



स्वातंत्र्याचा अमृत महोत्सव



प्रो. (डॉ.) सदानंद भोसले
एम्.ए., पीएच्.डी.
संचालक (अतिरिक्त कार्यभार)

सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)

राष्ट्रीय सेवा योजना

गणेशखिंड, पुणे - ४११ ००७



कार्यालय क्र. : ०२०-२५६२२६८८/८९
: ०२०-२५६२२६९०/९१
: ०२०-२५६२२६९२
: ०२०-२५६९७३४९

संदर्भ : रासेयो/२०२५-२६/०७

दि. ०४/०४/२०२५

प्रति,
मा.प्राचार्य/संचालक,
रासेयो संलग्नित सर्व महाविद्यालये परिसंस्था,
पुणे, अहिल्यानगर व नाशिक जिल्हा,
सावित्रीबाई फुले पुणे विद्यापीठ.

विषय : दि. ०८ ते २३ एप्रिल, २०२५ दरम्यान पोषण पंधरवडा उपक्रम राबविण्याबाबत

महोदय,

मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचलनालय, भारत सरकार, पुणे यांच्या पत्रानुसार आणि मा. सचिव, महिला व बाल विकास मंत्रालय, नवी दिल्ली, भारत सरकार यांच्या निर्देशानुसार दि. ०८ ते २३ एप्रिल, २०२५ दरम्यान राष्ट्रीय सेवा योजना स्वयंसेवकांमार्फत पोषण पंधरवडा आयोजित करण्याचे निर्देशित केले आहे.

त्यानुसार आपल्या महाविद्यालयात दि. ०८ ते २३ एप्रिल, २०२५ दरम्यान रासेयो स्वयंसेवकांमार्फत पोषण पंधरवडा उपक्रमाचे आयोजन सोबत जोडलेल्या पत्राचे अवलोकन करून करावे. या उपक्रमाना फेसबुक, व्हाट्सअप व इतर सोशल मिडीयाच्या माध्यमातून प्रसिध्दी द्यावी. तसेच पोषण पंधरवडा अतर्गत जे उपक्रम राबविण्यात आले त्या उपक्रमाचे फोटो व अहवाल त्वरीत [nssrcpune@gmail](mailto:nssrcpune@gmail.com) व nss_student_list@pun.unipune.ac.in या मेलवर “पोषण पंधरवडा २०२५” या विषयासह पाठवण्यात यावा. कळावे, ही विनंती.

संचालक
राष्ट्रीय सेवा योजना

सोबत : मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचलनालय, भारत सरकार, पुणे यांचे पत्र,

To
NSS Program Coordinator
Maharashtra & Goa

Sir/Madam,

The Ministry of Women and Child Development (MWCD) has been implementing **Poshan Abhiyan** under the **Saksham Anganwadi Scheme**, with the aim of reducing malnutrition through behavioral change at the individual, family, and societal levels. As part of this initiative, the Ministry observes **Poshan Maah** in September and **Poshan Pakhwada** in March-April, in collaboration with partner Ministries and State Government implementing agencies.

The **7th Edition of Poshan Pakhwada** is scheduled to be observed across India from **8th April to 23rd April 2025**, with a focus on the following key themes:

- a) **Focus on the first 1000 days of human life**
- b) **Popularisation of the Beneficiary Module in the Poshan Tracker App**
- c) **Management of malnutrition through the CMAM Module**
- d) **Promotion of a healthy lifestyle to address obesity in children**

In this regard, all **NSS Units** are requested to undertake appropriate activities to **sensitize the community and enhance public awareness** regarding malnutrition and its adverse impacts. A **Jan Andolan Dashboard** will soon be made available for stakeholders to map and report their activities.

You are kindly requested to disseminate necessary instructions for the organization of these activities and ensure **maximum participation of NSS Units** during **Poshan Pakhwada 2025**.

Additionally, please note the following:

1. The **campaign report**, along with activity photographs, may kindly be submitted to this office by **24th April 2025** for further submission to the Ministry.
2. A **background note** on the initiative is enclosed for reference.

with regards,

AJAY B SHINDE
Regional Director (Maharashtra & Goa)
Regional Directorate of N.S.S.
Government of India, Ministry of Youth Affairs & Sports
A Block, College of Agriculture Campus,
Shivaji Nagar, Pune- 411005

अनिल मलिक, आई.ए.एस.

सचिव

Anil Malik, I.A.S.

Secretary

Tel. : 011-23383586, 23386731

Fax : 011-23381495

E-mail: secy.wcd@nic.in



सत्यमेव जयते

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

Government of India

Ministry of Women & Child Development



75
आज़ादी का
अमृत महोत्सव

5th 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 7th Edition of Poshan Pakhwada will be celebrated across India from 8th April till 23rd 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)

Background Note

7th Poshan Pakhwada 8th April-23rd 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.

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 10th October, 2023.

PoshanPakhwada 2025 will emphasise on sensitizing 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-----

7th Poshan Pakhwada

(8th – 22nd April, 2025)

List of activities for **MoYA&S**

Poshan Pakhwada (8th - 22nd Apr, 2025): Details of Themes

1). Focus on First 1000 days of Life

- Prioritizing nutrition during the first 1,000 days from conception upto 2 years of age is critical in breaking the cycle of malnutrition across generations.
- *To increase awareness about the importance of nutrition during first 1000 days of life.*



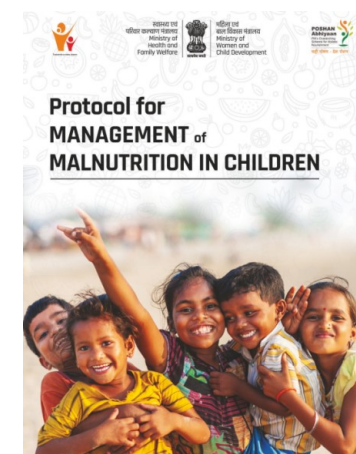
2). Popularization of Beneficiary / Citizen Module

- The Poshan Tracker (PT) interface allows beneficiaries to apply for [registration](#) by selecting the nearest AWC, It consists of following steps -
 - i). Login through mobile OTP, ii). Enter nearest AWC details, iii) Fill up registration form, and iv) Submission of registration form
- Existing beneficiaries can view the services availed by her
- Popularise the beneficiary/citizen module of Poshan Tracker

Poshan Pakhwada (8th - 22nd Apr, 2025): Details of Themes

3). Management of Malnutrition through implementation of CMAM module

- Provides detailed steps for identification and management of malnourished children at the AWC, including decision-making for referral, nutritional management and follow-up.
- *To sensitise stakeholders including communities on CMAM protocol.*



4). Healthy lifestyle to address Obesity in Children

- 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 increase in childhood **obesity.**
- *To create mass awareness on obesity, and ways to address obesity.*

- Other regular themes

Poshan Pakhwada (8th - 22nd Apr, 2025): Expected Outcomes

Sl. No.	Proposed Themes	Expected Outcomes
1	Focus on First 1000 days of Life	<ul style="list-style-type: none">• Improved measurement of height and weight of pregnant women• Improved measurement of Birth weight• Improved Home Visits for children (0-2 years) during Pakhwada
2	Popularization of Beneficiary/ Citizen Module	<ul style="list-style-type: none">• Increased downloads/traffic on beneficiary/citizen module• Enhanced no. of registrations from all States/ UTs (new beneficiaries)• Increase in no. of existing beneficiaries' registrations on Beneficiary/ Citizen module• Reduced pendency of registration request at AWW level
3	Management of Malnutrition through implementation of CMAM module	<ul style="list-style-type: none">• No. of appetite tests conducted• No. of referrals made
4	Healthy lifestyle to address the Obesity in Children	<ul style="list-style-type: none">• Increased public awareness about obesity• Dedicated CBE for awareness on the issue of obesity in Children

Broader areas of support from partner Ministries (contd.)

MoYA&S

- Organising Cyclathon/ Marathon during Poshan Pakhwada 2025 involving Youth for mass awareness
- Arrangement of sessions for College students on awareness about Anemia, Obesity, Junk food and other lifestyle disorders
- WaSH sessions for Adolescents
- Community based sports events
- Relevant themes of Poshan Pakhwada 2025 may be promoted through 'Fit India Movement' across all 1500 venues

Poshan Pakhwada (8th - 22nd Apr, 2025): Media Plan

- MoWCD will share the following in successive communications:
 - Different type of Jingles (in Hindi)
 - Short Videos on first 1000 days, CMAM protocol and Beneficiary/ Citizen Module
 - Social media creative on complementary feeding
 - Audio-Visuals (AVs) on Partner Ministries may also engage their internal media/ mass sensitization platforms to amplify messages for good nutrition practices

Poshan Pakhwada (8th - 22nd Apr, 2025): Data Entry

On Jan Andolan Dashboard:

- Data entry to report on Poshan activities is permitted at National, State, District and Block/ Project levels.
- Ministry/ Department should assign a Nodal Officer to ensure quality data in Jan Andolan Dashboard.
- The user credentials (username and password) shall only be shared with the Nodal Officers.
- To avoid over-reporting of activities, AWC wise capping of 5 activities per day will be followed (for WCD and other Ministries), similar to last Poshan Maah held in September 2024.
- Back-dated data entry restricted to previous 3 days.
- Data entry will close on 25th April, 2025, 11:59 p.m.
- Photos of various activities uploaded on the dashboard should be below 2 MB each.



**Activities to be updated on Jan Andolan Dashboard at:
www.poshanabhiyaan.gov.in**

Beneficiary / Citizen Module, Poshan Tracker - Registration



14408

9876543210

Add Beneficiary

Select Beneficiary

Locate Anganwadi Center

Personal Information

Select a beneficiary to register

Pregnant Women

Lactating Mother

Children upto 6 years

Adolescent Girl

Next →

14408

9876543210

Add Beneficiary

Select Beneficiary

Locate Anganwadi Center

Personal Information

Select a beneficiary to register

Pregnant Women

Lactating Mother

Children upto 6 years

Adolescent Girl

Next →

14408

9876543210

Add Beneficiary

Select Beneficiary

Locate Anganwadi Center

Personal Information

Locate Anganwadi Center

Recommended

AWC near me

By Region

Find the nearest Anganwadi Center using your current location.

Alert!

For selection of AWC near your home, it is necessary that you use this feature while at home. When you make use of this option, the system will show AWC near your home

I'm at Home

← Back

Next →

14408

9876543210

Add Beneficiary

Select Beneficiary

Locate Anganwadi Center

Personal Information

Locate Anganwadi Center

Recommended

AWC near me

By Region

State *

Select a State

District *

Select a District

Block/ULB *

Select a Block/ULB

Ward/Village *

Select a Ward/Village

Anganwadi Center *

Select an Anganwadi Center

← Back

Next →

Beneficiary / Citizen Module, Poshan Tracker – Registration (contd.)

14408

9876543210

POSHAN TRACKER

Add Beneficiary

Select Beneficiary

Locate Anganwadi Center

Personal Information

Locate Anganwadi Center

Recommended

AWC Near Me

By Region

List of Anganwadi Centers found near your home

2.34 km

AWC Damehari

H. No-7, Damehari, Thali Chowk, Shimla, Himachal Pradesh, 171207

SELECT

Get directions

3.34 km

AWC Yamehari

Near Bus stand, Shimla, Himachal Pradesh, 171207

SELECT

Get directions

4.34 km

AWC Tamehari

Tamehari, Thali Chowk, Shimla, Himachal Pradesh, 171207

SELECT

Get directions

← Back

Next →

14408

9876543210

POSHAN TRACKER

Add Beneficiary

Select Beneficiary

Locate Anganwadi Center

Personal Information

Locate Anganwadi Center

Recommended

AWC Near Me

By Region

List of Anganwadi Centers found near your home

2.34 km

AWC Damehari

H. No-7, Damehari, Thali Chowk, Shimla, Himachal Pradesh, 171207

SELECTED

Get directions

3.34 km

AWC Yamehari

Near Bus stand, Shimla, Himachal Pradesh, 171207

SELECT

Get directions

4.34 km

AWC Tamehari

Tamehari, Thali Chowk, Shimla, Himachal Pradesh, 171207

SELECT

Get directions

← Back

Next →

14408

9876543210

POSHAN TRACKER

Add Beneficiary

Select Beneficiary

Locate Anganwadi Center

Personal Information

Personal information

1 of 3

Basic Information

Provide the basic details of the Child for registration.

Name of Child *

Enter Name

Name in Local Language

Enter Name

Date of Birth (Child) *

DD/MM/YYYY

Gender (Child) *

☐ Male ☒ Female

Name of Mother *

Enter Name

Name of Father *

Enter Name

Aadhaar Number of Child *

123456789012

Child Aadhaar not available

☐

← Back

Next →

14408

9876543210

POSHAN TRACKER

Add Beneficiary

Select Beneficiary

Locate Anganwadi Center

Personal Information

Personal information

1 of 3

Basic Information

Provide the basic details of the Child for registration.

Name of Child *

Enter Name

Name in Local Language

Enter Name

Date of Birth (Child) *

DD/MM/YYYY

Gender (Child) *

☐ Male ☒ Female

Name of Mother *

Enter Name

Aadhaar Number of Child *

Enter Aadhaar Number

Aadhaar of the child not available

☒

Aadhaar available *

☐ Mother ☒ Father ☐ Guardian

Father's Photo *

Upload Photo

← Back

Next →

Beneficiary / Citizen Module, Poshan Tracker – Registration (contd.)



14408

9876543210

POSHAN TRACKER

Add Beneficiary

Select Beneficiary

Locate Anganwadi Center

Personal Information

Personal information

1 of 3

Basic Information

Provide the basic details of the Child for registration.

Name of Child *

Enter Name

Name of Child *

Enter Name

Date of Birth (Child) *

DD/MM/YYYY

Gender (Child) *

Male

Female

Name of Mother *

Enter Name

Aadhaar Number of Child *

Enter Aadhaar Number

Aadhaar of the child not available

Aadhaar available *

Mother

Father

Guardian

Father's Photo *

← Back

Next →

14408

9876543210

POSHAN TRACKER

Add Beneficiary

Select Beneficiary

Locate Anganwadi Center

Personal Information

Personal information

2 of 3

Aadhaar details

Enter information about the Aadhaar Details of Parent or Guardian.

Name of Father *

Enter Father Name

Date of Birth (Father) *

DD/MM/YYYY

Aadhaar Number of Father *

Enter Aadhaar Number

← Back

Next →

14408

9876543210

POSHAN TRACKER

Add Beneficiary

Select Beneficiary

Locate Anganwadi Center

Personal Information

Personal information

3 of 3

Health & Other details

Share details about the health & residency to ensure accurate registration

Birth Height of the Child (cm) *

Enter Height

*Height Should Be Between 30.48 To 76.2 Cm

Birth Weight of the Child (Kgs) *

Enter Weight

*Weight should be between 0.5 to 8 kgs

Category *

Select a Category

Residence type *

Permanent

Temporary

← Back

Submit



Processing your request



Success!

Beneficiary account creation in process.

The account may take up to seven days to be activated.

Add Another Beneficiary

Go To Home

Jan Andolan activities' snapshot





Thank you