

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 2158
TO BE ANSWERED ON 10.12.2021

POSHAN JAGRUKTA ABHIYAAN

2158 SHRI DHANUSH M. KUMAR
SHRI C.N. ANNADURAI
SHRI GAUTHAM SIGAMANI PON
SHRI GAJANAN KIRTIKAR:

Will the Minister of Women and Child Development be pleased to state:

- (a) whether the Government had observed POSHAN Maah recently;
- (b) if so, the details of the programmes organized on the occasion of POSHAN Maah;
- (c) whether the Government has also organized a series of "Poshan Jagrukta Abhiyaan" programmes recently and if so, the details thereof;
- (d) whether Mission Poshan 2.0 targeted only aspirational districts while undernutrition and malnutrition related issues are not limited to only these districts and if so, the details thereof and the reasons therefor and the corrective steps taken in this regard; and
- (e) whether the Government which has launched Mission Poshan 2.0 as an integrated nutrition support programme has achieved its objective and if so, the details thereof and if not, the corrective steps taken in this regard?

ANSWER

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

(a) to (c) POSHAN Abhiyaan, strives to induce behavioural change through nutrition centric *Jan Andolans* in the form of *Poshan Pakhwadas*, *Poshan Maahs* and *Community Based Events* (CBEc) through involvement of Panchayati Raj Institutions/Villages Organizations/SHGs/volunteers etc. and ensuring wide public participation. States/UTs are carrying out IEC activities on regular basis. The month of September is celebrated as Rashtriya Poshan Maah across the country. The Rashtriya Poshan Maah 2021 witnessed wide participation and enthusiasm from convergent Ministries, States/UTs and field functionaries. Besides, community groups, Panchayati Raj Institutions, staff at Block and District level also participated in the month long activities. The activities were monitored online, in real time using the POSHAN Abhiyaan Jan Andolan Dashboard, that provided for data entry at National, State, District and Block levels.

The month long celebrations were focused on four themes which are as under:

- i. Plantation activity on “Poshan Vatika”
- ii. Yoga and AYUSH for Nutrition
- iii. Distribution of ‘Regional Nutrition Kit’ to Anganwadi beneficiaries
- iv. Identification of SAM children and distribution of nutritious food

The major activities conducted during Poshan Maah included organization of Anemia camps, promotion of breastfeeding, growth monitoring and identification of SAM/MAM children, hygiene, water & sanitation related activities, promotion of complementary feeding, antenatal check-up, Yoga for Health and AYUSH for well-being, Poshan ke Paanch Sutras (First 1000 days), emphasis on food fortification & micronutrients, immunisation, plantation drives /poshan vatika and distribution of Regional Nutrition Kit.

(d) to (e) Mission Poshan 2.0, an integrated nutrition support programme has been announced in budget 2021-2022 for all 36 States/UTs covering all the Districts which includes Aspirational Districts. It seeks to strengthen nutritional content, delivery, outreach and outcomes with focus on developing practices that nurture health, wellness and immunity to disease and malnutrition. Steps have been taken to improve nutritional quality and testing in accredited labs, strengthen delivery and leverage technology under Poshan Tracker to improve governance. States/UTs have been advised to promote use of AYUSH systems for prevention of malnutrition and related diseases. Guidelines were issued for transparency and accountability in delivery of supplementary nutrition and to track nutritional outcomes on 13.01.2021.
