

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 1532
TO BE ANSWERED ON 28.07.2023

MODALITIES FOR POSHAN ABHIYAAN

1532 SHRI ANIL FIROJIYA

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

- (a) the details of the modalities being followed to tackle nutritional challenges in the country under the Poshan Abhiyaan, along with the details thereof; and
- (b) the details of various focus areas of the said Abhiyaan for the next few years?

ANSWER

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

(a) POSHAN Abhiyaan (which has now been integrated under Mission Saksham Anganwadi and Poshan 2.0 (Mission Poshan 2.0) was launched on 8th March 2018 with an aim to achieve improvement in nutritional status of Children under 6 years, Adolescent Girls (14-18 years), Pregnant Women and Lactating Mothers in a time bound manner by adopting a synergised and result-oriented approach. The programme makes interventions with the use of **technology**, **behavioural change** through **convergence** and lays-down specific targets to be achieved across different monitoring parameters. The Abhiyaan has been rolled-out in all the 36 States and UTs. It covers all the districts within the country including 112 Aspirational Districts. Anganwadi Workers (AWWs) have been technology empowered with smartphones (nearly 11 lakh). To promote regular growth measurement, 12.5 lakh Growth Measurement Devices have been procured by States/UTs for Anganwadi Centres. 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, wherein more than 60 crore Jan Andolan based activities have been conducted across the country. Moreover, close to 3.70 crore Community Based Events (CBEs) have been conducted under the Abhiyaan, in the last four years. The Community based events are a forum for disseminating awareness and information about nutritional practices, importance of timely initiation of complementary feeding, right type of complementary feeding etc. Poshan Tracker an IT application was rolled out on 1st March 2021 to monitor near real-time progress under Mission Poshan 2.0. Technology under the Poshan Tracker is being leveraged for dynamic identification of stunting, wasting and underweight prevalence among children and last mile tracking of nutrition service delivery. Poshan Tracker enables near real-time monitoring on defined indicators. The App also offers counselling videos on key behaviours and services which help disseminate messages on birth preparedness, delivery, post-natal care, breastfeeding and complementary feeding.

13.9 lakh Anganwadi Centres (AWCs) are registered on the Poshan Tracker and 10.11 crore beneficiaries (pregnant women, lactating mothers and children up to 6 years) are registered under Poshan Tracker application out of which 94% are Aadhar seeded.

(b) The focus area of Poshan Abhiyan , through interventions of technology, behaviour change and convergence will remain on '*Poshan ke Paanch Sutra*', namely, importance of first 1000 days since conception to 2 years of the child, Anemia awareness and prevention, Diarrohea Prevention, Hand-wash and sanitation and *Paushtik Aahar*'.

Further, POSHAN Abhiyaan has been re-aligned alongwith Anganwadi Services and Supplementary Nutrition Programme, in the umbrella Mission as 'Saksham Anganwadi and POSHAN 2.0' or Mission Poshan 2.0 for maximizing nutritional outcomes. It seeks to address the challenges of malnutrition in children, adolescent girls, pregnant women and lactating mothers through a strategic shift in nutrition content and delivery and by creation of a convergent eco-system to develop and promote practices that nurture health, wellness and immunity. In order to achieve holistic nutrition among the target groups, the mission focuses on the following, Infant and young child feeding practices (including breastfeeding and complementary nutrition), Maternal and adolescent nutrition, Treatment of malnourished children or children with Severe Acute Malnutrition (SAM)/Moderate Acute Malnutrition (MAM), and Promotion of AYUSH practices.

Mission Poshan 2.0 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 at or near Anganwadi Centres, wherever possible and in Government led schools and Gram Panchayat lands where benefits can easily be given to women and children.
