



BACKGROUNDS

Press Information Bureau
Government of India

Poshan Maah

Building a Healthier, Stronger Nation Through Nutrition

September 18, 2025

Key Takeaways

- Prime Minister Narendra Modi launched the **8th Rashtriya Poshan Maah** on September 17, 2025, along with the **Swasth Nari Sashakt Parivar Abhiyan**, aligning strongly with his vision of **Sashakt Nari** and **Suposhit Bharat**.
- As on September 17, 2025, there are **14,02,248 Anganwadi Centres** and **9,14,75,640 eligible beneficiaries** registered with the Poshan Tracker App.
- The **PM POSHAN Scheme** received a total financial outlay of **₹1,30,794.90 crore** for the period 2021-22 to 2025-26.
- The **National Family Health Survey (NFHS-5, 2019-21)** reports reduced stunting among children under five from **38.4% to 35.5%**.
- As per **NFHS-5 report**, underweight prevalence in children dropped from **35.8% to 32.1%**.

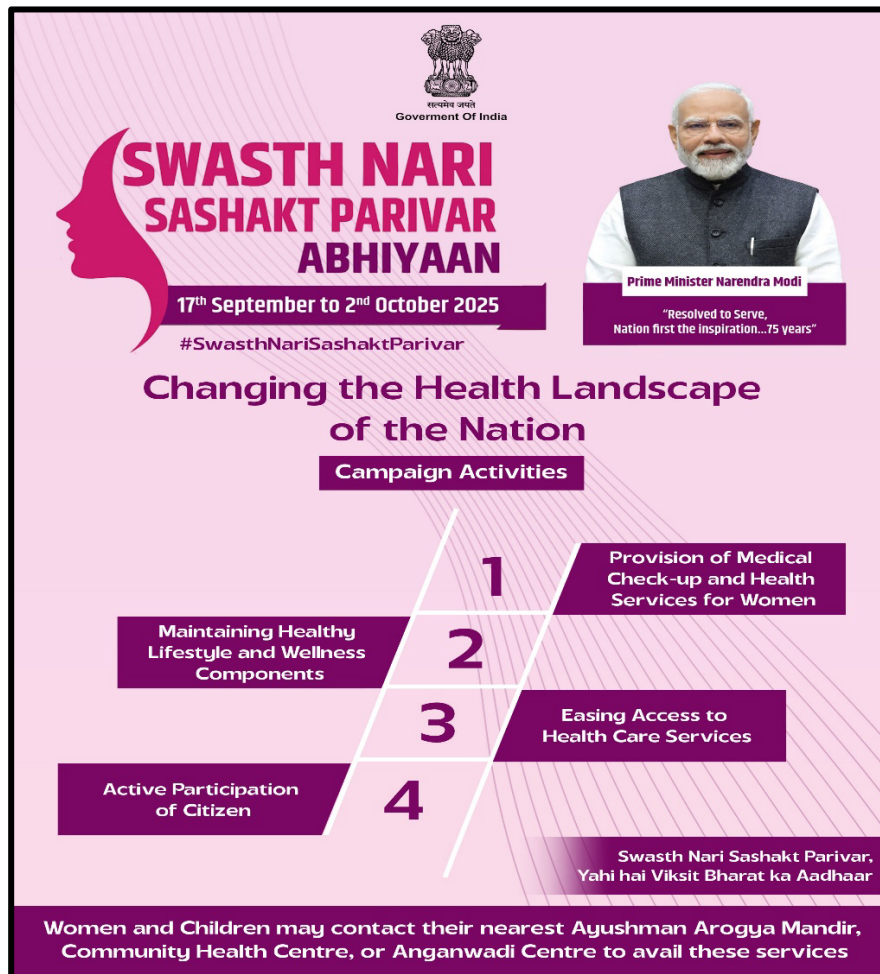
Introduction



Launched on **March 8, 2018**, by Prime Minister Narendra Modi in Jhunjhunu, Rajasthan, Poshan Abhiyaan is a flagship multi-ministerial convergence mission designed to place nutrition at the forefront of India's National Development Agenda. The initiative, officially named **Prime Minister's Overarching Scheme for Holistic Nourishment (POSHAN)**, embodies **PM Modi's vision of linking nutrition to holistic development**, emphasizing its role in building a healthier, stronger nation. Targeting children under six years, adolescent girls, pregnant women, and lactating mothers, the program addresses malnutrition through a technology-driven, community-centric approach.

In order to foster widespread awareness, **Poshan Maah**, celebrated annually during the month of **September**, coincides with **PM Modi's birthday month**, reflecting his personal commitment to nutrition as a cornerstone of national progress. During Poshan Maah, the Prime Minister actively encourages citizens to share locally nutritious recipes via platforms like MyGov and the hashtag **#Local4Poshan**, promoting traditional, nutrient-rich diets to enhance community participation and dietary diversity.

The 8th Rashtriya Poshan Maah has been launched along with the **Swasth Nari Sashakt Parivar Abhiyan (SNSPA)** by PM Modi on his **75th birthday**, aligning with his vision of Sashakt Nari and Suposhit Bharat¹.



The poster for the Swasth Nari Sashakt Parivar Abhiyaan features a pink background with a stylized woman's profile in white. At the top center is the Government of India emblem. To the right is a portrait of Prime Minister Narendra Modi. The text includes the campaign title, dates (17th September to 2nd October 2025), the hashtag #SwasthNariSashaktParivar, and the slogan 'Changing the Health Landscape of the Nation'. A central graphic shows four numbered steps: 1. Provision of Medical Check-up and Health Services for Women, 2. Maintaining Healthy Lifestyle and Wellness Components, 3. Easing Access to Health Care Services, and 4. Active Participation of Citizen. At the bottom, it states 'Swasth Nari Sashakt Parivar, Yahi hai Viksit Bharat ka Aadhaar' and provides contact information for Ayushman Arogya Mandir, Community Health Centre, or Anganwadi Centre.

SWASTH NARI SASHAKT PARIVAR ABHIYAAN

17th September to 2nd October 2025

#SwasthNariSashaktParivar

Changing the Health Landscape of the Nation

Campaign Activities

1. Provision of Medical Check-up and Health Services for Women
2. Maintaining Healthy Lifestyle and Wellness Components
3. Easing Access to Health Care Services
4. Active Participation of Citizen

Swasth Nari Sashakt Parivar, Yahi hai Viksit Bharat ka Aadhaar

Women and Children may contact their nearest Ayushman Arogya Mandir, Community Health Centre, or Anganwadi Centre to avail these services

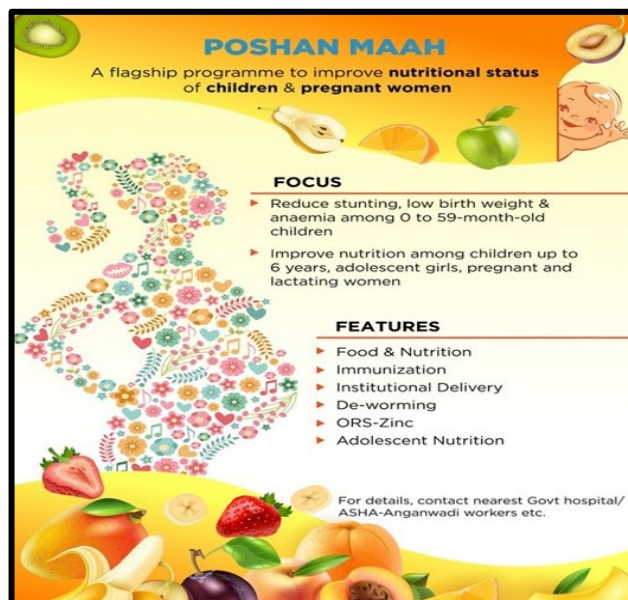
Objectives

¹<https://mohfw.gov.in/?q=hi/node/9284>

The **primary objectives** of the **POSHAN Abhiyan** include:

- Preventing and reducing stunting, undernutrition, and low birth weight in children aged 0–6 years;
- Reducing anaemia prevalence among children (6–59 months), adolescent girls, and women (15–49 years).

According to the National Family Health Survey (NFHS-5, 2019-21), stunting among children under five decreased from 38.4% to 35.5%, underweight prevalence dropped from 35.8% to 32.1%, and wasting reduced from 21.0% to 19.3%².

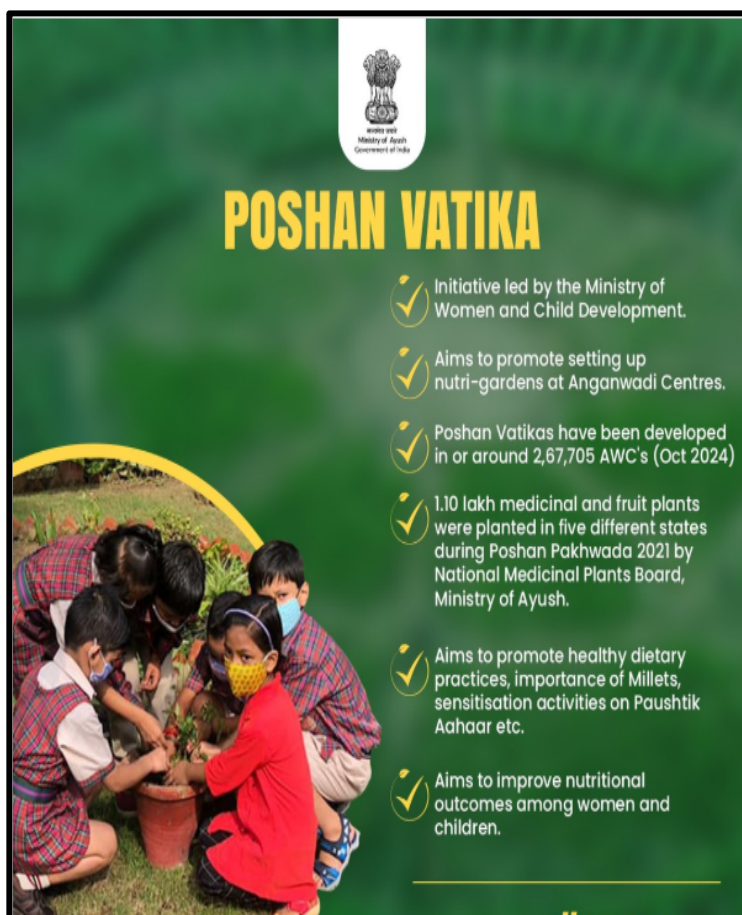


15.4 crore children/adolescents received Iron and Folic Acid supplements in Q2 FY 2024-25³.

By prioritising the first 1,000 days from conception to age two, Poshan Abhiyaan seeks to break the intergenerational cycle of malnutrition, which is exacerbated by factors like poverty, early marriage, and gender discrimination.

To achieve these goals, Poshan Abhiyaan promotes dietary diversity, complementary feeding, and exclusive breastfeeding while fostering community engagement through the **Jan Andolan strategy**. The initiative integrates schemes like the **Integrated Child Development Services (ICDS)**, **National Health Mission**, and **Swachh Bharat Mission** to ensure holistic nutrition delivery. Technology plays a pivotal role through tools like the **Poshan Tracker app**, launched in March 2021, which enables real-time monitoring of growth metrics and service delivery by Anganwadi workers.

Community-based events, such as **Poshan Maah** and **Poshan Pakhwada** held in March/April, engage millions through activities like nutrition workshops, rallies, and **Poshan Vatika** (nutri-gardens) to promote locally grown, nutrient-rich foods.



²<https://www.pib.gov.in/PressReleasePage.aspx?PRID=1988614>

³<https://www.mohfw.gov.in/?q=en/pressrelease/indias-fight-against-anemia>

Key Themes and Focus⁴

The **8th Rashtriya Poshan Maah** continues to drive the **Jan Andolan** for promoting nutrition literacy and healthy practices. This year's edition highlights innovative and inclusive approaches to address malnutrition and promote sustainable health. The key themes are:

- **Addressing Obesity – Reducing Sugar and Oil Consumption:** It aims to create supportive environments to combat obesity and create awareness on consuming less oil and sugar to build a healthier India.

"Obesity is becoming a big problem for our country. In the coming years, every 3rd person will be a victim to it. We must save ourselves from obesity. Therefore, I would like to give you a small suggestion, use 10% less oil in cooking."

PM Narendra Modi, August 15, 2025⁵



- **Early Childhood Care and Education (ECCE)/Poshan Bhi Padhai Bhi (PBPB):** Aligns with the National Education Policy 2020 to develop the world's largest high-quality preschool network

⁴<https://balrakshabharat.org/rashtriya-poshan-maah/>

⁵<https://www.pib.gov.in/FactsheetDetails.aspx?Id=149254>

at Anganwadi Centres (AWCs), integrating nutrition with early education for holistic child development.

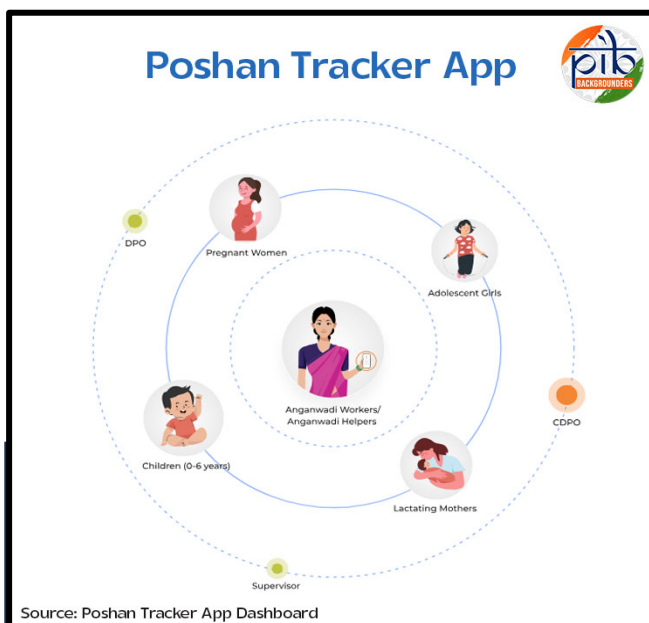
- **EK Ped Maa Ke Naam:** Integrates environmental sustainability with nutrition awareness, encouraging tree plantation and eco-friendly practices to support long-term health and well-being.
- **Infant and Young Child Feeding (IYCF) Practices:** Aims to enhance feeding practices for children under two years to improve nutrition outcomes, emphasising on optimal breastfeeding and complementary feeding.

"Children's nutrition is of topmost priority. While focus on their nutrition is throughout the year, there is one month when the entire country places special emphasis on it⁶."

Prime Minister Shri Narendra Modi

- **Men's Involvement in Nutrition and Caregiving:** Promotes active male participation in nutrition awareness and caregiving roles to foster shared responsibility in family and community health.

POSHAN Tracker App: Digitising Nutrition



Launched on March 1, 2021, by the Ministry of Women and Child Development, the **Poshan Tracker** is a mobile application designed to enhance nutrition service delivery under the POSHAN Abhiyaan. It enables real-time identification and monitoring of stunting, wasting, and underweight prevalence among children, while supporting **Anganwadi** workers with efficient service delivery tools and performance tracking. The app provides critical, beneficiary-focused services and promotes real-time data analytics for improved outcomes.

PM POSHAN: A Key Scheme Under POSHAN

The **Pradhan Mantri Poshan Shakti Nirman** or **PM POSHAN Scheme**, a centrally sponsored initiative, is one of the foremost rights based Centrally Sponsored Schemes under the National Food Security Act,

⁶<https://www.youtube.com/post/UgkxniNyzjOjbBhHqH0nvd-8hGum4-LOoDrt>

⁷<https://www.poshantracker.in/>

2013 (NFSA)⁸. The program is designed to improve nutritional outcomes and boost school attendance among students.

Some of the key aspects of PM POSHAN⁹ include:

- The **Cabinet Committee of Economic Affairs (CCEA)** approved the continuation of the **PM POSHAN (POshan SHakti Nirman) Scheme** for 2021-22 to 2025-26.
- Earlier known as the **National Programme for Mid-Day Meal in Schools**, popularly called the **Mid-Day Meal Scheme**.
- The scheme covers **all students of Classes I–VIII** in Government and Government-aided schools.
- The scheme benefits around **11.80 crore children** studying in **11.20 lakh schools** nationwide¹⁰¹¹.



Through the **PM POSHAN Scheme**, funds allocated as 'Material Cost' are utilised to procure essential ingredients needed for preparing these meals¹².

⁸<https://dsel.education.gov.in/en/scheme/pm-poshan-scheme>

⁹<https://pmposhan.education.gov.in/>

¹⁰<https://pmposhan.education.gov.in/aboutus.html>

¹¹<https://www.pib.gov.in/PressReleasePage.aspx?PRID=2120666>

¹²<https://pmposhan.education.gov.in/>

Ingredients	Per Student Per Meal Quantity	
	Bal Vatika & Primary	Upper Primary
Pulses	20 gm	30 gm
Vegetables	50 gm	75 gm
Oil	5 gm	7.5 gm
Spices & Condiments	As per need	As per need
Fuel	As per need	As per need

Source: PM Poshan Scheme

The Labour Bureau, which comes under the Ministry of Labour, collects monthly price data from 600 villages in 20 states to calculate inflation for the PM POSHAN basket, using the Consumer Price Index for Rural Labourers (CPI-RL). Based on this inflation index, the **Ministry of Education**, has increased the 'Material Cost' by 9.5%, effective May 1, 2025, across all states and Union Territories. This adjustment will result in an additional cost of approximately **Rs 954 crore** for the Central Government in the financial year **2025-26**¹³.

Classes	Existing material cost	Enhanced material cost w.e.f. 01.05.2025	Enhancement
Bal Vatika	6.19	6.78	0.59
Primary	6.19	6.78	0.59
Upper Primary	9.29	10.17	0.88

Source: PM Poshan Scheme

Further to the aforementioned, the PM POSHAN scheme also features the following¹⁴:

- **Food Grains:** Supplies 100g/child/day for primary and 150g/child/day for upper primary at NFSA rates (₹1/kg for coarse grains, ₹2/kg for wheat, ₹3/kg for rice).
- **Cooking Cost:** Covers ingredients (pulses, vegetables, oil, condiments, fuel) at ₹4.97/child/day for primary and ₹7.45/child/day for upper primary (effective April 1, 2020).
- **Meals During Summer Vacations:** Ensures meal provision in drought/disaster-affected areas to maintain nutrition continuity.
- **Meals for Preparatory Classes:** Extends meal provision to Balvatika (pre-class I) in primary schools, aligning with the National Education Policy under Samagra Shiksha.

Children Nutrition Park: Where Food Meets Fun

¹³<https://www.pib.gov.in/PressReleasePage.aspx?PRID=2120666>

¹⁴<https://dsel.education.gov.in/en/scheme/pm-poshan-scheme>

The **Children Nutrition Park**, inspired by Prime Minister Narendra Modi and located near the Statue of Unity in Ekta Nagar, Gujarat, is a unique theme park designed to educate children on healthy eating habits through the theme **Sahi Poshan Desh Roshan**.



Featuring a **600-meter Nutri Train ride**, the park offers interactive stations like **Phalshaka Griham**, where mascot **Kisaan Kumar** teaches about fruits and vegetables; **PayoNagari**, where **Janardhan** highlights milk products through games like "**Feed the Cow**"; **Annapurna**, promoting home-cooked food with digital games; **Poshan Puram**, focusing on nuts, seeds, and hydration; and **Swastha Bharatam**, emphasizing physical activity with yoga and sports games.



Additional attractions include a **Mirror Maze with a 5D movie**, **Bhartiya Thaali**, a **Nutri Hunt Building** with a jungle gym, and a **Game Zone** featuring Zorb Ball and cycling games. With state-of-the-art technology, accessibility for differently-abled children, and a **Nutri Café** serving healthy food, the park combines entertainment and education to promote holistic nutrition.

POSHAN PAKHWADA: Promoting Nutrition, Health, and Hygiene

POSHAN PAKHWADA THEMES OF 2025



Focus on the First
1000 Days of a
Child's Life

Popularization of
Beneficiary Module
in the Poshan
Tracker App

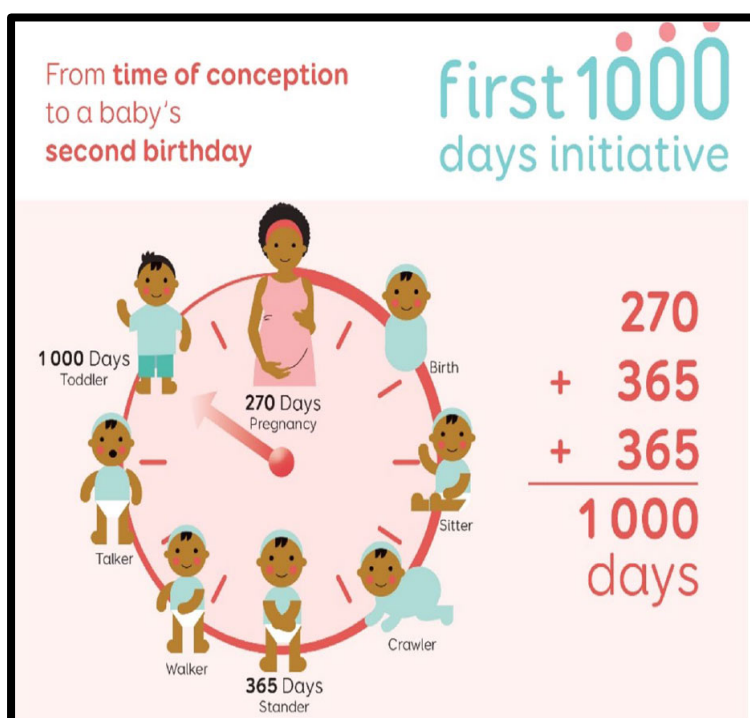
Management of
Malnutrition through
CMAM Module

Healthy Lifestyle
to Address
Childhood Obesity

The Women and Child Development Ministry observes **Poshan Pakhwada 2025** from April 8 to April 22, under **Mission Poshan 2.0**, to enhance nutrition awareness, improve health outcomes, and empower communities.

A key focus of this 7th edition was the **first 1,000 days of a child's life**—from conception to two years—highlighting the critical role of nutrition during this period in laying the foundation for lifelong health, development, and improved outcomes like enhanced productivity and higher earnings in adulthood, while strengthening community engagement and empowerment¹⁵.

This year's themes focussed on:



- Educating families on maternal nutrition
- Effective breastfeeding practices
- Importance of a balanced diet to combat childhood stunting and anaemia

Additionally, it focused on promoting local solutions by encouraging the use of traditional, nutrient-rich foods, particularly in tribal areas, where indigenous diets play a significant role in improving health outcomes.

How to Participate in Poshan Maah

Poshan Maah is a nationwide initiative to promote nutrition and healthy living, and everyone can play a vital role in making it a success! Here are some meaningful ways you can get involved and contribute to a healthier India:

Educating Community

¹⁵ <https://www.newsonair.gov.in/poshan-pakhwada-2025-promoting-nutrition-awareness-and-empowerment/>

Organisation and participation in awareness campaigns in neighbourhoods, schools, or workplaces to highlight the importance of a balanced diet, breastfeeding, and combating malnutrition represent a key way in which community participation can be facilitated towards making Poshan Maah a successful event.

For instance, **Poshan Maah 2024** included the distribution of nutri-baskets to pregnant and lactating mothers, as well as *annaprashan* or grain initiation ceremonies for infants.¹⁶

Plant Nutrition Gardens and Promote Kitchen Gardens

Participation in plantation drives to grow fruit trees, vegetables, or herbs in community spaces, schools, or backyards. These **Poshan Vatikas** help ensure access to fresh, nutritious produce. In line with this, during Poshan Maah 2022, more than 1.5 lakh events were reported on setting-up nutri-gardens or retro-fitting Poshan Vatikas with backyard poultry / fishery units was extensively carried out in a big way across the country.¹⁷.

Supporting Anganwadi Centres and ASHA Workers

Individuals can actively contribute to Poshan Maah by volunteering at local Anganwadi centres, where they can assist in distributing nutritious meals, support health check-ups, or organise engaging activities for children and mothers.

For instance, during the closing ceremony of 7th Rashtriya Poshan Maah held in Ranchi in 2024, over 11,000 Saksham Anganwadi Centres across 20 states were virtually inaugurated.¹⁸. Furthermore, alongside Poshan Maah's commitment, the Poshan Abhiyaan is advancing toward a Suposhit Bharat, with 13,99,484 operational Anganwadi Centres (AWCs) spanning 781 districts across 36 states and Union Territories, bolstered by the efforts of 13,33,561 Anganwadi workers¹⁹.

Conclusion

The **Poshan Maah** initiative, a cornerstone of the Poshan Abhiyaan, has significantly advanced India's fight against malnutrition by promoting dietary diversity, community engagement, and technology-driven solutions. Celebrated annually in September, Poshan Maah targets stunting, undernutrition, anaemia, and low birth weight, particularly in the first 1,000 days, through campaigns like **#Local4Poshan**. Supported by the PM POSHAN Scheme's ₹1,30,794.90 crore budget (2021-26) and tools like the **Poshan Tracker app**, alongside innovative platforms like the Children Nutrition Park, Poshan Maah empowers communities and schools to foster sustainable nutritional practices for a healthier, stronger nation.

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