

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
STARRED QUESTION NO. *83
TO BE ANSWERED ON 22.11.2019

POSHAN ABHIYAN

*83. DR. SUBHASH RAMRAO BHAMRE:
SHRIMATI SUPRIYA SULE:

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

- (a) whether the Government has celebrated September 2019 as the month of nutrition, if so, the details of events organized with a view to eradicating malnutrition among girl children;
- (b) whether the Government has been able to create awareness through campaigns among the poor and affluent families;
- (c) if so, the details thereof and if not, the corrective steps taken in this regard;
- (d) whether the Government has been able to achieve the desired targets set under the Poshan Abhiyan, if so, the details thereof indicating the targets set and achieved in this regard; and
- (e) if not, the reasons therefor along with the corrective steps taken by the Government to achieve the targets?

ANSWER

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

(a) to (e): A statement is laid on the Table of the House.

Statement referred to in reply to Part (a) to (e) of Lok Sabha Starred Question No. 83 for answer on 22.11.2019 by DR. SUBHASH RAMRAO BHAMRE and SHRIMATI SUPRIYA SULE regarding Poshan Abhiyaan.

(a) Government has celebrated the month of September, 2019 as *Rashtriya Poshan Maah* across the country. The main focus during the month was on five *sutras* i.e. First 1,000 days of a Child, Diarrhoea Prevention, Paushtik Aahaar, WASH (water, sanitation and hygiene), and Anaemia Prevention. During the month, more than 3.66 crore activities were organized which inter-alia included home visits, community based events, Village Health Sanitation and Nutrition Days, Poshan Melas, Poshan Rallies, school based activities, anaemia test-treat-talk camps, Panchayat meetings, local leader meetings. Details of the activities conducted during the aforesaid month are given in **Annexure-I**. State-wise details of activities are given in **Annexure-II**.

(b) & (c) Poshan Maah 2019 aimed to address the malnutrition related challenges and create awareness on holistic nutrition through a people's movement known as *Jan Andolan* with a focus on children, adolescent girls, pregnant women and lactating mothers. The month witnessed wide participation and enthusiasim from the States/UTs, field functionaries, general public, etc. For creating awareness, a number of activities i.e. Poshan workshops/seminars, Poshan walks, Panchayat meetings, Prabhat Pherries, youth group meetings, Haat bazaar activities, framer's club meetings, local leaders' meetings, harvest festival, nukkad natak, etc. were conducted as per details given in **Annexure-I**. The programme received a massive response from the participants which is also evident from more than 3.4 million impressions generated on Twitter and 8,60,683 impressions generated on Facebook during the month. In addition, an awareness campaign on Doordarshan and Digital Cinemawas also carried out. Community radio was also involved to increase the reach of messaging of nutrition during the month.

(d) & (e): The goal of POSHAN Abhiyaan is to achieve improvement in nutritional status of Children (0-6 years) and Pregnant Women and Lactating Mothers (PW&LM) in a time bound manner during the period of three years beginning 2017-18 with fixed targets as under:

S.No	Objective	Target
1.	Prevent and reduce Stunting in children (0- 6 years)	By 6% @ 2% p.a.
2.	Prevent and reduce under-nutrition (underweight prevalence) in children (0-6 years)	By 6% @ 2% p.a.
3.	Reduce the prevalence of anemia among young Children(6-59 months)	By 9% @ 3% p.a.
4.	Reduce the prevalence of anemia among Women and Adolescent Girls in the age group of 15-49 years.	By 9% @ 3% p.a.
5.	Reduce Low Birth Weight (LBW).	By 6% @ 2% p.a.

The results of the POSHAN Abhiyaan can be known after the programme has completed its approved period. However, in the meantime, as per the report of Comprehensive National Nutrition Survey (CNNS) conducted by UNICEF, prevalence of stunting, wasting and underweight among children is 34.7%, 17% and 33.4% respectively, which is an improvement and reduction from the levels reported in National Family Health Survey-4.

Annexure-I

Annexure referred to in the Statement in reply to Part (a) to (e) of Lok Sabha Starred Question No. 83 for answer on 22.11.2019 by DR. SUBHASH RAMRAO BHAMRE and SHRIMATI SUPRIYA SULE regarding Poshan Abhiyaan

Details of Activities conducted during the Poshan Maah-2019

Activity Name	Number of Activities conducted
Home Visits	2,17,42,194
CBE-Community Based Events	19,74,098
Poshan Mela	13,41,679
Poshan Rally	8,65,163
School Based Activities	10,03,989
Village Health Sanitation Nutrition Day	7,86,748
Anemia Camp	8,48,511
Poshan Workshop/Seminar	5,47,452
Cycle Rally	5,75,219
Self Help Group (SHG) Meeting	5,97,348
Poshan Walk	4,94,291
Prabhat Pherri	4,09,163
Panchayat Meeting	3,39,842
Youth Group Meeting	2,95,564
Haat Bazaar Activities	2,64,271
Safe Drinking Water in Anganwadi Centres	3,15,652
Community Radio Activities	3,36,471
Farmer Club Meeting	2,27,437
Cooperative/Federation	2,62,036
Local Leader Meeting	1,92,790
Safe Drinking Water in Schools	1,85,771
Providing Water to the Toilets	1,23,920
Harvest Festival	1,44,582
Nukkad Natak/Folk Shows	1,22,414
Defeat Diarrhea Campaign (D2)	49,535
Others	26,09,270
Total	3,66,55,410

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State/UT wise Number of Activities conducted in Poshan Maah-2019

State/UT	Number of Activities
Andaman & Nicobar Islands	214
Andhra Pradesh	31,88,940
Arunachal Pradesh	4,348
Assam	2,54,700
Bihar	60,83,420
Chandigarh	25,972
Chhattisgarh	4,73,012
Dadra And Nagar Haveli	1,861
Daman And Diu	2,460
Delhi	17,345
Goa	9,193
Gujarat	95,41,597
Haryana	1,67,517
Himachal Pradesh	57,092
Jammu And Kashmir	1,800
Jharkhand	2,70,904
Karnataka	80,581
Kerala	16,753
Lakshadweep	69
Madhya Pradesh	31,84,385
Maharashtra	55,01,757
Manipur	27,111
Meghalaya	24,139
Mizoram	14,552
Nagaland	2,113
Odisha	6,624
Puducherry	18,899
Punjab	3,20,963
Rajasthan	10,62,842
Sikkim	5,688
Tamil Nadu	14,67,513
Telangana	19,39,191
Tripura	15,709
Uttar Pradesh	28,16,936
Uttarakhand	48,282
West Bengal	18
Total	3,66,55,410