

## Template for reporting initiatives taken by States/UTs during Poshan Maah 2020

Name of State/Union Territory: Delhi

### 1. Summary of Poshan Maah 2020 (highlight the following) - Approx. 800 words

- 1.1. Short Introduction including Planning, Preparation, Partnership highlighting convergence
- 1.2. Participation of State Leaders, Panchayat Leaders, Community based Organizations, SHGs, and other stakeholders in various events during the month
- 1.3. Key initiatives of the State/UT undertaken during the month
- 1.4. Work/achievement around Poshan Maah 2020

**Theme 1** (Identification, Referral and Management of SAM/MAM Children) and

**Theme 2** (Promotion and Plantation of Kitchen/Nutri-Gardens/Poshan Vatika

Summary report Attached as Annexure-1

### 2. Specific details of few KEY Convergence Meetings/Activities conducted by State/UT

| Sl. No. | Meeting/Activity  | Key Participants                                | Narration (including decision taken/highlights)   |
|---------|---|---|---|
| 1.      | Meeting with Director Health and family welfare   | JD-Poshan<br>DD-Poshan<br>AD-Poshan             | Identification and tracking of SAM children on 21 <sup>st</sup> September                                     |
| 2.      | Meeting with District coordinator Nehru Yuva Kendra   | Director -WCD,<br>DD- Poshan AD-<br>Poshan      | Mobilization and increasing people participation in various activities.                                       |
| 3.      | meeting with Ms. Lalita Verma (Lady Irwin College)  | JD-Poshan<br>DD-Poshan<br>DD -ICDS<br>AD-Poshan | Webinar conducted on "Importance of first 1000 days & Nutri-garden" on 16 <sup>th</sup> September             |
| 4.      | Virtual meeting with Ms. Krishna Bhattacharya (NRC, Kalawati Saran Children Hospital Delhi) | DD-Poshan<br>AD-Poshan                          | Webinar conducted on "Identification & Treatment of SAM Children." On 18 <sup>th</sup> September              |
| 5.      | Virtual meeting with Mr Manish Kumar (Breastfeeding Promotion of INDIA)                     | DD-Poshan<br>AD-Poshan                          | Webinar conducted on "Infant and young Child feeding practices during Covid-19" on 26 <sup>th</sup> September |
| 6.      | Virtual meeting with Ms. Sunaina Thakur (Lady Irwin College)                                | DD-Poshan<br>AD-Poshan                          | Webinar conducted on "Nutrition for Adolescents, Securing the future" on 28 <sup>th</sup> September           |

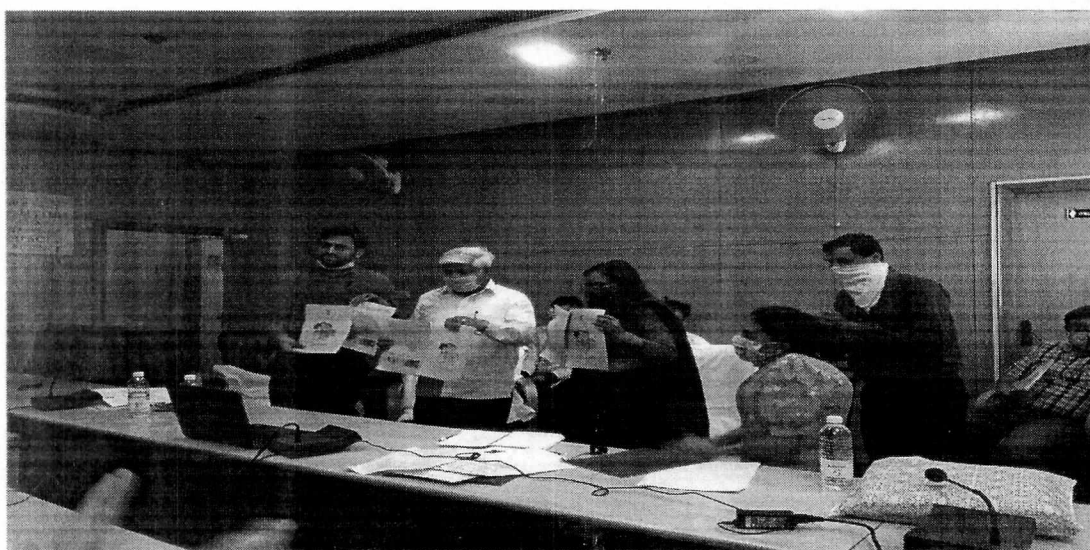
### 3. Specific details of few Innovations/Best Practices conducted by State/UT

| Sl. No. | Name of Activity                            | Target Beneficiary | Coverage (Nos.) | Narration (including objective, expected result and process followed)   |
|---------|---|--------------------|-----------------|---|
| 1       | Identification and Tracking of SAM children | 0-6 years children | 184,587         | Identification and Tracking of SAM children was done in a drive mode covering all the beneficiaries in the AWCs during POSHAN MAAH and 1,932 no. of children identified |

|   |  |                                      |  |   |
|---|--|--------------------------------------|--|---|
|   |  |                                      |  | as SAM and referred to nearest<br>PHC   |
| 2 | Launch of E<br>-Booklet  | Pregnant and<br>lactating<br>mothers | All the Pregnant<br>and lactating<br>mothers | Informative booklet containing<br>care during 1000 days and low<br>cost nutritious recipes, was<br>launched by the Minister of<br>WCD Shri Rajender Pal<br>Gautam |
| 3 | Launching of new<br>initiative to<br>improve public<br>service delivery<br>"Mukhya mantra<br>Anganwadi<br>monitoring<br>committee" | All the<br>beneficiaries of<br>AWCS  |  | To ensure the delivery of THR<br>at the door step of all the<br>beneficiaries of AWCS   |

#### 4. Specific details of Media Coverage

| Sl. No. | Type of Media<br>(Print/Electronic,<br>Television, Radio,<br>Social Media,<br>IEC/Banner/Hoarding<br>etc.) | Coverage (No. of<br>telecast, print etc.) | Key<br>message/<br>Theme  | Brief Description   |
|---------|--|---|---|---|
| 1       | Print  | NEWS Paper                                | Launch of<br>Informative<br>Booklet and<br>to continue<br>the initiative<br>taken during<br>POSHAN<br>MAAH for<br>the whole<br>year | Key message for<br>Identification and referral<br>of SAM children, promoting<br>nutri garden, ensuring SNP<br>at the door step of the<br>beneficiaries and timely<br>immunization was given to<br>field functionaries by the<br>Minister WCD. |



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## **Poshan Abhiyaan- Poshan Maah 2020 Report**

Poshan Abhiyaan is the PM's overarching scheme for holistic nourishment, which strives to reduce the level of stunting, under Nutrition low birth weight in children & anemia in adolescent girls, pregnant women & lactating mothers as well as children.

Every year September month is celebrated as Poshan Maah to further accelerate different activities under Poshan Abhiyaan. This year too Poshan Maah was celebrated in the month of September 2020 with full enthusiasm, keeping in view COVID-19 protocols.

Identification & referral of SAM & MAM children (with adherence to COVID-19 protocols), plantation of kitchen/Nutri gardens and care during first 1000 days were pursued as the major activities during the Poshan Maah. In view of the above, DWCD conceptualized special activities in convergence with other ministries and organizations –FSSAI, Lady Irwin College, Nehru Yuva Kendra Sanghathan, Kalawati Saran Hospital, Breastfeeding Promotion network of India for Poshan Maah 2020 in virtual mode to discuss various issues like nutrition during first 1000 days, nutrition during adolescence, etc.

A four Week schedule was planned out covering the identification of SAM & MAM children, plantation drive ,importance of first 1000 days, reduction of anemia in women & children, nutrition practices during COVID-19, Sanitation & hygiene protocols during COVID-19. A total of 80057 activities were conducted all over Delhi covering 1500583 participants.

A pledge taking ceremony was organized and all concerned authorities including DD Poshan, AD Poshan, CDPOs, Supervisors and Workers took pledge to make our Country malnutrition free.

As children are future citizens of India, their balanced nutrition plays a vital role in complete growth & development. Thus a prolonged one month growth monitoring drive was carried out to identify severely acute malnourished children involving 11 District of Delhi.

**A total of 168,450 houses were visited by AWW & 184,587 children were weighed. Out of 184,587 children, 1932 were identified under the category of SAM & 1923 were referred to PHC for further consideration. First week was marked with this theme.**

Regular virtual CBEs were conducted for mass sensitization & to capitalize on the gains of these events under Poshan Maah. Topics like importance of breast feeding & complementary feeding, institutional deliveries, nutrient rich food sources, risks during pregnancy were highlighted through digital means.

Week 2 was celebrated as 'complementary feeding week' where regular house visits were done by AWW to counsel pregnant women, lactating mothers, SABLA, parents to counsel about the importance and right time for complementary feeding.

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Third week of Poshan Maah was themed at 'Nutrition Practices' during COVID-19. Various demonstrations of 'Poshtik Aahar' recipes were circulated through digital platform to beneficiaries. The same was disseminated through field functionaries for strengthening awareness on Poshan Abhiyaan at local level regarding the correct nutritional practices & to motivate beneficiaries to adapt these in their daily lives.

The last week focused on hand hygiene & sanitation. Beneficiaries were made conscious of the correct hand-washing techniques & their participation was ensured through digital media by sharing Whatsapp messages and videos. Yoga was also practiced to keep the beneficiaries motivated towards adopting a healthy lifestyle and stay fit.

**Further to spread the message of 'Poshan vatika: Poshan ke liye paudhe' a plantation drive was carried out with a special focus on nutritious & seasonal plant/trees with the involvement of 2852 community people, a total of 166 places were covered.**

To keep the Rashtriya Poshan Maah under momentum and to bolster people's participation a number of webinars and other activities like Poshan Rally, Youth Meeting, Prabhat Feri, Nukkad Natak on Poshan were conducted. Regular immunization was also done & approx 6000 children were covered under the drive.

The closing ceremony of Poshan Maah 2020 was organized on 30<sup>th</sup> September 2020 through web conferencing and Hon'ble Minister, WCD Sh. Rajendra Pal Gautam graced the occasion as Chief Guest. In his address to DWCD, he appreciated the long term efforts under taken by Department in the month of September 2020 to create awareness among people and eradicate malnutrition. As the part of the event, an E-Booklet on Poshan( an information booklet on lactating mothers and pregnant women) was launched by Hon'ble Minister. The Department also showcased the glimpses of activities undertaken during Poshan Maah. Convergence Action Plan was also launched at the same time for the Delhi State to reduce malnutrition and Anemia from Delhi.

Awards for best performing supervisors and workers were also announced during the ceremony to motivate the staff. The event was attended by more than 1200 participants from all over Delhi and Shri Anurag Kundu also addressed the gathering giving his valuable suggestions. The Secretary, WCD congratulated the team for excellent work in the pandemic of COVID-19 and Poshan abhiyaan towards improving the delivery of services at their respective AWCs for the beneficiaries. Poshan Maah ended with the valuable words from Director WCD.