Implementation of Poshan Abhiyaan

Background

POSHAN Abhiyaan has been set up by Government of India in 2017 for a three-year time frame.

Objectives

- Reduce the level of stunting in children (0-6 years) under-nutrition (underweight prevalence) in children (0-6 years) and Low Birth Weight at 2% per annum
- Reduce anaemia among young children (6-59 months), women and adolescent girls at 3% per annum across the country.

About the Abhiyaan

- The Abhiyaan ensures convergence with various programmes, organising Community Based Events; incentivizing States/UTs for achieving goals.
- Community Mobilization and Awareness Advocacy leading to Jan Andolan – to educate the people on nutritional aspects. Incremental Learning Approach (ILA); strengthening Field Functionaries.
- Under the Abhiyan, all districts of the 36 States/UTs, including Tamil Nadu, have been covered for implementation in a phased manner.