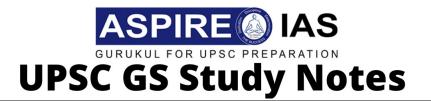


Poshan Abhiyaan or National Nutrition Mission

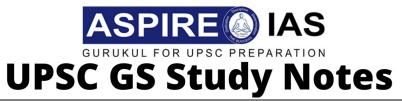
(11 September, 2021)

Introduction to Poshan Abhiyaan or National Nutrition Mission

- There are a number of schemes directly/indirectly affecting the nutritional status of children (**0-6 years of age) and pregnant women and lactating mothers**. In spite of these, the level of malnutrition and related problems in the country is high.
- There is no dearth of schemes but a lack of creating synergy and linking the schemes with each other to achieve a common goal.
- NNM through robust convergence mechanism and other components would strive to create synergy.
- **NITI Aayog has played a critical role** in shaping the POSHAN Abhiyaan. 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.
- The National Nutrition Mission (NNM) started from 2017-18 with a three-year budget of Rs.9046.17 crore.



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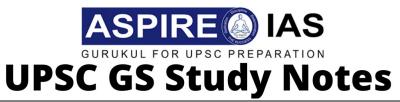


Features of Poshan Abhiyaan or National Nutrition Mission:

- The Prime Minister's Overarching Scheme for Holistic Nourishment (POSHAN Abhiyaan), or the National Nutrition Mission, is the flagship programme of the Ministry of Women and Child Development (MWCD).
- It is a mission mode project to improve nutritional outcomes for children, pregnant women, and lactating mothers.
- The programme was launched by Prime Minister Sh. Narendra Modi on March 8, 2018, on the occasion of International Women's Dav from Jhunjhunu, Rajasthan.
- It ensures convergence with various programmes i.e.,
- 1. Anganwadi Services,
- 2. Pradhan Mantri Matru Vandana Yojana (PMMVY),
- Scheme for Adolescent Girls (SAG) of MWCD
- Janani Suraksha Yojana (JSY),
 National Health Mission (NHM),
- 6. Swachh-Bharat Mission,
- 7. Public Distribution System (PDS),
- 8. Department Food & Public Distribution,
- Employment Guarantee 9. Mahatma Gandhi National Rural Scheme (MGNREGS) and
- 10. Ministry of Drinking Water & Sanitation.
 - Focusing on the aims of POSHAN Abhiyaan, Mission Poshan 2.0 (SakshamAnganwadi and Poshan 2.0) has been announced in the Budget 2021-2022 as an integrated nutrition support programme, to strengthen nutritional content, delivery, outreach, and outcomes with a focus on developing practices that nurture health, wellness, and immunity to disease and malnutrition.
 - The NNM, as an apex body, will monitor, supervise, fix targets and guide the nutrition-related interventions across the Ministries.

Critical Analysis of Poshan Abhiyaan:

- The programme through the targets will strive to reduce the level of stunting, under-nutrition, anemia 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.
- It will comprise mapping of various Schemes contributing towards addressing malnutrition, including
- 1. a very robust convergence mechanism,
- 2. ICT based Real-Time Monitoring system,
- incentivizing States/UTs for meeting the targets,
 incentivizing Anganwadi Workers (AWWs) for using IT-based tools,
- 5. eliminating registers used by AWWs,



- 6. introducing measurement of the height of children at the Anganwadi Centres (AWCs),
- 7. Social Audits,
- 8. setting-up Nutrition Resource Centres, involving masses through Jan Andolan for their participation in nutrition through various activities, among others.
- It will create synergy, ensure better monitoring, issue alerts for timely action, and encourage States/UT s to perform, guide, and supervise the line Ministries and States/UT s to achieve the targeted goals.

Benefits & Coverage Of National Nutrition Mission(Poshan Abhiyan):

• More than 10 crore people will be benefitted from this programme. All the States and districts will be covered in a phased manner i.e. 315 districts in 2017-18, 235 districts in 2018-19, and remaining districts in 2019-20.

Financial Outlay for Poshan Abhiyan:

- An amount of Rs. 9046.17 crore will be expended for three years commencing from 2017-18.
- This will be funded by Government Budgetary Support (50%) and 50% by IBRD or other MDB.
- Government budgetary support would be 60:40 between Centre and States/UTs, 90:10 for NER and the Himalayan States, and 100% for UTs without legislature.
- Total Government of India share over a period of three years would be Rs. 2849.54 crore.

Implementation strategy and targets to Poshan Abhiyan:

- Implementation strategy would be based on intense monitoring and Convergence Action Plan right up to the grass-root level.
- NNM will be rolled out in three phases from 2017-18 to 2019-20. NNM targets to reduce stunting, undernutrition, anemia (among young children, women and adolescent girls) and reduce low birth weight by 2%, 2%, 3%, and 2% per annum respectively.
- Although the target to reduce Stunting is at least 2% p.a., Mission would strive to achieve a reduction in Stunting from 38.4% (NFHS-4) to 25% by 2022 (Mission 25 by 2022).