



POSHAN ABHIYAAN

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Background

- On the occasion of International Women's Day on March 8, 2018, PM Narendra Modi launched a scheme from Jhunjhunu in Rajasthan, The Prime Minister's Overarching Scheme for Holistic Nutrition or POSHAN ABHIYAAN.
- It is also known as National Nutrition Mission.
- POSHAN Abhiyaan (National Nutrition Mission) is a flagship programme of the Ministry of Women and Child Development (MWCD), to improve nutritional outcomes for children, adolescent girls, pregnant women and lactating mothers.

Background

- The POSHAN ABHIYAAN directs the attention of the country towards the problem of malnutrition and aims to address it in a mission-mode.
- It is a multi-ministerial convergence mission with the vision to ensure attainment of malnutrition free India by 2022.
- The National Nutrition Mission (NNM) has been set up with a three year budget of Rs.9046.17 crore commencing from 2017-18.
- The NNM is a comprehensive approach towards raising nutrition level in the country.

Global Overview

UNICEF / WHO / World Bank Group Joint Child Malnutrition Estimates

Key findings of the 2021 edition

These new estimates supersede former analyses and results published by UNICEF, WHO and the World Bank Group



OVERWEIGHT
38.9 million

An estimated 5.7 per cent or 38.9 million children under 5 around the world were affected by overweight in 2020*



WASTING
45.4 million

In 2020,* wasting continued to threaten the lives of an estimated 6.7 per cent or 45.4 million children under 5 globally

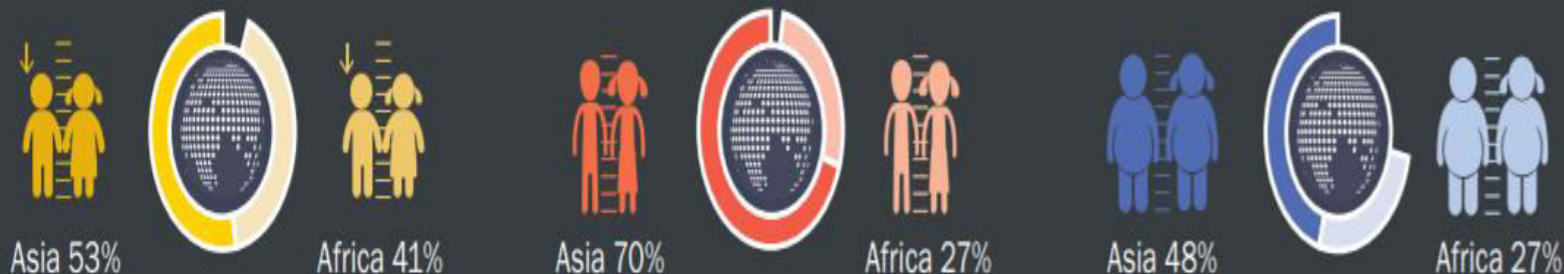


STUNTING
149.2 million

Stunting affected an estimated 22.0 per cent or 149.2 million children under 5 globally in 2020*

* Household survey data on child height and weight were not collected in 2020 due to physical distancing

Most children with malnutrition live in Africa and Asia



In 2020,* more than half of all children under 5 affected by stunting lived in Asia and two out of five lived in Africa

In 2020,* more than two thirds of all children under 5 affected by wasting lived in Asia and more than one quarter lived in Africa

In 2020,* almost half of all children under 5 affected by overweight lived in Asia and more than one quarter lived in Africa

*Household survey data on child height and weight were not collected in 2020 due to physical distancing policies, with the exception of four surveys. These estimates are therefore based almost entirely on data collected before 2020 and do not take into account the impact of the COVID-19 pandemic. However, one of the covariates used in the country stunting and overweight models takes the impact of COVID-19 partially into account (see page 3).

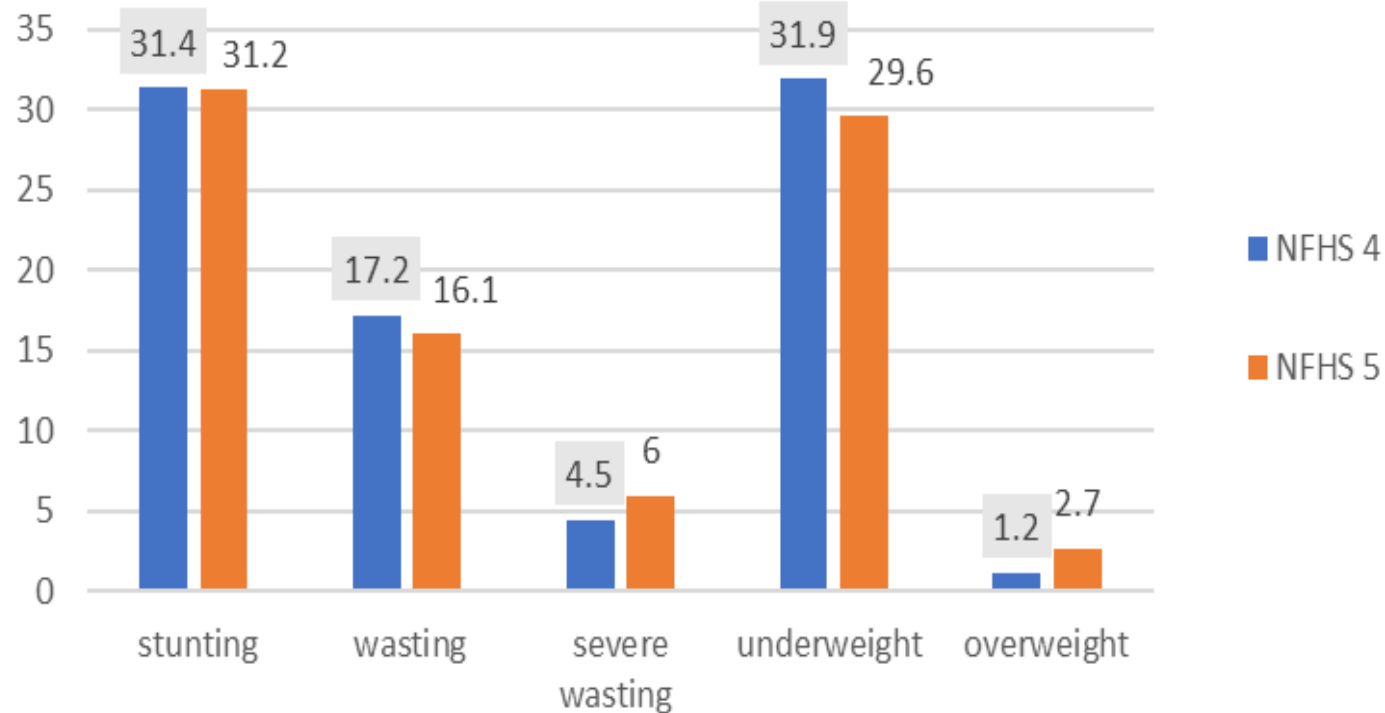
Global burden of Anemia

- One third of all women of reproductive age are anemic
- Among pregnant 40% are anemic.
- Over 40% (42%) of children under 5 years of age are anemic.

Need of NNM

- Though there are a number of schemes directly/indirectly affecting the nutritional status of children, pregnant women and lactating mothers, the level of malnutrition and related problems in the country is still high.
- There is no dearth of schemes but lack of creating synergy & linking the schemes with each other to achieve common goal.
- More than 10 crore people will be benefitted by this programme.

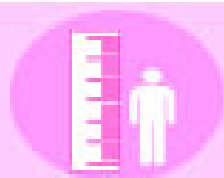
Nutritional status of children



NNM- AIM & TARGET

- The Mission aims to reduce mal-nourishment from the Country in a phased manner, through the life cycle concept, by adopting a synergized and result oriented approach.
- The Mission will ensure mechanisms for timely service delivery and a robust monitoring as well as intervention infrastructure.
- Target of Mission is to bring down stunting of the children in the age group of 0-6 years from 38.4% to 25% by the year 2022

NNM | Goal and Objectives



Prevent and reduce Stunting in Children (0-6 years) @2% per annum



Prevent and reduce Under-nutrition (Underweight prevalence) in Children (0-6 years) @2% per annum



Reduce Low Birth Weight (LBW) @2% per annum



Reduce the prevalence of Anaemia amongst Young Children (06-59 months) @3% per annum



Reduce the prevalence of Anaemia amongst Women and Adolescent Girls (15-49 years) @3% per annum

Why NNM is needed? What are we doing?

1. Food - accessible and affordable - midday meals and supplementary nutrition under ICDS.
2. Water & Sanitation- NRDWP and Swachh bharat.
3. Compensate wage losses during pregnancy - Pradhan Mantri Matru Vandana Yojana.
4. Full Immunisation - Mission INDRADHANUSH.
5. Deworming initiative.
6. Initiation of early breastfeeding - MAA weekly National breastfeeding programme.
7. Weekly IFA supplementation programme.

Implementation strategy

- Would be based on intense monitoring and Convergence Action Plan (CAP) right up to the Grass root Level
- NNM will be rolled out in all states and UTs in three phases

Year	States/districts to be covered
2017-18	315 common districts identified in the descending order of prevalence of stunting from amongst 201 districts identified by NITI Aayog on the basis of National Family Health Survey-4 data, 162 SSNIP districts and 106 districts of Scheme for Adolescent Girls.
2018-19	235 districts based on the status of under-nutrition in various States/UTs to be identified generally based on prevalence of stunting.
2019-20	Remaining districts of all 36 States/UTs.

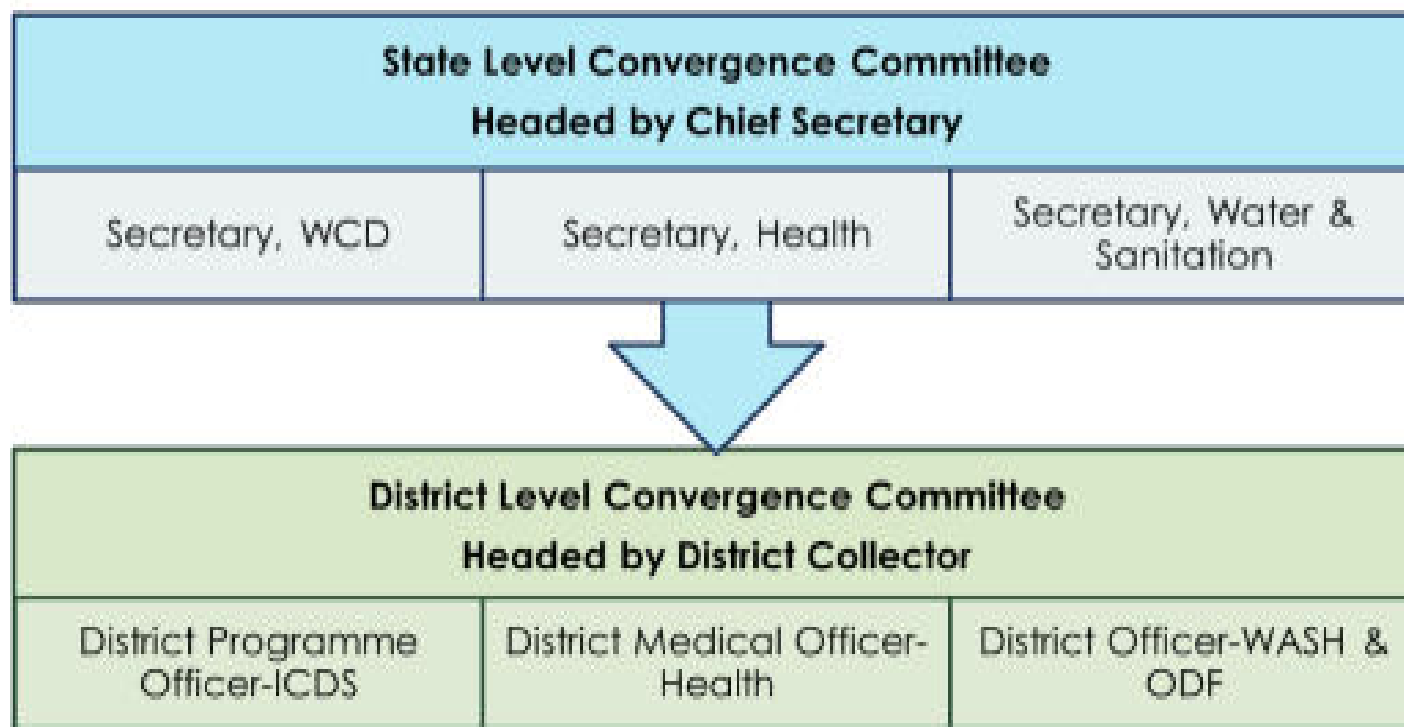
For implementation of POSHAN Abhiyaan the four point strategy/pillars of the mission are:

1. Inter-sectoral convergence for better service delivery.
 2. Use of technology (ICT) for real time growth monitoring and tracking of women and children.
 3. Intensified health and nutrition services for first 1000 days
 4. Behavioural change communication (Jan andolan, community based events, IEC).
- As a part of its mandate, NITI Aayog is required to submit implementation status reports of POSHAN Abhiyaan every six months to the PMO.

Course of **Action**

**NITI AYOOG / MWCD to
be Driver**

- Launch National Nutrition Mission
- Involve CMs of key States who under chairmanship of the Vice-Chairman, NITI Ayog to provide guidance to this Mission



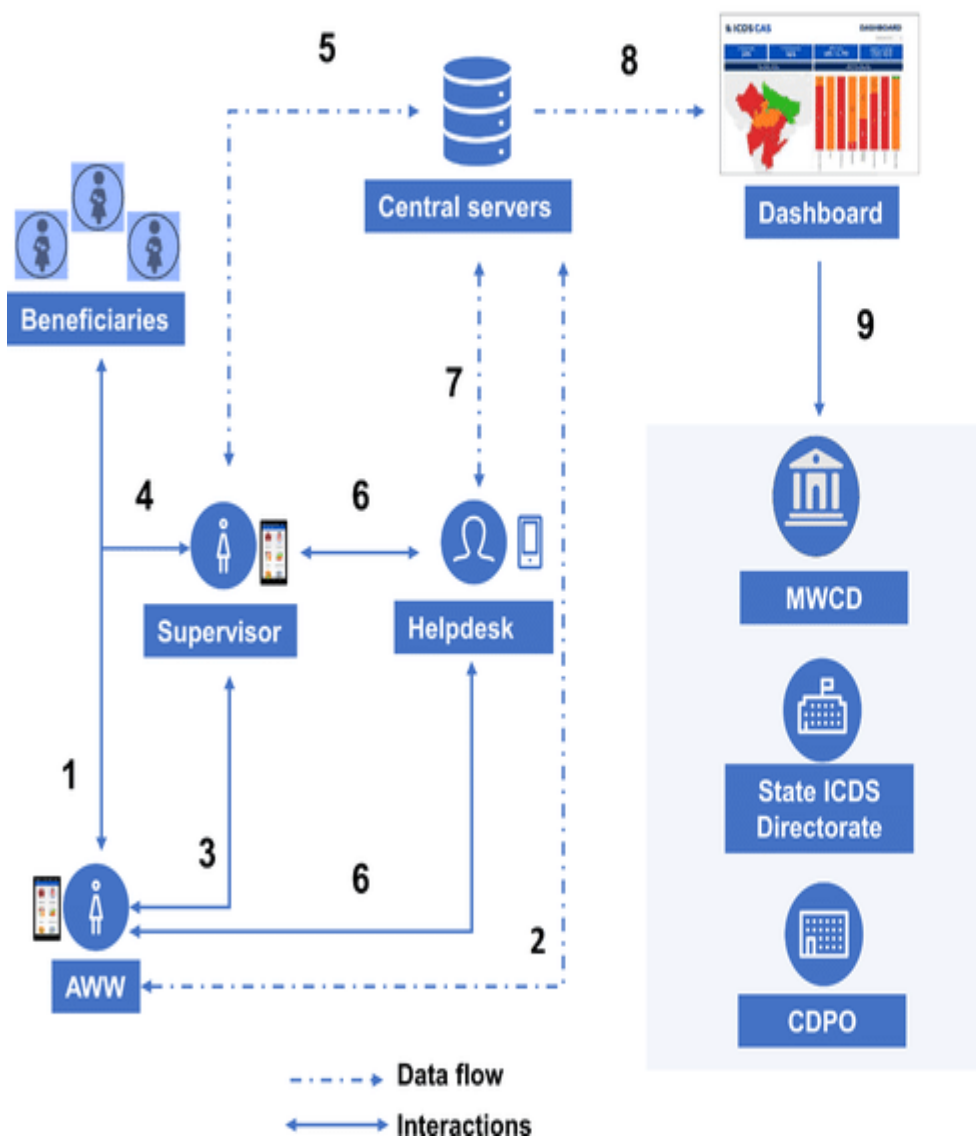
POSHAN Abhiyaan Components



ICDS- Common Application Software (CAS)

- It functions through a mobile Application at the level of Anganwadi Workers and Supervisor at sector level and a comprehensive web based dashboard, at Block, District, State and National level, providing real time information about service delivery.
- The application is aimed to augment system strengthening in Anganwadi Service Delivery and looks at improving the nutrition outcomes through effective monitoring and timely intervention.
- The software allows the capture of data from the field on electronic devices (mobile/tablet).

ICDS-CAS information flow from the Anganwadi Centre to the Ministry of Women and Child Development.



NNM | Key Interventions

ICDS System Strengthening – Improved Service Delivery

Growth Monitoring

- Early registration & weight monitoring during pregnancy - mother
- Monthly Weight
- Quarterly Height / Length
- Auto Growth Plotting
- Negative Growth – SMS Alerts



Convergence – Service Delivery

- Immunization
- Institutional Delivery
- Drinking Water + Sanitation
- Monthly VHSND
- Efficient Service Delivery



Use of Information & Communication Technology (ICT)

- Real Time Monitoring
- 6-Tier Dashboard
- Convergence – ICDS + Health + Water & Sanitation
- Nutrition Mapping
- Data Analysis – Connecting Gaps



Infant & Young Child Feeding (IYCF) Promotion

- Behaviour Change
- Multi-media creatives
 - Exclusive breastfeeding
 - Early initiation of breastfeeding
 - Complementary feeding



INFORMATION COMMUNICATION TECHNOLOGY (ICT) – REAL TIME MONITORING (RTM)

Use of ICT Interventions for addressing Under nutrition

Ministry of WCD has rolled out ICT interventions to strengthen the Service Delivery System and create mechanism for Real Time Monitoring (RTM) for nutritional outcomes



Mission Poshan 2.0

- Focusing on the aims of POSHAN Abhiyaan, Mission Poshan 2.0 was launched by Finance Minister Nirmala Sitharaman in February 2021 to prevent any further backsliding of nutrition indicators.
- The Finance Ministry has earmarked an estimated budget of Rs. 20,105 crore (US\$ 2,741 million) for the programme for FY2021-22.



Mission Poshan 2.0 - Aim & Objective

- Poshan 2.0 aims to transform the nutrition status of children aged 0 to 6 years, adolescent girls, pregnant women and lactating mothers across India & to ensure that children grow to their full physical and cognitive potential through healthy childcare practices and healthy, diverse, and locally available diets for children and their mothers.
- The objective is to implement a comprehensive, unified strategy to strengthen nutritional content, delivery, outreach and outcome, with renewed focus on developing practices that nurture health, wellness and immunity to disease and malnutrition in the country.

Mission Poshan 2.0

- Mission Poshan 2.0 brings together the Integrated Child Development Services (ICDS)—Anganwadi Services, Supplementary Nutrition Programme, Poshan Abhiyaan, Scheme for Adolescent Girls and National Crèche Scheme.
- It will ensure that they consume sufficient calories, while also promoting dietary diversity for adequate consumption of micronutrients like iron, vitamin A, vitamin B12 etc to promote good health.
- It will have a strong focus on the first 1000 days of life since conception, which is the most crucial period in a child's life for its physical and mental development.

Recent ongoing activity: National Nutritional Month

- As part of the POSHAN Abhiyaan, in order to ensure community mobilisation and bolster people's participation, every year, the month of September is celebrated as Rashtriya Poshan Maah across the country.
- This month highlights the importance and role of the right nutrition for the human body. A balanced diet with a combination of essential nutrients and calories is pivotal for the smooth working and growth of the human body.

Themes And Activities For Poshan Maah 2021

- Each Year, a unique theme is chosen to celebrate the Poshan Maah.
- This year, as India celebrates the **Azadi Ka Amrit Mahotsav**, to ensure speedy & intensive outreach, the entire month has been subdivided into weekly themes for a focused and assimilated approach towards improving Holistic Nutrition.

The Ministry of Women and Child Development has planned a series of activities throughout the month with four weekly themes.

	Dates(Weekly)	Theme
Theme 1	1-7 September	Plantation Activity as Poshan Vatika
Theme 2	8-15 September	Yoga and AYUSH for Nutrition
Theme 3	16-23 September	Distribution of Regional Nutrition Kit to Anganwadi beneficiaries of High Burdened Districts
Theme 4	24-30 September	Identification of SAM children and distribution of Nutritious food.

Theme 1 (1-7 September)

Plantation Activity as Poshan Vatika

To address malnutrition among children, protect the children who are suffering from Severe Acute Malnutrition (SAM) and encourage consumption of a variety of vegetables and fruits among families in rural areas, Ms Smriti Irani urged the aspirational districts (districts in India that are affected by poor socio-economic indicators), to make a commitment to establish a Poshan Vatika (nutrition garden) during the ongoing nutrition month.



Activities For Poshan Maah

- There will be a special drive for Height and Weight Measurement for Children (under 6 Years of Age) during the Poshan Maah.
- Slogan writing and Recipe competitions will be organized to highlight the locally available nutritious food for pregnant women.
- There will be Sessions on “5-minute Yoga Protocol” (Y-break or yoga break) at various workplaces for the employees of Government and corporate bodies.

Activities For Poshan Maah

- During the Poshan Maah, activities related to nutrition awareness will be carried out across all the States/UTs right up to the grass root levels.
- The implementing departments /agencies will carry out the activities and spread the message of holistic nutrition throughout the month to ensure a healthier future for women and children.

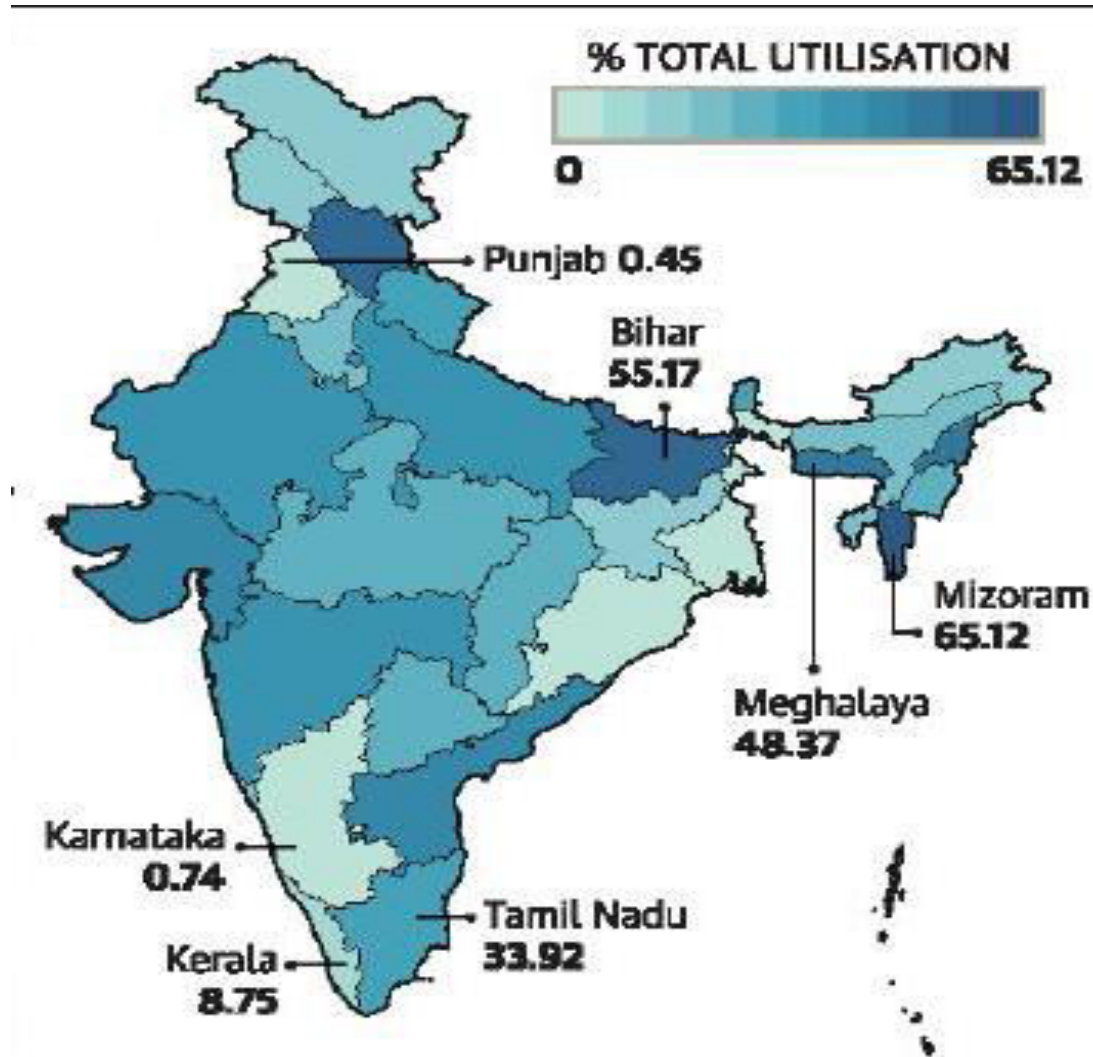
SUMMARY & CONCLUSION

- Poshan Abhiyaan, launched by the Prime Minister Shri Narendra Modi, has reached a long way in ensuring wider people's participation.
- Poshan Abhiyaan endeavors to improve nutritional outcomes in a holistic manner in convergence with other Ministries.
- Behavioural change at individual and community level is an important component to achieve the desired goals of Poshan Abhiyaan.

SUMMARY & CONCLUSION

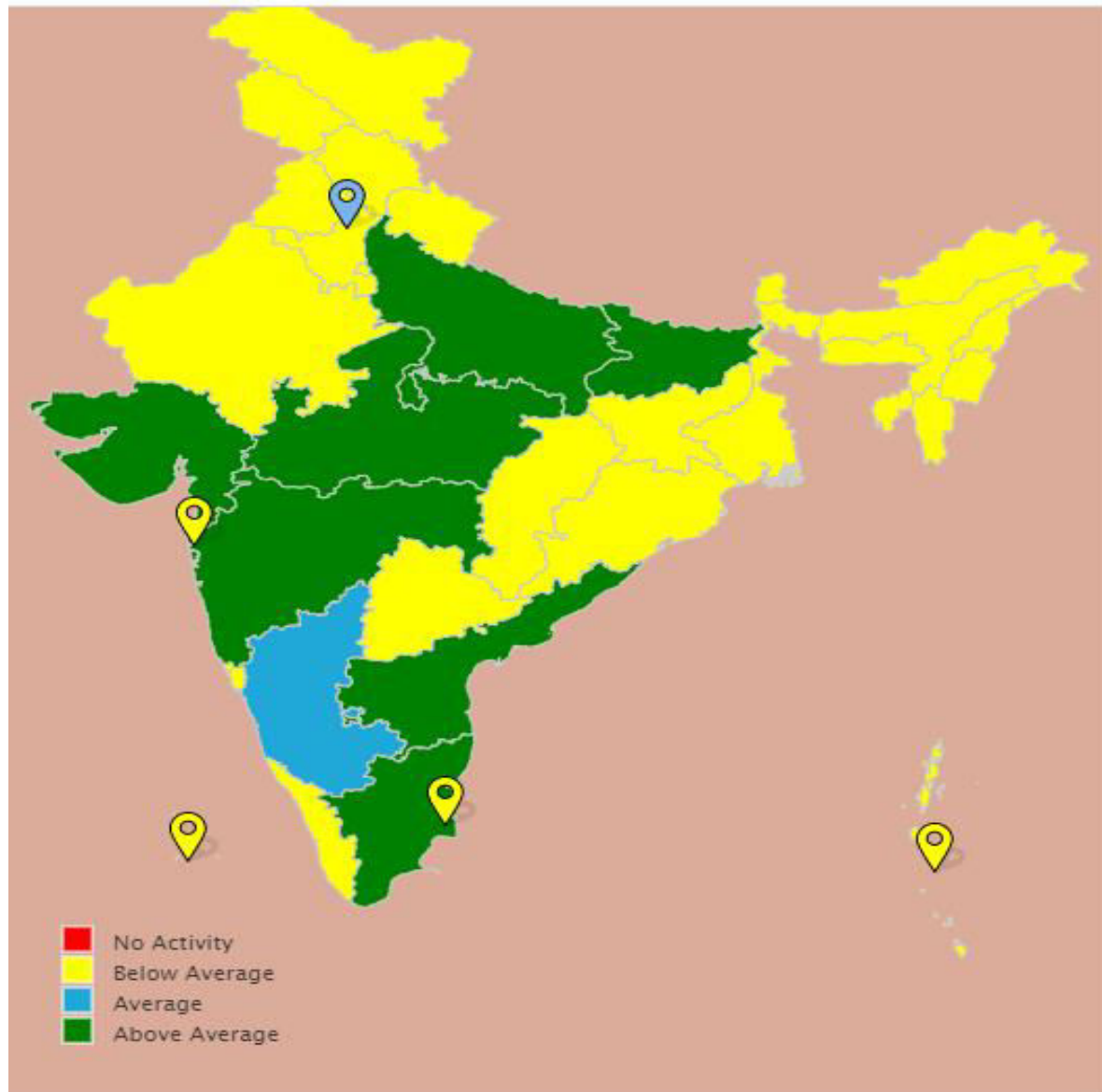
- There is no much difference between NFHS-4 & NFHS-5 data regarding stunting, wasting & underweight.
- Less utilization of POSHAN Abhiyaan funds by majority of states in past three years.
- Covid-19 has further exacerbated this challenge in the country with reduction in income and disruption of essential services.
- The economically disadvantaged population found themselves more vulnerable to malnutrition and food insecurities during lockdown, reversing some of the progress made by government schemes in the pre-pandemic phases of the Poshan Abhiyaan.

POSHAN Abhiyaan – fund utilization



Barring Mizoram, Lakshadweep, Himachal Pradesh and Bihar, none of the governments used even half of the sum granted in the past three years,

Performance by participation



SUMMARY & CONCLUSION

- These are the main reasons that lead to implementation of mission POSHAN 2.0 & for this mission, the government has identified 112 aspirational districts for the initial phase.
- Mission Poshan 2.0 intends to enhance the nutritional content, delivery and outreach. That was the expectation & need of the hour.
- The activities in POSHAN Maah mainly focussed on Social Behavioural Change and Communication (SBCC) like Jan andolan based mass public participation.
- ICDS-CAS should report accurately. AWWs are paid performance linked incentive of Rs 500 per month.

Thank you!

The image features the text "Thank you!" written in a black, cursive script. The text is centered and surrounded by several gold stars of varying sizes. A large, thick, gold brushstroke curves under the text, adding a decorative touch. The background is white.