

## Ministry of Women and Child Development

### Government of India

#### Brief note on celebration of Rashtriya Poshan Maah- 2020

In order to bring nutrition to the centre-stage of the National Development Agenda, Government of India launched POSHAN Abhiyaan i.e. PM's Overarching Scheme for Holistic Nourishment in March, 2018. It is a multi-ministerial convergence mission with a vision to address malnutrition in a targeted approach by 2022. It aspires to reduce stunting, under-nutrition, low birth weight and anemia. Anchored by the Ministry of Women and Child Development, the Abhiyaan is envisioned to be a 'Jan Andolan' through 'Jan Bhagidaari' i.e. 'People's Movement'.

2. During the 2<sup>nd</sup> meeting of National Council on India's Nutrition Challenge held on 24.07.2018, under the Chairmanship of Vice Chairman, NITI Aayog, it was decided to celebrate the month of September as National Nutrition Month (Rashtriya Poshan Maah) across the Country as part of Jan Andolan under POSHAN Abhiyaan.

3. 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 'HarGharPoshanTyohar' approximately 45 crore people participated in different activities conducted across India. Activities like Anemia camps, Poshan rallies, Home-visits, Poshan Mela, Haat Bazaar, Youth Group Meetings, etc. were conducted during the entire month. More than 15 line Ministries participated enthusiastically.

4. Drawing from the leanings, Rashtriya Poshan Maah 2019 was celebrated in the month of September 2019 across the country. It received a massive response from the participants which is also evident from more than 34 lakh impressions generated on Twitter and 8,60,673 impressions generated on Facebook during the month. A large number of people participated in different activities conducted across India.

5. To maintain the momentum and to capitalize on the gains of these events, third Rashtriya Poshan Maah is planned in the month of September 2020. Due to the COVID-19 situation, Rashtriya Poshan Maah 2020 may be re-positioned from conventional to digital mode of Jan Andolan, wherever required. Activities may be planned accordingly leveraging the power of convergence & technology, for a nutrition specific Digital Jan Andolan. States/UTs may consider extensive use of virtual meetings, social media, mass media, outdoor media, print media etc. in order to bring visibility to POSHAN Abhiyaan through the month long celebration of Poshan Maah during September, 2020.

6. Rashtriya Poshan Maah 2020 will have two major activities to be carried out at grass root level, namely **identification and tracking of children with Severe Acute Malnutrition (SAM) and plantation drive for promotion of Kitchen gardens.** Details of these and other suggested

activities are listed below. All activities may be planned in convergence with Partner Ministries, at the level of National, States/UTs, Districts, and at grass root level. Development partners may be encouraged to support the activities throughout the Maah. **District Collectors may ensure the execution of activities and participate personally.**

### **6.1 Identification and Tracking of Children with Severe Acute Malnutrition (SAM):**

Under nutrition is one of the leading causes of morbidity and mortality in children under the age of 5 years. Early identification and referral of severe acute malnutrition is important for initiation of treatment and minimizing the risk of complications. Therefore, one of the objectives of Poshan Maah 2020 will be to carry out a drive for identification and referral of Severe Acute Malnourished (SAM) children. All possible efforts to be made in convergence with Ministry of Health and Family Welfare.

### **6.2 Plantation drive for promotion of Kitchen gardens at all AWCs and Community land:**

Fruits and Vegetables are important sources of micronutrients and their regular consumption is essential for good health, nutrition and well-being. As an example, regular and proper intake of Iron-rich vegetables and fruits may help reduce Anaemia. Also, consumption of citrus fruits, turmeric, ginger and other such locally grown products associated with boosting of immunity, may help in prevention of viral infections and diseases.

September being an ideal season for growing vegetables and fruits across most parts of India, a plantation drive such as, "Poshan Ke liye Paudhe" for development of kitchen garden may be encouraged up to the grass root level.

Focus should be on planting of nutritious, seasonal and local plants /trees such as Moringa, Brinjal, different varieties of green leafy vegetables (Saag), Banana, Papaya, Tomatoes, Lemon, Guava, Beans, Carrot, Beet, variety of Gourds, Turmeric, Ginger, Tulsi, Mint etc. These vegetables and fruits are nutritious and can be grown locally without much effort. The kitchen garden should be encouraged in AWCs, Schools, Government buildings, as well as at household level in personal backyards and roof-top kitchen gardens/potted plants in urban areas etc. Inter-departmental partnerships can further enhance the reach and success of the Kitchen Garden focused initiatives.

WhatsApp messages, personal guidance during home visit etc. may be planned for motivating beneficiaries in developing Kitchen Garden. Convergence and collaboration with Department of Forest, Agriculture, Horticulture, AYUSH etc. may be sought for guidance and support.

### **6.3 Online essay competition on Nutrition**

Ministry of HRD is being requested to organize an online essay competition on Nutrition. In this regard, a special session may be organized on how to conduct an online essay competition and its objective covering Importance of 1000 days, Nutrition rich food, Anemia, Diarrhoea and Hygiene & Sanitation. Instructions in this regard may be issued to all Government and Private



Schools. Modalities for online essay competition may be decided by the HRD Ministry and shared with MoWCD.

#### **6.4 Digital Poshan Panchayat**

POSHAN Panchayat may be organized during Poshan Maah to encourage local engagement in identification, management and resolution of nutrition related issues locally. Gram Panchayat, Block Panchayat & Zilla Panchayat special meeting may be held weekly to review the month long POSHAN Abhiyaan outcome aligned with monthly target /impact numbers.

#### **6.5 Series of Webinars**

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:

- Webinar on Best Practices and success stories
- Webinar on prevention of Malnutrition, especially **Severely Acute Malnourished (SAM)** children during and after pandemic with Nutrition experts
- Webinar on 1st 1000 days
  
- Webinar on Nutrition in which expert of the field from AIIMS/IMA/AYUSH etc

7. Media Outreach: A Press Conference may be held on 31st August or 1st September, at National, State, District & 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 everyday on Twitter, FB, Instagram etc. to create a momentum and massive engagement.

Doordarshan (DD) and All India Radio (AIR), Ministry of Information & Broadcasting (MoI&B), 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.

8. Mass Sensitization through Jan Andolan: Discussions & talk shows may be organized on Community Radio, local channels, etc. with the participation of Gram Pradhan, Zilla Panchayat Members, Government Officials, UN officials & NGO members. Themes for such discussions 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 PoshanAbhiyaan may be circulated on Whatsapp, social media, local channels & traditional moving loudspeaker announcements. Use of flex posters, signages & wall writings may be considered for strengthening awareness on PoshanAbhiyaan at local level. Poshan related

articles/statements may be invited from local level to ensure public outreach & engagement in local newspapers.

All unions, federations, associations (employees, teachers, doctors, farmers, traders, medicos, sports etc.) may be mobilized 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 mail id/Whatsapp no. to register citizens' contribution, on which local citizens may post their contribution with relevant photos & videos along with their credentials.

9. Inaugural / Valedictory function: With Social Distancing Protocol, Inaugural ceremony should be organised at District level (DM Office, Zilla Panchayat Office), Tehsil level & Block level. Participants at District level may be Local MPs, MLAs, Zilla Panchayat Adhyaksh, Zilla Panchayat Members, Nagar Palika Chairman & Members, Red Cross Members, Rotary & Lions Club Members, Doctors, Teachers, Advocates, Social Workers, Faith Leaders (Mandir, Masjid, Gurudwara, Church, etc.), Media Persons, etc.

10. All the activities may be be uploaded on Jan Andolan Dashboard at [Poshanabhiyaan.gov.in](http://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 2020 with data may be shared with Ministry by **10<sup>th</sup> October 2020**.

11. COVID-19 Protocol: In view of the Covid-19 pandemic situation, the Ministry of Home Affairs (MHA), Govt. of India has issued guidelines for social distancing, health hygiene and other precautionary measures. **All laid down protocols related to COVID-19 must be strictly adhered to** while celebrating the POSHAN Maah. Pregnant women and children below 10 years should be advised to stay at home except for essential and health purposes.

#### **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 **physical distancing, hand washing, and respiratory hygiene** 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.

\*\*\*\*\*