



रामपुर मॉडल

सुपोषित भारत - एक पहल

FLOURISHING FARMER NOURISHING TOMORROW

INITIATIVE BY : RAMPUR KRISHAK FARMER PRODUCER COMPANY

A Remarkable work: "AAHAR SE UPCHAAR™"



👤 Today, due to lack of awareness. both poor and prosperous families are affected by malnutrition, the month of September will be celebrated as 'Poshan Abhiyaan' across the country. I urge everyone to add some new facet to 'Poshan Abhiyaan' by contributing to it. If you manage to save a few people from malnutrition. It would mean that we can bring the country out of the circle of malnutrition. 👤

- Shri Narendra Modi
Prime Minister, India





👤 Our goal is
to create a
malnutrition-free
Uttar Pradesh. 👤

- Shri Yogi Adityanath
Chief Minister, Uttar Pradesh



AGENTS OF PROSPERITY

 FPC have become engines of Agri Innovation in Uttar Pradesh. Rampur Krishak FPC has spearheaded this initiative. Several of these outfits are working to improve nutrition by developing the value chain of high-nutrient agri-products like millets, mushrooms, moringa and fortified cereals. In Rampur, the FPC Collaborated with the district administration for the “**Aahar Se Upachaar**” campaign to supply nutrition-rich products to anganwadi kendras. Their efforts led to an improvement in nutrition outcomes in the area. 

- **Shri Devesh Chaturvedi**

Secretary, Department of Agriculture & Farmers Welfare
Govt. of India





रामपुर कृषक फार्मर प्रोड्यूसर कम्पनी लि.
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संयुक्त किसान-सुपोषित कल

संवर्धन

G20
सही पोषण- देश रोशन



रामपुर कृषक फार्मर प्रोड्यूसर कम्पनी लि.

“आहार से उपचार” फूड प्रोसेसिंग यूनिट

पसियापुर जमूनी, विकास खण्ड घमरौजा, UNWAT

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CDs) एकीकृत बाल विकास सेवा एवं रामपुर कृषक FPC का समग्र प्रयास

फूड प्रोसेसिंग यूनिट

रामपुर कृषक फार्मर प्रोड्यूसर कम्पनी लि.
नवकिसान द्वारा
वित्त पोषित



INTERNATIONAL YEAR OF
MILLETS
2023

संवर्धन-अन्न



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Profound Thanks

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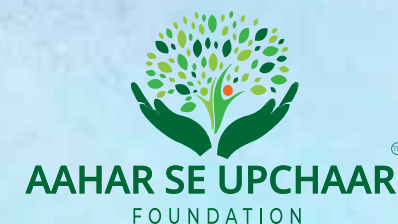
DPO, Basti

MS. GHAZAL BHARDWAJ, IAS

DM, Mahoba and Former CDO, Rampur

MR. ZAHID HUSSAIN KHAN

DPRO, Rampur



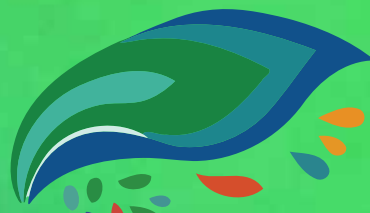
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EMPOWERING AND ENRICHING COMMUNITIES: THE STORY OF RAMPUR KRISHAK FPC

POWERED BY AAHAR SE UPCHAR FOUNDATION

Rampur Krishak FPC is leading the way in promoting cluster and diversified farming, having successfully diversified over 1,000 hectares of farmland. With a strong network of 15,000 farmer members and partnerships with 100 FPOs, we are dedicated to promoting nutritional, organic, and millet-based crops through initiatives like the Millet Poshan Kit.





प्रबंध निदेशक की ओर से

नवोन्मेषी पहल "संवर्धन -वोकल फॉर लोकल" कुपोषण से सुपोषण की ओर, मा० प्रधानमंत्री जी के पोषण अभियान से प्रेरित होकर रामपुर कृषक एफपीसी की स्थापना कर लोकल किसानों के क्लस्टर एवं विविध खेती के माध्यम से किसानों का सशक्तिकरण करते हुए एवं उनके सहयोग से प्रोसेसिंग कर "मिलेट पोषण किट" बनाकर एवं वितरण से कुपोषण का स्थायी समाधान देने का सफल प्रयास किया। अतिकुपोषित बच्चों, अल्प रक्तता, गर्भधारी के सुपोषित होने के परिणाम (लगभग 93%) बहुत ही उत्साहवर्धक हैं माननीय प्रधानमंत्री जी द्वारा इस नवोन्मेषी पहल के लिए रामपुर जिले को लोक प्रशासन में उत्कृष्ट पुरस्कार 2022 एवं उसके उपरांत

"रामपुर मॉडल" को उत्तर प्रदेश में लागू किये जाने के आदेश से प्रेरित होकर स्थानीय एफपीसी/एफपीओ के सहयोग से देश में सुपोषण की अलख जलाकर किसानों एवं नौनिहालों / एनेमिक लाभार्थियों के मुख पर मुस्कान लाने के कार्य में अपने सभी बड़ों के आशीर्वाद की शक्ति एवं इस मुहीम में शामिल सभी सहयोगियों का बहुत-बहुत आभार व्यक्त करता हूँ। कल के सुपोषित भारत के लिए आपका सहयोग अपेक्षित है।

अमित वर्मा
निदेशक



VISION & MISSION: OUR GUIDING DREAM

Nourishing Communities

At Aahar Se Upchaar, we are building a better tomorrow by combining the expertise of our FPC team with the strength and dedication of our family members. Our vision is to drive India towards a prosperous future — a Viksit Bharat — and contribute to a trillion-dollar economy through the promotion of sustainable development.



MILLET NUTRITIONAL POSHAN KIT



Sanvardhan "Vocal For Local"

OUR PRODUCT



Organic Grocery & Oil



Millet and Millet Product



Organic Cow Ghee



Peenut Butter



Millet Cookies



Fresh Juice



Honey



Millet Muesli



Our Local Millet Mart/ Shops



SUSTAINABLE AGRI FOOD SUPPLY CHAIN



Natural Sustainability: Conserving water and soil, minimizing pesticide and fertilizer use, and promoting biodiversity.



Social Sustainability: Safe working conditions, respecting human rights, and ensuring the well-being of communities involved in the supply chain.



Economic Sustainability: Ensuring fair prices for farmers, promoting economic viability for all, and reducing food waste.



Precision agriculture: Utilizing technology to optimize resource use, such as water and fertilizers.



Organic farming: Avoiding synthetic pesticides and fertilizers.



Crop rotation: Enhancing soil health and reducing pest and disease pressure.



Agroforestry: Integrating trees into farming systems to improve biodiversity and carbon sequestration.



Fair trade: Ensuring fair prices and decent working conditions for farmers.



Cold storage optimization: Reducing food waste and improving supply chain efficiency through better storage and transportation.



Local sourcing: Reducing transportation emissions and supporting local economies.

Reduced Environmental Impact	Improved Livelihoods	Increased Food Security
Enhanced Resilience	Improved Public Health	Stronger Brand Reputation

BENEFITS

APPETITE TEST FOR SAM CHILDREN

- ➔ Appetite test shall be carried for SAM children by AWW in the presence of parent/family member.
- ➔ Test is to be carried out in a peaceful/quiet area of the Anganwadi Centers (AWC).
- ➔ SAM children who fail the appetite test shall be referred to NRC.
- ➔ Children who pass the appetite test shall be enrolled as beneficiary under the Supplementary Nutrition Program and also referred to PHC Medical officer for medical assessment.

OBJECTIVE OF NUTRITIONAL MILLET POSHAN KIT:

Hunger Management	Nutritional Security	Anaemia Combat
Farmer Strengthen		



POSHAN KIT-SECRETS REVEALED

The Poshan Kit is a specially designed nutrition package aimed at combating malnutrition among vulnerable groups, including SAM/MAM children, adolescent anemic girls, pregnant women, and lactating mothers. Developed using locally sourced, millet-based and nutrient-rich ingredients, the kit addresses critical dietary deficiencies while promoting sustainable agricultural practices. It ensures access to wholesome, culturally appropriate, and affordable nutrition, thereby supporting better health outcomes. The Poshan Kit not only focuses on immediate nutritional recovery but also encourages long-term healthy eating habits. By linking local farmers and communities, it strengthens the food system and empowers grassroots efforts in the fight against malnutrition.

FORMULATION OF CUSTOMISED 'POSHAN KIT' - MAJOR INGREDIENTS AND THEIR ROLE

Sr. No.	Item	Ingredients	Role
1	Sanavrdhan Organic Amla Candy	Amla, Jaggery, Black Pepper, Salt, Cardamom	Boost immunity system, improve digestion, energy booster for pregnant women (rich source of Chromium and Copper)
2	Sanvardhan Oyster Mushroom Corn Soup	Oyster Mushroom, Corn Strach, Onion Powder, Garlic Powder, Ginger Powder, Oregano, Ajwain, Salt, Edible oil, Vegetables flakes, Tomato, Pepper corn, Polysaccharide Thickener veg (INS 406), Anti cacking agent (INS 202), Flavour enhancer (INS 635), Acidity Regulator INS 330	Strengthens bones, sharpens nervous system (Rich source of Beta gluconic, niacin, riboflavin & pentathonic acid)
3	Sanvardhan Organic Honey	Pure Honey	Controls coughing, anti-oxidants, lowers blood sugar level, internal wound healing
4	Sanvardhan Millet Honey Cookies	Black Wheat Flour (Whole) Bajra Flour, All-purpose Flour, Honey, Coconut, Almond, Dalchini, Butter, Walnut, Glucose	High in antioxidants that help deal with conditions of anxiety, depression and insomnia, non-dairy source of rich Calcium, dilutes toxins, protects from asthma, rich source of Protein
5	Sanvardhan Amla juice	Amla, Zeera, Black Salt	Rich in iron and vitamin A, vitamin C and Anti-oxidants helps in constipation
6	Sanvardhan Millet Super Supplement (Meetha Aahar)	Black Wheat Flour, Kodo Flour, Ragi Flour, Almond, Dry Dates, Walnut, Suji, Fox Nut, Resin, Sesme, Melon Seed, Gram Powder, Cardmom, Fennel Seeds Powder, Moringa Powder, Dry Ginger Powder, Shatavar Powder, Carom seeds Powder, Roasted in Cow Ghee	Rich source of protein and calcium, Enhance the Immune System, Boost Energy, Protects Aging Skin, contains natural zinc and iron
7	Sanvardhan Millet Moringa Mix Supplement (Daliya)	Black Wheat, Ragi, Bajra, Rajgira, Soya Beans, Flex Seeds, Turmeric, Moringa Dry Leaves Powder, Cow Ghee	Rich in calcium and protein, protects kidney & liver, helps in stress control, good source of Omega acid
8.	Sanvardhan Peanut Butter	Roasted Peanut, coco, Honey	Rich in Protein and healthy fats. it's a source of essential nutrients like vitamin E, magnesium, and B vitamins

AAHAR SE UPCHAAR MODEL



Unique Model



ECONOMIC INNOVATION :

Increased financial security of farmers as raw material procured through FPO (local products, local producer).



ADMINISTRATIVE INNOVATION:

- ➔ Community Support/CSR
- ➔ Effective coordination of various departments such as ICDS, Panchayati Raj, Health, Agriculture, Education and Food.



NUTRITIONAL INNOVATION (PRODUCTS NAME):

- ➔ Khatta meetha super laddu: Carotene, Thymine.
- ➔ Mushroom corn soup: Vitamin B5, Folic acid, Choline.
- ➔ Organic honey: Potassium, Sodium.
- ➔ Multi grain cookies: Omega 3,6, Vitamin B6.
- ➔ Amla triphala juice: Phenolic Compound Vitamin A & C.
- ➔ Superfood supplements: Zinc, Calcium, Iron, Multivitamins.
- ➔ Black wheat moringa flax seed daliya: Omega 3-6-9, Magnesium, Protein.



SUPOSHIT
BHARAT

GOOD GOVERNANCE



FPOs/FPCs

- Nutritional Produce (Crop)/Local Produce
- Organic Manure
- Good quality seed
- Farmer training
- Sustainable Agri Food supply chain
- Certification
- Packaging

MoU Signed
between
Administration
and Local FPOs/
FPCs

Convergence with

- ICDS/PRI/ Agriculture Deptt./Rural Deptt.
- Education Deptt.
- Local Employment



Administration

Distribution to beneficiaries

- Procurement at Gram Panchayat
- Delivery at Gram Panchayat
- Monitoring through Poshan war room

- ➔ Direct procurement from FPO by Gram Panchayats.
- ➔ Success of the project inspired engagement of 22 more FPOs, diversification of crops and manifold increase in cultivation area under organic farming.
- ➔ Direct/doorstep delivery to beneficiaries thereby cutting short the long supply chain and reducing red tapism.



Prime Minister's Award 2022 RKFPAC Awards for Sanvardhan - Vocal for Local

HOW RAMPUR ADOPTED SANVARDHAN – VOCAL FOR LOCAL

The theme of Sanvardhan – Vocal for Local draws its inspiration from the ancient wisdom of the Atharva Veda (अथर्व वेद), which emphasizes the profound connection between diet and treatment. In Atharvaveda, Ayurveda is considered an Upveda that provides holistic methods for healing and disease prevention.



Our journey began with the Rampur Krishak FPC, where we focused on empowering farmers through organic farming practices & developed Millet based Nutritional enriched Poshan kit specifically for malnourish-impacted children, anaemic girls, pregnant & lactating mother. This initiative was recognized with the prestigious Prime Minister Award 2022. Building on this vision of creating a sustainable and healthier future, we established the Aahar Se Upchaar Foundation to broaden our social footprint impact and continue making a positive difference in the lives of those who need it most.

Aahar Se Upchaar Foundation is dedicated to creating a sustainable future by empowering farmers, addressing malnutrition, promoting biodiversity, fostering gender equality, and supporting sustainable development practices.

we are committed to tackling one of the most pressing issues of our time: malnutrition. This silent crisis affects millions, leading to severe health complications and, in

the worst cases, death. Our mission is clear—empower individuals, especially the most vulnerable, to reclaim their health and vitality through access to proper nutrition and sustainable agricultural practices. Simultaneously, we are committed to empowering farmers, the backbone of our food supply chain, ensuring they have the support and resources necessary to cultivate nutritious crops and sustain our communities.

But we can't do it alone. We need your support to make a real difference. Join us in our mission to make a tangible difference in the lives of those who need it most, forging a path towards a healthier, more equitable society for all.

FOCUSED AREAS:

Farmer Strengthening:

Provide advance training & modern agricultural techniques & sustainable farming practices to farmers to enhance their productivity & resilience. Support small and marginal farmers for enhancing their income opportunities & market access.

Curbing Malnutrition:

Organically grown, developed & promote nutritionrich crops, millets & Super food kit's. Conduct awareness

campaigns on Malnutrition & nutritional intake. Partner with public administration to ensure access to nutritious food for vulnerable populations.

Biodiversity Promotion:

Encourage the cultivation of diverse crops to maintain ecological balance. Protect and preserve native plant species & traditional farming methods. Advocate for the use of organic/chemical free farming practices to reduce environmental impact.

Gender Equality:

Empower women by providing equal opportunities & resources. Conduct gender-sensitivity training & awareness programs. Promote women's leadership & participation in agricultural decision-making processes.

Sustainable Development

Integrate sustainable practices into all aspects of agricultural and community development. Promote the use of renewable energy sources & eco-friendly technologies. Collaborate with local, national, & international organizations to support sustainable initiatives.



VISION

To achieve the objectives of the Prime Minister's POSHAN Abhiyaan while simultaneously working towards the goal of doubling farmers' incomes.

MISSION

To provide healthy, affordable, and nutritious food for all — with a special focus on children, pregnant women, lactating mothers, and adolescent anemic girls — by utilizing locally grown raw materials processed in hygienic centers through partnerships with Farmer Producer Organizations (FPOs).

FLOURISHING FARMER - NOURISHING TOMORROW

समृद्ध किसान - सुपोषित कल

“आहार
से
उपचार”

CONCEPT

To improve the health and nutritional status of all individuals, thereby breaking the vicious cycle of malnutrition. The products included in the Poshan Kit are carefully designed with inputs from experts in nutrition, medicine, social development, business, and other key stakeholders. Convergence of various government schemes ensures the delivery of holistic health services. Awareness about nutrition, immunization, breastfeeding, hygiene, and related practices is actively promoted through **Jan Bhagidari**.



AAHAR SE UPCHAAR™

Inspired by Atharva Veda

Diet is central to this philosophy, seen not only as a means of nourishment but also as a vital tool for maintaining health and treating illnesses. The scripture differentiates between the right diet and wrong diet. A right diet includes foods like milk, yogurt, ghee, and certain herbs—considered beneficial for enhancing energy, strengthening immunity, and balancing bodily elements. On the other hand, the wrong diet, comprising foods that disturb the balance of Vata, Pitta, and Kapha, is seen as a root cause of many diseases. Atharvaveda underscores diet's role in not just physical healing but also in maintaining mental well-being, suggesting that a wholesome diet ensures a healthy mind, improved energy, and a better lifestyle. Several mantras in the Veda highlight how food can aid both healing and prevention, recommending specific diets for various conditions while cautioning against those that might worsen health. This age-old understanding supports the belief that aahar (diet) can be a primary mode of upchar (treatment). In conclusion, the Atharva Veda presents diet as a powerful, natural, and sustainable way to preserve health and treat disease—making it deeply relevant to today's focus on local, nutritious, and mindful eating practices.

"अन्नं वै औषधम्" – अन्न ही औषधि है।

ACHIVEMENTS

More than **3 Lakh** SAM/
MAM Malnourished Children
& Anemic Girls, Lactating &
Pregnant Women came out of
Malnourished category within
5-6 months.

Cluster farm cultivation area of
diversified crops increased (from
0-1000 hec.) & also
water level, resulting in significant
increase in local farmers income.

Strengthen more
than **100 FPO**
& **15,000**
Farmers.

Promote
Organic
as well as Millets
farming.

MAPPING SDG GOALS

WITH OBJECTIVES OF AAHAR SE UPCHAAR FOUNDATION & FAO'S FOUR BETTERS



1 NO POVERTY



OBJECTIVE OF AAHAR SE UPCHAR

Increase farmers' incomes through collective marketing, value addition, and financial inclusion.



FAO'S FOUR BETTERS

Better Life – Ensuring social protection and financial stability for farmers.



STRATEGIC INITIATIVES

- ➔ Bulk procurement to reduce input costs.
- ➔ Access to credit and insurance.
- ➔ Direct-to-market sales to eliminate intermediaries.

2 ZERO HUNGER



OBJECTIVE OF AAHAR SE UPCHAR

Promote sustainable farming techniques to enhance productivity and food security.



FAO'S FOUR BETTERS

Better Nutrition – Ensuring availability and accessibility of nutritious food.



STRATEGIC INITIATIVES

- ➔ Organic farming and high-yield varieties.
- ➔ Food processing to reduce post-harvest losses.
- ➔ Awareness programs on balanced diets.

5 GENDER EQUALITY



OBJECTIVE OF AAHAR SE UPCHAR

Empower women farmers through financial inclusion, leadership roles, and entrepreneurship.



FAO'S FOUR BETTERS

Better Life – Ensuring equal opportunities for women and marginalized groups.



STRATEGIC INITIATIVES

- ➔ Women-led producer groups and cooperatives.
- ➔ Skill development in agribusiness for rural women.
- ➔ Financial support and microfinance schemes for women farmers.

8 DECENT WORK AND ECONOMIC GROWTH



OBJECTIVE OF AAHAR SE UPCHAR

Enhance employment in the agriculture sector through agribusiness and value chain development.



FAO'S FOUR BETTERS

Better Life – Promoting fair labor practices and economic growth.



STRATEGIC INITIATIVES

- ➔ Setting up rural agro-industries.
- ➔ Digital literacy and e-commerce integration for farmers.
- ➔ Encouraging non-farm activities (dairy, poultry, and agro-tourism).

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



OBJECTIVE OF AAHAR SE UPCHAR

Strengthen infrastructure like cold storage, processing units, and logistics.



FAO'S FOUR BETTERS

Better Production – Improving efficiency and productivity in agriculture.



STRATEGIC INITIATIVES

- ➔ Development of FPO-owned warehouses and cold storage.
- ➔ Adoption of digital platforms for real-time pricing.
- ➔ Use of precision agriculture technology (drones, IoT).

10 REDUCED INEQUALITIES



OBJECTIVE OF AAHAR SE UPCHAR

Ensure fair access to resources, markets, and policy benefits for small and marginal farmers.



FAO'S FOUR BETTERS

Better Life – Reducing rural-urban inequality through inclusive policies.



STRATEGIC INITIATIVES

- ➔ Ensuring participation of SC/ST farmers in FPO governance.
- ➔ Special procurement policies favoring smallholders.
- ➔ Community-led decision-making structures.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



OBJECTIVE OF AAHAR SE UPCHAR

Promote sustainable agriculture, efficient resource utilization, and waste reduction.



FAO'S FOUR BETTERS

Better Production – Enhancing sustainability in agricultural systems.



STRATEGIC INITIATIVES

- ➔ Promoting zero-waste farming and organic fertilizers.
- ➔ Sustainable packaging and eco-friendly processing.
- ➔ Circular economy practices (composting, bioenergy generation).

13 CLIMATE ACTION



OBJECTIVE OF AAHAR SE UPCHAR

Implement climate-smart farming practices to build resilience against climate change.



FAO'S FOUR BETTERS

Better Environment – Reducing agriculture's environmental impact.



STRATEGIC INITIATIVES

- ➔ Encouraging drought-resistant crops and mixed cropping.
- ➔ Water conservation techniques (drip irrigation, rainwater harvesting).
- ➔ Promoting renewable energy in agriculture (solar-powered irrigation).



联合国
粮食及
农业组织

FOOD AND
AGRICULTURE
ORGANIZATION
OF THE
UNITED NATIONS

ORGANISATION
DES NATIONS
UNIES POUR
L'ALIMENTATION
ET L'AGRICULTURE

ORGANIZACION
DE LAS NACIONES
UNIDAS PARA
LA AGRICULTURA
Y LA ALIMENTACION

منظمة
الاغذية
والزراعة
للأمم
المتحدة

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Re: FA 1/ 26

11 March 2025

Dear Members of the FAO Champion Award Selection Committee,

Endorsement of Rampur Krishak FPCL for the FAO Champion Award 2025

FAO India is pleased to **endorse the nomination of the Rampur Krishak FPCL**, a Farmer Producer Organization **for the FAO Champion Award 2025**. This nomination has the approval of the Secretary, Agriculture, Ministry of Agriculture and Farmers Welfare, Government of India.

In addition to the views of the Ministry of Agriculture & Farmers Welfare, this nomination is endorsed because it **covers one or more of the Four Betters** (better production, better nutrition, better environment and a better life).

In 2022, the Rampur district magistrate was awarded for his efforts to eradicate malnutrition under the Innovative initiative of the 'Samvardhan' (vocal for local) category by Prime Minister of India. The project has improved the nutritional status of 93% children within 3-4 months, treating 100000+ beneficiaries without any chemical or processed food, has inspired formulation of more than 100 FPCs, resulted in diversification of crops, enhanced the cultivation area under organic farming and the doorstep delivery to beneficiaries has reduced supply chain complexities.

With kind regards,

Yours sincerely,

Takayuki Hagiwara
FAO Representative in India

The FAO Champion Award Selection Committee



प्रो. श्री रमेश चंद, सदस्य, नीति आयोग एवं श्री अमित वर्मा, प्रबंध निदेशक, रामपुर कृषक एफपीसी के बीच "आहार से उपचार" के बारे में विस्तृत वार्तालाप।

रामपुर कृषक एफपीसी को एफएओ की तरफ से कृषि और कुपोषण के क्षेत्र में उल्लेखनीय योगदान के लिए चैम्पीयन अवॉर्ड में नामिनेट किया गया

CERTIFICATIONS & RECOGNITIONS

INTERNATIONAL CERTIFICATE FOR FOOD SAFETY PRODUCTION, QUALITY CONTROL & MANAGEMENT



**"INDIA'S FIRST AND ONLY
STARTUP-REGISTERED"**

PARTNERS

PILIBHIT DISTT. ADMIN.	ETAH DISTT. ADMIN.	100 FPOs
SAMBHAL DISTT. ADMIN.	AGRICULTURE DEPTT. (UP)	KRIBHCO
SHAMLI DISTT. ADMIN.	BULANDSHAHR DISTT. ADMIN.	SHG GROUP
FARRUKHABAD DISTT. ADMIN.	RAMPUR DISTT. ADMIN.	AAHAR SE UPCHAAR™ FOUNDATION
KANPUR DEHAT DISTT. ADMIN.	MORADABAD DISTT. ADMIN.	APEDA
FIROZABAD DISTT. ADMIN.	PANCHAYATI RAJ DEPTT. (UP)	ICDS (UP)
		ZOMATO - FEEDING INDIA



SANVARDHAN – SUPOSHIT RAMPUR: EK PEHAL

“Sanvardhan – Suposhit Rampur: Ek Pehal” was implemented through collaboration among the District Administration, Farmer Producer Organizations (FPOs), Panchayati Raj Institutions, Gram Pradhans, Anganwadi Workers, and frontline health staff like ASHAs and ANMs. Services were primarily delivered through Anganwadi Centers and FPOs.

Rampur, a district in western Uttar Pradesh with a population of about 27 lakh, faced significant child malnutrition challenges. As per NFHS-5 (2019–21), 17.6% of children under five were wasted, 5.9% severely wasted, and 32.1% underweight. Addressing these issues required a multi-faceted strategy focusing on maternal and child health, including antenatal/postnatal care, iron and folic acid supplementation, institutional deliveries,

breastfeeding, complementary feeding, immunization, and growth monitoring, with special focus on Severe Acute Malnutrition (SAM).

Beneficiaries included children above six months, high-risk pregnant women, lactating mothers, and anaemic adolescent girls. Identification used anthropometric tools and hemoglobin tests. Over 5,000 individuals were targeted for a structured three-month nutrition regimen.

The initiative emphasized systematic enrollment, field/home visits, centralized monitoring via a POSHAN War Room, and third-party evaluations. It achieved a 94% recovery rate among SAM children, improved women's health indicators, increased farmer incomes, and created local jobs—reflecting the spirit of Jan Bhagidari and sustainable development.

“आहार से उपचार” की इस मुहिम “रामपुर मॉडल” के तहत 100 से अधिक एफपीओ/एफपीसी का सशक्तिकरण (STRENGTHEN) किया जा चुका है !

एफपीओ की सूची

रामपुर कृषक फार्मर प्रोड्यूसर कम्पनी लि० रामपुर	इरादा फार्मर प्रोड्यूसर कम्पनी लि० लखनऊ
वासु एग्रो फार्मर प्रोड्यूसर कम्पनी लि० स्वार रामपुर	जनस्वाभिमान फार्मर प्रोड्यूसर कम्पनी लि० मिलक रामपुर
ग्रीन फ्रेश वेज फार्मर प्रोड्यूसर कम्पनी लि० शाहजहांपुर	पूर्वांचल इंटीग्रेटेड एग्रीकल्चर फार्मर प्रोड्यूसर कम्पनी लि० आजमगढ़
गंगा भूमि फार्मर प्रोड्यूसर कम्पनी लि० शाहजहांपुर	विद्या श्री फार्मर प्रोड्यूसर कम्पनी लि० बरेली
रुहेलखण्ड फार्मर प्रोड्यूसर कम्पनी लि० पीलीभीत	ग्राम सेतू फार्मर प्रोड्यूसर कम्पनी लि० पीलीभीत
तोमर्स फार्मर प्रोड्यूसर कम्पनी लि० बदायूँ	रजपुरा सम्भल फार्मर प्रोड्यूसर कम्पनी लि० सम्भल
पिंगकक्ष फार्मर प्रोड्यूसर कम्पनी लि० मुरादाबाद	ज्योतिपथ फार्मर प्रोड्यूसर कम्पनी लि० शिकोहाबाद
वैदिक एग्री फार्मर प्रोड्यूसर कम्पनी लि० भदोई	सम्वेदना एग्रो फार्मर प्रोड्यूसर कम्पनी लि० सहारनपुर
कोमालिका फार्मर प्रोड्यूसर कम्पनी लि० अलीगढ़	बेसुमा फार्मर प्रोड्यूसर कम्पनी लि० मेरठ
खरखौदा फार्मर प्रोड्यूसर कम्पनी लि० मेरठ	भूमिस्वरा फार्मर प्रोड्यूसर कम्पनी लि० फर्रुखाबाद
सुभाष गुड्स फार्मर प्रोड्यूसर कम्पनी लि० प्रतापगढ़	समक बायोएनर्जी एफपीसी बुलंदशहर





बच्चे के लिए पोषण किट देते माननीय मुख्यमंत्री श्री योगी आदित्यनाथ



संवर्धन - वोकल फॉर लोकल के लिए सम्मानित करते हुए

48/2348/58-1-2023-54-2099/25/2023
संख्या 48/2348/58-1-2023-54-2099/25/2023

महत्वपूर्ण

प्रेषक,

1. यीना कुमारी,
प्रमुख सचिव,
बाल विकास एवं पुष्टाहार विभाग,
उत्तर प्रदेश शासन।

2. मनोज कुमार सिंह,
अपर मुख्य सचिव,
पंचायती राज विभाग,
उत्तर प्रदेश शासन।

सेवा में,

समस्त जिलाधिकारी,
उत्तर प्रदेश।

बाल विकास एवं पुष्टाहार अनुभाग लखनऊ: दिनांक 18 सितम्बर, 2023
विषय-आंगनवाड़ी केन्द्र पर चिन्हित गंभीर अल्प वजन श्रेणी के लाभार्थियों के पोषण स्तर सुधार में पंचायती राज संस्थाओं के उत्तरदायित्व के सम्बन्ध में।
महोदय/महोदया,

उदाहरणतः जनपद रामपुर में बाल विकास एवं पुष्टाहार विभाग तथा पंचायती राज विभाग के समन्वय से कुपोषण मुक्ति हेतु अत्यन्त उत्साहजनक परिणाम प्राप्त हुये हैं, जिससे जिला प्रशासन को माननीय प्रधानमंत्री पुरस्कार से पुरस्कृत किया गया है। उपरोक्त रामपुर मॉडल को प्रदेश व्यापी तौर पर निम्नवत् लागू किया जाना है:-

जनपद रामपुर में बाल विकास एवं पुष्टाहार विभाग, पंचायती राज विभाग और किसान उत्पादक संगठन के संयुक्त समन्वय से ग्राम पंचायतों में चिन्हित अल्पवजन (कुपोषित) श्रेणी के बच्चों के पोषण स्तर में सुधार हेतु पोषण किट उपलब्ध कराये जाने का एक अनूठा मॉडल विकसित किया गया है, जिसके अत्यन्त उत्साहजनक परिणाम प्राप्त हुये हैं। जनपद रामपुर में अल्पवजन (कुपोषित) श्रेणी के बच्चों हेतु पोषण किट का निर्धारण करके किसान उत्पादक संघ को स्थानीय स्तर पर उगाये जाने वाले दालें, मोटे अनाज, आंवला, सहजन आदि का प्रयोग कर पोषण किट में शामिल किया गया है।

Govt. of Uttar Pradesh issued a Important Goal to Adopt
"Aahar Se Upchaar - Rampur Model" within the State through
Rampur FPOs

प्रेषक,

निदेशक,
पंचायती राज,
उत्तर प्रदेश।

सेवा में,

समस्त जिला पंचायत राज अधिकारी
उ०प्र०।

पत्रांक-6/1260/2025-6/135/2021-22 लखनऊ: दिनांक: 26 जून, 2025
विषय-आंगनवाड़ी केन्द्र पर चिन्हित गंभीर अल्प वजन श्रेणी के लाभार्थियों के पोषण स्तर सुधार में पंचायती राज संस्थाओं के उत्तरदायित्व के संबंध में।

महोदय,

कृपया उपर्युक्त विषयक बाल विकास एवं पुष्टाहार विभाग तथा पंचायती राज विभाग के संयुक्त शासनादेश संख्या: 48/2023/2348/58-1-2023 -54-2099/25/2023 दिनांक: 18 सितम्बर, 2023 का संदर्भ ग्रहण करने का कष्ट करें जिसके द्वारा आंगनवाड़ी केन्द्र पर चिन्हित गंभीर अल्प वजन श्रेणी के लाभार्थियों के पोषण स्तर सुधार में पंचायती राज संस्थाओं के उत्तरदायित्व निर्धारित करते हुए विस्तृत मार्गनिर्देश प्रसारित किये गये हैं। उक्त शासनादेश में जनपद रामपुर में बाल विकास एवं पुष्टाहार विभाग तथा पंचायती राज विभाग के समन्वय से कुपोषण मुक्ति हेतु अत्यन्त उत्साहजनक परिणाम को देखते हुए रामपुर मॉडल हो प्रदेश में व्यापी तौर पर लागू किये जाने हेतु निर्देशित किया गया है।

अवगत कराना है कि 15वें वित्त आयोग की संस्तुतियों के अंतर्गत पंचायतों को प्राप्त धनराशि के व्यय हेतु जारी मार्गदर्शक सिद्धान्त में पोषण गतिविधियों पर धनराशि व्यय किये जाने का प्रावधान किया गया है जिसे ग्राम पंचायतों की वार्षिक कार्ययोजना(जी०पी०डी०पी०) तैयार करते हुए सम्मिलित किये जाने के निर्देश हैं। पोषण गतिविधियां वित्त पोषित एवं गैर वित्त पोषित दोनों प्रकार की हो सकती हैं।

अतः शासनादेश दिनांक: 18 सितम्बर, 2023 की प्रति संलग्न करते हुए अनुरोध है कि संगत शासनादेश में निर्धारित प्रावधानों के अनुसार पोषण गतिविधियों को ग्राम पंचायतों की वार्षिक कार्ययोजना(जी०पी०डी०पी०) में सम्मिलित कराते हुए नियमानुसार कार्य कराना सुनिश्चित करें।

संलग्नक: यथोपरि।

भवदीय
26/6/25
(अमित कुमार सिंह)
निदेशक
पंचायती राज उ०प्र०।

पत्रांक-6/1/2024-25 तददिनांक।

प्रतिलिपि- निम्नांकित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित:-

1. प्रमुख सचिव, पंचायती राज, उ०प्र० शासन।
2. निदेशक, बाल विकास एवं पुष्टाहार, उ०प्र०।
3. समस्त जिलाधिकारी, उ०प्र०।
4. समस्त मुख्य विकास अधिकारी, उ०प्र०।
5. समस्त मण्डलीय उपनिदेशक(पी०), उ०प्र०।

(अमित कुमार सिंह)
निदेशक
पंचायती राज उ०प्र०।

Director Panchayati Raj issued a
Important order for adoption of Millet Poshan kit in Panchayat.

KEY PROGRAMS & INITIATIVES



FARMER TRAINING PROGRAMS:

Advance Technical training on sustainable farming techniques and financial literacy for farmer empowerment.



NUTRITION AWARENESS CAMPAIGN:

Community Awareness programs to promote healthy eating habits.



SUSTAINABLE DEVELOPMENT PARTNERSHIPS:

Collaborations with governmental and non-governmental organizations to promote sustainable agricultural practices and rural development.



WOMEN EMPOWERMENT PROJECTS:

Training and support for women in agriculture to foster economic independence and leadership.



BIODIVERSITY PROJECTS:

Initiatives to conserve local flora and fauna and support eco-friendly farming practices



SUSTAINABLE AGRI FOOD SUPPLY CHAIN

Sustainable agricultural supply chains are essential for creating a more resilient, equitable, and environmental friendly food system. By adopting sustainable practices, the agricultural sector can contribute to a healthier planet and a more prosperous future for all.



SUSTAINABILITY AND REPLICABILITY

We are aligning with the **Anganwadi Poshan 2.0 guidelines**, ensuring that the kits meet nutritional standards while also being infused with locally sourced produce, making them both effective and sustainable.

POSHAN WAR ROOM

MONITORING, TRANSPARENCY AND CAPACITY BUILDING FOR BETTER QUALITY

Technology for monitoring and feedback :

- ➔ Use of **Poshan Tracker**, developed by government of India
- ➔ **Vatsalya app** developed at the district level itself for monitoring and reviewing
- ➔ Engaged with ethics committee of medical college to prepare an impact report on beneficiaries.
- ➔ Engaged 2 NGOs, Technical support unit for third party verification
- ➔ Regular monitoring throw Whatsapp/app

“Better use of technology, public participation and social awareness shall be used together to eradicate malnutrition from our country”

- Prime Minister of India



IMPACT OF THE PROJECT

As a part of this project, Rampur and 11 district administration has undertaken significant efforts to provide quality nutrition & health services which minimised preventable child and maternal mortality & morbidity. The overall result may be summarised as under-



3 Lakhs beneficiaries have been treated so far.



15000 Farmers economically strengthen Diversified Land increase from 0-788 Hect.



In year 2022, MMR reduced by **28.9%**, IMR reduced by **8.3%**, ANC increased by **29.3%**, Anaemia in age group 15-19 years reduced by **75.5%** and malnutrition (SAM) significantly reduced by **59.3%** as compared to year 2020.



Within three months, **95%** of malnourished people moved out of the SAM category By utilising poshan kits, such as shakti millet poshan kit for anaemic girls, millet poshan kit for pregnant women, amritam millet poshan kit for lactating mothers, and millet poshan kit for children.



The percentage of SAM children in the district fallen to **2.2%**



Upliftment of socio-economic status of the beneficiary families with an overall sense of well-being

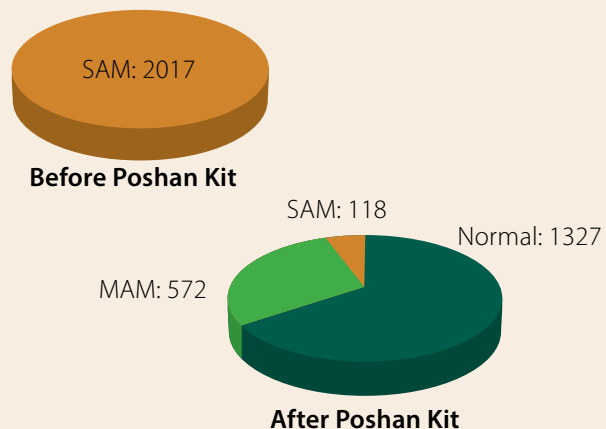


THE MAJOR HEALTH INDICATORS

Sr. No.	INDICATOR	NFHS-5 2019-21	NFHS-5 2019-21	NFHS-5 2019-21	NITI AAYOG 2018	POSHAN TRAKER DEC-2022	HIMS/ MPR APR-NOV 2020	HIMS/ MPR APR-NOV 2022	As per ANM record dec_2022/ Vatsaly APP	% DECREASE/ INCREASE
		INDIA	UP	RAMPUR	RAMPUR	RAMPUR	RAMPUR	RAMPUR	RAMPUR	
1	2	3	4	5	6	7	8	8	10	11
1	Children under 5 years who are Wasted (Weight-for-Height)%	19.3	17.3	17.6	19.4	5.39	-	-	-	69.3% Decrease (Col 5-7/5)
2	Children under 5years who are severely Wasted (Weight-for-Height)%	7.7	7.3	5.9	-	2.4	-	-	-	59.3% Decrease (Col 5-7/5)
3	Children under 5 years who are Under Weight-for-Height)%	32.1	32.1	32.1	42.7	22.03	-	-	-	31.5% Decrease (Col 5-7/5)
4	All women age 15-19 Year who are anemic%	59.1	52.9	59.3	-	-	-	-	14.54	75.5% Decrease (Col 5-10/5)
5	Low birth weight		-	-	27.5	-	-	-	10.9	60.3 % Decrease (Col 6-10/6)
6	Maternal death rate (Estimated)	-	-	-	-	-	197	140	-	28.9% Decrease (Col 8-9/8)
7	Infant Mortality Rate	35.2	50.4	-	-	-	48	44	-	8.3% Decrease (Col 8-9/8)



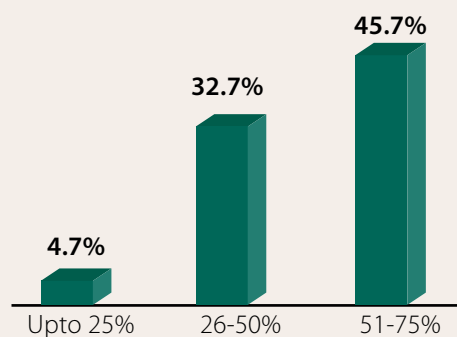
NUTRITION STATUS OF CHILDREN - PHASE-I



IN FIRST PHASE, 94% OF SAM CHILDREN CAME OUT OF MALNUTRITION

Source: ICDS & Health Deptt., Rampur

PERCENTAGE OF FARMERS



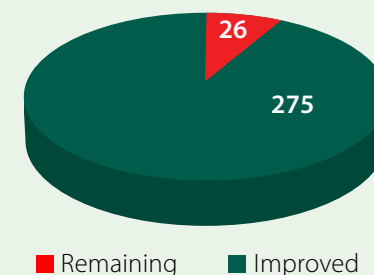
Percentage of increase in income

16.9% OF FARMERS INCOME DOUBLED

Source: Agriculture Deptt., Rampur

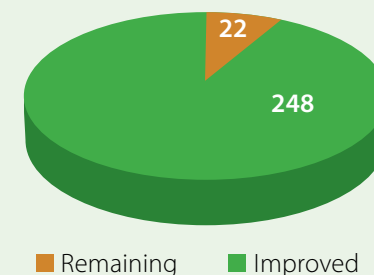
NUTRITION STATUS

ADOLESCENT ANEMIC GIRL (TOTAL 301)



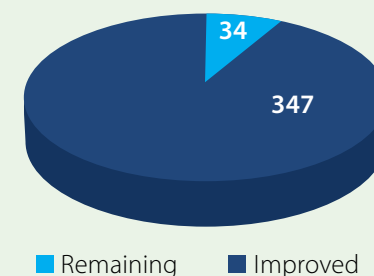
91.4% ADOLESCENT ANEMIC GIRL RECOVERED

LACTATING MOTHER (TOTAL 270)



91.9% LACTATING MOTHER IMPROVED

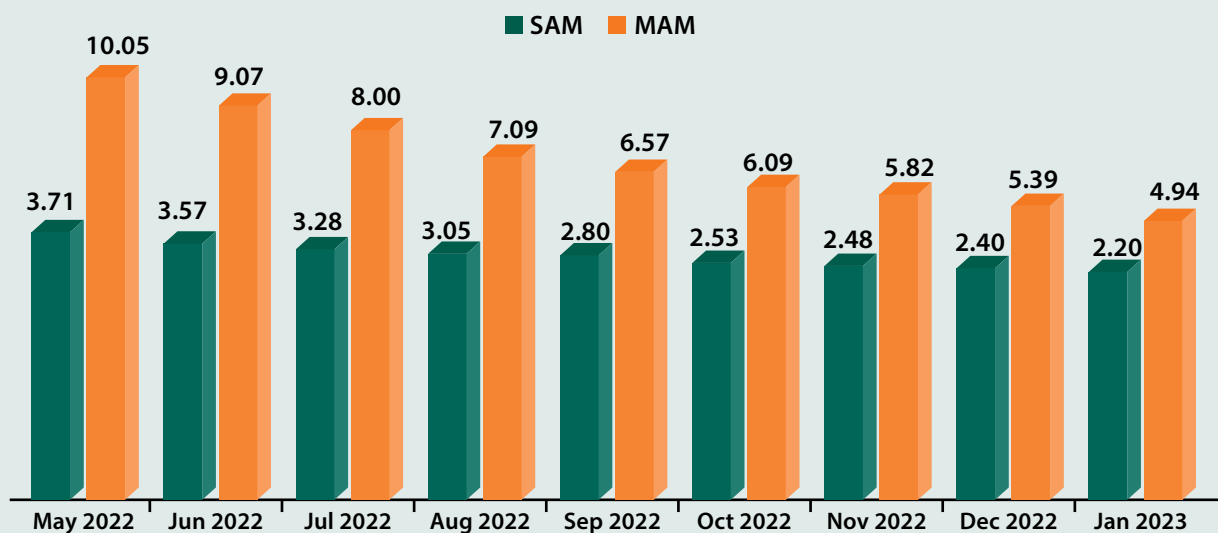
PREGNANT WOMEN (TOTAL 381)



91% PREGNANT WOMEN IMPROVED

Source: Health Deptt., Rampur

SAM-MAM DATA AS PER POSHAN TRACKER



GRAPHICAL REPRESENTATION TO DEPICT FALL IN PERCENTAGE OF SAM-MAM

Source: ICDS & Health Deptt., Rampur



SUCCESS STORY

When height and weight of Hrithik was measured, he was identified under severe category of malnutrition (SAM). He was not regularly coming to anganwadi center. It came to notice that he was not even having home cooked food properly. The economic condition of his family is weak, his father is a rickshaw puller. There are two other children in his family. Due to lack of awareness about health and nutrition of the child, proper attention was not given to the children.

When the child was identified in the SAM category, proper counseling of the family about the nutritious food and cleanliness was done through the home visits carried out by anganwadi worker. Apart from this, nutritional kit was also provided to the child. Along with the POSHAN kit, the child was made to consume the home cooked nutritional food. After 3 months, when the weight and height of the child was measured, he was marked in normal category.

“Now, he is completely normal and healthy. He actively participates in various activities conducted at anganwadi center.”

Beneficiary Name: Hrithik



SUCCESS STORY

As a mother, seeing my child weak and malnourished broke my heart. We tried medicines, but nothing worked—until Project Sanvardhan reached our village.

The Anganwadi workers started home visits and gave us valuable guidance on nutrition. We received a nutrition kit with healthy local foods, and soon, my child began to gain weight and energy.

This initiative didn't just help my child—it changed our lives. I learned how important proper food is, and my husband adopted organic farming with support from the Rampur Krishak FPO. Our income improved, and we no longer depend on harmful chemicals.

Thanks to this campaign, we now have better awareness, healthier children, and more stable livelihoods. I'm deeply thankful to the team behind Project Sanvardhan for turning our worries into hope. It's not just a government program—it's a blessing for families like mine.

Beneficiary Name: Pawan Saini

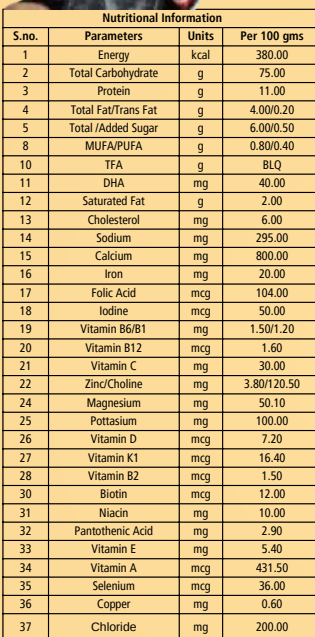




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MILLET POSHAN KIT - SAM/MAM/ANEMIC

Items in Kit (Wt. & Ingredients)



1.	Millet Super Supplement (Meetha Ahaar) (500 gm) (Black Wheat Flour, Kodo Flour, Ragi Flour, Almond, Dry Dates, Walnut, Suji, Fox Nut, Resin, Sesame, Melon Seed, Gram Powder, Cardamom, Fennel Seeds, Moringa Powder, Dry Ginger, aragus, Jaggery & Roasted in Desi Ghee)
2.	Multi Millet Moringa Porridge (500gm/1 Kg) (Pearl Millet, Kodo, Amaranth, Black Wheat, Soyabean, Moringa & Organic Turmeric)
3.	Millet Honey Cookies (250 gm) (Black Wheat Flour, Pearl/Sorghum Millet Flour, Honey, Spices, Pink Salt, Jaggery & Desi Ghee)
4.	Organic Honey (100 gm) (Multi Flora Honey)
5.	Oyster Mushroom Corn Soup (30 gm) (Oyster Mushroom, Corn, Spinach, Broccoli, Green Beans, Onion, Garlic, Ginger, Carrot, Pink Salt, Spices & Oregano, INS 406, Anti caking agent (INS 202), Flavour enhancer (INS 635), Acidity Regulator (INS 330))
6.	Amla Jeera Juice (SIP SAP) (500 ml) (Amla, Pink Salt, Moringa, Jeera, Spices & Jaggery)
7.	Honey Amla Candy (100 gm) (Amla, Honey, Jaggery & Spices)
8.	Peanut Butter (100 gm) (Roasted Peanut & Honey)












इस उत्पाद की कीमत का एक हिस्सा किसानों के सशक्तिकरण (Empowerment) के लिए दिया जाता है।

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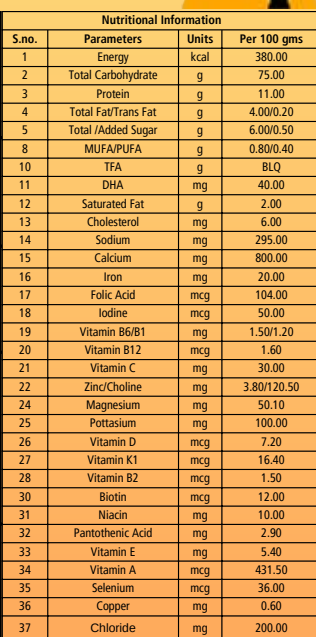




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Shakti Millet Poshan Kit - Anemic Girl

Items in Kit (Wt. & Ingredients)



1	Millet Super Food Supplement – 1500 gm (Black Wheat Daliya, Pearl Millet, Kodo, Oats, Soyabean, Shatavari, Amaranth, Sunflower Seed, Moringa)
2	Honey Millet Cookies (200 gm) (Black Wheat Flour, Pearl/Sorghum Millet Flour, Honey, Spices, Pink Salt, Jaggery & Desi Ghee)
3	Peanut Butter (200 gm) (Roasted Peanut & Honey)
4	Oyster Mushroom Veg Soup (120 gm) (Oyster Mushroom, Starch, Corn, Spinach, Green Beans, Carrot, Onion, Garlic, Black Pepper, Pink Salt, Black Salt, Oregano, INS 406, Anti caking agent (INS 202), Flavour enhancer (INS 635), Acidity Regulator (INS 330))
5	Amla Jeera Juice (SIP SAP) (500 ml) (Amla, Pink Salt, Moringa, Jeera, Spices & Jaggery)












इस उत्पाद की कीमत का एक हिस्सा किसानों के सशक्तिकरण (Empowerment) के लिए दिया जाता है।

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संवर्धन सुपर फूड मिलेट पोषण किट - कुपोषित शिशु के लिए

शक्ति मिलेट पोषण किट - एनेमिक किशोरी के लिए



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Amritam Millet Poshan Kit – For Lactating Mothers Items in Kit (Wt. & Ingredients)

S.no.	Parameters	Units	Per 100 gms
1	Millet Super Food Supplement (1500 gm) (Black Wheat Daliya, Ragi Flour, Amaranth Flour, Oats, Soyabean, Shatavari, Sunflower Seed, Moringa)		
2	Mix Oyster Bisque (120gm) (Dry Veg : Oyster Mushroom, Starch, Green Beans, Carrot, Tomato, Broccoli, Moringa, Garlic, Onion Powder, Oregano, Black Pepper, Salt, Black Salt, INS 406, Anti caking agent (INS 202), Flavour enhancer (INS 635), Acidity Regulator (INS 330))		
3	Peanut Butter (200 gm) (Roasted Peanut & Honey)		
4	Amla Juice (SIP SAP) (500 ml) (Amla, Pink Salt, Moringa, Jeera, Spices & Jaggery)		
1	Energy	kcal	380.00
2	Total Carbohydrate	g	75.00
3	Protein	g	11.00
4	Total Fat/Trans Fat	g	4.00/0.20
5	Total Added Sugar	g	6.00/0.50
8	MUFA/PUFA	g	0.80/0.40
10	TFA	g	BLQ
11	DHA	mg	40.00
12	Saturated Fat	g	2.00
13	Cholesterol	mg	6.00
14	Sodium	mg	295.00
15	Calcium	mg	800.00
16	Iron	mg	20.00
17	Folic Acid	mcg	104.00
18	Iodine	mcg	50.00
19	Vitamin B6/B1	mg	1.50/1.20
20	Vitamin B12	mcg	1.60
21	Vitamin C	mg	30.00
22	Zinc/Choline	mg	3.80/120.50
24	Magnesium	mg	50.10
25	Potassium	mg	100.00
26	Vitamin D	mcg	7.20
27	Vitamin K1	mcg	16.40
28	Vitamin B2	mcg	1.50
30	Biotin	mcg	12.00
31	Niacin	mg	10.00
32	Pantothenic Acid	mg	2.90
33	Vitamin E	mg	5.40
34	Vitamin A	mcg	431.50
35	Selenium	mcg	36.00
36	Copper	mg	0.60
37	Chloride	mg	200.00



Rampur Krishak FPC

www.rampurkrishakfpc.in

+91 9761867070 (Custmore care)

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अमृतं मिलेट पोषण किट - स्तनपान कराने वाली महिलाओं के लिए



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Millet Poshan Kit - Pregnant Women Items in Kit (Wt. & Ingredients)

S.no.	Parameters	Units	Per 100 gms
1	Millet Mix Super Food Sweet (750gm) (Kodo, Amaranth, Black Wheat, Oats, Shatawri, Pumpkin Seed, Sunflower Seed, Moringa, Jaggery)		
2	Millet Mix Super Food Salty (750gm) (Barley, Amaranth, Black Wheat Daliya, Oats, Shatawri, Pumpkin Seed, Sunflower Seed, Moringa, Soyabean, Dry Vegetables)		
3	Mushroom Broccoli Soup (150gm) (Dry Veg : Oyster Mushroom, Starch, Green Beans, Carrot, Tomato, Broccoli, Moringa, Garlic, Onion Powder, Oregano, Black Pepper, Salt, Black Salt, INS 406, Anti caking agent (INS 202), Flavour enhancer (INS 635), Acidity Regulator (INS 330))		
4	Peanut Butter (200gm) (Roasted Peanut & Honey)		
5	Amla Candy (100gm) (Amla, Jaggery, Black Pepper, Salt, Cardamom)		
6	Amla Juice (500ml) (Amla, Moringa Powder, Jeera, Jaggery, Salt,		
1	Energy	kcal	380.00
2	Total Carbohydrate	g	75.00
3	Protein	g	11.00
4	Total Fat/Trans Fat	g	4.00/0.20
5	Total Added Sugar	g	6.00/0.50
8	MUFA/PUFA	g	0.80/0.40
10	TFA	g	BLQ
11	DHA	mg	40.00
12	Saturated Fat	g	2.00
13	Cholesterol	mg	6.00
14	Sodium	mg	295.00
15	Calcium	mg	800.00
16	Iron	mg	20.00
17	Folic Acid	mcg	104.00
18	Iodine	mcg	50.00
19	Vitamin B6/B1	mg	1.50/1.20
20	Vitamin B12	mcg	1.60
21	Vitamin C	mg	30.00
22	Zinc/Choline	mg	3.80/120.50
24	Magnesium	mg	50.10
25	Potassium	mg	100.00
26	Vitamin D	mcg	7.20
27	Vitamin K1	mcg	16.40
28	Vitamin B2	mcg	1.50
30	Biotin	mcg	12.00
31	Niacin	mg	10.00
32	Pantothenic Acid	mg	2.90
33	Vitamin E	mg	5.40
34	Vitamin A	mcg	431.50
35	Selenium	mcg	36.00
36	Copper	mg	0.60
37	Chloride	mg	200.00



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सृष्टि मिलेट पोषण किट - गर्भवती महिलाओं के लिए

JAN BHAGIDARI

As far as success of service delivery is concerned, it is important to note that while interventions on the supply side are critical in realising progressive nutrition outcomes, it is important to realise that the success of all these initiatives rests with the mother and the family, as they influence the demand and offtake of these suggested interventions.

COMPONENTS OF JAN BHAGIDARI :

Nomination of 165 Nutrition Monitors for counseling of beneficiaries



Distribution of IEC material such as SAM handout, Shagun Card, Sanvardhan Poster, etc.



Outreach program conducted by Administration and Elected Representatives



Women's participation in groups such as Self-Help Groups (SHGs)



Organising public Poshan Rallies and Wall Writing Activities on regular basis



POSHAN WAR ROOM

Setting up of dedicated Call Centres (Poshan War Room) for grievance redressal.

777 Poshan Panchayats organized to explain the benefits of Poshan Kits.



NUTRITION KIT DISTRIBUTION THROUGH AAHAR SE UPCHAR



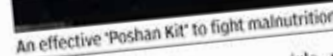
31 मित्रों! मैं पेरो से इंजीनियर हूँ। विज्ञान में कई नामचीन क्रांतिकर्मीयों में लौकिक भी: फोटोसंश्लेषण में घर लौटते दो घंटे अन्धकार को बहादा देने का काम ही। बच्चों का कुप्रेक्षण मिटाने के लिए घंटे अन्धकार को 'इंजीनियरिंग' में कुशल समझ लें। बालक किटल भी उपलब्ध कराते हैं। घंटे अन्धकार खाकर तीन से चार माह में बच्चे समझ रहे हों। उन्हें नीति आयोग से देश के 100 नामचीन लोगों में शामिल किया है। 4,500 किसानों का एफडीओ बनाकर नौव-नौ किसानों के

जासं, रामपुर : जिले में तैयार की जा रही पोषण किट की डिमांड अब देश में ही नहीं बल्कि विदेश में भी। कजाकिस्तान से भी डिमांड मिली। इस पोषण किट के जरिए 2200 पोषित बच्चों को स्वस्थ किया जा रहा है। आहार से उपचार के जरिए पोषित बच्चे मात्र तीन माह में स्वस्थ रहे हैं।

Shailvee Sharda
shardagroup.com

6: The UP government planning to replicate 'Rampur model' in battle against malnutrition among children under five years of age. The 'Poshan Kit' developed by Rampur district administration under its campaign called 'Mission Sarva Shiksha' to fight malnutrition proved to be quite effective, say officials. Containing goodness of traditional Indian food like sesame, dal, rice, millets and moringa, the kit enabled the district to restore the health of 94% of 916 listed severely malnourished children.

The state government



social-economic status, poor quality of diet and poor maternal health. Second, using available resources was the key to sustaining an intervention. Therefore, items he dislike the porte of all re of ex in the girls, pregnant women and lactating mothers in the campaign. "After one month, out of the 301 adolescent girls included in the first phase, improvement was recorded in 101, whereas in the lactating mothers' category, the head of 102 out of 278 registered improvement. Among pregnant women 133 out of 330 better," the DM said.

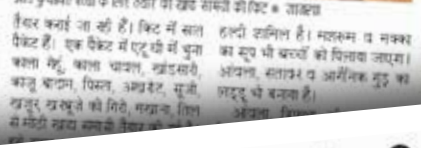
Farmers income up by 70%
The administration linked SHGs with some 350 farm through a farmer production organization. "In a months, the demand for went up and orders kept ring because of which farmers' income increased."

हो पाएगी। लक्ष्मीजी को
कह सुनाए। लक्ष्मीजी दबक से
कह सुनाए। लक्ष्मीजी दबक से
कह सुनाए। लक्ष्मीजी दबक से

आहार से हो रहा कुपोषितों का **उपचार**, स्पेशल किट हो रही तैयार

अधिकांश संतान, समुद्र। इन पंचायतों अथवा कुलधर में जंग लट्टी के लिए अतिक्रमण के घण्टी के घन के अभाव में है। इनके लिए बहुत से पंचायत समिति के संस्थापक किंतु वे वार को जा रही हैं। घण्टी के तीन महीने तक यह अक्षर दिया जा रहा है। जिसमें कभी 2,200 रुपये का अक्षर। इनका ध्यान इन पंचायतों में बहुत कम अक्षरों के वस्तुओं में है। प्रेस में ऐसा केवल समुद्र में किया जा रहा है।

जिले में 2,200 अतिक्रमणित बचपे हैं। जम के हिसाब से इनकी लंबाई और बाल कम हैं। इनका उपचार प्रदीन और विटामिन से भरपूर आहार के जरिये किया जा रहा है। जिला कार्यक्रम अधिकारी राजेंद्र कुमार ने बताया कि एनसीओ (कृषक उत्पादक संघ) ने



तेवार हो रही बच्चों की किट
एकबीजे के प्रकाश विदेशी अतिथि भ
कहा है कि उन अतिथि के बारे में वह
नियंत्रणकों से सलाह लेगी था। उनके
परामर्श पर दो इसी बच्चे किताब ग
है। पहले 20 बच्चों को इसका अतिथि
कराया, जो टीका हो गए हैं। अब अ
क्यों के लिए कि तेवार बच्चे जो यह
है। प्रत्येक के मातृपुत्री एवं पित्री के
प्रमाणों वही अतिथि कराने में लायक
अन्य गुरु में एक अतिथिपुत्री बच्चे को
देकर किताब का, इसी अतिथि से वह भी
पूरी तरह नमक हो गई है। उसकी उम
के शिशु से उसकी लाई गई व वजन
अब टीका है। आज मातृपुत्री में अतिथि
में जो देकर दिया है।

अमर भारती संवाददाता

रामपुरा। किसानों के लिए लाभकारी योजनाओं के लिए भारत सरकार के माध्यम से बनई गई ग्रूपो और फेडरी द्वारा कुपोषित बच्चों और गर्भवती महिलाओं के लिए माट्र अनाज जैसे ज्वार, बाजरा, साठ चावल, काला मूह, मक्का या ड्राई फूड और विभिन्न प्रकार की दालों से पोषाहार तैयार कर गर्भवती महिलाओं और कुपोषित बच्चों को बीमारियों से बचाने का प्रयास किया जा रहा है।



क तरीकों और किसानों से
मका जानकारी देकर मोटे
न उगाने के साथ-साथ उनकी
फसल खरीद कर पोषाहार
क अलावा सरकारी योजनाओं
किस तरह से वृद्धोपित बच्चों
महिलाओं और बीमार लोगों को
पहचाना जा सके देवेन्द्र सिंह ने
अनाजों की 80 वर्ष पहले
का करती थी लेकिन किसानों
न उगाने में लाभ नहीं होता था
ने मोटे अनाज उगाना बंद कर
सनाओं ने एक बार फिर से मोटे
फसल बोना शुरू कर दी है जैसे

जैसे लोगों को पता लग रहा है लोगों ने
जीवन के लिए मोटे अनाजों का इ
करना शुरू कर दिया है जिससे लोगों
के साथ-साथ किसानों को भी उनकी
का उचित मूल्य मिल रहा है। इस म
शूनसेफ की टीम में फूडो को यूनिट हेड
रवि कुमार और प्रफुल्लन फेडो में फू
हुए देखने का साथ साथ उस में ह
इस्तेमाल अनाज मशीनों द्वारा कि
तैयार किया जा सके। सब कुछ
जानने के लिए स मौके
क शीत कुमार ए
क अमृत व

41

रविवार विशेष

... ਜਾਂ ਤਾਂ ਪਾਰ-ਮਾਤਰ ਸੰਦੇਸ਼ ਪਹੁੰਚਾ ਰਹੀ ਸੰਸਥਾ



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मुख्यमंत्री ने देखा रामपुर का सोलर कोल्ड स्टोर, इसे खरीदने पर सरकार देगी 35 प्रतिशत अनुदान

41



AAHAR SE UPCHAAR

FOUNDATION

AAHAR SE UPCHAAR FOUNDATION

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