

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 3812
TO BE ANSWERED ON 11.08.2023

IMPACT OF POSHAN PROGRAMME

3812 SHIR M. BADRUDDIN AJMAL:

Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

- (a) the objectives and purpose of the 'Poshan 2.0' programme being implemented by the Government and its impact realised on the society, so far;
- (b) the challenges being faced and addressed under the scheme and the main area of the focus along with detail of the strategy and guidelines for its implementation and overcome the challenges;
- (c) the fund allocated and utilized for the scheme during the last three years, year and State-wise; and
- (d) whether Government has taken initiatives to make people aware of the scheme especially in rural areas to avail the benefit from the scheme?

ANSWER

MINISTER OF WOMEN AND CHILD DEVELOPMENT
(SHRIMATI SMRITI ZUBIN IRANI)

(a) Mission Saksham Anganwadi and Poshan 2.0 (henceforth 'Mission Poshan 2.0') is an Integrated Nutrition Support Programme that was launched in 2021 for all the States/UTs to address the challenging situation of malnutrition in children, adolescent girls, pregnant women, and lactating mothers. The mission aims at developing India's human capital and integrates three existing schemes (Anganwadi Services, Poshan Abhiyaan and Scheme for Adolescent Girls), adopting a lifecycle approach to malnutrition reduction. Under the programme, **13.9 lakh** Anganwadi Centres (AWCs) are covered that caters to around **10.11 crore beneficiaries** (pregnant women, lactating mothers and children up to 6 years). Moreover, close to 22.87 lakh adolescent girls (14-18 years) from North east and Aspirational districts are registered on the Poshan Tracker application as part of the Scheme for Adolescent Girls. Also, 93.97% of beneficiaries have been Aadhar verified to ensure last mile tracking and delivery of services.

(b) With a view to address various gaps and shortcomings in the on-going nutrition programme and to improve implementation as well as to accelerate improvement in nutrition and child development outcomes, the existing scheme components have been re-organized under Poshan 2.0. It shifts focus from calorific sufficiency alone to practices that nurture health, wellness and immunity. It focuses on Infant and young child feeding practices (including breastfeeding and complementary nutrition),

Maternal and adolescent nutrition, Treatment of malnourished children or children with Severe Acute Malnutrition (SAM)/Moderate Acute Malnutrition (MAM), and Promotion of AYUSH practices.

Poshan 2.0 has four key strategies :

- Communication Strategies for Behaviour Change and local participation
- Nutrition awareness strategies
- Corrective strategies addressing nutrition-related deficiencies
- Strategies to create Green Eco-systems

For ensuring effective implementation and smooth operationalisation of Poshan 2.0, the Ministry has issued Operational Guidelines to all the States/UTs on 01.08. 2022. Moreover, streamlined guidelines were also issued for transparency and accountability in delivery of supplementary nutrition and to track nutritional outcomes on 13.01.2021. Poshan Tracker an IT application was rolled out on 1st March 2021 to monitor near real-time progress under Mission Poshan 2.0. Technology under the Poshan Tracker is being leveraged for dynamic identification of stunting, wasting and underweight prevalence among children and last mile tracking of nutrition service delivery. Poshan Tracker enables near real-time monitoring on defined indicators

(c) The details of funds released and utilised under Poshan 2.0 during the last three years are given at Annexure I and II.

(d) Under Poshan 2.0, one of the major activities undertaken is Community Mobilization and Awareness Advocacy leading to Jan Andolan to educate the people on nutritional aspects. Community Based Events or CBEs have served as a significant strategy in changing nutrition practices. CBEs help to celebrate critical milestones in the life of pregnant women and children below two years of age and to disseminate critical information on inter alia, right time to ensure complementary feeding and appropriate complementary feeding with diet diversity. Close to **3.70 crore** Community Based Events have been held so far.

IEC material in the form of videos, pamphlets, flyers etc in regional languages have been developed around the critical themes. At the national level, *Rashtriya Poshan Maah* is celebrated in the month of September across the country while *Poshan Pakhwada* is celebrated in March. Over the years, themes have included overall nutrition, hygiene, water and sanitation, anemia prevention, importance of breast-feeding, complementary feeding etc. During the recently held Poshan Pakhwada 2023, the focus was especially on Promotion and popularization of Shree Anna/Milletts, Celebration of Swasth Balak Spardha, Popularize Saksham Anganwadis. Around **4.89 crore** sensitisation activities have been held during Pakhwada 2023. In the last Poshan Maah 2022, the focus was especially on triggering Gram Panchayats to serve as platforms for dissemination and awareness generation on nutrition and good health wherein around **17.57 crore** activities were held.

Annexure I

Funds released and Utilised by the States/UTs under SNP

Rs. in lakh

State/UT	SNP (2020-21 to 2022-23)	
	Funds released	Funds utilised
ANDHRA PRADESH	116041.63	79364.08
BIHAR	269170.41	184681.13
CHHATTISGARH	77814.31	50475.47
GOA	1987.5	1301.77
GUJARAT	145820.92	95294.45
HARYANA	16791.57	14233.25
JHARKHAND	60276.43	19397.33
KARNATAKA	157204.2	119679.19
KERALA	52962.65	36016.23
MADHYA PRADESH	181892.47	110751.54
MAHARASHTRA	273746.53	185093.09
ODISHA	144694.96	95934.92
PUNJAB	15439.91	10068.31
RAJASTHAN	129089.74	80127.35
TAMIL NADU	113718.47	76981.63
TELANGANA	74632.04	50916.98
UTTAR PRADESH	467075.95	241997.15
WEST BENGAL	164184.67	111306.57
DELHI	22706.41	14235.23
PUDUCHERRY	0	605.65
HIMACHAL PRADESH	17856.58	12597.45
JAMMU & KASHMIR	15035.11	8088.33
UTTARAKHAND	46288.1	31011.62
ANDAMAN & NICOBAR	609.65	639.81
CHANDIGARH	3664.39	2114.17
D. & NAGAR HAVELI & DAMAN & DIU	1265.42	816.27
LADAKH	1454.06	831.35
LAKSHADWEEP	280.15	262.29
ARUNACHAL PRADESH	12215.37	7613.07
ASSAM	213002.1	143139.04
MANIPUR	20355.8	14485.41
MEGHALAYA	34237.33	22574.67
MIZORAM	5295.04	4125.65
NAGALAND	25383.82	16465.79
SIKKIM	872.4	1009.44
TRIPURA	19007.72	13140.04
TOTAL	2902073.81	1857375.72

Annexure II

Funds released and Utilised under POSHAN Abhiyaan

Rs. In lakh

State/UT	POSHAN Abhiyaan	
	Funds released (2020-21 to 2022-23)	Funds utilised as on 31.03.2023
A & N ISLANDS	666.42	413.54
ANDHRA PRADESH	3597.4	17560.81
ARUNACHAL PRADESH	114.3	1064.21
ASSAM	1021.54	28032.7
BIHAR	5752.24	48380.32
CHANDIGARH	379.07	785.38
CHHATTISGARH	872.58	10222.43
D & N HAVELI and DAMAN & DIU	18.22	918.69
DELHI	188.6	3147.94
GOA	21.84	331.65
GUJARAT	50.4	29606.42
HARYANA	437.59	6664.26
HIMACHAL PRADESH	194.38	9176.74
JAMMU & KASHMIR	511.44	9160.82
JHARKHAND	33.6	5467.55
KARNATAKA	2801.18	13221.94
KERALA	4737.31	10400.8
LADAKH	20.71	9.94
LAKSHADWEEP	101.35	356.05
MADHYA PRADESH	3737.95	20087.83
MAHARASHTRA	1850.72	43714.39
MANIPUR	190.61	3714.79
MEGHALAYA	524.99	5073.38
MIZORAM	753.48	3212.43
NAGALAND	4250.79	5263.99
ODISHA	12893.05	25009.22
PUDUCHERRY	14.43	361.22
PUNJAB	23.25	5969.64
RAJASTHAN	1064.28	23227.86
SIKKIM	20.92	1370.99
TAMIL NADU	11787.6	21879.36
TELANGANA	2307.15	21495.19
TRIPURA	259.64	3774.79
UTTAR PRADESH	2914.04	50652.81
UTTARAKHAND	1264.16	12684.11
WEST BENGAL	1998.1	0
Total	67375.33	442414.19
