

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 2559
TO BE ANSWERED ON 04.08.2023

“MONITORING OF POSHAN ABHIYAAN”

2559 SHRI VIVEK NARAYAN SHEJWALKAR:

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

- (a) whether Poshan Abhiyaan or Bal Swasthya Mission is under implementation in Madhya Pradesh and if so, the details thereof, district-wise;
- (b) the details of work undertaken by the Government under such mission/campaign;
- (c) whether the Government has put in place any monitoring mechanism to evaluate the success of mission across the country; and
- (d) if so, the details thereof?

ANSWER

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

(a) POSHAN Abhiyaan is being implemented in the state of Madhya Pradesh covering all the 52 districts. Further Anganwadi Centres of all 52 districts of Madhya Pradesh are registered on Poshan Tracker. The district-wise registered beneficiaries in the State of Madhya Pradesh are annexed.

(b) Poshan Abhiyan seeks to address the challenge of malnutrition with interventions through technology, behaviour change and convergence. The details of the work undertaken by the Government under POSHAN Abhiyaan is as mentioned below:

- i. Procurement of Smartphones and Growth Monitoring Devices has been coordinated through Government e-Marketplace (GeM) Portal. States/UTs are at various stages of procurement of Smartphones and GMDs. Till date, nearly 11 lakh Smart Phones and 12.65 lakh GMDs have been procured by the States/UTs.
- ii. Close to 3.70 crore Community Based Events (CBEs) have been conducted.
- iii. More than 60 crore Jan Andolan activities have been conducted across the country.
- iv. To encourage diet-diversity and consumption of wholesome local produce, around 6.42 lakh Poshan Vatikas have been developed at AWCs.
- v. Poshan Tracker institutionalised as a governance tool: An IT application (Poshan Tracker) was rolled out on 1st March 2021 to monitor progress of Mission Poshan 2.0 in near real-time.
- vi. Technology under Poshan Tracker is being leveraged for dynamic identification of stunting, wasting, under-weight prevalence among children; and last mile tracking of nutrition service delivery.

- vii. Poshan Tracker is available in 22 languages including Hindi and English. The mobile application also digitizes and automates the physical registers used by AWWs which also helps improving their quality of work.
- viii. 13.9 lakh Anganwadi Centres (AWCs) are registered on the Poshan Tracker.
- ix. 10.11 crore beneficiaries (pregnant women, lactating mothers and children up to 6 years) registered under Poshan Tracker. Close to 22.87 lakh adolescent girls (14-18 years) from North east and Aspirational districts registered on the Poshan Tracker as part of the Scheme for Adolescent Girls.
- x. 93.97% of beneficiaries have been Aadhar verified to ensure last mile tracking and delivery of services.
- xi. Migration facility for pregnant women and lactating mothers from one AWC to another within and outside a State, and from one category to another category of beneficiary is also available on the Poshan Tracker.
- xii. Geo-mapping of approx. 10.5 lakh AWCs has been carried out in partnership with BISAG-N.
- xiii. Beneficiary Redressal Mechanism is an integral part of Poshan 2.0. Poshan Tracker has a web based and an application-based facility to raise a concern. Beneficiaries can utilise the facility and share their concerns directly with Anganwadi Worker. A Poshan Helpline operationalised in November 2022 has been made available to beneficiaries for raising and registering a concern or query on the services offered by Poshan 2.0.

(c) to (d) Regular reviews and meetings are conducted at National and State/UT level to monitor the progress of implementation of POSHAN Abhiyaan. Field level checks are carried out by the Ministry and State Governments. Further, under Mission Poshan 2.0, convergence is a key component to ensure monitoring and implementation of service delivery. To facilitate the same, at the district level, there is the mechanism of the District Nutrition Committee with the DM/DC as Chairperson and all officers from line departments such as Health, Education, Panchayati Raj, Rural Development etc. Similarly at the State-level, the State level Steering Committee is headed by the Chief Secretary of the State. These institutional mechanisms are in place to oversee the outcomes and delivery under the programme.

Government has issued Streamlined Guidelines dated 13.1.2021 under which district officials in the State are mandated to conduct periodic monitoring including surprise spot-checks, draw samples for quality testing of supplementary nutrition (Take-Home Ration (not raw ration) and Hot Cooked Meals), ensure that adequate measures for food safety and hygiene are followed throughout the supply chain etc., and undertake necessary course correction.

ICT application named as Poshan Tracker is helping in generating data, providing feedback to Program Managers and documenting the impact of scheme on nutrition indicators. The Ministry/ States/ Districts can thus make effective timely interventions, based on the data from tracker and evaluate the progress of different components. Poshan Tracker has facilitated near real time data collection for Anganwadi Services such as, daily attendance, ECCE, Provision of Hot Cooked Meals/Take Home Ration, Growth Measurement etc. To ensure last mile tracking of service delivery, SMS alerts to beneficiaries have been introduced for delivery of THR. A Poshan Helpline operationalised in November 2022 has been made available for registering concerns. Through the helpline, a beneficiary can raise a query or a concern about the services offered under Mission Poshan 2.0.

Annexure

District	Total Beneficiaries	Lactating Mothers	Pregnant Women	Children 0-6M	Children 6M-3Y	Children 3-6Y
Agar Malwa	61930	2670	4399	2362	23636	28863
Alirajpur	141192	6913	7677	6601	51214	68787
Anuppur	70593	3326	5380	3196	26961	31730
Ashoknagar	93817	4573	6738	4052	35268	43186
BARWANI	208499	10439	14647	9576	77598	96239
BURHANPUR	88578	4075	6502	3845	33543	40613
Balaghat	166834	8646	13644	8264	69054	67226
Betul	151347	7797	12748	7432	59650	63720
Bhind	160975	6662	11289	6273	62512	74239
Bhopal	200924	11036	17833	10843	77526	83686
Chhatarpur	230185	10245	18044	9303	86474	106119
Chhindwara	218462	11024	17197	10789	83626	95826
DAMOH	142777	5935	10809	5508	54260	66265
DATIA	77970	3113	5473	2946	29525	36913
DINDORI	80408	4281	6183	4104	30252	35588
Dewas	155945	7331	12063	6948	58929	70674
Dhar	285789	14157	19896	13932	107229	130575
Guna	148650	7702	11538	7473	55249	66688
Gwalior	178639	7404	13557	6538	68831	82309
Harda	53521	2577	4663	2344	20838	23099
Indore	207623	9873	16062	9098	77932	94658
Jabalpur	183137	7790	14773	7004	69600	83970
Jhabua	201643	10446	12988	8858	74096	95255
KATNI	143600	6793	12161	6728	54172	63746
KHANDWA	139383	6183	10645	5722	53431	63402
Khargone (West Nimar)	211440	11102	16284	10173	80274	93607
MORENA	231341	9464	17343	8614	89399	106521
Mandla	102022	4738	8017	4443	38984	45840
Mandsaur	130460	6497	9756	6131	50034	58042
NIWADI	42968	1661	2827	1599	16360	20521
Narmadapuram	115490	5718	9313	5574	44456	50429
Narsinghpur	92555	3762	7334	3606	35734	42119
Neemuch	77347	3622	5450	3570	29307	35398
PANNA	118512	4923	8407	4277	45008	55897
RAJGARH	164860	7186	12861	6504	61796	76513
Raisen	132697	5981	10327	5488	50094	60807
Ratlam	173437	8827	13085	8362	65837	77326
Rewa	260034	10222	18912	9639	99263	121998
SHAJAPUR	92791	3655	6764	3187	35318	43867
SHIVPURI	213430	9297	13994	8523	81231	100385
SIDHI	136620	5709	9942	4977	51925	64067
Sagar	246195	10726	18812	9766	94136	112755
Satna	218465	9291	18280	8893	84892	97109
Sehore	138461	6391	11380	5943	52354	62393
Seoni	135959	6104	10584	5654	53614	60003
Shahdol	119701	5895	9955	5866	44763	53222
Sheopur	95833	4322	6756	3933	36828	43994
Singrauli	152987	5973	10920	4866	58525	72703
Tikamgarh	132711	5899	9676	5527	49999	61610
UJJAIN	196094	8697	14137	8161	72790	92309
UMARIA	61721	2725	5259	2462	23796	27479
VIDISHA	136425	5504	9384	4855	51959	64723
Total	7722977	354882	582668	330332	2940082	3515013
