This bulletin intends to capture the elements of POSHAN Abhiyaan, key conversations on nutrition, programmatic updates, key initiatives by stakeholders and much more. It will bring forth the spirit of Jan Bhagidari from the field.

https://icds-wcd.nic.in/nnm/Newsletter.htm
During the ‘Mann Ki Baat 2.0’ episode on 25th August, 2019, Hon’ble Prime Minister Shri Narendra Modi highlighted the following:

“My dear countrymen, our Sanskrit Subhashit, epigrammatic verses are, in a way, gems of wisdom. There is an excellent Subhashit that mentions:

“पृथिव्यां त्रीथि रत््यथि जलमन् ां सुभ्यथितम् |
मूढैःप्यि्यिखण्डेिु रत्सांज््य प्रदरीयतडे” ||

That is, water, grain and subhashit are the three gems found on earth. Imprudent people call stones as gems. In our culture, much glory has been ascribed to food. We have even converted the knowledge about food into a science. Balanced and nutritious food is essential for all of us, more so for women and newborns, since these two categories are the foundation of the future of our society. Under the ‘POSHAN Abhiyaan’ campaign, nutrition made available with the help of modern scientific methods is being converted into a mass movement all over the country. People are fighting a battle against malnutrition in innovative and interesting ways.

My friends, there are many little things that can be employed in our country’s effective fight against malnutrition. Today, due to lack of awareness, both poor and affluent families are affected by malnutrition. The month of September will be celebrated as ‘Poshan Maah’ across the country. You must get connected with it, get information about this initiative, and add some new facet to ‘POSHAN Abhiyaan’ by contributing to it. If you manage to save a few people from malnutrition, it would mean that we can bring the country out of the circle of malnutrition.”

Smt. Smriti Z. Irani, Hon’ble Minister of Women and Child Development, while felicitating Anganwadi Workers during the National Poshan Awards on 23rd August, 2019, mentioned the importance of ‘5 Sutras of Poshan’. On this occasion, Smt. Smriti Z. Irani said:

“The government will double its outreach during Poshan month by taking the message of the importance of the Paanch Sutras of nutrition to every household—the first golden 1,000 days in the life of a child, fight against Anemia and Diarrhoea, personal hygiene and knowledge of what is nutritious. Malnutrition is prevalent not only in rural and poor areas but also in urban areas of India and there is a need to spread awareness on what is healthy and nutritious food.”
POSHAN Abhiyaan, the Ministry of Women and Child Development’s flagship programme to improve nutritional outcomes for children, pregnant women and lactating mothers is celebrating the month of September as Rashtriya Poshan Maah 2019.

Earlier, in August 2019, Shri Narendra Modi, Hon’ble Prime Minister, spoke about the importance of nutrition for development of the nation during ‘Mann ki Baat’, highlighting POSHAN Abhiyaan’s initiative for ensuring a healthier future for the country’s Nari Shakti and Yuva Shakti. For this, he urged everyone to enthusiastically participate in Rashtriya Poshan Maah 2019.

Several steps have been undertaken by the Ministry of Women and Child Development (MoW&CD) to ensure a smooth roll-out of Rashtriya Poshan Maah 2019 across the country. On 23rd August 2019, an orientation workshop on Rashtriya Poshan Maah 2019 was led by Smt. Smriti Z. Irani, Hon’ble Minister, MoW&CD. As a follow-up, a video-conference was organized on 31st August, 2019 with States/UTs and partner ministries to review their preparedness for Poshan Maah. This was followed up with a meeting with States/UTs and the partner ministries under the chairmanship of Dr. Vinod Paul, Member (Health & Nutrition), NITI Aayog. The States/UTs and the partner ministries were guided on how to actualize ‘Poshan Tyohaar se Vyavahaar’ during the Maah.

Poshan Maah 2019 has been successfully launched across the country by National and State leaders.
Rashtriya Poshan Maah launch in Meghalaya
Rashtriya Poshan Maah launch in Sikkim
Rashtriya Poshan Maah launch in Puducherry
Rashtriya Poshan Maah launch in Assam
Rashtriya Poshan Maah launch in Goa
Rashtriya Poshan Maah launch in Rajasthan
Rashtriya Poshan Maah launch in Haryana
Rashtriya Poshan Maah launch in Uttar Pradesh
Rashtriya Poshan Maah launch in Madhya Pradesh
Rashtriya Poshan Maah launch in Andhra Pradesh
Hon’ble Union Minister for Home Affairs, at Dadra & Nagar Haveli
Hon’ble Union Minister for WCD and Hon’ble Minister of State-WCD Gujarat at Gandhinagar
Rashtriya Poshan Maah launch in Chhattisgarh
Rashtriya Poshan Maah launch in Goa
Rashtriya Poshan Maah launch in Rajasthan
Rashtriya Poshan Maah launch in Haryana
This year, Poshan Maah focusses on spreading the importance of ‘Poshan Ke Paanch Sutra’ namely First Golden 1,000 Days, Paushtik Aahar (Nutrient-Rich Foods), Anemia Prevention, Diarrhoea Management, and promoting Hygiene and Sanitation.
The child’s physical and mental development is rapid during the first 1,000 days. Mother and child require adequate nutrition, care and support during this period for optimal growth of the child.

**1 First Golden 1,000 Days**

**2 Anemia Prevention**

Screening and testing of anemia is important in all age groups so that appropriate treatment may be initiated as per the haemoglobin level of the individual. Women, adolescent girls and children should consume iron-rich foods, take iron supplement if prescribed, and deworm regularly.

Mothers should exclusively breastfeed children up to six months to avoid diarrhoea. ORS and extra fluids should be given to a child immediately at the onset of diarrhoea and continued till diarrhoea stops. Zinc should be given for 14 days to children suffering from diarrhoea, even if diarrhoea stops.

**3 Diarrhoea Management**

Consumption of clean water, always using a toilet and practicing good hygiene such as handwashing with soap are essential. Adolescent girls and women should practice personal hygiene during menstruation.

**4 Hygiene and Sanitation**

**5 Paushtik Aahar (Nutrient-Rich Foods)**

All age groups, including children from 6 months of age need to consume a variety of nutritious food in adequate quantities. These include food prepared at home such as roti/rice and yellow and black pulses, green leafy and yellow vegetables, and if non-vegetarian, add eggs, fish and meat along with one spoon of ghee/oil/butter.
Voices from the Field

The District Administration has generated a month-long calendar to undertake Jan Andolan activities and celebrate Poshan Maah. The district is proactively mobilizing local teachers and rural health service providers to give impetus to the campaign. A District Task Force has been created to focus on empowerment of adolescents girls and youth during this month. The Task Force has devised strategies to promote girls’ education and end child marriage. As a special effort, sensitization of staff at marriage halls/hotels is being undertaken to ensure child marriages can be curbed across the district.

**Khandwa, Madhya Pradesh**

In order to sensitize pregnant women and lactating mothers on the importance of nutritious diet, weekly Haat Bazaars are being organized. In these bazaars, healthy food options are kept on display, and women and adolescent girls are taught recipes for the same. These bazaars are turning out to be instrumental in spreading awareness about Paushtik Aahar. The field functionaries are making concerted efforts during the bazaar to educate people on the importance of eating right during the early 1,000 days of life.

**Shahpur, Maharastra**

National Cadet Corps (NCC) has been engaged in spreading the message of POSHAN Abhiyaan by undertaking awareness sessions on hygiene and sanitation practices. Hard-to-reach populace has been prioritized in this effort at Dainik Bhaskar Colony in the city. Demonstration sessions were also conducted to sensitize women on Paushtik Aahar and utilizing kitchen waste to prepare organic compost.

**Chandigarh**
ICDS-Common Application Software (CAS):

» More than 3.75 lakh Anganwadi workers are uploading data through ICDS-CAS

» 5.8 lakh smart phones and 6.17 lakh growth monitoring devices have been procured by States/UTs

» More than 6 crore families have been registered by frontline workers on ICDS-CAS for availing nutritional and health services. Data of 3 crore children, 19.5 lakh pregnant women and 21.5 lakh lactating mothers is being monitored for service delivery

States/UTs have conducted 14,200 convergence meetings from State/UT to Block level

Capacity Building-Incremental Learning Approach (ILA):

More than 9.25 lakh AWWs have been trained on different modules under ILA

September 2018 was celebrated as Rashtriya Poshan Maah across the country. Approximately 25 crore beneficiaries participated and more than 22 lakh activities were conducted across India. Activities like Anemia camps, Poshan rallies, Home-visits, Poshan Mela, Haat Bazaar and youth group meetings were conducted during the entire month. More than 15 Line Ministries participated enthusiastically during the Maah.

Poshan Pakhwada on lines of Poshan Maah was celebrated across the country from 8th to 22nd March, 2019. More than 82.75 lakh activities with participation of 44.8 crore beneficiaries was witnessed.

Community Based Events:

1.63 crore events have been organized at AWC level from April 2018 to July 2019

Village Health and Sanitation Nutrition Day:

More than 1.19 crore events have been organized at Anganwadi Centre (AWC) level from April 2018 to July 2019

The first National Level Award ceremony was held on 23rd August 2019, where efforts at State, District, Block and field functionary level were recognized. A total of 363 Awards, with financial implication of ₹22 crore were disseminated.
Glimpses of the Field

Visit by officials to Anganwadi Centres in Madhya Pradesh

Display of Paushtik Aahar in Chhattisgarh

School children participating in a poster making competition for Poshan Maah

Poshan Walk in Assam

Poshan Rally in Uttarakhand
Poshan Maah launch Rally in Manipur

Handwash practice with children in Gujarat

Growth monitoring at Anganwadi Centre in Jharkhand

Poshan Pledge in Andhra Pradesh