

Poshan Abhiyan

September 7, 2020

The Prime Minister's **Overarching Scheme for Holistic Nutrition** or POSHAN Abhiyaan or National Nutrition Mission (NNM), is Government of India's flagship programme to **improve nutritional outcomes for children, pregnant women and lactating mothers**. Launched by the Prime Minister on the occasion of the International Women's Day on 8 March, 2018 from Jhunjhunu in Rajasthan, the POSHAN (Prime Minister's Overarching Scheme for Holistic Nutrition) Abhiyaan directs the attention of the country towards the problem of malnutrition and address it in a mission-mode.

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The NNM, as an apex body, will **monitor, supervise, fix targets and guide the nutrition related interventions across the Ministries**.

The proposal consists of:

- mapping of various Schemes contributing towards addressing malnutrition
- introducing a very robust convergence mechanism
- ICT based real time monitoring system
- incentivizing States/ UTs for meeting the targets
- incentivizing anganwadi workers (AWWs) for using IT based tools
- introducing measurement of height of children at the anganwadi centres (AWCs)
- social audits
- setting up nutrition resource centres
- involving masses for their participation through Jan Andolan on nutrition through various activities, among others.

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 achieve the targeted goals. 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.**

There are a number of schemes directly/ indirectly affecting the nutritional status of children (0-6 years age) and pregnant women and lactating mothers. In spite of these, level of malnutrition and related problems in the country is high. **There is no dearth of schemes but lack of creating synergy and linking the schemes with each other to achieve common goal.** NNM through a robust convergence mechanism and other components would strive to create the synergy.