



POSHAN SEEDS

HOME GROWN NUTRITION



AMBITIONS OF POSHAN ABHIYAN

Today, India is heralded as one of the most rapidly developing nations in the world. It is undeniable that the development of a country is most greatly sustained upon and greatly determined by the health and well-being of its people. Against this context, recognizing an urgent need to address and improve the nutritional status of India, the Hon'ble PM's Overarching Scheme for Holistic Nourishment or Poshan Abhiyaan, was launched on March 8th, 2018.



Poshan Abhiyaan aims to effectively confront and remedy the multifarious factors that affect and compound malnutrition through an approach that is effectively targeted, and efficiently leverages cross-sectoral collaboration and technology. It is aimed directly at improving the nutritional status of children up to six years of age, adolescent girls, pregnant women and lactating mothers.

In order to ensure the holistic nutrition and development to help attain "Suposhit Bharat" or Malnutrition Free India by 2022, the mission is built upon four pillars including: the Inter-sectoral convergence of efficient service delivery, use of information-technology for real time monitoring and evaluation of women and children, an emphasis on increased health and nutritional services for the first 1000 days and Jan Andolan. **It emphasizes *Poshan Ke Paanch Sutra*, identified as integral to improving nutrition of every woman, every child:**

- | | |
|---------------------------------|--|
| 1. First 1000 Days of the Child | 4. Hand Wash & Sanitation |
| 2. Anaemia | 5. Poshtik Ahaar (Wholesome meals with diet diversity) |
| 3. Diarrhoea | |

POSHAN MAAH



As a part of *Poshan Abhiyaan*, *Poshan Maah* (Nutrition Month) aims to underscore the importance of and access to nutrition. The month-long program is intended to spur convergence among various ministries and governmental departments to champion the cause of a healthy India and eliminate malnutrition. With the objective of bringing greater access to the importance of nutrition, people are made aware about and given access to nutrition related services such as

seminars, food mela's, school level campaigns, anemia test camps and recipe demonstrations across the country. The month-long drive focuses on issues ranging from antenatal care, anemia, diet, hygiene and sanitation by emphasizing nutrition related themes through various channels. Poshan Maah has given a major impetus to the *Abhiyaan*, having touched over 25 crore lives during the first *Poshan Maah* in 2018 alone.

This year, the theme of *Poshan Maah*, in September 2020 is not only to encourage but to enable access to quality nutrition at home. This will be done by allowing

people to create their own Poshan Gardens within their own homes. In order to achieve this, *Poshan Seeds* will be available free of cost to 1.4 million Aanganwadi's. Subsequently, these seeds will also be available through distributor shops of the National Seed Corporation, all over India.

GOODNESS OF HEALTH BY EATING ADEQUATE VEGETABLES AND FRUITS

Biologically active substances found in fruits and vegetables serve as essential components in our daily diet. This is because they naturally contain Vitamins and minerals that help keep us healthy, while also protecting us from certain diseases.



Fruits and vegetables provide us with essential Vitamins and supplements such as Vitamin A (beta-carotene), C and E, Zinc, Magnesium, Folic acid and Phosphorous.

Rich in fibre, they help in reducing obesity, lowering cholesterol and blood-pressure.

POSHAN SEEDS: HOME GROWN NUTRITION

Today, more so than ever before our fruits and vegetables grown outside our homes contain high levels of toxins such as pesticides, hormones and anti-biotics. Thus, being able to grow food at home serves to bring nothing but goodness into your home.



French Bean (Phali):

Rich in Vitamins A, C, and K, and are a good source of folic acid.



Cauliflower (Gobhi):

Rich in Vitamin C, high in fibre and choline. Known to have anti-inflammatory, antiviral, and antibacterial properties. Also known for their anti-cancer benefits.



Carrot (Gajar):

Rich in Biotin, Potassium, and Vitamins A, K1 and B6. Good for eyesight and reducing cholesterol.



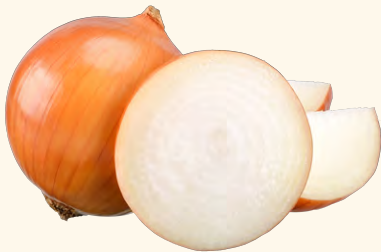
Fenugreek Leaves (Methi):

Rich in Vitamin A, C and Beta carotene, Methi helps improve insulin functioning, cholesterol reduction, and is good for gastrointestinal health.



Brinjal (Baigan):

Rich in Vitamin C, K, B6, thiamine, Niacin, Magnesium, Manganese, Phosphorus, Copper, Fibre, Folic acid and Potassium. Brinjal is high in Fibre, and helps in controlling blood sugar.



Onion (Pyaz):

Rich in Vitamin C, B6, and Potassium. Also beneficial in reducing high blood pressure, reducing the risk of heart attacks and having anti-cancer properties.



Spinach (Palak):

Rich in Vitamin A, K, B2, B6, E, Anganese, Folate, Copper and Calcium. Spinach has qualities of increasing bone health, improving eyesight along and making the immune system stronger.

It is important to understand the integral role a well-balanced diet and nutrition plays in our lives. Today, in worrying about everything else, we forget to take care of ourselves. You can bring this care home.

Bring home little seeds of goodness, to help ensure the nutrition and well-being of your family. It is as simple as sowing the seeds found in the packets, to produce a variety of vegetables that you will be able to consume. This method is not only beneficial in providing you with the most nutritional vegetables easily, but have the benefit of growing in your own home without any toxic pesticides, hormones or toxins.

