



Research Unit
Press Information Bureau
Ministry of Information and Broadcasting
Government of India



Mission POSHAN – 6th Rashtriya Poshan Maah

(Ministry of Women and Child Development)

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September 30, 2023

“Rashtriya Poshan Maah, a huge campaign for the health of our family, will be successful due to people's participation.”

- [Prime Minister Narendra Modi](#)

The Government of India's flagship initiative, POSHAN (Prime Minister's Overarching Scheme for Holistic Nutrition) Abhiyaan, has been instrumental in advancing nutritional outcomes for pregnant women, lactating mothers, adolescent girls, and children under 6 years of age in a comprehensive manner. Launched by Prime Minister Narendra Modi in Jhunjhunu, Rajasthan in March 2018, POSHAN Abhiyaan operates in mission mode to combat the challenge of malnutrition.



During the 15th Financial Commission period, Poshan Abhiyaan, the Anganwadi Services Scheme and the Scheme for Adolescent Girls were aligned under **Mission Saksham Anganwadi** and **Poshan 2.0** to launch an integrated nutrition support program aimed at strengthening content, delivery, outreach, and outcomes. The focus remains on cultivating

practices that foster health, wellness, and immunity against diseases and malnutrition.¹

6th Rashtriya Poshan Maah - 2023

The Ministry of Women and Child Development celebrated the 6th Rashtriya Poshan Maah throughout September 2023. This year, the objective is to comprehensively tackle malnutrition through a life-cycle approach, the cornerstone of Mission Poshan 2.0. Anchored in this approach, the **focal point of Poshan Maah 2023 is to cultivate widespread awareness concerning critical human life stages: pregnancy, infancy, childhood, and adolescence.** The aim is to foster nutritional understanding across India through a theme centered on "*Suposhit Bharat, Sakshar Bharat, Sashakt Bharat*" (Nutrition-rich India, Educated India, Empowered India).

Through an array of diverse activities, Poshan Maah 2023 aimed to amplify community involvement on a large scale, harnessing the potential of Gram Panchayats and Urban Local Bodies to fulfil Honourable Prime Minister's vision of a *Suposhit Bharat* in the *Amrit Kaal*.

Rashtriya Poshan Maah puts the spotlight on the wide range of tribal & indigenous cuisine. Tribal nutrition has been an amalgamation of indigenous & forest produce and is a rich source of protein, vitamin, and mineral content.²



¹ <https://pib.gov.in/PressReleasePage.aspx?PRID=1953762>

² <https://pib.gov.in/PressReleasePage.aspx?PRID=1959035>

Highlights of 6th Rashtriya Poshan Maah – 2023:

- The first day of Rashtriya Poshan Maah 2023 witnessed close to 10 lakh activities across the country with themes like ‘Improving Nutrition through Mission LiFE & ‘Exclusive Breastfeeding & Complimentary Feeding’ leading the way.
- At the inauguration of Rashtriya Poshan Maah 2023, officials and Anganwadi workers from across the nation came together to promote diet diversity and raise awareness about nutrition-seeking behavior, pledging their commitment to this important cause.³
- A camp was organized in RC Dhanas 1, Circle 25, and Manimajra Town Area on



³ <https://pib.gov.in/PressReleasePage.aspx?PRID=1954582>

September 17, 2023 to make people aware of AYUSH principles under Poshan Abhiyaan 2023. During the event, the importance of ayurveda, yoga, naturopathy, unani, siddha, and homoeopathy was discussed among the beneficiaries.⁴

- As part of 6th Rashtriya Poshan Maah 2023, AWCs hosted drawing competitions on September 20, 2023 on rainwater conservation empowering our future generation to be stewards of sustainability. Kids and mothers, guided by area supervisors and AWHs, showcased innovative ways to save rainwater.

Rashtriya Poshan Maah 2023 harnessed the power of *Jan Bhagidari* through people's



#RASHTRIYAPOSHANMAAH2023

SENSITISATION ACTIVITIES ACROSS THE COUNTRY

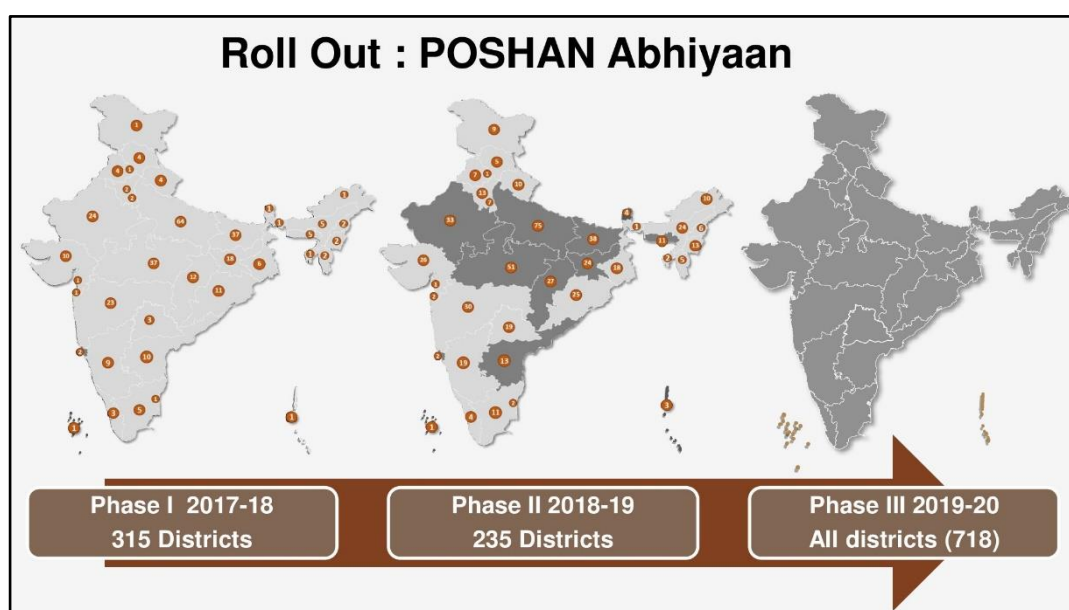
	Anaemia camp for children, Adolescent girls & women in tribal districts- 1 Lakhs
	Poshan Bhi Padhai Bhi - 5 Lakhs
	Sensitisation of tribal communities on Millet/ Local food/ Traditional Food for Anaemia- 1 Lakhs
	Sensitisation activity on Growth Monitoring promotion - 2 Lakhs
	Swasth Balak Spardha/ Growth measurement drive (SAM/ MAM screening) in urban slums & rural areas - 4 Lakhs

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⁴ <https://x.com/meraposhitchd/status/1703325303849029912?s=20>

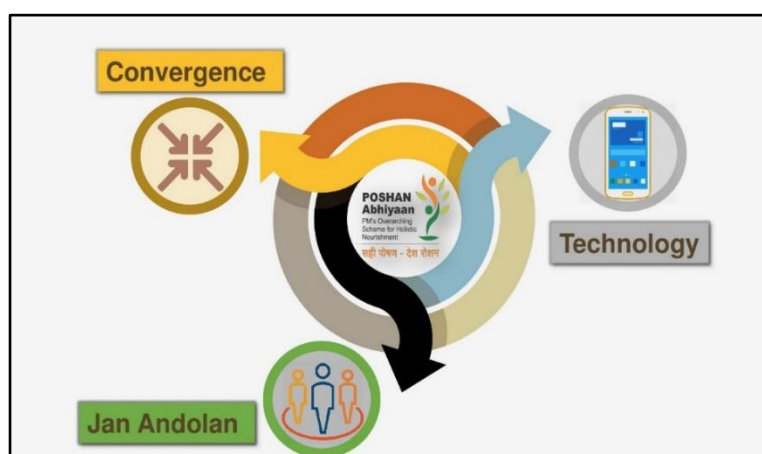
participation under various themes. Diverse activities like *Swasth Balak Spardha*, Anemia camps, *Poshan Bhi Padhai Bhi* registered record number of activities just in a day on Jan Andolan dashboard.⁵

Since the inception of the Abhiyaan, five successful Poshan Maah events have been held across the country, with enthusiastic participation from States/UTs as well as convergent Ministries and Departments. During the last Poshan Maah in 2022, more than 170 million sensitization activities were reported across key themes. To date, over 600 million activities have been carried out as part of Jan Andolan under Poshan Pakhwadas (March) and Poshan Maahs (September) each year.



Financial implication

Mission POSHAN 2.0 including Poshan Abhiyaan has a total financial implication of ₹1,81,703 crores, comprising ₹1,02,031 crore as Central share and ₹79,672 crore as State share. Poshan 2.0 shall focus on Maternal Nutrition, Infant and Young Child Feeding Norms, Treatment of MAM/SAM and Wellness through AYUSH.⁶

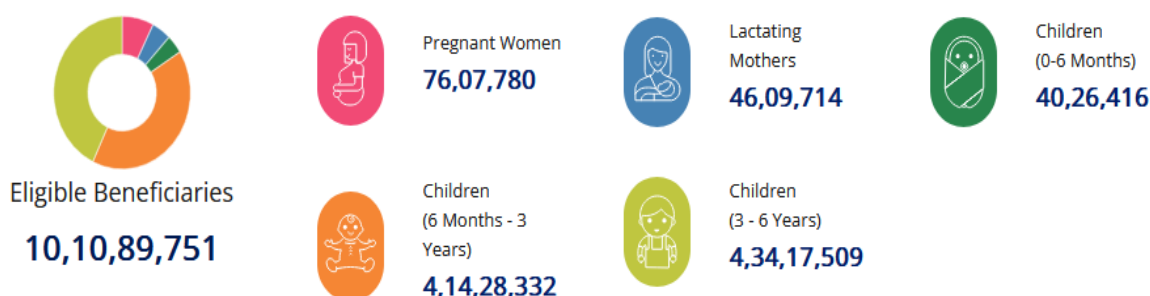


⁵ <https://x.com/PIBWCD/status/1704327470378569801?s=20>

⁶ <https://www.pib.gov.in/PressReleaseDetail.aspx?PRID=1896045>

Tech Infusion

Earlier, the absence of real-time malnutrition data posed a significant challenge. To address this issue, the Ministry of Women and Child Development introduced the '**Poshan Tracker**' ICT Application. Launched in March 2021, this smartphone application was specifically designed for Anganwadi workers and was accompanied by the distribution of smartphones to all Anganwadi centers. To date, more than 13.9 lakh Anganwadi centers have registered, benefiting over 10.10 crore eligible beneficiaries, including pregnant women, lactating mothers, children under 6 years, and adolescent girls. Notably, close to 95% of the registered beneficiaries are Aadhar-authenticated, ensuring last-mile delivery.⁷



Poshan Tracker App

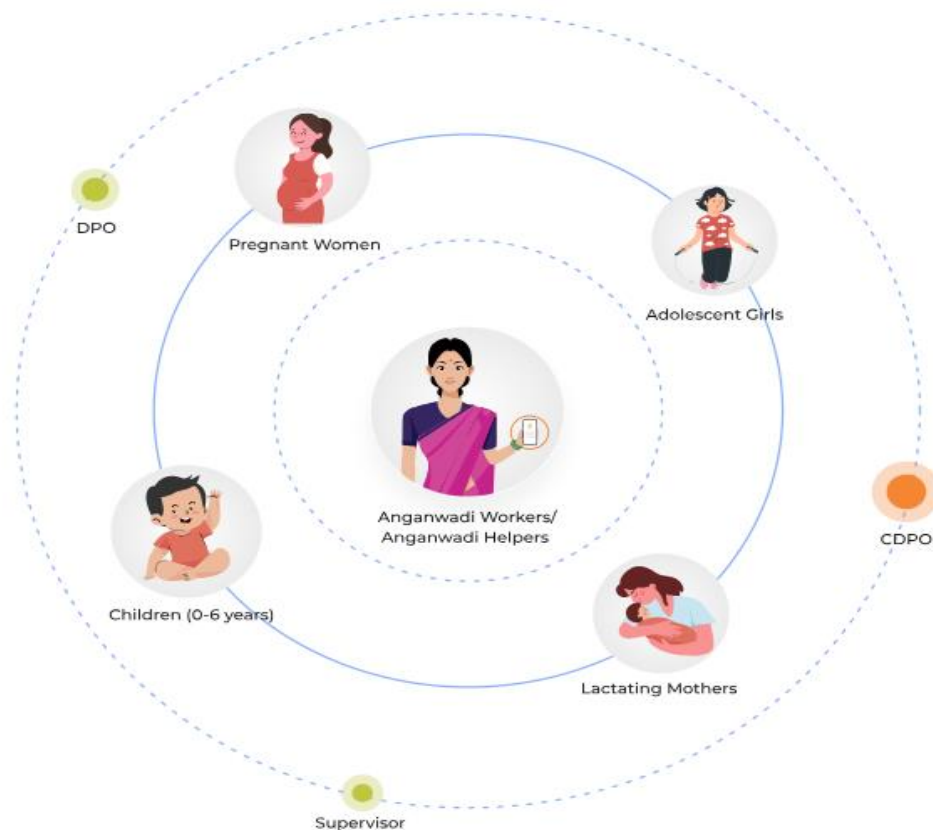
The 'Poshan Tracker' is a mobile based application rolled out by the Ministry of Women and Child Development, Government of India on 1st March 2021 through National e-Governance Division (NeGD).

Technology under Poshan Tracker is being leveraged for dynamic identification of stunting, wasting, under-weight prevalence among children and last mile tracking of nutrition service delivery. The Poshan Tracker plays a crucial role in identifying and monitoring child malnutrition symptoms like stunting and wasting. Under Mission Poshan 2.0, growth monitoring devices are provided at Anganwadi Centers for monthly child assessments. For the first time in India, and possibly in the world, the Poshan Tracker application offers real-time nutritional status information for individual children at the Anganwadi center level.

⁷ <https://www.poshantracker.in/>

Poshan Tracker Universe

Poshan Abhiyaan created a universe around Poshan Tracker that consists of Pregnant Women, Lactating Mothers, Children up to 6 years of age and Adolescent Girls as beneficiaries. At the centre of this universe are Anganwadi Workers assisted by Anganwadi Helpers who are helping make India malnutrition free. AWWs provide possible intervention to the beneficiaries and their progress is further monitored by Supervisors, CDPOs and DPOs through daily and monthly reports.



The Poshan Tracker facilitates targeted interventions and data-driven decision-making, empowering frontline workers and policymakers to access critical information effortlessly. It enables well-informed actions and efficient allocation of resources. Heat maps for each state provide a robust analysis of malnutrition hotspots and also facilitates the digitization and automation of physical registers previously maintained by Anganwadi workers, freeing them to focus on nutrition delivery and early childhood care and education.

This application has brought transparency to the governance of Anganwadi services schemes. A key example is the Poshan Tracker dashboard, which provides information on Anganwadi infrastructure and key activities, such as the provisioning of take-home ration and hot cooked meals to beneficiaries, growth measurement of children, and complete beneficiary management.

The Tracker allows for beneficiary migration between Anganwadi centers without any data loss. It is accessible in 22 regional languages, in addition to English and Hindi, making it truly universal. The Poshan Helpline (14408), operational since November 2022, allows beneficiaries to raise concerns and facilitates monitoring of service gaps, if any. To ensure last-mile tracking, SMS alerts to beneficiaries have been introduced upon the delivery of take-home ration under the Supplementary Nutrition Program of Anganwadi Services.

Poshan Tracker promotes collaboration and synergy among diverse stakeholders, facilitating seamless coordination among authorities at various levels and fostering a unified approach. During Poshan Maah and Poshan Pakhwada, activities of other ministries/departments are recorded on the Jan Andolan Dashboard of the Poshan Tracker, facilitating horizontal convergence. It has been integrated with the RCH and UWIN portals of the Ministry of Health and Family Welfare. Leveraging the power of data and analytics, the government can fine-tune strategies and interventions to ensure maximum impact and sustainable outcomes.

In its pursuit of a well-nourished India, the Indian government is harnessing the full potential of technology and innovation for comprehensive coverage. The Poshan Tracker exemplifies India's commitment to leveraging ICT applications for the greater public good, enabling a healthier and brighter future for generations to come.

For more information on Poshan Tracker, click [HERE](#).

References:

- PIB Press Release on [Ministry of Women and Child Development celebrating the 6th Rashtriya Poshan Maah throughout September 2023](#) dated August 31, 2023
- PIB Press Release on [Goal of 'Suposhit Bharat' under the Poshan Abhiyan](#) dated on February 03, 2023.
- PIB Press Release on [AWCs host drawing competitions on rainwater conservation, as part of 6th Rashtriya Poshan Maah 2023](#) dated September 20, 2023.
- https://wcd.nic.in/sites/default/files/Poshan%20Abhiyan%20Newsletter_Sep%2022_v4_5%20May%2023_1655_hrs.pdf
- <https://www.poshantracker.in/>

Twitter links:

- https://x.com/PIB_India/status/1011139879122563072?s=20
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