



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: 01st - 30th 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

(01st - 30th September, 2020)

& Beyond



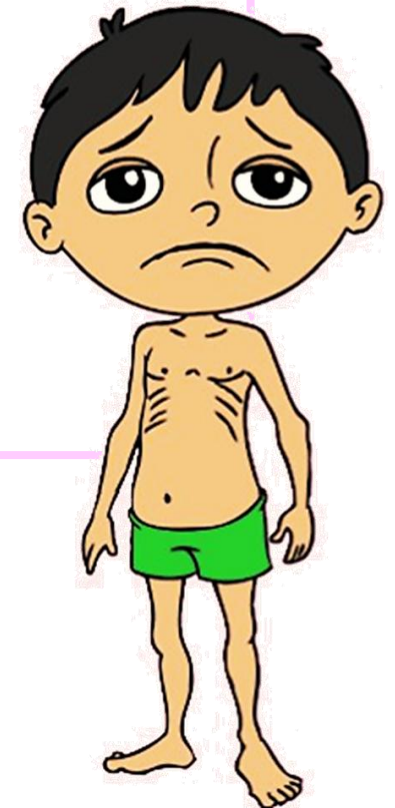
**A Step Towards
'Kuposhan Mukh Bharat'**

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

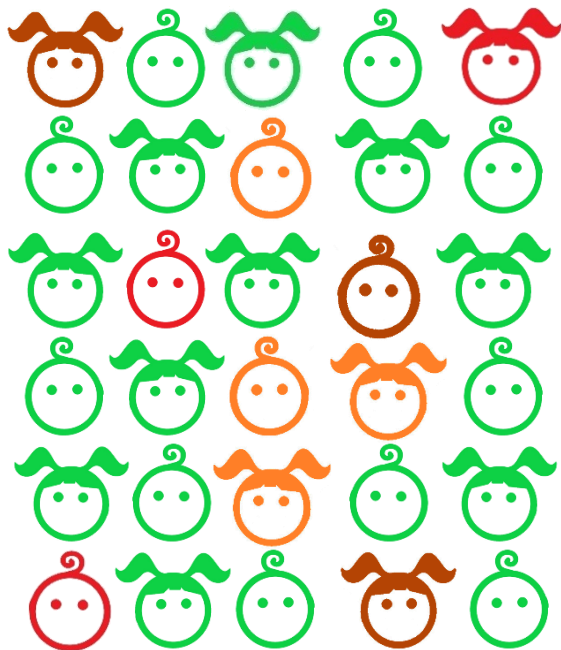
- Due to Covid-19, closure of AWCs and impact on growth monitoring
- Malnutrition is the dominant factor for 67.5% deaths of under-5 children
- Median case fatality rate in children suffering SAM is approximately 23.5%, which may reach 50% in oedematous malnutrition
- Children with Severe Acute Malnutrition 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.

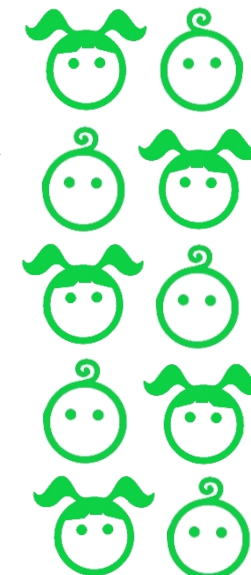
Good appetite & no medical complications:
COMMUNITY MANAGEMENT

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

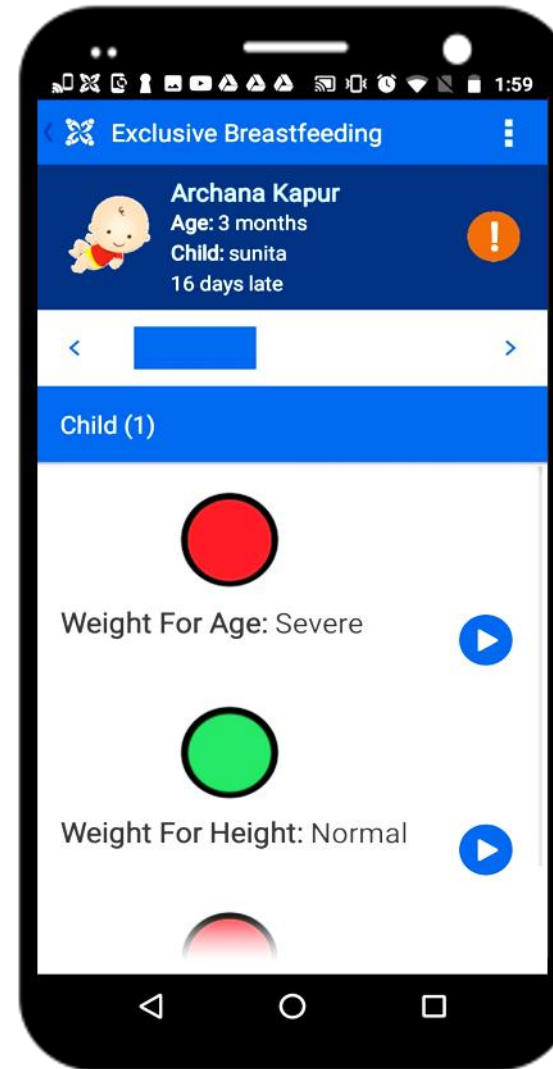


SAM with no appetite / medical complications

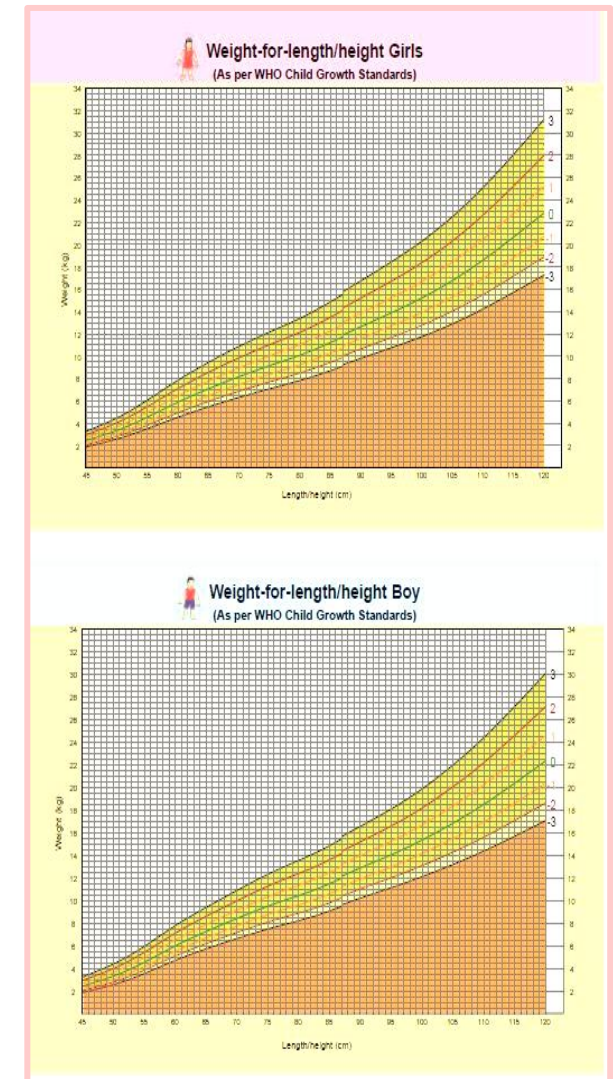
* Complying COVID - 19 protocols

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



Rashtriya Poshan Maah 2020 Roadmap



TENTATIVE DATES	ACTIVITY
27 th August, 2020	Preparatory Video Conference meeting with Partner Ministries of POSHAN Abhiyaan
31 st August, 2020	Preparatory Video Conference Meeting with all States and UTs
04 th 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 st -08 th October, 2020	Data Aggregation on <i>Jan Andolan</i> Dashboard
01 st -10 th October, 2020	Collation of Poshan Maah 2020 materials and documentation
11 th -15 th 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

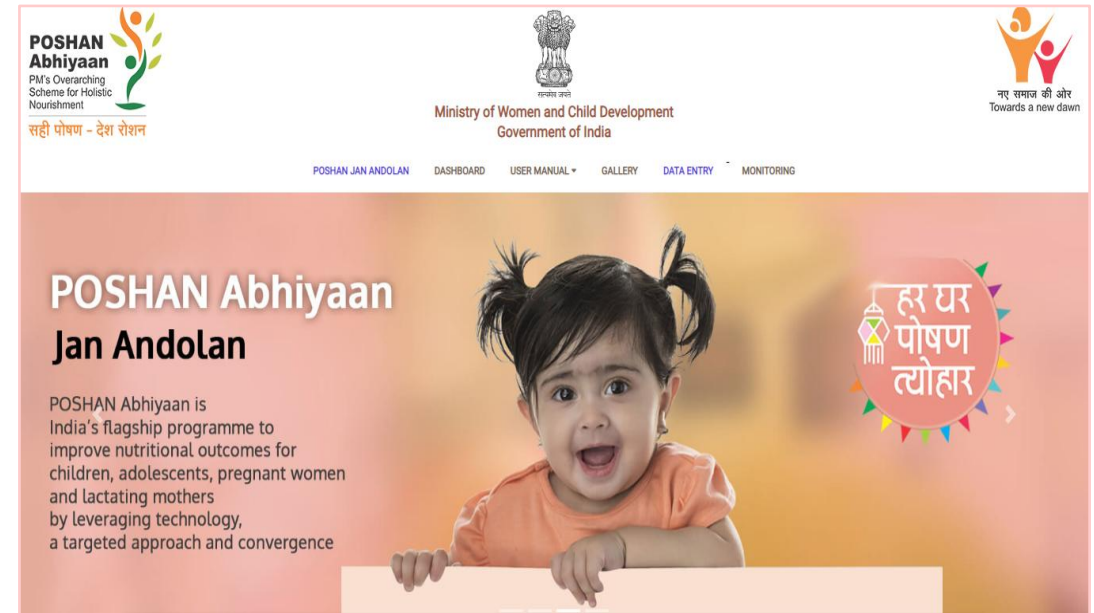
- Actual estimate of children suffering SAM to be presented
- 'Digital' Poshan Panchayat
- At least 1 nutrition related article by each Partner Ministry
- Month-long Nutritious recipe programme by DD and AIR, including in local languages
- Emphasis on food safety and standardized nutrition levels
- Convergence 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 02nd 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

Activities to be updated on Jan Andolan Dashboard at:
www.poshanabhiyaan.gov.in



Thank You

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

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

