

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
STARRED QUESTION NO. *136
TO BE ANSWERED ON 28.07.2023

PREVENTION OF ANAEMIA THROUGH POSHAN ABHIYAAN

*136 SHRI BHARTRUHARI MAHTAB:

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

- (a) whether the Government is aware that according to the fifth Report of National Family Health Survey of India, 67% of children under the age of four have anaemia;
- (b) if so, whether there are provisions under Poshan 2.0 or Poshan Abhiyaan to tackle this crisis and if so, the details thereof; and
- (c) whether the Government has other programmes and missions to tackle this unique issue, if so, the details thereof?

ANSWER

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

- (a) to (c) A statement is laid on the table of the House.

**STATEMENT REFERRED TO IN REPLY TO PART (A) TO (C) OF LOK SABHA
STARRED QUESTION NO. 136 TO BE ANSWERED ON 28.07.2023 REGARDING
“PREVENTION OF ANAEMIA THROUGH POSHAN ABHIYAAN”**

(a) to (c) Government is aware about the prevalence of anemia in children. POSHAN Abhiyaan under Saksham Anganwadi and Poshan 2.0 (or Mission Poshan 2.0), is a programmatic approach to address the life cycle issues of malnutrition, including anemia through behaviour change, technology and convergence. Anemia awareness and prevention is one of the core focus areas under the Abhiyaan as part of *Poshan ke Paanch sutra*.

Under Poshan Abhiyaan, behaviour change communication efforts are geared towards addressing good nutrition and health for targeted beneficiaries, namely pregnant women, lactating mothers, children under 6 years of age and adolescent girls. Community Based Events or CBEs have served as a significant strategy in changing nutrition practices. The gatherings celebrate important milestones in the lives of the mother and child and serve as an important platform for disseminating essential messages and to counsel pregnant and lactating women, and their influencers (husbands/mothers-in-law) on appropriate nutrition and health behaviour. Close to 3.70 crore CBEs have been conducted under the Abhiyaan in the last four years.

Further, Jan Andolan is carried out through the annual Rashtriya Poshan Maah celebrated in the month of September and Poshan Pakhwada celebrated in March at scale across India. Over the years, themes have included overall nutrition, hygiene, water and sanitation, anemia prevention, role of Poshan Panchayats, AYUSH for Well-being, Yoga for Health, importance of Poshan Vatikas for cultivation of local vegetables and medicinal plants/herbs at the community level, promotion of traditional foods etc. So far, through these Jan Andolans more than 60 crore nutrition-centric sensitisation activities have been reported with consistent focus on anemia.

During the last Poshan Maah celebrated in September 2022, States/UTs have reported a total of around 17.5 crore activities out of which around 49 lakh activities were focused on anemia prevention and treatment in children, adolescent girls, pregnant women and lactating mothers. In the recently held Poshan Pakhwada during Mar-Apr 2023, States/UTs have reported a total of 4.89 crore sensitisation activities, of which around 62 lakh were focused around anemia camps/ activities for children, adolescent girls (14-18 years), pregnant women and lactating mothers. These activities included T3 Anemia camps (test, treat, talk), IFA distribution, AYUSH for anemia, webinars, quiz and recipe competitions, traditional food practices, awareness rallies, sensitisation of panchayats on anemia etc., throughout the country.

Mission Poshan 2.0 announced in Budget 2021-22 is designed to address the issue of malnutrition through transparency, accountability, balanced diets, diet diversity and quality, greater grassroots involvement and last-mile delivery of services supported by key strategies, viz., corrective strategies to address nutrition related deficiencies, nutrition awareness strategies to develop good eating habits for sustainable health and well-being, strategies for communication and development of green eco-systems such as Poshan Vatikas. Under Poshan 2.0, focus is on diet diversity, food fortification, leveraging traditional systems of knowledge and popularizing use of millets. Nutrition awareness strategies under Poshan 2.0 aim to

develop sustainable health and well-being through regional/local meal plans to bridge dietary gaps. Further, greater emphasis is being given on the use of millets for preparation of Hot Cooked Meal and Take Home rations (not raw ration) at Anganwadi centres for Pregnant Women, Lactating Mothers and Children below 6 years of age, as millets have high nutrient content which includes protein, essential fatty acid, dietary fibre, B-Vitamins, minerals such as calcium, iron, zinc, folic acid and other micro-nutrients thus helping to address anemia and other micro-nutrient deficiencies in women and children. Further, under Mission Poshan 2.0, only fortified rice is being allocated to States/UTs.

As per information from Ministry of Health and Family Welfare, Government of India has launched Anemia Mukh Bharat (AMB) strategy with the target to reduce anemia in women, children and adolescents in a life cycle approach. The 6x6x6 strategy under AMB implies six age groups, six interventions and six institutional mechanisms. The six interventions under Anemia Mukh Bharat strategy include, Prophylactic Iron Folic Acid Supplementation, Periodic de-worming, Intensified year-round Behaviour Change Communication Campaigns, Testing and Treatment of anemia using digital methods and point of care treatment, Convergence and Coordination with other line departments and ministries for strengthening implementation etc.

Under National Health Mission (NHM), several other programmes are implemented under Reproductive, Maternal, Newborn, Child, Adolescent Health and Nutrition (RMNCAH+N) strategy as a life cycle approach, which contribute in addressing the problem of anemia in children. It includes Community Based care of New-born and Young Children, Mothers' Absolute Affection (MAA), Universal Immunization Program, Social Awareness and Actions to Neutralize Pneumonia Successfully (SAANS); Intensified Diarrhoea Control Fortnight (IDCF) initiative, Nutrition Rehabilitation Centres (NRCs), Rashtriya Bal Swasthya Karyakram (RBSK), Janani Shishu Suraksha Karyakram (JSSK) and Village Health Sanitation and Nutrition Day (VHSND).
