

MOST IMMEDIATE

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Government of India
Ministry of Rural Development
(Rural Livelihoods Division)

7th Floor, NDCC Building II
Jai Singh Road, New Delhi -100001
Dated: 15th September, 2025

To,

State Mission Directors/Chief Executive Officers
State Rural Livelihoods Missions
All States and Union Territories

Subject: Advisory on activities to be conducted during Rashtriya POSHAN Maah, September, 2025

Madam/Sir,

I am directed to inform that the **POSHAN Maah** will be launched by Hon'ble Prime Minister on 17th September, 2025 along with *Swasth Naari, Sashakt Parivar Abhiyaan*. The POSHAN Maah will be observed from **17th September to 16th October, 2025**, with the aim of addressing key issues of maternal and child nutrition. The DO letter addressed to Secretary (RD) along with the activity calendar received from Secretary, M/o WCD is attached for ready reference.

2. The Ministry of Rural Development is a key partner in this initiative. All State Rural Livelihoods Missions (SRLMs) are requested to actively support activities at all the levels. Specific themes for this year's Poshan Maah include:

- Addressing obesity through reduction in sugar, salt and oil consumption;
- Vocal for Local - promoting grassroots empowerment and self-reliance;
- Early Childhood Care & Education (ECCE) / *Poshan Bhi Padhai Bhi*;
- Convergent actions and digitization;
- Infant and Young Child Feeding (IYCF) practices;
- Men-streaming.

3. In this connection, all SRLMs are requested to coordinate with the D/o WCD at the state level and participate in the planning meetings. It is also requested that all SRLMs shall ensure co-branding of all the communication materials along with the other Departments using Aajeevika and FNHW logo.

4. The following activities are requested to be organized through SHGs and their federations:

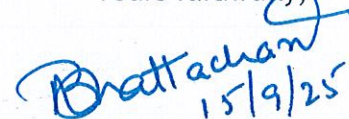
- Identify a Nodal person for coordination with D/o WCD at State level and participate in planning and coordination meeting at State, District and Block level.
- Discussion on identified issues in the meetings of SHG and their federations. Invite ASHA/AWW/ANM in the meetings for awareness generation and dissemination of IEC material.
- Conduct competitions, recipe demonstration, traditional food festivals developed from locally available nutritious foods including millets etc.
- Promote local food items and crafts to encourage nutritious diets and local products.

- o Organizing SHG-led food fairs showcasing traditional recipes, nutritious local produce, and low-cost healthy diets.
- o Hosting nutrition-themed cooking contests at community level.
- o Promote dietary diversity at the household level and awareness generation on the benefits of diet diversity, nutrition garden, millets, local foods and practices.
- o Conduct community-based events (rallies, poshan rangolis, posters, wall writing, street plays, meetings, videos), etc on the identified themes.
- o Dissemination of key messages using technology platforms e.g. webinars, whatsapp groups, online discussion platforms etc. This platform may also be used to share audio visuals materials on relevant issues.
- o Participate in events organized by D/oWCD and other Departments - Online & Offline, e.g. Annaprashan, Godbharai, Village Health Sanitation & Nutrition Days.
- o Any other innovative activity that SRLMs may like to undertake to promote above mentioned issues.

5. Under DAY-NRLM Food, Nutrition, Health and WASH (FNHW), efforts shall be taken to strengthen the FNHW agenda by engaging with the line Departments during POSHAN Maah. In this regard, it is suggested that a meeting of the State Core Committee shall be organized with the line Departments to discuss the convergence opportunities and enhancing the participation of ASHA and Anganwadi Workers in the VO meetings and issuance of the Joint Letter on role clarity.

6. Data entry has to be done on the Jan Andolan Portal at www.poshanabhiyaan.gov.in, login details will be shared once received from M/o WCD and a brief report on activities conducted, participation etc by SRLMs shall be submitted to NMMU, DAY-NRLM in the shared format (Annexure I) along with the high resolution relevant photographs by 23rd October, 2025.

Yours faithfully,


15/9/25
(Avik Bhattacharya)

Under Secretary to Government of India

Encl: as above

POSHAN Maah Report, 2025

1. Background:

- Brief about objectives i.e awareness generation, support POSHAN Abhiyaan etc
- Coverage i.e out of total how many districts, blocks, CLF, VO, SHG participated in POSHAN Maah activities (in numbers)
- Focus on themes identified for POSHAN Maah

2. Activities: (Please refer letter sent from the NMMU)

Details	Total (in the SRLM)	Participated (in POSHAN Maah)	% Coverage
District			
Block			
CLF			
VO			
SHG			

2.1. State level activities:

- Details of State level activities conducted within SRLM and with other departments
- Details of State Core Committee meeting including minutes of the meeting conducted with the line departments during POSHAN Maah.

2.2 District/Block activities:

- Details of State level activities conducted within SRLM and with other departments

2.3 CLF/VO/SHG meetings -

- Topics discussed during the POSHAN Maah.
- FNHW issues taken up by SHG members with Panchayat, line departments etc. with details.
- Mobilizing SHG members to participate in Community Based Events (CBE) organized by ICDS department/other departments (if organized) like - Annaprashan, Godbharai , Village Health Sanitation and Nutrition Day (VHSND), Village Health Sanitation and Nutrition Committee meeting, Any other

2.4. Participation in various forum (online/offline) i.e digital platforms, webinar, online orientations, meetings etc.

2.5. Social media/media coverage

- Brief about social media/media coverage

2.6. Any other activities.

- Any activity not listed above organized/participated/new initiative during the POSHAN Maah
- Include topic of discussion/activity, number of departments participated, number of participations, photographs etc.

3. Conclusion:

- Brief on points discussed and decision taken in the State Core Committee meeting held with the line departments.
- Total number of activities conducted during the month, number of participants, Topics on which activities were organized.
- Data shall be provided in the format given below, as per Jan Andolan portal.

1	2
Total number of activities conducted	Total Participants

Note: Include high resolution photos, media clips, any significant orders issued etc and shall also be shared separately through email/google drive.



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

10th September, 2025

D.O. No. PA/197/225-CPMU



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आज़ादी का
अमृत महोत्सव

Dear Secretary,

I would like to inform you that on 17th September, 2025, the Hon'ble Prime Minister will launch a mega Health Campaign "**Swasth Naari, Sashakt Parivar Abhiyaan**" of Ministry of Health & Family Welfare. Hon'ble Prime Minister will also launch the 8th Poshan Maahas as a part of this campaign, which will now be celebrated from **17th September to 16th October, 2025**. Convergence of Poshan Maah with **Swasth Naari, Sashakt Parivar Abhiyaan** presents an excellent opportunity to jointly address issues of maternal, adolescent and child nutrition.

2. I would like to inform you that the following themes will be the focus areas during the Poshan Maah:-

- (i) Addressing Obesity by reducing consumption of Sugar, Salt and Oil;
- (ii) Vocal for Local for Grassroots Empowerment and Self Reliance;
- (iii) Early Childhood Care & Education (ECCE)/ Poshan Bhi Padhai Bhi (PBPB);
- (iv) Convergent Actions & Digitization;
- (v) Infant and Young Child Feeding (IYCF) Practices;
- (vi) Men-streaming.

3. I request that as a part of the Poshan Maah, all the partner Ministries and Department may kindly undertake activities at State, District & Block levels besides ensuring wide dissemination of awareness material through various platforms including social media, other digital media, radio, TV, etc. An indicative list of activities is **enclosed**.

4. In this regard, I would also request you to kindly join an online meeting on 12th September, 2025 at 4.00 pm. If you are unable to join, I would request to nominate an officer not below the rank of Joint Secretary. The following is the VC link:-

URL : <https://bharatvc.nic.in/join/2253657036>
Conference ID : 2253657036
Password : 502833

5. I am sure, together we will address the challenges of malnutrition and create a broad-based Jan Andolan with effective participation of families and communities in this mission.

Warm regards,

Encl: As above.

Yours sincerely,


(Anil Malik)

Shri Shailesh Kumar Singh
Secretary,
Department of Rural Development,
R.No.32032, 2nd Floor, Kartavya Bhawan 3,
New Delhi.

Annexure

Sl. No.	Ministry/ Department	Activities
1	Ministry of Health & Family Welfare	i. Circulate relevant IEC materials on nutrition, hygiene, and maternal health ii. Organize camps for BMI measurement iii. Organize screening & counseling sessions for gestational weight gain iv. Organize counseling sessions on IYCF
2	Ministry of Rural Development	i. Sensitize SHGs on Poshanmaah themes ii. promote local food items, and crafts iii. Organize SHG-led food fairs showcasing nutritious, traditional recipes and local produce iv. Host nutrition-themed cooking contests
3	Ministry of Information & Broadcasting	i. Develop and disseminate regionally tailored content on Infant and Young Child Feeding (IYCF) ii. Broadcast videos on local food systems, crafts, and SHG success stories iii. Promote regional diversity in diets and healthy food iv. Awareness on healthy lifestyle
4	Ministry of Ayush	i. Organize yoga sessions focusing on obesity ii. Conduct workshops on holistic health practices iii. promote Ayush dietary and health practices in schools
5	Ministry of Panchayati Raj	i. Awareness on IYCF ii. Awareness drives for behavioral shifts for nutrition, hygiene, and obesity prevention iii. Host male-focused nutrition dialogues to engage fathers iv. Organise melas of rural artisans
6	Ministry of Tribal Affairs	i. Display sugar/oil boards/advisories to all EMRSs ii. Promote local foods, and crafts through Tribal clusters, Van DhanVikasKendras, and Local exhibitions iii. Organise BMI screening camps at EMRSs
7	Department of Food & Public Distribution	i. Train FPS dealers to disseminate nutrition messages ii. Awareness sessions on Obesity through FCI
8	Department of	i. Sensitization sessions for School children

	School Education & Literacy	ii. ECCE Sessions/ Days at AWC iii. Joint outreach activities for parents with pre-school teachers iv. School Readiness Campaign with Community v. Joint sports day of pre-school/primary school & AWCs vi. ECCE-focused ShikshaChoupals
9	Ministry of Housing & Urban Affairs	i. Organise fitness drives like-walkathon, yoga sessions, and step-count competitions. ii. Awareness drives on handwashing, safe water, and sanitation under SBM-U.
10	Ministry of Social Justice & Empowerment	i. Organize IYCF sessions for caregivers of children at SC/ST residential schools etc ii. Accessible nutrition content and feeding support for children with disabilities at DDRS
11	Ministry of Fisheries, Animal Husbandry & Dairying	i. Awareness drive on diet diversity ii. Workshops for Officers and functionaries on IYCF, healthy lifestyle
12	Ministry of Electronics & Information Technology	i. Organize awareness campaigns at NIC campuses, IT parks. ii. Workshops on safe disposal and recycling of electronics. iii. Encourage citizens to pledge for digital sustainability
13	Ministry of Minority Affairs	i. Organize health check-up camps in Minority-dominated urban slums ii. Awareness sessions in minority communities on IYCF
14	Ministry of Environment, Forests & Climate Change	i. Awareness drives on nutrition-environment linkages ii. Promote millet cultivation iii. Support creation and maintenance of Poshan Vatikas
15	Department of Sports, Ministry of Youth Affairs & Sports	i. Integrate nutrition themes into National Youth Festivals ii. Organize BMI and health check-up camps iii. Awareness on healthy food habits iv. Awareness on sugar/oil boards/advisories v. Youth for rallies promoting Poshan messages
16	Ministry of Development of North-Eastern	i. IYCF awareness ii. Promote indigenous food systems and recipes iii. Awareness sessions on obesity

	Region	
17	Ministry of Jal Shakti	i. Awareness sessions on WASH ii. Community sensitization on sugar and oil boards/advisories
18	Ministry of Agriculture & Farmers Welfare	i. Development of sustainable PoshanVatikas ii. Training sessions for AWWs on PoshanVatika iii. Awareness on regional, seasonal fruits and vegetables iv. Millet promotion activities
19	Ministry of Labour & Employment	i. WaSHsensitisation sessions ii. IYCF sensitization sessions
20	NITI Aayog	i. Disseminate IEC materials on nutrition, hygiene etc in Aspirational Districts and Aspirational Blocks ii. counseling sessions on IYCF and WASH in Aspirational Districts and Aspirational Blocks iii. ECCE sensitization in Aspirational Districts and Aspirational Blocks