

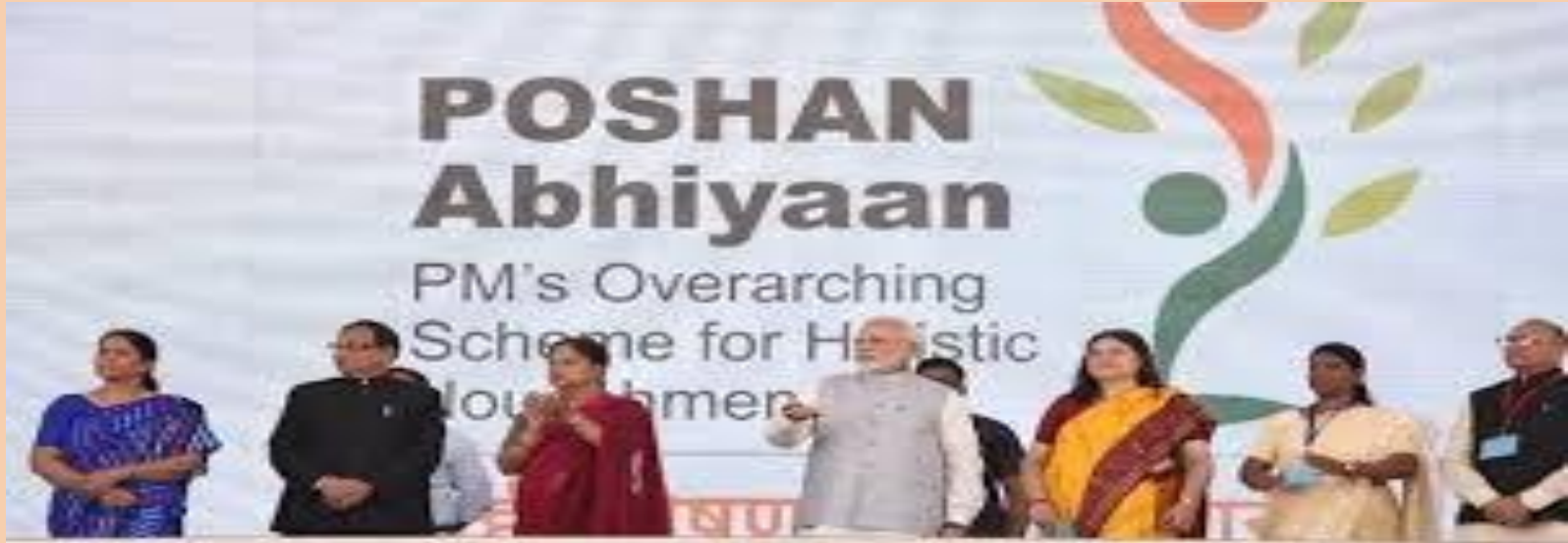
INTEGRATED CHILD DEVELOPMENT SERVICES MADUKKARAI BLOCK



POSHAN ABHIYAAN

POSHAN MAAH 2020

LAUNCH OF POSHAN ABHIYAAN



Government of India has approved setting-up of POSHAN Abhiyaan commencing from 2017-18.



The focus is on the first 1000 days of the child and preventive care for adolescent girls, women and mothers.



It also aims to reduce stunting, Wasting, Underweight from the existing 38.4% to 25% by 2022

THE FIVE PARAMETERS OF POSHAN ABHIYAAN

- ❖ Prevent and reduce Stunting in children (0- 6 years) @ 2% per annum
- ❖ Prevent and reduce under-nutrition (underweight prevalence) in children (0-6 years) @ 2% per annum
- ❖ Reduce Low Birth Weight (LBW) @ 2% per annum
- ❖ Reduce the prevalence of anaemia among young Children(6- 59 months) @ 3% per annum
- ❖ Reduce the prevalence of anaemia among Women and Adolescent Girls in the age group of 15-49 years @ 3% per annum

Implementation



36 States/UTs



719 Districts



7,075 Projects



51,328 Sectors

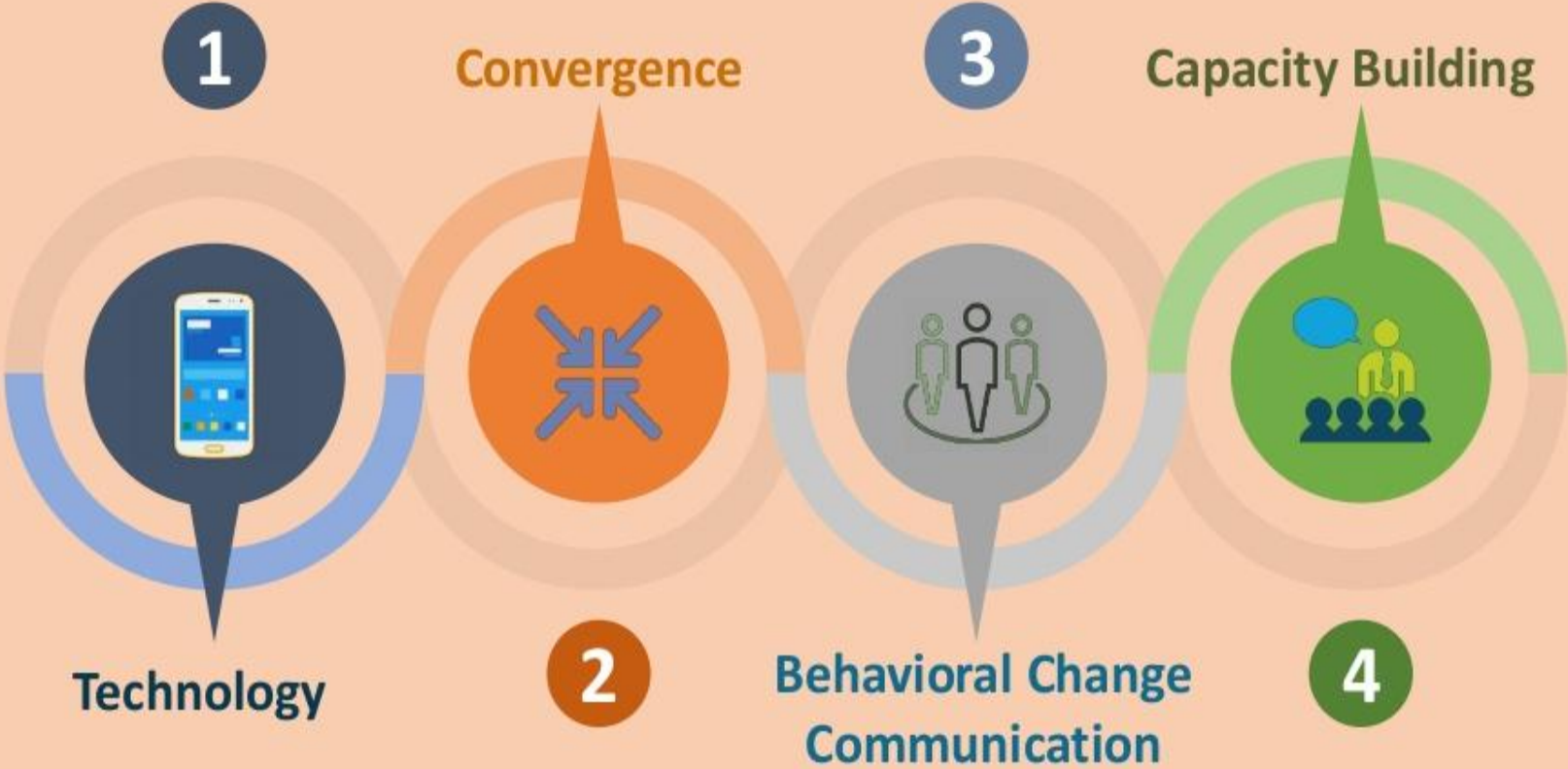


**1.4 Million
Field Functionaries**



**100 Million
Beneficiaries**

The Four Pillars



A

Multi Sectoral Convergence

1 Promoting Safe Drinking Water

2 Promoting Sanitation
ODF

3 Promoting Personal Hygiene
Handwash facility with Soap

Across

- Households
- Anganwadi Centres
- Health Centres
- Schools

B

Monitoring Mechanisms

4

Antenatal Check-ups

5

Institutional Deliveries

6

Breastfeeding

- Within 1 hour of delivery
- Continued till 6 months

7

Complementary Feeding

- Initiated at 6 months of age

8

Growth Monitoring & Promotion

- Children 0-6 years
- Weight and Height

9

Management of Acute Malnutrition

- SAM and MAM Children

10

Anaemia

- Children
- Adolescent Girls
- Mothers

NUTRITION KEY STRATEGIES AND INTERVENTIONS

IYCF

1



Food & Nutrition

2



Immunization

3



Institutional Delivery

4



WASH

5



De-worming

6



ORS-Zinc

7



Food Fortification

8



Dietary Diversification

9



Adolescent Nutrition

10



Maternal Health & Nutrition

11



ECD/ECCE

12



Convergence

13



ICT-RTM

14



Capacity Building

15



PROFILE OF THE ICDS MADUKKARAI BLOCK

- **TOTAL NO OF AWC – 99**
- **TOTAL NO SECTORS – 2**

SECTORS NAME :

MADUKKARAI – 45

THIRUMALAYAMPALAYAM - 54

POPULATION DETAILS

MADUKKARAI BLOCK

- TOTAL NO OF HOUSE HOLD – 40256
- TOTAL NO OF POPULATION – 148701
- TOTAL NO OF MALE – 74344
- TOTAL NO OF FEMALE – 74357
- TOTAL NO OF MALE CHILDREN – 4356
- TOTAL NO OF FEMALE CHILDREN – 4250

BENEFICIARIES IN OUR BLOCK

- 0 TO 6 YEARS CHILDREN – 8576
- PREGNANT WOMONS – 637
- LACTATING MOTHERS – 540
- ADOLESCENT GIRLS – 3701

ICDS DURING COVID 19

- Containment and Quartine Survey
- Provision of Dry Ration to Beneficiaries
- Counseling to AN and PN
- Continuous follow up
- Online ECCE classes to children through whatsapp videos (Virtual Learning)
- Un breakable service reach to Beneficiaries

POSHAN MAA ACTIVITIES

September 1 – 30 2019



POSHAN PAKHWADA MARCH 2020



A white, hand-drawn style speech bubble sticker is centered on a corkboard background. The text inside the bubble is written in a bold, black, sans-serif font. The words "Thank" and "you!!" are arranged on two lines, with "Thank" on the top line and "you!!" on the bottom line. The exclamation marks are large and prominent.

**Thank
you!!**