

**POSHAN
Abhiyaan**

PM's Overarching
Scheme for Holistic
Nourishment



सही पोषण – देश रोशन

Jan Andolan

Transformational change for Good Nutrition

Why a Jan Andolan?

1

Rationale

CALL to ACTION of ALL sectors: convergence and coordination

Mobilizing and engaging key influencers and change agents at all levels

Good nutrition becomes aspirational for all families and communities

Empowering families to promote optimal physical and cognitive development of their children



*It's about
the child &
collective
action*

Key Triggers

1. The right food for your child nourishes their **Body, Brain & Soul**.
2. Make conscious decision for your child on **what, when and how much to eat**.
3. Equal treatment and care of **girls and boys**.
4. Locally produced nutritious and delicious foods are within everyone's **reach and means**.

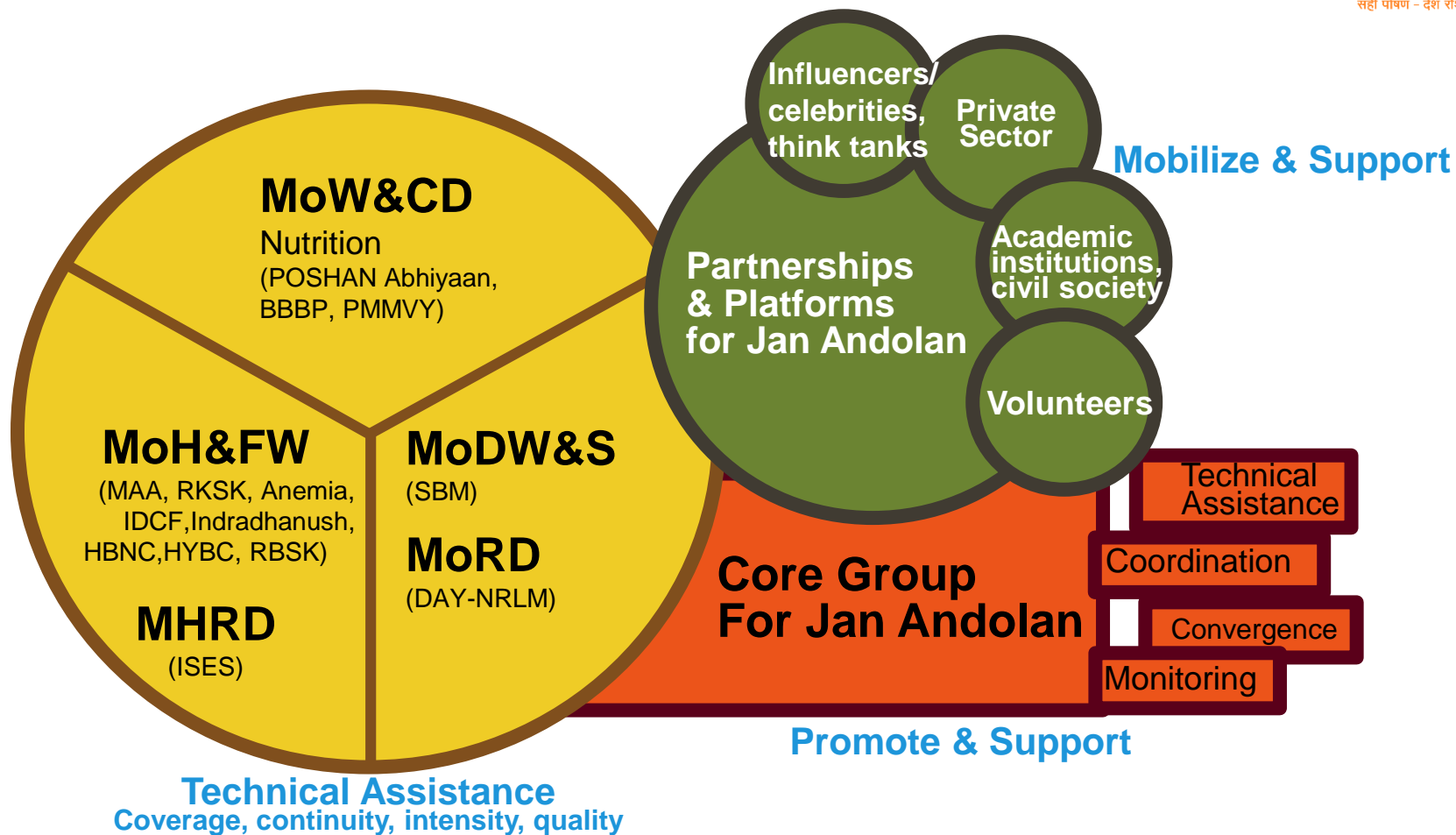
*It's about the child &
right choices for good nutrition*



Jan Andolan- Key Stakeholders

2

Partners



1 Principles

- Aspirations
- Collective Identity
- Nudges
- Rewards

2 Objectives

- Build recognition across sectors
- Mobilise multiple sectors
- Nudges
- Build knowledge, attitudes and behavioral intent

3 Approaches

- Convergence
- Community Engagement
- Advocacy
- Partnerships
- Transmedia

Community Engagement

11 PLATFORMS

MoHFW
ANM, ASHA

MWCD
AWW, LS

MHRD
Teachers

MYAS
NYC, BSG, NSS

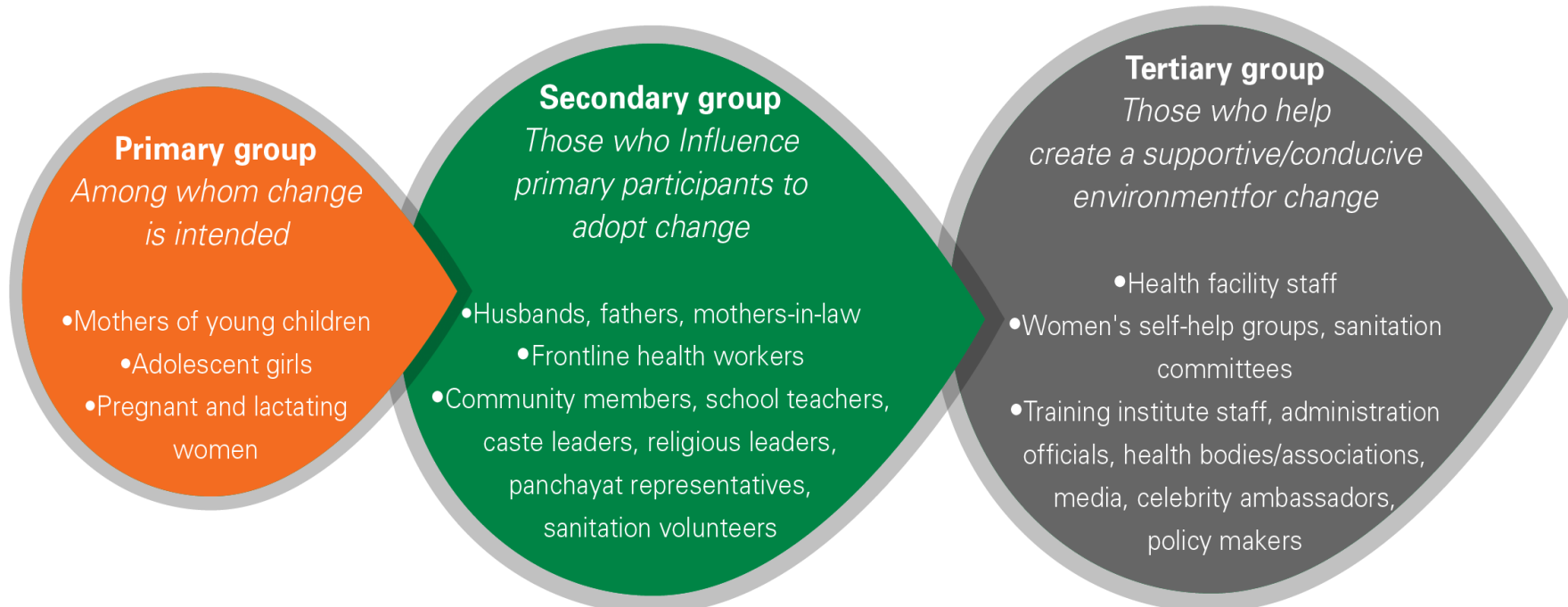
MoD
NCC

MAFW
NCDC

MDW&S
Swachhagrahis

MoRD
DAY-NRLM SHGs

920 million to be reached



WASH

- Safe water use
- Hand washing with soap
- Safe disposal of child's faeces
- Sustained toilet use
- Clean play area
- Pollution free homes



- Screening for MAM & SAM
- Supplementary nutrition - Take home ration (Mother/Child)
- Growth monitoring & promotion
- Nutrition counselling
- Care of the malnourished child

Feeding counseling : Early initiation & Exclusive Breast feeding

- Complementary feeding
- Continue breast feeding
- Simulation & responsive caregiving



Birth Spacing

ANC
 Maternal Nutrition, healthy diet, IFA, CA, deworming

FBNC - HBNC
 Early initiation of breastfeeding
 Exclusive breastfeeding
 Kangaroo mothercare

- Management of severe acute malnutrition, LBW
- Kangaroo mother care
- Full immunization
- Early detection & treatment of sickness (diarrhea, pneumonia, malaria, etc.)
- (IMNCI) : Community, outpatient, inpatient
- Early stimulation & responsive care
- Health & Nutrition Counselling
- Referrals

Home-based Young Child Care (HYCC)
 Iron-folic acid; Vitamin A; Deworming

GIRLS EDUCATION, SKILL DEVELOPMENT, MARRIAGE AT RIGHT AGE

PRE PREGNANCY

PREGNANCY

BIRTH - 6 WKS



6 WKS - 6 MO



6 MO - 1 YR



1 YR - 2 YR





Co-creating a movement



It's about the child & collective action





STUNTING REDUCTION is not an option BUT a priority !