



Poshan Maah Celebration

Empowering Women for Better Nutrition in Jharkhand



Special Edition

Aajeevika Jharkhand

Issue 134



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Empowering Women for Better Nutrition in Jharkhand

In the rural areas of Jharkhand, the women of Sakhi Mandal actively celebrated Poshan Maah, focusing on raising awareness about nutrition and combating malnutrition. The main goal is to help people understand the importance of nutrition, dietary diversity, and how to combat issues like undernutrition and anemia.

During Poshan Maah, various activities are organized to educate everyone, especially women and children, about healthy eating habits. It encourages better nutrition for pregnant and lactating women, adolescents, and children by promoting behavioral changes regarding food choices. Topics such as breastfeeding, complementary feeding, maintaining hygiene, and creating kitchen gardens are highlighted. The initiative involved collaboration with the National Health Mission and

Integrated Child Development Services (ICDS). Community groups like Self-Help Groups (SHGs) will hold regular meetings to discuss key nutrition messages. The focus was on improving knowledge about the benefits of millets, identifying malnourished children, and promoting nutrition gardens for food security year-round. Through these efforts, Poshan Maah aimed to create a community-driven approach to enhance nutritional standards and ensure food security for all.

Main themes of Poshan Maah

- Anaemia
- Growth Monitoring
- Complementary feeding
- Poshan Bhi Padai Bhi (Nutrition and education)
- Technology for better governance, transparency and effective service delivery.

ACTIVITIES AND ENGAGEMENT

During Poshan Maah, a variety of impactful activities took place across Jharkhand, focusing on maternal and child nutrition, dietary diversity, and community awareness.

Below are some highlights:



1. Nutrition Awareness Meetings

Self-Help Groups (SHGs), Village Organizations (VOs), and Community Livelihood Forums (CLFs) held meetings to discuss critical nutrition issues. Topics included complementary feeding for children over six months, the importance of nutrition gardens, and the effects of undernutrition on children's education and productivity.



2. Poshan Rangolis

Colorful Poshan rangolis were created at Anganwadi centers, using locally available vegetables. This engaging activity, led by Setu didis and SHG members, not only beautified the space but also served as a visual representation of dietary diversity and healthy eating.

3. Health and Hygiene Demonstrations

Meetings began with an oath to promote nutrition, health, and hygiene. Setu didis demonstrated handwashing techniques, emphasizing its importance as part of good nutrition. These practical demonstrations helped instill hygiene practices among community members.



4. Community Rallies

Rallies organized by SHG members raised awareness about maternal and child nutrition, hygiene, and sanitation. These events mobilized community members and emphasized the significance of nutrition, creating a wave of enthusiasm and participation.



5. Nutrition Gardens and Backyard Poultry

Encouragement was given to develop nutrition gardens in homestead lands. Setu didis led initiatives on backyard poultry and agricultural practices that support nutrition security, ensuring communities have access to nutritious food year-round.



6. School Engagement

In schools, children were encouraged to discuss nutrition and sanitation. This initiative aimed to educate the younger generation, enabling them to spread awareness to their families.



7. Special Ceremonies

Setu didis and SHG members participated in Godh Bharai (baby shower) and Annaprashan (first rice feeding) ceremonies at Anganwadi centers, fostering community support for pregnant women and new mothers.



These activities during Poshan Maah not only raised awareness but also empowered communities to take charge of their nutritional needs, paving the way for healthier futures.



Districts & Blocks Covered in Jharkhand during Poshan Maah 2024 (1 st September - 30 th September 2024)	
District	24
Block	264
CLF	998
VO	20,571
SHG	2,48,463

Setu Didi: Bridging Knowledge Gap & Fostering Dietary Diversity

Kriti Devi, a dedicated Setu Didi and active member of the Ekta Sakhi Mandal, has been a vital force in the Umedanda cluster of Burmu block in Ranchi district. With passion and determination, she tirelessly works to improve health and nutrition for women in her community, focusing particularly on pregnant and breastfeeding mothers. Her commitment to societal change was recognized in 2021 when she was chosen as a Setu Didi.

Kriti's main goal is to raise awareness about the importance of good nutrition. She encourages families to grow their own food in small gardens, called Poshan Vatika, which helps them have fresh vegetables and fruits at home. This initiative not only improves their diets but also empowers families to take charge of their health. Kriti actively promotes the importance of timely vaccinations, ensuring that mothers understand how they can protect their children. Through her collaboration with Anganwadi workers and Sahiya (ASHA workers), Kriti has organized community meetings where health and nutrition issues are discussed openly for the first time. Her efforts have led to increased participation in health programs and a stronger focus on sanitation.

Kriti earns around 7,000 a year from her role as Setu Didi and Anganwadi Sahiya. However, her greatest joy comes from seeing her community thrive. She leads by example, following a balanced

diet herself, and her three children are studying at reputable institutions, showcasing the benefits of her hard work.

Kriti Devi in the month-long **Poshan Maah** worked relentlessly in the anaemia control, promoting of Poshan vatika in the households, enhancement of diet diversity in the households, anaemia control, use of individual household latrine, increase consumption of millets, peer group counselling with the pregnant woman in her household, strengthening of the VHSND sessions with participation and supportive supervision.



Kriti Devi says “it is my belief that as long as we overall don’t improve the health, nutrition and sanitation status of the people living in the rural areas, we would never be economically and socially empowered.”

Community Institution members' pivotal role in expanding nutrition security

The Chirudih Aajeevika Sankul Sangathan in Bokaro district stands out for its exceptional commitment to health, nutrition, and sanitation. The members of the Aajeevika Mahila Gram Sangathan in Dhavatand have actively driven significant progress in these areas. During the Poshan Maah, celebrated from September 1st to 30th, the VO members undertook remarkable initiatives, earning widespread recognition for their efforts.

Just like every other year the Poshan Maah was celebrated with commitment and sincerity by the community institution and were ably supported by the panchayat members, opinion leaders (teachers, religious leaders, village social entrepreneurs) along with Panchayati raj members. The service providers like Anganwadi worker and Sahiyas were also a part of the initiatives like Prabhat Pheri, Cycle rally, community meetings, and initiated the street corner plays on topics like, anaemia control, undernutrition, delayed age of marriage of girls, dietary diversity.

The members of the community institutions also ensured that majority of the households had Poshan Vatika, thus ensuring nutrition security at the households. Along with this emphasis was given to the consumption of millets, and ensuring proper diet for the pregnant women, lactating mothers, children and adolescents of the village. Also, during the duration of the Poshan Maah, gender issues (of women eating last and least) were also taken up during the meetings. A solemn pledge was taken that there would not be a single undernutrition case in the village and the community institution members, panchayat members along with the service providers.

Pushpa Devi a VO member says “there is realization in each and every household in the Dhavatand village that as long as we don't focus on health, nutrition, sanitation services, and increase the emphasis on diet diversity, combating undernutrition, and reducing gender inequality. The Poshan Maah is an ideal time to reaffirm our commitment on critical issues every year.”





Glimpses of Poshan Maah-2024





MEDIA COVERAGE

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साहिबगंज में **#सखी_मंडल** द्वारा **#पोषण_माह** का आयोजन हो रहा है, जहां महिलाएं स्वास्थ्य और पोषण के महत्व पर जागरूकता फैला रही हैं। कार्यक्रम का उद्देश्य ग्रामीणों में पोषण जागरूकता बढ़ाना, और कुपोषण से लड़ना है।

@MoRD_GoI @DAY_NRLM @HemantSorenJMM @IrfanAnsariMLA

Translate post



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गोड्डा के ग्राम व संकुल संगठन के बैठक में **#पोषण_पखवाड़ा** पर पोषण संबंधित चर्चा की गई। गाँव के महिला सदस्यों ने पोषण को बढ़ावा देने के लिए विभिन्न कार्यक्रमों की योजना बनाई। फूड न्यूट्रिशन हेल्थ एंड वाश (**#FNHW**) एवं पौष्टिक आहार की जरूरत को समझाया।

@MoRD_GoI @DAY_NRLM

Translate post



DC cum DEO Godda

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बोकारो में **@BokaroDc** के निर्देश पर **#पोषण_माह** अभियान चल रहा है। इस कड़ी में पेटरवार में आंगनबाड़ी कार्यकर्ताओं और महिलाओं ने व्यंजनों की प्रदर्शनी लगाई। पारंपरिक खाद्य पदार्थों पर "अम्मा की रसोई" प्रदर्शनी हुई। कार्यक्रम में विधायक डॉ. लंबोदर महतो, डीपीएम और अन्य लोग शामिल हुए।

Translate post



Ministry of Rural Development, Government of India and 3 others

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हजारीबाग जिले में **#पोषण_माह** के तहत बैठक आयोजित की गई, जिसमें पोषण पर जागरूकता बढ़ाने और कुपोषण से लड़ने पर जोर दिया गया। **#सखी_मंडल** की महिलाओं ने सक्रिय रूप से भाग लेकर स्वास्थ्य और पोषण संबंधी जानकारी साझा की।

@MoRD_GoI @DAY_NRLM @HemantSorenJMM @IrfanAnsariMLA

Translate post



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In different districts of Jharkhand **#Poshan_Pakhwada** celebrated with the objective to focus on diet diversity, good health behavior, anemia etc. Along with it knowledge on usage of millets also imparted among people specially pregnant & lactating mothers, adolescent girls.



Ministry of Rural Development, Government of India and 3 others

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#Poshan_Maah was celebrated in Gopikander block, Dumka, by the **#SHG** members highlighting the importance of balanced diets and nutrition, for a healthy life.

@MoRD_GoI @DAY_NRLM @HemantSorenJMM @IrfanAnsariMLA @DumkaDc



176 Views

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दुमका के शिकारीपाड़ा में **#पोषण_पखवाड़ा** के तहत में **#सखी_मंडल** की महिलाओं द्वारा रंगोली के जरिए पोषण और स्वच्छता के बारे में ग्रामीणों में जागरूकता बढ़ाने की पहल की गई।

@MoRD_GoI @DAY_NRLM @DumkaDc

Translate post



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बोकारो के कसगार प्रखंड अंतर्गत मधुकरपुर गांव में उमंग **#सखी_मंडल** के साप्ताहिक बैठक में **#पोषण_पखवाड़ा** मनाया गया। कार्यक्रम में प्रतिदिन तिरंगा भोजन अर्पणाने और पारंपरिक भोजन के महत्व की जानकारी देकर **#सखी_मंडल** की महिलाओं को जागरूक किया गया।

#पत्रकार_दीप्ती संजु देवी, बोकारो @MoRD_GoI

Translate post



DAY-NRLM (Aajeevikia) and 3 others

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गोड्डा और सरायकेला खरसावां में **#सखी_मंडल** की महिलाएं **#पोषण_माह** के तहत ग्रामीणों को **#संतुलित_आहार** के महत्व पर जागरूक कर रही हैं। वे पोषक भोजन की अहमियत बताते हुए स्वस्थ जीवन के लिए संतुलित आहार की आवश्यकता पर जोर दे रही हैं।

@MoRD_GoI @DAY_NRLM @HemantSorenJMM @IrfanAnsariMLA

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