

POSHAN Abhiyaan

PM's Overarching
Scheme for Holistic
Nourishment



सही पोषण - देश रोशन



Key interventions of 'POSHAN Abhiyaan' to improve outcomes during "window of opportunity"

Build Capacities of Frontline Workers

Capacity Building

Improve data driven program management (enumeration and tracking)

POSHAN Tracker

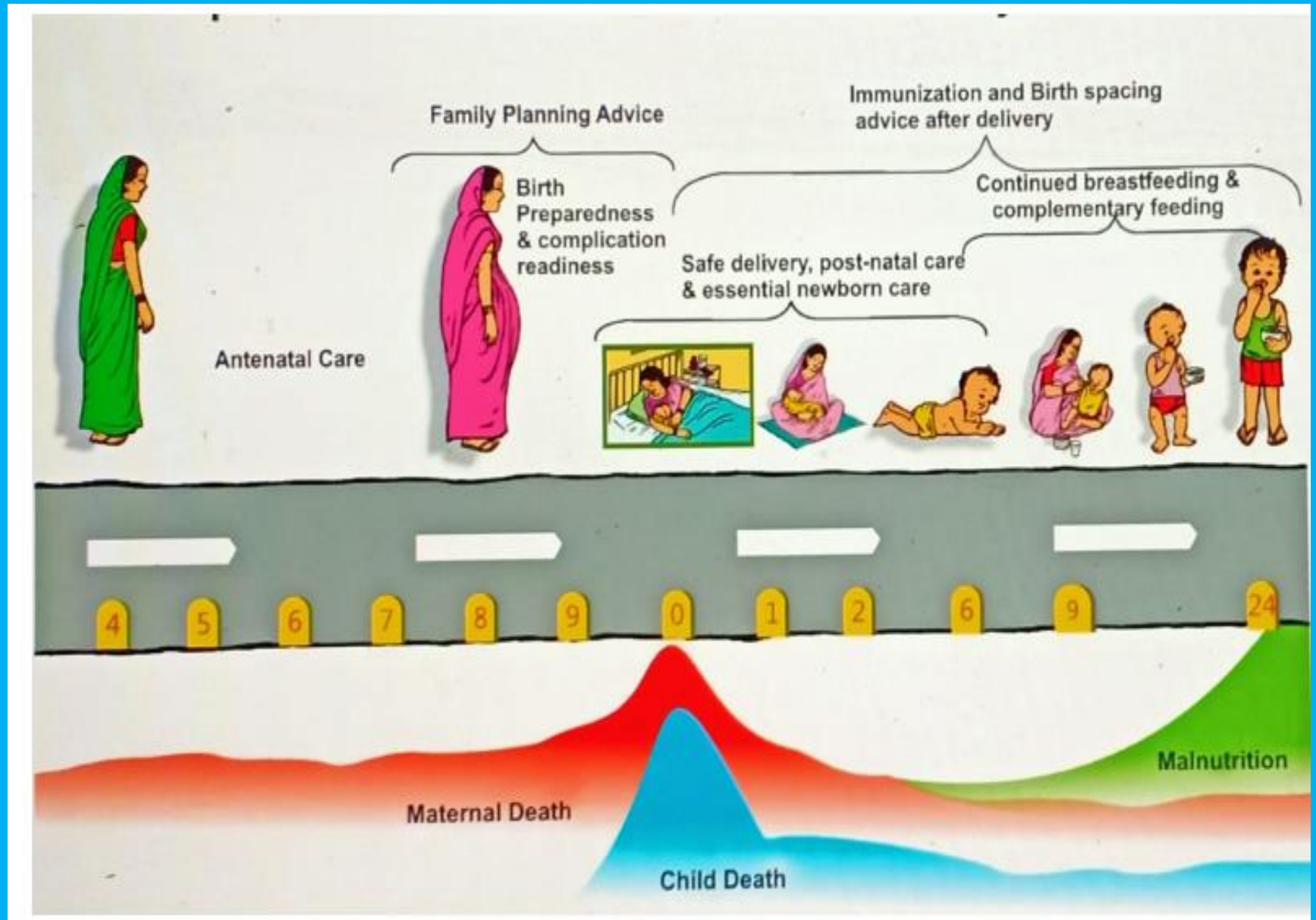
Community Participation and communication platforms

Community based Events - CBE

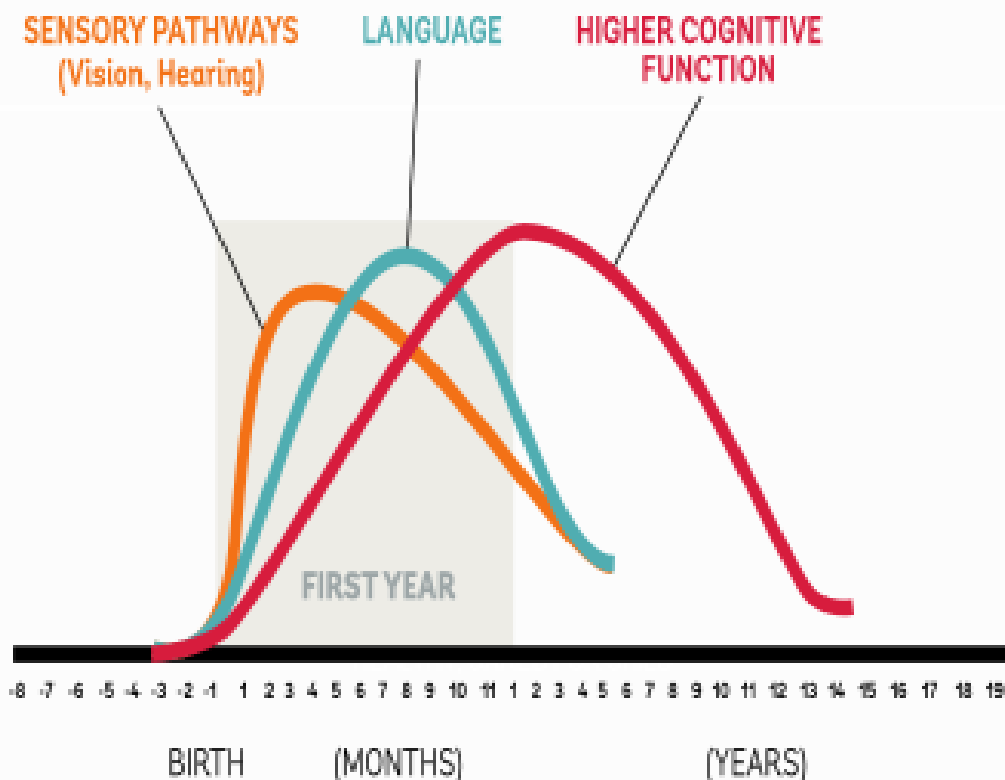
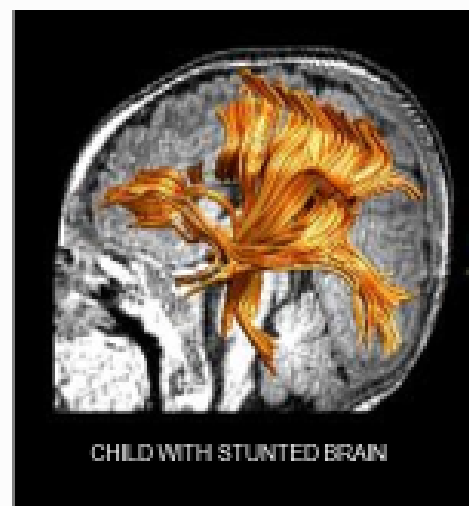
Social Movement

Jan Andolan

1000 Days Milestones



The first 1,000 days are critical for brain development and for building human capital





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Pillars of POSHAN Abhiyaan

Technology

Convergence

Jan
Andolan
(Peoples
Movement)

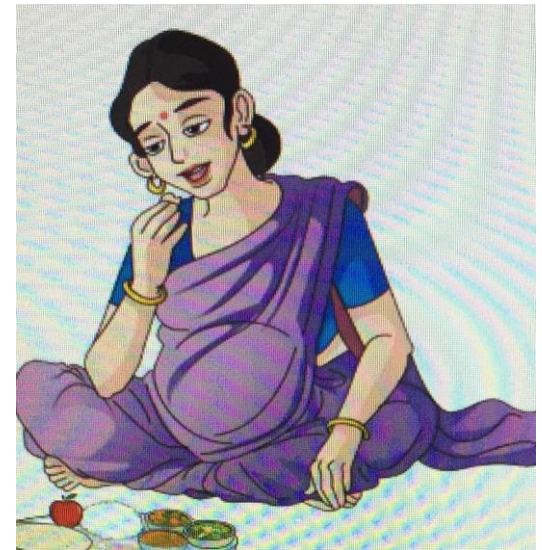
POSHAN Abhiyaan – Major Strategies

- ❖ Use of Technology (Service delivery and interventions)
- ❖ Targeted Approach (specific targets for different parameters)
- ❖ Convergence (promote behavioral change)
- ❖ Monitoring for results (use of data for decision-making)

to

Reduce

- Stunting
- Undernutrition
- Prevalence of Anemia
- Low birth weight



Targets

Sl. No.	Indicator/Goal	Target 2021
1.	Prevent and reduce Stunting in children (0- 6 years).	By 6% @ 2% per annum
2	Prevent and reduce under-nutrition (underweight prevalence) in children (0-6 years).	By 6% @ 2% per annum
3	Reduce the prevalence of anemia among young Children(6-59 months).	By 9% @ 3% per annum
4	Reduce the prevalence of anemia among Women and Adolescent Girls in the age group of 15-49 years.	By 9% @ 3% per annum
5	Reduce Low Birth Weight (LBW).	By 6% @ 2% per annum

Human Resources Structure

State Level

- Project Director
- Joint Project Coordinators (3)
- Technical Specialists (5)
- Program Associates (3)
- Accountants (2)
- Data Entry Operators (2)



District and Sub-district level

District level

- District Coordinator
- District Project Assistant

Project level

- Block Coordinator
- Block Project Assistant