

NNM/7/2017 – WBP(e-43199)
Government of India
Ministry of Women and Child Development

3rd Floor, Jeevan Vihar Building,
Sansad Marg, New Delhi -110001
Dated 4th January, 2019

To

The Principal Secretaries/Secretaries, Department of Social Welfare/Women & Child Development, all States/UTs of India

Subject :- Guidelines for Innovation under POSHAN *Abhiyaan* the PM's Overarching Scheme for Holistic Nourishment

Sir/Madam,

Please refer to this Ministry's letter of even No. dated 18.12.2017 and :26.02.2018 forwarding therewith the Administrative Approval and Administrative Guidelines for implementation of POSHAN *Abhiyaan* (National Nutrition Mission).

2. As per Para 4.5 of the Administrative Guidelines dated 26.02.2018, there is a provision of Innovation under POSHAN *Abhiyaan* and it was mentioned that a separate guidelines on this component will be issued by the MWCD.

3. In this regard, it is stated that based on the experience of Anganwadi Services and the identification of existing gaps, particularly on the soft side of programme, the POSHAN *Abhiyaan* envisages undertaking a few activities to be implemented at Block/District/State level intended to improve the service delivery system, capacity building of front line functionaries and community engagement for better nutritional outcomes. The *Abhiyaan* envisages to earmark funds for the development and implementation of innovations and pilots particularly showing the convergent nutrition action to achieve one or more desirable nutritional results. The successful pilots may be taken up later-on for scaling up in similar contextual specificities on a broader platform.

4. Any innovative but implementable idea that can be conceptually shown, to significantly transform or enhance the ability of the *Abhiyaan* for achieving any of its stated outcomes may be developed into a pilot and implemented at an appropriate scale. It should have an unambiguous focus on nutrition outcomes and should generate evidence of desired nutritional effect and feasibility of implementation, so that the innovation-pilot may be considered for either further development or wider implementation. The following suggested outcomes may be targeted for the proposed pilot implementation:

(a) Convergence of Services for achieving goals under POSHAN *Abhiyaan*.

- (b) IYCF practices particularly pertaining to breast feeding and complementary feeding at the household level.
- (c) Reduction of nutritional anemia levels among adolescents girls, women and children.
- (d) Improved access to good quality nutrients for complementary feeding in poor families.
- (e) Mechanism for timely identification of SAM children and their care.
- (f) Improved management of child feeding during and after illness.
- (g) Improvements in hygiene determinant of nutrition.
 - (h) Simultaneous improvement in access to key eligible services from multiple departments, etc.
- (i) Serviceability of Anganwadi Centres.
- (j) Innovations towards Behavioural Change Communication.
- (k) Increasing the nutrition efficiency of Centres (nutri gardens etc.)

5. States/UTs may choose pilots either from the above list or may decide their own keeping in view the target fixed under POSHAN Abhiyaan following a systematic process starting with designing the pilot, building in an operations research and evaluation component before initiating implementation.

6. The project proposal will be approved by the State/UT level Convergence Committee or State/UT level Sanctioning Committee nominated for this purpose at State/UT level. The proposal will clearly bring out the objective of the pilot, the scale of delivery, monitoring plan, implementation plan structure, timelines and financial implications etc.

7. The project proposal shall be evaluated on the basis of the following parameters by the State/UT level Convergence Committee or State/UT level Sanctioning Committee at the State/UT Level :-

- (a) A clear objective aiming at one or more clearly indicated nutritional outcomes to be achieved or significantly bettered. It should also indicate the target group and the benefits the implementation of innovative pilot is likely to accrue to them.
- (b) Indicate conceptual clarity and relevance.
- (c) A clear implementation plan and timeline.
- (d) A results chain with clearly identified output and outcome indicators
- (e) Monitoring plan, spelling out how the identified indicators will be monitored, along with a mechanism for course correction
- (f) Indicate implementation structure and funds flow.
- (g) Depict scalability and contextual specificity.

(h) Indicate a feasible and realistic mechanism of convergence and the institutional arrangements for the same.

8. The innovation pilots must have a clear action plan with timelines and incorporate a robust monitoring and evaluation structure which will include measures to be used to assess the impact and implementation rigor, and a detailed mechanism for monitoring based on a select set of monitoring indicators.

9. The norms for allocation of funds to States/UTs under the Innovation activities is @ ₹ 27.85 Lakhs per district for the entire duration of the project i.e. upto March, 2020 (this is only for calculation of amount for State/UT only). The allotment of funds will be at State/UT level. States/UTs may decide to use the allocated funds to pilot an innovation in a few districts or blocks, or in every district, depending on the nature of the innovation being proposed and implemented. The distribution of funds down to district level will be at the discretion of the State/UT. Sufficient funds are already available with States/UTs. States/UTs may incur the expenditure for Innovation as per these norms.

Yours sincerely,



(Sanjiv Gajraj)

Executive Director, POSHAN Abhiyaan
Tel. 011-23368202

Copy to

- (i) Adviser, NITI Aayog
- (ii) Director and Nodal Officer, In-charge of POSHAN Abhiyaan of all States/UTs of India
- (iii) Ms. Mohini Kak, Health Specialist World Bank