

POSHAN
Abhiyaan



सही पोषण - देश रोशन

POSHAN
Maah

Odisha Update

ସୌକ୍ଷ୍ମ ରାସ



To enhance the nutritional outcomes for children, pregnant women, and lactating mothers, the Poshan Abhiyaan, was introduced in March 2018 by the Prime Minister with the goal of achieving Holistic Nutrition. As part of Poshan Abhiyaan, the month of September is observed as Poshan Maah nationwide each year to promote community mobilisation and increase public participation and engagement in the field of nutrition.

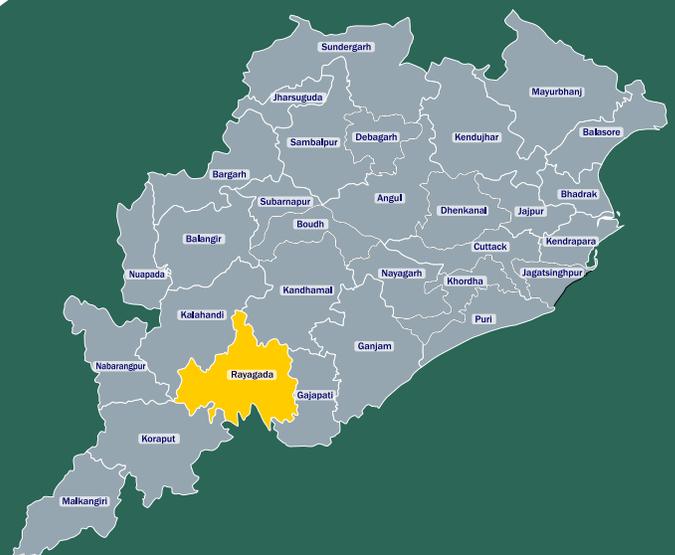


ODISHA (Intervention Area)

Global Programme India (GPI), a community-led partnership model hosted by Caritas India with the support of the Federal Ministry for Economic Cooperation and Development (BMZ), the Government of Germany, and Caritas Germany, aims to improve the lives of the particularly marginalized population. Nutrition and Food Security is one aspect of the programme through which adequate attention is ensured for the vulnerable communities of Odisha. The programme aims to reduce stunting, undernutrition, low birth weight, and anemia through different interventions. Hence, the Poshan Abhiyaan is of much importance to the project as it is a great opportunity to support government interventions in preventing malnutrition and reaching out to the marginalized communities.

Through the fifth Poshan Maah, Caritas India (GPI) has joined hands with Odisha ICDS and successfully celebrated Poshan Maah in September and carried out various activities to improve nutritional outcomes for children under 6 years of age, pregnant women and lactating mothers.

Below are the major activities being conducted during the Poshan Maah celebration by the Nutrition and Food Security team and its Odisha partners with close coordination of Odisha ICDS department in 09 operational villages of Bissamcuttak and Gudari Block of Rayagada district .



Awareness about nutrition at the ground level through sensitization drives, outreach programmes, identification drives, camps and fairs with special focus on pregnant and lactating women, children below six years and adolescent girls, in order to realise the vision of 'Swasth Bharat'.

Awareness drives on Anganwadi Services, growth Measurement drives, Health camps for anemia check-ups.



THE POSHAN MAAH OVERALL RECEIVED WIDE ACCEPTANCE AND PARTICIPATION FROM THE COMMUNITY.



38 Pregnant & Lactating Mothers attended the awareness sessions on both Nutritious food counselling as well as locally available Nutritious food.



Various IEC Materials related to Poshan Maah were displayed at 09 Anganwadi Centers & its premises and used in rallies, meetings with Pregnant & Lactating Mothers and adolescents.

Caritas India is complementing the Poshan Abhiyaan in collaboration with Odisha ICDS. The team of Caritas India, the District Co-ordinators and most notably, the animators of the villages initiated and followed up the processes for a vibrant Poshan Maah ranging from sensitization, campaign, SAM/MAM screening, nutritious food models etc.

The campaign is contributing towards behavioural change and communication (BCC) information on feeding and childcare practises for mothers, babies, and young children. It also covers additional associated measures, such as management of anaemia, cleanliness, and sanitation.

The major activities conducted as part of the Poshan Maah were Referral Services to NRC & Follow Up Activities, Development, Publication & Dissemination, Capacity Building Trainings (Citizens' Initiatives, Committees, CBOs, and Publicity and Awareness Campaigns).



12 Poshan Maah Rallies were organized at village & panchayat level with the participation of 275 mothers along with the Panchayat and community members.



155 children were screened for identifying SAM/MAM and improving their nutritional status through institution and community based care.



10 sessions were conducted to strengthen the capacity of the AWW/ ASHA and ANMs for the effective implementation of Government Welfare Programs.



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