



**KAMARAJ IAS ACADEMY**  
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# National Nutrition Week 2024

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**National Nutrition Week (NNW)** is an **annual observance in India**, taking place from **September 1 to 7**.

This week-long event is dedicated to **raising awareness about the critical role of nutrition in our lives** and **promoting healthy eating habits** among people of all ages.

- Celebrated in India **since 1982**
- Initiated in 1982 by the **Food and Nutrition Board**.
- **Objective:** Focused on *educating people about healthy eating and addressing malnutrition*.

## National Nutrition Week 2024 Theme

The theme for National Nutrition Week 2024 is **'Nutritious Diets for Everyone.'** The theme supports the United Nations' goals for sustainable development.

## POSHAN Abhiyaan:

**POSHAN Abhiyaan**, or the **National Nutrition Mission**, is a program launched in March 2018 by the Indian government.

The program **aims to improve the nutritional status of :**

- 1 **children aged 0–6,**
- 2 **pregnant women,**
- 3 **lactating mothers, and**
- 4 **adolescent girls.**

The program also **aims to reduce stunting and wasting in children aged 0–6.**

“POSHAN” stands for **Prime Minister’s Overarching Scheme for Holistic Nutrition**

Objectives:

- 1 **Reduce under-nutrition** by 2% annually
- 2 **Reduce anaemia** by 3% annually
- 3 **Reduce low birth weight** by 2% annually

**Mission Poshan 2.0:** Launched for maximizing nutritional outcomes, it subsumes POSHAN Abhiyaan, the Supplementary Nutrition Programme under Anganwadi Services, and the Scheme for Adolescent Girls.

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**Components:** The initiative includes components such as social and behavioral change communication (SBCC) to address malnutrition comprehensively.

**Community Engagement:** The program emphasizes community-based events, Poshan Maah, Poshan Pakhwada, and Jan Andolan activities to motivate field functionaries and beneficiaries for improved nutrition outcomes.

**Training:** Over 10 lakh field functionaries, including Anganwadi Workers, have been trained on key aspects of the scheme, with a focus on nutritional counseling.

#### NFHS-5 (2019-21):

**Stunting: 35.5% of children under five years** were reported as stunted.

**Underweight: 32.1% of children under five years** were found to be underweight.

**Global Nutrition Report-2021:** No Progress: **India made no progress in addressing anaemia** and childhood wasting.

**Childhood Wasting: Over 17% of Indian children under 5** years suffer from childhood wasting.

**NFHS-5 Anaemia Data:** Anaemia Spike: The data revealed a notable increase in anaemia among children aged 6-59 months, rising from 58.6% (NFHS-4, 2015-16) to 67.1% (NFHS-5, 2019-21).

**Human Capital Index (2020):** India's Ranking: **Ranked 116 out of 180 countries** on the Human Capital Index. Human Capital Definition: The index measures the knowledge, skills, and health accumulated by individuals over their lives, crucial for realizing their potential as productive members of society.

#### **Rashtriya Poshan Maah**

The Rashtriya Poshan Maah is **observed annually in September** under the umbrella of POSHAN Abhiyaan.

This month-long initiative centers around various activities aimed at promoting

**1antenatal care,**

**2optimal breastfeeding,**

**3addressing anemia,**

**4monitoring growth,**

**5advancing girls' education,**

**6emphasizing the right age for marriage,**

**7advocating hygiene and sanitation practices, and**

**8encouraging the consumption of healthy and fortified foods.**

#### **Poshan Vatika**

Poshan Vatika **refers to a small piece of land cultivated by households to cultivate vegetables**, aiming to safeguard family members, especially children and women, from malnutrition.

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The primary goal is to **secure a nutritional supply through the homegrown, organic cultivation of vegetables and fruits** while concurrently maintaining the health of the soil.

The implementation of Poshan Vatikas involves collaborative efforts from various stakeholders. Plantation drives for these nutritional gardens will be **conducted in available spaces within anganwadis, school premises, and gram panchayats.**

## **POSHAN 2.0**

The government has consolidated various programs with similar objectives, such as the **Supplementary Nutrition Programme and POSHAN Abhiyaan, under the unified Mission POSHAN 2.0.** This initiative aims to create synergies in operations and adopt an integrated approach within the nutrition services mechanism.