

NNM/50/2017-WBP

Government of India

Ministry of Women and Child Development

POSHAN *Abhiyaan*

3<sup>rd</sup> floor, Jeevan Vihar Building,

Parliament Street, New Delhi

Date: 9th October, 2018

Dear Madam/Sir,

The 3<sup>rd</sup> Meeting of Executive Committee of POSHAN *Abhiyaan* (Prime Minister's Overarching Scheme for Holistic Nourishment) was held on 3<sup>rd</sup> October, 2018 at Hotel Samrat, New Delhi under the Chairpersonship of Secretary, Ministry of Women and Child Development (MWCD).

2. The meeting provided direction and guidance for implementation of various activities under POSHAN *Abhiyaan*.

3. A copy of the Minutes of the Executive Committee is enclosed herewith for information and necessary action.

With regards.

  
Your's sincerely

(Aditya Chopra)  
Executive Director

1. Secretary, Ministry of Health & Family Welfare
2. Secretary, Department of Expenditure Ministry of Finance
3. Adviser, Health & Nutrition - NITI Aayog
4. Secretary, Ministry of Drinking Water & Sanitation
5. Secretary, Ministry of Rural Development
6. Secretary, Ministry of Panchayati Raj
7. Secretary, Ministry of Tribal Affairs
8. Secretary, Ministry of Food & Public Distribution
9. Secretary, Department of School Education and Literacy
10. Secretary, Ministry of Urban Development
11. Secretary, Ministry of Electronics and Information Technology
12. Secretary, Ministry of Environment, Forest & Climate Change
13. Secretary, Ministry of New and Renewable Energy
14. Secretary, Ministry of Aayush
- 15-19 Chief Secretaries of Assam, Chhattisgarh, Tamil Nadu, Maharashtra and Gujrat

20-24 Chief Secretaries of Uttar Pradesh, Bihar, Jharkhand, Madhya Pradesh and Rajasthan.

25. Chairperson, FSSAI

26. Director, ICMR.

27. Dr. R.C. Panda, Member of Board of CHAS

28. Ms. Deepika Shrivastava, OSD, NITI Aayog

29. Director-NIPCCD

30. Director-NIHFW

31. Director, NIN

32-41. DC/DMs from 10 districts of Bahraich, Shravasti, Balrampur, West Singhbhum, Siddharthnagar, Sitamarhi, Gonda, Sitapur, Koppal, Yadgir.

**Minutes of the 3<sup>rd</sup> Executive Committee Meeting of POSHAN Abhiyaan held on  
3<sup>rd</sup> October, 2018 at Hotel Samrat, New Delhi**

The Executive Committee which is an apex body for all nutrition related activities under the POSHAN Abhiyaan, was convened on 3<sup>rd</sup> October, 2018 at Hotel Samrat, New Delhi under the Chairperson of Secretary, Ministry of Women and Child Development (MWCD).

2. The list of participants is attached at **Annexure I**.
3. At the outset, Shri Aditya Chopra, Executive Director, POSHAN Abhiyaan, welcomed all members and presented the Agenda for the meeting.
4. **Shri Rakesh Srivastava, Secretary, MWCD**, in his opening remarks stated that it was really heartening to have a high level participation from different States/UTs at the First and Second Meetings of the National Council to address India's Nutrition Challenges held on 18<sup>th</sup> April 2018 and 24 July 2018 respectively. He also made reference to a day long National Seminar, Tech-Thon held on 28<sup>th</sup> June, 2018 for POSHAN Abhiyaan which aimed at showcasing & orienting the environment towards the Abhiyaan and ICDS-CAS in particular, as well as for exchanging ideas and exploring avenues of cooperation and partnerships for technology support and reaching-out to the beneficiaries for effective behavioural change. He also intimated that as a result of Tech-Thon, a MoU with NASSCOM was proposed to be signed shortly. Further, he stated that the Second meeting of National Council was held on 24<sup>th</sup> July 2018 with a mandate to provide policy directions to address India's nutritional challenges through coordinated inter-sectoral action, and to coordinate and review convergence between Ministries, as well as to review programmes for nutrition on a quarterly basis.
5. He also mentioned that caller tune, ringtone for POSHAN Abhiyaan and the four Yoga modules in the form of printed booklets developed in conjunction with the Ministry of AYUSH were launched by the Vice Chairman, NITI Aayog. He requested the State/UT representatives to disseminate the Yoga booklets to the beneficiaries.
6. He stated that roll-out of POSHAN Abhiyaan is progressing as per schedule and all districts of Union Territories would be covered and total 718 districts will be included as part of POSHAN Abhiyaan in Phase II i.e by March next year for achieving saturation.
7. He noted that the Poshan Maah was celebrated in September with an aim to create awareness and generate momentum in the entire country regarding POSHAN Abhiyaan, has been a great success with participation of 25 crore individuals. He complemented all State/ UTs and Ministries for the same and added that, in order to recognize the outstanding and exceptional contributions by field functionaries, an award ceremony was scheduled on 10th October 2018.
8. **Dr. Rajesh Kumar, Joint Secretary & Mission Director, POSHAN Abhiyaan** started with confirmation of Minutes of last meeting. The house confirmed the

same. Thereafter, he presented the Action Taken Report on last Executive Committee Meeting. He informed the members regarding the following issues:

- (a) Instructions have been issued regarding monthly organization of VHSND at the grass root levels and it has been noticed that VHSND are being held at large scale all across the country which is an encouraging sign.
- (b) Provision for mobility of Lady Supervisors and Anganwadi Workers is under consideration and Ministry has started working on resource requirements. A proposal for the same shall be taken to the Cabinet under the ICDS umbrella scheme, namely Anganwadi Services. The additional financial burden would be put across before the 15<sup>th</sup> Finance Commission for consideration.
- (c) Since HBYC guidelines are already implemented, POSHAN Abhiyaan resources may be examined to generate resources for incentives to AWW for Home Visits akin to that of ASHA.
- (d) UNICEF should pursue a Consultation with GAVI to work out affordable and cheaper vaccines (which were a precondition for release of grant to UNICEF). The discussion for transfer of technology may take place in New Delhi with participation from MoWCD and MoHFW.
- (e) For availability of Anganwadi Buildings in all Aspirational Districts under MGNREGS, gap should be mapped with the GPDP and MoRD. States/UTs should ensure that number of Anganwadi Buildings approved for construction in convergence with MGNREGS and PRI for years 2015-16, 2016-17, and 2017-18 are included in GPDP for year 2019-2020 so that construction of all the sanctioned AWC so far could be converged and completed with MGNREGS. Strategies for Urban AWC, especially in Aspirational Districts, need to be worked out with MoH&UA. Guidelines for the same have been cleared in principle by National Council on 24<sup>th</sup> July, 2018.
- (f) Jan Andolan Guidelines have been issued on 13<sup>th</sup> August, 2018, and circulated.
- (g) NIN had proposed a plan worth 20 crores for India Nutrition Report to NITI Aayog, and submitted to National Technical Board of Nutrition (NTBN). The plan needs to be re-examined to finalise a schedule for base, mid and end-line survey. A letter has been sent to NIN and a DPR with a proposal suggesting timelines as above, is still awaited. There was a suggestion that NFHS-4 and similar reports of 2017-18 should be referred to form base-line survey.
- (h) It was informed that an updated MCP card has been released on 14<sup>th</sup> April, 2018 by MoHFW.
- (i) It was informed that all States /UTs have been sensitized for observing at least one ECCE day per month and process to establish a Nutrition Resource E-network has been planned to support POSHAN Abhiyaan at national level.

9. **Mission Director, POSHAN Abhiyaan** presented Directions of National Council Meeting (24th July, 2018) and update on progress made by POSHAN Abhiyaan. After deliberations, following key action points were highlighted:
- (a) States/UTs were urged to ensure regular convergence meetings at all levels.
  - (b) Pilot on Cash Transfer in 10 districts of Rajasthan, Uttar Pradesh and Chandigarh is under examination. States/UT have been requested to send their proposals for Conditional Cash Transfer in lieu of Take Home Rations, and if they agree on the design for the cash transfer, the roll-out shall take place once formal approval is obtained from competent authorities. Application Software will be built by Ministry to implement the Cash Transfer.
  - (c) Convergence Action plan Guidelines is currently with NITI Aayog. They shall soon be released and shared with States/UTs once approved.
  - (d) ICDS-CAS Dashboard is under modification and some new modules are being added. States / UTs were requested to send suggestions, if any.
  - (e) Verification of ICDS beneficiaries was highlighted and stress was given on eliminating ghost beneficiaries that do not exist. Vice Chairman, NITI Aayog, had directed identification of actual beneficiaries to avoid duplications, by September 2018, which needs to be expedited.
  - (f) Director. NIN was directed to complete the entire exercise of preparing online modules for the Nutrition Course by December 2018.
10. **Mission Director, POSHAN Abhiyaan** gave a presentation on Progress of POSHAN Abhiyaan where he mentioned that all programmatic Guidelines have been issued, staff ToR have been issued, and are available on website of POSHAN Abhiyaan. He requested the States/ UTs to use the finances available with the State /UTs judiciously. He also suggested a Governance Dashboard is being deliberated upon which would provide State/UT implementation status at a glance.
11. **Mission Director, POSHAN Abhiyaan** also stated that emphasis on procurement and roll-out of ICDS-CAS in all Aspirational Districts has to be undertaken on priority.
12. **Col Sameer Kanwar (Retd.)** Consultant POSHAN Abhiyaan made a presentation on Poshan Maah. He brought out that VHSND, CBE, Growth monitoring, Antenatal check-ups, SHG meetings were some of the activities which were extensively undertaken as part of Poshan Maah activities. The final report on POSHAN Maah shall be released on 10<sup>th</sup> October 2018. Secretary MoWCD pointed out that it was distressing to note that certain States/UTs had not demonstrated the required intent of participation during POSHAN Maah. He also pointed out that some of these States/UTs were also slow in implementation of PMMVY as well.
13. **Shri Aditya Chopra**, Executive Director, POSHAN Abhiyaan, placed the agenda for change in smart phones specifications before the Committee. He stated that no additional funds for upgraded version of smart phones, if procured by the State/UT, will be

provided. He emphasized that smart phones must be purchased from GeM and devices need to be certified by DIMAGI team for technical feasibility to run the ICDS-CAS. States/UTs were requested to send random samples of Smart phones to check the compatibility with the Common Application Software (CAS) to BMGF-DIMAGI as part of technical requirement.

14. State of Tamil Nadu requested that they needed approval for software feasibility check by Ministry so that they could purchase mobiles. Mr. Umesh, Project manager, CPMU was directed to look into the matter.

15. Executive Committee members from many States suggested that no change in the specifications of smart phone are required, as the specification were already updated and working very well at field level.

16. The following points were raised and discussed by the members during the course of the meeting:

(a) **Dr R.C. Panda, Member, Governing Board, CFNS** congratulated Ministry for successfully executing 'POSHAN Abhiyaan' so far. He also suggested planning an event of Award giving ceremony through a robust and a systematic selection process, on 8th March 2019 on the occasion of completion of 1st year of POSHAN Abhiyaan. He also talked about the need to undertake Third Party Evaluation of the Mission.

(b) **Ms. Roli Singh**, Principal Secretary of WCD, Rajasthan gave a detailed progress charted under POSHAN Abhiyaan. She also pointed out towards difficulty in uploading and reinstalling CAS application due to potential issues with the CAS server.

She also intimated that Guidelines on incentives to be given to AWW has to be clarified and spelt out clearly. She informed that Chief Minister of Rajasthan has announced scheme of incentives on registered data which is monthly Rs.500 based on three parameters which are Growth monitoring, Home visits and ECCE. Since Centre has also approved incentive guidelines with different conditions of Rs 500 /- incentive for AWW, the two needs to be aligned. She also talked about the successful implementation of software application **Sakhi** developed and piloted to support AWW on ECCE. She informed that the application is in nascent stage, however in due course of time it could potentially be scaled up to State level. She also requested CPMU, POSHAN Abhiyaan to design and share a template for Convergence Action Plan at different levels.

(c) **Dr. M Geetha**, Secretary WCD, Chhattisgarh also felt the requirement of template for Convergence Action Plan. Secretary Chhattisgarh, Rajasthan, Maharashtra and Uttar Pradesh pointed out the bottlenecks faced while entering data to Jan Andolan Dashboard due to which the actual work done has not been reflected accurately.

(d) **Ms. Indra Mallo**, Commissioner ICDS, Maharashtra, informed that 10% of the government budget of Gram Panchayat will be spent on Women and Child Development issues as part of the GPDP. She talked about convergence with School and Education Department where approximately 6042 AWC buildings are

inside school boundaries. She suggested post maintenance contract after the warranty period for Growth Monitoring Devices and Smart phones to be invoked, which will help in the long run. She added that Maharashtra has developed template of Convergence Action Plan based on the guidelines of Government of India. She was requested to share the template for convergence with others too.

(e) **Dr. K. Manivasan, Principal Secretary, Tamil Nadu** highlighted the issue related to urban AWCs and requested flexibility in the Guidelines, especially for design and funds. He said that the funding for Adolescents should be planned based on the populace of that age group in the State. He also emphasized on early roll-out of baseline survey to be carried out.

(f) **Ms. Monika S. Garg, Principal Secretary, WCD, Uttar Pradesh**, mentioned that since data entry on Jan Andolan Dashboard was hindered, they are maintaining manual logs of proposed activities as well. She also informed about initiative of WCD department in promoting local vegetables and fruits by displaying different recipes for usage by beneficiaries. She was hopeful of covering around 40 Districts during this financial year. She also brought out successful-roll out of CAS and requirement of extension of warranty for the smartphones.

(g) Representative from Paschim Singhbhum, Jharkhand, stated that maximum priority is being given to AWC buildings. He also requested for a template for Convergence Action Plan.

(h) **Mr. P Sunil Kumar**, Deputy Commissioner, Koppal, Karnataka, highlighted the problem of stunting in their area. He wished to have biometric system in CAS with Adhaar linkages and Geo-tagging, so that presence of AWW can be monitored effectively on field. He stated that District Kopal is ready to conduct a pilot in their jurisdiction for the same.

(i) **Mr Venkat Raja**, CEO, Zilla Parishad, Koppal, Karnataka, highlighted the need of baseline survey. He also recommended for inclusion of Health personnel under POSHAN Abhiyaan Guidelines as a component in the team. Mr. Venkat also raised the issue of child marriage and its consequences on the life cycle of women. He also suggested that incentives at GPDP should be included in Guidelines for AWWs. He suggested that NIN may provide some case studies which can be used to make area specific plan from the district funds to tackle malnutrition and behavioural change communication.

(j) **Ms Sheetal Verma**, DM Sitapur, said that convergence is the major issue at district level and should be given importance as the data between Departments often do not match at ground level. She suggested that Sitapur District, for conduct of pilot of Cash Transfer in Uttar Pradesh.

(k) **Ms. Deepika Srivastava**, OSD, NITI Aayog highlighted the need of providing focused support teams to bring out desired Nutrition outcomes through life cycle approach, apart from working on Convergence Action Plan. She also stated the need to enhance resource investments in nutrition, ICDS, and related health issues. She informed that Economic Advisory Council to the Prime Minister has set up an Expert Committee on enhancing resource investments in the domain of Health. This can be leveraged to bring out resources. She highlighted the importance of linkages to Gram Panchayat Development Plan for improving

building status. Apart from this, she suggested stock display of resources received, spent, achieved at Panchayat level as part of the scheme. She also suggested display of Nutrition Status of Young children on Panchayat board which would help in taking Jan Andolan a step ahead and in institutionalising it. She also spoke on the idea of Malnutrition free Panchayats, award ceremony like Nirmal Gram Puraskar on the completion of 1<sup>st</sup> year of POSHAN Abhiyaan. She also suggested on how to keep resources beyond 2020 by sector evaluation and making a strong case for what needs to be done. She suggested formulation of a small advisory group for implementation of MCP card and revision of VHSND Guidelines. It was suggested by CEO Koppal that tackling malnutrition should be included in 15<sup>th</sup> Finance Commission.

(l) **Dr. K. Manivasan**, Principal Secretary, Social Welfare, Tamil Nadu highlighted the issue related to testing of fortified food and also stated that India does not have sufficient and equipped laboratories to do regular testing of fortified food.

(m) **Shri JS Kochhar**, Economic Adviser, Ministry of Tribal affairs highlighted their contribution during the Poshan Maah which has been a resounding success.

(n) **Dr. Sila Deb**, Deputy Commissioner Child Health, MoH&FW requested to promote use of MCP card on the field.

(o) **Dr Hemlatha**, Director NIN, highlighted that around 15 Modules of Online Courses on Nutrition would be ready by December 2018. She emphasized that robust methodologies would be adopted to yield accurate findings under India Nutrition Report. Dr R C Panda suggested that findings of baseline survey should come out before or in the month of March 2019 coinciding with one year completion of POSHAN Abhiyaan.

(p) **FSSAI** representative brought out availability of supply of fortified food items and also informed of advanced testing facilities with the institution for the food items.

(q) **Mr M.A. Imam Director, NIPCCD** highlighted the concern over the quality of training of field functionaries in the several States. The Principal Secretaries of Uttar Pradesh, Rajasthan and Chhattisgarh informed the Committee about the satisfactory progress made in this field due to effective implementation of capacity building measures as part of POSHAN Abhiyaan (earlier ISSNIP). It was highlighted that due to usage of Incremental Learning Approach under Abhiyaan, the learning curve of the field functionaries had advanced tremendously and steadily, hence the need for any other training packages may not be there.

17. After careful deliberations by the Committee, following key decisions were taken during the Meeting:

(a) To expedite process of procuring Growth Monitoring Devices and Smart Phones.

[Action: All States and UTs]



(b) Effective implementation of ILA to strengthen capacities of field functionaries.

**[Action: All States and UTs]**

(c) Conduct of CBE and VHSND regularly and efficiently every month.

**[Action: All States and UTs]**

(d) Executive Committee categorically advised to adhere to Smart Phone specifications provided by BMGF-DIMAGI and approved by MoWCD and procure the same by GeM as done by many States/UTs

**[Action: All States and UTs]**

(e) Convergence Action Plan needs to be implemented at all levels. Convergence Action Plan Guidelines to be finalised and circulated

**[Action: All States and UTs and MoWCD]**

(f) States/UTs must send Utilisation Certificates and Statement of Expenditure at the earliest.

**[Action: All States and UTs]**

(g) Expediting opening of balance 37,000 AWC on priority.

**[Action: All States and UTs]**

(h) States/UTs should ensure that number of Anganwadi Buildings approved for construction in convergence with MGNREGS and PRI for years 2015-16, 2016-17, and 2017-18 are included in GDPD for year 2019-2020 so that construction of all the sanctioned AWC so far could be converged and completed with MGNREGS.

**[Action: All States and UTs]**

(i) Jan Andolan Dashboard needs to be updated and Poshan Maah booklet to be designed

**[Action: MoWCD]**

(j) Relevant Case studies by NIN should be shared with States/UTs

**[Action: NIN]**

Meeting ended with vote of thanks by the Chair.

**LIST OF PARTICIPANTS**

**Representatives from Line Ministries**

Shri R. C. Meena	Joint Secretary, Ministry of Human Resource Development
Shri Sanjay Kumar	Joint Secretary, Ministry of Housing and Urban Affairs
Shri S. Jagannathan	Joint Secretary, Department of Food and Public Distribution
Shri J.S. Kochher	Economic Adviser, Ministry of Tribal Affairs
Dr. Sila Deb	Deputy Commissioner, Child Health, Ministry of Health and Family Welfare
Shri G. Vijaya Bhasker	Director, Ministry of Human Resource Development
Ms Suneeti Toteja	Director (FFRC), FSSAI, Ministry of Health and Family Welfare
Shri Kshitij Kushagra	Joint Director, Ministry of Electronics and Information Technology
Shri Naresh Kumar	Under Secretary, Ministry of Housing and Urban Affairs
Shri Sanjay Upadhyay	Under Secretary, Ministry of Panchayati Raj
Dr. Bhima Devi	Research Officer, Ministry of AYUSH
Ms Esha Misra	Assistant Manager, NeGD, Ministry of Electronics and Information Technology
Dr. Anindita Shukla	Chief Consultant, TSG-MDM, Ministry of Human Resource Development

**NITI Aayog**

Ms Deepika Srivastava	Senior Consultant & EAC-PM
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**NIPCCD**

Shri M. A. Imam	Director
Dr. Rita Patnaik	Deputy Director

**Representatives from Institutions**

Dr. Ramesh Chandra Panda	Member of Governing Board, Coalition Food & Nutrition Security
Dr. G.S. Toteja	Head Nutrition, ICMR
Dr. Hemalatha R	Director, National Institute of Nutrition
Shri Nirmal Kumar	Deputy Chief Executive Officer, GeM
Dr. D. Raghunatha Rao	Scientist-F, Sr. Deputy Director, National Institute of Nutrition
Dr. Nanthini Subbiah	Asso. Professor, National Institute of Health & Family Welfare

**Representatives from States**

Ms Roli Singh	Principal Secretary, WCD, Govt. of Rajasthan
Dr. K. Manivasan	Principal Secretary, DSW & NMP, Govt. of Tamil Nadu
Ms Monika S. Garg	Principal Secretary, Bal Vikas Seva evam Pushtakar Department Govt. of Uttar Pradesh

Dated 3<sup>rd</sup> October, 2018

Dr. M. Geetha  
Ms Indra Mallo  
Shri Vijay Kshirsagar

Secretary, WCD, Govt. of Chhattisgarh  
Commissioner, ICDS, Govt. of Maharashtra  
JPC-WCD, Govt. of Maharashtra

**Representatives from Districts**

Capt. Prabhanshu Srivastava	District Magistrate, Gonda, Uttar Pradesh
Ms Sheetal Verma	District Magistrate, Sitapur, Uttar Pradesh
Shri Arava Rajkamal	Deputy Commissioner, Pashchimi Singhbhum, Jharkhand
Shri P. Sunil Kumar	Deputy Commissioner, Koppal, Karnataka
Ms Kavitha S. Mannikeri	CEO, Yadgir, Karnataka
Shri Venkat Raja	CEO-ZP, Koppal Karnataka
Shri Rajiv Singh	District Programme Officer, Siddharthnagar, Uttar Pradesh
Shri Durgesh Kumar	CDPO, ICDS, Balrampur, Uttar Pradesh
Shri Surendra Kumar	CDPO, ICDS, Bahraich, Uttar Pradesh

**MWCD and CPMU**

Shri Rakesh Srivastava	Secretary, MWCD
Dr. Rajesh Kumar	Joint Secretary, MWCD & Mission Director, POSHAN <i>Abhiyaan</i>
Shri Aditya Chopra	Executive Director, POSHAN <i>Abhiyaan</i>
Shri Parimal Karan	Project Manager
Shri Sunil Kumar Choudhary	Project Manager
Shri Umesh Kumar Motish	Project Manager
Col. Sameer Kanwar (Retd).	Consultant (Monitoring & Evaluation)
Ms Mona Jethwa	Consultant, Nutrition (Child Development & Health Services [ECCE, IYCF])
Ms Mridu Markan	Consultant (Planning & Policy)
Ms Shalini Singh	Consultant (BCC & Capacity Building)
Shri Ravi Jain	Consultant (System Analysis)
Ms Mamta Singh	Project Associate
Shri Amit Gupta	Project Associate