



# Commemoration of National Nutrition Month

An Initiative of United Way Mumbai in collaboration with  
Integrated Child Development Services Scheme

# PROJECT POSHAN



Project Poshan is in alignment with the 2nd UN Sustainable Development Goal of Zero Hunger and directly contributes to this SDG.

Through this project, we :

- Partner with the Government of India's Integrated child development services scheme (ICDS) to leverage their vast network and strengthen existing resources.
- Identify children at risk of malnourishment through measuring height, weight and mid upper arm circumference.
- Supplement their nutrition and food intake for a period of 5 months (500 kcal per day) to help bring the child out of a malnourished state.
- Continue food intake (250 kcal) for an additional period of 5 months to help sustain the gains made.
- Monitor and track growth on a monthly basis.
- Build capacities of parents to inculcate better hygiene and health practices at home.
- Refer Severe Acute Malnourished (SAM) children to medical professionals and ensure treatment compliance.
- Build capacity of ICDS workers in identifying and addressing needs of malnourished children, safe food handling and preparation.



# National Nutrition Month under PROJECT POSHAN

- National Nutrition Week is celebrated every year from 1st to 7th September by Government of India (GoI).
- However, this year, the GoI called for a month long commemoration, focusing on 8 themes – Antenatal care, optimal breastfeeding (early and exclusive) and complementary feeding, anaemia, growth monitoring and girls' education, diet, right age of marriage, hygiene and sanitation, and food fortification.
- This annual commemoration aims to intensify awareness generation on the importance of nutrition for good health which further impacts development, productivity, economic growth and, ultimately national development.



***United Way Mumbai joined hands with ICDS officials in Raigad district of Maharashtra to commemorate Rashtriya Poshan Maah (National Nutrition Month) during month of September, 2018 as part of GoI's POSHAN Abhiyaan (the Prime Minister's scheme for holistic promotion of nutrition) through various interventions.***

# National Nutrition Month Activities

**Sensitization sessions** of village panchayat committee members to take pledge for 'Malnutrition Free Village'. Action plan to be worked out through community conversations at Panchayat level in villages.

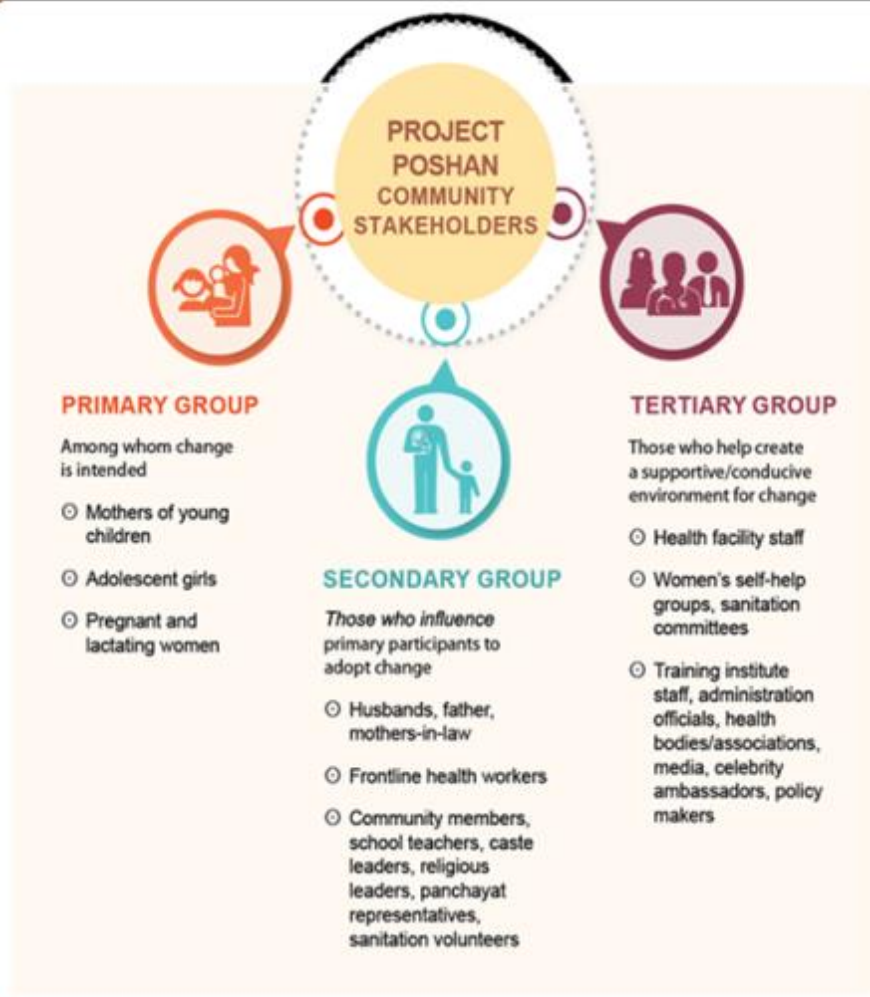
**Group Meetings and Community Dialogue** on Nutrition with pregnant women, lactating mothers, fathers

**Home visits and counselling sessions** for parents of severely acute malnourished children

**Group counselling** on nutrition through women and adolescent girls group

**Nutrition-themed games** with children in Anganwadi centres

**Capacity building sessions** for Anganwadi sevikas for safe food handling





# Launch of Nutrition Month Activities

On 31<sup>st</sup> August, 2018, a meeting of Sarpanchs (village leaders) was organized in the project target area to kick off the month long campaign and to mobilise support from village stakeholders. This meeting helped in sensitizing the *Panchayati Raj* Institution (PRI) members on steps to be taken for '*Kuposhan Mukh Gram*' – *Malnutrition Free Village*. All members took a pledge to make their village malnutrition free at this forum.



*Deliberations on Kuposhan Mukh Gram (Malnutrition free village) - with PRI members*

# Capacity building training of Anganwadi Sevikas

Seven capacity building training sessions were organized for Anganwadi sevikas of the project target areas during the *Rashtriya Poshan Maah*. Anganwadi sevikas are frontline health workers in the communities as part of ICDS. Total 108 Anganwadi sevikas were part of these trainings. Topics covered during the training sessions are Ante natal care, Post natal care, complementary feeding, responsive feeding, adolescent health and Anemia.



*Capacity building training of Anganwadi sevikas by project nutritionist*

# Sensitization activities in the communities



*A total of 128 group counseling sessions were conducted by project team with 219 pregnant mothers, 95 lactating mothers and other community members. Enhancing awareness of mothers, caregivers, and community members on maternal care and nutritional needs of children is essential if under-nutrition is to be reduced and controlled. Such sessions help in preventing the Cycle of Malnutrition as safe deliveries and healthy mothers are essential for healthy children.*

Along with this, sessions with adolescent girls and boys on the importance of nutrition, anemia and sanitation and hygiene during menstruation were undertaken. More than 100 girls and 35 boys were present in the sessions from Tribal Residential school in Karjat.



# Nutritious recipe competition in the communities

**Wheat Cone  
filled with  
vegetables**



**Jowar Pizza  
with sesame  
topping**



**Aloo  
(Colocasia)  
Wadi**



Nutritious recipe competitions were held in Anganwadi centres in Panvel and Karjat. Participants cooked roti cone , nutritious jowar pizza with sesame topping and other recipes. Recipes were judged on the basis of taste, use of local ingredients and cost effectiveness. All the participants were rewarded for their participation. Such activities help in building awareness about nutritious recipes which can be made locally and are well within reach of all members in the communities.



# Prabhat Pheri – Morning Rally by School Students

Prabhat pheri (Morning Rally) is one of the most effective strategies for community awareness and sensitisation on any cause. To celebrate Poshan Maah, two Prabhat Pheris were organised with the help schools students, teachers and Anganwadi workers who spread awareness on key issues related to prevention of Malnutrition and healthy lifestyle. Students also performed street plays on the theme of nutrition. Village members keenly listened to the students and appreciated their contribution in this campaign.



*500 school children, 100 Anganwadi workers participated in the rally in Karjat, Raigad on 22<sup>nd</sup> September, 2018*

# Drawing , Rangoli & Essay competition among school children



*Rangoli and drawings made by school children as part of these competitions*

Theme of the competitions was nutrition and healthy lifestyle. Such competitions help in sensitizing children and their families on key aspects related to nutrition.

# Impact during National Nutrition Month: 1400+ Community members

<b>Anganwadi workers</b>	<b>340</b>
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<b>Pregnant mothers</b>	<b>233</b>
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<b>Lactating mothers</b>	<b>106</b>
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<b>Mothers of children(&lt;2 yrs)</b>	<b>110</b>
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<b>School children</b>	<b>700</b>
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<b>Sarpanch &amp; members</b>	<b>12</b>
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**Thank you for continuous support in the  
Fight Against Malnutrition**