

3/13/25 11:51 AM



Department of School Education - Punjab Mail - Celebration of Poshan Pakhwada 2025 during 8th April to 23rd April, 2025

2025-42985

DEOSE Bathinda <deose.bathinda@punjabeducation.gov.in>

4-6

## Celebration of Poshan Pakhwada 2025 during 8th April to 23rd April, 2025

Thu, Mar 13, 2025 at 11:46 AM

**KULBIR SINGH BATH** <kulbirsingh.bath@punjab.gov.in>  
To: deoseamritsar <deose.amritsar@punjabeducation.gov.in>, deosebarnala <deose.barnala@punjabeducation.gov.in>, deosebathinda <deose.bathinda@punjabeducation.gov.in>, deosefaridkot <deose.faridkot@punjabeducation.gov.in>, deosefatehgarhsahib <deose.fatehgarhsahib@punjabeducation.gov.in>, deoseferozpur <deose.ferozpur@punjabeducation.gov.in>, deosegurdaspur <deose.gurdaspur@punjabeducation.gov.in>, deosehoshiarpur <deose.hoshiarpur@punjabeducation.gov.in>, deosejalandhar <deose.jalandhar@punjabeducation.gov.in>, deosekapurthala <deose.kapurthala@punjabeducation.gov.in>, deoseludhiana <deose.ludhiana@punjabeducation.gov.in>, deosemalerkotla <deose.malerkotla@punjabeducation.gov.in>, deosesas Nagar <deose.sas Nagar@punjabeducation.gov.in>, deosemuktsar <deose.muktsar@punjabeducation.gov.in>, deosesbsnagar <deose.sbsnagar@punjabeducation.gov.in>, deosepatiala <deose.patiala@punjabeducation.gov.in>, deoseroopnagar <deose.roopnagar@punjabeducation.gov.in>, deosesangrur <deose.sangrur@punjabeducation.gov.in>, deosetarantaran <deose.tarantaran@punjabeducation.gov.in>, deosefazilka <deose.fazilka@punjabeducation.gov.in>, deosepathankot <deose.pathankot@punjabeducation.gov.in>  
Cc: EE Division <ee-mefcc@gov.in>, dmsscienceasr <dmsscienceasr@gmail.com>, nagpalsanjeev007 <nagpalsanjeev007@gmail.com>, singh84sukhpal <singh84sukhpal@gmail.com>, vjpal72 <vjpal72@gmail.com>, sran76karam <sran76karam@gmail.com>, tejinder924493 <tejinder924493@gmail.com>, dmsscifzr <dmsscifzr@gmail.com>, guidancegurdaspur2011 <guidancegurdaspur2011@gmail.com>, gdsingh013 <gdsingh013@gmail.com>, kaliaak97 <kaliaak97@gmail.com>, dmssciencejalandhar <dmsscience.jalandhar@gmail.com>, free7moga <free7moga@gmail.com>, dmssciencejalandhar <dmsscience.jalandhar@gmail.com>, jassigill6823 <jassigill6823@gmail.com>, gaagarsandhu33 <gaagarsandhu33@gmail.com>, goyalr427 <goyalr427@gmail.com>, harkirat13singh <harkirat13singh@gmail.com>, gaagarsandhu33 <gaagarsandhu33@gmail.com>, sanjeev250469 <sanjeev250469@gmail.com>, sukhjeetkainth2014 <sukhjeetkainth2014@gmail.com>, jvirdi25 <jvirdi25@gmail.com>, dmsscienceMohali <dmsscienceMohali@gmail.com>, dsssbns2 <dss.sbsn2@gmail.com>, shabad25teji <shabad25teji@gmail.com>

Dear All,

Ministry of Environment, Forest & Climate Change, Govt. of India is celebrating Poshan Pakhwada from 8<sup>th</sup> April to 23<sup>rd</sup> April, 2025 in association with Ministry of Women & Child Development (MWCD). The 7<sup>th</sup> edition of Poshan Pakhwada will be celebrated on the following themes :

- Focus on the first 1000 days of human life.
- Popularization of beneficiary module in the Poshan Tracker App.
- Management of malnutrition through CMAM Module
- Healthy lifestyle to address Obesity in Children

It is requested that all eco-clubs may undertake appropriate activities to sensitize community and create public awareness on malnutrition and its adverse impacts during the Poshan Pakhwada 2025. Letter received from Ministry detailing the activities of Poshan Pakhwada 2025 is attached.

Thanking you,

Dr. K.S. Bath,  
Joint Director,  
Science & Environment Outreach,  
Punjab State Council for Science & Technology,  
Sector 26, Chandigarh.

ਦੇਸ਼ ਪਿੰਡ ਪਿੰਡ ਮੁਨਿਸ (ਸਿ-ਫਰ)  
ਪਿੰਡ ਨੰਬਰ 2-6/ 2025/4179 ਫਰੀ 24/05/2025

ਉਪਰੋਕਤ ਦੇ ਸਬੰਧ ਵਿੱਚ ਸਾਡਾ ਸਕੂਲ ਪ੍ਰੋਗਰਾਮ 2 ਪਿੰਡ ਮੁਨਿਸ  
5-12 ਵਰਗ ਪਿੰਡ ਪ੍ਰੋਗਰਾਮ 2025 ਮੁਨਿਸ 2025/4179  
ਦੁਆਰਾ ਚਲਾਇਆ ਜਾਵੇਗਾ

ਉਪਰੋਕਤ ਪਿੰਡ ਮੁਨਿਸ (ਸਿ-ਫਰ)  
ਪਿੰਡ ਮੁਨਿਸ

24/05/2025

## Background Note

---

### 7<sup>th</sup> Poshan Pakhwada 8th April-23<sup>rd</sup> April, 2025

Mission Poshan 2.0 places a strong emphasis on enhancing nutrition outcomes by utilizing Social & Behaviour Change Communication (SBCC) and Community Mobilization strategies. The SBCC initiatives aim to address the social factors that impact various nutrition-related areas. In parallel, the mission is focused on reinforcing community engagement processes and fostering the empowerment of both individuals and communities as a whole.

Jan Andolans are celebrated annually in form of PoshanMaah (1-30 September) and PoshanPakhwada (fortnight of March), and through 7 PoshanMaah and 6 PoshanPakhwada held since 2018, more than 100 crore nutrition-centric sensitisation activities have been reported under various themes contributing to mass sensitisation towards Suposhit Bharat.

Previous Poshan Pakhwada was celebrated from 9-23 March, 2024 around key themes viz. PoshanBhiPadhaiBhi (PBPB); Health of Pregnant Women and Infant & Young Child Feeding (IYCF) practices; and Tribal, Traditional, Regional & Local Dietary practices; along with regular themes of Nutrition.

The ensuing Poshan Pakhwada 2025 will emphasis on outcome-based activities planned around Nutrition sensitization for improving the nutritional outcomes and well-being by strengthening implementation of nutrition related services while ensuring active community participation.

Proposed themes for PoshanPakhwada 2025 in convergence with around 20 Ministries/ Departments and varied stakeholders, officials and field functionaries from National upto AWC levels, are as below.



## **Secretaries of Partner Ministries**

1. M/o Health and Family Welfare
2. M/o Jal Shakti
3. M/o Rural Development
4. M/o Information and Broadcasting
5. M/o Ayush
6. M/o Panchayati Raj
7. M/o Tribal Affairs
8. M/o Consumer Affairs, Food & Public Distribution
9. M/o Education (D/o School Education & Literacy)
10. M/o Housing and Urban Affairs
11. M/o Social Justice & Empowerment
12. M/o Agriculture and Farmers Welfare
13. M/o Fisheries, Animal Husbandry and Dairying
14. M/o Electronics and Information Technology
15. M/o Minority Affairs
16. M/o Environment, Forest & Climate Change
17. M/o Youth Affairs & Sports
18. M/o Labour and Employment

ल मलिक, आई.एस.

I Malik, I.A.S.

Secretary

011-23383586, 23386731

011-23381495

mail: secy.wcd@nic.in



सत्यमेव जयते



75  
आजादी का  
अमृत महोत्सव

भारत सरकार  
महिला एवं बाल विकास मंत्रालय  
शास्त्री भवन नई दिल्ली-110 001

Government of India  
Ministry of Women & Child Development

5<sup>th</sup> March, 2025

D.O. No. PA/29/2025-CPMU

Dear Secretary,

The Ministry of Women and Child Development (MWCD) has been launching an annual campaign, namely, Poshan Abhiyan under its Saksham Anganwadi Scheme to focus on reduction of malnutrition through change of behaviour at the individual and family level as well as at the society level. The Ministry celebrates Poshan Maah during September and Poshan Pakhwada during March – April in collaboration with partner Ministries and implementing agencies of State Governments. More than 17 crores nutritional activities were reported through the Anganwadi system during the last Poshan Pakhwada held in March, 2024.

2. The 7<sup>th</sup> Edition of Poshan Pakhwada will be celebrated across India from 8<sup>th</sup> April till 23<sup>rd</sup> April, 2025 to highlight the following themes:

- Focus on the first 1000 days of human life
- Popularisation of Beneficiary Module in the Poshan Tracker App
- Management of malnutrition through CMAM Module
- Healthy lifestyle to address Obesity in Children

3. I request that your Ministry may kindly take up appropriate activities to sensitize community at large and create public awareness on malnutrition and its adverse impacts. In this regard, a Jan Andolan Dashboard would soon be thrown open for mapping of the themes and activities to be reported by the stakeholders.

4. Given the above background, may I, therefore, request you to kindly direct the officers concerned in your Ministry to enthusiastically organize these activities and encourage maximum participation of all stakeholders during the Poshan Pakhwada 2025. You are also requested to kindly nominate a Nodal Officer, not below the rank of Joint Secretary, for coordination of Poshan Pakhwada activities.

A copy of the background note is enclosed.

With regards,

Yours sincerely,

Enclosure: As above

  
(Anil Malik)

Secretaries of Ministries/Departments, Government of India (as per list attached)

### **Theme 1: Focus on First 1000 days of Life**

Good nutrition is foundational to holistic well-being and critical for a nation's health and development. Adequate nutrition, particularly during pregnancy, contributes to the birth of healthier babies, who are more likely to enjoy positive health outcomes throughout their lives. Proper nutrition in childhood is linked to improved IQ scores, increased productivity, and higher earnings in adulthood. Prioritizing nutrition during the first 1,000 days from conception is also critical in breaking the cycle of malnutrition across generations.

Taking the quantum of care further, to improve the experience of the earliest stages of development, including the prenatal period, efforts will be made to increase awareness about the importance of nutrition during first 1000 days of life during the Pakhwada.

### **Theme 2: Popularization of Beneficiary Module**

In an effort to bring the Anganwadi Centre under the ambit of digital ecosystem, the Poshan Tracker Application has been continuously upgraded with new features, reports, and enhancements.

Ensuring every eligible beneficiary to access the services is a critical objective of the PoshanAbhiyan and in its effort to make Poshan Tracker Application accessible to all beneficiaries, the **beneficiary self-registration form** has been incorporated in the Poshan Tracker Web Application.

The Poshan Tracker web interface allows beneficiaries to apply for registration in the Poshan Tracker Application by selecting the Anganwadi Centre (AWC), who can also view the services available to him/ her in the AWC.

The beneficiary self-registration process further involves the Anganwadi worker (AWW) to approve the registration request and complete the registration process of the beneficiary in the Poshan Tracker Mobile Application. The beneficiary self-registration process consists of three key steps:



### **Step 1: Login through Mobile OTP**

The beneficiary begins by accessing the Beneficiary Interface screen via the Poshan Tracker web application. The login option is located in the top right corner of the website. Upon clicking the login option, the system prompts the user to enter their mobile number. The beneficiary's verification is completed through a mobile OTP, which is sent as an SMS to the registered phone number. Once the OTP is verified, the beneficiary proceeds to provide consent regarding profile creation, access to profile information, and data sharing.

### **Step 2: Entering Details and Anganwadi Center Information**

The beneficiary fills out the registration form, selecting their category - Pregnant Woman, Lactating Mother, Adolescent Girl, or Children up to 6 years of age. As part of identity verification, the beneficiary uploads a photograph and completes personal information fields such as name, Aadhaar number, and date of birth. The form also requires the beneficiary to specify their respective Anganwadi Center.

### **Step 3: Submission of the Registration Form**

Once all the required details are provided, the beneficiary clicks the submit button to complete the registration process. This step finalizes the application, enabling the system to process the beneficiary's registration.

Once beneficiary submits the registration form, their details will reflect in the PT Mobile application for further approval by the AWW.

Currently, around 20 thousand individuals have been able to register themselves through this module, of which even lesser nos. have been approved. This Pakhwada, efforts will be made to increase the no. of registrations through mass sensitization and capacity building of functionaries on the processes involved in the same. Also efforts will be made to clear such request pendencies at anganwadi worker level

### **Theme 3: Management of Malnutrition through implementation of CMAM module**

Anganwadi Protocol for Management of Malnutrition at the Community Level (CMAM Protocol): For the first time, a standardised national Protocol has been drafted by MoWCD with inputs from MoHFW, providing detailed steps for identification and management of malnourished children at the Anganwadi level, including decision-making for referral, nutritional management and follow-up care. The protocol was launched on 10<sup>th</sup> October, 2023.

PoshanPakhwada 2025 will emphasise onsensitizing communities towards management of children as per the protocol and awareness about the CMAM. Efforts will be made for increasing appetite tests being conducted at AWCs, proper referrals of children and also updating these fields in Poshan tracker.

### **Theme 4: Healthy lifestyle to address the Obesity in Children**

Malnutrition, in all its forms, includes undernutrition (wasting, stunting, and underweight), inadequate vitamins or minerals, overweight, **obesity**, and resulting diet-related non-communicable diseases.

Overweight and obesity result from an imbalance of energy intake (diet) and energy expenditure (physical activity).

For children under 5 years of age, while **overweight** is weight-for-height greater than 2 standard deviations above WHO Child Growth Standards median; **obesity** is weight-for-height greater than 3 standard deviations above the WHO Child Growth Standards median.

Now a days **children** are exposed to **high-fat, high-sugar, high-salt, energy-dense, and micronutrient-poor foods**, which tend to be lower in cost but also lower in **nutrient quality**. These dietary patterns, in conjunction with lower levels of physical activity, result in sharp increases in childhood obesity while undernutrition issues remain unsolved. <https://www.who.int/news-room/fact->



## sheets/detail/obesity-and-overweight

Obesity is a societal rather than an individual responsibility, with the solutions to be found through the creation of supportive environments and communities that embed healthy diets and regular physical activity as the most accessible, available and affordable behaviours of daily life.

### **Theme-wise expected outcomes during Poshan Pakhwada 2025**

#### **Theme 1: Focus on First 1000 days of Life**

- Improvement in percentage of pregnant women whose height and weight are measured and updated in gestational weight gain module in PT
- Improvement in percentage of children whose weight at Birth is measured and updated in PT
- Improvement in number and quality of Home Visits undertaken for children (0-2 years) during Pakhwada

#### **Theme 2: Popularization of Beneficiary Module**

- Enhanced in no. of registrations from all States/ UTs (new beneficiaries)
- Increase in no. of existing beneficiaries registrations on Beneficiary module
- Reduced pendency of registration request at AWW level

#### **Theme 3: Management of Malnutrition through implementation of CMAM module**

- Increase in No. of appetite tests conducted
- No. of referrals made

#### **Theme 4: Healthy lifestyle to address the Obesity in Children**

- Increased public awareness about obesity
- Dedicated CBE for awareness on the issue of obesity in Children

### **Broader Media Plan**

Additional emphasis on the following:

- Nukkad Natak on Suposhit GP Abhiyan and first 1000 days
- Creation of thematic jingles
- Engagement of Community radio, CSOs
- Involvement of celebrity/ influencers,
- CMAM and beneficiary module promotion through audio-visuals

### **Conclusion**

PoshanPakhwada 2025 will build on the success of previous years, leveraging the power of SBCC and community mobilization to address key nutrition issues in India. By focusing on the proposed themes with an aim of achieving intended outcomes against each one of them, the nationwide celebrations on nutrition will foster community engagement, create awareness, and drive action towards improved nutrition outcomes, particularly for target populations viz. pregnant women, children, adolescent girls, and marginalized groups.

The convergence of efforts across ministries and departments will ensure that nutrition remains a priority for communities at all levels, ultimately contributing to the achievement of Mission Poshan 2.0's goals.

-----XXXX-----