

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 259
TO BE ANSWERED ON 03.02.2023

“POSHAN MAAH”

259 SHRI P.P. CHAUDHARY:

Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

- (a) the details of implementation status of POSHAN Abhiyan, State-wise including Rajasthan;
- (b) whether the POSHAN Maah celebrated in the month of September 2022 was able to achieve its intended target, if so, the details thereof and if not, the reasons therefor; and
- (c) whether the ministry has details of total number of beneficiaries under the scheme, if so, the details thereof and if not, reasons therefor?

ANSWER

MINISTER OF WOMEN AND CHILD DEVELOPMENT
(SHRIMATI SMRITI ZUBIN IRANI)

(a) All the States/UTs including the state of Rajasthan are implementing the POSHAN Abhiyaan scheme targeted at children, pregnant women and lactating mothers.

(b) The 5th Rashtriya Poshan Maah 2022 conducted in the month of September witnessed approximately 17 crore Jan Andolan based activities throughout the country. During Poshan Maah, the Gram Panchayat was the focal point of all activities. The Gram Panchayat triggered its committees for conducting various activities during Poshan Maah as per the key themes. Under the theme 'Mahila aur Swasthya', important activities conducted across the country included anemia screening and awareness campaigns (approximately 32 lakhs), ante natal check up camps (approx 11 lakhs), awareness campaigns on menstrual hygiene (approx 7 lakhs), activities on hand wash and sanitation (approx 41 lakhs) etc.

Under the other key theme, 'Bachcha aur Shiksha– Poshan Bhi, Padhai Bhi', close to 81 lakh activities were conducted focusing on early childhood care and education. Further, after the successful activities witnessed in Poshan Pakhwada 2022 under the themes 'Gender Sensitive Awareness on Water Conservation and Management' in Anganwadi Centres and 'Focus on Traditional foods in Tribal Areas', activities under these key themes continued in Poshan Maah 2022 as well. Close to 43 lakh activities on the theme of Gender Sensitive Water Management and Conservation through workshops, seminars and drives for identifying Anganwadi Centres for installing rainwater harvesting structures were carried out.

During Poshan Maah, 'Swastha Balak Spardha' to celebrate the 'Healthy Child' was successfully celebrated in the States of Assam, Maharashtra, Uttar Pradesh and Madhya Pradesh.

(c) Category wise beneficiaries registered on Poshan Tracker as on 31.12.2022

Total Beneficiaries	Lactating Mothers	Pregnant Women	Children 0-6M	Children 6M-3Y	Children 3-6Y
10,10,50,463	52,41,440	80,40,215	45,95,834	4,06,33,040	4,25,39,934

Also, beneficiaries are being Aadhar seeded to ensure last mile tracking and delivery of services. As on date, 88.15% of beneficiaries registered on the Poshan Tracker have been successfully Aadhar verified.
