



## National Nutrition Mission (Poshan Abhiyaan): An overview

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<b>Review Article</b> Received on July 24, 2023 Revised on August 29, 2023 Accepted on September 19, 2023 Published on October 27, 2023  <b>Article Authors</b> Pratibha Pal, Neelesh Kumar Maurya  <b>Corresponding Author Email</b> <a href="mailto:ppal0875@gmail.com">ppal0875@gmail.com</a>	On March 8, 2018, the Honorable Prime Minister of India inaugurated the Poshan Abhiyaan in the Jhunjhunu region of Rajasthan. The primary objective of the Abhiyaan program is to strongly emphasize the nutritional status of teenage girls, pregnant women, breastfeeding mothers, and young children aged 0 to 6. The program focuses on adolescent girls, pregnant women and lactating mothers. It uses technology, convergence, and community involvement with a targeted approach to reduce the prevalence of stunting, undernutrition, anaemia and low birth weight in children. In addition, the program's primary target population is pregnant women or nursing mothers. The review article emphasizes the purpose, targeted population, Poshan Abhiyaan 2023 activities, features, significance, concerns and other aspects of the Anganwadi Service Scheme under Poshan 2.0.
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The programme focuses on adolescent girls, pregnant women, and lactating mothers, and it uses technology, convergence and community involvement with a targeted approach in an effort to reduce the prevalence of stunting, undernutrition, anaemia and low birth weight in children. In addition, the programme's primary target population is pregnant women or nursing their children. "Nutrition for All: Together towards a Healthy India" is the subject that will be highlighted during this year's Poshan Pakhwada 2023. Because the year 2023 has been designated as the International Year of Millets, the objective of this year's Poshan Pakhwada will be to raise awareness about 'Shree Anna' also known as the mother of all grains, as an effective tool for combating malnutrition (Londhe et

al., 2023, Kapur and Suri, 2020). Poshan Abhiyaan is an overarching umbrella scheme that aims to improve the nutritional outcomes for children, pregnant women, and lactating mothers by holistically addressing the multiple determinants of malnutrition. Additionally, the programme attempts to priorities the efforts of all stakeholders on a comprehensive package of intervention and services targeted for the first 1,000 days of a child's life. It plans to accomplish this goal by establishing an appropriate governance structure, maximizing and stepping up the implementation of existing programmes across multiple ministries and simultaneously attempting to enlist the knowledge and efforts of a wide variety of other stakeholders, including state governments, communities, think

tanks, charitable foundations, and other civil society actors. This will be done by leveraging and intensifying the implementation of existing programmes across multiple ministries. It is hoped that this will result in a reduction of two percentage points per year in the prevalence of stunting, underweight, and low birth weight in children, as well as a reduction of three percentage points per year in the prevalence of anaemia in children (and young females (Kapur and Suri, 2020 and <https://vikaspedia.in/aspirationaldistricts/maharashtra/osmanabad/best-practices/poshan-abhiyaaninitiative>).

It rests on the foundation of four pillars. Ensuring that every mother and child, throughout the whole continuum of care, has access to excellent services; this is especially important during the first 1,000 days of a child's life. Ensuring the convergence of a number of different programmes and schemes, including ICDS, PMMVY, NHM (with its subcomponents such as JSY, MCP card, Anaemia Mukh Bharat, RBSK, IDCF, HBNC, HBYC and Take Home Rations), Swachh Bharat Mission, National Drinking Water Mission, NRLM, etc. Utilizing technology (ICDS- CAS) to provide frontline workers with information in close proximity to real time with the goal of ensuring prompt and preventative action as opposed to reactive action Jan Andolan. Engaging the community in this mission to guarantee that it goes beyond the boundaries of merely being a government initiative and instead becomes a people's movement that induces large-scale behavioral change with the ownership of the efforts being placed in the community rather than in the delivery mechanisms of the government. The 2019 Rashtriya Gaurav awards and promotions will be held in the facilities of the Delhi Press Club of India. On his birthday, the supremely renowned "Swami Shri Trilokinath Ji" released the first poster of the "Hoonar India" programme for the students of government schools in the country. In addition, young people from various states of India were honored for their contributions to India's national cause (<https://vikaspedia.in/aspirational-districts/maharashtra/osmanabad/bestpractices/poshan-abhiyaan-initiative>, <https://www.iasgyan.in/daily-current-affairs/poshan-abhiyan>, <https://www.iasgyan.in/daily-current-affairs/nutrition-smart-villages>).

## Achievements

- The Rashtriya Gaurav Award for 2018-19 was presented to the district's Collector Deepa Mudhol-Munde and Zilla Parishad CEO Sanjay Kolte. Both of these individuals were honored for their contributions. In the state of Maharashtra, the district of Osmanabad has been recognized as having achieved the highest level of success in putting into action the "poshan abhiyaan" initiative of the Central Government and reducing the number of undernourished and stunted children. The schemes were implemented by the child and women's welfare department of the Osmanabad ZP through 'bachat gats' (self-help groups), Anganwadi workers, their officers, and public participation. Recently under various interventions of the Ministry of Women and Child Development (MWCD) and the Ministry of Ayush, close to 4.37 lakh Anganwadi centers have set up Poshan Vatikas.
- Activities for establishing Poshan Vatikas around the nation, complete with backyard poultry and fishing units are now being carried out in a significant manner as part of the ongoing Poshan Maah 2022.
- Additionally, so far, 1.10 lakh medicinal saplings have been planted across some of the selected districts in six states. These districts are spread out across the country, Poshan Maah?
- This is the Rashtriya. In accordance with the Poshan Abhiyaan, the festival of Poshan Maah is held every year during the month of September.
- It involves a month-long programme that focuses on prenatal care, effective breastfeeding, anaemia, growth monitoring, girls' education, food, the appropriate age to be married, cleanliness and sanitation, and eating properly (food fortification).
- The Jan Andolan guidelines serve as the foundation for the activities, which place an emphasis on social and behavioral change communication (SBCC).
- The strategic use of communication tactics is at the heart of SBCC, which aims to foster shifts in knowledge, attitudes, norms, beliefs and behaviors among target audiences.
- The term "Poshan Vatika" refers to a small plot of land on which the members of a household cultivate vegetables in order to reduce the risk of malnutrition for the entire family, with a particular

focus on the well-being of the family's younger members and its female members.

- Its primary purpose is to do this by cultivating one's own organic vegetables and fruits at home while at the same time ensuring that the soil continues to be in good health.
- Plantation campaigns for Poshan Vatikas will be taken up by all of the stakeholders in the space that is available at anganwadis, school premises and gramme panchayats as part of the implementation process.

## National Nutrition Mission

About Poshan Abhyaan on March 8, 2018, the Government of India started Poshan Abhyaan, also known as the National Nutrition Mission. The goals of the Abhiyaan are to bring the rates of stunting, undernutrition, and anaemia (among early children, women and teenage girls), as well as low birth weight, down by 2%, 2%, 3% and 2% every year, respectively. The mission's objective is to reduce the prevalence of stunting among children aged 0-6 years from the current rate of 38.4% to 25% by the year 2022. The Poshan Abhiyaan is an initiative that strives to assure service delivery and interventions via the use of technology, behavioral change through convergence, and precise objectives to be reached across a variety of monitoring indicators. As part of the Abhiyaan, one Swasth Bharat Prerak will be assigned to each district so that they may coordinate with district authorities and ensure that the Abhiyaan is carried out in a timely and effective manner all throughout the nation. The Swasth Bharat Preraks would act as a catalytic component, accelerating the whole process of the Abhiyaan's implementation (<https://wcdhry.gov.in/schemes-for-children/poshan-abhiyan>).

## Poshan 2.0

### About

In order to create synergies in operations and adopt an integrated strategy in the nutrition services system. The government has merged many initiatives that had similar goals, such as the Supplemental Nutrition Programme and the Poshan Abhiyaan, under one umbrella called Mission Poshan 2.0.

## Components

### Convergence

The goal of the Abhiyaan is to guarantee that all of MWCD's programmes that are connected to nutrition will converge on the target population. The Abhiyaan will work to ensure that a number of different projects converge.

### ICDS-CAS

The monitoring of a person's nutritional status will be carried out using software.

### Modification of Behavior

The Abhiyaan will be directed as a Jan Andolan, in which the participation of a large number of people is wanted. A community-based event will take place once a month with the purpose of raising awareness and discussing concerns.

### Incentives

Front-line employees will be offered incentives for performance based on their overall performance. The incremental learning approach is going to be used for training and capacity building, and it will be used to teach 21 theme modules. Frontline workers are going to be the ones that receive instruction from master trainers.

### Redress of Dissatisfaction

A contact center will be established in order to facilitate easy access to remedies for any problems that may arise (<https://vikaspedia.in/aspirationaldistricts/maharashtra/osmanabad/best-practices/poshan-abhiyaan-initiative>, <https://www.iasgyan.in/daily-current-affairs/nutrition-smart-villages>, <https://wcdhry.gov.in/schemes-for-children/poshan-abhiyan>).

## Nutritional Deficiencies and Anaemia in Children

Although there has been some progress over the years, the National Family Health Survey (NFHS) - 5 found that India still has unacceptably high levels of stunting. This is despite the fact that there has been some improvement.

35.5 % of children less than five years old had stunted growth in 2019-21, while 32.1 % of these same youngsters were underweight.

### Report on the Global Status of Nutrition in 2021

The findings of the Global Nutrition Report (GNR, 2021) indicate that India has not made any headway in reducing the prevalence of anaemia and wasting among children. Childhood wasting affects more than seventeen percent of children in India who are younger than five years old. According to the findings presented in NFHS 2019-21, the rate of anaemia among children aged 6-59 months had the greatest increase, rising to 67.1 % (NFHS-5) from 58.6 % (NFHS-4, 2015-16). According to the Human Capital Index (2020), India is ranked number 116 out of 180 nations. The knowledge, abilities, and state of health that individuals build up over the course of their lives to the point where they are able to realize their full potential as contributing members of society are all examples of human capital.

### Impact Study of Poshan Abhiyaan

#### Preserving Nutrition Progress in India

Poshan Abhiyaan NITI Aayog examined Poshan Abhiyaan's execution and the Covid-19 pandemic's effects on nutrition and health services in Pandemic Times. Report highlights here:

- Poshan Abhiyaan helped health and nutrition systems survive Covid-19.
- NITI Aayog evaluated centrally sponsored schemes in women's and child's development, including the Anganwadi Services Scheme. The government has taken the following initiatives to address scheme governance and infrastructure issues.
- Saksham Anganwadi would fortify and modernize two lakh AWCs (40,000 per year) nationwide to promote nutrition, early childcare and education.
- Aspirational districts will upgrade 40,000 AWCs this year into Saksham Anganwadis with superior infrastructure like internet/ wifi, LED displays, smart learning, audio-visual aids and child-friendly learning equipment.
- States and UTs have received Swacchta Action Plan (SAP) money for toilet and drinking water buildings.

- States and UTs should install rainwater harvesting in government owned Anganwadis.
- In collaboration with the Department of Drinking Water and Sanitation, Anganwadi Centre's are being piped clean drinking water.
- For five years ending FY 2025–26, MGNREGS would build 50,000 AWCs (10,000 per year). MGNREGS has amended AWC building cost norms to Rs. 12 lakh per AWC.
- Furniture, equipment, etc. are granted.
- Anganwadi Workers (AWWs) receive smart phones to improve service.
- Saksham Anganwadi and Poshan 2.0 would receive Rs. 20,263.07 crore in the BE for FY 2022-23. The scheme's components are funded. Based on state and UT needs, the funding has grown.

Governance issues include strengthening nutritional content, delivery outreach, and outcomes to improve programme effectiveness and ensure that all benefits, including supplementary nutrition, reach the intended beneficiaries. Nutritional quality, testing, delivery and governance have been improved. Poshan Tracker, an ICT- enabled tool, collects near-real-time data on Anganwadi service delivery and monitoring nationwide. For total beneficiary management, Poshan Tracker monitors Anganwadi Centre (AWC) activities, including AWW service delivery. Poshan Tracker beneficiaries are Aadhar-verified. Poshan Abhiyaan has identified 18 ministries and departments' high-impact initiatives, notably during the first 1,000 days of infant life. Each convergent ministry or department develops and implements a nutrition action plan. The Chief Secretary chairs the quarterly Convergence Action Plan (CAP) meeting to ensure state-level convergence. DCs and DMs also need quarterly CAP meetings.

### Conclusion

Poshan Abhiyaan emphasizes nutrition in the first 1,000 days. Poshan Abhiyaan has enabled a nationwide jan-andolan to transform nutrition-related behaviors to improve feeding and health care. Poshan Abhiyaan emphasizes nutrition in the first 1,000 days. Poshan Abhiyaan has enabled a nationwide jan-andolan to transform nutrition-related behaviors to improve feeding and health care.

Poshan Abhiyaan showed that multi-level institutional frameworks operationalize inter-sectoral convergence processes. Poshan Abhiyaan demonstrated real-time monitoring of large-scale health and nutrition interventions using technology. Poshan Abhiyaan helped health and nutrition systems survive Covid-19. The capacity development component of Poshan Abhiyaan has trained all state Anganwadi personnel in various modules. Key modules include identification and care of a weak newborn baby, complementary feeding, diet diversity, timely initiation, the importance of diet diversity in complementary feeding, ensuring complementary feeding improves over time, ensuring exclusive breastfeeding, supporting mothers with breastfeeding issues, etc. Anganwadi workers must also make four prenatal care visits. Anganwadi workers receive incentives for making at least 60% of home visits to pregnant women, lactating mothers, and children under two. During home visits, women get supplemental feeding and other infant and young child feeding advice. India has one of the highest percentages of malnourished children. The programme's obstacles are solvable. Poshan Abhiyaan's advanced features need fixing in the fundamentals first.

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