



Project Sanvardhan Rampur (Uttar Pradesh)

Innovation (District)

The Hon'ble Prime Minister launched POSHAN ABHIYAN (Prime Minister's Overarching Scheme for Holistic Nutrition) to address the challenge of malnutrition in a mission-mode in 2018. With regard to agricultural sector, Hon'ble PM shared his vision of doubling farmers' income in a time-bound manner.

With a special focus to achieve the above objectives, "Project Sanvardhan" was launched by Rampur district administration as an integrated nutrition support program to strengthen the system of nutritional delivery, its outreach, and outcomes with a focus on developing sustainable practices that nurture health, wellness, and immunity to combat disease and malnutrition. The project aims to increase the income levels of farmers / FPOs by following the motto 'Vocal for Local'. This initiative also aims to strengthen the component of Jan Bhagidari (public participation) and make it an integral part of transparent and accountable governance.

It is crucial to break the inter-generational cycle of malnutrition (The cycle starts from the womb of a malnourished mother giving birth to a malnourished child who later becomes a malnourished parent /mother). In view of the above, the targeted beneficiaries of the project are Malnourished Children, Pregnant Women, Lactating Mother and Adolescent Girls.

a) Detailed Survey of the dietary habits of children were conducted with Nutritional Experts, Doctors, Ayush team, Dietician, and Farmers to derive a customised "Poshan kit" comprising of organic and natural products (Organic Honey, Flax Seeds, Sesame, A-2 Ghee, Oyster Mushroom, Corn, Amla, Dry Fruits, Black Wheat, Moringa, Coarse Grains etc.) with help of Local FPOs. Quality control of Products is assured as these are duly certified by NABL and FSSAI.

Strategy

A critical part of the programme has been to mobilize communities at the grassroots to combat misinformation and bring about behaviour change by organising regular Community-Based Events (such as Poshan Rallies, Poshan Panchayat, Poshan Vatikas, Poshan Maah, Wall Writing, etc); IEC activities (Distribution of IEC material such as SAM handout, Shagun card, Customised Diet Charts, etc); Nomination of Nutrition Monitors; Extensive training & Sensitisation of Asha, Anganwadi Workers and other Frontline Workers; Rebranding of Anganwadi Kendra by Improving overall infrastructure to make them more facilitative, attractive and child-friendly .

By adopting a Jan Andolan strategy as outlined in Poshan Abhiyaan, administration was able to forge a consensus around nutrition at the community level and raise awareness about malnutrition as a problem that the community must collectively act upon.

Use of Poshan Tracker and Vatsalya app for

monitoring and reviewing Vatsalya app provided a common platform for facilitating inter-face among ASHA, AWW ANM, Panchayat Sahayak and District level Officers.

Dedicated Poshan War Room (Call Center) with Poshan Champions in order to ensure grievance redressal, proper service delivery, and feedback mechanism.

Implementation

1) Self sufficiency is assured by :

- Local agricultural produce as ingredients.
- Direct procurement from FPO by Gram Panchayats.
- Setting up of indigenous processing and packaging unit in district by FPO.
- Direct market linkage to encourage crop diversification.
- Direct /doorstep delivery to beneficiaries thereby cutting short the long supply chain and reducing red tapism.

- Institutionalised MOU signed between FPOs and PRIs to ensure fair terms of trade for farmers.

2) Financial sustainability is achieved by :

- Convergence of basic grant/ untied fund of PRI (Gram Panchayat) granted under 15th finance commission.

Impact

These interventions minimised preventable child and maternal mortality & morbidity. The overall impact may be summarised as below-

- 5325 beneficiaries have been treated so far.
- Upliftment of socio-economic status of the beneficiary families with an overall sense of well-being.
- 94% of malnourished children came out of SAM category within 3 months of administration of Poshan kit.
- The percentage of SAM children in the district fell to 2.2% from 5.9 %
- In 2022, MMR was reduced by 28.9%,

IMR reduced by 8.3%, ANC increased by 29.3%, Anaemia in age group 15-19 years was reduced by 75.5 %, and malnutrition (SAM) significantly reduced by 59.3% as compared to the year 2020.

- Diversification towards high-value organic crops such as sesame, oyster mushroom, corn, black wheat, moringa, coarse grains, etc, and towards non-farm products such as organic honey, A2 ghee.
- Cluster farm cultivation area of diversified crops increased from 0 to 720 acre.
- Improvement in terms of trade for Farmers, timely payments and direct market linkage.

The progress in income levels of farmers and other parameters may be summarised as under -

- 16.9% of farmers income doubled.
- 45.7% of farmers income increased between 51 to 75%.
- 32.7% of farmers income increased between 26 to 50%.
- 4.7% of farmers income increased upto 25%.

- The project was started with a single FPO and now 22 FPOs are associated with it .
- Participation of farmers increased from a few hundred to more than 2080 farmers.
- Easy loans were made available to FPO through NABARD.
- The entire processing unit is run by renewable sources of energy as a dedicated solar plant is installed for power supply.
- Income of FPOs increased significantly from 1 cr to 2.25 cr in a span of two years

Promotion of Millets

- In light of Hon'ble PM's vision of

positioning India as 'global hub for millets', District administration has also undertaken multiple initiatives to promote the cultivation and consumption of nutritional cereals through this scheme.

- Locally produced Millets are used for the preparation of products of 'Poshan kits' in a way that they appeal to the taste buds of beneficiaries, particularly kids.
- Dedicated Millets shop is set up in Vikas Bhawan to make these products available to general public.
- "Rampur Krishak FPO" is also invited to demonstrate its millet products in meetings of G-20 summit.





Sanvardhan is an integrated nutrition support program to strengthen the system of nutritional delivery, its last mile outreach, and quantitative & qualitative outcomes with a focus on developing sustainable practices which have inbuilt elements of replication, convergence, and inclusiveness.