



महिला एवं बाल
विकास मंत्रालय
Ministry of Women and
Child Development



सत्यमेव जयते



**POSHAN
Abhiyaan**
PM's Overarching
Scheme for Holistic
Nourishment

सही पोषण - देश रोशन

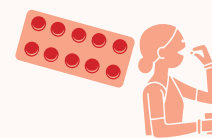
A Call to Action for POSHAN Abhiyaan Elected Representatives



10

The Ten Mantras for Leadership Role of Elected Representatives in POSHAN Abhiyaan

- 1 Leadership** - You can play a pivotal role by providing dedicated leadership and direction to facilitate effective multi-sectoral coordination to improve health and nutrition of women and children.
- 2 Poshan Narrative** - You can contribute to the cause by talking about nutrition at every opportunity including in your speeches, which will help the Poshan Jan Andolan to grow and gain momentum, thereby, reaching critical information on good nutrition to all.
- 3 Coverage and Quality of Services** - POSHAN *Abhiyaan* is a comprehensive programme with multi-sectoral approaches to address nutrition problems. You can urge governments for increased focus on health and nutrition activities in your constituencies so as to improve the coverage and quality of the services at Anganwadi Centres and Health Centres.
- 4 Supplies** - You can ensure that smartphone devices are procured and distributed in time for ICDS-CAS under POSHAN *Abhiyaan* to be effectively implemented.
- 5 Budget** - As an elected representative, you have a critical role in influencing budgetary decisions for nutrition. Thus, it would be prudent that you in your own capacities ensure that nutrition becomes a political priority, which is percolated at all levels.
- 6 Reaching Families and Triple 'A's** - As leaders, you can reach, talk to and motivate families to ensure that they practice key nutrition behaviours at household level like exclusive breastfeeding, timely complementary feeding, diversified diet for pregnant women, adolescents and children. You can encourage triple A's, SHGs and PRIs to efficiently perform their service delivery and mobilisation role for POSHAN *Abhiyaan*. Addressing the issue of Girl Child Education and Age of Marriage have the maximum impact on nutrition.
- 7 Focusing on the critical first 1000 Days** - You can explain to families the criticality of first 1000 days of a child's life from conception to the first two years to ensure they receive all essential services to improve nutrition of mother and child.
- 8 Poshan Maah** - You can motivate your constituency to be a best performer during the month long Poshan Maah/Poshan Pakhwada celebration where nutrition activities are given special impetus.
- 9 Monitoring** - You can organise POSHAN *Abhiyaan* specific review meeting at District or Commissionery level to monitor all nutrition related convergent programmes and agree on clear follow-up actions for weak areas.
- 10 Review** - You can demand the availability of disaggregated nutrition data to help better track progress and target actions to ensure that all women and children benefit from services under POSHAN *Abhiyaan*.



Why it is important to focus on nutrition?

Malnutrition early in life can manifest in many forms such as low birth weight stunting, wasting and anaemia. Very often malnutrition begins long before children are born and persists after birth. Persistent poor nutrition during the most critical period of growth and development can result in stunting or children being short for their age. Likewise, acute nutritional deprivation leads to wasting in children causing thinness (too thin for their height).

Stunting gives rise to an intergenerational cycle of deprivation. Stunting not only affects an individual child, but its impacts are also felt by the family.

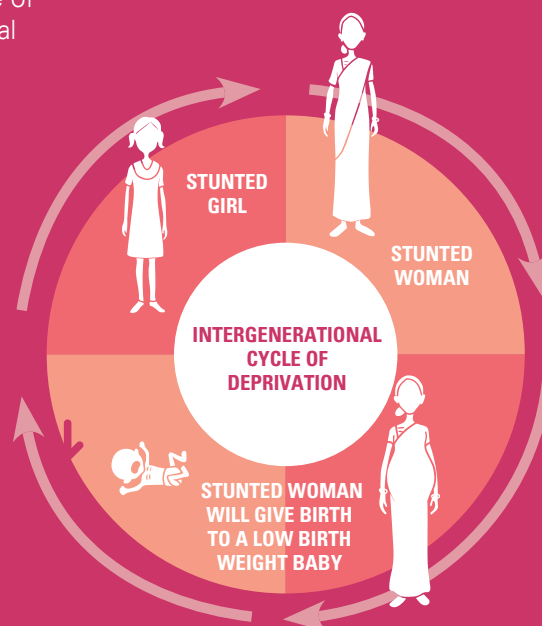
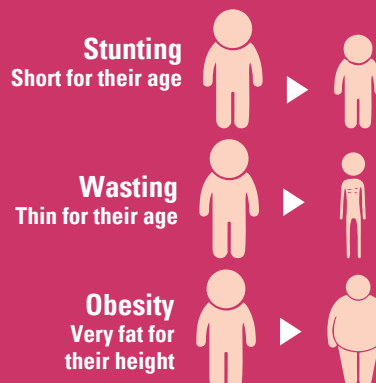
A stunted child is more susceptible to infections

He/she is likely to be irritable, less social, interacts less with people

Does less well in school and will not be able to take up skilled job as adults

If in later years gains weight - have higher risk of non-communicable diseases like diabetes and hypertension

MALNUTRITION HAS MANY FORMS



NUTRITION AND BRAIN DEVELOPMENT



A child's brain is a fast growing organ. In the first year of life 50 to 75 per cent of energy from food consumed is required to support brain growth and development.

Brain attains 80 per cent of its adult size by three years of age and is nearly fully grown by five years. Nutritional deprivation and lack of responsive care during early years not only impairs children's physical growth but also negatively impacts their brain development.

Good Nutrition Matters to Economy

The financial case for investing in maternal and child nutrition is strong as good nutrition is linked to improved child development and consequently to national development.



Every rupee invested in nutrition

Better health and nutrition outcomes

Decreased morbidities

Higher earning potentials

Yields ₹ 34 in returns

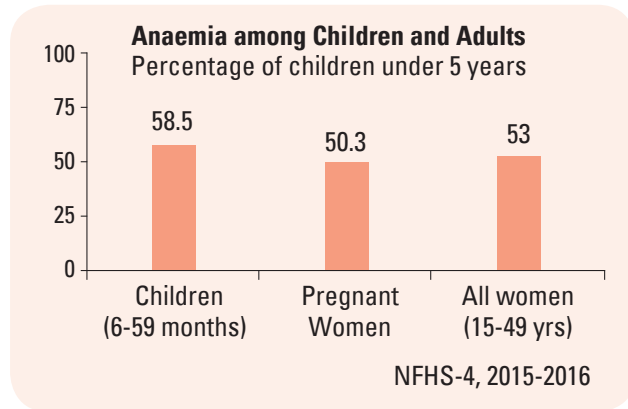
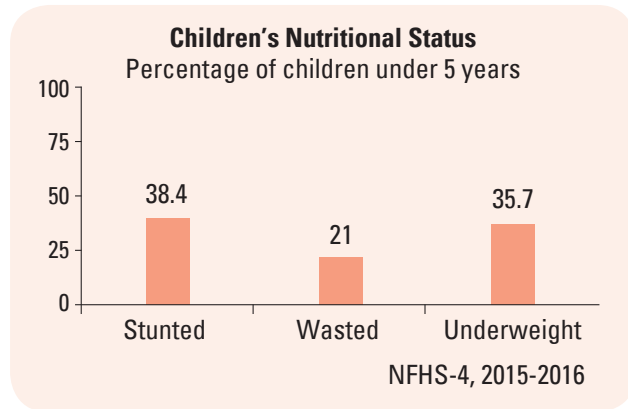


Recognising that today's children are tomorrow's skilled workers and are the future of economy and society at large, the Government of India launched POSHAN Abhiyaan on 8 March 2018 to accelerate improvements in nutrition.

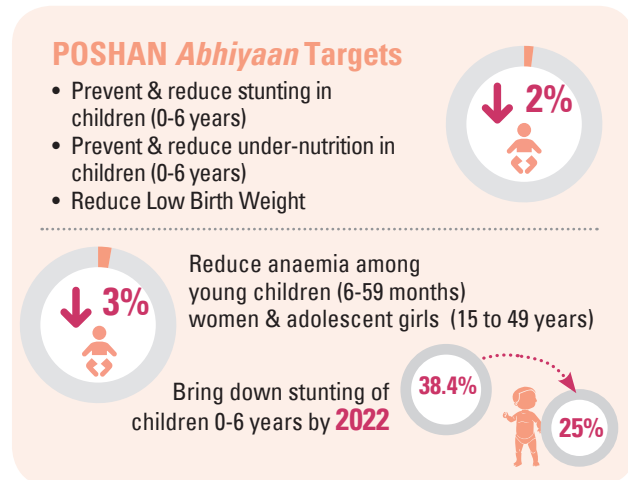


The Statistics of the Cycle of Malnutrition

In India, 38.4 per cent children below five years are stunted and 21 per cent are wasted. Over half the children between 6-59 months and women in the reproductive age group (15-49 years) are anaemic (NFHS-4). Between 2005 and 2015, stunting in children in India declined approximately by 1 per cent points per year.

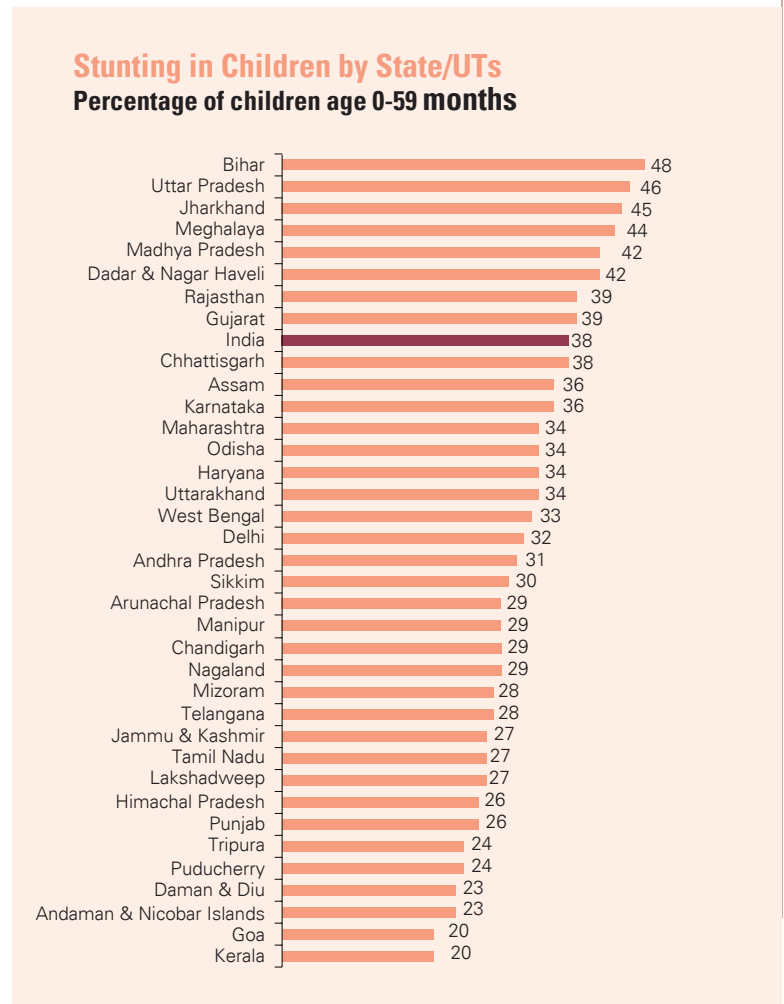
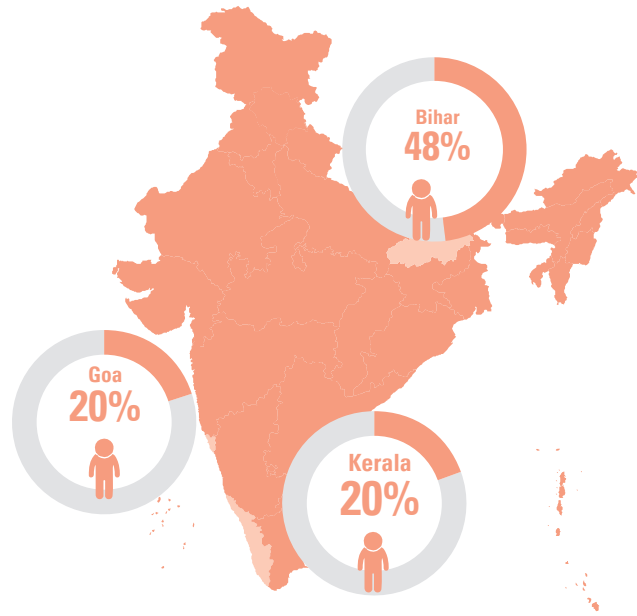


POSHAN Abhiyaan aims to accelerate reduction in low birth weight, stunting, underweight and anaemia among young children (0-6 months and 6-59 months) and women & adolescent girls (15 to 49 years).



State-wise Variations

There are huge state-wise variations in the levels of stunting in children, ranging from 48 per cent in Bihar to 20 percent in Kerala and Goa.



POSHAN Abhiyaan Programme Priorities

To accelerate improvements in nutrition, POSHAN Abhiyaan prioritises on:

1. The first 1000 days – A critical window of opportunity

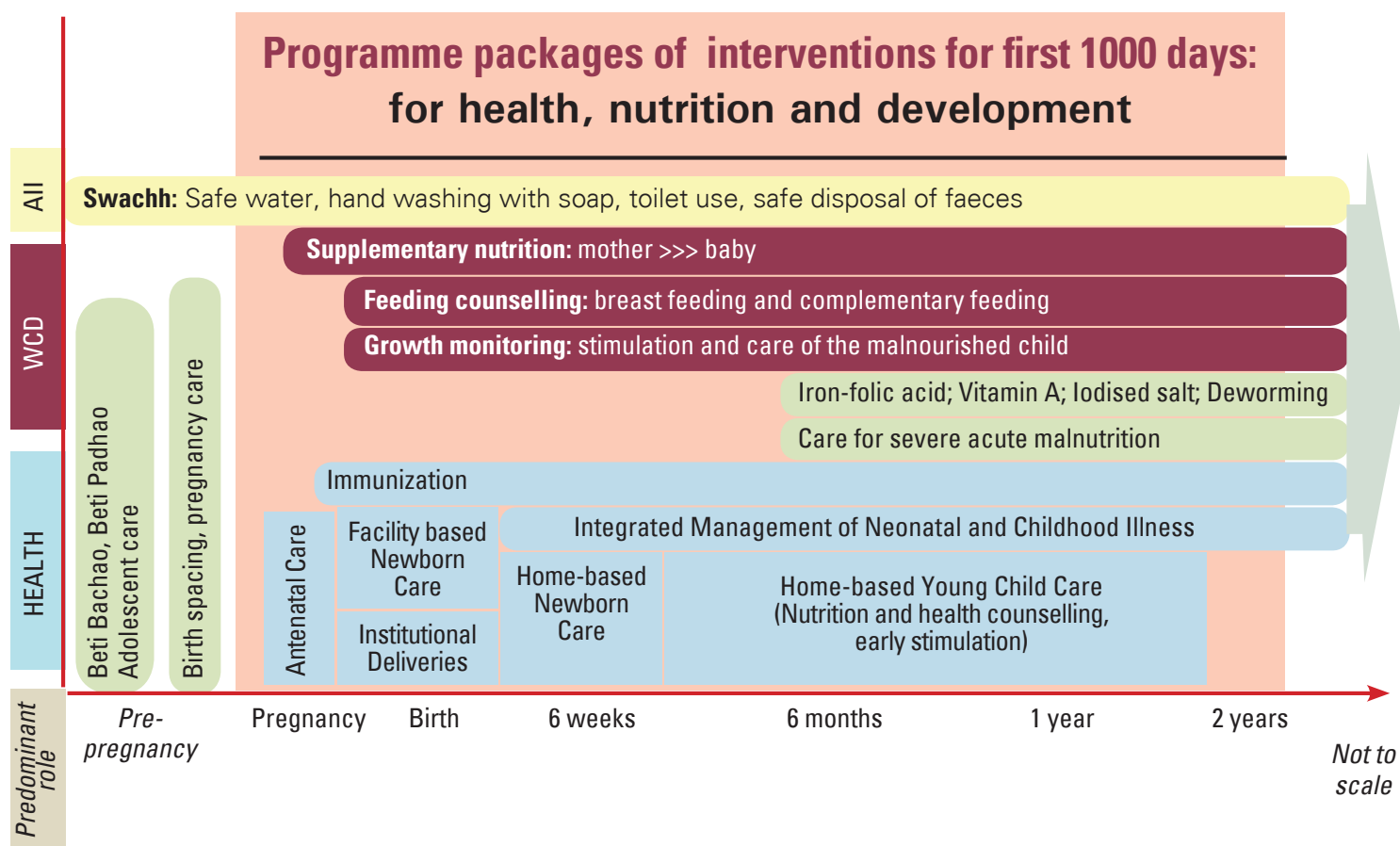
The 1,000 days between the start of a woman’s pregnancy and her child’s second birthday are critical to ensure that they receive essential services for improved nutrition of mother and child.



2. Delivery of essential services

Government of India is committed to improve the coverage and quality of evidence-based, most critical and effective interventions, which are depicted in figure below.

Critical and Effective Interventions



3. Jan Andolan for behaviour change

Recognising that acceleration in improvements in nutrition needs to go beyond government efforts, the Prime Minister of India has given a call to action to multiple stakeholders for generating a Social Movement/ Jan Andolan towards a malnutrition-free India. To enhance and trigger Jan Andolan, Rashtriya Poshan Maah will be celebrated in September every year through joint efforts of 12 Ministries. The 12 key themes and behaviours of POSHAN *Abhiyaan* to be promoted through Jan Andolan are as follows:

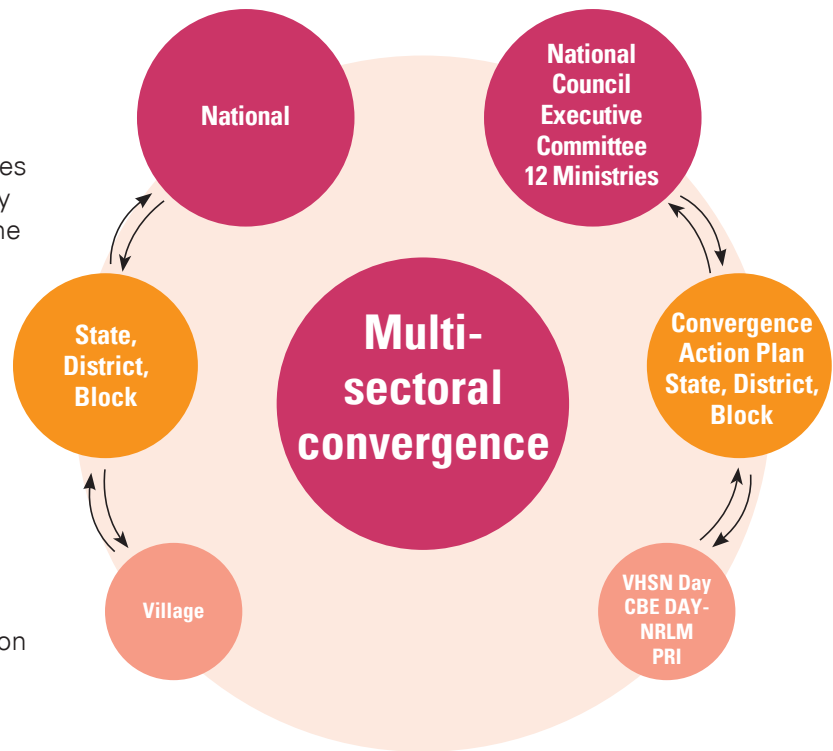
<p>Malnutrition – Understand Stunting, Underweight, Low Birth Weight, Anaemia. Understand benefits of Good nutrition/ Healthy foods</p> <p>Overall Nutrition</p> <p>01</p> 	<p>Every pregnant woman takes adequate and diverse diet, micronutrient supplements (red iron and folic acid and calcium), all deliveries planned in nearest health facility and every newborn starts breastfeeding with one hour of birth</p> <p>ANC, diet of pregnant women, calcium, supplementation, institutional delivery & early initiation of breastfeeding</p> <p>02</p> 	<p>Every newborn starts breastfeeding with one hour of birth and is exclusively breastfed for the first six months</p> <p>Optimal breastfeeding</p> <p>03</p> 	<p>Every child (6-24 months) along with breastfeeding is fed a variety of age-appropriate, nutrient-dense foods at least 4-5 times in a day</p> <p>Complementary food and feeding</p> <p>04</p> 
<p>Every child receives full immunization, biannual vitamin A supplementation and deworming</p> <p>Full immunization & vitamin A supplementation</p> <p>05</p> 	<p>All caregivers ensure regular growth monitoring of their children by the FLW and are aware of growth monitoring records of their children in MCP card; every child with severe acute malnutrition receives timely and quality feeding and care</p> <p>Growth monitoring and promotion</p> <p>06</p> 	<p>Every child and adolescent is protected against anaemia through iron folic acid supplements, deworming and diet diversity; every pregnant woman and lactating mother has an adequately diverse diet, takes iron and folic acid supplements, calcium, deworming tablet and iodized salt and access to family planning services</p> <p>Anaemia prevention in children, adolescent girls and women – diet, IFA, deworming</p> <p>07</p> 	<p>All caregivers have access to, avail and consume fortified foods available in the nearest public health facility</p> <p>Food fortification and micronutrients</p> <p>08</p> 
<p>Every child who has diarrhoea is given sufficient oral rehydration solution and zinc supplementation while breastfeeding continues</p> <p>Diarrhoea management</p> <p>09</p> 	<p>Every girl is provided adequate diet without any discrimination and completes her school and higher education</p> <p>Girls education, diet and right age at marriage</p> <p>10</p> 	<p>Every child 6–24 months is fed using safe and hygienic practices, including hand washing with soap at critical times, safe disposal of faeces; every member of all households use safe drinking water and toilet at all times</p> <p>Hygiene, sanitation & safe drinking water</p> <p>11</p> 	<p>Every child 3-6 years has access to quality ECCE for laying the foundation of his/her social and psychological development and improved school preparedness</p> <p>Early Childhood Care and Education (ECCE)</p> <p>12</p> 

4. Multi-sectoral convergence

POSHAN *Abhiyaan* promotes convergence between various Ministries for synergistic actions. It brings the key nutrition related interventions under one framework and progress is monitored regularly. Priority is on states, districts and population groups with highest burden of stunting.

To facilitate effective multi-sectoral coordination, a National Council on India's Nutrition Challenges under the Chairpersonship of Vice Chairman NITI Aayog has been established. The Council provides policy directions and reviews convergence between Ministries and programmes for nutrition on a quarterly basis.

An Executive Committee established under the Chairpersonship of Secretary, Ministry of Women and Child Development (WCD), reports on progress to the National Council. It is the apex body for nutrition related activities that provides guidance for implementation of various programmes/ schemes. Similarly, action committees have been established at State, District and Block level.



5. Service delivery through technology

POSHAN *Abhiyaan* delivers services through existing schemes. For improved service delivery and effective monitoring thrust is on:

- Integrated Child Development Services (ICDS)-Common Application Software (CAS) Application.** ICDS-CAS is a mobile application to strengthen delivery of Anganwadi Services. Anganwadi workers capture the data on their mobiles. This information is available at State and Ministry level on a real-time basis on a web-based dashboard. The information is used to monitor interventions and take fact-based decisions.

