



The Poshan Abhiyaan

Why in News?

On 8th March 2025, Poshan Abhiyaan marked seven years of implementation, during which significant efforts were undertaken to **enhance nutrition levels and eradicate malnutrition across the country.**

Key Points

- **About POSHAN Abhiyaan:**
 - Poshan Abhiyaan (National Nutrition Mission) was launched on 8th March, 2018 on the occasion of International Women's Day from Jhunjhunu, Rajasthan.
 - It focuses on meeting **the nutritional needs of adolescents, pregnant women, lactating mothers and children (0-6 years)** through a targeted and integrated approach .
- **Objective:**
 - It aims to reduce **stunting, under-nutrition, anemia** (in young children, women and adolescent girls) and the incidence of **low birth weight babies** .
- **Strategic Pillars:**
 - Its implementation is based on **four strategic pillars** :
 - **Quality Services:** Strengthening health services through [Integrated Child Development Scheme \(ICDS\)](#) , [National Health Mission \(NHM\)](#) and [Pradhan Mantri Matru Vandana Yojana \(PMMVY\)](#) with a focus on the first **1,000 days of the child.**
 - **Coordination between sectors:** Coordinating efforts across ministries such as **water and sanitation** for holistic nutrition.
 - [The National Council on India's Nutrition Challenges](#), under the guidance of [NITI Aayog](#) , guides policy and reviews nutrition convergence quarterly.
 - **Technology:** Use of [Nutrition Tracker](#) for real-time data and monitoring and use of [ICDS-Common Application Software for strengthening the delivery of Anganwadi services.](#)
 - **Jan Andolan:** Promoting **community-driven nutrition awareness and behaviour change.**
- **Major achievements:**
 - According to **the Nutrition Tracker data** of December 2023 , about **7.44 crore children below the age of six** were assessed, of which **36%** were stunted, **17%** were underweight and **6% of children below 5 years** were wasted.
 - According to the recent report of [National Family Health Survey-5 \(NFHS-5\) 2019-21](#) , there has been an improvement in the nutritional indicators of **children under five years of age** as compared to **NFHS-4 (2015-16):**
 - **Stunting** decreased from 38.4% to **35.5%** .
 - **Malnutrition** decreased from 21.0% to **19.3%** .
 - **The prevalence of underweight** decreased from 35.8% to **32.1%** .

National Health Mission (NHM)

- NHM was launched by the government of India in 2013 subsuming **the National Rural Health Mission** (Launched in 2005) and **the National Urban Health Mission** (Launched in 2013).
- The main programmatic components include **Health System Strengthening in rural and urban areas** for - **Reproductive-Maternal- Neonatal-Child and Adolescent Health (RMNCH+A)**, and Communicable and **Non-Communicable Diseases**.
- The NHM envisages achievement of **universal access to equitable, affordable & quality health care services** that are accountable and responsive to people's needs.

Pradhan Mantri Matru Vandana Yojana (PMMVY)

- PMMVY is a **maternity benefit programme** being implemented in all districts of the country with effect from 1st January, 2017.
- It is a **centrally sponsored scheme** being executed by the Ministry of Women and Child Development.
- **Direct Benefit Transfer Scheme:**
 - Cash benefits are provided to pregnant women in their bank account directly to meet enhanced nutritional needs and partially compensate for wage loss.

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