



**PRESS INFORMATION BUREAU**  
( Research Unit )  
Ministry of Information and Broadcasting  
Government of India



## Rashtriya Poshan Maah

### *POSHAN Abhiyaan to make India malnutrition free by 2022*

(Ministry of Women and Child Development)

September 15, 2022

(Updated on September 22, 2022)

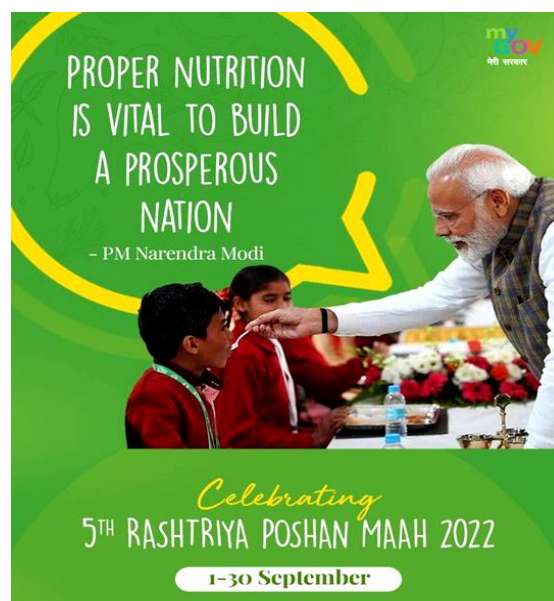
“आज बदलते हुए भारत में देश की बहनों-बेटियों के पास भी आगे-बढ़ने के अवसर बढ़ रहे हैं। घर, शौचालय, बबजली, पानी, गैस, जैसी सुबवधाओं से सभी बहनों को जोड़ा जा रहा है। बहनों-बेटियों की बशक्षा-, स्वास्थ्य, पोषण, टीकाकरण और दूसरी जरूरतों पर भी सरकार पूरी संवेदनशीलता से काम कर रही है।”

**Prime Minister Narendra Modi**

### Introduction

**POSHAN (Prime Minister’s Overarching Scheme for Holistic Nutrition) Abhiyaan** is a Multi-Ministerial Convergence Mission with the vision to ensure the attainment of Malnutrition-Free India by 2022. The Government launched the POSHAN Abhiyaan, earlier known as **National Nutrition Mission**, on March 08, 2018, to address the problem of malnutrition in the country. The Abhiyan aims to reduce malnutrition in the country in a phased manner through a life cycle approach.<sup>1</sup>

Under the POSHAN Abhiyaan, ‘**Rashtriya Poshan Maah**’ is celebrated each year in September with the aim to create awareness about nutrition and healthy food.



Ministry of Women and Child Development is celebrating the 5<sup>th</sup> Rashtriya Poshan Maah 2022 across the nation from September 01 to September 30. The objective is to trigger Poshan Maah through Gram Panchayats as Poshan Panchayats with a key focus on “**Mahila aur Swasthya**” and “**Bacha aur Shiksha**”.

<sup>1</sup>[Implementation of POSHAN Abhiyan Scheme \(pib.gov.in\)](https://pib.gov.in)

**Rashtriya Poshan Maah serves as a platform to bring focus to the discourse of nutrition and good health.** In the 5<sup>th</sup> Rashtriya Poshan Maah, the aim is to convert Jan Andolan into Jan Bhagidari to fulfil the Prime Minister’s vision of a *Suposhit Bharat*. All the planned activities will be centred on the Sarpanch and the Gram Panchayat’s efforts at the village level. So far, close to **4.9 crore activities** have already been reported under Poshan Maah and one crore activities by Panchayati Raj Institution (PRI) functionaries across the country. Focusing on the aims of POSHAN Abhiyaan, the Government has launched Mission Poshan 2.0 as an integrated nutrition support programme.<sup>2</sup>



### POSHAN Abhiyaan: Overarching Goals

The goals of POSHAN Abhiyan are to achieve improvement in the nutritional status of children from 0-6 years, adolescent girls, pregnant women and lactating mothers in a time-bound manner during the three years with fixed **targets as under:**<sup>3</sup>

<i>S.No</i>	<b>Objective</b>	<b>Target</b>
1.	Prevent and reduce Stunting in children (0- 6 years)	<b>@ 2% p.a.</b>
2.	Prevent and reduce under-nutrition (underweight prevalence) in children (0-6 years)	<b>@ 2% p.a.</b>
3.	Reduce the prevalence of anemia among young Children (6-59 months)	<b>@ 3% p.a.</b>
4.	Reduce the prevalence of anemia among Adolescent Girls and Women in the age group of 15-49 years	<b>@ 3% p.a.</b>
5.	Reduce Low Birth Weight (LBW)	<b>@ 2% p.a.</b>

<sup>2</sup>WCD Ministry to celebrate Poshan Maah throughout the country beginning today (newsonair.gov.in)

<sup>3</sup> <https://pib.gov.in/Pressreleaseshare.aspx?PRID=1812421>

## Addressing Malnutrition and Hidden Hunger

Malnutrition, according to the [World Health Organization \(WHO\)](#), refers to deficiencies, excesses, or imbalances in a person's intake of energy and/or nutrients. It is well-known that maternal, infant, and child nutrition play significant roles in the proper growth and development, including the future socioeconomic status of the child.<sup>4</sup>

**Hidden hunger** is the presence of multiple micronutrient deficiencies (particularly iron, zinc, iodine and vitamin A), which can occur without a deficit in energy intake as a result of consuming an energy-dense, but nutrient-poor diet. It is estimated that it affects more than two billion people worldwide, particularly in low- and middle-income countries where there is a reliance on low-cost food staples and where the diversity of the diet is limited.<sup>5</sup>

POSHAN Abhiyaan aims to combat malnutrition in a phased manner by adopting a synergised and result-oriented approach.



**Building a Healthy India**

**POSHAN Abhiyaan**  
PM's Overarching Scheme for Holistic Nourishment

**POSHAN Abhiyaan to Ensure Proper Nutrition**

First of its kind initiative launched to tackle Malnutrition through multi-modal interventions

Target to reduce Malnutrition through Convergence, Use of Technology & a Targeted approach

हर घर पोषण त्योहार

<sup>4</sup> <https://pubmed.ncbi.nlm.nih.gov/30353132/>

<sup>5</sup>

<https://pubmed.ncbi.nlm.nih.gov/33896431/#:~:text=Hidden%20hunger%20is%20the%20presence,%2C%20but%20nutrient%2Dpoor%20diet>

## Mission Poshan 2.0



Mission Poshan 2.0, an integrated nutrition support programme, which subsumes Supplementary Nutrition Programme and POSHAN Abhiyaan, was announced in the Union Budget 2021-2022 for all States/UTs to strengthen nutritional content, delivery, outreach and outcomes with a focus on developing practices that nurture health, wellness and immunity to disease and malnutrition.<sup>6</sup>

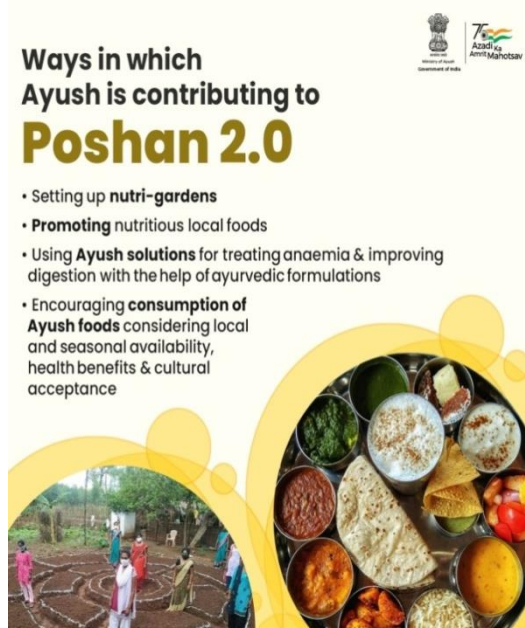
Further, in 2022, Cabinet approved three important Umbrella Schemes of the Ministry of Women and Child Development to be implemented in mission mode, including **Mission Poshan 2.0, Mission Shakti and**

**Mission Vatsalya.** Poshan 2.0 is to bring three important programmes/schemes under its ambit, viz., **Anganwadi Services, Scheme for Adolescent Girls and POSHAN Abhiyaan.**<sup>7</sup>

### Primary Verticals of Poshan 2.0

- Nutrition Support for POSHAN through **Supplementary Nutrition Programme (SNP)** for children of the age group of six months to six years, pregnant women and lactating mothers (PWLM); and Adolescent Girls in the age group of 14 to 18 years in Aspirational Districts and North Eastern Region (NER);
- Early Childhood Care and Education [3-6 years] and early stimulation for (0-3 years);
- Anganwadi Infrastructure including modern, upgraded **Saksham Anganwadi.**<sup>8</sup>
- POSHAN Abhiyaan

**Poshan 2.0** also focuses on Maternal Nutrition, Infant and Young Child Feeding Norms, Treatment Protocols for Severely Acute Malnourished (SAM) / Moderately Acute Malnourished (MAM) and wellness through **AYUSH practices** to reduce wasting and under-weight prevalence besides stunting and anaemia.<sup>9</sup>



<sup>6</sup> <https://pib.gov.in/PressReleasePage.aspx?PRID=1809695>

<sup>7</sup> <https://pib.gov.in/PressReleaselframePage.aspx?PRID=1812223>

<sup>8</sup> Ministry of Women and Child Development issues Guidelines of 'Saksham Anganwadi and Poshan 2.0' - an Integrated Nutrition Support Programme (pib.gov.in)

<sup>9</sup> ibid



## Leveraging Technology for POSHAN

### POSHAN Tracker Mobile Application



One of the major objectives under the POSHAN Abhiyaan is to leverage technology for monitoring and improving service delivery for beneficiaries including children (0-6 years), pregnant women and lactating mothers. In this direction, a robust ICT-enabled platform, 'POSHAN Tracker', was developed by the MoWCD and launched on January 13, 2021. This was done to ensure **real-time monitoring** of providing supplementary nutrition and real-time information for prompt supervision and management of services.<sup>10</sup>

Further, for the first time, Anganwadi workers have been provided with 11.75 lakh smartphones. Besides, to promote regular growth monitoring, 12.36 lakh Growth Monitoring Devices

(Infantometer, Stadiometer, Weighing Scale for Infants and Weighing Scale for Mother and Child) have been procured by States/UTs under the Abhiyaan.

Approx. **9.84 crore beneficiaries** have been registered under the Poshan Tracker as on September 02, 2022. As on date, close to **80.2% of beneficiaries registered on the Poshan Tracker have been successfully Aadhar seeded**. Migration facility for pregnant women and lactating mothers from one Anganwadi Centre (AWC) to another within and outside a State has been facilitated under the Poshan Tracker. Aadhar seeding and migration facility would enable the beneficiaries to avail nutrition and other Anganwadi Services from anywhere in the country.

### POSHAN Gyan Portal

On April 13, 2021, NITI Aayog, in partnership with the Bill and Melinda Gates Foundation and the Centre for Social and Behaviour Change, Ashoka University, launched POSHAN Gyan, a **national digital repository on health and nutrition**.

The repository enables search and has information pertaining to communication materials on 14 thematic areas of health and nutrition across diverse languages, media types, target audiences and sources. The POSHAN Gyan repository has been sourced from the Ministries of Health & Family Welfare and Women & Child Development. The website provides an

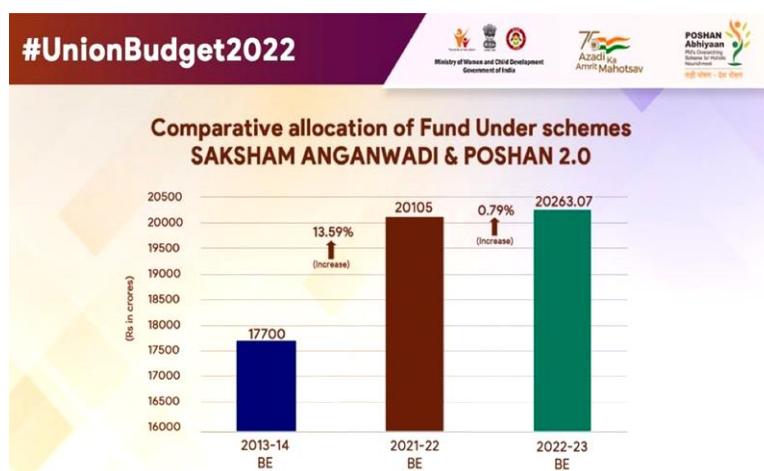
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<sup>10</sup>ibid

intuitive interface for multiparametric searches; multiple downloads at any point in time, easy content sharing via social media and easy viewing on any type of smart phones.<sup>11</sup>

### Budget for POSHAN Abhiyaan

The budgetary allocation (RE) under the POSHAN Abhiyan from FY 2017-18 to FY 2020-21 is Rs. 11,600 crores. **From 2021-22, the scheme is part of Saksham Anganwadi and POSHAN 2.0.** Under POSHAN Abhiyaan, total Central funds amounting to Rs. 5256.97 crores have been released since 2017-18 and States/UTs have utilized Rs. 3572.18 crores.<sup>12</sup>



### Outcomes of POSHAN Abhiyaan

1. As per the recent report of NFHS-5 (2019-21), the nutrition indicators for children under five years of age have shown improvement as compared to NFHS-4 (2015-16). Stunting has reduced from **38.4% to 35.5%**, Wasting has reduced from **21.0% to 19.3%** and Underweight prevalence has reduced from **35.8% to 32.1%**.<sup>13</sup>
2. Through a network of 7075 fully operational Projects and 13.91 lakh AWCs (Anganwadi Centres), **13.14 lakh Anganwadi Workers and 11.67 lakh Anganwadi Helpers** are providing services to the beneficiaries.
3. Under Saksham Anganwadi, **40,000 AWCs in FY 2022-23 are being strengthened and upgraded in aspirational districts** for stimulating the creative, social, emotional, cognitive and intellectual development of children under six years of age. So far States have identified around 36,000 Anganwadi for upgradation.
4. To address the inter-generational challenge of malnutrition in a life-cycle approach, close to 22 lakh adolescent girls have been identified by States in aspirational districts and in North Eastern States under the new Scheme for Adolescent Girls in the age group of 14-18 years.

<sup>11</sup>Mission Poshan Abhiyaan | IBEF

<sup>12</sup><https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1797687#:~:text=POSHAN ABHIYAAN Posted On%3A 11 FEB 2022 5%3A43PM,is part of Saksham Anganwadi and Poshan 2.0.>

<sup>13</sup><https://pib.gov.in/PressReleasePage.aspx?PRID=1806601>

5. As of March 2022, a total of **949.94 lakh beneficiaries** across the country are covered under Saksham Anganwadi and Poshan 2.0.
6. State/UT wise number of [beneficiaries of the POSHAN Abhiyaan](#) Scheme (as in March 2022)

Total States	Total Beneficiaries	Lactating Mothers	Pregnant Women	Children 0-6M	Children 6M-3Y	Children 3-6 Y	Adolescent Girls
36	111896059	5760305	9523907	4304005	39542950	40213282	12551610

### Other initiatives of the Government of India to address malnutrition

#### 1. PM POSHAN scheme, earlier known as [Mid-Day Meal Scheme](#)

The National Programme of Nutritional Support to Primary Education (NP-NSPE) was launched on August 15, 1995 and is being continued now as a Centrally Sponsored Scheme (CSS) with the objective of [increasing enrolment, attendance and retention of children](#) studying in Primary Class (I-V) in government, government-aided and local body schools to provide nutritional support simultaneously. Over the years, the scheme has undergone several changes with regard to coverage, quantity of food grains and financial assistance.

2. The Cabinet Committee on Economic Affairs has approved [disposal of Chana \(Pulses\) to States/UTs at discounted rate to be utilized for various Welfare Schemes](#) from the stock of pulses procured under Price Support Scheme (PSS) & Price Stabilization Fund (PSF), and enhancement of ceiling on the quantity of procurement under PSS from existing 25% to 40% in respect of Tur, Urad & Masur. This will diversify the protein-rich foods allocated under various initiatives, further strengthening the government's initiatives against malnutrition.

#### 3. Provision of Fortified Rice

Under Wheat-based Nutrition Programme of Saksham Anganwadi and Poshan 2.0 (erstwhile Integrated Child Development Scheme), fortified rice is allocated to all States/UTs across the country. The Government of India approved the Centrally Sponsored pilot scheme on "Fortification of Rice & its Distribution under Public Distribution System" on 14.02.2019 for a period of three years beginning 2019-20.<sup>14</sup>

Further, in April 2022, the Cabinet Committee on Economic Affairs, chaired by the Prime Minister Narendra Modi, approved the **supply of fortified rice throughout the**

<sup>14</sup> <https://www.pib.gov.in/Pressreleaseshare.aspx?PRID=1846133>

**Targeted Public Distribution System (TPDS) under the National Food Security Act (NFSA), Integrated Child Development Services (ICDS), Pradhan Mantri Poshan Shakti Nirman-PM POSHAN [erstwhile Mid-Day Meal Scheme (MDM)] and Other Welfare Schemes (OWS) of Government of India in all States and Union Territories (UTs) by 2024 in a phased manner.**

The entire cost of rice fortification (around Rs. 2,700 crores per annum) would be borne by the Government of India as part of food subsidy till its full implementation up to June 2024.

#### **4. Schemes that complement nutrition support**

Referring to the POSHAN Abhiyaan in his 92<sup>nd</sup> episode of “Mann ki Baat”, Prime Minister Narendra Modi highlighted the impact of schemes like **Jal Jeevan Mission** in making India malnutrition free. Efforts for social awareness play an important role in tackling the challenges of malnutrition, underscored the Prime Minister.<sup>15</sup>

#### **References:**

- [POSHAN \(poshanabhiyaan.gov.in\)](https://poshanabhiyaan.gov.in)
- [Guidelines for Mission Saksham Anganwadi and Poshan 2.0 | Ministry of Women & Child Development \(wcd.nic.in\)](https://wcd.nic.in)
- [Final Saksham Guidelines with covering letter \(1\).pdf \(wcd.nic.in\)](https://wcd.nic.in)
- [POSHAN Abhiyaan - PM's Overarching Scheme for Holistic Nourishment| National Portal of India](https://pib.gov.in)
- <https://pib.gov.in/PressReleasePage.aspx?PRID=1806601>
- [\(2\) poshan 2.0 - Twitter Search / Twitter](https://twitter.com)
- [POSHAN \(poshanabhiyaan.gov.in\)](https://poshanabhiyaan.gov.in)
- [POSHAN ABHIYAAN \(pib.gov.in\)](https://pib.gov.in)
- [Ministry of Women and Child Development issues Guidelines of ‘Saksham Anganwadi and Poshan 2.0’ - an Integrated Nutrition Support Programme \(pib.gov.in\)](https://pib.gov.in)
- [Final Saksham Guidelines with covering letter \(1\).pdf \(wcd.nic.in\)](https://wcd.nic.in)
- [Study On Impact Of Poshan Abhiyan \(pib.gov.in\)](https://pib.gov.in)
- [Combating Malnutrition Requires Granular Approach | NITI Aayog](https://niti.gov.in)
- [Ministry of Women and Child Development issues Guidelines of ‘Saksham Anganwadi and Poshan 2.0’ - an Integrated Nutrition Support Programme \(pib.gov.in\)](https://pib.gov.in)

#### **Twitter links:**

- <https://twitter.com/smritirani/status/1157242429633978370?s=20&t=BGE2criCXXyHJJ3S75HffA>
- <https://twitter.com/mygovindia/status/1310908431562285056?s=20&t=BGE2criCXXyHJJ3S75HffA>
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- [https://twitter.com/MIB\\_India/status/1533025016660389888?s=20&t=BGE2criCXXyHJJ3S75HffA](https://twitter.com/MIB_India/status/1533025016660389888?s=20&t=BGE2criCXXyHJJ3S75HffA)
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<sup>15</sup><https://www.pib.gov.in/PressReleasePage.aspx?PRID=1854956>