Initiatives for achieving Nutrition Outcomes in Odisha

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ICDS at a glance

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>No of Projects</strong></td>
<td>338</td>
</tr>
<tr>
<td><strong>No of Projects in Scheduled areas</strong></td>
<td>118</td>
</tr>
<tr>
<td><strong>Total AWCs</strong></td>
<td>72587</td>
</tr>
<tr>
<td><strong>No of Main AWCs</strong></td>
<td>62171</td>
</tr>
<tr>
<td><strong>No of Mini AWCs</strong></td>
<td>10416</td>
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**Coverage of Beneficiaries**

47.08 lakh beneficiaries covered under SNP
- Children (below 6 months): 4.06 Lakhs
- Children (6 months to 3 years): 18.79 L
- Children (3 years to 6 years): 16.66 L
- Pregnant & Lactating Women: 7.56 L
Status of Odisha vs. India on Nutrition Indicators
NHFS-4

India
Odisha

IMR
U5MR
Underweight (0-5 yrs)
Stunted (0-5 years)
Wasted (0-5 years)

41
50
35.7
38.4
21

40
49
34.4
34.1
20.4
Status of Odisha vs. India on Nutrition Indicators 
NHFS-4

- Early Breast Feeding: Odisha 68.6%, India 41.6%
- Exclusive Breast Feeding: Odisha 65.6%, India 54.9%
- Complementary Feeding: Odisha 54.9%, India 42.7%
- Full Immunisation: Odisha 62%, India 78.6%
- Women Amenia: Odisha 53%, India 51%
- Child Anemia: Odisha 58.4%, India 44.6%
- Use of Iodised Salt: Odisha 93%, India 93.1%
Change in Nutritional Indicators in Odisha (NHFS3 vs NHFS-4)
Decentralisation of SNP in the State in 2011

- Decentralised procurement at AWCs and SHGs for SNP
- Weekly menu for Morning snacks, HCM and THR standardized as per the prescribed protein and calorie norms
- Ration cost revised in 2013
- Provision of weekly 3 eggs for Pre School Children, 2 eggs weekly for children (6 months – 3 years) and Pregnant & lactating Women from 2013 onwards
- Joint account of Ward member and AWW for implementation of SNP

Provision of Safe drinking water in all AWCs

Provision of Hygiene kit and promotion of hand washing practices at AWCs

Decentralisation of SNP has been appreciated by the Supreme Court of India and other States have been advised to adopt the model
Nutrition Interventions in the State

- Implementation of Nutrition Operation Plan (2010-15)
  - Capacity building of ICDS personnel on IYCF, 1000 Days approach, programme implementation
  - IEC/BCC on IYCF, Health, Nutrition, WASH
  - Strengthening Pre School education
  - Observation of Annaprasanna Diwas
  - Mobility support for Supervisors
  - Strengthening infrastructure at AWCs and AWTCs
  - Shakti Varta
- Improved focus on Home visits and counselling of mothers and other care givers on Child care practices
- Observation of Designated Days
Nutrition Interventions in the State

• **Improved Monitoring of AWCs**
  
  – Involvement of local communities (Jaanch Committee, Mothers Committee, Sarpanch) in implementation & Monitoring of SNP & service delivery at AWCs
  – Mothers Committee involved in ensuring quality of THR & in monitoring the Pre School activities

• **GP Level initiatives for strengthening of AWCs**
  
  – Provision of regular maintenance for AWCs
  – Provision for construction of toilet and drinking water
Implementation of Shakti Varta

- Innovative community-based programme – HNWASH (Health, Nutrition, Water, Sanitation)

- Convergence programme of 3 Depts WCD, H&FW, RD Department & Mission Shakti

- Aimed at reducing maternal & neonatal mortality, child malnutrition and improving WASH practices

- A participatory learning and action (PLA) approach supporting women’s groups (20 structured meeting cycle) identify and prioritise their health problems

- Implemented in 15 high burden districts – Wave I (3 districts), Wave 2 (12 districts)
CMAM to address Severe Acute Malnutrition

- Pilot successfully implemented in Kandhamal, Bolangir
- Programme proposed to be implemented in all 30 districts in convergence with the Department of Health & Family Welfare under the IMR, MMR strategy
- 4200 SAM children identified in the State will be treated with RUTF
- Capacity building of all Frontline workers, ICDS personnel planned
- Community awareness and mobilization planned under the programme
- Partners in Implementation
  - Departments of WCD, H&FW
  - UNICEF
  - Azim Premji Philanthrophic Initiatives (APPI)
Maternity Benefit Programme (MBP)-Mamata

- A conditional cash transfer maternity benefit scheme
- 26.24 lakh Pregnant women enrolled by March’17
- More than Rs 1134.63 Crores transferred to MAMATA beneficiaries’ bank accounts by March’17
- Scheme has resulted in increased uptake of MCH services like full immunisation, ANC check-up, intake of IFA tablets, Exclusive Breastfeeding for 0-6 months etc. as per NFHS-3 & 4
- Maternity benefit of Rs.6000/- proposed to be provided to all Pregnant Women and Lactating mothers of 19 years of age & above w.e.f 1.1.17.

Benefits under Mamata Scheme extended for Pregnant Women of PVTG community irrespective of their birth order
Convergence with Department of H&FW

- Observation of Village Health and Nutrition Day (Mamta Diwas) at AWCs
  - ANC and PNC for Pregnant and Lactating Women
  - Health Education and Counselling of women
- Immunization of Women and Children at AWCs
- Referral of high risk pregnant women
- Training of Frontline workers on 1000 Days approach and IMNCI (Integrated Management of Neonatal and Childhood Illnesses)
- Promotion of IYCF practices by frontline workers in the community
- Scaling up of CMAM programme in the State
- Functioning of One Stop Centre at Hospitals
- Standard Operating Procedures (SOP) on addressing Gender based Violence
Convergence with Departments of Panchayati Raj & Rural Development

- Construction of AWC buildings in convergence with MGNREGs
- Provision of Electricity at AWC buildings: AWCs functioning in own buildings shall be electrified out of funds available with Panchayats under CFC/SFC grants
- Provisioning of drinking water supply, overhead tanks and running water supply to toilets out of CFC/SFC funds.
- Toilets at old AWCs to be constructed out of Swachha Bharat Mission.
- Capacity building of SHGs on Health, Nutrition, Social Issues in Non-Intensive Blocks as part of Revitalization of SHGs (2016-17)
Mission Shakti

More than 3 lakhs WSHGs in the state

Successfully augmenting women's economic and Social Conditions

Umbrella organisation for women Empowerment

Actively involved in saving, credit, bank linkage etc.

Training, CB and exposure visits has been provided

Seed money, revolving fund, production & market linkage

Federation creation, drudgery reduction tools & equipment etc.
Convergence with PR Deptt- Revitalising WSHGs under Mission Shakti

- 1,44,321 (OLM) compliant WSHGs covered in 207 non-intensive Blocks.
- 88,577 WSHGs provided with financial assistance each of Rs, 10,000/- so far.
- Exposure visit to Best Practice sites.
- Two days training on WSHG activities, ICDS & Social issues concerning Women & Children.
State level partnership with APPI to deliver SDGs on nutrition

• To accelerate the efforts in reducing undernutrition, Government of Odisha (GoO) has entered into an **MoU with Azim Premji Philanthropic Initiatives (APPI) in December 2015.**

• GoO and APPI’s programmatic interventions will complement the nutrition related national and state programmes through a multi-sectoral approach with a goal of reducing stunting, wasting and underweight across the state with a special focus on tribal districts.

• Under this programme, a Odisha Multi-sector Nutrition Action Plan (ONAP) has been launched by the Hon’ble Chief Minister on 22nd of December 2016 to take forward the commitment through a Common Results Framework (CRF) on nutrition for the state through multi-sectoral planning, budgeting and outcome tracking involving nine key departments.

• To steer the multi sectoral plan and track the common results framework, a Nutrition Secretariat under the direct monitoring of the Development Commissioner will be formed. It will comprise of Secretaries of nine key departments that would work together to plan and implement the various nutrition-specific, nutrition-sensitive and governance related interventions across the state.
Projects Already Undertaken under Odisha Nutrition Action Plan (ONAP)

1. Assessment Study- “Capacity Building of Frontline Workers of the ICDS in Odisha”.
   a) Need Assessment of Anganwadi Training Institutions in Odisha and ICDS functionaries towards improvement of training management, monitoring and capacity building of FLWs

2. Establishment of 150 Model Crèches in five high burden districts to improve nutrition and care practices in children under 3 years of age.
   a) Three different operational models (PVTG Areas, Remote/Tagged Villages and AWC cum Crèche) of Crèche

3. Improving Dietary Diversity and complementary feeding through participatory learning and linking agriculture and natural resources (PLA-LANN) approach in 5 tribal districts of Odisha.
   a) Enabling tribal households to access balanced and nutritious diets from SNP, Farm and Forest produce
   b) Pilot testing in providing millet based recipes in morning snacks of SNP

   a) Community mobilisation and empowerment using SHGs (Shakti Varta) across all villages in 30 districts of Odisha covering issues on maternal and child health, nutrition, WASH and other social determinants.
**Common Result Framework for Nutrition in Odisha**

**GOAL:** Reduction of under-nutrition in Odisha by 20-25 percentage in 8-10 years

**Strategic Objective:** Achieve improvement in all Result Areas through Scale Up of Nutrition Specific, Sensitive & Governance Interventions

### Key Result Areas

1. Increased demand & improved delivery of nutrition related services & entitlements
2. Increased State capacity & commitment to nutrition
3. Improved multi-sectoral planning and coordination
4. Improved political commitment & leadership for nutrition

### Strategic Interventions

#### A. Nutrition Specific
1. Adolescent Health
2. Dietary Diversity
3. Maternal Dietary Supplementation
4. Micronutrient Supplementation & Fortification
5. Infant and Young Child Feeding (IYCF)
6. Prevention & Management of Severe Acute Malnutrition (SAM)
7. Disease Prevention & Management
8. Ante-Natal & Post Natal Care

#### B. Nutrition Sensitive
1. Agriculture & Food Security
2. Safety Net Programmes
3. Women Empowerment
4. Access to WASH

#### C. Governance
1. Building Social Capital for Demand Generation
2. Data Management & Accountability
3. Departmental Convergence
4. Last Mile Delivery of Services and Entitlements
5. Optimisation of Anganwadi centre and services
Upcoming Projects of ONAP under GoO- APPI partnership

1. Take home Ration Quality production and Testing

2. Anganwadi optimization
   a) Facility mapping and Geo-tagging of AWCs
   b) State based customized child tracking software
   c) Phase wise Digitization of Anganwadi records using GoI Common Application Software (CAS)

3. Adolescent Health and Nutrition
   a) Strengthening the nutrition-sensitive components under SABLA/KSY and NIPI

4. Capacity Building of Frontline Workers
   a) ICT Solution for strengthening training and capacity of frontline workers
   b) Strengthen the training institutions of frontline workers on training planning and management including web based MIS

5. Behavior Change and Communication for Infant and Young Child Feeding (IYCF) Practices
   a) Mass Communication drive on behavior change practices based on gaps identified from NFHS-4 state/district data
Challenges in Programme Implementation

• Selection of graded SHGs for supply of THR
• Monitoring the quality of THR supplied by the SHGs and the performance of SHGs
• Lack of adequate testing facilities of THR in the State
• No allocation for construction of AWC buildings in Urban Projects
• Implementation of SABLA in only 9 districts, insufficient funds for the programme implementation
Roll out of Revised SNP in Odisha

- Revised SNP rolled out w.e.f April’17
- Introduction of Hot Cooked meals for Pregnant (Normal & High Risk), Lactating Women in lieu of THR
- Additional Hot Cooked meal introduced for High risk pregnant women and Severely underweight children (3-6 yrs)
- Engagement of SHGs/members of the Mother’s committee for providing additional meals in the community
- 94.19 crores from the State budget for the additional meals
Services under revised SNP

Take Home Ration (THR) in the form of Ready to Eat Food (Chattua)
Beneficiaries: Children 7 months to 3 years

Hot Cooked Meal (HCM) & Morning Snacks (MS) for Pre School Children
Additional HCM for Severely Underweight children (3-6 yrs) in lieu of THR

Hot Cooked Meal in lieu of THR for Pregnant (High Risk and Normal) and Lactating Women
Additional Hot Cooked Meal for High Risk Pregnant Women
<table>
<thead>
<tr>
<th>Category of Beneficiaries</th>
<th>Existing Menu</th>
<th>Calories in existing SNP</th>
<th>Revised Menu</th>
<th>Calories in revised SNP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Severely Underweight children (3-6 yrs)</td>
<td>One packet of Rasi Ladoo of 100 gms once in a month + Chhatua one packet (Net 1.700 kg) every 15 days + HCM + Morning Snacks</td>
<td>884.32 kcal</td>
<td>One additional Hot Cooked Meal (HCM) in addition to their regular entitlement of one HCM (a total of 2 HCMs/day which includes 6 eggs in a week)</td>
<td>1110.64</td>
</tr>
<tr>
<td>High Risk Pregnant Women</td>
<td>Two boiled eggs per week + Chhatua one packet (Net 2.125 kg) every 15 days</td>
<td>781 kcal</td>
<td>Hot Cooked meal (HCM) in lieu of THR and one additional HCM a day (a total of 2 HCMs/day which includes 4 eggs in a week)</td>
<td>1560 kcal</td>
</tr>
<tr>
<td>Pregnant Women/Lactating Mothers</td>
<td>Two boiled eggs per week + Chhatua one packet (Net 2.125 kg) every 15 days</td>
<td>781 kcal</td>
<td>One Hot Cooked meal in lieu of THR (2 eggs to be given in a week)</td>
<td>780 kcal</td>
</tr>
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# Ration Cost for Revised SNP

<table>
<thead>
<tr>
<th>Category of Beneficiaries</th>
<th>Revised Menu</th>
<th>Ration Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Severely Underweight children (3-6 yrs)</strong></td>
<td>2 HCMs/day to be provided along with Morning Snacks</td>
<td><strong>Primary Meal</strong>&lt;br&gt;Rs 6.00&lt;br&gt;Allotment of Rice from OSCSC Ltd.</td>
</tr>
<tr>
<td><strong>High Risk Pregnant Women</strong></td>
<td>Hot Cooked meal (HCM) in lieu of THR and one additional HCM a day</td>
<td><strong>Primary Meal</strong>&lt;br&gt;Rs 8.90&lt;br&gt;Allotment of Rice from OSCSC Ltd.</td>
</tr>
<tr>
<td><strong>Pregnant Women/Lactating Mothers</strong></td>
<td>One Hot Cooked meal in lieu of THR</td>
<td><strong>Primary Meal</strong>&lt;br&gt;Rs 8.90&lt;br&gt;Rice allotment from OSCSC Ltd.</td>
</tr>
</tbody>
</table>
**Implementation Procedure for Additional HCM**

- HCM prepared at AWC and served to children and Pregnant Women and Lactating Mothers
- Rice for HCM supplied by OSCSC, Rice for additional HCM procured from the market
- Procurement of other food stuff, condiments at AWC level from local market
- Procurement plan, selection of shops, price of items finalised by AWW and Ward member and approved by Jaanch Committee
- Statement of expenses verified by Supervisor and reimbursement made to the Joint Account of AWW by DSWO through e-FMS
Implementation Procedure for Additional HCM

- Hot cooked meals is being provided to the beneficiaries as per the weekly menu for Pre School Children.
- For the Pregnant Women, the same menu is adhered to but in additional quantities.
- Primary meal to the beneficiaries is provided at the AWC during the Pre School timings.
- Additional meal to the Severely Underweight children and High Risk Pregnant Women provided during the later part of the day at the Anganwadi centre or in the community with the help of either the Mother’s committee or SHGs.
Selection of the SHG/Mothers Group for providing Additional HCM

- SHG group/ mothers committee have been identified, village/ hamlet wise by the districts
- SHG group/Mothers Committee of the village / hamlets have been assigned the task of preparing the additional hot cooked meal according to the revised norms and serve it to the severely underweight children (3-6 years) and the high risk pregnant women in the village or hamlet.
- Weekly procurement plan for the villages made by the AWW and Ward member and approved by the Jaanch committee.
- The SHG members/Mothers committee collect the dry ration from the AWC on a weekly basis as per the existing guidelines for decentralized Feeding Programme of SNP.
Implementation Procedure-THR

- Graded SHGs engaged for production of THR (Chhatua)
- THR supplied once in a fortnight to the beneficiaries
- 719 SHGs currently engaged in production of THR (2-3 SHGs per project)
- Monthly Procurement plan prepared by CDPOs for each ICDS project and submitted to the SHGs
- Procurement of other items for Chhatua done by the SHG from local market
- Payment released by DSWO to the SHG after submission of bills by the CDPO after verifying the delivery at AWCs
Way Forward

- Scaling of CMAM programme to the entire State for covering all SAM children
- Roll out of Positive Deviance approach for addressing Malnutrition
- State wide campaign on Complementary Feeding
- Implementation of Multi Sectoral Odisha Nutrition Action Plan with support from APPI
- Strengthening MIS through implementation of e-Pragati software-child wise tracking including SAM children, monitoring of infrastructure
- ICT based monitoring of ICDS: Smart phones for AWWs & Tablets for Supervisors
- Implementation of Shakti Varta Plus programme
Thank You