



PRESS INFORMATION BUREAU
(Research Unit)
Ministry of Information and Broadcasting
Government of India



(Frequently Asked Questions (FAQs))

POSHAN Abhiyaan

Prime Minister's Overarching Scheme for Holistic Nourishment

(Ministry of Women & Child Development)

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POSHAN Abhiyaan is the Government of India's **flagship programme** to improve nutritional outcomes for children, adolescents, pregnant women and lactating mothers by leveraging technology, a targeted approach and convergence. POSHAN (Prime Minister's Overarching Scheme for Holistic Nourishment) Abhiyaan is not a programme but a Jan Andolan, and Bhagidaari, meaning "People's Movement." This programme incorporates inclusive participation of public representatives of local bodies, government departments of the state, social organizations and the public and private sector at large.¹

Under POSHAN Abhiyaan, the high impact interventions of **18 Ministries/Departments** have been mapped out, especially during the first 1000 days of child-life since conception. Each converging Ministry/Department prepares an action plan related to nutrition and integrates it with its ongoing activities. The programme, through the stated targets, will strive to reduce the level of stunting, under-nutrition, anaemia and low birth weight babies.

1. What is POSHAN Abhiyaan?

POSHAN Abhiyaan was **launched by the Prime Minister Shri Narendra Modi** on the occasion of the International Women's Day on 8th March, 2018 from Jhunjhunu in Rajasthan.²

POSHAN Abhiyaan^{[3][4]}, provides a platform to converge the activities of various stakeholders towards attaining the goal of 'Suposhit Bharat.' Under POSHAN Abhiyaan, the high impact interventions of 18 Ministries/Departments have been mapped out, especially during the first 1000 days of child-life since conception. Each converging Ministry/Department prepares an action plan related to nutrition and integrates it with its ongoing activities.

NITI Aayog has played a critical role in shaping the POSHAN Abhiyaan. The **National Nutrition Strategy** (NNS), released by NITI Aayog in September 2017, presented a micro-analysis of the problems persisting in the nutrition domain and chalked out an in-depth strategy for course correction. Most of the recommendations presented in the strategy document were subsumed within the design of POSHAN Abhiyaan. To see the salient features of the NNS, [click here](#).

¹https://www.nhp.gov.in/rashtirya-poshan-maah-2021_pg

²https://www.niti.gov.in/sites/default/files/2020-02/POSHAN_Abhiyaan_first_progress_report_6_Feb_2019.pdf

³<https://icds-wcd.nic.in/nnm/home.htm>

⁴<https://www.niti.gov.in/documents/poshan-abhiyaan-reports>

2. What is the target of this scheme?

[Target of the Abhiyaan](#)⁵ is to reduce stunting in children (0-6 years of age) from 38.4% to 25% by 2022.

3. What are the goals and the target groups covered under POSHAN Abhiyaan?

The [goals of POSHAN Abhiyaan](#)⁶ are to achieve improvement in nutritional status of children from 0-6 years, adolescent girls, pregnant women and lactating mothers in a time-bound manner during the three years with fixed targets as under:

S.No	Target Group	Target
1.	Prevent and reduce Stunting in children (0- 6 years)	By 6% @ 2% p.a.
2.	Prevent and reduce under-nutrition (underweight prevalence) in children (0-6 years)	By 6% @ 2% p.a.
3.	Reduce the prevalence of anaemia among young children (6-59 months)	By 9% @ 3% p.a.
4.	Reduce the prevalence of anaemia among Women and Adolescent Girls in the age group of 15-49 years.	By 9% @ 3% p.a.
5.	Reduce Low Birth Weight (LBW).	By 6% @ 2% p.a.

4. What are the objectives of the POSHAN Abhiyaan Scheme?

The [objective of POSHAN Abhiyaan](#)⁷ is to reduce stunting across districts with the highest malnutrition burden by improving utilization of key *anganwadi* services and improving the quality of *anganwadi* services delivery. In addition, the POSHAN Abhiyaan explicitly recognizes the need for convergence and coordination such that the benefits of multiple government schemes and programs reach women and children in the first 1000 days of a child's life.

5. How many states/districts are covered under this scheme?

[States/districts covered under the schemes:](#)⁸

Year	States/Districts to be covered
2017-18	315 common districts identified in the descending order of prevalence of stunting from amongst 201 districts identified by NITI Aayog on the basis of National Family Health Survey-4 data, 162 ISSNIP (ICDS Systems Strengthening & Nutrition Improvement Program) districts and 106 districts of Scheme for Adolescent Girls.
2018-19	235 districts based on the status of under-nutrition in various States/UTs to be identified generally based on prevalence of stunting.
2019-20	Remaining districts of all 36 States/UTs.

⁵<https://www.niti.gov.in/sites/default/files/2020-10/AbhiyaanMonitoringReport.pdf>

⁶<https://www.niti.gov.in/sites/default/files/2020-10/AbhiyaanMonitoringReport.pdf>

⁷https://www.niti.gov.in/sites/default/files/2020-02/POSHAN_Abhiyaan_first_progress_report_6_Feb_2019.pdf

⁸https://icds-wcd.nic.in/nnm/NNM-Web-Contents/LEFT-MENU/Review-Meetings/VC_15-03-2018/Annexure-A.pdf

6. What are the features of POSHAN Abhiyaan?

The [prominent features of PoshanAbhiyaan](#)⁹ are:

- A high impact package of interventions with a focus on (but not limited to) the first 1000 days of a child's life.
- Strengthening delivery of this high impact package of interventions through Remodelling of nutrition monitoring through the introduction of ICDS-CAS (Integrated Child Development Services - Common Application Software) which leverages technology for management as well as monitoring.
- Improving capacities of frontline workers through the Incremental Learning Approach (ILA) mechanism.
- Emphasizing convergent actions among the frontline workforce, including through performance linked joint incentives for the 3As (ASHA, Anganwadi& ANM).
- A focus on cross-sectoral convergence to emphasize the multi-dimensional nature of malnutrition, mapping of various Schemes contributing towards addressing malnutrition.
- Convergence committees at the state, district and block levels will supporting decentralized and convergent planning and implementation, supported by flexi-pool and innovation funds to encourage contextualized solutions.
- Ramping up behaviour change communication and community mobilization through Jan Andolan, a large-scale national nutrition behaviour change campaign that uses community-based events, mass media and other approaches.

7. What is the role of NITI Aayog in this scheme?

[NITI Aayog has played a critical role in shaping the POSHAN Abhiyaan](#)¹⁰. The National Nutrition Strategy, released by NITI Aayog in September 2017, presented a micro-analysis of the problems persisting in the nutrition domain and chalked out an in-depth strategy for course correction. Most of the recommendations presented in the strategy document were subsumed within the design of POSHAN Abhiyaan.

NITI Aayog has been entrusted with the task of:

- Bringing about convergence and role clarity among the various ministries as well as states;
- Providing oversight for monitoring and evaluation of how the mission is being implemented;
- Providing technical support; and
- Mobilizing philanthropies and others to build a Jan Andolan around POSHAN.

As a part of its mandate, the National Council on India's Nutrition Challenges under the Chairmanship of Vice-Chairman NITI Aayog is required to submit a report on the status of implementation of POSHAN Abhiyaan every six months to the Prime Minister.

8. What is the Rashtriya POSHAN Maah celebration?

⁹<https://www.niti.gov.in/sites/default/files/2020-10/AbhiyaanMonitoringReport.pdf>

¹⁰<https://www.niti.gov.in/documents/poshan-abhiyaan-reports>

In order to ensure community mobilization and bolster people’s participation, **every year, the month of September is celebrated as POSHAN Maah** across the country. POSHAN Abhiyaan overall intends to increase nutritional awareness and responsiveness among mothers of young children, adolescent girls, pregnant and lactating women, family members including husbands, father, mothers-in-law and community members, health care providers (ANM, ASHA, Anganwadi worker) about vital nutrition behaviours.

This year, as India celebrates the AzadiKaAmritMahotsav¹¹, to ensure speedy & intensive outreach, the entire month had been subdivided into weekly themes for focused and assimilated approach towards improving Holistic Nutrition.

The following table highlights the thematic approach which was followed in 2021:

	Dates (Weekly)	Theme
Theme 1	1-7 September	Plantation Activity as “PoshanVatika”
Theme 2	8-15 September	Yoga and AYUSH for Nutrition
Theme 3	16-23 September	Distribution of ‘Regional Nutrition Kit’ to Anganwadi beneficiaries of High Burdened Districts
Theme 4	24-30 September	Identification of SAM children and distribution of nutritious food

9. What are the pillars of POSHAN Abhiyaan?

For implementation of POSHAN Abhiyaan, the core strategy/pillars of the mission are:

- ICDS-CAS
- Convergence
- Behavioural change, IEC Advocacy
- Training and Capacity building
- Innovations
- Incentives
- Grievance Redressal

10. What do you mean by POSHAN Pakhwada?

To celebrate the second anniversary of POSHAN Abhiyaan, PoshanPakhwada¹² was celebrated during March 08 -22, 2020. The focus area of PoshanPakhwada 2020 was

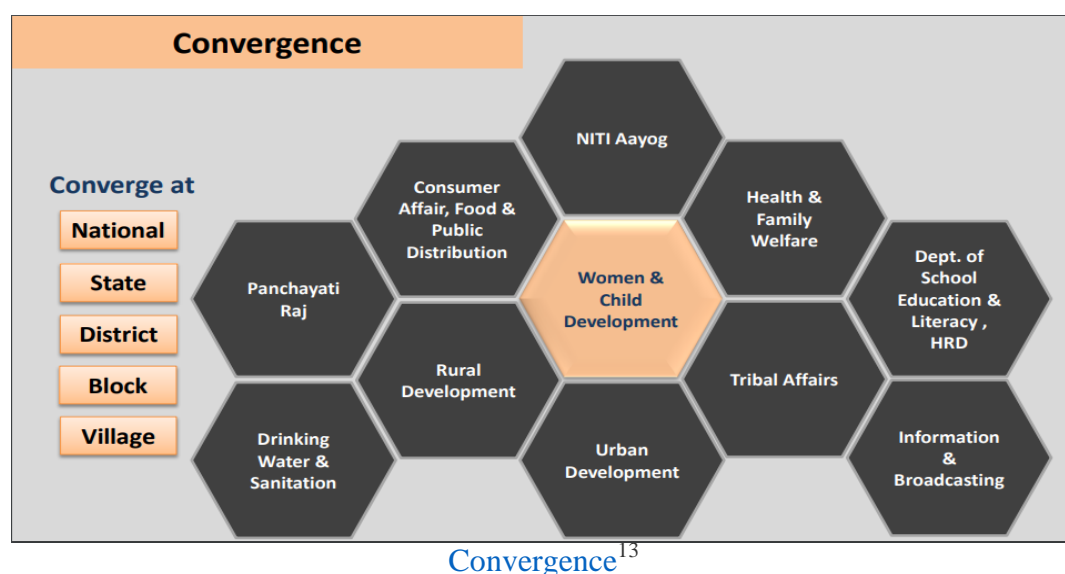
¹¹<https://pib.gov.in/PressReleasePage.aspx?PRID=1750104>

¹²<https://icds-wcd.nic.in/nm/PoshanPakhwada/March2020/ConceptNote.pdf>

‘Men for Nutrition - Increasing Male Engagement in POSHAN Abhiyaan to Improve Nutritional Indicators.’ In order to create momentum towards nutrition at national, state, district, block and village levels, each of the State/UT played a key role for implementing various activities during the Pakhwada, similar to PoshanMaah. States/UTs engaged respective Chief Ministers, especially during the launch of PoshanPakhwada 2020, which helped in sensitization of masses towards adoption of Nutritional Behaviours.

11. How many Ministries are working on POSHAN Abhiyaan?

The following Ministries are working on POSHAN Abhiyaan:



12. What are the events under POSHAN Abhiyaan?

- Community Based Events (CBE)¹⁴

Community Based Events (CBE) are celebrated on the 8th & 22nd of every month in all *anganwadis*. The themes include AnnaprasanDiwas, SuposhanDiwas, celebrating coming of age – getting ready for preschool at AWC(Anganwadi Centre), messages related to public health for improvement of nutrition and to reduce illness etc. The expenditure will be Rs 15.58 crore @ Rs 250/- per event per AWC.

- Village Health Sanitation Nutrition Day (VHSND)¹⁵

Village Health Sanitation Nutrition Day is conducted regularly on 15th of the month in convergence with health department and the Gram Panchayat.

13. What are the progress and achievements made under POSHAN Abhiyaan?

The Progress and achievements as of 2019¹⁶:

¹³https://icds-wcd.nic.in/nm/NNM-Web-Contents/LEFT-MENU/Review-Meetings/VC_15-03-2018/Annexure-A.pdf

¹⁴<https://wcdhry.gov.in/schemes-for-children/poshan-abhiyan/>

¹⁵<https://wcdhry.gov.in/schemes-for-children/poshan-abhiyan/>

- Under POSHAN Abhiyaan, all districts of 36 States/UTs have been covered for roll-out.
- State, District and Block level convergence meetings are held regularly in most of the States/UTs.
- Procurement of smart phones has been coordinated through the Government e-Marketplace (GeM) Portal. States/UTs are at various stages of procurement of smart phones.
- The guidelines /manuals of POSHAN Abhiyaan covering all aspects of the ICDS-CAS software, implementation, etc. have been formalized, printed and distributed up to district level.
- A 'Call Centre' has been established for interventions and beneficiary feedback.
- Comprehensive Jan Andolan Guidelines have been prepared in consultation with all partners and released to States/UTs and have been implemented by the States/UTs.
- Song & Drama Division, Ministry of Information and Broadcasting has been engaged to conduct Nation-wide programmes.
- Mass Media Campaign has also been rolled out through Television and Radio.
- September, 2018 was celebrated as the RashtriyaPoshanMaah across the country. Approximately, 25 Crore people had participated and more than 20 lakh activities were conducted across the country during the Rashtriya POSHAN Maah.
- Under Incremental Learning Approach (ILA), functionaries are trained on thematic modules following the cascade mode of training of State Resource Group (SRG), District Resource Groups (DRGs) and Block Resource Groups (BRGs). Twenty one (21) ILA modules have been provided to the States/UTs. The States/UTs have started rolling out ILA modules.
- Community Based Events (CBEs) are organized in a converged manner in Anganwadi Centres with the field functionaries.

14. What was the fund allocated under POSHAN Abhiyaan?

The Union Cabinet chaired by Prime Minister Shri Narendra Modi on 30th November had approved setting up of National Nutrition Mission (NNM) with a three year budget of Rs.9046.17 crore for 2017-18.¹⁷

Fund allocation under POSHAN Abhiyaan was increased in the last 3 years from Rs. 950.00 crore in 2017-18 to Rs. 3061.30 crore in 2018-19 and to Rs. 3400.00 crore in 2019-20.¹⁸

[In 2020-2021, POSHAN Abhiyaan encouraged](#) States/UTs to take up replicable nutrition centric Innovations with a budgetary allocation of 27.85 lakhs per district for the entire duration of the project.

As per the guidelines, States/UTs may choose any innovation pilot and scale it up as per requirement and progress. With regard to the status of innovation in all the States/UTs, 26 States/UTs have got their innovation plan approved by the SLSC and have started the implementation process.

¹⁶<https://pib.gov.in/Pressreleaseshare.aspx?PRID=1563586>

¹⁷https://icds-wcd.nic.in/nnm/NNM-Web-Contents/UPPER-MENU/AboutNNM/PIB_release_NationalNutritionMission.pdf

¹⁸<https://pib.gov.in/PressReleasePage.aspx?PRID=1595079>

To expand and replicate the proven nutrition centric innovative models, POSHAN Abhiyaan further provisions for Flexi-funds, given to States/UTs as 7 per cent of the total of all programmatic components under Abhiyaan.

15. What will be major impact of the Scheme?

The programme, through the stated targets, will strive to reduce the level of stunting, under-nutrition, anaemia and low birth weight babies. It will create synergy, ensure better monitoring, issue alerts for timely action, and encourage States/UTs to perform, guide and supervise the line ministries and States/UTs to achieve the targeted goals.¹⁹

To ensure effective convergence at state level, the Chief Secretary is required to chair the Convergence Action Plan (CAP) meeting on quarterly basis. Similarly, DCs/DMs also need to take CAP meeting on quarterly basis. During the year 2020-21, **30 States/UTs submitted Convergence Action Plans (CAPs).**

As a result of inter-ministerial convergence, POSHAN Maah 2020 witnessed unprecedented participation while following COVID-19 protocols.

To emulate the policies of those States/UTs that have been successful in improving health and malnutrition, POSHAN Abhiyaan provisions for Incentive Awards. Ministry of WCD has recognized significant contributions of State Governments, district teams, block-level teams and field functionaries at the POSHAN Abhiyaan Award Ceremony for 2018-19 held on 23rd August, 2019. Names of States/UTs received awards can be seen at [here](#).

Video References

- [Poshan Anthem](#) launched by Hon'ble Vice President M. Venkaiah Naidu.
- [PM Narendra Modi's speech at the launch of National Nutrition Mission](#) in Jhunjhunu, Rajasthan.

References

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¹⁹https://icds-wcd.nic.in/nnm/NNM-Web-Contents/UPPER-MENU/AboutNNM/PIB_release_NationalNutritionMission.pdf

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- PIB Press Release https://icds-wcd.nic.in/nnm/NNM-Web-Contents/UPPER-MENU/AboutNNM/PIB_release_NationalNutritionMission.pdf Dated 1st Dec, 2017

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