CM Suposhan Campaign in Chhattisgarh State: The Role of Media

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ABSTRACT
The present study is aimed to assess the “CM Suposhan Campaign” in the Chhattisgarh State by using primary and secondary data. The media coverage reveals that the CM Suposhan Campaign 2019 was started in Dantewara as a pilot project and implemented in the whole state from October 2019 was effective and inspiring. According to media reports 170000 children came out of malnutrition till 2021. This shows that the role of media participation in this campaign playing an effective role in making it successful in the state.

Key Word: Media Coverage, Malnutrition and Suposhan Campaign

BACKGROUND
There are many states in our country where diseases like malnutrition still exist. Eliminating malnutrition is the biggest health challenge of the present time. According to the latest NFHS-4 survey, NITI Aayog, 38 per cent are stunted (under age), 21 per cent stunted (thin for height) and 36 per cent underweight (thin for age) in the country. The survey reveals that tribal and Dalit social categories are the most deprived of basic health facilities, with children belonging to Scheduled Castes, Scheduled Tribes suffering from malnutrition, at an early age, according to a July 2017 IndiaSpend report. Malnutrition can have long-term consequences, affecting a person's sensory, cognitive, social and emotional development.

Malnutrition is also prevalent in the state of Chhattisgarh and the statistics related to it are also not pleasant. In view of this problem, the government of Chhattisgarh state launched many schemes which were successful to a great extent. In this sequence, Chhattisgarh Chief Minister Bhupesh Baghel has started “Suposhan Abhiyan – Harik Nani Bera Abhiyan” in Bastar district from 2019.

The main objectives of the present study are:

1. To know the current status and the causes of malnutrition in Chhattisgarh.
2. To study the role of Chief Minister's Nutrition Campaign -Harik Nani Bera Abhiyan 2019 to stop malnutrition.
3. To study the role of media to spread the Chief Minister's Nutrition Campaign -2019

To achieve the objective, primary and secondary data have been collected.

For primary data, Interview was used and media reports published during July 2019– to 05 March 2022 were collected as secondary data. The result has been obtained by analyzing media reports and interview
Chhattisgarh State and Malnutrition

About 40 percent of the population in Chhattisgarh lives below the poverty line. According to the Family Health Survey, at present 37.60 percent children under five years of age in Chhattisgarh are malnourished and 41.5% women between 15 and 49 years are suffering from anemia. The percentage of population affected by malnutrition is higher in areas with tribal population. A total of four lakh 92 thousand 176 children have been found malnourished in the state during the weight festival organized by the state government in February 2019.

NITI Aayog and Aspirational District

The Aspirational District Program of NITI Aayog was launched by the Prime Minister on January 2018. It aims to bring about rapid transformation in those districts which have made comparatively less progress in key social areas. The program focuses on improving the ability of people participating in a rapidly growing economy to make optimum use of their potential. Health and nutrition, education, agriculture and water resources, financial inclusion and skill development and infrastructure are the main focus of this programme. The ranking of the aspirational district issued by NITI Aayog is also issued. Under the Aspirational District, 10 districts of Chhattisgarh are included.

Chief Minister's Nutrition Campaign: Harik Nani Bera Campaign-2019

Chhattisgarh Chief Minister Bhupesh Baghel has started “Suposhan Abhiyan- Harik Nani Bera Abhiyan” in Bastar district. Suposhan Abhiyan was started from June as a pilot project in some gram panchayats of Vananchal of the state including Bastar. Under which hot and nutritious food is being provided daily to malnourished children and anemic women through panchayats and women self-help groups. Now on 02 October 2019, it has been announced to implement it across the state.

**Highlights of Suposhan Harik Nani Bera Abhiyan:**

1. Children and mothers will be provided nutritious food daily.
2. Chhattisgarh government will provide additional nutrition in the form of eggs, groundnut and jaggery laddoos twice a week.
3. It is estimated that around 70,000 children and 9,000 mothers will be able to get nutritious food at various Anganwadi centres.
4. The Department of Women and Child Welfare will implement the nutrition campaign.
5. Free nutritious food will be provided daily to the identified beneficiary through each gram panchayat by the Chhattisgarh government.
6. DMF will be engaged to provide fruits, milk, eggs, soya chunks as per priority.
7. There will be participation of government and non-government charitable organizations.
8. The P&F regime has been strengthened to provide rice, sugar, salt and kerosene.
9. The state government will provide 2 kg jaggery per month free of cost to the people in Bastar.
MEDIA REPORT: A GLIMPSE

Sanjeet Kumar, Naiduniya (27 July 2019):

Five lakh children of Chhattisgarh are suffering from malnutrition. Bilaspur has the highest figure of malnutrition. More than 35 thousand children have been found malnourished there. These include 102 specially protected tribe (Pahari Korwa) children. However, the average of malnourished children is higher in the tribal areas of the state as compared to the population.

Dainik Bhaskar (11 August 2019):

Chhattisgarh government is going to start malnutrition campaign from October 2. Under this, hot food will be given to malnourished children and women suffering from anemia in the state. It will be started in all the aspirational districts of the state. The government has set a target of making Chhattisgarh free from malnutrition and anemia in the next three years.

CM Bhupesh Baghel said that as a pilot project, this program to eradicate malnutrition is being run in the panchayats of Bastar and Dantewada districts since July. The Chief Minister informed that according to NITI Aayog 37.60 percent children below 5 years of age in the state are suffering from malnutrition and 41.50 percent daughters and mothers between 15 and 49 years are suffering from anemia.

Dainik Bhaskar (17 August 2019):

Chief Minister Bhupesh Baghel launched the well-nourished Dantewada campaign on Friday. During this, the CM himself served a plate of food to the children. It also had egg along with recipes full of vitamins.

News 18 Chhattisgarh (17 August 2019):

CM Baghel said that in the next three years, a target has been set to make Chhattisgarh free from malnutrition and anemia. CM Baghel said that under this campaign women in Dantewada and Bastar districts,

Naidunia (01 September 2019):

The malnutrition rate in Chhattisgarh was 47 percent in 2006. In the report released in 2018, now the rate of malnutrition has come down to 37.7%. Chhattisgarh remains at the seventh position in the list of most malnourished states of the country. Jharkhand is at number one in this list. The rate of malnutrition there is 47 percent. In Bihar 43, Madhya Pradesh 42, Uttar Pradesh 39.5 and Gujarat this rate is 39.3.

Naidunia (05 September 2019):

While launching the nutrition campaign in Dantewada on August 16, Chief Minister Bhupesh Baghel had said that malnutrition is a major problem facing the country today. If children are weak, they will become weak citizens in the future. For this it is necessary that they get proper nutrition on time. Under this, hot nutritious food is being given to women, adolescent girls and children under the nutrition campaign in Dantewada and Bastar districts as a pilot project.

Taran Prakash Sinha, Navpradesh (15 October 2019):

At the national level, there are three types of malnutrition: children under the age of five whose weight does not match their age, and children under the age of five whose height is not proportional to their age. Third—Such children of the same age group whose weight and height are not according to their age.

FPJ Bureau (October 18, 2019):

A movement against malnutrition in Chhattisgarh titled Chief Minister has highlighted the success of nutrition campaign. The figures for August and September are in favor of the campaign.
The list of Aspirational Districts program year 2019 issued by NITI Aayog was released, in which Kondagaon of Chhattisgarh state has got the first place.

Naidunia (01 Jan 2020):

Sukma district of Chhattisgarh has touched new heights of progress. The Delta Ranking of Aspirational Districts for November 2019 was released by NITI Aayog. In this, Sukma has secured first position among 115 aspirational districts of the country. Sukma has secured second place in the country in health and nutrition.

Ashutosh Kumar (11 January 2020):

Out of 115 aspirational districts of the country, Dantewada district has been awarded Silver Award by Prime Minister Narendra Modi's Economic Adviser Vivek Devra at the Skoch Award ceremony held at India Habitat Center in New Delhi for effectively implementing Mukhyamantri Suposhan Abhiyan.

Mrinal Sinha (18 Aug 2021):

As of January 2019, the number of malnourished children identified in the state was 4 lakh 33 thousand 541, out of which, in the situation of May 2021, about one third 32 percent i.e. one lakh 40 thousand 556 children have become free from malnutrition. Which is a major achievement in the war started against malnutrition. In a very short time, there has been a significant reduction in the rate of malnutrition in the state.

DPR,CG (02 September 2021): National Nutrition Month 2021: The nutrition chariot reached from remote areas of Abujhmad to cities and towns.

Patrika (05 March 2022):

According to the data of the weight festival organized by the Department of Women and Child Development in the state from 2016 to 2022, the rate of malnutrition has decreased continuously. Due to this, the rate of child malnutrition has come down from 30.13 percent to just 19.86 percent. The reduction in malnutrition rate in the state by about 10.27 percent is a remarkable achievement. In Chhattisgarh, one lakh 70 thousand children have become malnutrition free due to the Chief Minister's nutrition campaign which started from October 2, 2019.

DATA ANALYSIS

1. Reasons of Malnutrition:

A: Interview Analysis

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Causes of Malnutrition</th>
<th>No. of Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Poverty</td>
<td>14</td>
<td>70</td>
</tr>
<tr>
<td>2</td>
<td>Careless Tendency</td>
<td>09</td>
<td>45</td>
</tr>
<tr>
<td>3</td>
<td>Lack of Awareness</td>
<td>10</td>
<td>50</td>
</tr>
<tr>
<td>4</td>
<td>Real person does not get the benefit of government facilities</td>
<td>07</td>
<td>35</td>
</tr>
<tr>
<td>5</td>
<td>Early Marriage and Pregnancy</td>
<td>10</td>
<td>50</td>
</tr>
<tr>
<td>6</td>
<td>Illiteracy</td>
<td>08</td>
<td>40</td>
</tr>
<tr>
<td>7</td>
<td>Lack of Sanitation</td>
<td>10</td>
<td>50</td>
</tr>
<tr>
<td>8</td>
<td>Gender Discrimination</td>
<td>07</td>
<td>35</td>
</tr>
</tbody>
</table>
The analysis revealed the fact that poverty and ignorance have always been the main causes of malnutrition. Even the real person does not get the benefit of government facilities many times. Especially in those villages of Bastar and Dantewada which are far away from the city and are Naxal affected. As far as the nutrition campaign is concerned, everyone expressed support and hope for it.

**B: MEDIA REPORTS**

Important facts have come to from the media analysis. Many reasons are responsible for malnutrition like poverty, illiteracy, lack of nutritious food, ignorance, lack of sanitation, early marriage and pregnancy, gender discrimination. Various analyzies have found that one of the main reasons for the death of mothers and babies is the lack of proper nutritional food.

According to an August 2015 study, it is social exclusion that prevents SCs and STs from accessing government health services and programs and worsens their health and nutritional status.

The NITI Aayog study showed that among children below five years of age, those belonging to the Scheduled Castes (Dalits) are most malnourished. Among boys, 32.6% of Dalits are underweight, followed by Scheduled Tribes (32.4%). Similar tendencies can be observed among girls as well, 31.7% of Dalit households are underweight girls and 25.8% from other backward classes. Among SCs, stunting is more severe among boys (39.4%) and girls (33.4%). Wasting or acute underweight is most common in children from SC families. 18% of the afflicted boys and girls came from this background.

2. Evaluation of Nutrition Campaign:

**A-INTERVIEW ANALYSIS**

Following table shows that attitude towards nutrition campaign of female belongs to aspirational districts of Chhattisgarh. 28 women out of 40 are satisfied with nutrition campaign.

<table>
<thead>
<tr>
<th>QUESTION</th>
<th>YES</th>
<th>NO</th>
<th>CAN SAY</th>
<th>NOT SAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you satisfied with nutrition campaign</td>
<td>28</td>
<td>05</td>
<td>07</td>
<td></td>
</tr>
<tr>
<td>Are you get benefits</td>
<td>30</td>
<td>10</td>
<td>00</td>
<td></td>
</tr>
<tr>
<td>Will chhatisgarh be free from malnutrition within three years</td>
<td>19</td>
<td>08</td>
<td>14</td>
<td></td>
</tr>
</tbody>
</table>

**B: MEDIA COVERAGE ANALYSIS**

Media coverage analysis reveals that the pilot project of CM Supshan Abhiyan is effective and inspirational. In the month of August, 4,52,291 undernourished children and 1,84,351 anemic women were benefitted. In the month of September, 4,76,930 undernourished children and 2,66,405 anemic women took advantage of the campaign. The delta list released by NITI Aayog also appears to be changing.

The Chief Minister Suposhan Abhiyan being run in Chhattisgarh is getting great success. According to the data of the weight festival organized by the Department of Women and Child Development in the state from 2016 to 2022, the rate of malnutrition has decreased continuously. Due to this, the rate of child malnutrition has come down from 30.13 percent to just 19.86 percent. The reduction in malnutrition rate in the state by about 10.27 percent is a remarkable achievement. In Chhattisgarh, one lakh 70 thousand children have become malnutrition free due to the Chief Minister's nutrition campaign which started from October 02, 2019.
Champion Score analysis

Out of 115 aspirational districts of the country, Dantewada district also received silver award at the Skoch Award ceremony for effectively implementing the Chief Minister's nutrition campaign under Malnutrition Mukti Abhiyan.

In the report released by NITI Aayog, the champion score of health and nutrition in Chhattisgarh in November 2019 has also increased compared to October 2019. You can clearly see in the following list.

Champion Score-Health & Nutrition

<table>
<thead>
<tr>
<th>District</th>
<th>October 2019</th>
<th>November 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bastar</td>
<td>65.6</td>
<td>60.8</td>
</tr>
<tr>
<td>Bijapur</td>
<td>65.7</td>
<td>67.7</td>
</tr>
<tr>
<td>Dantewada</td>
<td>69.9</td>
<td>73</td>
</tr>
<tr>
<td>Kondagaon</td>
<td>75.7</td>
<td>74.5</td>
</tr>
<tr>
<td>Korba</td>
<td>68.9</td>
<td>70.4</td>
</tr>
<tr>
<td>Mahasamund</td>
<td>70.2</td>
<td>71.8</td>
</tr>
<tr>
<td>Narayanpur</td>
<td>65.3</td>
<td>67.5</td>
</tr>
<tr>
<td>Rajnandgaon</td>
<td>69.2</td>
<td>70.6</td>
</tr>
<tr>
<td>Sukma</td>
<td>66.1</td>
<td>77.7</td>
</tr>
<tr>
<td>Kanker</td>
<td>70.0</td>
<td>70.1</td>
</tr>
</tbody>
</table>

FINDINGS:

1. In Chhattisgarh, 170,000 children have came out of malnutrition due to the Chief Minister's nutrition campaign
2. Poverty, illiteracy, lack of nutritious food, ignorance, lack of sanitation, early marriage and pregnancy, gender discrimination are found main causes of malnutrition in Chhattisgarh.
3. Media played a very important role to spread Suposhan Campaign in Chhattisgarh.

CONCLUSION:

According to the Sustainable Development Goals (SDGs) of the United Nations, the whole world, including India, has to eliminate malnutrition by 2030. But the government of Chhattisgarh has set a target to make Chhattisgarh completely malnutrition and anemia free in the next 3 years. Looking at the achievements, it can be said that Chief Minister Poshan Abhiyan: Harik Nani Bera Abhiyan -2019 can play an important role in this direction. Media highlighted the Campaign and attract the public.
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