

ROLES AND RESPONSIBILITIES

Panchayat Representatives

- Create awareness on proper nutrition habits amongst villagers
- Ensure that no girl in the village is married before 18 years of age
- Ensure that every pregnant woman in the village undergoes institutional delivery at the nearest hospital or health centre
- Encourage all villagers to always use toilets and ensure an Open Defecation Free (ODF) village
- Encourage the villagers to grow green leafy vegetables in their backyards so that their families can consume fresh and nutritious vegetables
- Ensure that everyone drinks safe water and ensure a clean environment
- Ensure timely meetings of Village Health, Sanitation and Nutrition Committee (VHSNC)

Anganwadi Workers

- Ensure regular counselling of caregivers on proper nutrition
- Ensure that every child receives routine immunization as per the prescribed schedule
- Support overall physical and cognitive development of the child
- Ensure regular home visits for pregnant women and newborns
- Regularly weigh all children and register their weight on the Mother Child Protection (MCP) Card. If the child's weight is in red category, immediately refer the child to the nearest health centre

ASHAs

- Encourage pregnant women to opt for institutional delivery and ensure that she goes for a minimum of four ANC visits
- Conduct 8-9 home visits for the care of newborn and post-partum mother
- Ensure monthly home visits for severely malnourished children and babies with low birth weight
- Ensure that every child receives routine immunization as per the prescribed schedule

School Management Committee

- Create awareness about anemia amongst adolescent girls and boys
- Make children aware of and accountable for good hygiene and sanitation behaviours

Community Radio Station

- Prepare nutrition-related content and broadcast it on the community radio station
- Create awareness about good hygiene and sanitation behaviours among listeners
- Disseminate information on nutritious local food practices
- Conduct programmes at regular intervals on local nutritious food and cooking habits to improve the calorie content of food

Panchayat representatives at the village level should unite all workers/ organizations and free India from malnutrition. This will help us in building a healthy and strong nation for generations to come

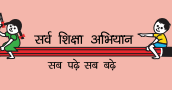


Har Ghar Poshan Tyohaar

POSHAN ABHIYAAN
JAN ANDOLAN



Ministry of Women & Child Development
Government of India



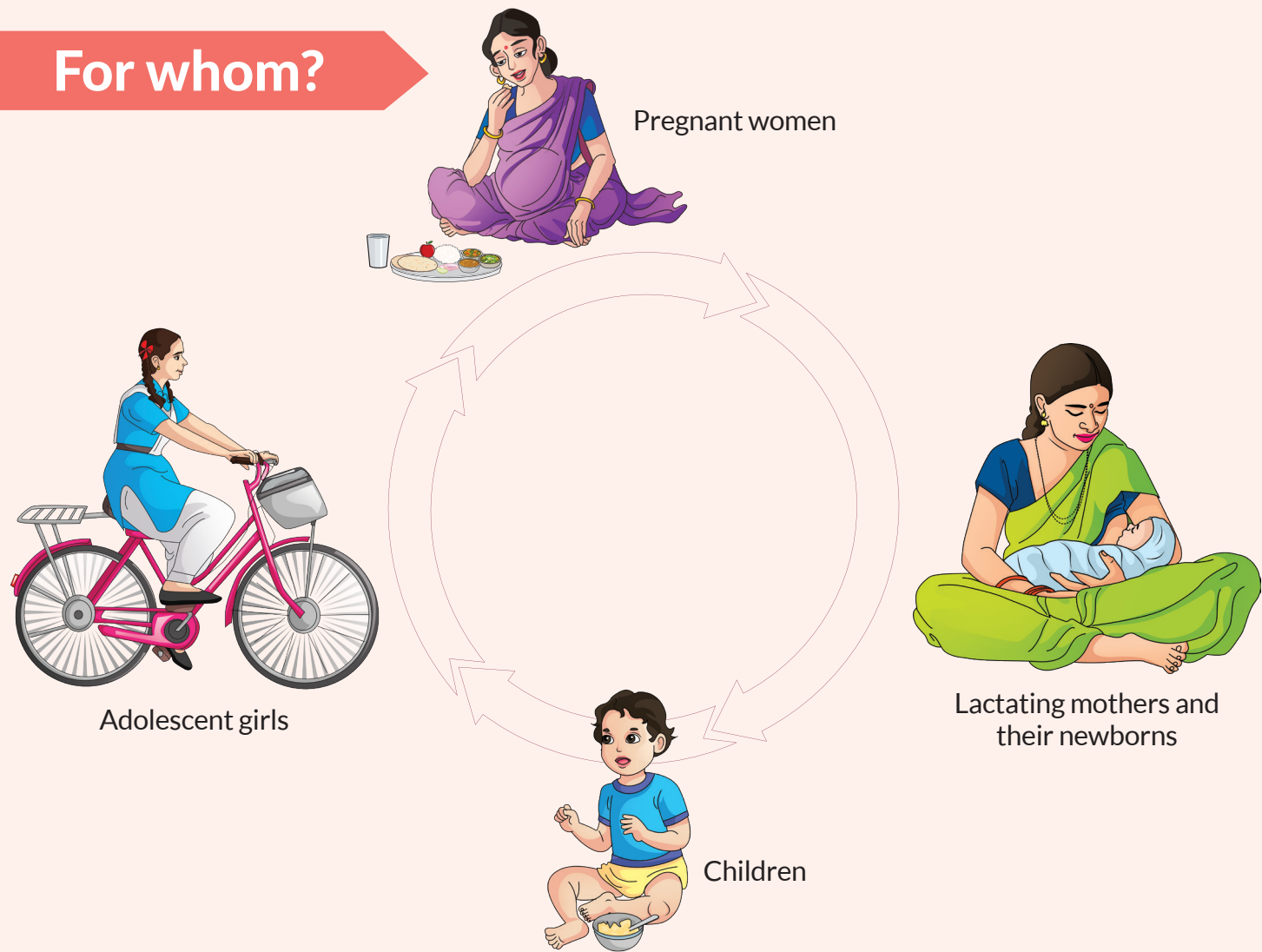
POSHAN Abhiyaan is not just a programme but a Jan Andolan (a people's movement) that requires mass participation from Indians. The success of this programme depends on the active participation of people, local leaders, panchayat representatives, school management committees, government departments, social organizations and public and private sectors. The National POSHAN month will provide a unique opportunity to contribute to POSHAN Abhiyaan. **September 2018 will be observed as the National POSHAN month.** Every Indian, public representative and organization are requested to actively participate in making India free from malnutrition.

Celebrate POSHAN festival in every home. Help each child, adolescent and pregnant woman in getting prescribed nutritional services. Your village will be free from malnutrition only when you resolve to work towards it.

Why POSHAN Abhiyaan?

Several government ministries and departments are already working on addressing stunting, malnutrition, anemia and low birth weight in children. However, the desired goals are yet to be fully realized. POSHAN Abhiyaan will bring positive changes in the daily diets and nutritional behaviours of Indians. This will be achieved with the help of technology. Various government ministries and departments have pledged their support for POSHAN Abhiyaan in a coordinated manner. A strong partnership and support at the Panchayat level is especially crucial in making this programme a success. Panchayat representatives are requested to play a key role in addressing malnutrition thereby strengthening the foundation of India; its people.

For whom?



Role of the Panchayat Representative

As people's representatives, the Panchayat functionaries must promote the following messages on proper nutrition habits and positive behaviours to the beneficiaries.

Pregnant women

- Consume nutritious diverse meal rich in vitamins and iron
- Consume fortified milk, oil and iodized salt
- Consume one red IFA tablet everyday starting from the fourth month for 180 days
- Take prescribed dose of calcium tablets
- One Albendazole tablet in the second trimester
- Drink safe water stored in a covered container kept at an elevated place
- Ensure a minimum of four ANC's from ANM or a doctor during pregnancy
- Ensure institutional delivery in a nearby hospital or at a health centre
- Maintain personal hygiene and cleanliness
- Always wash hands with soap before eating
- Always wash hands with soap after using the toilet
- Always use toilet



Lactating mothers

- Consume nutritious diverse meal rich in vitamins and iron
- Consume fortified milk, oil and iodized salt
- Consume one red IFA tablet every day for six months (180 days) post-delivery
- Take prescribed dose of calcium tablets
- Drink safe water stored in a covered container kept at an elevated place
- Initiate breastfeeding and feed colostrum to the newborn within the first hour of birth. The colostrum is the first immunization for the newborn
- Exclusively breastfeed the child for six months after birth. Do not feed the child anything else
- Always wash hands with soap before cooking and eating
- Always wash hands with soap after using the toilet and after cleaning your child's faeces
- Always use toilet
- Maintain your's and your child's hygiene and cleanliness



Children

- When a child completes six months, start complementary feeding along with breastfeeding
- Feed the child diverse iron and vitamin rich food every day
- Feed the child mashed and semi-solid complementary food
- Feed fortified milk, oil and iodized salt
- Ensure that your child receives the prescribed dose of IFA and vitamin A supplementation
- Ensure that your child receives half a tablet of Albendazole between the age of 12 and 24 months and one tablet between the age of 24 and 59 months from the nearest anganwadi centre. These tablets should be given once in six months to prevent worm infestation
- Ensure regular growth monitoring of the child at the nearest anganwadi centre
- Nutritious meal is a must for the overall cognitive development of the child. The age appropriate food quantity must be given as prescribed by AWW, ASHA, ANM or a doctor
- Ensure that the child completes full immunization as per schedule till five years of age
- Inculcate good hygiene and sanitation habits in your child
- Give safe drinking water stored in a covered container kept at an elevated place
- Always wash hands with soap before eating or feeding the child
- Always wash hands with soap after using the toilet
- Ensure safe disposal of child's faeces in the toilet
- Actively play and interact with your child



Adolescent girls

- Ensure that adolescent girls consume nutritious and diverse meals rich in vitamins and iron. This will ensure that the iron loss during menstruation cycle is compensated for and will help her perform to her full potential
- Consume fortified milk, oil and iodized salt
- Consume one blue IFA tablet once a week
- Practice menstrual hygiene
- Consume one Albendazole tablet twice a year to prevent worm infestation
- Drink safe water stored in a covered container kept at an elevated place
- Always wash hands with soap before eating
- Always wash hands with soap after using the toilet
- Always use toilet

