

GOVERNMENT OF INDIA  
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 1275**  
TO BE ANSWERED ON 13.12.2023

**POSHAN ABHIYAAN**

1275 SHRI B. LINGAIAH YADAV:

Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

- (a) Whether according to the POSHAN Abhiyaan progress Report, 2018, a focused and coherent Social and Behavior Change Communication (SBCC) Action Plan is essential to take the work of POSHAN Abhiyaan forward and thus, there is a need for field staff to be properly trained in nutritional counselling and there is a need for it to be implemented, mandatorily and uniformly by States; and
- (b) if so, the steps being taken till now/results yielded?

**ANSWER**

MINISTER OF WOMEN AND CHILD DEVELOPMENT  
(SHRIMATI SMRITI ZUBIN IRANI)

(a) and (b) POSHAN Abhiyaan is the Government of India's flagship programme that was launched on 8th March 2018 to improve nutritional outcomes in the country in a phased manner, by adopting a synergized and result oriented approach. For maximizing the nutritional outcomes, Government launched 'Saksham Anganwadi and Poshan 2.0' (Mission Poshan 2.0), which *inter-alia*, subsumes POSHAN Abhiyaan, Supplementary Nutrition Programme under Anganwadi Services and Scheme for Adolescent Girls.

POSHAN Abhiyaan progress report released by NITI Aayog on December 2018 has also emphasized on including Social and Behaviour Change Communication (SBCC) at scale as one of the important components of POSHAN Abhiyaan in the fight against malnutrition.

For ensuring transparency, efficiency, and accountability in delivery of Supplementary Nutrition Government issued the Streamlined Guidelines on 13th January 2021, for all States/UTs. The District Magistrate (DM) is the nodal officer in the district for monitoring nutritional status and quality standards. The DM supervises and monitors the activities of the District Nutrition Committee. Under the guidelines, districts, *inter alia*, are also required to conduct Village Health Sanitation and Nutrition Day (VHSND), community-based events, Jan Andolan activities etc. to motivate field functionaries and beneficiaries for improved nutrition outcomes. Through these Jan Andolans, large scale and continuous behaviour change interventions are being carried out.

Social & Behavioural Changes have been inculcated through conducting Community Based Events, Poshan Maah and Poshan Pakhwada in convergence with various Ministries/ Departments and other stakeholders. So far, more than 90 crore sensitisation activities have been reported by States/ UTs under community engagements programmes through 11 *Poshan Maahs* and *Poshan Pakwadas* celebrated in the months of September and March-April respectively. Additionally, more than 3.70 crore CBEs have also been organized since the launch of the Abhiyaan.

More than 10 lakh field functionaries/ Anganwadi Workers (AWWs) have been trained on key aspects of the scheme, including nutritional counseling. Regular trainings are being imparted to AWWs for smooth functioning.

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