

डा. राजेश कुमार  
Dr. RAJESH KUMAR  
संयुक्त सचिव  
Joint Secretary



भारत सरकार  
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Dated 26<sup>th</sup> March, 2018

D.O. No. NNM/2/2017-WBP

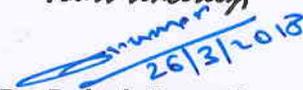
Dear

I am thankful for your Ministry's/State's/Department's/Institution's participation in the first Meeting of Executive Committee of POSHAN Abhiyaan held on 13<sup>th</sup> March 2018.

2. The meeting enabled us to crystallize the convergence mechanism and the rollout plan for the Abhiyaan.

3. A copy of the Minutes of the meeting is enclosed. We look forward for your continuous participation and support.

With regards.

Yours sincerely,  
  
26/3/2018  
(Dr. Rajesh Kumar)

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
- 14-23 Chief Secretaries of Assam, Chhattisgarh, Tamil Nadu, Maharashtra, Gujrat, Uttar Pradesh, Bihar, Jharkhand, Madhya Pradesh and Rajasthan.
24. Chairperson, FSSAI
25. Director, ICMR.
26. Dr. R.C. Panda, Member of Board of CF&NS.
27. Ms. Deepika Shrivastava, OSD, NITI Aayog
28. Director-NIPCCD
29. Director-NIHFW
- 30-39 DC/DMs of the districts of Bahraich, Shravasti, Balrampur, West Singhbhum, Siddharthnagara, Gonda, Sitapur, Koppal, Yadgir.

Copy to:

1. PS to Minister-WCD.
2. PS to MoS-WCD.
3. PS to Vice Chairman, NITI Aayog.
4. PPS to Secretary, MWCD.

**Minutes of the 1<sup>st</sup> Executive Committee Meeting of POSHAN Abhiyaan held on  
13<sup>th</sup> March 2018 at Civil Services Officers Institute (CSOI), New Delhi**

The 1<sup>st</sup> Meeting of Executive Committee for all Nutrition related activities under the POSHAN Abhiyaan, was convened on 13<sup>th</sup> March 2018 at CSOI, New Delhi under the Chairperson of Secretary, Ministry of Women and Child Development (MWCD) .

2. The list of participants annexed at **Annexure I**.
3. At the outset **Shri K.B.Singh, Executive Director, MWCD**, welcomed all the members and highlighted that the context of Executive Committee was to provide policy support and guidance to States/UTs and to decide the roadmap for POSHAN Abhiyaan.
4. **Shri Rakesh Srivastava, Secretary, MWCD**, in his opening remarks informed that POSAHN Abhiyaan (National Nutrition Mission) was launched by Hon'ble Prime Minister from Jhunjhunu Rajasthan on 8<sup>th</sup> March 2018 . He highlighted that Government of India has approved setting-up of POSHAN Abhiyaan with a three year budget of ₹ 9046.17 Crore commencing from 2017-18. Government budgetary support would be 60:40 between Centre and States/UTs, 90:10 for NER and Himalayan States and 100% for UTs without legislature. ₹ 480 crore has already been released to States/UTs during 2017-18. Loan of USD 200 million has been negotiated with World Bank for the Phase-I of the Abhiyaan. As part of Phase-I POSHAN Abhiyaan is to be rolled out in 315 districts identified on prevalence of stunting. States/UTs and Line Ministries need to achieve convergence through close coordination between the Departments of Women & Child Welfare; Health; Drinking Water & sanitation; Rural Development; Panchayati Raj; Education and Food and other concerned Departments. The focus will be on the first 1000 days of the child. All the District Collectors should take quarterly review meeting on 10<sup>th</sup> of January, April, July, October to address implementation of schemes having direct bearing on Nutrition and Health. He emphasised that all the District Collectors should initiate action and convert this program in to Jan Andolan on the lines of Beti Bachao Beti Padao.
5. **Dr. Rajesh Kumar, Joint Secretary & Mission Director, MWCD** spelt out the scope, deliverable and planned rollout of the mission. He emphasised on the convergence of all line ministry programmes to ensure concentrated benefit to the community. He informed that all the guidelines and manuals had been prepared and uploaded on the POSHAN Abhiyaan website. First instalment of funds has been released to all the States/UTs. An MoU has been signed with Tata Trust to deploy one Swasth Bharat Prerak in each district of Phase I. The three main pillars of POSHAN Abhiyaan namely, Convergence, ICDS-CAS and Behavioural Change were elaborated upon. The **Joint Advisory issued by the 3 Ministries (MWCD, MoHFW and MoPR)** to all concerned was highlighted. He further informed that video conferencing with 315 District is scheduled to be held on 15<sup>th</sup> March 2018 and National Workshop is being held on 20<sup>th</sup> March 2018 towards orienting the environment towards POSHAN Abhiyaan.

## Participating Line Ministries

6. **Ministry of Health and Family Welfare:** Dr. Ajay Khera, Deputy Commissioner highlighted that MoHFW will play a key role as part of POSHAN Abhiyaan as health sector interventions were key to the success of the mission. He stressed on the Anemia Mukht Bharat Scheme being planned; Convergence between MoHFW, Ministry of Education and MWCD for success of National Deworming Day (NDD); use of AWCs and Schools for ground implementation of NDD; Implementation of Home Based Young Child (HBYC) programme additional home visits over and above the existing HBNC visits for nutrition promotion. ASHAs will provide 5 additional home visits each quarter starting from 3<sup>rd</sup> month till 15<sup>th</sup> months of age. Aimed to increase community awareness regarding breastfeeding, complementary feeding, WASH practices, early care seeking for childhood illness and ECD for successful reduction of underweight and stunting; Nationwide Mothers Absolute Affection (MAA) programme with the goal to revitalize efforts towards promotion, protection and support for breastfeeding practices through health systems, to achieve higher breastfeeding rates; Pradhan Mantri Surakshit Matritva Abhiyan (PMSMA) which aims at high coverage of quality ANC involving dietary counselling to pregnant mothers to reduce the prevalence of low birth weight of babies; Active participation of ASHA, ANM, AWW, local PRI and SHG members is essential for mobilisation of children, pregnant and lactating mothers to VHNDs; Intensified Mission Indradhanush (IMI) has been implemented as a supplemental aggressive action plan to achieve the target of more than 90% immunization coverage in select districts and urban areas of the country with low immunisation coverage; Rashtriya Bal Swasthya Karyakram (RBSK) Periodic screening of health and nutrition status of children by RBSK teams using AWC and Schools as platforms; Provision of total annual incentive of ₹ 20,000 from MoHFW, divided in the ratio of 75:15:10 between ASHA ANM and Anganwadi Worker.

7. **Ministry of Drinking Water and Sanitation:** Shri. Samir Kumar, Economic Advisor emphasized that focus of Swachh Bharat Mission (SBM) was on behaviour change for sanitation. Currently 9 States and 3 UTS are under ODF coverage (Sikkim, Himachal Pradesh, Kerala, Haryana, Uttarakhand, Gujarat, Arunachal Pradesh, Chhattisgarh, Meghalaya) and (Chandigarh, Dadar and Nagar Haveli, Daman and Diu). He emphasized that the Mission is on track to achieve an ODF India by October 2019 and suggested enabling provisions to Create a Swachhagrahi army – at least one per village, Promote twin-pit toilet technology, Promote sanitation lending for liquidity Convergence with other schemes like MNREGA Build an ODF War-Room, Geo-tag all toilets constructed under SBM, Update IMIS on all parameters. It was appreciated that the SBM had a direct impact on the outcomes of POSHAN Abhiyaan.

8. **Ministry of Rural Development:** Shri Atal Dulloo highlighted that MoRD contributes through two Divisions i.e. The MGNREGS Division which converges with ICDS in the Construction of Anganwadis and DAY – NRLM partners with Women's Collectives to promote Nutrition. Under MGNREGS the Ministry aims to construct 2 lakh AWCs by 2019. The designs / specifications issued by the Ministry of Women and Child Development are adhered to in the construction of these Anganwadi Centres and as per convergence guidelines. DAY-NRLM contributes in 5 different ways - Women's Empowerment, Agriculture and Animal Husbandry, Social Protection, Vulnerability Reduction Fund,

Behaviour Change Communication, Mobilization and Demand Generation. The SHG & VO platform can be effectively used to promote necessary behaviour change. DAY NRLM mobilizes women and their families to realize their entitlements and can be effectively used for Health and ICDS Services. In partnership with NHM and ICDS, relevant messaging on Health and Nutrition can reach more than 15 lakh Self Help Groups across the 29 States, which translates into an estimated 1.5 crore poorest and marginalized households. Nearly 20,000 Village Organizations will receive the Vulnerability Reduction Fund.

9 **Ministry of Panchayati Raj:** Shri K.S. Sethi, Joint Secretary recommended that under POSHAN Abhiyaan a bottom-up planning process for nutrition may be initiated with the involvement of SHGs, CBOs, VOs by PRIs and focus on supporting innovations and scaling up best practices in the area of nutrition. Special Gram Sabhas on Nutrition can be convened along with GPDP Gram Sabha. MoPR is promoting participatory planning through GPDP by converging all resources. The Village Level Sanitation and Nutrition Committee (VHSNC), should mandatorily be a Functional Committee of the Gram Panchayat. In the Gram Sabhas, a regular item of discussion on nutritional status of children and women can be included. Social Nutrition Audit at Village level can be conducted with assistance of Gram Sabha.

10. **Ministry of Human Resource Development:** Shri G. Vijaya Bhaskar, Director gave inputs regarding contribution in Identification of girl students having anemia, Identification of undernourished students, Referrals of the students to nearest health centres and Health & Wellness ambassadors in schools jointly by MoHFW & MHRD.

11. **Ministry of Tribal Affairs:** Shri Vinod K. Tiwari brought out that though the Ministry does not implement any Health / Nutrition specific schemes, however, it provides funds for Eklavya Model Residential Schools (EMRS) and Ashram schools with the primary objective of comprehensive physical development of the students. He highlighted that the States/UTs need to be sanguine to the special requirements of the tribal communities.

12. **Ministry of Housing and Urban Affairs:** Dr. Ramakant, Deputy Advisor stressed on the role the swachagrahi workforce could play in spreading of nutrition related messages in urban area. He also highlighted that a calendar on thematic events was available for including Nutrition based messaging.

### **NITI Aayog and other Institutions**

13. **National Institution for Transforming India (NITI Aayog):** Shri Alok Kumar, Advisor, emphasized on the importance of Convergence and its impact on goals, outcomes, and shared responsibility & accountability for enhanced outreach. He emphasized on Behavioural Change Campaigns (health and hygiene practises), strategy of harmonized package of interventions for success of program, joint reviews, evaluation mechanisms and synergy between different monitoring software. Ms. Deepika Srivastava, Senior Advisor, emphasised on the significance for the mission to reach out to the vulnerable groups (based on religion, caste etc.) of the society at large, including tribal belts. She emphasised on the importance of socio-psycho and care behaviour aspects.

14. **Food Safety and Standards Authority:** Shri Anil Kumar highlighted on the 360 degree approach to be adopted for citizen guidance and behavioural changes in every sphere. The Safe and Nutritious Food (SNF) initiatives were explained. The issue of consumption of High

Fat Salt and Sugar (HFSS) Food and associated health risks its remedies were highlighted, which have been shared with MoHFW. Recommendations on Social and Behavioural Change towards consumption of HFSS food was stressed. To address the issue of micronutrient malnutrition, inclusion of fortified food was recommended as part of the PDS system at State level.

15. **Indian Council of Medical Research:** Dr. GS Toteja highlighted the various studies being carried out by ICMR on Nutrition. He assured to share the results as and when available.

16. **Dr. R.C Panda, Member of the Board of Coalition Food & Nutrition Security** laid emphasis on certain points related to POSHAN Abhiyaan. Recruitment of hamlet level women Change Leaders was suggested, to lead from the forefront. The local bodies at the villages and urban centers need to play a pivotal role, ensure convergence takes place with other social and people's movements like Swachh Bharat Abhiyaan, Beti Bachao Beti Padhao Abhiyaan etc. A special campaign on –SAM (Severely Affected Malnourished Children) Mukht Bharat may be commissioned to address 95 lac SAM Children. He suggested inclusion of Equity Audit ,Resources audit and Quality Audit at field level. Identification of Malnutrition hotspots to execute multi-sectoral result oriented schemes as part of district plans was highlighted.

### **Participating States**

17. **Secretary MWCD, Assam** shared initiatives taken by the State for promotion of Nutritional Status. A meeting Chaired by Chief Secretary, with all Deputy Commissioners of districts of Assam is scheduled to provide the required push to the program.

18. **Secretary MWCD, Chattisgarh** informed that Nutrition Counselling of pregnant women during ANC and nutritious diet for PNC mothers in JSSK menu is being incorporated and they are involving Mitaayan along with AWW for behaviour change activities.

19. **Secretary MWCD, Rajasthan** updated on the roll-out of ICDS-CAS, training of frontline functionaries and on the status of procurement of devices. The Rajasthan government has requested for beneficiary level data to be shared for validation and to ensure the quality of data.

20. **Secretary MWCD, Maharashtra** highlighted the prevalence of higher level of malnutrition and infant mortality in tribal areas. The requirement of special focus on vulnerable groups was discussed.

21. **Commissioner ICDS, Madhya Pradesh** updated on the status of ICDS CAS roll-out. He highlighted the role of the lady supervisors and their training on the mobile application.

### **Participating Districts**

22. **Districts Koppal and Yadgir (Karnataka).** The CEOs updated on the status of various schemes like Anna Bhagya sheer, bhagya milk, matra purna etc. The Status of NRC and AWCs was highlighted. Issues of poor attendance in community events/gatherings, availability of toilets in households were discussed. Distribution of healthy food in form of Chicki laddu ragi nutrition bar etc. was highlighted. The CEO suggested inclusion of

boundary wall as part of the AWC design, to avoid trespassing. It was also suggested that Balavikas Committees need to be strengthened and should be trained regarding ICDS Activities.

**23. Districts Balarampur, Bahraich, Sitapur, Shravasti, Gonda and Siddhartnagar (UP).**

The non-availability of field staff at AWCs and Supervisory staff at Block and district level, due to pending court litigation was highlighted. Infrastructure issues in terms of AWC buildings, poor quality of construction, reachability to catchment areas was discussed. Social issues like superstitious practises, caste system were highlighted. State level initiatives to address malnutrition like SHABRI (which looks at convergence), Wazan Tyohaar and Kuposhan Mukta Gaon were highlighted.

**24. District West Singhbhum (Jharkhand).** The District Commissioner presented the district profile, highlighting the special focus on the tribal community of “Ho”. The State level initiatives to address malnutrition were discussed. The use of MUAC technique to ascertain malnourishment in children was highlighted.

### **Decisions and Takeaways of the Meeting**

25. The following decisions were taken after the discussions and deliberations.

- i. On the occasion of Ambedkar Jayanti (14<sup>th</sup> April) this year, Gram Panchayats across the country may hold meetings to discuss on the Nutritional aspects and their implementation along with Health and Sanitation issues. All the Gram Panchayats will be advised to weigh the children and display the weights in the Anganwadi centres.
- ii. Best practices across the States/UTs which are successful in reducing Stunting, Anaemia and Malnutrition are to be studied and adopted.
- iii. The Ministry of Minority Affairs may also be invited for participation in POSHAN Abhiyaan.
- iv. Achieve Convergence at field level through participation of all frontline functionaries (AWW, ASHA, ANM, Day-NRLM, Swachhgrahis) across Schemes, platforms and events, ensuring multi-sectoral synergy towards Nutrition.
- v. The Jan Andolan needs to be all inclusive and spread across communities, casual work force, transient population, especially like women employed in tea plantation etc.
- vi. Possibility of releasing India Nutrition Report may be explored
- vii. The States/UTs should start immediate procurement of Growth monitoring devices, Phone and tablets through GeM.
- viii. States/UTs to release of funds to Districts for conduct of CBE at AWCs with participation of AWWs, ASHA, ANM and Day-NRLM.
- ix. States/UTs to constitute State Resource Group (SRG) & District Resource Group (DRG) for Implementation of ILA (Incremental Learning Approach).
- x. States/UTs to implement Convergent Action Plan the committees recommended at State, District and Block level must be constituted to prepare the plan.
- xi. States/UTs to initiate hiring of manpower for SPMU and district/block level manpower.

- xii. Local version of the guidelines and manuals should be prepared immediately.
  - xiii. States/UTs should adhere on norms related to food fortification and include them as part of the PDS system.
  - xiv. Initiate required action to vacate the Court stay or request for early hearing in respect of court cases related to filling up the post of field functionaries.
  - xv. The District Collectors who have not taken meeting on 10<sup>th</sup> January must do so immediately and follow the requisite schedule for the next meeting on 10<sup>th</sup> April.
  - xvi. For special focus on the deprived sections of the Society, District Collectors will hold a detailed survey of the people who are outside the Anganwadi System.
  - xvii. District Collectors must carry out gap analysis and set realistic achievable targets across all monitoring parameters.
26. Power point presentations attached at **Annexure II** for benefit of States/UTs
27. The meeting ended with the vote of thanks.

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**LIST OF PARTICIPANTS**

**Representative from Line Ministries**

Sh. K.S. Sethi	Joint Secretary, Ministry of Panchayati Raj
Sh. Atal Dulloo	Joint Secretary, MoRD
Sh. Samir Kumar	Economic Advisor , Ministry of Drinking water & Sanitation
Sh. Vinod k Tiwari	Joint Secretary, Ministry of Tribal Affairs
Dr. Ajay Khera	Deputy Commissioner & Public Specialist , MoHFW
Sh. G. Vijaya Bhaskar	Director, MHRD
Sh. Shiv Charan Singh	Additional Director MeITY
Sh. K.M.S. Khalse	Deputy Secretary , Department of Food & PD
Sh. Bhopendra Kumar	Sr. Consultant, MHRD, Mid day Meal Scheme
Ms. Ritu Aggarwal	Deputy Secretary, MHRD
Dr. Ramakant	Deputy Adviser Ministry of Urban Affairs
Dr. Bhagwat	MoRD
Ms. Ritu Pachori	Technical Officer, Ministry of Urban Affairs
Sh. Chhatrasal Chandra	Scientist -B, MeITY
Sh. Vidyasagar Jha	Research Assistant, Ministry of Environment Forests & Climate Change

**States Representatives**

Ms. S.S Meenakshi Sundaram	Secretary, Social Welfare Dept. Assam
Ms. Roli Singh	Secretary, WCD, Govt. of Rajasthan
Dr. M. Geetha	Secretary, WCD, Govt. of Chhattisgarh
Ms. Vinita Singal	Secretary, WCD, Govt. of Maharashtra
Sh. Sandeep Yadav	Commissioner, ICDS., Madhya Pradesh
Dr. Gitali Borah	MIS Specialist ICDS , WCD, Govt. of Assam

**Representatives from Institutions**

Shri Ashish Bahuguna	Chairperson , FSSAI
Shri Alok Kumar	Advisor, NITI Aayog
Ms. Deepika Srivastava	NITI Aayog
Dr. G.S. Toteja	Head Division Nutrition ICMR
Dr. Rita Patnaik	Deputy Director, NIPCCD
Shri Kumar Anil	Advisor, FSSAI
Dr. Ramesh Chandra Panda	Member, Coalition Food & Nutrition Security
Dr. U. Datta	Professor, NIHFWS

### **District Representatives**

Shri Kunal Silku	District Magistrate, Siddharthnagar, UP
Shri Deepak Meena	District Magistrate, Shravasti, UP
Dr. Avinash Menon	C.E.O. Zilla Parishad, Yadgir
Shri Venkat Raja	C.E.O. Zilla Parishad , Koppal
Shri Arana Rajkamal	D.C. West Singhbhum, Jharkhand
Shri Ramanuj Singh	ADM Balrampur,UP
Shri Dilip Kumar Panday	D.P.O. , Gonda, UP
Shri Ramchandra	C.D.O. , Behraich, UP
Shri Vivek Tripathi	Dist. Development Officer, Sitapur, UP
Dr. P. K Singh	ACMU Sitapur , UP

### **MWCD and CPMU**

Dr. Rajesh Kumar	Joint Secretary & Mission Director POSHAN Abhiyaan
Ms. Meera Ranjan Tshering	Joint Secretary
Shri K. B. Singh	Executive Director
Shri Sunil Kumar Choudhary	Project Manager
Shri Umesh Kumar Motish	Project Manager
Col. Sameer Kanwar (Retd)	Consultant, M&E
Ms. Shalini Singh	Consultant, BCC and Capacity Building
Ms. Mona.Y Jethwa	Consultant, Nutrition & Child Development
Ms. Mridu Markan	Consultant, Social Development & Community Mobilization
Shri Ravi Jain	Consultant (System Analysis)
Ms. Mamta Singh	Project Associate
Ms. Suchita Dahala	Project Associate
Shri Amit Gupta	Project Associate (IT)
Shri. Yogesh Sharma	Project Associate (IT)