

**POSHAN  
Abhiyaan**

PM's Overarching  
Scheme for Holistic  
Nourishment



सही पोषण - देश रोशन

# Directions of National Council Meeting

# Agenda Points Approved

- **Package of interventions matrix for the first 1000 days.**
  - Roll out HBYC within a month; intensify Home Based Newborn Care – reach high coverage. An action plan to be worked out.
  - Scale up Rota and Pneumococcal vaccine in all PA districts this year.
- **Establishment of Social and Behaviour Change Strategy Group at NITI Aayog.**
- **Setup ‘POSHAN Abhiyaan Jan Andolan Strategy Group’ at NITI Aayog**
- **235 Phase II Districts – Approved.**
- **Lady Supervisors - Smartphones instead of Tablets. – Directions issued.**

# Decisions/Directions – National Council on India's Nutritional Challenges

- Guidelines for Cash Awards to F.F. – Being presented in EC Meeting.
- **Supplementary Nutrition – Composition & Delivery to be handled at State/UT Level.**
- Hot cooked meals and THR at anganwadis - mothers should be involved for preparation of the meals to ensure quality & encourage jan bhagidari.
- **Deworming Campaign**
  - **Cover entire population.**
  - **Impact of Scheme to be analysed through 3<sup>rd</sup> party Survey.**
- Fortification - to be made Mandatory in case of Milk, Oil and Salt.
- **DBT instead of THR - Pilot in 10 Districts.**

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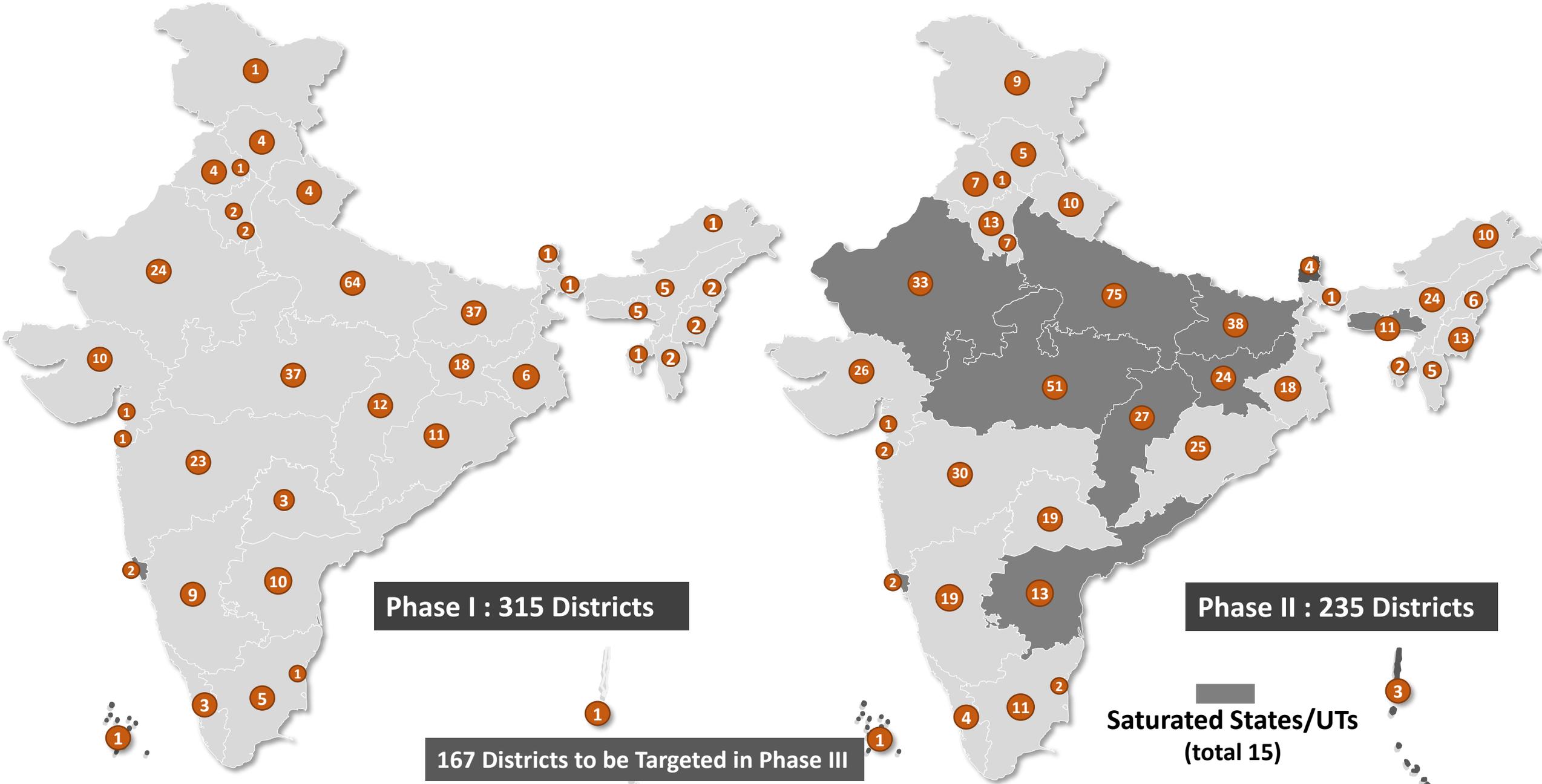


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# POSHAN Abhiyaan Progress - so far

30<sup>th</sup> May 2018

# Roll Out : POSHAN Abhiyaan



# Progress: Administrative

Activity	Status
POSHAN Abhiyaan Website - <a href="http://icds-wcd.nic.in/nnm/home.htm">http://icds-wcd.nic.in/nnm/home.htm</a>	✓
Administrative Guidelines including Financial Norms	✓
ToR for Appointing & Hiring of Staff	✓
Nomination of State Nodal Officers	✓
Funds to States/UTs	✓

MoU with Tata Trusts

- 315 Swasth Bharat Preraks to be deployed across districts.
- Orientation Training for 3 batches completed.
- Preraks deployed in Districts/States.
- Aspirational Districts being given priority

# State/UT wise Status : Swasth Bharat Prerak

State	State	Districts	AD
A & N ISLANDS			
ANDHRA PRADESH		8	2
ARUNACHAL PRADESH			
ASSAM	1		
BIHAR	1	12	5
CHANDIGARH			
CHHATTISGARH		3	1
DADRA & NAGAR HAVELI			
DAMAN & DIU			
DELHI		1	
GOA			
GUJARAT	1	2	1
HARYANA	1	1	1
HIMACHAL PRADESH		1	1
JAMMU & KASHMIR		1	
JHARKHAND	1	10	6
KARNATAKA		1	
KERALA		1	1

State	State	Districts	AD
LAKSHADWEEP			
MADHYA PRADESH		8	4
MAHARASHTRA	1	6	3
MANIPUR		2	1
MEGHALAYA		1	1
MIZORAM			
NAGALAND			
ODISHA		1	
PUDUCHERRY			
PUNJAB		2	
RAJASTHAN		10	3
SIKKIM			
TAMIL NADU		3	
TELANGANA		1	
TRIPURA		1	1
UTTAR PRADESH		30	5
UTTARAKHAND	1	2	1
WEST BENGAL	7	108	37

**Total Preraks Deployed : 115**

# Progress: Financial

## Mission Cost & GoI Share

Year	Total cost POSHAN Abhiyaan (Rs. in crore)	GOI share without EAP. (Rs. in crore)
2017-18	2602.75	819.87
2018-19	3526.08	1110.71
2019-20	2917.34	918.96
Total	9046.17	2849.54

## Loan Component

Total IBRD Component	USD 700 Million
Loan for Phase I from WB	USD 350 Million
In Principle Approval	In 2 tranches USD 200 million & USD 150 Million
Loan of USD 200 Million approved on 31 <sup>st</sup> March 2018	
Loan Agreement Signed on 7 <sup>th</sup> May 2018	

## Fund Allocation to States/UTs

- FY 2017-18 - ₹ 584 Crore
- FY 2018-19 - ₹ 700 Crore

# Progress: Behavioural Change & Jan Andolan

Activity	Status
Awareness campaign - SM platforms	 Ongoing
Outdoor Campaigns & SMSes	
Key intervention audio messages in 12 languages	
Joint Directive from 5 Line Ministries for Jan Andolan	
D.O. Letter from Secretary MoW&CD and MoPR&RD – Host Nutrition based activities from Ambedkar Jayanti (14 <sup>th</sup> April) to Panchayati Raj Day (24 <sup>th</sup> April).	
Script for Nukkad Nataks	
Nutrition Anthem and Lyrical	Under-development
Core Committee for Jan Andolan-Common Messaging & ‘Peoples’ Movement’.	
First Meeting of Core Committee for Jan Andolan	14 <sup>th</sup> May 18
Formulation of Jan Andolan Strategy & Plan	end of May 18
Roll Out of Jan Andolan Campaign	June 18

# Progress: Behavioural Change

## CBE

- Detailed guidelines on conduct of CBE issued
- AWWs, ANM & ASHA to Converge as part of CBE
- **To be Organised with effect from Jun 2018**

## Online Course on Nutrition

- To be hosted on SWAYAM
- Developed by NIN
- Timeline
  - Jun 2018 - 1 Month Course (2 to 3 Modules)
  - Sep 2018 - 3/6 months Course
  - Dec 2018 – Final & Complete Version

# Progress : Convergence Mechanism

**National Council for Nutrition**

- **First Meeting held on 18<sup>th</sup> April 2018**

**Executive Committee**

- **First Meeting held on 13<sup>th</sup> March 2018**

**State Convergence Plan**

**District Convergence Plan**

**Block Convergence Plan**

**Converged VHSN Day  
at Village Level**

- **States and Districts Oriented through Video Conferencing**
- **Nutrition Based Converged Meeting held at District level on 10<sup>th</sup> of Jan & Apr 2018**

# ICDS: Common Application Software (CAS)

Activity	Status
Upgraded mobile application (in 6 Languages) + dashboard	
1000+ Master Trainers trained – 44 locations & 36 States/UTs.	
10 guidelines and manuals.	
Printed versions in Hindi & English.	
Device specifications – Smartphones & GMDs.	
GeM - as a partner for procurement of devices.	
<ul style="list-style-type: none"><li>• Establishment of Call Centre &amp; Pilot in Chhattisgarh</li><li>• Fully functional for ICDS-CAS States/UTs</li></ul>	 July 2018

# ICDS CAS: Current Rollout Status and Target



**55** Districts  
(6 States)



**315** Districts



**+235** Districts



All 700+ Districts

Current

2018

2019

2020



**105,000+** AWWs using  
ICDS-CAS in 6 States



**90+ lakh** beneficiaries  
covered under ICDS-CAS



**~750** technical personnel on-  
board

# Major Challenges

## Cloud Infrastructure for Hosting Application

- Total nos. of users by Aug 2018 - 7,00,000
- Software Application on - 3<sup>rd</sup> Party Cloud Infrastructure.



- Hiring of cloud services through CSP

- Procurement of Devices through GeM – Separate tab created for POSHAN Abhiyaan on GeM portal

- Shifting of Servers from DR Site – NIC Pune to NIC Delhi through GeM

# Progress: Capacity Building

Activity	Status
Implementation Guidelines	
21 ILA Training Modules	
e-ILA Launched with 5 Modules	
Printed version of Guidelines & Training Modules in Hindi & English	
Training to commence – one module / month.	June 2018

# Convergence & Jan Andolan Centre/State/District/Block/Village

## Jan Andolan Platforms

### Trans-Media Campaigns

CBE - Monthly  
VHSN Day - Monthly  
DAY NRLM - Weekly

Nutrition Assemblies  
Nukkad Nataks  
Festivals  
Yoga Day – 21 Jun  
Breastfeeding week – Aug

GSA II

## Aligning FFs

**MoH&FW**

- NHM & JSY
- HBNC + HBYC
- Anemia Mukht Bharat

**MoDW&S**

- SBM
- SDW & WASH
- Toilets

**MoCAF&PD**

- Food Fortification
- PDS

**MoRE**  
Solar Energy - AWCs

**MoW&CD**

- Anganwadi Services
- PMMVY
- Scheme for AGs

**MoI&B**

- Behavioural Change
- Jan Andolan
- Song&Drama Division

**MoHRD**

- Mid-Day Meal
- UDISE

**MoTA**  
Special requirements in Tribal Areas

**MoRD**

- MGNREGS-AWCs
- AWCs
- DAY-NRLM

**MoPR**

- Mobilisation of GPs
- AWCs-Toilets & Water.
- VHSN Day.

**MoUD**

- AWCs – PMAY
- Toilets & Water – SBU

**MoMA**  
Special requirements of Minority Communities

AWWs+LS+ASHA+ANM+SBPs – 24 Lacs

DAY-NRLM – 42 Lacs

Swachhagrahis – 4 Lacs



Thank You

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