POSHAN TRACKER

Leveraging Technology
for **Suposhit Bharat**

3rd September 2024

Mission Saksham Anganwadi and Poshan 2.0

01
Promote nutrition awareness and good eating habits for sustainable health, wellbeing and immunity

02
Address nutrition related deficiencies through key strategies

03
Address the challenge of malnutrition through a pragmatic reorientation

04
To contribute to human capital development of the country

Services Provided at Anganwadi Centers

01 Growth promotion and supplementary feeding

02 Early childhood care and education

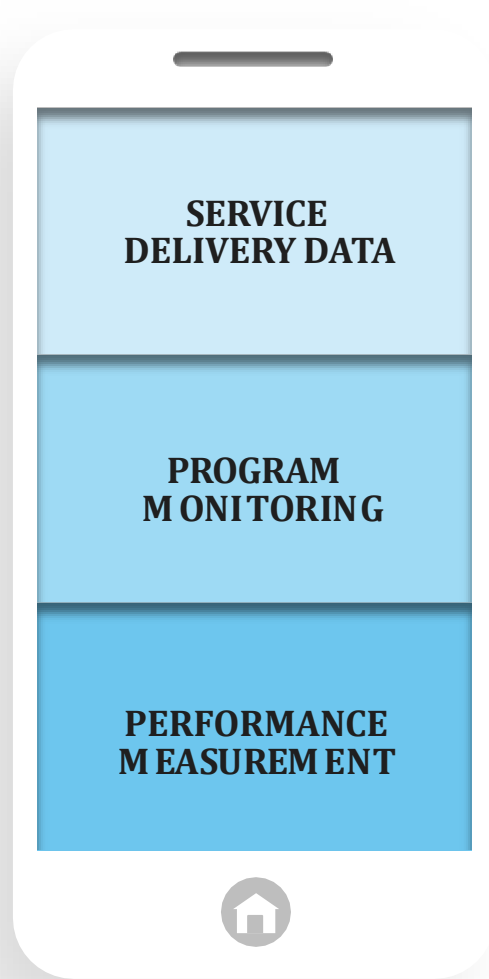**03** Nutritional health education

04 Health Check-ups

05 Immunization

06 Referral services

Program Challenges

Service Delivery Data

01

Accurate, timely and quality data for service delivery.

Program Monitoring

02

Comprehensive central dashboard at state and central level for decision making

Performance Measurement

03

Measuring performance of the overall scheme at state and central level

SERVICE DELIVERY DATA

PROGRAM MONITORING

PERFORMANCE MEASUREMENT

ICDS CAS (2018-2020)

Anganwadi Worker centric **job aid tool**

Main focus : **monitor underweight indicator**

Missing real time reporting

Missing Centralized dashboard

Beneficiaries not Aadhaar authenticated

ICDS-CAS adoption status as on July 2020

27
States and union territories (UTs)

6,11,369
Total AWWs

12,646
Supervisors

4,74,98,539
Children (0-6 years)

41,32,763
Lactating Mothers

26,56,284
Pregnant Women

9,85,00,183
Households

Poshan Tracker - monitoring outputs & outcomes

Targets of the **POSHAN Abhiyaan**

Prevent and reduce Stunting in children (0-6 years)	Target: ↓ **by 6%** @ 2% per annum.
Prevent and reduce Underweight in children (0-6 years)	Target: ↓ **by 6%** @ 2% per annum.
Reduce the prevalence of Anaemia among children (6-59 months)	Target: ↓ **by 9%** @ 3% per annum.
Reduce the prevalence of Anaemia among Women and Adolescent Girls in the age group of 15-49 years	Target: ↓ **by 9%** @ 3% per annum.
Reduce Low Birth Weight (LBW)	Target: ↓ **by 6%** @ 2% per annum.

Paperless capturing of services delivery by AWW

MIS a tool for decision-making in field and input for policy-making.

Promotes transparent governance through service delivery updates

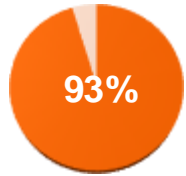**Nutrition education to stakeholders**

Empowerment of beneficiaries : knowledge about scheme and rights of beneficiaries

Poshan Tracker- IT system to diagnose and address Malnutrition
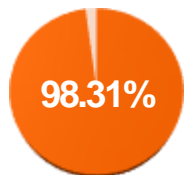
A **job aid** for the Anganwadi Worker.

For the first time, **baseline data on nutritional health indicators** has been made available on real time basis in Poshan Tracker
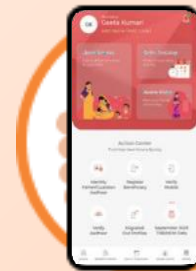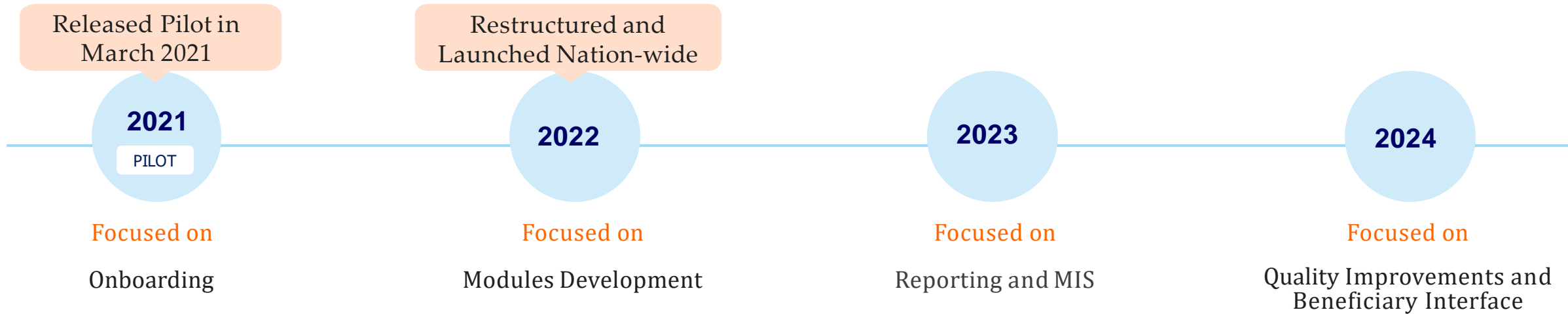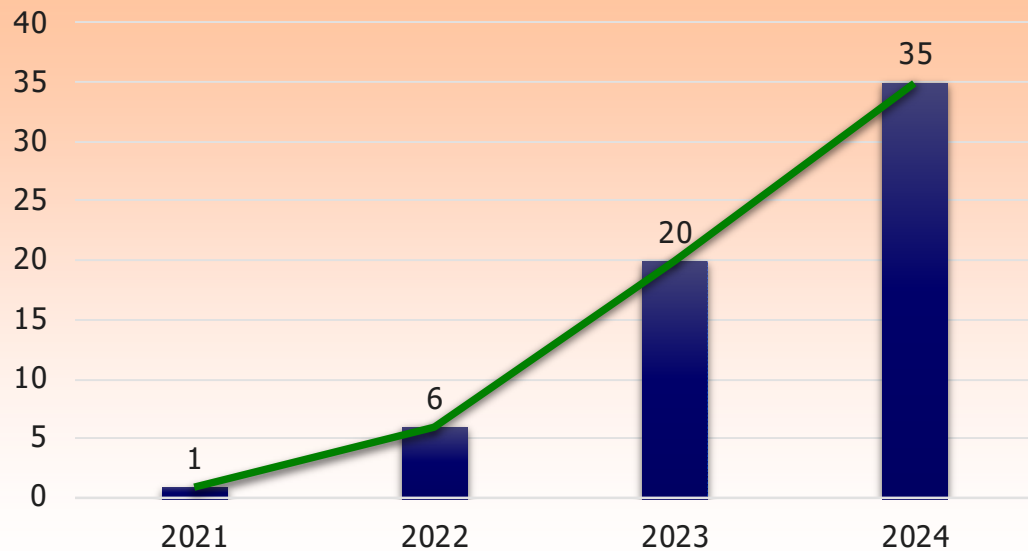
93% **LGD Compliant** Anganwadi Centers

96.35% **Geo-tagged** Anganwadi Centers

98.31% of over 10 crore beneficiaries are **Aadhaar authenticated**

Poshan Tracker - Evolution and Development

Released Pilot in March 2021

Restructured and Launched Nation-wide

2021
PILOT

2022

2023

2024

Focused on

Onboarding

Focused on

Modules Development

Focused on

Reporting and MIS

Focused on

Quality Improvements and Beneficiary Interface

No. of Daily Transactions (Crores)

- 2021: 1
- 2022: 6
- 2023: 20
- 2024: 35

Growth Measurement Efficiency

- Apr/22: 25.10%
- Apr/23: 82.66%
- Apr/24: 91.60%
- Jul-24: 96.70%
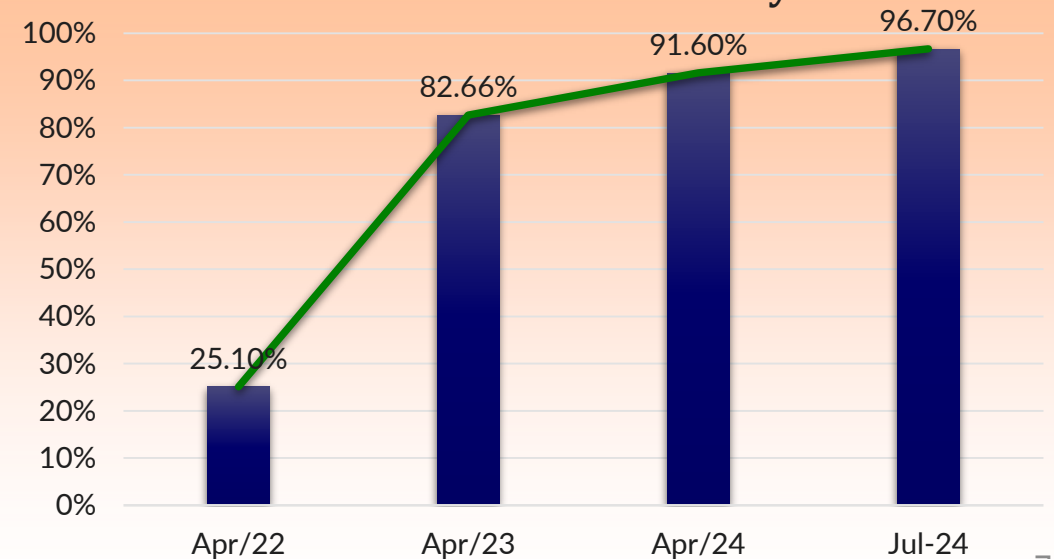
Poshan Tracker Modules-1

Beneficiary Management

- Automated Aadhar verification

- ABHA Generation

- Fetching records from RCH

- Automated category migration

- Option for Anganwadi center migration

- Beneficiary migrated-out status update

- 22 regional languages

- Status update for e.g. miscarriage, abortion, stillbirth, Tenure completion

- Mobile authentication

- Opt-out option from Supplementary nutrition

- Tagging of school-going children

- Offline Beneficiary Creation platforms

- Customized profile for each beneficiary

- eKYC

Transparency and grievance redressal for beneficiaries

- Beneficiary Interface, Self Registration and Service Delivery status

- Beneficiary Redressal system, Call center, SMS Delivery of Take Home Ration

Poshan Tracker Modules-2

Automation of services

- AWW Dashboard: Daily and monthly activity tracker

- Growth monitoring as per WHO standards

- Growth charts for every child

- Referral module for SAM/SUW children

- Customized Home Visits for each beneficiary

- Resource assistance during home visits

- Customized supplementary nutrition (Take Home Ration /Hot Cooked Meal)

- Supplementary nutrition Stock register

- Vaccination tracker for 0-6 year children

- Pregnancy and delivery tracker

- Gestational weight gain

- BMI for adolescent girls

- Family survey

- Community building engagements

- JanAndolan Platform

- Supportive Supervision

- AWC Infrastructure

- LGD Structures

- Geo Tagging of AWC

Poshan Tracker Modules-3

Integration and service availability

✓ **Integration with RCH**

✓ **Integration Central program/ dashboards**

✓ **Integration with education**

✓ **Integration with State program/ dashboards**
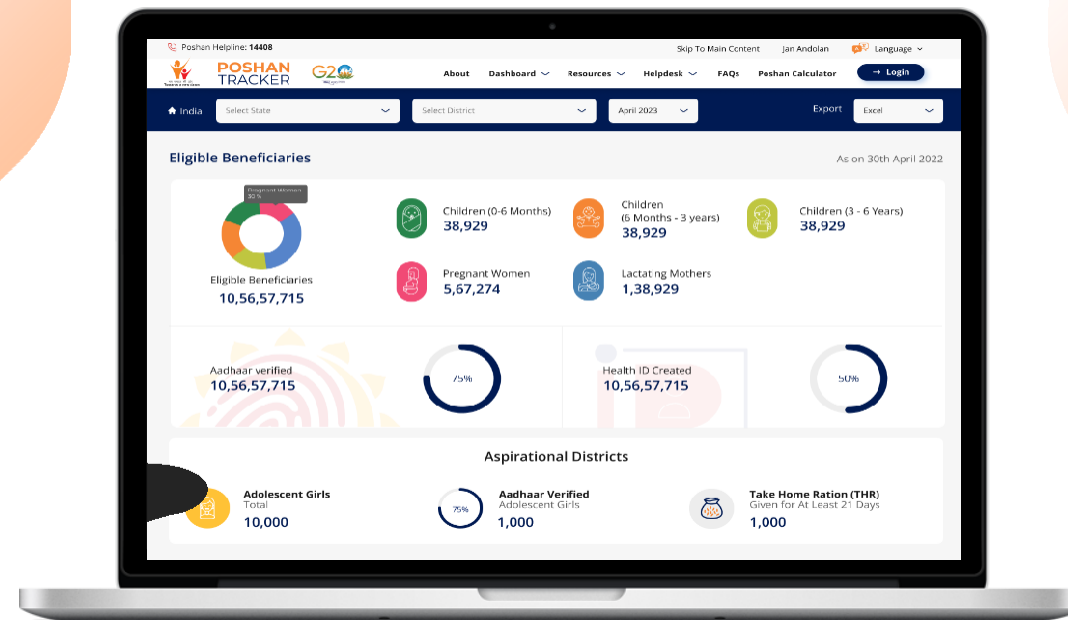
Dashboards and Reporting Systems

Monthly performance dashboards

Special Program monitoring Dashboards

Monthly reports

Heat Maps

Current month reports

Growth trends

Challenges faced during implementation of Poshan Tracker

- Anganwadi worker's comfort to use phone-based application
- Trained on only weight measuring and management
- Demand for regional language during pilot phase
- Consistent complaints on errors committed while feeding the data
- Expectation of intuitive user interface
- Resistance to shift from manual formats

Technical Challenges

- Intuitive user interface with least data entry requirement
- Scalability of the application
- Slow response time of the application during pilot phase
- Incompatible Phone Configurations
- Areas with limited/no network connectivity

Adoption Strategies

Fortnightly Review Meetings were conducted by Secretary, AS/JS from MoWCD with States and DIC/NeGD

Time-Bound development milestones.

Field Visits by **Senior Officials** to Anganwadi Centers across India

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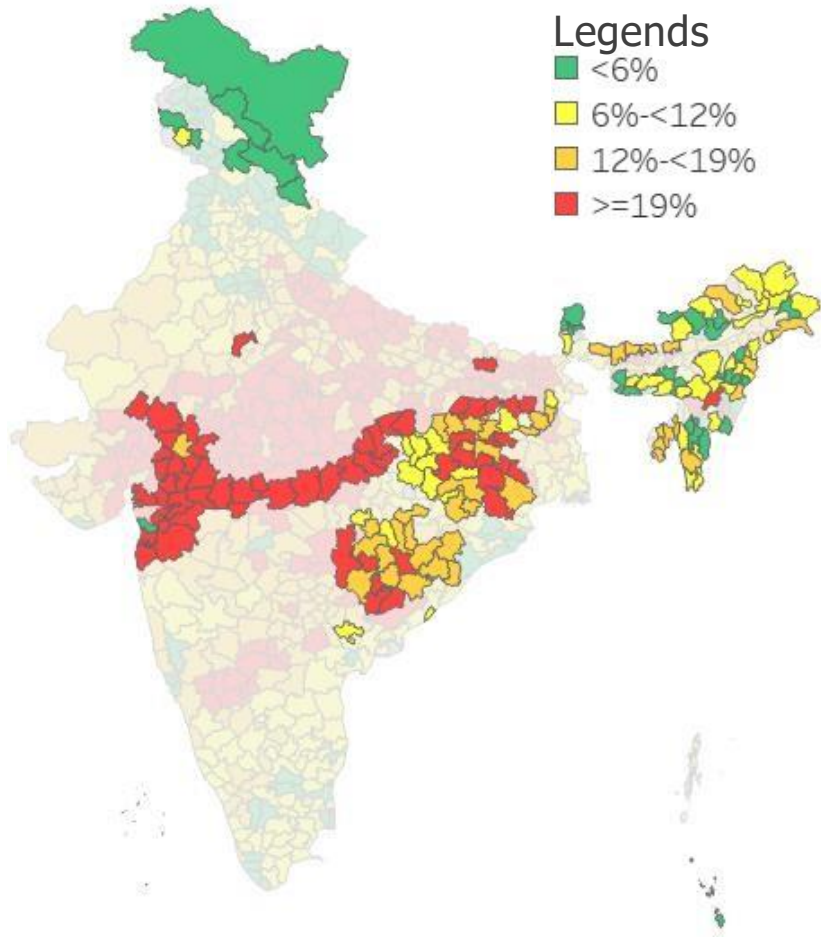Technical **Trainings conducted** across India

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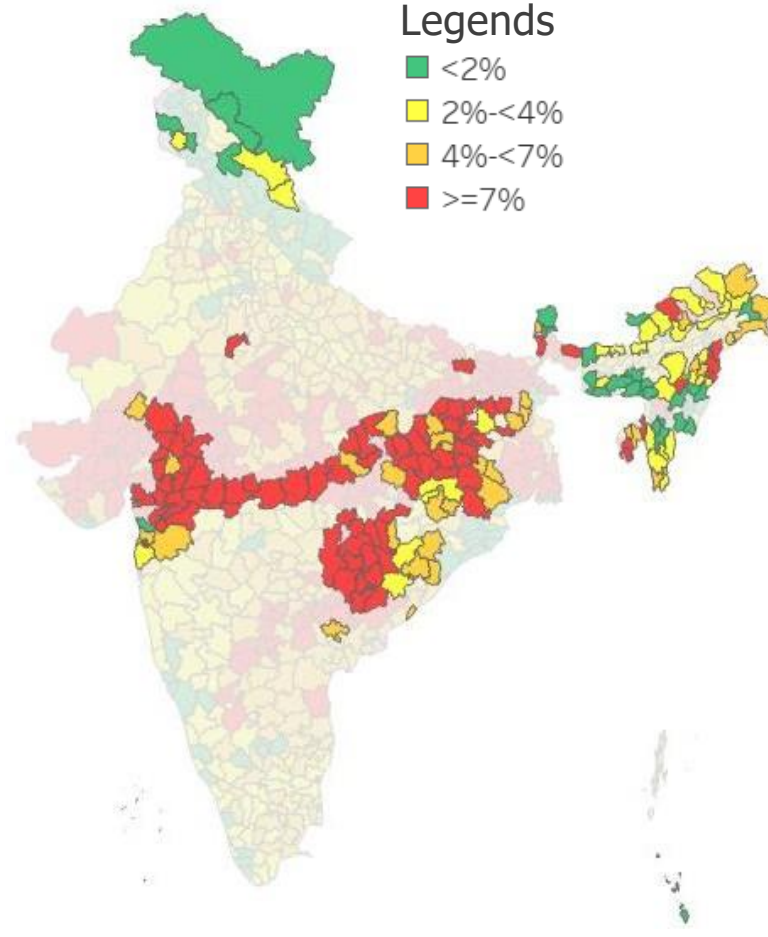Mobile configuration upgraded,

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Procurement processes streamlined

Learning video nuggets for AWW

Underweight

Legends
- <6%
- 6%-<12%
- 12%-<19%
- >=19%

Wasting

Legends
- <2%
- 2%-<4%
- 4%-<7%
- >=7%

Stunting

Legends
- <14%
- 14%-<28%
- 28%-<43%
- >=43%

Underweight

Legends
- ■ <6%
- ■ 6%-<12%
- ■ 12%-<19%
- ■ >=19%

Wasting

Legends
- ■ <2%
- ■ 2%-<4%
- ■ 4%-<7%
- ■ >=7%

Stunting

Legends
- ■ <14%
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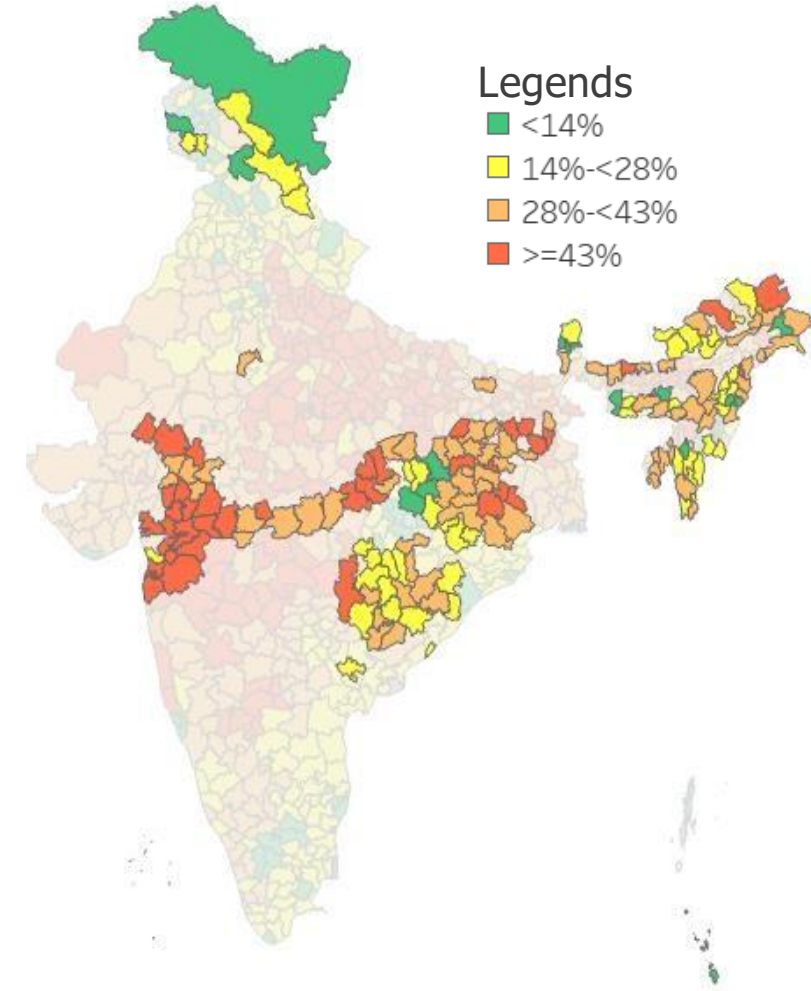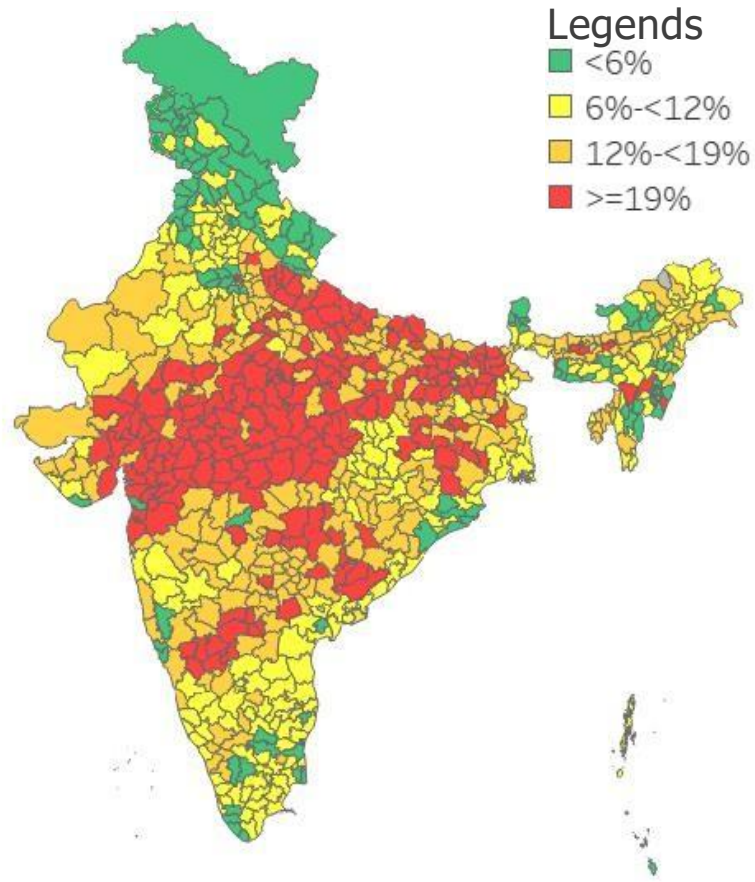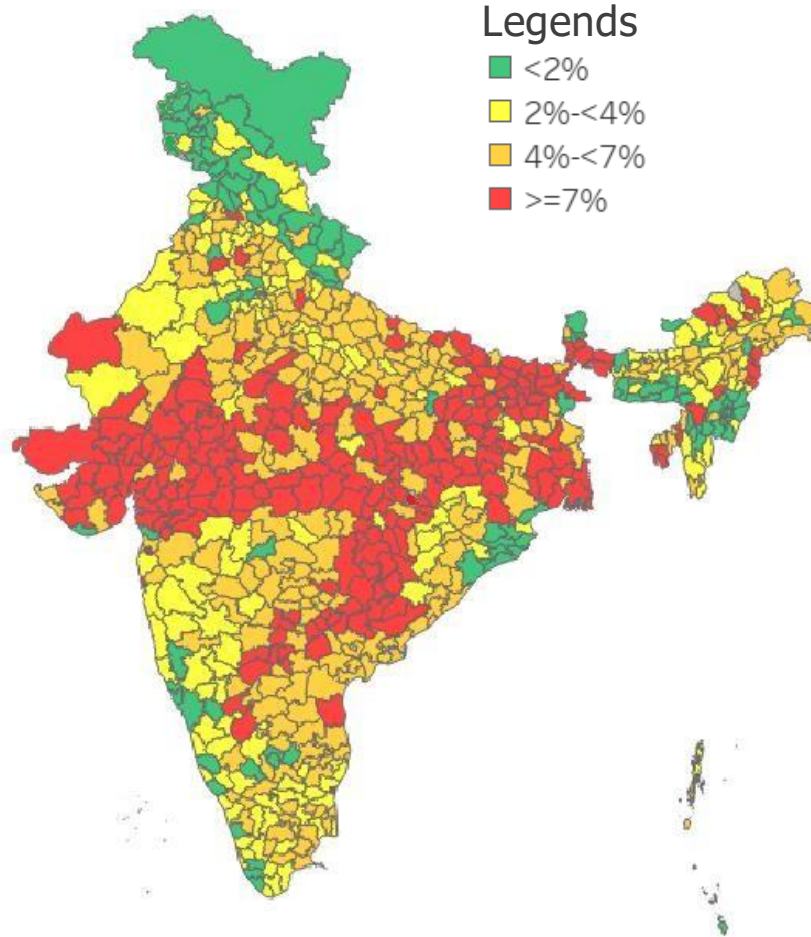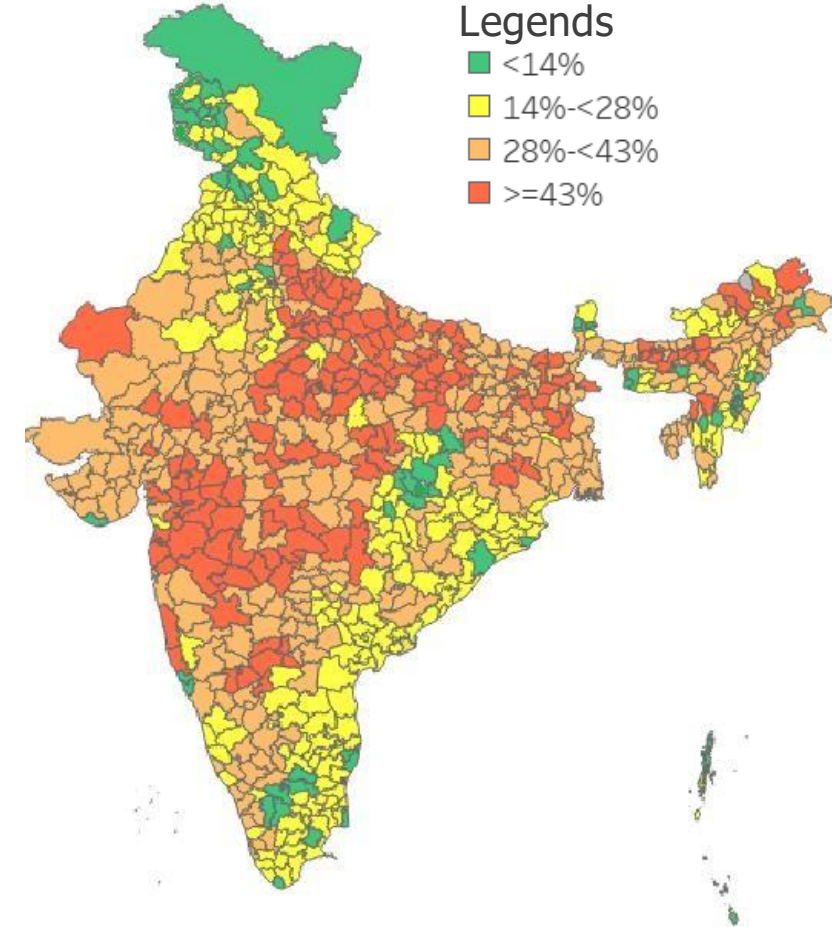
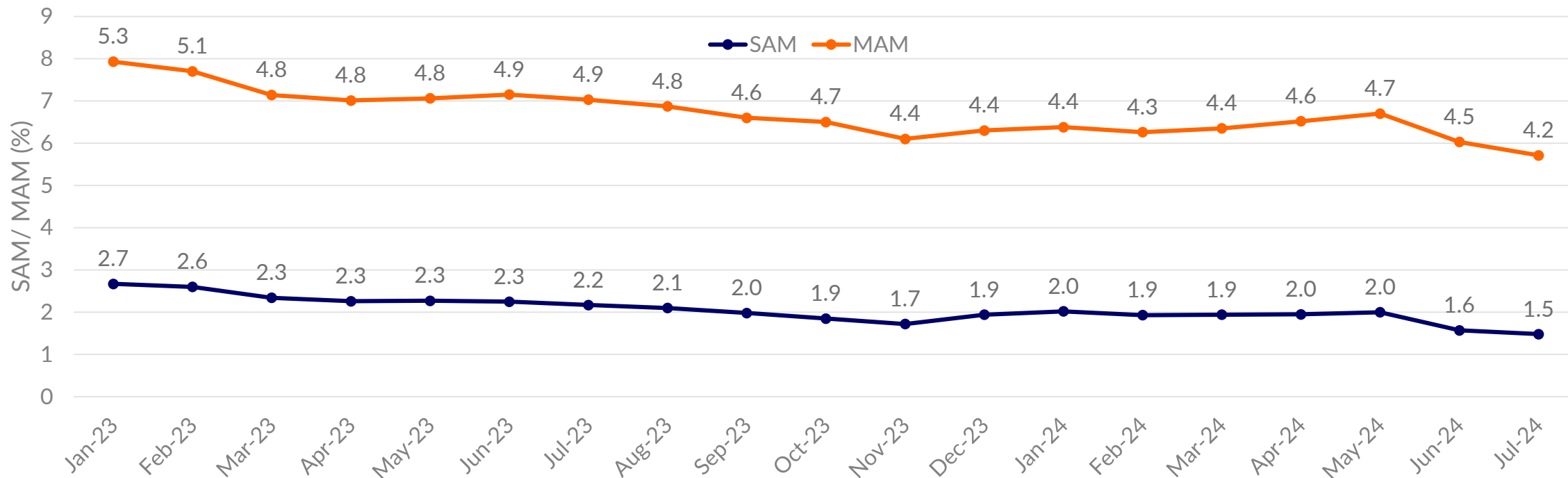# Poshan Tracker : Trends in Nutrition Indicators

Table shows that the levels of underweight and wasting obtained from Poshan Tracker are much lower than projections by NFHS 5.

Nutritional indicators in children	NFHS 5 (2019-21)	Poshan Tracker (July 2024)
Stunted	35.5%	36.78%
Underweight	32.1%	16.43%
Wasted	19.3%	5.72%

Impact

1 Governance

- Baseline beneficiary information (Aadhar verified) available for the first time.
- Release of food grains and budgetary grants to States based on Aadhaar verified beneficiary data
- Continuity of service to migratory population
- Prevents leakages and systemic inefficiencies

2 Citizen Ownership

- Public dashboard interface promotes accountability
- System triggered SMS to beneficiaries on registration, and distribution of Take-Home Ration
- Self registration by beneficiaries now available
- Service delivery status available under beneficiary login.

3 Network Effect

- Integration of data with different Ministries
- 360-degree data visibility for all key stakeholders fosters two-way communication between the Center and State.

4 Policy Correction

- Timely course corrections based on better data visibility
- Identification of malnutrition hotspots
- Capacity Building of frontline workers on mission mode

Road Ahead

Authentication

Two-way authentication and beneficiary confirmation for THR delivery

Beneficiary Passbook, Children Health status,

Beneficiary Passbook with self registration and complete service Delivery status for 100% transparent governance.

Monitoring

Monitoring of Anganwadi children graduating to Primary schools in convergence with UDISE portal (DoSEL)

Geo Tagging

Geo Fencing of Anganwadi Centers

Nutrition Index

To monitor State and District Progress

Learnings

Application user interface should be very simple and self navigating
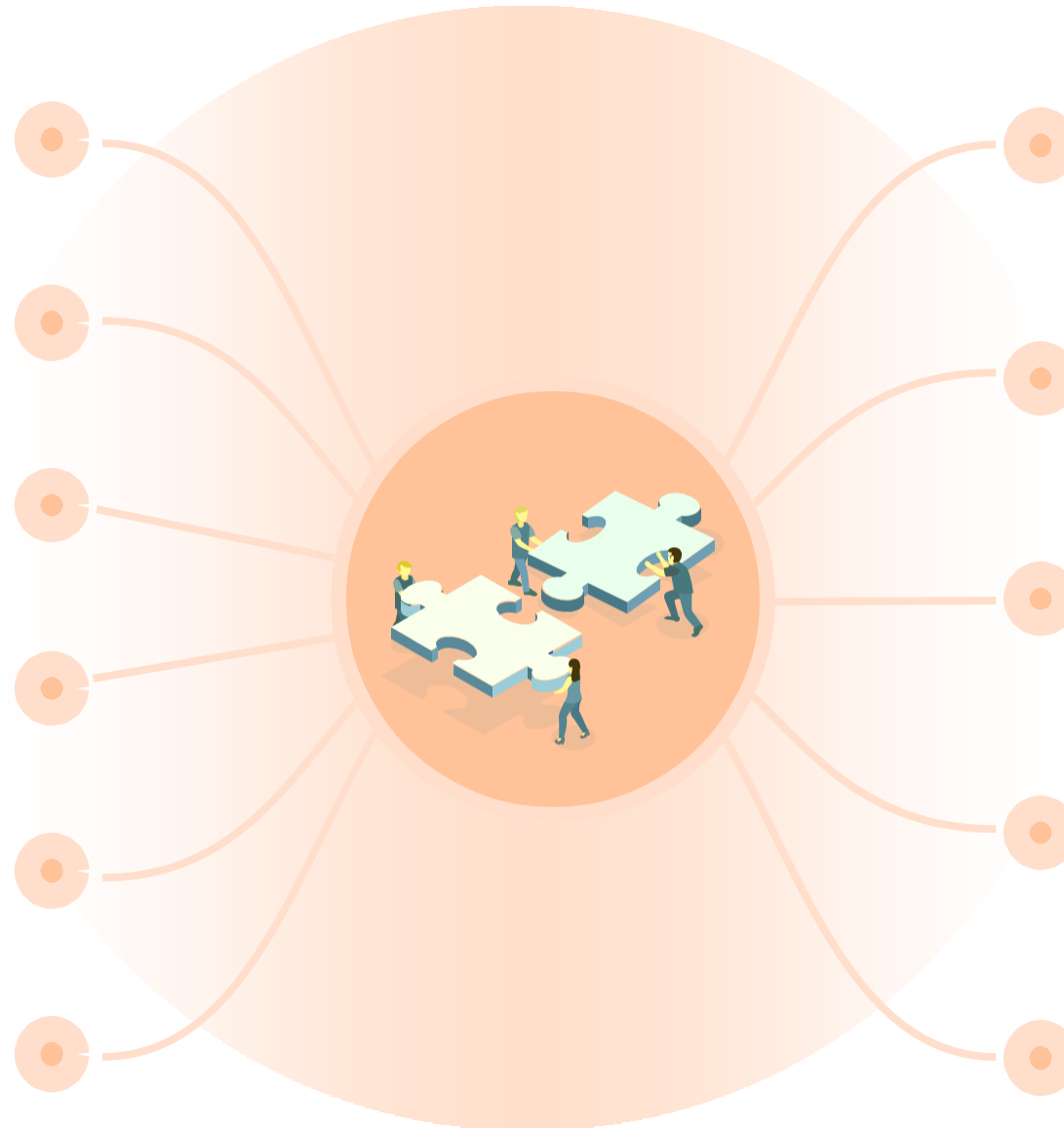
Regional languages are big factor for ease of adoption

Data entry validations are must for quality data

Onboarding and Daily activities should be made available in offline mode

Incentivization promotes adoption

Real time service delivery reporting promotes accountability

Measuring performance of each service and service provider becomes possible

Authenticated beneficiary database brings transparency in service delivery and increases beneficiary trust on system

Empowers beneficiary to know about their eligibility and opportunity to demand services

States are enabled with single source of truth in terms of beneficiary base

Open API creates possibilities of integration with any system

Poshan Tracker in limelight

" From providing mobile devices to millions of Anganwadi workers in the country, a **Poshan Tracker** has also been launched to monitor the accessibility of Anganwadi services.

Shri Narendra Modi

Honorable Prime Minister of India, in 92nd episode of '**Mann ki Baat**' on 28th August 2022

International Recognition

|			
World Health Organization	**UNICEF**	**The Lancet-Scientific commentary**	**G-20 Ministerial Conference on Women Empowerment**
Exemplary platform for flawlessly collecting routine administrative data on nutrition.	Simplicity of Poshan Tracker application	Extolling real time data and dynamic identification of nutritional indicators in over 8 crore children	Crucial role of technology in monitoring nutrition, health services, and early childhood care with near-real-time tracking and targeted intervention policies.

Jai Hind

Colour- coded Map
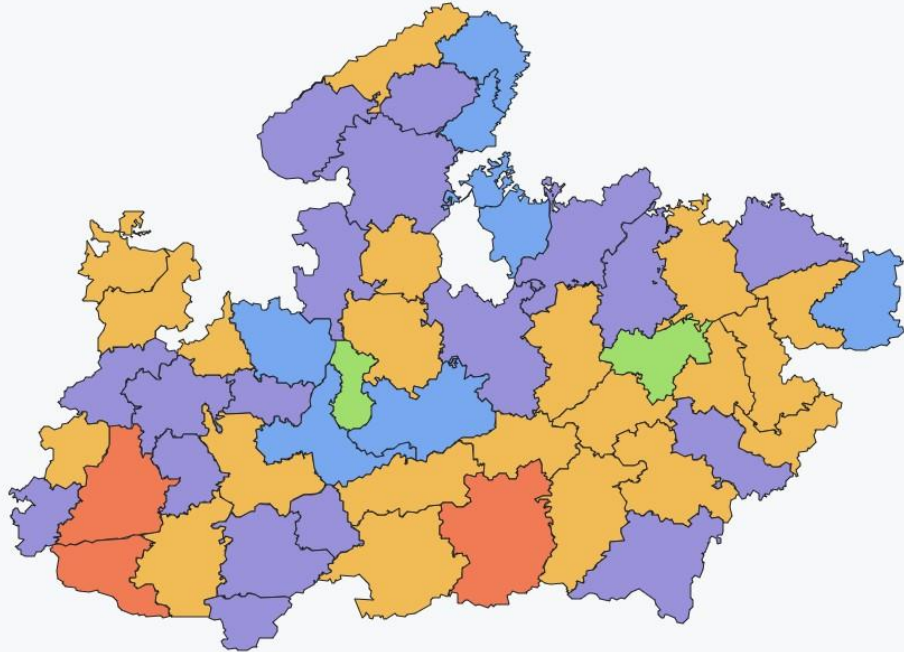
Percentage of Wasted Children

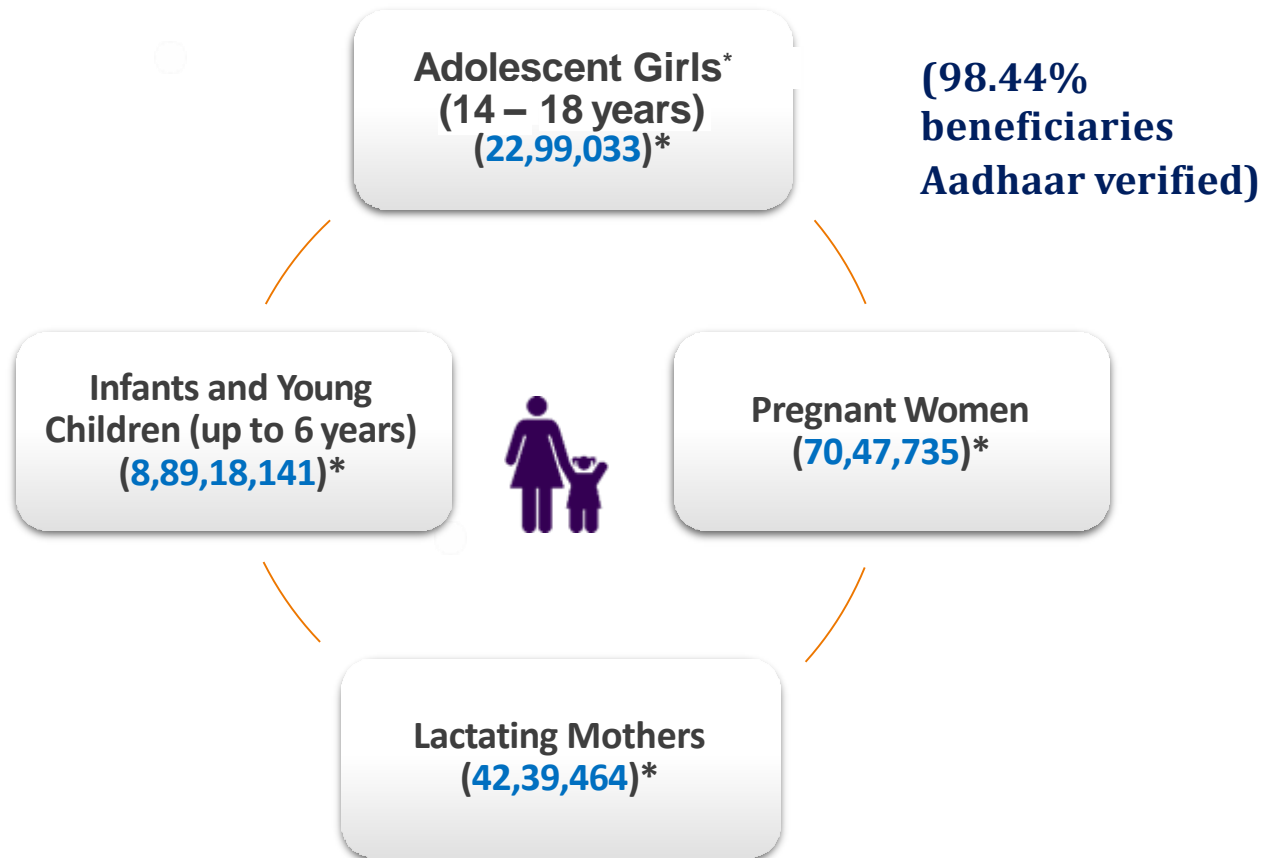| >10%	10-8%	8-6%	6-4%	4-2%	2-0%
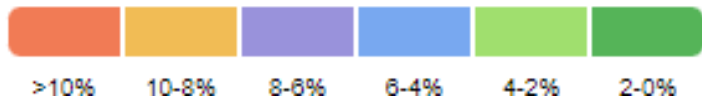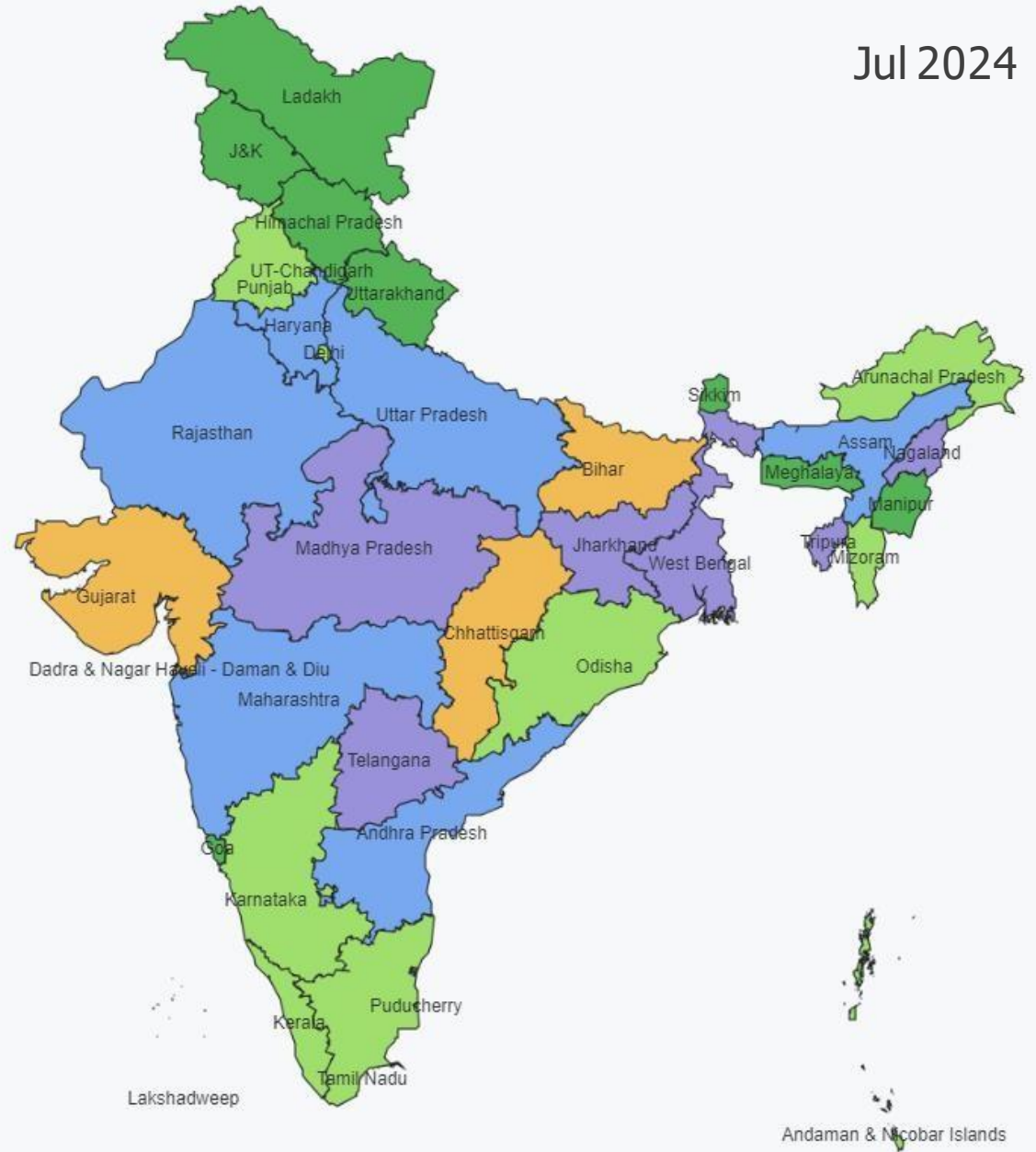
Poshan Tracker Overview

Focus on health, wellness, immunity	Lifecycle Approach	Integrates Three Schemes	13.99 lakh Anganwadi Centres as delivery nodes

Adolescent Girls* **(14 – 18 years)** **(22,99,033)***

(98.44% beneficiaries Aadhaar verified)

Infants and Young Children (up to 6 years) (8,89,18,141)*

Pregnant Women (70,47,735)*

Lactating Mothers (42,39,464)*

CORE FOCUS AREAS

Maternal (and adolescent girl) health and nutrition

Infant and Young Child Feeding Practices

Treatment of Malnourished Children

Wellness through traditional practices & AYUSH

- *Scheme for Adolescent Girls for Aspirational Districts and North East Region*

*As per Poshan Tracker July 2024