

**Minutes of TECH-THON - Seminar on Technology Partnerships
for POSHAN Abhiyaan**

Held on

28th June 2018 at Pravasi Bhartiya Kendra, New Delhi

1. Introduction

1.1 A day long National Seminar TECH-THON - Technology Partnerships for POSHAN Abhiyaan was organised on 28th June 2018 at Pravasi Bharatiya Kendra. It was **aimed at** showcasing & orienting the environment towards the initiative, exchange ideas, ideate and exploring avenues of cooperation and partnerships for technology support as well as, reaching-out to the beneficiaries for effective behavioural change to initiate a 'Peoples Movement' or Jan Andolan towards Nutrition.

1.2 The Seminar was attended by various stakeholders from the Government, multilateral organisations, IT industry, philanthropists, social organisations, State/UT representatives etc. A total of 300+ delegates attended the Seminar.

2. Conduct

2.1 An Exhibition highlighting the various Components of POSHAN Abhiyaan along with field level feedback on ICDS-CAS was organised. The focus of the exhibition was to demonstrate the mobile application & Dashboard as part of the Common Application Software; Capacity Building through Incremental Learning Approach and Early Child Care Education.

2.2 Agenda of the Workshop is attached at **Annexure I**. The Seminar was organised in five Sessions. Sessions focused on shortlisting of requirements as perceived by various stakeholders; identification of technology and domains for partnerships; identification of potential partners and processes/procedures to be adopted to ensure smooth implementation.

2.3 Secretary, MoW&CD welcomed the dignitaries and delegates to the Seminar and gave out a brief background of POSHAN Abhiyaan.

2.4 Vice Chairman NITI Aayog was the Chief Guest. He inaugurated the exhibition and released the Jan Andolan Guidelines. During his Key Note Address the Vice Chairman complemented the Ministry of Women & Child Development for the initiative and having the strategized the multi-dimensional stakeholder Scheme and also for conducting the Seminar. He exhorted the Ministries and stakeholders to put in efforts and ensure that not only the desired goals of the Mission are achieved, efforts should be made to overachieve the targets. He that addressing malnutrition needed to be the highest priority of society as a whole. He highlighted the issue of accountability of the governance system from the ground level upwards and how the real time POSHAN Abhiyaan Dashboard could contribute towards that. He talked about creating a feedback cell as part of the POSHAN Abhiyaan. He touched upon the issue of behavioural change and highlighted that food was not equivalent to nutrition. He emphasised on the requirement of creating a Peoples' Movement.

2.5 Dr. Vinod K. Paul Member (H&N), NITI Aayog, highlighted the significance and importance of the first 1000 days. The implications of optimal and complementary feeding were explained. Common Application Software which is now available for real time monitoring should be now harnessed at field level to address ground level issues and increase the contact between the field functionaries & beneficiaries aimed at increasing awareness. The issue of cerebral growth till 2 years and its impact on the intelligence/intellect quotient was explained. He emphasised the need of timely and required interventions, based on the analysis.

2.6 Shri V.K. Shunglu, former Secretary to GoI & Comptroller & Auditor General of India during his address brought out the reduction in mortality rates and increased incomes/wages were contributors towards enhanced nutritional levels and signs of an aspirational India. He highlighted the significance of a targeted approach to address the large national population. He talked about increasing the marriageable age of girls to ensure delivery of children takes place at the right age. He stressed on synergy between the Ministries of Women & Child Development and Health & Family Welfare. He talked about motivation at the cutting edge i.e. frontline functionaries, their terms of employment and working conditions.

2.7 CEO, NITI Aayog highlighted the importance of Partnerships to steer POSHAN Abhiyaan due to its enormity. He highlighted the convergence and contribution of other Schemes which contribute towards the overall nutrition status and the requirement to focus on Aspirational Districts. The importance of behavioural change and Jan Andolan along with the role it can play in sensitising the populace was stressed upon. Capacity building & empowerment of the frontline functionaries through technology and incentives would go along way in achieving the goals. He highlighted the challenges of coverage, intensity, continuity and quality. He stressed on the requirement of convergence at the grassroot level between frontline functionaries.

2.8 Shri Ratan P. Watal, Principle Advisor, NITI Aayog appreciated the initiative taken by the Ministry with respect to the POSHAN Abhiyaan as well towards organising the Tech-Thon. He identified POSHAN Abhiyaan as an essential component for India in its march towards a New-India. Focusing on the financial aspects he highlighted that investments in nutrition are going to yield very high economic returns. He highlighted as to how convergence was being handled at NITI Aayog and how various Schemes were reviewed, keeping in mind the overarching aims and goals of other schemes falling under interlinked domains. He brought out that this FY allocation towards social inclusion, health and education schemes was 13% higher than last year. He stressed on requirement of out of the box thinking to enable these schemes to be financially independent and sustainable.

2.9 Dr. Virendra Kumar, Hon'ble MoS, MoW&CD, during his address called upon all concerned to ensure that no child remains malnourished. He stressed on the need to focus on the nutrition and monitoring of adolescent girls and pregnant women to ensure that the new borns are healthy and in the right weight. Schemes across the Ministries of Health & Family Welfare and Women & Child Development need to be synergised to ensure delivery and interventions, as required. The requirements of special communities, minorities and tribal belts need to be integrated within the technology ambit of the Scheme. He exhorted the delegates to come forward and partner with the Ministry as part of POSHAN Abhiyaan. These partnerships need to be in the domain of technology, implementation and Jan Andolan.

3. Way Forward

3.1 The Seminar more than achieved its aim and provided an ideating platform for the Ministry, the IT, Social, telecom and industrial sector as well as the academia to brainstorm and come up with thoughts and ideas as to how the implementation of POSHAN Abhiyaan can be fast-tracked and effectively harness the inputs from the Scheme to achieve the desired goals.

3.2 POSHAN Abhiyaan provides a unique platform and opportunity as well as throws up newfangled challenges for all. Convergence not only needs to be achieved across Ministries but industry, social sector and academia also need to be incorporated. The Seminar enabled respectable progress on that account and it is envisaged that the proceedings will lead to constructive partnerships. The CPMU to compile a directory of all potential partners across industries/work areas.

3.3 Technology being the backbone of the Abhiyaan it requires support of the IT Sector so that the Scheme moves toward data enabled effective, timely and preventive interventions, as also ensure timely rollout of the Scheme. NASSCOM Foundation has volunteered to contribute towards the same and has agreed to sign a MoU with the Ministry to provide support across domains, through its partners.

3.4 The response to cooperation through CSR was encouraging. Idea of adoption of States/UTs in order to ensure simultaneous implementation of technology and roll-out of the Scheme in desired timeframes received an encouraging response. CPMU at POSHAN Abhiyaan to initiate action with corporates/social agencies willing to contribute towards the same.

3.5 CPMU, POSHAN Abhiyaan to steer a separate dialogue with interested parties on leveraging partnerships for use of bigdata, data analytics and Artificial Intelligence.

TECH-THON: Technology Partnerships for POSHAN Abhiyaan**AGENDA**Date: 28th June, 2018

Venue: Pravasi Bharatiya Kendra, New Delhi.

Time (Duration)	Agenda Item	Speaker
09:00-09:30	Registration	
09:30-09:40	Inauguration & Walkthrough of Exhibition	
Session I: Inaugural Session		
Chair: Dr. Rajiv Kumar, Vice-Chairman, NITI Aayog		
Co-Chairs: Dr. Vinod K. Paul, Member, NITI Aayog; Shri Rakesh Srivastava, Secretary, MoW&CD; Shri Ajay Tirkey, Additional Secretary, MoW&CD; Dr. Rajesh Kumar, Joint Secretary, MoW&CD & Mission Director, POSHAN Abhiyaan		
09:40-09:45	Introductory Film on POSHAN Abhiyaan	
09:45-09:50	Welcome Address	Shri Rakesh Srivastava Secretary, MoW&CD
09:50-09:55	Inauguration of Seminar & Release of Jan Andolan Guidelines	Dr. Rajiv Kumar Vice-Chairman, NITI Aayog
09:55-10:05	Keynote Address	Dr. Rajiv Kumar Vice-Chairman, NITI Aayog
10:05-10:15	Special Address – Importance of First 1000 Days & Real Time Monitoring	Dr. Vinod K. Paul Member, NITI Aayog
10:15-10:25	Overview of POSHAN Abhiyaan	Dr. Rajesh Kumar, JS, MoW&CD & Mission Director, POSHAN Abhiyaan
10:25-10:35	ICDS-CAS: An Overview	Mr. Rahul Mullick, BMGF
10:35-10:50	ICDS-CAS: Technology Platforms & Architecture	Mr. Jonathan Jackson, Dimagi Mr. Kanishka Katara, Dimagi
10:50-11:15	ICDS-CAS: Orientation	Dr. Hemant Shah, CARE Mr. Ram, CARE
11:15-11:30	Maternal Nutrition: PMMVY-CAS: Governance Simplified	Shri Krishnan Dharmarajan, CDFI Shri R. Sumanthra, CDFI
11:30-11:50	<i>Tea Break</i>	

Session II: Enabling Platforms - a User Perspective

Chair: Shri V.K. Shunglu, Former Secretary to Government of India and Comptroller & Auditor General of India.

Co-Chairs: Shri Parameswaran Iyer, Secretary (DW&S); Shri Rakesh Srivastava, Secretary, MoW&CD; Shri Ravi Kant, Secretary (F&PD), MoCAF&PD; Shri Ajay Bhushan Pandey, CEO, UIDAI; Shri Ajay Tirkey, Additional Secretary, MoW&CD

11:50-11:58	Inter-sectoral Convergence enabled through Technology	Mr David Wilson Program Director & Global Lead World Bank
11:58-12:06	Understanding Technological Convergence	Shri Narendra Bhooshan DDG, UIDAI
12:06-12:18	Data Enabled Monitoring and Interventions	Col. Sameer Kanwar (Retd.) Consultant, POSHAN Abhiyaan
12:18-12:26	Role of Sanitation towards Nutrition and Technology based interventions	Shri Arun Baroka Joint Secretary, MoDWS
12:26-12:34	Existing Technology Platform for Health Schemes and Way Forward	Shri Alok Verma Director, MoH&FW
12:34-12:42	POSHAN <i>Abhiyaan</i> : Expectations from the IT Industry	Dr. Rajesh Kumar, JS, MoW&CD & Mission Director, POSHAN <i>Abhiyaan</i>
12:42-12:55	Panel Discussion	

Session III: Leveraging Technology for Convergence, Partnerships & Jan Andolan

Chair: Shri Amitabh Kant, CEO, NITI Aayog

Co-Chairs: Shri Rakesh Srivastava, Secretary, MoW&CD; Ms. Deepika Srivastava, OSD-NITI Aayog & Member-EC (POSHAN Abhiyaan); Shri Ajay Tirkey, Additional Secretary, MoW&CD; Dr. Yasmin Ali Haque, UNICEF Representative in India

13:00-13:10	Building Partnerships over Technology – Government, Public Sector, Social Organizations, NGOs, Industry (CSR) etc.	Shri Amitabh Kant CEO, NITI Aayog
13:10-13:20	Jan Andolan Strategies & Implementation	Dr. Yasmin Ali Haque, UNICEF
13:20-13:30	Technology & Social Media as enablers for Jan Andolan	Ms. Prerita Chauthaiwale Team Leader, MyGov
13:30-13:40	Jan Andolan- From Government Programmes to Peoples' Mission	Dr. K. Viswanath, Harvard University Ms. Archana Vyas, BMGF Ms. Neela A. Saldanha, Ashoka University
13:40-13:50	Telecom Sector as a Force Multiplier	Shri Pankaj Mohindroo Founder & National President, Indian Cellular Association
13:50-14:00	Convergence at Grassroots & Role of Swasth Bharat Preraks	Ms. Shireen Vakil Head Policy & Advocacy, TATA Trust
14:00-14:10	Panel Discussion	
14:10-15:00	Lunch	

Session IV: Emerging Technologies - Big Data, Data Analytics & AI as Enablers for POSHAN Abhiyaan**Panel I: Role of Emerging Technologies****Moderator:** Dr. David Wilson, Program Director and Global Lead, World Bank**Co-Chairs:** Ms. Neeta Verma, DG, NIC; Shri Rakesh Srivastava, Secretary, MoW&CD; Shri Ajay Tirkey, Additional Secretary, MoW&CD; Dr. Rajesh Kumar, Joint Secretary, MoW&CD & Mission Director, POSHAN *Abhiyaan***Time:** 15:00-16:00**Key Deliverables:** Leveraging technologies for proactive monitoring and preventive interventions**Speakers:**

1. Shri Ashutosh Chadha, Group Director, Government Affairs and Public Policy - Microsoft India
2. Dr. Lovneesh Chanana, Vice President, Digital Government, SAP
3. Shri Guru Maladi, Partner-India Markets, EY
4. Mr. Jonathan Jackson, Dimagi

Panel II: Cascading ICDS-CAS: Pan-India**Moderator:** Mr. Shirish Raut, Associate Vice President, NASSCOM Foundation & Mr. Rahul Mullick, BMGF**Co-Chairs:** Shri Rakesh Srivastava, Secretary, MoW&CD; Shri Rajesh Bhushan, Additional Secretary, Cabinet Secretariat; Shri Ajay Tirkey, Additional Secretary, MoW&CD; Ms. Radha S Chauhan, CEO, GeM; Dr. Rajesh Kumar, Joint Secretary, MoW&CD & Mission Director, POSHAN *Abhiyaan***Time:** 16:00-17:00**Key Deliverables:** Partnerships for time-bound & effective roll out of POSHAN *Abhiyaan***Speakers:**

1. Shri Nilaya Varma-Partner, Government Lead, KPMG
2. Shri Ruchit Nagar, Co-founder and CEO, Khushi Baby
3. Shri Abhishek Gopalka, Partner BCG
4. Shri L. M. Singh, IPE Global
5. Shri Emmanuel David, Director, Tata Management Training Centre

Session V: Moving Forward**Panel on the Dias:** Hon'ble Minister MoW&CD; Hon'ble MoS MoW&CD; Shri Ratan P. Watal, Principle Advisor, NITI Aayog & Member Secretary (EAC-PM); Secretary, MoW&CD; Mission Director POSHAN *Abhiyaan*

17:00-17:05	Summary of Key Action Points	MoW&CD
17:05-17:15	Convergence the Key Enabler for Government Schemes	Shri Ratan P. Watal, Principle Advisor, NITI Aayog
17:15-17:25	Way Forward	Hon'ble MoS, MWCD
17:25-17:35	Concluding Remarks	Hon'ble Minister, MWCD
17:35-17:40	Vote of Thanks	Shri Ajay Tirkey Additional Secretary, MoW&CD
17:40 onwards	<i>Tea</i>	