

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 3840
TO BE ANSWERED ON 11.08.2023

BENEFICIARIES OF POSHAN ABHIYAAN

3840 SHRI BHAGIRATH CHOUDHARY:

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

- (a) the date on which the POSHAN Abhiyaan was launched;
- (b) the process for registration of beneficiaries under the scheme;
- (c) whether any criteria has been fixed for the beneficiaries of the said abhiyaan and if so the details thereof;
- (d) the number of eligible people benefited under the said Abhiyaan since its launch to December 2022, State and year-wise; and
- (e) the number of beneficiaries and amount under the said Abhiyaan from the year 2019-20 to 2023-24 in Rajasthan?

ANSWER

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

(a) to (c) POSHAN Abhiyaan was launched on the 8th of March 2018 by the Hon'ble Prime Minister to achieve improvement in nutritional status of Children from 0-6 years, Adolescent Girls, Pregnant Women and Lactating Mothers in a time bound manner. In order to avail the services under the scheme the beneficiary needs to be enrolled at the Anganwadi Centre. As on date approximately, 10.11 crore beneficiaries have been registered under the scheme on the ICT application Poshan Tracker and approximately 94% have been Aadhar verified. Poshan Abhiyan is part of the Integrated Nutrition Support Programme, Mission Saksham Anganwadi and Poshan 2.0, which includes Anganwadi Services and Scheme for Adolescent Girls.

Anganwadi Services is a universal and self- selecting scheme. In order to avail the services under the Mission, Aadhar is mandatory. However, if a child's Aadhar card is not available, then the benefits under the scheme can be accessed using the mother's Aadhaar card. Anganwadi Services scheme is being digitized by the Ministry through the Poshan Tracker App to enable the Ministry to identify the beneficiaries as part of the programme as a whole and to ensure uninterrupted supply of nutrition to the children, Pregnant Women and Lactating mothers and adolescents girl beneficiaries, who move within the State or outside the state due to any reason. A migration module for shifting from one AWC to another has been provided in Poshan Tracker to facilitate service delivery to migrant beneficiaries.

(d) The State/UT wise number of beneficiaries registered on Poshan Tracker as on December 2022 is at **Annexure I**.

Further, under Poshan Abhiyan, an important focus has been on 'Behaviour Change Communication' or BCC through Community Based Events (CBEs) and Jan Andolans in the form of Rashtriya Poshan Maahs and Poshan Pakhwadas. The CBEs serve as a platform for disseminating essential messages and to counsel pregnant and lactating women, and their influencers (husbands/mothers-in-law) on appropriate nutrition and health behaviour. Close to 3.70 crore CBEs have been conducted under the Abhiyaan, in the last four years Further, since the launch of the Abhiyan, more than 60 crore Jan Andolan activities have been carried out which include involvement of local level communities, panchayats and convergence with key Ministries and departments upto grassroot.

(e) As on 31.07.2023, total 46,36,094 beneficiaries are registered on Poshan Tracker in the State of Rajasthan. Further, an amount of Rs. 10005.28 lakh has been released to the state for implementation of various activities under the Abhiyaan for the period from 2019-20 to 2023-24.

Annexure I

| State/UT | Total Beneficiaries |
|------------------------------------|---------------------|
| Andaman & Nicobar Islands | 15633 |
| Andhra Pradesh | 2855118 |
| Arunachal Pradesh | 56671 |
| Assam | 3595187 |
| Bihar | 10382035 |
| Chhattisgarh | 2511279 |
| Dadra & Nagar Haveli - Daman & Diu | 33801 |
| Delhi | 733192 |
| Goa | 72628 |
| Gujarat | 3927405 |
| Haryana | 1987706 |
| Himachal Pradesh | 532741 |
| J&K | 809032 |
| Jharkhand | 3630024 |
| Karnataka | 4347107 |
| Kerala | 2424718 |
| Ladakh | 19735 |
| Lakshadweep | 6579 |
| Madhya Pradesh | 7410406 |
| Maharashtra | 7171793 |
| Manipur | 304927 |
| Meghalaya | 450690 |
| Mizoram | 122360 |
| Nagaland | 65212 |
| Odisha | 4101136 |
| Puducherry | 40093 |
| Punjab | 1121619 |
| Rajasthan | 4877364 |
| Sikkim | 35864 |
| Tamil Nadu | 3917175 |
| Telangana | 2201186 |
| Tripura | 361715 |
| UT-Chandigarh | 53364 |
| Uttar Pradesh | 21105303 |
| Uttarakhand | 824519 |
| West Bengal | 8945146 |
| Total | 101050463 |
