

## **POSHAN Abhiyaan: Best Practices, Innovations and Success Stories**

(Ministry of Women and Child development)

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*“Many creative and diverse efforts are being made all over the country against malnutrition. Better use of technology and also public participation has become an important part of the Nutrition campaign.”*

[-Prime Minister Narendra Modi](#)

### **Introduction**

The 5th Rashtriya Poshan Maah is being celebrated across the country from September 01 to 30, 2022 under POSHAN Abhiyaan- Government of India’s flagship programme to improve nutritional outcomes for children, adolescent girls, pregnant women and lactating mothers.

The Abhiyaan makes interventions through use of technology, behavioural change and convergence and has been rolled-out in all States and UTs. The importance of innovation and the need for replication of Best-Practices is a key strategy for addressing the challenge of malnutrition.



### **Snapshots of award-winning best practices under POSHAN Abhiyaan**

The districts of Datia (Madhya Pradesh), Asifabad (Telengana) and Bongaigaon (Assam) have been recognised for their pioneering work in the area of nutrition under the PM Awards for Excellence in POSHAN Abhiyaan.

- **Mission Sampurna Poshan in Asifabad, Telangana:** The Programme enabled **local production and consumption of millets** to address challenges of nutritional deficiency. Under the programme, Food Festivals, Millet recipe trainings etc. were conducted. To promote millets, subsidized seeds were distributed to 2500 households on a pilot basis. 80% of beneficiaries are now consuming millets.
- **Mera Bachcha Abhiyaan in Datia, Madhya Pradesh:** The approach was to address the problem of capacity gap in the family of a malnourished child. The programme aimed at developing personal and emotional connects between an Adopter and Child for speedy recovery through Jan Bhagidari.
- **Project Sampurna in Bongaigaon, Assam:** Concept of ‘**Buddy Mothers**’ was introduced wherein **two mothers formed a pair, one with a healthy child and the other with a malnourished child**. They exchanged best practices and worked on diet charts to monitor the daily food intake of their children.

### Innovation using Games for Learning

#### **An initiative in Giridih, Jharkand**

Educating community members on the importance of growth monitoring and development of their children and the right practices related to health, nutrition and WASH (Water, Sanitation and Hygiene) has always been a challenge for Anganwadi Workers (AWWs).

While working for the cause, two simple tools were adopted for educating mothers and caregivers on health and nutritional behaviour. **A community growth monitoring chart** for discussing the nutritional status of children with the mothers and caregivers was introduced. A day-long training was also organized for AWWs on how to use the tool during the community meeting.

A community growth chart, printed on a large flex material was provided to all the AWCs. The printed flex would be spread on the floor and the children would be made to stand on the growth monitoring chart as per their measurements. This helped Anganwadi Workers (AWW) educate mothers and caregivers on the nutritional status of their children and counsel them on the steps to be taken for home-based care of their children. This led to mothers coming regularly to the AWC and discussing the health and nutritional status of their children.



The other challenge was to create awareness among children, mothers and caregivers on health and nutrition behaviour.

Improvisation **and introduction of the game of "Saapn and Seedhi"** in the AWC was done in the catchment district. Children would move on the game laid on the floor as per the dice score. They would move up on the ladder if they reached a house which mentioned a good and healthy practice such as handwashing etc. and, similarly on reaching a house which mentioned an unhealthy practice, the game showed a snake bringing them down.

These two simple interventions have created a landmark and the State is contemplating replication of the two innovations across all the districts.

### **Khelo aur Padho: Use of indigenous Toys**

Under the National Action Plan for Toys, the Ministry of Women and Child Development has emphasized its commitment towards **use of local indigenous and DIY toys in Anganwadi Centres**. To promote the spirit of '*Ek Bharat, Sreshth Bharat*' (EBSB), States/ UTs have been paired and asked to exchange their local play material, toys, folk stories etc. with each other.



### **Inclusion of toys for Early Childhood Care and Education (ECCE) as a major theme under Poshan Maah, September 1-30, 2022**

*"Bacha aur Shiksha"* and *"Poshan bhi, Padhai bhi"* is one of the key themes of Poshan Maah this year. As a part of this initiative, all AWWs have been asked to organize **community events to promote toy-based and play-based learning and sensitizing caregivers and parents to use**



**indigenous toys at home.** Further, **organization of state level indigenous toy fairs and toy making workshops at Anganwadi Centres** are envisaged during Poshan Maah.

In keeping with the theme, so far, some States have undertaken activities such as organization of State Toyathon /Toy Fair in Manipur, Mini Children's Toy Play and Learn Fair organized in AWCs in Gujarat, Local Toy Making Workshops organized in AWCs in Jharkhand, toy-making by children and mothers at AWCs in Odisha etc.

### Examples of North-Eastern and Tribal Toys



Whistle made of coconut leaf strip



Bamboo boats in Arunachal Pradesh



Traditional masks in Arunachal Pradesh



Toy loom of Assam



Child playing with toy car made of Banana



Rattle made with bottle gourd

### Success Stories

#### **Resumption of essential Health and Nutrition services in Begusarai district**

**Observation of Complimentary Feeding (CF) day:** Scheduled CF day (Annaprasan) as an AWC based activity was organised at AWC premises after a long gap due to COVID-19 pandemic. Mothers were encouraged to **initiate timely CF for ensuring minimum four out of seven food groups for dietary diversity, and minimum meal frequency, childcare and hygienic practices.**

Implementation of energy dense "Paushtic Laddu" was prepared and distributed by all the Anganwadi Workers.



### **Nutrition and Health workshop for Field Level Workers (FLWs) organised in Simri (Buxar)**

In Simri Block of Buxar district in Bihar, a one-day nutrition and health-related workshop was organized in the Block auditorium in which information was given about the nutritious elements available from traditional food items.

The preparation of food items was demonstrated to the Field Level Workers (FLWs) present in the workshop using different types of millets available in the local market, with an instruction to provide this information to the women especially the pregnant and lactating mothers during their home visits.



### **Conclusion**

Many creative and diverse efforts are being made all over the country against malnutrition. Better use of technology and increased public participation have become an important part of the Nutrition campaign. Efforts for social awareness will continue to play an important role in tackling the challenges of malnutrition.

**AG/HP/RC/KG**