Strategies for POSHAN Abhiyaan under DAY-NRLM, MoRD
Goal
Poverty elimination through organising and building strong institutions of poor (women), enabling them to access financial resources at affordable terms, and, to have a portfolio of sustainable livelihoods.

Belief
Rural poor have the innate capacity and wisdom to come out of poverty – they only require guidance and handholding support.

Key Task
To reach out to 8-10 crore rural poor households (based on SECC 2011) in a time bound manner, and, stay engaged with them till they come out of abject poverty.
DAY-NRLM

Malnutrition

Unavoidable expenditure on medical treatment

Excessive quantum of loans

Financial loss and monetary insecurity

Poverty
Mission Snapshot

Footprint
4996 blocks across 29 States & 5 UTs

Women Mobilized in SHGs
5.39 Crore

SHGs promoted
47.2 lakh

VO & CLFs promoted
2.6 lakh VOs & 22,000 CLFs

Mahila Kisan Shashaktikaran Pariyojana
33.2 lakh women farmers

Community Resource Persons
1.85 lakh
DAY-NRLM contributes in 5 different ways

- **Women’s Empowerment**
  - Promotes strong institutions of the rural poor women and provides intensive capacity building and handholding support

- **Agriculture and Animal Husbandry**
  - Promotes diversified agriculture, value chain initiatives and sectoral interventions for e.g. goatery, piggery etc.

- **Vulnerability Reduction Fund**
  - VRF is provided to VOs to support families in need of food/medical-care/other vulnerabilities.

- **Behavior Change Communication**
  - SHG & VO platform can be effectively used to promote necessary behavior change and mobilise women for VHSND etc.

- **Mobilization and Demand Generation**
  - The Mission facilitates SHG members in accessing their entitlements, for e.g., Health and ICDS Services.
Towards Jan Andolan.....

**Intensive Approach**

- Developing two Resource Blocks in the States
- Implement Nutrition Sensitive and Nutrition Specific Interventions
- Establish demonstration sites for promoting MIYCN through Women’s Collectives
- Provide proof of concept of promoting MIYCN through Women’s Collectives

**Extensive Approach**

- Update policies/guidelines on Nutrition Specific Interventions
- Converge with NITI Aayog, NHM, ICDS and SBM for developing Joint Advisories and Guidelines
- Support states by rolling out specific guidelines for promoting MIYCN through Women’s Collectives
Strategies that Support POSHAN Abhiyaan

- BCC session roll-out in SHG meetings
- SHGs participation in community based events
- Convergence between ICDS, Health, Community Institutions
- Establishing Agri-nutrition linkages to promote dietary diversification
- Convergence with Nutrition Sensitive Interventions
Kitchen Gardening (Maharashtra)

- In January 2017, 497 households in 5 Districts were supported to cultivate homestead vegetable gardens

- Data was analyzed in December 2017:
  - Production was for 128 days, and vegetable were consumed for 122 days
  - This was coupled with dietary education
  - Diet diversity increased from 3-4 food groups to 5-7 food groups
  - There was an increase in income, too. Against an investment of Rs. 8.50 lakhs, income exceeded Rs 23 lakhs
Examples from States

Behaviour Change Communication

• The SHG and VO platform can be effectively used to promote necessary behaviour change

• Examples of work done in convergence with NHM and ICDS:

  - **West Bengal**: Immunization coverage in Uttar Dinajpur increased from 53% in December 2015 to > 90% in December 2017

  - **Bihar**: Over a 4 year period, in 35 Blocks
    - 68.2% of mothers practiced exclusive breast feeding as compared to 50.2% in the Control Areas
    - 58% of children aged 6 – 23 months had a Minimum Dietary Diversity as compared to 30% in the Control Areas
    - 29.5% of children aged 6-23 months had a Minimum Acceptable Diet as compared to 15.9% in the Control Areas
Examples from States

248 units, owned and operated by 2023 women supplies supplementary nutrition for children between 6 months and 3 years in collaboration with Social Welfare Department. The turnover of this intervention is about Rs. 100 crore.

Wheatamix plant run by 30 SHG members – covers requirements of about 6700 recipients through 100 Aaganwadis
Some Steps towards Convergence and Roll out

• Issued Master Circular on FNHW interventions in August 2017

• Issued a Joint Advisory in January 2018 to bring convergent effort among NHM, DAY-NRLM and NNM

• Conducted National level workshops on Food Nutrition, Health, Water and Sanitation in August 2018 for integrating and rolling out FNHW interventions in 7 states

• Developed pool of National Resource Persons (NRPs) related to Health, Nutrition and WASH for providing technical support to State missions
## Activity Plan for Poshan Maah

<table>
<thead>
<tr>
<th>Activity 1</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
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## Media Plan for Poshan Maah

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<th>Mode</th>
<th>Activity</th>
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<td>Facebook</td>
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<td>States Mission and National level</td>
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Thank You