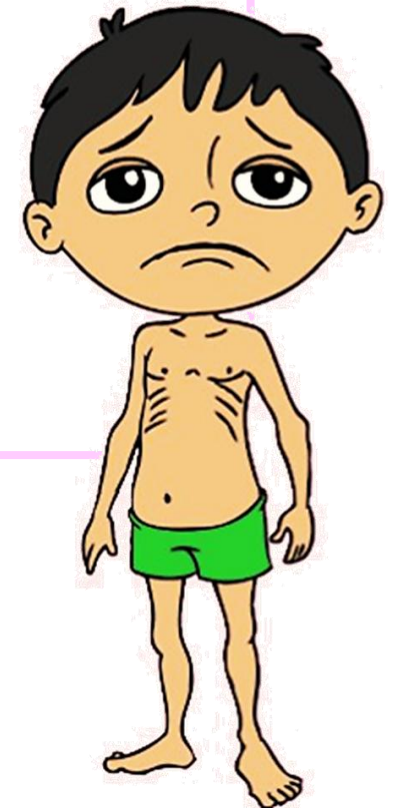
**A Step Towards  
'Kuposhan Mukh Bharat'**

# What is Severe Acute Malnutrition

- Severe Wasting as a recent occurrence
- Severe Acute Malnutrition (SAM) is defined by:
  - Very low weight-for-height / length (Z-score below - 3 SD)
  - By visible severe wasting
  - By the presence of nutritional oedema
- According to NFHS-4 (2015-2016) about 7.5% of the Children under 5 years are severely wasted (weight-for-height)

## CAUSES INCLUDE

- Inadequate food intake
- Incorrect feeding practices
- Disease
- Infection
- More frequently, a combination of these factors





# Why Identification of SAM is Important

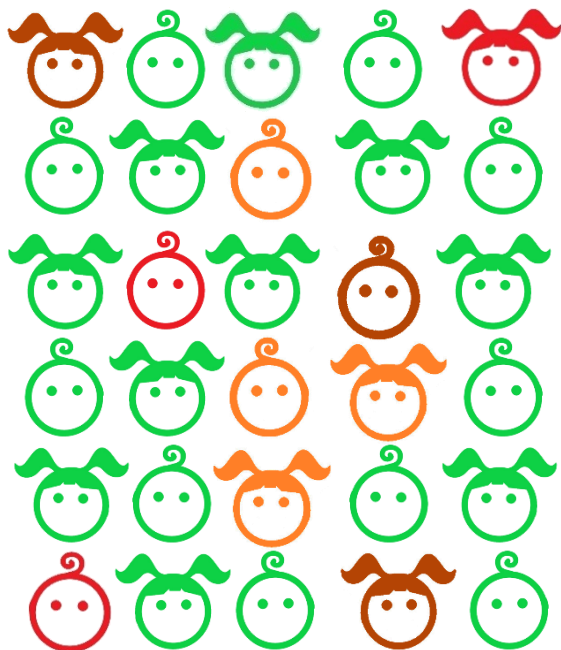
- Due to Covid-19, closure of AWCs and impact on growth monitoring
- Malnutrition is the dominant factor for 67.5% deaths of under-5 children
- Median case fatality rate in children suffering SAM is approximately 23.5%, which may reach 50% in oedematous malnutrition
- Children with Severe Acute Malnutrition are at higher risk of mortality if they develop illnesses like Diarrhoea, Pneumonia, Malaria etc.
- Identification of **probable** children suffering from SAM
  - House-to-House visit by AWW
  - Information to mothers by awareness
  - Other platforms like VHSND, Hospitals, and Poshan application



# Overall Plan for Identification\*

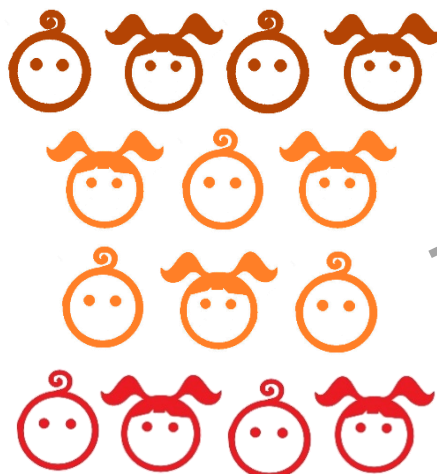
## All Children

House-to-house visit, information from mothers, Poshan app, **Childline**, Hospitals



## Probable SAM

Growth monitoring in the houses + Medical Complications



Medical Examination by ANM / Doctor.

**Appetite Test.**

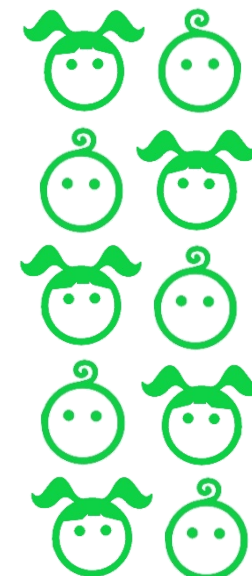
Good appetite & no medical complications:  
**COMMUNITY MANAGEMENT**

Without appetite / medical complications:  
**NRC / HOSPITAL**

## SAM



Community Management of SAM + Utilisation of indigenous systems of **AYUSH**



Normal



Suffering MAM



SAM with appetite & no medical complications

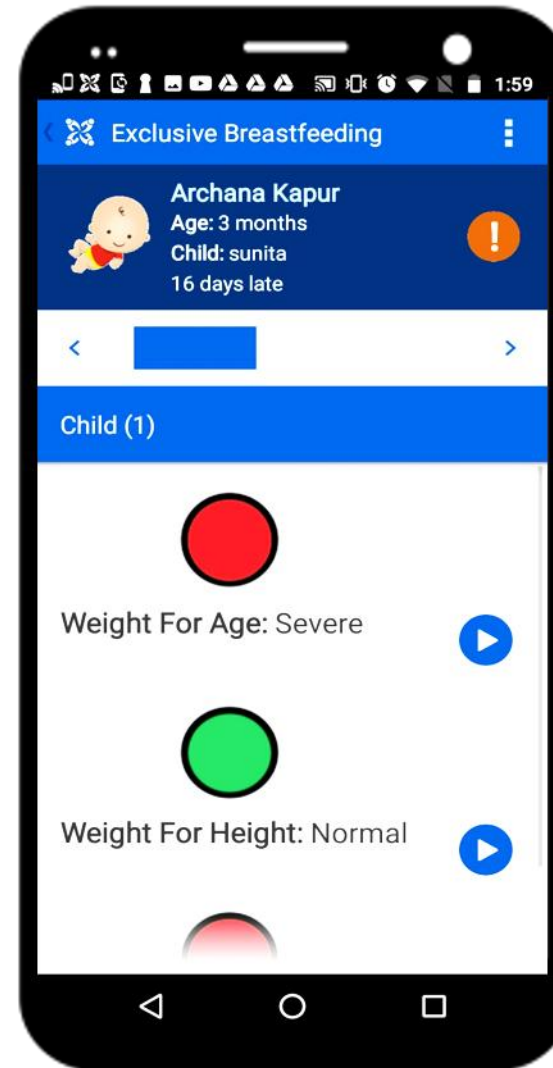


SAM with no appetite / medical complications

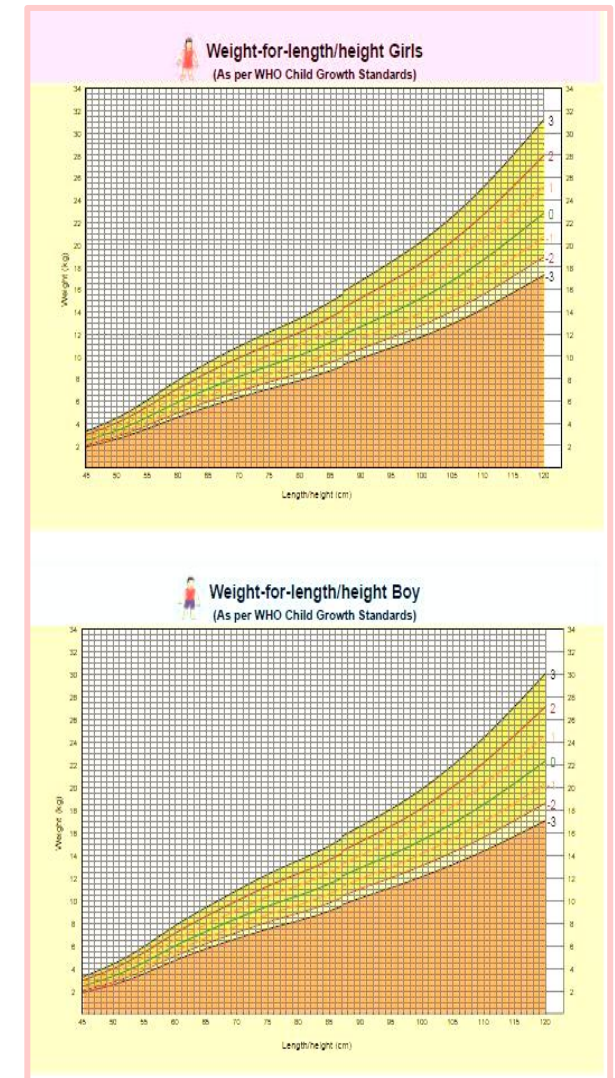
\* Complying COVID - 19 protocols

# Growth Monitoring

- To be plotted every month in ICDS CAS or smartphone
- or
- Plotting on growth chart-weight and height
- Reported through RRS Portal
- Can use 'Common Service Centres' in the village



ICDS-CAS



Growth Chart (W/H)



# Community Support-Mother's Education



## MOTHER'S EDUCATION:

- A mother can build 'Kuposhan Mukh Bharat'
- Once every week, Anganwadi Worker to reach mother of children suffering SAM
- Knowledge to be given on:
  - Nutrition
  - Feeding practices
  - Services available
  - Local Officials (AWW etc.)
- Importance of growth monitoring, symptoms of malnutrition
- Shall be done in once in every week-Anganwadi Worker to reach mother of children suffering SAM



# Community Support-Poshan Panchayat

## POSHAN PANCHAYAT:

- 4 Poshan Panchayats in Poshan Maah
- Discussion on malnutrition situation within the Panchayat
- Whether all children suffering SAM are detected
- Measures taken for the children suffering SAM
- Nutrition being provided to the children suffering SAM
- Required physical, infrastructural and social support for the mothers
- Existing VHSNC set-up to be used
- Appreciation of Triple 'A'(AWW/ASHA/ANM)



# Poshan Vatika (Nutri-Garden)

- Creation of micro-nutri environment in every village
- Usage of space in AWCs, panchayat area, vacant lands of village etc.
- Cultivation of vegetables, fruits, important herbs etc.
- Convergence with Innovation funds / MGNREGA / Untied funds / Finance commission funds etc./ Seeds from Agriculture Dept





# Awards & Incentives

## 'SEVERE ACUTE MALNUTRITION FREE' DISTRICT:

- The districts to be awarded:
  - Detected all the SAM Children in the district
  - Successfully moved all the children from 'Red zone' to 'Green zone'
  - Declared 'Severe Acute Malnutrition Free District'
- The Guidelines for the same will be issued

## TEAM INCENTIVE FOR TRIPLE 'A':

- Team of field functionaries, i.e., AWW, ASHA, ANM, achieved targeted goals
- Contributed significantly in other child health and development activities
- Annual awards to be distributed on the recommendations of the States/UTs
- Guidelines on the subject will be issued separately





# Rashtriya Poshan Maah 2020 Roadmap



TENTATIVE DATES	ACTIVITY
27 <sup>th</sup> August, 2020	Preparatory Video Conference meeting with Partner Ministries of POSHAN Abhiyaan
31 <sup>st</sup> August, 2020	Preparatory Video Conference Meeting with all States and UTs
04 <sup>th</sup> September, 2020	Webinar on Best Practices & Success Stories of POSHAN Abhiyaan
TBD	Webinar on <i>Poshan Vatika</i> (Nutrition Garden)
TBD	Digital <i>POSHAN Panchayat</i>
TBD	Launch of POSHAN ATLAS
TBD	Webinar on First 1,000 days of child
01 <sup>st</sup> -08 <sup>th</sup> October, 2020	Data Aggregation on <i>Jan Andolan</i> Dashboard
01 <sup>st</sup> -10 <sup>th</sup> October, 2020	Collation of Poshan Maah 2020 materials and documentation
11 <sup>th</sup> -15 <sup>th</sup> October, 2020	Finalization of Poshan Maah 2020 Report



# Activities during Poshan Maah



## POSHAN MAAH ACTIVITIES

- Identification, Referral & Management drive for SAM
- Establishing Poshan Vatika: Anganwadis, Schools, Roof-tops, Balcony
- Poshan Panchayat
- Community Sensitization: home-to-home, VHSND, volunteer groups-NYSK, NSS etc., SHGs, Divyang
- Convergence: Anaemia & Diarrhoea camps, Fit India
- Renovation / Construction of Anganwadi Centres and drinking water & toilet facilities at Anganwadi Centres
- Digital Competitions: Local / Traditional Recipes, Essay, Memes, Nutri-Quiz
- 'Digital' Poshan Assembly
- Nutri-Special features on TV, Community Radio
- Promotion of local food grains, Millets, KVK training
- Plantation of Edible forest; Promotion of Dairy & Fishery

## Focal Activities

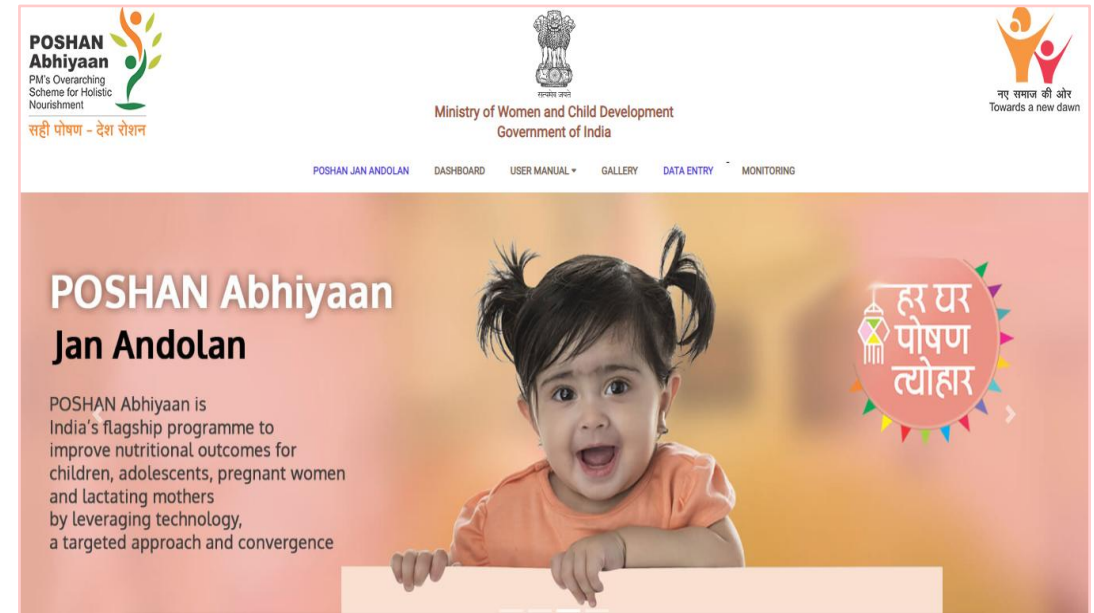
- Actual estimate of children suffering SAM to be presented
- 'Digital' Poshan Panchayat
- At least 1 nutrition related article by each Partner Ministry
- Month-long Nutritious recipe programme by DD and AIR, including in local languages
- Emphasis on food safety and standardized nutrition levels
- Convergence of 'Poshan Ke 5 Sutra' with 'Nayi Roshni' on breastfeeding & complementary feeding
- Use Hashtags: Overall + Weekly Themed



# Data Entry on Jan Andolan Dashboard

## Data Entry on Jan Andolan Dashboard:

- Data entry permitted at National, State, District and Block, Anganwadi Centre / Village level.
- Ministry / Department at various geographic levels to assign one focal person for data entry.
- The user credentials (user name and password) shall be only shared with the focal person.
- The data entry restricted from 12:00 a.m. - 05:00 a.m.
- When system detects duplicate data entry, user will be notified and duplicate entry will be disallowed.
- Back-dated data entry restricted to previous 5 days. Data entry will close on 02<sup>nd</sup> October, 2020, 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 here:  
[cpmu.poshan-mwcd@gov.in](mailto:cpmu.poshan-mwcd@gov.in)

Activities to be updated on Jan Andolan Dashboard at:  
[www.poshanabhiyaan.gov.in](http://www.poshanabhiyaan.gov.in)



# Thank You

...together towards **Kuposhan  
Mukt Bharat**

<https://icds-wcd.nic.in/nnm/home.htm>

