



Ehsaas Nashonuma

- **What is the Ehsaas Nashonuma programme?**
 - A health and nutrition conditional cash transfer programme which aims to address stunting in children under 23 months of age.
- **What is stunting, and why was there a need for Ehsaas Nashonuma programme?**
 - According to the World Health Organization (WHO), stunting is the impaired growth and development that children experience from poor nutrition, repeated infection, and inadequate psychosocial stimulation.
 - Pakistan's high rates of 40.2% stunting, 28.9% underweight and 17.7% wasting are indicative of an on-going crisis among children.
 - Stunting negatively impacts brain function, organ development, and immune system, ultimately limiting future productivity.
 - Prime Minister Imran Khan in his first speech to the nation highlighted the key issue of stunting and committed to addressing it. In line with this vision, Ehsaas has developed a new nutrition conditional cash transfer (CCT) programme, "Ehsaas Nashonuma".
- **What is the budget of the programme?**
 - The total budget of the programme is approximately PKR 8.52 billion. The programme is fully funded by Government of Pakistan.
- **What is being provided under the programme?**
 - Ehsaas Nashonuma aims to address stunting in children under 23 months of age by providing the following:
 - Provision of Specialized Nutrition Food for pregnant and lactating women and children (under 23 months)
 - Conditional Cash Transfer on quarterly basis aimed at increasing the uptake of health and nutrition services Quarterly transfer (Rs. 1500/- for pregnant and lactating women and boy child, and Rs. 2000/- for girl child)
 - Immunization for pregnant and lactating women and children (under 23 months)
 - Awareness Sessions on Breast Feeding, Hygiene, Sanitation, Dietary diversity etc.
 - Antenatal care/postnatal care (quarterly)
- **How is the programme being executed?**
 - The Ehsaas Nashonuma will be launched as a pilot project in 9 districts of the country in the first phase selected on the basis of high stunting rate and in coordination with the provincial health departments.
 - 33 Ehsaas Nashonuma Marakaz will be established at Tehsil level health facilities to provide all the services under one roof under the programme.

- **What are the programme districts?**
 - The 9 programme districts included in the pilot phase are Khyber, Upper Dir, Bagh, Ghizer, Hunza, Kharmang, Kharan, Badin, and Rajanpur.
- **Who is implementing the programme for the Government?**
 - World Food Programme has been hired as an implementing partner to carry out all the activities of the programme.
- **How are beneficiaries identified?**
 - The target population includes pregnant and lactating women and children under months of age.
 - The programme focuses largely upon Government of Pakistan's Kafaalat households in programme districts. A maximum of 2 children from each beneficiary household will benefit from the programme.
 - Beneficiaries will be mobilized by Lady Health Workers and Lady Health Supervisors through social Mobilization.
- **What is the total number of expected beneficiaries under the Ehsaas Nashonuma Programme?**
 - 221,000 Ehsaas beneficiaries including pregnant and lactating mothers and their children less than 2 years of age in 9 districts of the country.
- **What are the mandatory compliance parameters for programme beneficiaries?**
 - Participation in awareness session on hygiene, breast feeding, dietary diversity
 - Quarterly immunization
 - Quarterly antenatal and post-natal care
 - At least 90% consumption of specialized nutritious food in the quarter, as supported by empty sachets and growth monitoring
- **What is the tracking mechanism of the programme?**
 - The beneficiary mothers and children will be registered in the programme through Ehsaas Nashonuma android based application at the Ehsaas Nashonuma Center and will be tracked through the app.
 - Also, the barcodes and serial numbers engraved on the sachets of specialized nutritious food will be used to track the distribution and consumption.
- **What is the beneficiary graduation criteria under the programme?**
 - After a maximum of 15 months period (9 months pregnancy and 6 months of exclusive breast feeding) in case of pregnant and lactating women
 - Over a maximum period of 23 months for children
- **What is the beneficiary exit criteria under the programme?**
 - The beneficiaries will be exited from the programme:
 - in case of non-compliance over the two consecutive quarters, and
 - when pregnancy ends (including a miscarriage)
- **What are the programme targets?**
 - 221,000 households across 9 districts of Pakistan in the pilot phase.

- The scale of the programme will be enhanced based on results.
- **What are programme timelines?**
 - The programme implementation under the pilot phase will begin in August 2020. It is a three-year programme.
 - 33 Ehsaas Nashonuma Centers in 9 districts will be functional in August 2020.
 - The programmatic support to enrolled beneficiaries will be continued up to three years.

Appendix

Districts with currently prevailing stunting rates where programme will be implemented.

Ehsaas Nashonuma Programme covers 9 districts across Pakistan including GB and AJK.

Province	Name of District	Stunting Rate (NNS-2018)	Ehsaas Nashonuma Centers
AJK	Bagh	46.46	3
Balochistan	Kharan	55.7	3
Gillgit Baltistan	Hunza	18.31	2
	Ghizer	44.78	4
	Kharmang	57.6	2
KP	Upper Dir	46.3	6
	Khyber Agency	48.63	3
Punjab	Rajanpur	48.44	4
Sindh	Badin	54.4	6
Total			33