



NITI Aayog



सही पोषण - देश रोशन

POSHAN *Abhiyaan*

Jan Andolan

Our **Gram Panchayat's**

Poshan Story



नए समाज की ओर
Towards a new dawn

Ministry of Women & Child Development



Panchayati Raj

Greetings,

My name is **Vimla Devi** and I am the **sarpanch** of Ramnagar village. I am also the **president** of the Village Health, Sanitation and Nutrition Committee (VHSNC). The **Village Health, Sanitation and Nutrition Day (VHSND)** is organised every month in our village. During the day, registration of pregnant women, antenatal and postnatal care, immunization of pregnant women and children, nutrition counselling and many other services are provided. The event is effectively organised with active participation of Gram Panchayat members and the hard work and dedication of the Accredited Social Health Activist (**ASHA**), Auxiliary Nurse Midwife (**ANM**) and Anganwadi Worker (**AWW**). Community members enthusiastically participate in the event. Every pregnant woman, lactating mother, infant and child under 5 years of age is able to benefit from health and nutrition services provided during the event so that our **village** can become **malnutrition-free**.

Every pregnant woman is issued a Mother and Child Protection (MCP) card at the time of registration. The ASHA, ANM and AWW use this MCP card to **monitor the health and nutrition** of pregnant and lactating women, infants and small children.

We have benefited immensely from working with the ASHA, AWW and ANM. They regularly give us essential information on **nutrition and health** of women and children. As a community, we are then able to successfully **adopt correct nutrition behaviours** with the help of these workers.

Our village has many **success stories** related to the **nutrition** of women and children.



स्वास्थ्य एवं परिवार कल्याण मंत्रालय
महिला एवं बाल विकास मंत्रालय

मातृ एवं बाल
सुरक्षा कार्ड
(एम.सी.पी. कार्ड)



POSHAN
RANGSHIKHAR
समृद्धि का समय है।
सभी लोग, सब दिन

कार्ड को सुरक्षित रखें एवं मलेरिज, टाइफाइड, डेंगू, मलेरिज, एच.आई.वी. और एड्स से बचाव के लिए समय-समय पर स्वास्थ्य केंद्रों पर जाकर जांच करवाएं।

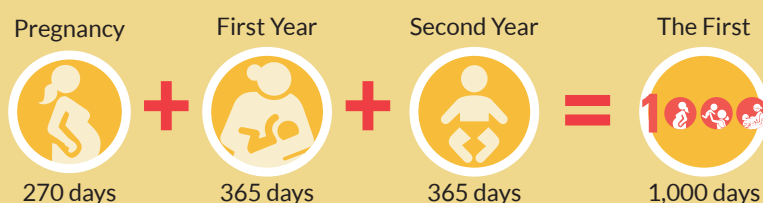
2018 संस्करण

The story of the first 1,000 days

The first 1,000 days is a critical window, optimal care and nutrition during this period ensure the child's growth

- The **child's physical and mental development is rapid** during the first 1,000 days. During this period, good health, adequate nutrition, a loving and stress-free environment and responsive care will help children realise their full development potential.
- Mother and child require optimal nutrition and care during this period.

The first 1,000 days



“**Optimal nutrition and care can prevent malnutrition in children.**”

A pregnant woman's Poshan story

A diet with a variety of nutritious foods will ensure that a pregnant woman is healthy and happy

- A pregnant woman should consume a variety of **nutritious foods** in adequate quantities including pulses, green leafy vegetables like spinach, fenugreek, mustard etc. fruits, milk and if non-vegetarian, eggs, meat and fish for her own health and the child's development.
- A pregnant woman's diet should have adequate nutrients so that she can meet her **growing nutritional needs**.
- A pregnant woman should include nutritious foods in her diet and ensure that she always consumes iodised salt. She should also consume **THR** which is distributed at **Anganwadi Centres**.
- A pregnant woman should consume **calcium** and **one red Iron Folic Acid (IFA) tablet** daily for 180 days beginning from the fourth month of her pregnancy and one **albendazole** tablet after the second trimester.
- A pregnant woman should consume **three meals and two snacks daily** because she has to meet the nutritional needs of the baby growing inside her, along with her own nutrition. She should also take proper rest.
- Husbands should also participate equally in household chores.
- For the safety of the mother and baby, **all births** should take place in **hospitals**.



A pregnant woman should consume three meals and two snacks daily.



Special attention for a low birth weight baby is important for the baby's development

An infant with birth weight of less than 2.5 kg is called a low birth weight (LBW) baby. LBW babies are at a higher risk of falling ill or death and hence, require **special care**.

Ensure that a LBW baby receives extra warmth and extra breastfeeding and pay special attention to cleanliness.



Extra warmth

The baby should be kept warm by **holding on the chest** and in skin-to-skin contact with the mother, using Kangaroo Mother Care (KMC).



Extra breastfeeding

- The baby should be **frequently breastfed**. If the child is not able to suckle, then mother's milk should be expressed into a *katori* and the child should be fed the milk using a spoon.
- The baby's father and family members should encourage and provide support to the mother while she is breastfeeding.



Extra cleanliness

All family members should touch the child only after **washing their hands with soap** and drying them.



Proper counselling

- The ASHA makes **additional home visits** to support you in caring for the LBW baby.
- When needed, immediately contact the ASHA.

A breastfeeding mother's Poshan story

When a breastfeeding mother consumes additional food, the quality of breastmilk improves, the mother stays healthy and the infant is well nourished

- A breastfeeding mother should **consume a nutritious diet**, so that the **quality of her breastmilk** improves.
- She should consume various types of foods like **grains and pulses, green leafy vegetables such as spinach, fenugreek, amaranthus and mustard, yellow/orange fruits such as mango and ripe papaya.**
- Also, she should consume other vegetables such as **beets, carrots, etc.** She should include **milk, milk products and nuts** and if non-vegetarian, then **eggs, fish, etc.** in her meals. She should also consume **THR** which is distributed at **Anganwadi Centres.**
- She should consume one **red IFA tablet** and **calcium tablet** daily for 180 days after delivery.



A breastfeeding mother should eat 3 meals and 3 snacks per day to meet the nutritional and energy needs of the growing baby and herself.



An infant's Poshan story

Mother's first thick yellow milk and 6 months of exclusive breastfeeding, the first step for the newborn's healthy, nourished and disease-free life



- Feed mother's first thick, yellow milk to the newborn **within the first hour of birth.**
- Mother's first milk gives the baby the **strength to fight diseases.**
- Mother's milk contains water and all the required nutrients so give the baby only **mother's milk for the first six months.** Do not give the baby any other food or fluid to eat or drink.
- Do not give the baby any other liquid like water, honey or ghutti. This is harmful for the baby.
- Breastfeed babies on demand, both day and night, a **minimum of eight times** each day.
- Mother's milk is extremely important for the child's **optimal development.**



Mother's milk contains water and all the required nutrients so give the baby only mother's milk for the first six months. Do not give the baby any other food or fluid to eat or drink.

A child's Poshan story

Age-appropriate nutrition helps in a child's optimal physical and mental development

- When the child completes 6 months, in addition to breastmilk, give the child **complementary foods prepared at home** to ensure that her growing energy and nutritional needs are met.
- If complementary feeding is delayed, the nutritional needs of the child will not be met and this **increases the risk of malnutrition**.
- Introduce one food item at a time and gradually increase the diversity of food. Include **different flavours, textures and colours** to make the child's food more enjoyable.
- Add **vegetables such as pumpkins, gourds, carrots, spinach and pulses**, and if non-vegetarian, add **eggs, fish and meat**.
- Add **one spoon of ghee/oil/butter** to the child's food.
- As the child grows older, the size of the stomach increases, hence **gradually increase the quantity and consistency of the food**.
- Give the child food which has less salt, sugar and spices.
- Do not give food such as biscuits, chips, savoury snacks and juices to the child, as these do not give adequate nutrients to them.
- Ensure **continued breastfeeding** along with complementary feeding.
- Ensure that the consistency of the child's food is thick enough so that it does not drop from the spoon.
- **Encourage** the child to eat food, practice **responsive feeding** and **feed the child patiently**.
- Use a **clean katori and spoon**.
- Use **iodised salt** as it is important for development of the child's brain.
- Give the child **iron syrup** to prevent anemia.
- Give the child regular dose of **Vitamin A syrup** and **deworming tablets**.



Give the child different types of food daily such as pulses, milk products, fruits and vegetables for better physical and mental development.

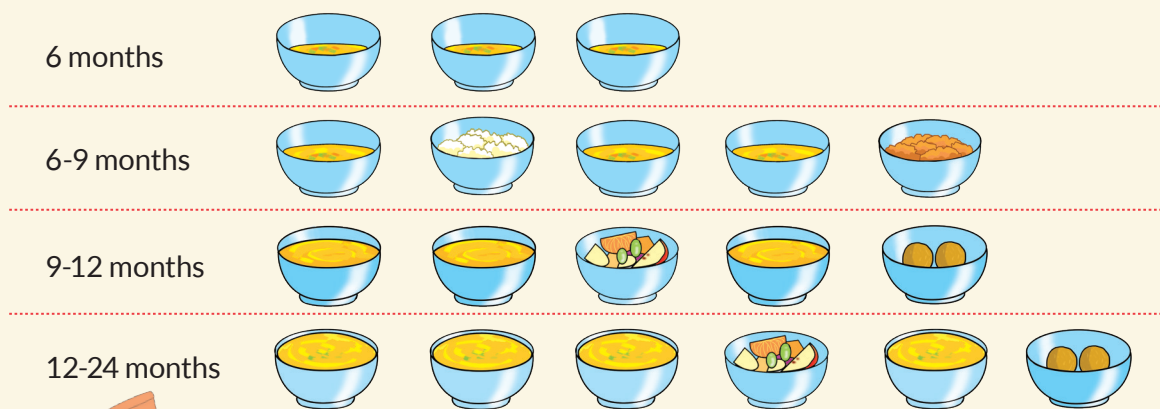
Which complementary foods should be given to the child?

- Give mashed *roti*/rice/boiled potato mixed in thick *dal* with *ghee*/oil.
- Give *khichdi* with added oil/*ghee*.
- Give cooked and mashed vegetables such as pumpkins, carrots, beets.
- Give *dalia*/*halwa*/*sevian*/*kheer* prepared in milk.
- Give mashed banana/chickoo/mango/papaya and other soft fruits.
- Give foods prepared from THR like *dalia*, *halwa*, *laddoo* etc.

**A one-year-old child needs half of an adult's diet.
Feed the child regularly and in small quantities.**

	6 months	6-9 months	9-12 months	12-24 months
What to give	Well mashed food, introduce one food item at a time such as mashed fruits, grains and pulses	<ul style="list-style-type: none"> • Increase the diversity of food, give <i>khichdi</i>, <i>dal</i>, <i>roti</i> etc. • Give minimum 4 types of foods: <ul style="list-style-type: none"> ◆ Pulses ◆ Green leafy vegetables and other vegetables and fruits ◆ Milk, curd, <i>paneer</i> ◆ Ghee, oil, butter ◆ Eggs, meat and fish, if non-vegetarian 	<ul style="list-style-type: none"> • Finely chopped, well cooked family food • Give minimum 4 types of foods: <ul style="list-style-type: none"> ◆ Pulses ◆ Green leafy vegetables and other vegetables and fruits ◆ Milk, curd, <i>paneer</i> ◆ Ghee, oil, butter ◆ Eggs, meat and fish, if non-vegetarian 	<ul style="list-style-type: none"> • Finely chopped, sliced and mashed family food • Give minimum 4 types of foods: <ul style="list-style-type: none"> ◆ Pulses ◆ Green leafy vegetables and other vegetables and fruits ◆ Milk, curd, <i>paneer</i> ◆ Ghee, oil, butter ◆ Eggs, meat and fish, if non-vegetarian
How much to give	2-3 spoons per meal	2-3 spoons to half <i>katori</i> per meal	3/4 cup to 1 <i>katori</i> per meal	3/4 cup to 1 <i>katori</i> per meal
When to give	2-3 times daily	Meals 2-3 times daily and 1-2 snacks	Meals 3-4 times daily and 1-2 snacks	Meals 3-4 times daily and 1-2 snacks
How to give	Feed the child with a separate <i>katori</i> and spoon	Feed the child with separate <i>katori</i> and spoon	Let the child eat on her/his own in the way she/he likes	Let the child eat on her/his own in the way she/he likes

1 *katori*: 250 ml



Ensure that you give the child Take Home Ration (THR) which is distributed at the Anganwadi Centre

Ensure that child receives continued complementary feeding, both during and after illness

- Feed the child nutritious food **both during and after illness** because the **body's nutrient requirement** increases during this period.
- Feed the child **different types of nutritious foods** that are soft and **to the child's liking**.
- When the child begins to recover her appetite, add one more portion of food in every meal or add one meal/snack daily.

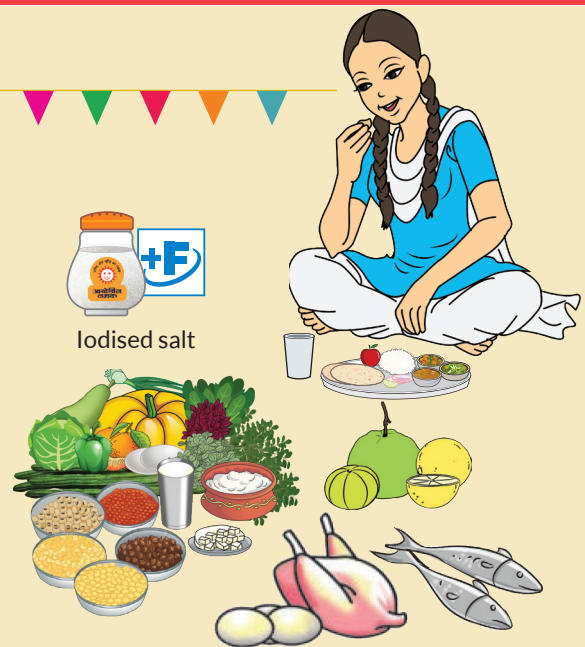


Ensure that the mother continues breastfeeding when the child is unwell. Frequently give the child mashed/liquid food.

An adolescent's Poshan story

Nutritious food, IFA and albendazole

- Adolescent girls should eat **nutritious foods** such as pulses, green leafy vegetables like spinach, fenugreek, mustard, etc., and fruits, milk, curd, *paneer* and if non-vegetarian, then eggs, meat and fish.
- Add lemon, *amla*, guava and similar **citric foods** to the diet which help in **absorption of iron**.
- Take weekly **blue IFA tablet** and **albendazole tablets for deworming** every six months.



Blue IFA tablet



Albendazole tablet

“ Give adolescent girls nutritious food so that they are healthy and well nourished. ”

Other important aspects linked to the Poshan story

A pregnant woman's and child's Poshan story is incomplete without sanitation and immunization



Immunization



Weight monitoring



Blood pressure



Haemoglobin

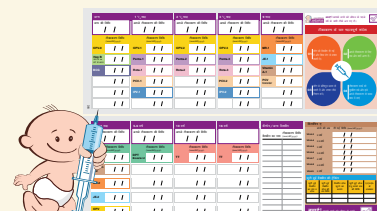
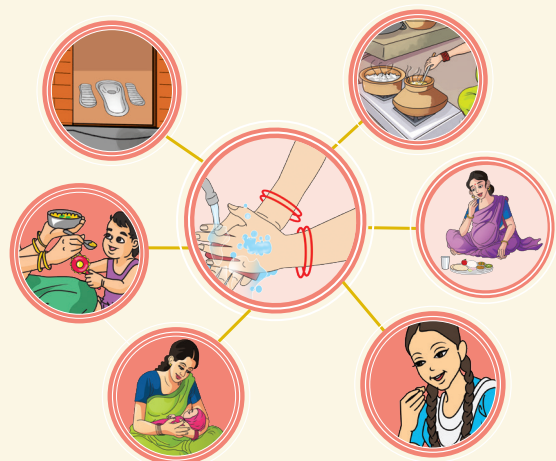


Urine test



Abdominal exam

- A pregnant woman should ensure a **minimum of four antenatal checkups** including Tetanus Toxoid (TT) injection, weight monitoring, blood pressure monitoring, anemia testing, blood and urine testing and abdominal examinations.
- Ensure that the child receives **all the immunizations**. Upon completion of 9 months, it is important to give first dose of **Vitamin A** along with measles vaccine. After this, give one Vitamin A dose every six months till the child completes 5 years of age, that is a total of nine doses.
- Immediately contact your nearest ASHA, ANM, or AWW in case of diarrhoea, pneumonia, or other sickness of children.
- Always ensure cleanliness. Wash hands with soap **while cooking food, before feeding a child, after defecation and after cleaning a child's stools**.
- Wash the child's hands before feeding the child.
- **Always use a toilet.**



Our Gram Panchayat is malnutrition-free

Gram Panchayat members, ASHA, ANM and AWW working in collaboration, to ensure nutrition-related behaviour change in the community

- Our Gram Panchayat members worked as a **team** along with the ASHA, ANM, AWW and community members. All of them carried out their roles and responsibilities and we have succeeded in making our **Gram Panchayat malnutrition-free.**

Role of Gram Panchayat in POSHAN Abhiyaan



Community engagement

- Conduct regular **group meetings on nutrition** and interact with the community
- Use existing events and platforms such as VHSND, weekly Deendayal Antodaya Yojana-National Rural Livelihood Mission meetings and local festivals to **generate buzz** in the community, participate in meetings of VHNSCs and stir the Jan Andolan
- Organise Poshan theme based events such as **Poshan Gram Sabhas, melas and rallies**
- Mobilise teachers and school students to conduct **Poshan theme based events in schools**
- **Include Poshan in the standing agenda** of monthly panchayat meetings, four mandatory Gram Sabhas and VHSNC meetings
- Participate in **community-based events (CBEs)**
- Recognise and appreciate **nutrition champions** in the village
- Ensure display and use of publicity material
- Promote **cultivation of local foods and vegetables in available lands of the Gram Panchayat and supply them to AWCs and schools**
- Encourage families to grow **kitchen gardens**
- Help in maintenance of Anganwadi, school and ANM centre



Convergence

- Ensure participation of workers from all departments –
 - ◆ ANM
 - ◆ AWW
 - ◆ ASHA
 - ◆ Teachers
 - ◆ VHSNC members
 - ◆ Swachchagrahis
 - ◆ Self Help Group (SHG) members
- Participate in all **convergence meetings**



Monitoring

- With the help of **ASHA, ANM and AWW** enhance reach of nutrition and health services such as –
- **Growth monitoring** of children
 - **Immunization, Vitamin A, IFA supplementation and deworming**
 - **Home visits** by ASHAs and AWWs
 - Distribution of **THR** to children, pregnant women and breastfeeding mothers
 - Regularly organising an effective VHSND
 - Referral of malnutrition and sick children
 - Distribution of ORS and zinc

This brochure is for use by Panchayati Raj Institution (PRI) members.

