

KUMURAM BHEEM ASIFABAD DISTRICT
SWACHH JAL - SWACHH JUNGLE - SWACHH JAMEEN

Mission **SAMPURNA** Poshan

Strike Against Malnutrition by Peoples
Upliftment through Revival of Nutrition in Asifabad



NITI Aayog



Why SAMPURNA Poshan was necessary

- Predominantly Tribal and most Backward district in Telangana with people having minimal awareness on Health and Nutrition.
- Being farthest district from Hyderabad, it lacked basic infrastructure facilities at Anganwadis in addition to shortage of Staff.
- As a result large number of children with multiple deficiencies like being underweight, wasted and Anemic at the same time was prevalent in the district, which was also common among adolescent Girls and Women.
- So, addressing problems at Anganwadis alone was not sufficient as it deals with only one meal a day, but a **“SAMPURNA Poshan”** covering **(3) Meals a day** was necessary and essential to eradicate malnutrition permanently from the District



Most Backward District



Lack of Basic Infrastructure Facilities at Anganwadis



Malnourished Women & Children



Taking Nutrient deficit Food in every Meal

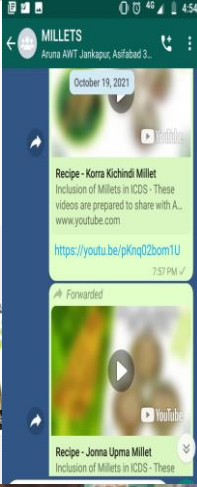
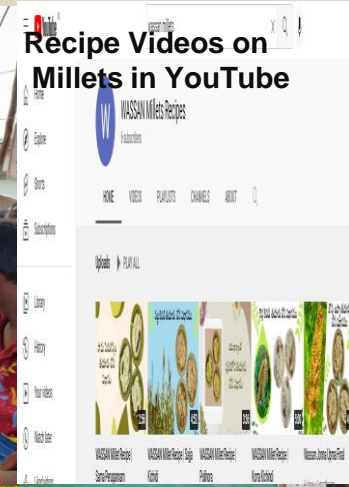
How Aspirational District Program helped us

- After introduction of Prime Minister's Aspirational District Programme, special focus was made on Capacity building, Infrastructure development and Monthly monitoring of NITI Aayog Parameters.
- By comparative analysis with other Aspirational Districts, and bridging the gaps in each and every parameter and converging central and state schemes, the district started improving its Health and Nutrition indicators.
- As a result, NITI Aayog sanctioned Rs.1.36 Crore for pilot project "Decentralized Millet based Recipes"



How the Millet Project was introduced

- In a span of (3) Months , (33) Food festivals , (10) Millet recipe trainings were conducted covering (225) Anganwadis.
- Millet Cooking Videos were circulated through whatsapp , YouTube and Bluetooth to the beneficiaries.
- (10) Millet Cooking training sessions in (10) Days across each of (225) Anganwadis were conducted by teachers, training all the targeted women.
- Millets were made available for purchase locally and **Anganwadi Teacher visited each House Hold daily to ensure Millets consumption.** A report on this was monitored by Supervisors and District officers daily.
- To promote Millet cultivation, Agriculture Officers trained (2500) farmers covering more than (1000) Acres, for which subsidised seeds were distributed.



Why it needed expansion and How it expanded

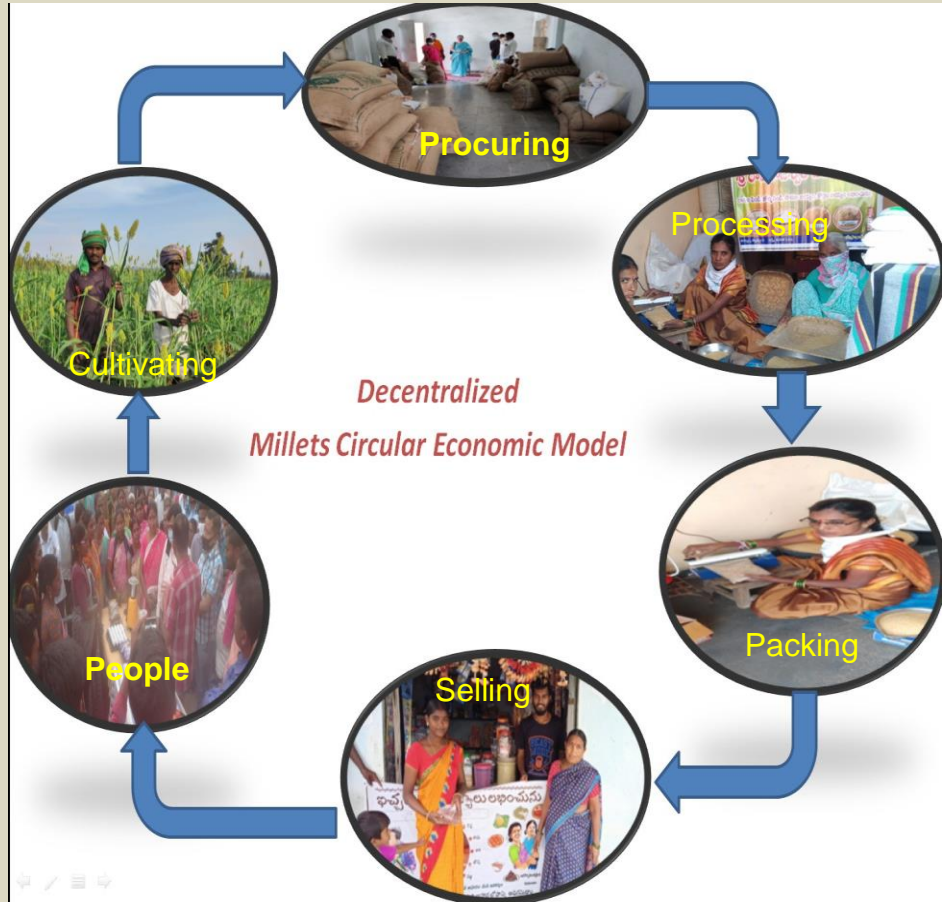
- Problem of Malnutrition was not limited to few centers, it was prevalent among all centers.
- **A day lost at present would result in a death in future**, which was to be prevented.
- So, awareness programmes on millets **Cultivation, Cooking and Consumption** were taken up across all (335) panchayaths and (973) Anganwadis along with necessity of inclusion of vegetables to have a balanced nutritional meal was clearly explained.
- SHG Women were trained in Production, Processing and Marketing through whom (973) **“Mission SAMPURNA Shops”** were established covering all (973) Anganwadis where Millets were made available at cheaper price.
- Special emphasis was made on improving sanitation in villages and hygiene among public **moving towards ODF +**.



How it transformed into a Jan Andolan

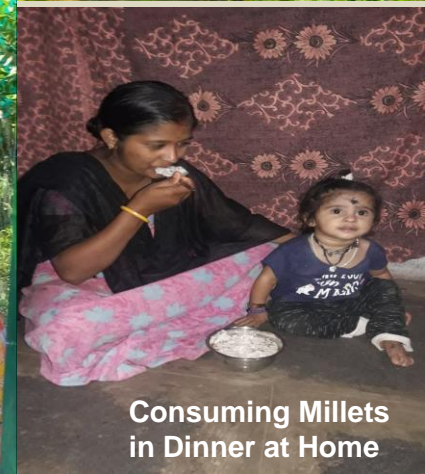
(Decentralized Village Circular Economy)

- Awareness programmes were conducted in all Schools, PHCs, Villages and Rythuvedikas.
- Discussions and Debates were held in every SHG women meetings and with all Tribal and Community leaders on importance of Health and Nutrition.
- SAM-MAM day is conducted every Thursday by involving all Panchayath Secretaries, Sarpanches, ward members and standing committee members, who review status of malnourished children.
- Last week of every month is conducted as Nutrition week by conducting community based events, where all village elders, teachers, ANMs, ASHAs and community leaders take part and discuss on the progress of Nutrition.
- Nutri Gardens are raised in all schools and Anganwadis and Sufficient Vegetables are grown in household backyards for self consumption.
- Millets are **Grown, Procured, Processed, Packaged and Sold** locally to local Villagers at cheaper prices, transforming it in to a **Decentralised Millet Village circular Economic Model.**



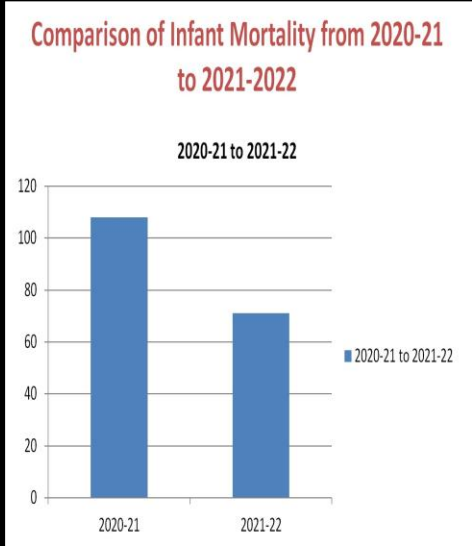
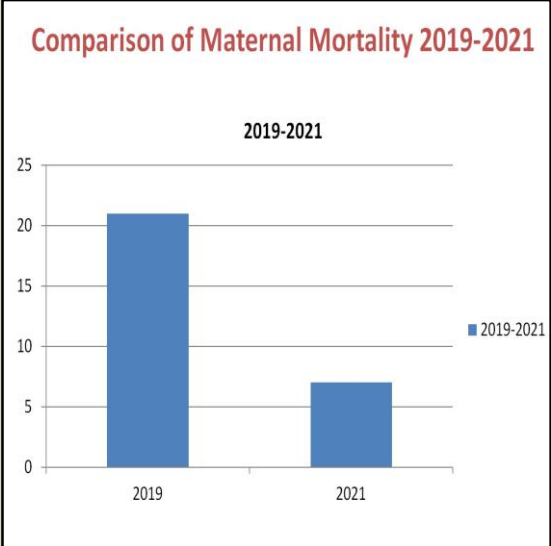
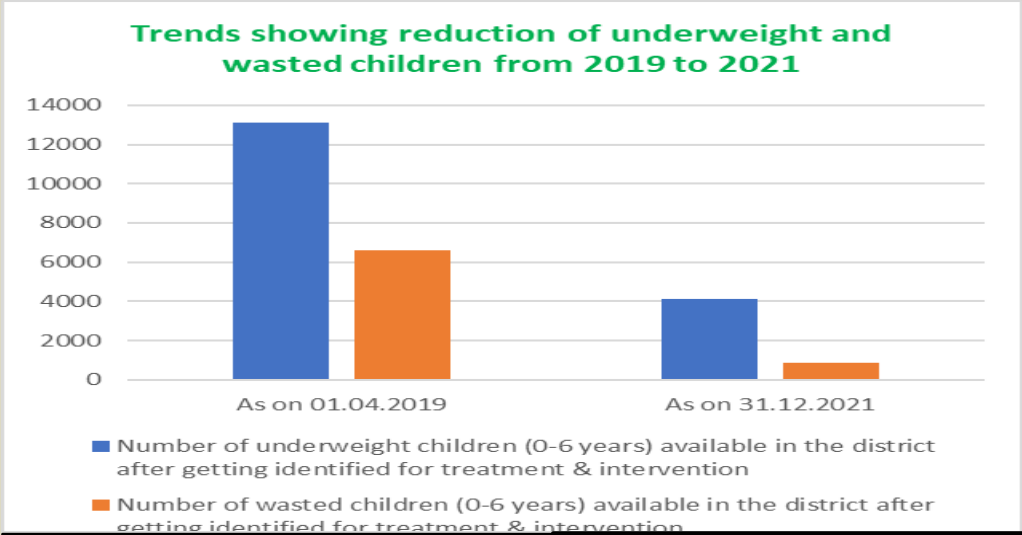
What we could achieve through Jan Bhagidari

- Complete behavioural change is noticed in people because of involvement of all sections of society.
- Problems of Poshan, which was on the plates of every individual across all ages for **all (3) meals** was addressed through SAMPURNA Poshan.
- Instead of depending on Government to get **free meal**, they are now **Growing, Procuring, Processing, Packaging, Selling, Purchasing and Consuming** required quantities of millets and vegetables in their own village.
- Visible impact is that **80% of beneficiaries** are now consuming Millets and Nutritional vegetables in **other (2) meals, outside regular Anganwadi meal.**



How we are now

- Maternal Mortality reduced from 21 in 2019 to 7 in 2021, out of which **Anemia related deaths reduced from 18 to Zero.**
- Infant Mortality reduced from **108 in 2020-21 to 71 in 2021-22.**
- Under weight children decreased from **13109 to 4106** and wasted children from **6612 to 877.**
- Due to this we could **save at least 30 to 40 precious lives** of women and children of the district.
- Thus the district is achieving **SAMPURNA** poshan in true spirit





Mission

Sampurna Poshan Shop

If You Want Your Children to be Healthy
No Women to Suffer with Malnutrition

It is Essential to Include Millets, Leafy Vegetables, Vegetables, Fruits & Meat Products in Your Diet

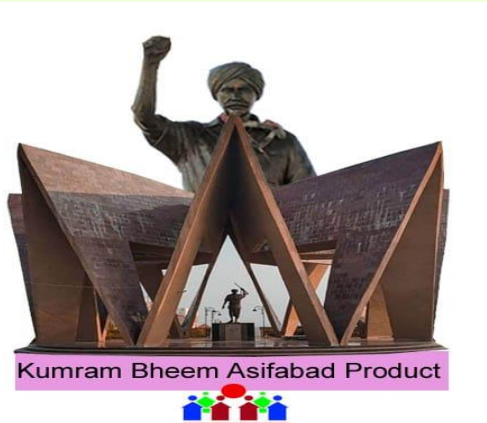


COME LET US ALL JOIN HANDS TO MAKE OUR DISTRICT FREE FROM ANEMIA & MALNUTRITION
 KUMRAM BHEEM ASIFABAD DISTRICT



Mission **SAMPURNA** Poshan Accomplished

Thank you



Rahul Raj P.S I.A.S.,
 Collector & District Magistrate
 Kumuram Bheem Asifabad

Swachh Jal - Swachh Jungle - Swachh Jameen