

GOVERNMENT OF INDIA
MINISTRY OF WOMEN & CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 2080
TO BE ANSWERED ON 29.07.2022

AWARENESS ABOUT MALNUTRITION

2080. SHRI PARBATBHAI SAVABHAI PATEL:
SHRI NARANBHAI KACHHADIYA:

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

- (a) the measures being taken by the Government to make rural women aware and educated about malnutrition across the country; and;
- (b) the measures being taken by the Government to impart knowledge on malnutrition in the rural and tribal areas of Gujarat?

ANSWER

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

(a) Government has accorded high priority to the issue of malnutrition. POSHAN Abhiyaan was launched on 8th March 2018 to achieve improvement in nutritional status of Children under 6 years, Adolescent Girls, Pregnant Women and Lactating Mothers in a time bound manner by adopting a synergised and result oriented approach. The Abhiyan is rolled out in all districts of the 36 States/ UTs of the country. A novel feature of POSHAN Abhiyaan has been its focus on social and behavioural change communications thus paving the way for a mass movement to promote transformative change, referred to as Jan Andolan. An important focus has therefore been on 'Behaviour Change Communication' or BCC to address inadequate and inappropriate infant and young child feeding practices, nutrition and care during pregnancy and adolescence

Community Based Events or CBEs have served as a significant strategy in changing nutrition practices. CBEs help to celebrate critical milestones in the life of pregnant women and children below two years of age. The gatherings serve as a platform for disseminating essential messages and to counsel pregnant and lactating women on appropriate nutrition and health behaviour. The events are organised every month at the Anganwadi centre (AWC) and primarily focus on promotion of maternal nutrition (Godhbharai) and/ or initiation of appropriate complementary feeding (Annaprasan). Community Based Events (CBEs) have thus strengthened the processes for community engagement and empowered beneficiaries.

At a national level, the Rashtriya Poshan Maah is celebrated in the month of September across the country while Poshan Pakhwada is celebrated in March. Themes have included overall nutrition, hygiene, water and sanitation, anemia prevention, importance

of breast-feeding, growth monitoring, role of Poshan Panchayats, AYUSH for Well-being, 'Back to Basics – Yoga for Health', importance of Poshan Vatikas for cultivation of local vegetables, medicinal plants/herbs and fruits at the community level, Poshan ke Paanch Sutra, cycle rallies, defeat diarrhea campaigns, Nukkad Natak/Folk Shows, SHG meetings, etc. More than 40 crore activities have been carried out under Poshan Maah and Poshan Pakhwada and 3.70 lakh CBEs have been conducted since the launch of the Abhiyaan

The efforts under the Supplementary Nutrition Programme under Anganwadi Services and POSHAN Abhiyaan have been rejuvenated and converged as 'Saksham Anganwadi and POSHAN 2.0' (Mission Poshan 2.0). 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.

Poshan 2.0 focuses on Maternal Nutrition, Infant and Young Child Feeding Norms, Treatment of MAM/SAM and Wellness through AYUSH. It will rest on the pillars of Convergence, Governance, and Capacity-building. Poshan Abhiyan will be the key pillar for Outreach and will cover innovations related to nutritional support, ICT interventions, Media Advocacy and Research, Community Outreach and Jan Andolan. 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 local produce and regional meal plans to bridge dietary gaps.

(b) In the State of Gujarat, following initiatives have been taken to educate the women regarding the issues of malnutrition:

i. Mangal Diwas: To engage the community with the Anganwadi center services, four Tuesdays of each month are celebrated as Mangal Diwas:

- First Tuesday (Suposhan Samvad): Community meeting is organized in the presence of local representatives and motivators especially mother-in-law, community influencers, pregnant and lactating mothers and other women's are invited and orientation done by the AWW on topics related to nutrition and ill effects of malnutrition.

- Second Tuesday (Bal Tula): Growth assessment of each child is done in presence of mothers and influencers, followed by counseling on food habits and importance of balance diets.

- Third Tuesday (Annaprashan Diwas): Promotion of complementary feeding, adequate diet and diet diversity among women.

- Fourth Tuesday (Anna Vithran & Purna Diwas): Distribution of Take Home Ration among enrolled beneficiaries, especially pregnant women, lactating mothers and mothers of children (6 months to 3 years). Counselling session is organized to promote healthy diet and importance of micronutrients for prevention from diseases and ensure healthy life. Simultaneously, Purna diwas is celebrated targeting Adolescent Girls (11-18 years). Nutrition and health education session with group activities are carried out at AWCs.

ii. Use of Social Media: AWW has created social media groups of beneficiaries and village members to share messages regarding the importance of nutrition and practices for the healthy lifestyle to prevent malnutrition.

iii. Rallies, slogan writing, Prabhat Feri and other activities are organized from time to time at various levels, targeting community especially women to sensitize them to prevent themselves and family from falling under malnutrition.

iv. Distribution of IEC Material: IEC materials are distributed to AWWs for disseminating right messages and various rasoi shows are organized to demonstrate correct cooking methods and promote right foods to consume.

v. World breastfeeding Week and Poshan Maah are celebrated, wherein different activities under convergence are carried out at village level. In Tribal districts, under POSHAN SUDHA Yojana (One full Meal Scheme), daily counseling session is organized for the pregnant and lactating mothers after serving the nutritious meal.
