



Koneru Lakshmaiah Education Foundation

(Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

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Campus: Green Fields, Vaddeswaram - 522 502, Guntur District, Andhra Pradesh, INDIA.

Phone No. 0863 - 2399999; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 -2577715, Fax: +91-866-2577717.

Date: 07-09-2020

A Report on Launching a Social Media Campaign to Promote "Poshan Maah" Conducted on 07-09-2020

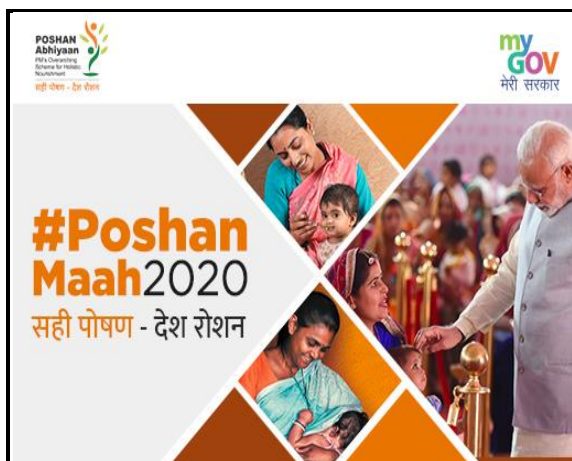
KL Deemed to be University (Koneru Lakshmaiah Education Foundation) National Service Scheme (NSS) Volunteers has participated in “**Launching a social media campaign to promote "Poshan Maah"”** on **7th September 2020**. Launching a social media campaign to promote "Poshan Maah", Honorable Prime Minister Sri Narendra Modi and Honorable Central Home Minister Sri Amit Shah on Monday stressed the importance of proper nutrition in building a prosperous nation and asked the people to contribute towards a malnutrition-free India.

Date of the Event: 07-09-2020

Name of the Event: Poshan Maah

Venue: Online

No. of Participants: Students- 118, Faculty- 02



“This #POSHANMaah2020 will focus on an intensive campaign across the country for the holistic nourishment of children with severe acute malnutrition. To further strengthen this scheme, let us all take a pledge & contribute towards a malnutrition-free India”

In collaboration with Ministry of Women and Child Development, MyGov is organizing a series of activities to celebrate the National Nutrition month or 'Poshan Maah' throughout September. The objective is to bring the nutrition discussion to the grassroots level. One of the activities is POSHAN Abhiyan 'Recipe Contest'. We invite citizens to come forward, share nutritional recipes and contribute towards creating a healthier India.

Community Mobilization, Behavioral Change and Jan Andolan

- Focus on improving nutrition through involvement of Panchayati Raj Institutions/SHGs/Volunteers etc. & ensuring wide public participation
- Inter-Ministerial Guidelines on Jan Andolan developed to build consensus, achieve convergence & synergise efforts towards achieving the desired goals
- States/UTs to carry out IEC activities on regular basis for which ₹19 lakh per district per year allotted to the States/UTs

#PoshanMaah2020

Empowering Healthcare Workers, Strengthening ICDS with Technology (1/2)

- ICDS-CAS* enables Anganwadi workers & Lady Supervisors to capture data, assigned service delivery & prompt interventions
- The software ensure availability of Real Time Data to supervisory staff from Block to National level for monitoring
- Strengthen ICDS service delivery & improve the nutrition outcomes through effective monitoring & timely intervention
- Over 2.5 crore auto generated SMS alerts sent to beneficiaries/Field functionaries

*Common application Software

#PoshanMaah2020

Empowering Healthcare Workers, Strengthening ICDS with Technology (2/2)

- 11.22 crore households have been registered
- 6.36 lakh Anganwadi workers have uploaded data on ICDS-CAS so far
- ICDS-CAS rolled out in 351 districts of 28 State/UTs in 6,36,727 Anganwadi Centres
- More than 9.5 lakh growth monitoring devices & 8.06 lakh smartphones procured

#PoshanMaah2020

Ensuring Effective Implementation of POSHAN Abhiyan

- All aligned Ministries to work together for addressing undernutrition
- Nutrition specific review in every district by District Magistrate on a quarterly basis
- Every state/district develops its Convergence Action Plan (CAP) to address short, mid or long term constraints
- Chief Secretary in State/UT to chair CAP meeting on quarterly basis & DC/DMs to take CAP meeting on quarterly basis

#PoshanMaah2020

Realizing the Vision of Malnutrition-Free India (1/2)

To achieve improvement in nutritional status in a time bound manner with fixed targets as under:

Objective	Target to prevent &/or to reduce by
Prevent & reduce stunting in children (0-6 years)	6% @ 2% p.a.
Prevent & reduce under-nutrition (underweight prevalence) in children (0-6 years)	6% @ 2% p.a.
Reduce the prevalence of anemia among young Children (6-59 months)	9% @ 3% p.a.
Reduce the prevalence of anemia among Women & Adolescent Girls in age group of 15-49 years	9% @ 3% p.a.
Reduce Low Birth Weight (LBW)	6% @ 2% p.a.

#PoshanMaah2020

Realizing the Vision of Malnutrition-Free India (2/2)

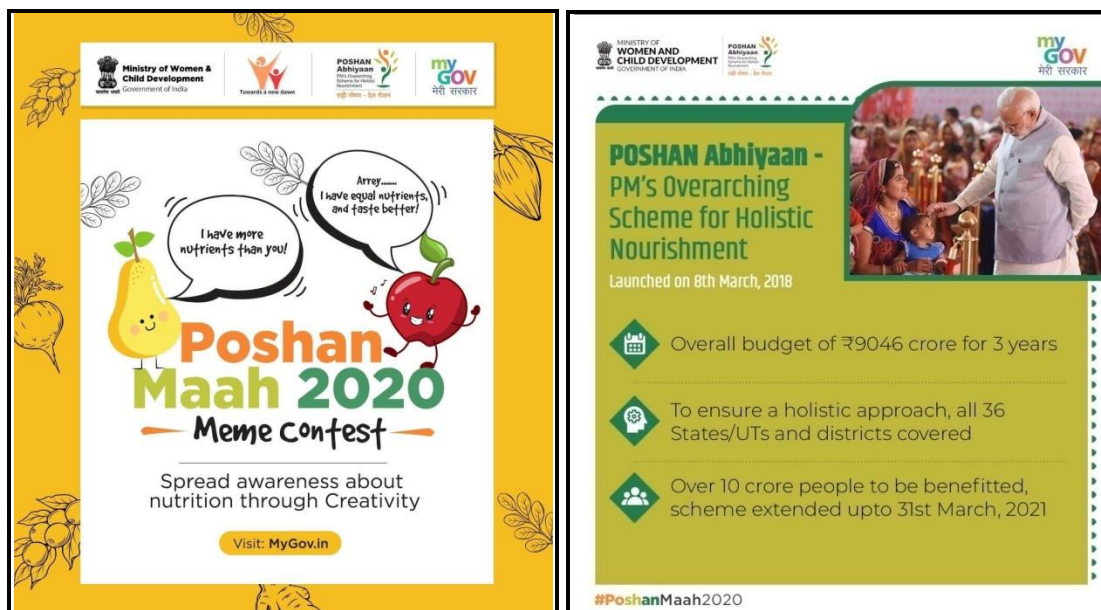
- Aim to reduce malnutrition in a phased manner through the life cycle concept by adopting a synergised and result-oriented approach
- Will ensure mechanisms for timely service delivery & a robust monitoring as well as intervention infrastructure
- To bring down stunting of children in age group of 0-6 years from 38.4% to 25% by 2022
- Prevalence of stunting, wasting & underweight among children reduced from the levels reported by NFHS-4*

*National Family Health Survey -4

#PoshanMaah2020

- Know how Poshan Abhiyaan transformed into Community Mobilization, Behavioral Change and Jan Andholan.
- Reforms taken to empower healthcare workers to strengthen ICDS with technology.

- Reforms taken to empower healthcare workers to strengthen ICDS with technology.
- Glance through to know how the Government under the leadership of PM is ensuring effective implementation of Poshan Abhiyaan.
- Realizing the vision of making India Malnutrition free.
- Take a look at PM's Overarching Scheme launched on March 8, 2018 for Holistic Nourishment of mother and child: Poshan Abhiyaan
- Bring out the creativity in you and spread awareness about #PoshanMaah2020! Participate in Poshan Maah 2020 Meme contest and inspire others through your creativity. Link - <https://www.mygov.in/task/poshanmaah-2020-meme-contest/>



The apex body for child rights, NCPCR, has asked state commissions to organize programmes at anganwadi centers and launch a social media campaign during the Poshan Maah to spread awareness on the importance of nutrition. Poshan Maah or nutrition month is celebrated every September under the Poshan Abhiyaan, which was launched by the Centre in 2018 to reduce low-birth weight, stunting and under nutrition, and anemia among children, adolescent girls and women.

Programme Coordinator
KLEF, NSS Cell

Associate Dean
Extension Activities

Dean, Students Affairs
K.L.E.F