



Ministry of Women and  
Child Development



सत्यमेव जयते

**POSHAN  
Abhiyaan**

PMA Overarching  
Scheme for Holistic  
Nourishment



सही पोषण - देश रोशन



# POSHAN Abhiyaan e-Bulletin

September 2022 | Issue 1





# Message From Secretary

Dear Readers,

As you are aware, the vision and future of 'New India' has to be built around our children and mothers on whom the family is anchored for inclusive and sustainable development of the country. POSHAN Abhiyaan, an important flagship program launched by Hon'ble Prime Minister on 8th March 2018, has sought to achieve improvement in nutritional status of children from 0-6 years by adopting a synergised and result-oriented approach.

The network of Anganwadi Centres (AWC) and Anganwadi workers (AWW), Accredited Social Health Activist (ASHA) workers and Auxiliary Nurse Midwives (ANM), are discharging frontline roles in nutrition and health delivery under the Abhiyaan. For the first time, the Anganwadi workers and Lady Supervisors have been digitally empowered under the Abhiyaan with Smart phones and Growth Monitoring Devices.

During the COVID-19 Pandemic, Anganwadi Centres were closed to avoid spread of the disease. However, recognizing the pivotal role of Anganwadi Centres in the rural setup, MoWCD ensured that the staff of Anganwadi services were available throughout the pandemic. The Ministry issued directions to all States/UTs to ensure distribution of food items and nutrition once in 15 days at the doorsteps of beneficiaries, i.e., children, women and lactating mothers. Besides, States were advised to distribute medicines and give special attention and timely medical interventions for SAM children.

Mission Saksham Anganwadi and Poshan 2.0, an integrated nutrition support programme subsumes Supplementary Nutrition Programme, POSHAN Abhiyaan and the Scheme for Adolescent Girls . A paradigm shift has been undertaken for the first time under this Mission by the Ministry of Women and Child Development for improving nutritional norms and standards, quality and testing of Take-Home Ration (not raw ration), promoting greater stakeholder participation, re-enforcing practices that nurture health, wellness and immunity around traditional community food habits and by improving digital infrastructure support for last-mile tracking and monitoring of nutrition delivery through 'Poshan Tracker' for transparency, efficiency and accountability in delivery of Supplementary Nutrition.

As part of the Ministry's outreach strategy, Zonal and sub-zonal conferences have been held all over the country to sensitize State Govts/UT Administrations, civil society and international organizations about the Umbrella Missions initiated by the Ministry for Women and Children and obtain their feedback for further fine-tuning programmatic design. The conferences have also highlighted the achievements of the Ministry in the last 8 years.

The importance of innovation and the need for replication of Best Practices is a key strategy for addressing the challenge of malnutrition. In this regard, a workshop was organised by the Ministry on 21st May 2022 with all States/UTs to disseminate the Best Practices from the districts of Datia (Madhya Pradesh), Asifabad (Telengana) and Bongaigaon (Assam) which have been recognised for their pioneering work in the area of nutrition under the PM Awards for Excellence in POSHAN Abhiyaan.

Going forward, I would urge all States/UTs to ensure Aadhar seeding of all beneficiaries on the Anganwadi platform to ensure good governance through last-mile delivery of services including Supplementary Nutrition under Mission Poshan 2.0. I would like to emphasize the importance of integrating millets, on diversifying the local diet with local produce and on the need for encouraging Anganwadi Centres to use traditional toys in their delivery of ECCE services.

Hope you will enjoy going through the contents of this newsletter

Yours sincerely,



**Indevar Pandey**

Secretary

Ministry of Women and Child Development

Government of India

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# Poshan Maah: September 2022

As you are aware POSHAN Abhiyaan aims to achieve improvement in key nutrition parameters for both children and women. The Jan Andolan and community mobilisation efforts are an essential component for affective implementation of the POSHAN Abhiyaan.

To strengthen the efforts of the government to address malnutrition in the country and to involve the country's wide population through a Jan Andolan, the Poshan Maah is celebrated every year by the Ministry of Women and Child Development with the involvement of all key stakeholders, both at the central and state levels, with keen participation from other Ministries and Departments and partners and development organizations on the ground. In celebration of Poshan Maah, theme-based activities are conducted across the country throughout the month of September.

For this year's Poshan Maah, starting September 1, 2022, the focus is to activate Gram Panchayats for Poshan. All the planned activities will be centred around the Sarpanch and the Gram Panchayat's efforts at the village level. This we believe will in fact, help convert this Jan Andolan movement into Jan Bhagidaari. So far, close to 4.9 crore activities have already been reported under Poshan Maah and 1 crore activities by PRI functionaries across the country.

The activities will be centred around the following themes

1. Mahila aur Swasthya
2. Bachcha aur Shiksha; Poshan Bhi Aur Padai Bhi
3. Gender sensitive water conservation and management at Anganwadi centres
4. Traditional foods for women and children in tribal areas.

## Poshan Recipe



**Vegetable  
Poha recipe**

# Policy in Action

## **Improved Governance:**

IT systems have been leveraged to strengthen and bring about transparency in nutrition delivery support systems. The 'Poshan Tracker' application was rolled out by MoWCD on 1st March 2021 through National e-Governance Division (NeGD), MyGov as an important governance tool.

Technology under Poshan Tracker is being leveraged for dynamic identification of stunting, wasting, under-weight prevalence among children and last mile tracking of nutrition service delivery. Migration across AWCs is possible under the Poshan Tracker.

Grievance Redressal at the level of the application with AWW has been facilitated. Aadhar verification under the Tracker is in progress.

Beneficiaries covered : **9.84** crore.

12.27 lakh AWWs trained on uploading data. As on date, close 80.2% of beneficiaries registered on the Poshan Tracker have been successfully Aadhaar verified.

## **Digital Empowerment of AWW/AWC:**

For the first time, AWWs have been provided with Smartphones. There are now **11.75** lakh smartphones and **12.36** lakh Growth Monitoring Devices with States/UTs

## **Jan Andolan for Behaviour Change:**

Since 2018, 4 Poshan Maahs and 4 Poshan Pakhwadas have been held generating 40+crore activities. 3.70 crore CBEs have been conducted.

## **Creation of Green Ecosystems:**

4.37 lakh Poshan Vatikas were developed in 2021. 1.10 lakh Medicinal Saplings planted in 21 districts in 6 States in convergence with MoAYUSH

## **Diet Diversity for Health & Wellness:**

MoWCD has allocated 7.31 lakh MT of Fortified Rice to beneficiaries in the Anganwadi ecosystem. Advisories have been issued to States/UTs to integrate millets in their meal plans



## Outreach for Impact

Five zonal Conferences were held in April 2022 with States/ UTs, Civil Society Organizations and International Organizations, chaired by Hon'ble Minister for Women and Child Development and Minority Affairs, Smt Smriti Zubin Irani.

The objective was to generate awareness on the three Umbrella Missions of the Ministry- Mission Saksham Anganwadi and POSHAN 2.0, Mission Vatsalya and Mission Shakti with all the Key Stakeholders

Interactions were held by MoWCD with States, Civil Society and International Organizations for greater understanding of their concerns and for their inputs

### **Beneficiary Experience Sharing: Women and Children**

Zonal and Sub-zonal Conferences were conducted by MoWCD in June 2022 across the country on the achievements of the last 8 years and for charting the way forward taking into account experiences of beneficiaries and stakeholders with special focus on Aspirational districts.

## POSHAN RECIPE

**Moongdal  
Khichdi  
recipe**





# Jan Andolan for Behaviour Change

**Poshan Pakhwada** was successfully held from 21st March to 4th April 2022. The Pakhwada witnessed close to 2.96 crore activities for the first time.

## Key Thematic Highlights

- **Growth Measurements** of children upto 6 years were taken at AWCs
- Test, Talk and Treat **Anemia** Camps were organized
- Workshops for Gender Sensitive Awareness on '**Water Conservation and Rainwater Harvesting**' were conducted in convergence with Ministry of Jal Shakti at AWCs
- Sensitization programmes on **Traditional Food** for Healthy Mother and Child in Tribal Areas were conducted in convergence with Ministry of Tribal Affairs

## POSHAN RECIPE

आंगनबाड़ी पोषाहार  
लड्डू प्रीमिक्स की बर्फी  
-Laddu premix -  
Poshahar recipe



# Innovations & Best Practices

Zone-wise workshops were organized by MoWCD on 21st May 2022 for sharing of Best Practices by DMs of the the Awardee Districts conferred with PM's Award for Excellence in Administration in the category of Poshan. Presentations were made on the award winning Projects for benefit of all ICDS functionaries upto the level of Anganwadi Workers.

## Snapshot of PM Poshan Award-Winning Best-Practices

### Mission Sampurna Poshan in Asifabad, Telangana

The Program enabled local production and consumption of millets to address challenges of nutritional deficiency. Under the program, Food Festivals, Millet recipe trainings etc were conducted. To promote millets, subsidized seeds were distributed to 2500 households on a pilot basis. 80% of beneficiaries are now consuming millets.

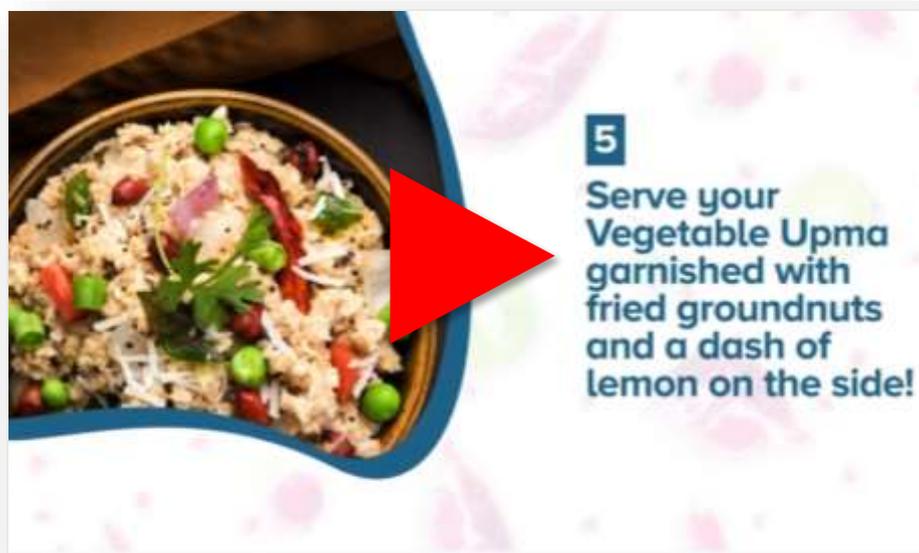
### Mera Bachccha Abhiyaan in Datia, Madhya Pradesh

The approach was to address the problem of capacity gap in the family of a malnourished child. The program aimed at developing personal and emotional connect between an Adopter and Child for speedy recovery through JAN BHAGIDARI

### Project Sampurna in Bongaigaon, Assam

Concept of 'Buddy Mothers' was introduced wherein two mothers formed a pair, one with a healthy child and the other with a malnourished child. They exchanged best practices and worked on diet charts to monitor the daily food intake of their children.

## POSHAN RECIPE



## Vegetable Upma Recipe

## Innovations: Using games for learning

### An initiative by District Social Welfare Officer, Giridih, Jharkhand.

"Educating community members on the importance of growth monitoring and development of their children and the right practices related to health, nutrition and WASH has always been a challenge for Anganwadi Workers", says Smt Alka Hembram, District Social Welfare Officer who is currently posted in Giridih district. Further, she says that unless we engage the community, we will not be able to deal with the problem of malnutrition alone.

While working for the cause, she adopted two very simple tools for educating mothers and caregivers on health and nutritional behaviour. She introduced a community growth monitoring chart for discussing the nutritional status of children with the mothers and caregivers. A day-long training was also organized for AWWs on how to use the tool during the community meeting. The training was facilitated and supported by the Lady Supervisors.

A community growth chart, printed on a large flex material was provided to all the AWCs. The printed flex would be spread on the floor and the children would be made to stand on the growth monitoring chart as per their measurements. This helped Anganwadi Workers (AWW) educate mothers and caregivers on the nutritional status of their children and counsel them on the steps to be taken for home-based care of their children. This led to mothers coming regularly to the AWC and discussing the health and nutritional status of their children.

The other challenge that Alka took up was to create awareness among children, mothers and caregivers on health and nutrition behaviour.

She improvised and introduced the game of "Saanp and Seedhi" in the AWC at her catchment district. Children would move on the game laid on the floor as per the dice score. They would move up on the ladder if they reached a house which mentioned a good and healthy practice such as handwashing etc. and, similarly on reaching a house which mentioned an unhealthy practice, the game showed a snake bringing them down.

"It is really helpful to initiate the discussion and make the mothers understand – mothers learn quickly," said Amrita Suman, a Lady Supervisor from Sadar Block of Giridih District.



The two simple interventions have created a landmark and the State is contemplating replication of the two innovations across all the districts

# Khelo aur Padho: Use of Indigenous Toys

Under the National Action Plan for Toys, the Ministry has emphasized its commitment on use of local, indigenous and DIY toys in Anganwadi Centres

## Pairing and Sharing of State indigenous toy repositories under Ek Bharat, Shresht Bharat

To promote the spirit of 'Ek Bharat, Sreshth Bharat' (EBSB), States/ UTs have been paired and asked to exchange their local play material, toys, folk stories etc. with each other.

1. Andaman & Nicobar Islands – Mizoram
2. Andhra Pradesh – Punjab
3. Arunachal Pradesh – Madhya Pradesh
4. Assam – Karnataka
5. Bihar – Himachal Pradesh
6. Chandigarh (UT) – Puducherry (UT)
7. Chhattisgarh – DNH and Daman & Diu (UT)
8. Jharkhand – Meghalaya
9. Delhi (NCT) – Nagaland
10. Goa – Tripura
11. Gujarat – Uttar Pradesh
12. Haryana – Tamil Nadu
13. Jammu & Kashmir (UT) – Manipur
14. Kerala – Uttarakhand
15. Ladakh (UT) – Lakshadweep (UT)
16. Maharashtra – West Bengal
17. Odisha – Sikkim
18. Rajasthan – Telangana

## National Repository

Ministry has compiled a national repository of indigenous toys State-wise, and shared this with all States/ UTs. Listing was made of indigenous toys for each State, for example Walnut Wood-carved, Paper Machie toys of J&K, Laquered toys of UP, clay and terracotta toys of Gujarat, Kondapalli and Etikoppa toys of Andhra Pradesh, Channapatna toys of Karnataka, Bamboo toys of Tripura etc.

National Institute of Public Cooperation and Child Development (NIPCCD) has collated and digitized a lot of toy focused content, on North eastern and Tribal toys through the Guwahati center. The same is available on the website of NIPCCD.



## 2. Examples of NorthEastern and Tribal Toys



Whistle made of coconut leaf strip



Bamboo boats in Arunachal Pradesh



Traditional masks in Arunachal Pradesh



Toy loom of Assam



Child playing with toy car made of Banana



Rattle made with bottle gourd

### Inclusion of toys for ECCE as a major theme under Poshan Maah, September 1-30, 2022

“*Bacha aur Shiksha*” and “*Poshan bhi, Padhai bhi*” is one of the key themes of Poshan Maah this year. As a part of this initiative, all AWWs have been asked to organize community events to promote toy-based and play-based learning and sensitizing caregivers and parents to use indigenous toys at home. Further, organization of state level indigenous toy fairs and toy making workshops at Anganwadi Centres are envisaged during Poshan Maah.

In keeping with the theme, so far, some States have undertaken activities such as organization of State Toyathon /Toy Fair in Manipur, Mini Children’s Toy Play and Learn Fair organized in AWCs in Gujarat, Local Toy Making Workshops organized in AWCs in Jharkhand, toy-making by children and mothers at AWCs in Odisha etc.



# Voices from the Frontline

## Resumption of essential Health and Nutrition services in Begusarai district

I am Poonam Yadav, CDPO Barauni ICDS project. To observe, strengthen and sustain complementary feeding practices and community involvement during scheduled day of Annaprasan Diwas, I keep visiting the Anganwadi Centers of my project along with my Supervisor Ms. Reena Kumari.

Observation of Complimentary Feeding (CF) day: Scheduled CF day (Annaprasan) as a AWC based activity was organised at AWC premises after a long gap due to COVID-19 pandemic. Mothers were encouraged to initiate timely CF for ensuring minimum four out of seven food groups for dietary diversity, and minimum meal frequency, childcare and hygienic practices.

Implementation of energy dense “Paushtic Laddu” was prepared and distributed by all the Anganwadi Workers.



## Nutrition and Health workshop for Field Level Workers (FLWs) organised by CDPO Simri (Buxar).

I am Sangeeta Kumari, a Child Development Project Officer posted in Simri Block of Buxar district in Bihar. I organized a one-day nutrition and health-related workshop on Saturday 26th March 2022 in the Block auditorium in which information was given about the nutritious elements available from traditional food items. The program organized was inaugurated by Assistant Director of Education Department Krishna Narayan Jha, Block Development Officer Ajay Kumar Singh, Child Development Project Officer Sangeeta Kumari and Police Officer Sujata Kumari by jointly lighting the lamp.

The Ministry of Women and Child Development announced the celebration of 4th Poshan Pakhwada from 21st March to 4th April 2022. Therefore I took the initiative to organize a workshop in collaboration with Health and Agriculture to provide information on Nutritional Diet, importance of immunization and healthcare during pregnancy.

The preparation of food items were demonstrated to the FLWs present in the workshop using different types of millets available in the local market. The benefits of different millets and the recipe was also shared with the FLWs with an instruction to provide this information to the women especially the pregnant and lactating mothers during their home visits.

On this occasion, participants stated that to stay healthy, traditional food items like jowar, bajra, sawan, tangun, maduwa, kodo have to be included in the daily diet since these provide a lot of nutritious elements to the body. Krishna Narayan Jha, Deputy Director of the Education Department, said that it is very important to bring changes in the diet to stay healthy.

At the end of the program, I requested all the Supervisors and the Anganwadi workers to spread the awareness on use of locally available nutritious food and to explain the method of cooking food using these grains to local women. A large number of Anganwadi Workers and Lady Supervisors assured that they would generate awareness on benefits of millets topic during their visits to the households with Pregnant and Lactating Women.



**AWC: Indira Colony First Sector: Bhagat ki Kothi Project: Jodhpur City; District: Jodhpur State: Rajasthan**

As narrated by Monika Gehlot, Lady Supervisor. My name is Monika Gehlot. I am working as a lady supervisor at Bhagat ki Kothi sector in Jodhpur district of Rajasthan. Sometime back a campaign was initiated in our district, where weight and height of all the children was measured at all the AWCs in my sector. During this process, we found that in an AWC located in Indira Colony of my sector, weight of a 3 year old child (Ayush) was very less for his age.

Ayush was in the malnourished category according to the growth chart. I went to Ayush's house and told his parents about his poor nutrition status. The parents were very worried about Ayush's health. I told his parents that we can increase his weight by taking good care of his diet at home. Ayush's parents were also told to take special care of his hygiene so that he does not fall ill, as illness can make him even more vulnerable. We started paying special attention to Ayush and also started taking his weight once a month. Since Ayush has completed 3 years, therefore, we requested his parents to send him to the AWC regularly for pre-school education, where he could be provided with hot cooked meals as well. His parents listened to us and started sending Ayush to the AWC regularly. At the AWC, iron syrup was administered twice a week and calcium was provided daily. Along with the AWW, I also did a home visit to Ayush's house once a week where, his parents were counselled about various local recipes and good hygiene practices to be adopted at home. During the home visit, his mother was also trained to cook healthy food by using locally available foods like millets, vegetables and flowers of drumsticks, ghee, milk, groundnut, jaggery and other leafy vegetables. Ayush's weight started increasing gradually due to continuous feeding and special attention. After a period of 6 months of follow-up, Ayush's weight became normal as of other children of his age. The POSHAN Abhiyaan has played a strong role as a mass movement in reducing malnutrition.

**Efforts of Anganwadi Worker in Resuming Essential Services**



I am Khushbu Kumari, Anganwadi Worker of Anganwadi Center Paswan Tola (153) in Baliya ICDS Project. My Anganwadi Center was running in own AWC building. Provision of child friendly toilet facility and sanitation related care has been well taken care of in my Center. As an Anganwadi Worker, I was well oriented and busy with children of Preschool Education. Paushtik laddu was prepared and distributed among the children. Children were delighted

with the taste and quality of paushtik laddu. I have been following recommended daily menu for snacks and hot cooked meal including distribution of milk and egg on specific days.

Poshan Tracker: I have received an orientation on Poshan Tracker App and am trying to enter all the required information on a daily basis. I also received a refresher training on Poshan Tracker and after that I have the confidence to upload correct information.

I am an Anganwadi Worker in Sheohar ICDS Project

I am Kumari Manju, Anganwadi Worker in Anganwadi Center Chakiaya. I am also an awardee of best Anganwadi Worker under the Poshan Abhiyaan Reward and Recognition Program. My Anganwadi Center is running in Government building in Middle School premises. A child friendly toilet and drinking water facilities are available in this Anganwadi Center. I was actively involved in various outreach activities during COVID pandemic and coordinated well with health counterparts to extend essential health and nutrition services to the community members. During post COVID phase, I tried my level best to resume the services of the Anganwadi Center, regularly providing pre-school education to the children, distributing THR on scheduled day, organising Complementary Feeding Day every month, conducting growth monitoring & promotion etc. During the Covid period I received an orientation to maintain Poshan Tracker Application and sincerely kept updating the tracker regularly.



Measuring devices are available and being used to capture anthropometric measurement of children to be updated in the Poshan tracker. AWWs sought refresher training regarding Poshan Tracker afresh so that correct information can be uploaded.

I have prepared Paushtik laddu and distributed it among the children during Covid lockdown. I have been following recommended daily menu for snacks and hot cooked meal including distribution of milk on specific day once a week. I have strong coordination with a senior ANM and two trainee ANMs who are deputed for Chakiya Anganwadi Center to conduct VHSND. Drugs, vaccines, IFA, contraceptives etc. and supply related to VHSND were available adequately. AWW and ANMs were having role clarity and distribution of responsibilities among themselves to organise VHSND session in a well-coordinated manner. Such practices help to ensure case-based counselling to the mothers for proper care and support for timely vaccination, use of MCP card as counselling tool and for mothers to adhere to recommended health and nutrition practices. Service providers were encouraged to utilise resources optimally for better coverage, delivery of quality health services and increased community engagement to access quality services.



# KALEIDOSCOPE



**Editorial Team**

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