



सत्यमेव जयते

**NITI Aayog**

**POSHAN  
Abhiyaan**

PM's Overarching  
Scheme for Holistic  
Nourishment



सही पोषण - देश रोशन

# **POSHAN Abhiyan:** **Focus on the first 1000 days of life**

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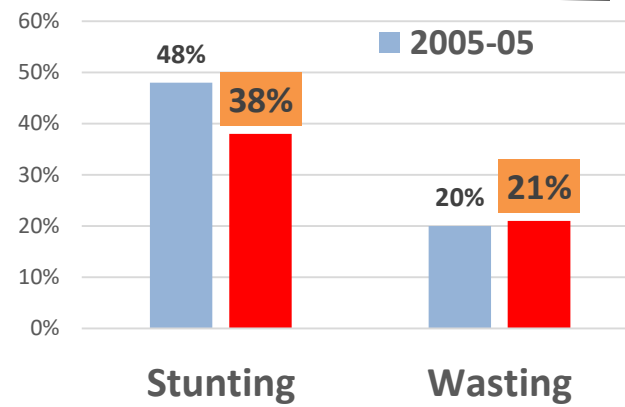
**NATIONAL INSTITUTION FOR TRANSFORMING INDIA**

**NORMAL**

**WASTED  
(Thin)**

**STUNTED  
(Short)**

Normal height

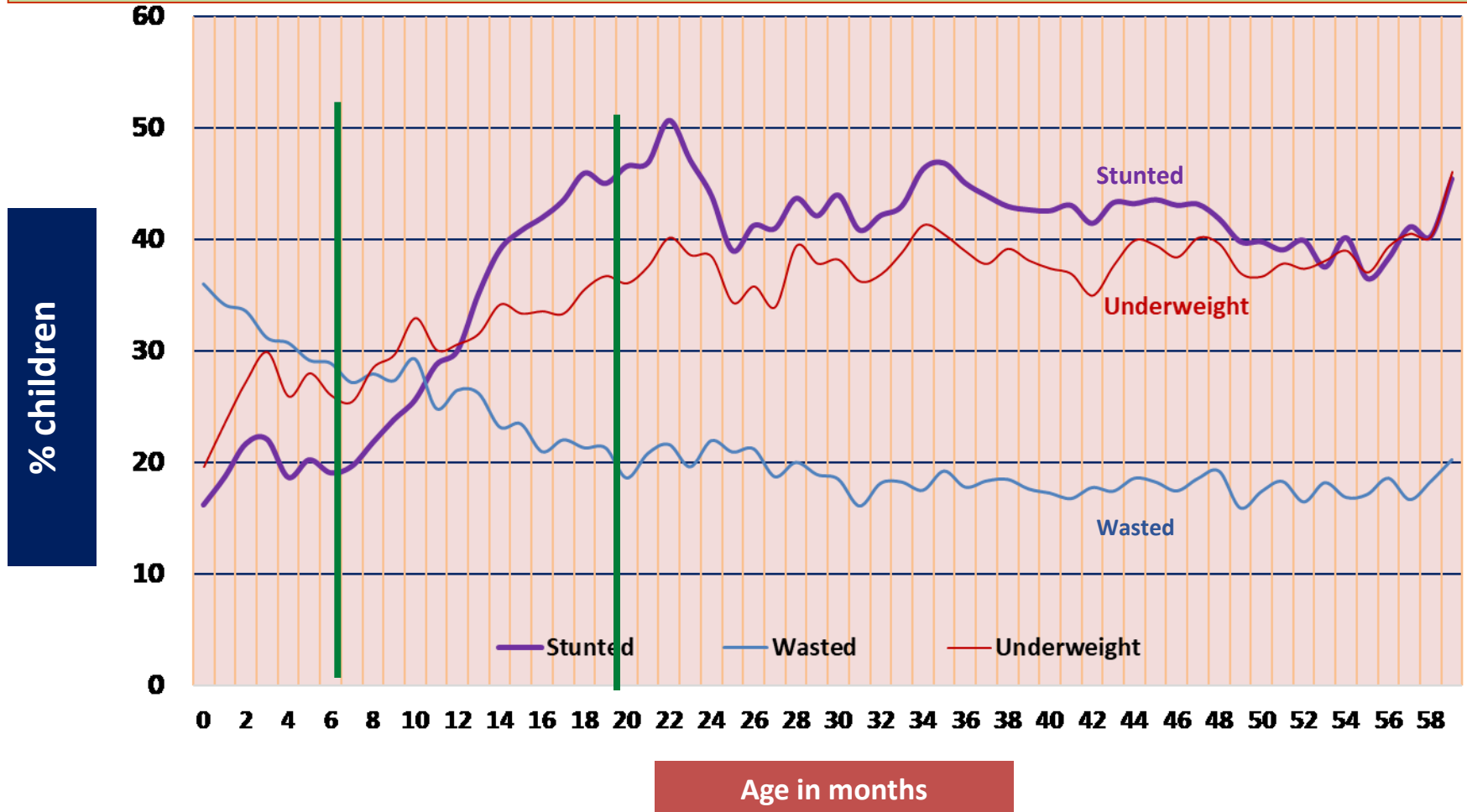


# Why first 2 years of life are the window to child's future (and India's demographic dividend)



# UNDERNUTRITION TREND BY AGE

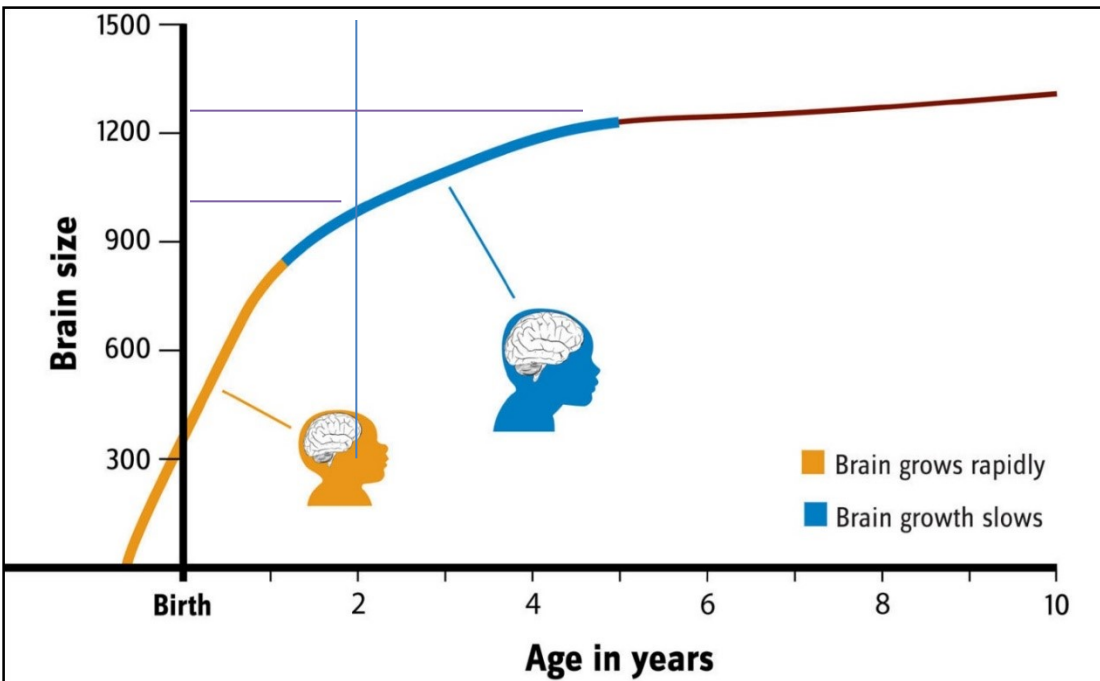
6 months to 18 mo crucial: adult height is set at 2 years of age of age



Height at 2 years determines productivity and income

NFHS 4: 2015-16

# First 2 years of life are the key



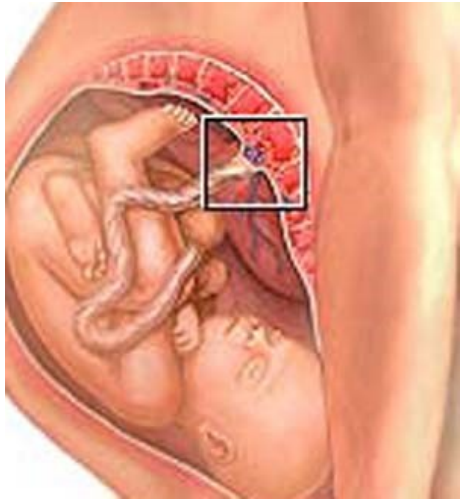
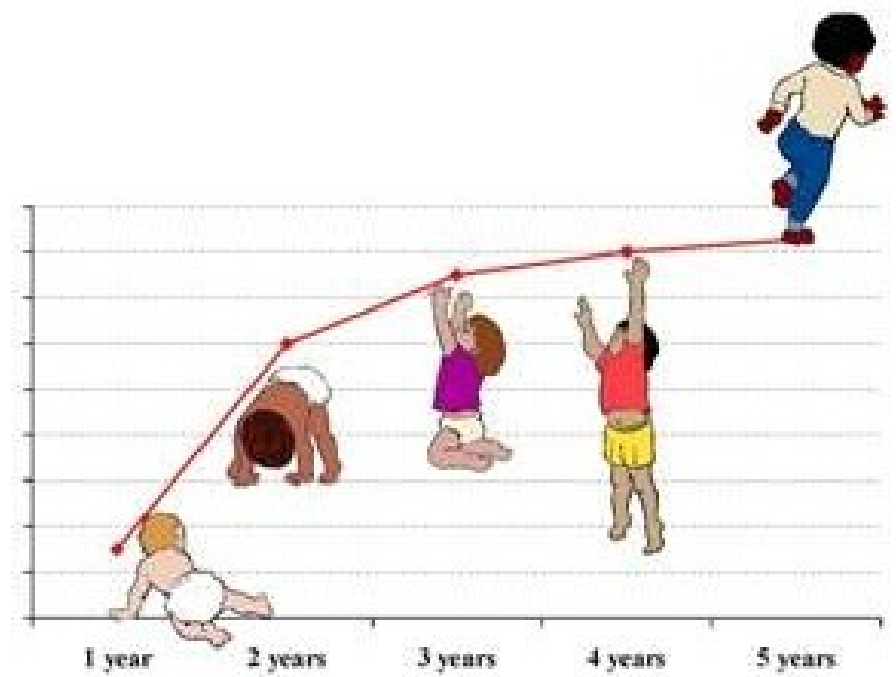
But ICDS services in this period have low focus: **a design flaw**

- Undernutrition occurs in the first and the second year
- **Period of rapid brain growth and maturation: 80% by 2 years**
- **Linear growth failure in this period is associated with adult short stature**
  - Less schooling
  - Low productivity, income
  - Lower offspring birthweight (females)

# Childhood undernutrition has three parents

- 1. Poor fetal growth / LBW**
- 2. Illness (Diarrhea)**
- 3. Sub-optimal nutrition**

**A lot happens before birth**



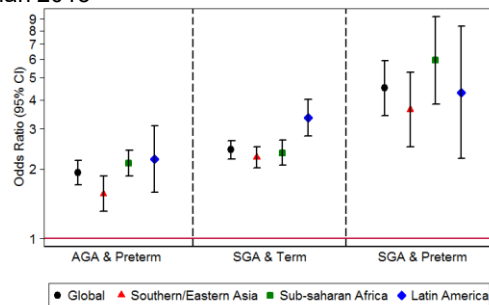
# 1. Low birth weight determines childhood undernutrition

~20% Stunting and ~30% wasting is contributed to by low birth weight

Risk of childhood undernutrition related to small-for-gestational age and preterm birth in low- and middle-income countries

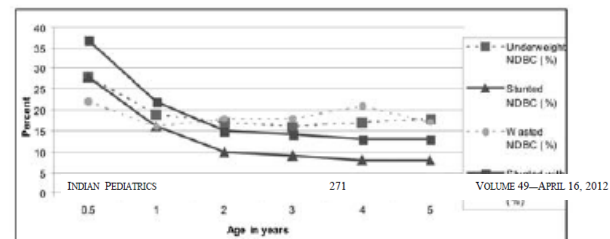
*Int J Epidemiol.* 2013 October ; 42(5):

Chrisian 2013



Overcoming Challenges to Accelerating Linear Growth in Indian Children

HPS SACHDEV



1.7 Kg - IUGR



3.2 Kg - AFD



# Fetal growth enablers

- **Care and education of the girl child:** Beti bachao, beti padao
- **Adolescent girl care:** Food, micronutrients, healthcare, life style, preparation as adult
- **Right age for child birth:** Marriage after 18 years, childbirth after 20 years
- **Pre-pregnancy care:** Food, micronutrients, contraception
- **Birth spacing:** Gap between births more than 2-3 years
- **Antenatal care:** checks for complication detection, food, iron-folic acid, tetanus immunization, birth preparedness, treatment of complications

## 2. Childhood infections

Diarrhea contributes to ~25% of undernutrition; pneumonia, measles, TB, other infections - add further risk

### What works

#### Prevention

- **Swachh: Sanitation, safe water, Hand washing**
- Immunization to avert diarrhea, measles, TB and pneumonia
  - **Rotavirus**
  - **Pneumococcal**
  - HiB, Measles, BCG

#### Treatment

- Early detection, care seeking
- ORS and **ZINC** for diarrhea
- Antibiotics for pneumonia

Sanitation  
can avert  
15% stunting

## 3. Sub optimal feeding

- **Lack of knowledge of what to feed, when to start / augment**
- **Food insufficiency at home**
- **Lack of time, lack of skills**
- **Lack of support**
- **Taboos**

# Infant and young child feeding

## 0-6 mo

- Breastfeeding
  - Early
  - Exclusive
- Supporting small babies
  - Assisted feeding
  - Kangaroo mother Care

# Feeding low birth weight babies

- Need extra care in feeding
- Fed expressed breast milk
- HWs need additional skills

Give oral feeds  
by cup/spoon/  
palatal



# Infant and young child feeding

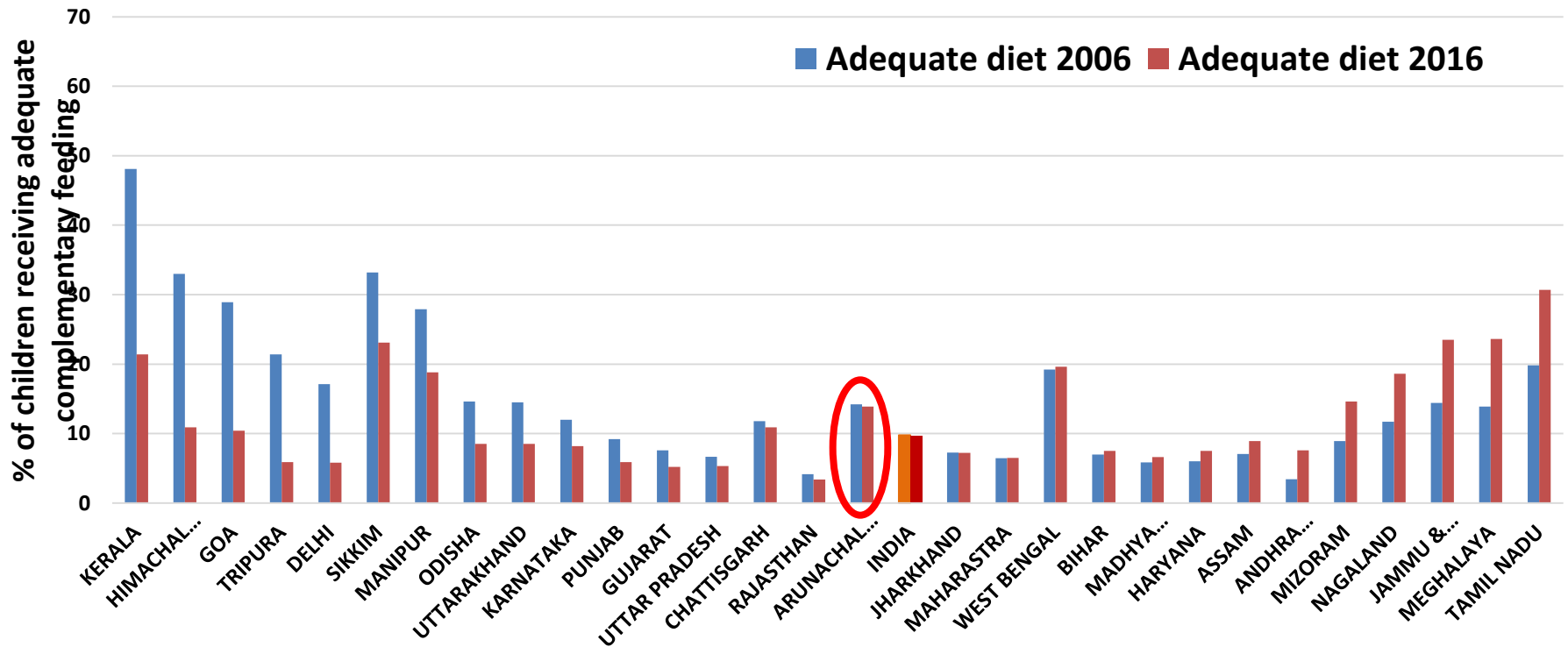
## 0-6 mo

- **Breastfeeding**
  - Early
  - Exclusive
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## After 6 mo

- **Continued breast feeding**
- **Complementary feeding**
  - Starting at right time
  - Appropriate
  - Enough
  - Offered with love

# India: changes in adequacy of complementary feeding for children 6-24 months of age, 2006-2016, by state



Adequate diet = child 6-24 fed either breastmilk/source of dairy; and age-appropriate number of food groups and age-appropriate number of meals per day  
 NFHS-3 indicator calculation by IFPRI; NFHS-4 indicator as reported in fact sheets.

**90% of our young children are nutrition hungry**

**New program under  
POSHAN Abhiyan**

# Home Based Young Child Care (HBYC)

**Home Visits  
by **ASHAs**  
supported by  
**AWWs**:  
3 months to 15  
months**





# खाना क्या, कितना और कितनी बार

6 महीने से 1 साल



1 कटोरी आहार दिन में 3 बार

1 से 2 साल



1½ कटोरी आहार दिन में 5 बार

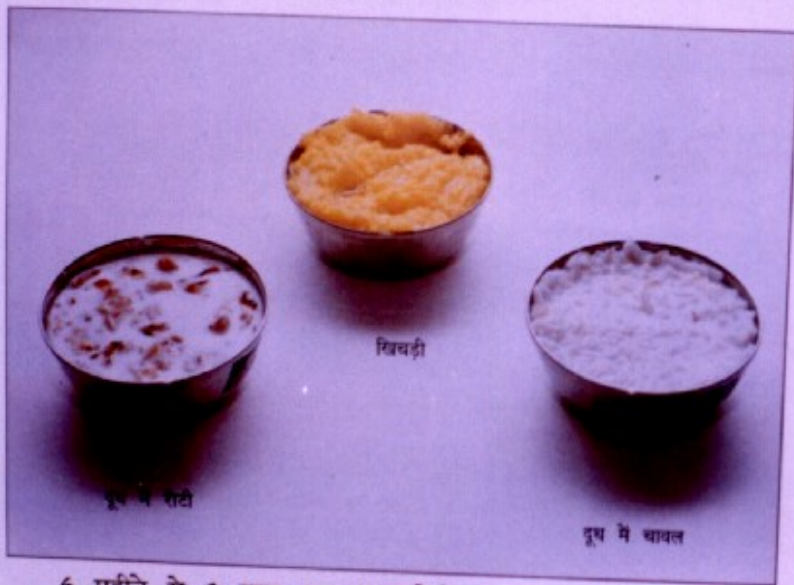


# बहला कर खिलाने के तरीके



माँ लाड़ से खिलाए आहार  
एक दिन में बार-बार

# Energy density



6 महीने से 1 साल तक 1 कटोरी आहार दिन में 3 बार

## बच्चों के लिए आहार सम्बन्धित मुद्दाव की रूपरेखा कार्य सहायक पत्रिका

	6 महीने से छोटे	6 महीने से 1 साल	1 से 2 साल
स्तनपान	जन्म के तुरन्त बाद शुरू करें, 24 घंटे में कम से कम 8 बार उभार पिलाएँ। केवल माँ का दूध दें।	जारी रखें।	जारी रखें।
ऊपरी आहार		6 महीने पर नीचे दिए गए आहार में से ½ कटोरी आहार दिन में 3 बार दें (नी के दूध के साथ साथ) या 5 बार दें (यदि बच्चा माँ का दूध न पीता हो)। धीरे-धीरे मात्रा बढ़ाकर 9 महीने की आयु तक 1 कटोरी आहार कर दें।	नीचे दिए गए आहार में से 1½ कटोरी आहार दिन में 5 बार दें।
बड़ाना देना		बच्चे को शोध में बैठकर अपने हाथ से खाना सिलाने।	बच्चे के पास बैठकर पूरा खाना खाने और सक्षम करने में मदद करें।
स्वच्छता		हर बार खाना सिलाने से पहले अपने और बच्चे के हाथ साबुन से उधर धोएँ।	हर बार खाना सिलाने से पहले अपने और बच्चे के हाथ साबुन से उधर धोएँ।
बीमार बच्चा	स्तनपान करते रहें।	पहले की तरह ही सही मात्रा में सही खाना सिलाने रहें।	पहले की तरह ही सही मात्रा में सही खाना सिलाने रहें।

### आहार सम्बन्धित मुद्दाव की सूची

- पीनी वाले बिना पानी मिले दूध में मसाली हुई रोटी या भावल या ब्रेड या किन्कट मिला कर दें।
- ची या तेल मिली गाड़ी दाल में मसाली हुई रोटी या भावल या ब्रेड मिलाकर दें या ची या तेल मिली खिचड़ी दें। आहार में सब्जियाँ भी मिलाएँ।
- दूध में बनी केकियाँ या दलिया या हलवा या खीर या दूध में बनी कुल्हरी चीजे दें।
- उबले या लोटे हुए आनु या बिना मिर्च वाली आनु की सब्जी मसालकर दें।
- केला या किन्कट या चीन्ू या आम या एप्पला चीथ चीथ में दें।
- 1 से 2 साल के बच्चे को घर में बना सब खाना सिलाने।

जन्मा बच्चा कांडे



स्तनपान और ऊपरी आहार सम्बन्धी तरीकों में सुधार

श्री का नाम

पिता का नाम

पता

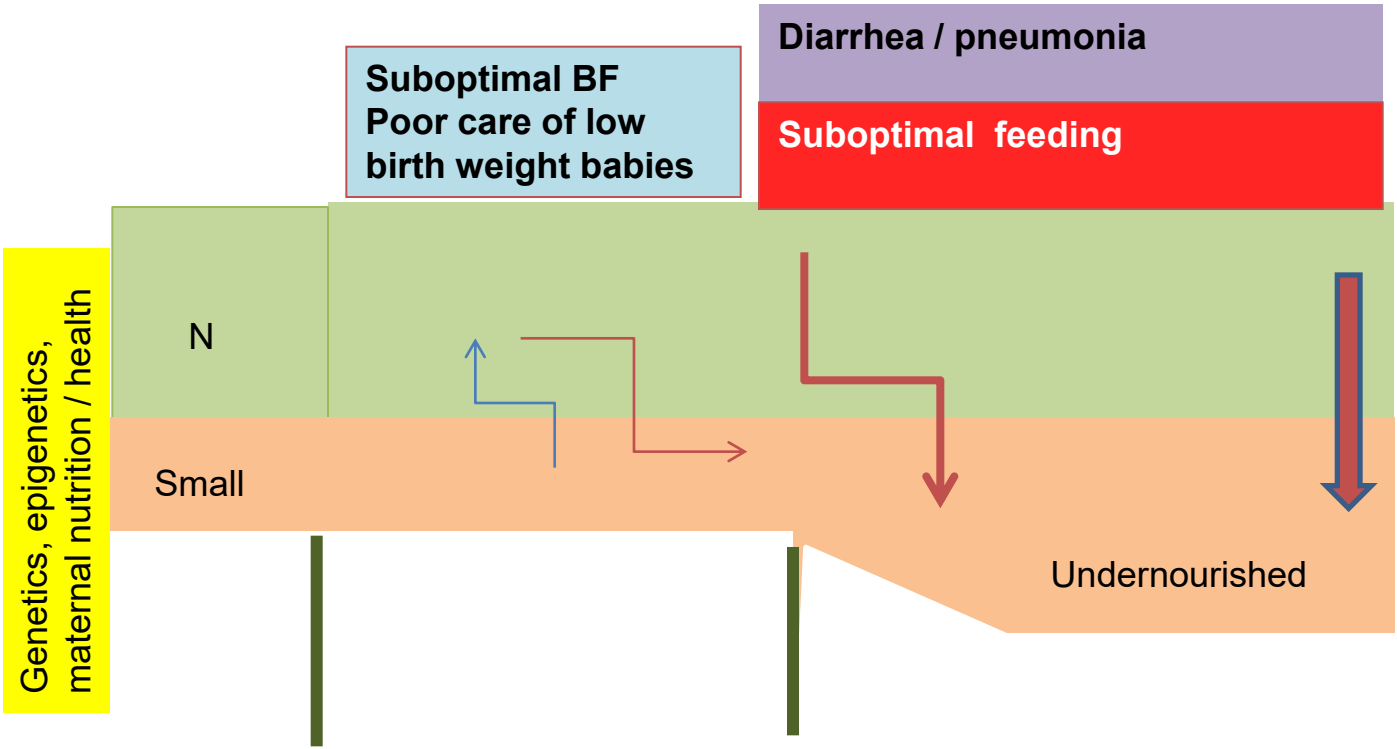
आपके का नाम

दिनांक

जन्म तिथि



# 'Biology' of undernutrition



- Childhood undernutrition**
1. ~20% due to small size at birth;
  2. ~25% due to diarrhoea and other infections; and
  3. Rest ~55% due to suboptimal feeding

Pregnancy



Age in months

- **Newborn care:**
  - Care at birth, hygiene, cord care
  - Breast feeding: within one hour, exclusive for six months, continuing for 2 years or more
  - **Extra care of low birth weight baby**
  - Kangaroo mother care
  - Care of the sick and small neonate
- **Complete immunization:** Including rotavirus vaccine
- **Breast feeding upto 2 years and more**
- **Complementary feeding:** From 6 months onward; culturally appropriate recipes, hygienic, increasing amount, adequate in nutrition
- **Growth monitoring**
- **Care of the undernourished child**
- **Care in severe acute malnutrition**
- **Early stimulation**
- **Early detection and care of illness:** For diarrhea (including ORS and zinc), pneumonia (including antibiotics) and other illnesses; referral
- **Supplements:**
  - Iron –folic acid
  - Vitamin A supplementation
- **Deworming**

## Girl / adolescent / woman

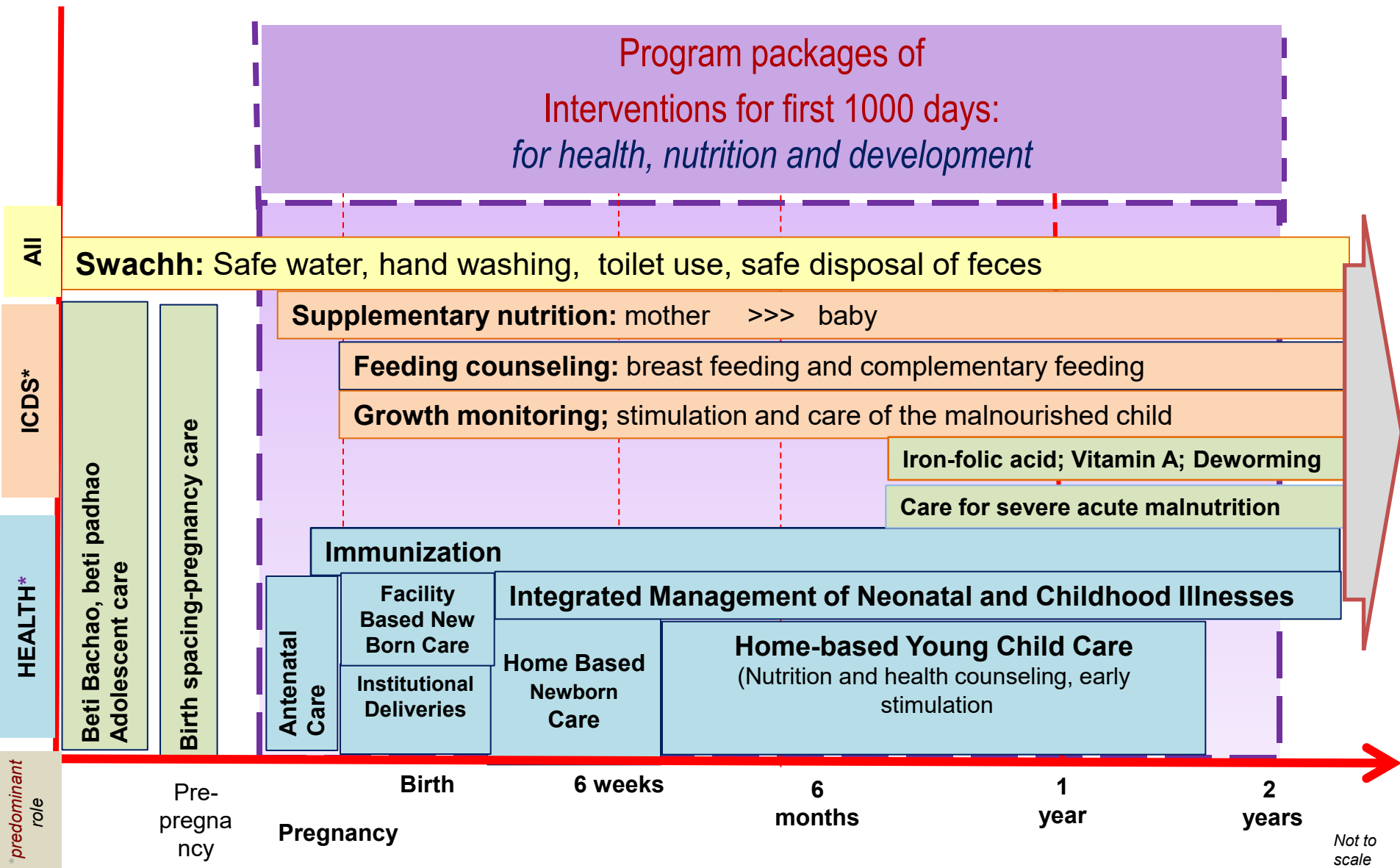
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- **Birth spacing:** Gap between births more than 2-3 years
- **Antenatal care:** checks for complication detection, food, iron-folic acid, tetanus immunization, birth preparedness, treatment of complications
- **Skilled birth attendance and emergency obstetric care:** Facility birth, emergency obstetric care

## Newborn and child

- **Newborn care:**
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  - Iron –folic acid
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## Swachh

- **Swachh:** Sanitation, safe water, Hand washing, toilet use (mother) and safe disposal of feces



# 4 Point Energy

III. STATE REGISTERED DIETITIAN & NUTRITION SERVICES FOR THE STATE

days time growth monitoring and tracking of women and children:

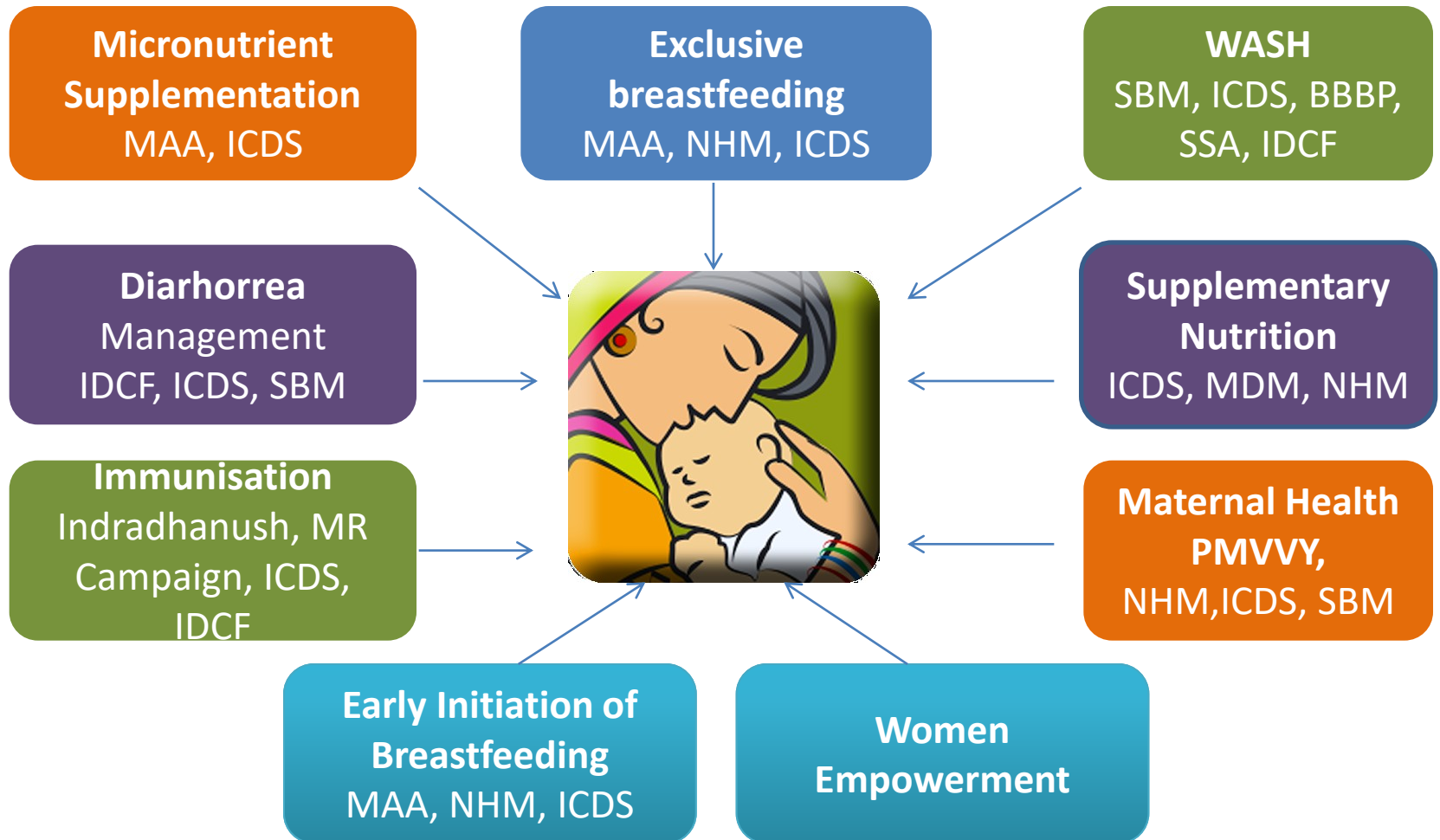
IV. Mission as '*Jan Andolan*'





# Need for a Convergent Strategy

Nutrition is Multi-sectoral & Multi-dimensional



# Need a Social and Behaviour Change Strategy Group

- Program leaders
- Communication experts
- Action leaders

# Strategy/Way Forward

SBCSG

Technical Support Unit

Ideating products based on broad framework. Focal point information, ideation and execution of BCC

- Sourcing agencies (Advertising, PR agency, Rural Activation, Social Media Management, Media Planning)
- Insight Mining & Media agnostic messaging
- Outreach Plan

Product Development

Outsourced to creative agency which works in coordination with TSU



Decision can be taken on the concerned body to anchor this activity

# Benefits of a Convergent Strategy



**Coherent & Unified Messaging**



**Resource Optimisation**



**High Recall Value**



**Alignment of Demand & Supply of  
nutrition services**



**Clarity of Roles and  
Responsibilities**



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**JAN BHAAGIDARI**

# POSHAN Abhiyan: NITI Aayog

- Convergence
- Technical support
  - National Technical Board on Nutrition (NTBN)
- Monitoring

A critical part of the Aspirational Districts Program

# Recommendations

- 1. Endorse package of interventions matrix for the first 1000 days**
- 2. Roll out HBYC within a month; intensify Home Based Newborn Care – reach high coverage**
- 3. Scale up Rota and Pneumococcal vaccine in all PA districts this year**
- 4. Give a go ahead for a Social and Behaviour Change road map and action roll out**

