



POSHAN MAAH

01st to 30th September 2024

"Suposhit Kishori Sashakt Nari"



Webinar on Poshan Maah
for the state of Chhattisgarh.

(10th September 2024)

“सबके सहयोग से सही पोषण-देश रोशन”



State Center of Excellence for Nutrition Interventions (SCoE4N)

Department of Pediatrics, AIIMS Raipur



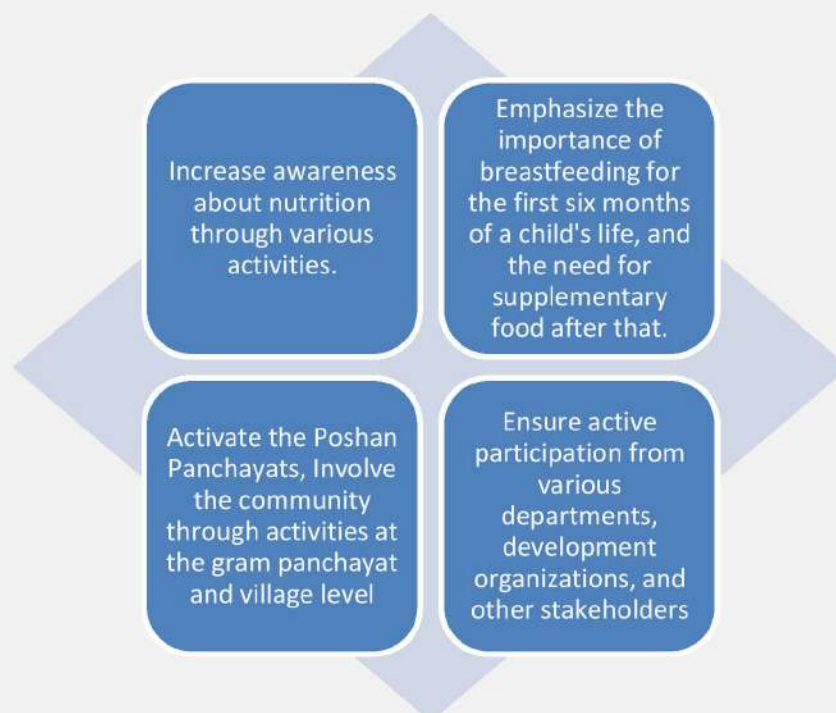
Background:

September marks 'Poshan Maah 2024', a nationwide celebration dedicated to promoting nutrition awareness and driving action towards building a healthier India. It was in 2018, PM Shri Narendra Modi launched the 'Rashtriya Poshan Abhiyan' to address malnutrition by focusing on the nutritional status of Pregnant Women, Lactating Mothers, Adolescent Girls, and Children up to the age of six. This year, in its 7th phase, the Poshan Maah campaign is focusing on critical themes such as anaemia prevention, growth monitoring, effective service delivery through good governance and technology, "Poshan Bhi Padhai Bhi," and supplementary nutrition.

In terms of Progress So Far in the Rashtriya Poshan Abhiyan, India has made tremendous strides in the fight against malnutrition. With over 10 crore people getting benefited and over Rs. 94,698.59 Crores being released and spent under the Mission Saksham Anganwadi and Poshan 2.0; the campaign has significantly improved nutritional outcomes in communities across the country.

Poshan Maah 2024 is more than just a campaign it's a movement. By engaging adolescent girls, continuing support for the 'Anemia Mukh Bharat' program, and leveraging community participation, India is accelerating its journey towards a malnutrition-free future. India's commitment to nutrition is a cornerstone of its ambition for sustainable development. Let's pledge to work together, ensuring that every child, mother, and family in India has access to nutritious food and a healthy future

The 2024 Poshan Maah aims to:



Process:

This year's Poshan Maah focuses on:

Anaemia Mukht Bharat:	Tech-Driven Solutions:	Intensified Jan Andolan:
Focused on reducing anaemia through a 6x6x6 strategy (six age groups, six interventions & six institutional mechanisms), this initiative plays a pivotal role in improving maternal and child health outcomes nationwide. As of August 2024, 95% of pregnant women & 65.9% of lactating women in India have been provided 180 Iron & Folic Acid (IFA) tablets to combat anaemia.	Leveraging digital platforms like POSHAN Tracker to monitor and improve real-time nutrition delivery for over 10 crore beneficiaries.	Community-led activities promoting nutrition awareness in every household. There have been reported more than 100 crore nutrition-centric sensitisation activities under various themes since the launch of Poshan Maah in 2018.

The Context:

POSHAN Abhiyaan is Government of India's flagship programme to improve nutritional outcomes for children, adolescent girls, pregnant women and lactating mothers. POSHAN Abhiyaan, Mission Poshan 2.0 (Saksham Anganwadi and Poshan 2.0) is an integrated nutrition support programme, that aims to strengthen nutritional content, delivery, outreach and outcomes with focus on developing practices that nurture health, wellness and immunity to disease and malnutrition. To ensure speedy and intensive outreach, the entire month has been subdivided into weekly themes for focused and assimilated approach towards improving holistic nutrition. The Ministry of Women and Child Development had planned a series of activities throughout the month in tandem with the States/UTs.



ACTION TAKEN REPORT ON WEBINAR: RASHTRIYA POSHAN MAAH- 2024

Activity: Health and Weight Measurement Drive (Anthropometric & Counselling)

Date: 10.09.24,

Place: Pirdha Village, Block Dharsiva, District Raipur, C.G.

Objectives:

- ✓ To measure the rate of growth with reference to height and weight of children
- ✓ To eradicate the problem of malnutrition among children
- ✓ To disseminate knowledge about the importance of nutrition in our lives

The Practice:

The State Centre of Excellence for Nutrition (SCOEN), operating under the Department of Paediatrics at AIIMS Raipur, in collaboration with UNICEF Raipur, successfully organized a webinar for the entire state of Chhattisgarh. The Department of Women and Child Development, Chhattisgarh, covered all expenses related to the facility, arrangements, and video conferencing. Technical support and presentations regarding various Poshan Maah activities were provided by SCOEN and UNICEF. UNICEF facilitated the online platform for the live broadcast of the webinar, which enabled outreach to beneficiaries throughout Chhattisgarh. The event garnered a total of 66,000 views across the state, establishing it as one of the most widely accessed programs associated with Poshan Maah activities. The webinar was hosted at an Anganwadi located in the village of Pirda, within the Dharsiva Block of Raipur District. The primary aim of the event was to provide training to 51,284 Anganwadi workers in the Women and Child Development (WCD) sector regarding Poshan Maah and its associated activities.

The main aim of this activity was to assess Severe acute malnourished the moderate acute malnourished and status among children by measuring height and weight. During the drive, volunteers (SCOEN, UNICEF & CHIPS) assisted anganwadi workers and gained hands-on experience of measuring height and weight of children in the age group of 0-6 years using instruments including infant meter, weighing scale and stadiometer. We also interacted with the parents and generated awareness regarding the importance of nutrition and balanced diet among children.

Organizing team:

Name	Designation
Mr. Dildar Singh Maravi	Joint Director, WCD
Mr. Sunil Sharma	Deputy Director, WCD
Mrs. Shruti Nerkar	Deputy Director, WCD
Mr. Amit Sinha	CDPO, WCD, Dharsiva block, Raipur
Mr. Mahendra Prajapati	State Nutrition officer, UNICEF, Raipur
Mrs. Yamini Tiwari	State IYCF Consultant, UNICEF, Raipur
Dr. Surabhi Nayak	Medical officer, SCOEN, AIIMS, Raipur
Mr. John Varun Alexander	State Project coordinator, SCOEN, AIIMS, Raipur

Key findings:

Poshan Maah byte

Dr. Mahendra Prajapati, Nutrition officer, UNICEF, Raipur, Chhattisgarh, delivered a concise summary of Poshan Maah, underscoring its importance and the contributions of different stakeholders involved in this initiative. He further stressed the vital role that nutrition plays in the development of children.



Growth Monitoring –

Mrs. Yamini Tiwari, IYCF consultant, UNICEF and Dr. Surabhi Nayak, Medical officer from SCOE4N, AIIMS Raipur conducted a practical demonstration on growth monitoring. The live session included measurements of length using an infantometer, height with a stadiometer, and weight on an electronic weighing scale. This demonstration involved children from the community, mothers & Anganwadi workers.



Counselling –

We also provided guidance on healthy and nutritious food to mothers in the village, demonstrating to the audience the process of counselling and the key topics to address during such sessions. This session included discussions on growth charts, the 'Tiranga Thali', as well as aspects of health, hygiene, and nutrition.



Evidence of Success:

The drive was a successful one as we were able to generate awareness regarding screening at AWCs, diet, nutrition about healthy food and counselling contributing in eradicating malnutrition.

* Sources:

1. <https://poshanabhiyaan.gov.in/>

2. <https://blog.mygov.in/editorial/poshan-maah-2024-nourishing-a-healthier-india>