

(d) If no, why was such an evaluation mechanism not set up?

THE MINISTER OF STATE IN THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT (DR. VIRENDRA KUMAR): (a) The Mahila Shakti Kendra scheme was approved by the Cabinet for implementation as a centrally sponsored scheme on 22nd November, 2017. Administrative and Financial concurrence for implementing the scheme has been secured in 20 States. 5 UTs have initiated implementation of the scheme. State Resource Centre for Women are functional in 25 States/UTs. District Level Centre for Women are functional in 39 districts. 5 States have identified college student volunteers for undertaking Block Level activities.

(b) to (d) The Scheme is subject to third party evaluation by the end of FY 2019-20. There is provision for evaluation of the block level component approved for 115 aspirational/backward districts implemented through college student volunteers by the end of second year.

Implementation of 'POSHAN' Abhiyan

578. DR. VINAY P. SAHASRABUDDHE: Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state the benefits intended under the POSHAN Abhiyan and what is the status of implementation of this scheme?

THE MINISTER OF STATE IN THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT (DR. VIRENDRA KUMAR): POSHAN Abhiyaan (National Nutrition Mission-NNM) set up by Government on 30.11.2017 with fixed targets to reduce stunting, under-nutrition, anemia (among young children, women and adolescent girls) and reduce low birth weight by 2%, 2%, 3% and 2% per annum respectively. Mission also strives to achieve reduction in Stunting from 38.4% (NFHS-4) to 25% by 2022 (Mission 25 by 2022).

The status of implementation of POSHAN Abhiyaan is as follows:—

- (i) Under POSHAN Abhiyaan, all districts of 36 States/UTs have been covered for roll-out.
- (ii) State, District and Block level Convergence meetings are held regularly in most of the States/UTs.
- (iii) 6,413 Master Trainers have been trained, as of now, in 13 States/UTs.
- (iv) Procurement of Smart Phones has been coordinated through Government e-Marketplace (GeM) Portal. States/UTs are at various stages of procurement of Smart Phones. Till date, 2.74 lakh Smart Phones have been procured by the States/UTs.

- (v) The guidelines/manuals of POSHAN Abhiyaan covering all aspects of the ICDS-CAS software, implementation, etc. have been formalized, printed and distributed up to district level.
- (vi) A 'Call Centre' has been established for interventions and beneficiary feedback.
- (vii) A comprehensive Jan Andolan Guidelines have been prepared in consultation with all partners and released to States/UTs and has been implemented by the States/UTs.
- (viii) Song and Drama Division, Ministry of Information and Broadcasting has been engaged to conduct Nationwide programmes.
- (ix) Mass Media Campaign has also been rolled out through Television and Radio.
- (x) September, 2018 was celebrated as the Rashtriya Poshan Maah across the country. Approximately, 25 crore people had participated and more than 20 lakh activities were conducted across the country during the Rashtriya Poshan Maah.
- (xi) Under Incremental Learning Approach (ILA), functionaries are trained on thematic modules following the cascade mode of training of State Resource Group (SRG), District Resource Groups (DRGs) and Block Resource Groups (BRGs). Twenty one (21) ILA modules have been provided to the States/UTs. The States/UTs have started rolling out ILA modules.
- (xii) Community Based Events (CBEs) are organized in a converged manner in Anganwadi Centres with the field functionaries. Around 45.69 lakh CBEs have been organized till the end of 3rd Quarter of the current financial year.
- (xiii) Three (03) National Council meetings under the Chairmanship of Vice-Chairman, NITI Aayog and five (05) meetings of Executive Committee under the Chairmanship of Secretary, MWCD have been convened till date.

Development of rural women

579. DR. ASHOK BAJPAI: Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

- (a) whether Government has launched any new schemes during the last three years with special focus on over all development of rural women in the country;
- (b) if so, the details thereof; and
- (c) the financial allocations made under those new schemes, State-wise?