



सत्यमेव जयते

—SANVARDHAN—

A story of transition from 'Jan Bhagidari' to 'Jan Andolan':

A critical part of the programme has been to mobilize communities at the grassroots to combat misinformation and bring about behaviour change by organising regular Community Based Events (such as poshan rallies, poshan panchayat, poshan Maah, etc), IEC strategy and massive Public participation. Frontline workers, community groups, PRIs, staff at Block and District level has exemplified diligent work towards triggering a 'Jan Andolan'. Most importantly a deep trust is developed among masses for government functionaries.

During spot study of the team, a sense of happiness was visible on the faces of target groups and families. They have been seen quoting

“अगर सरकार हमारे लिए कुछ कर रही है, तो अच्छा ही कर रही है। हमें सरकार पर विश्वास है”

Background

Hon'ble Prime Minister launched POSHAN ABHIYAN to address the challenge of malnutrition in a mission-mode on 8th March 2018. To achieve the objectives of POSHAN Abhiyaan in a time bound manner, "Project Sanvardhan" was launched by Rampur district administration. It's an integrated nutrition support program to strengthen the system of nutritional delivery, its last mile outreach, quantitative & qualitative outcomes with focus on developing sustainable practices which have inbuilt elements of replication, convergence and inclusiveness.



सही पोषण - देश रोशन

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Institutionalisation of best practices:

1) Promotion of Millet (nutri-grains): Honourable PM has shared his vision to make 'International Year of the Millet'

A 'People's Movement' alongside positioning India as the 'Global Hub for Millets'.

In light of the above, it is observed that Rampur district administration is making efforts for making Rampur district a 'model' for millet cultivation and consumption. Locally produced Millets are used in preparation of products of 'Poshan kits' in a way that they appeal to taste buds of beneficiaries esp kids. Dedicated Millet shop is set up in Vikas Bhawan to make these products available to general public. 'Rampur krishak FPO' is also invited to demonstrate its millet products in meetings of G-20 summit. The efforts aim at producing and promoting more 'milletpreneurs' in light of the vision of Hon'ble PM.

2) Dedicated Poshan war room (call center) with poshan champions are set up in order to ensure grievance redressal, proper service delivery and feedback mechanism. Third party Verification: TSU and Childline- NGOs are involved in third party verification

3) Institutionalised MoU between major stakeholders - A Novel approach: Three yearly MOU is signed between FPOs and PRIs to ensure fair terms of trade such as timely delivery of products to PRIs, timely payment to farmers, control on quantum & quality of products, etc.

4) 'Vatsalaya app' provided a common platform for facilitating inter-face among 'cutting edge functionaries' - ASHA, AWW, ANM, panchayat Sahayak and district level Officers - a feature that is missing in Poshan tracker app and E-Kavach app.

Inter- Departmental Convergence under POSHAN ABHIYAN

Inter-Departmental Convergence

Department of Health and Family Welfare

- National Health Mission
- Janani Suraksha Yojana
- Home Based Newborn Care
- Home Based Young Child Care
- Anaemia Mukh Bharat
- Indradhanush
- Pradhan Mantri Matru Vandana Yojana

Department of Women and Child Development

- POSHAN Abhiyaan
- Anganwadi Services

Department of Housing and Urban Affairs

- Swachh Bharat Urban (SBU)
- Toilets and Water - SBU

Department of Rural Development

- Mahatma Gandhi National Rural Unemployment Guarantee Scheme
- National Rural Livelihood Mission

Department of Panchayati Raj

- Mobilisation of Gram Panchayats
- Village Health Sanitation and Nutrition Day

Department of Drinking Water and Sanitation

- Swachh Bharat Mission - Gramin
- Safe Drinking Water, Sanitation & Hygiene
- Toilets

Department of Social Justice

- Economically Weaker Sections
- Department of Minority Affairs
- Requirement of Minority Communities

Department of Information and Broadcasting

- Behavior Change Communication
- Jan Andolan
- Song and Drama Division

Department of Food and civil supplies

- Food Fortification
- Public Distribution System

Department of Renewable Energy

- Solar Energy- FPOs processing unit

Department of Finance

- NABARD (to provide loan to processing unit)

Department of Agriculture

- Kisan Credit Card
- Pradhan Mantri Fasal Bima Yojna

Strengthening of FPO/FPC:-

Especially efforts made to promote FPO/FPC as they play a big role in promoting small farm businesses. Easy loans were made available to them through NABARD. The entire processing unit is run by a renewable source of energy as a dedicated solar plant is installed for power supply. Farmers are covered under PMFBY to protect them from the impact of disasters/emergent situation. It is good to learn that Rampur district FPO received 'award of best FPO' from state government and got selected to demonstrate its product in G20 summit.



Replicability: Complete tool kit is available for replication. Moreover, project is already replicated in other districts and states of India.

Key result :

5000+ beneficiaries across 2700 Anganwadi centres benefitted from the outreach .



What worked

- AWC as the single distribution point for this nutrition package ensured regular monitoring and consistent messaging.
- Continuous focus on nutrition education was achieved through the massive behavioural change activities
- District Collector ensured inter-departmental coordination of planned activities and their periodic review.
- Capacity building: Timely technical intervention and regular training of farmers ,SHGs and functionaries addressed ground level issues.
- Financial Sustainability: No requirement of additional funds as convergence of basic grant/untied fund of PRI granted under 15th finance commission is done to run this project.
- Improved infrastructure of AWCs attracted more beneficiaries