

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 2169
TO BE ANSWERED ON 12.12.2025

IMPLEMENTATION OF ICDS-RELATED INITIATIVES

2169. SHRI AJAY KUMAR MANDAL:

Will the Minister of Women and Child Development be pleased to state:

- (a) whether any specific components of the Swasth Nari, Sashakt Parivar Abhiyaan have been integrated with the existing Integrated Child Development Services (ICDS) platform in the Bhagalpur Parliamentary Constituency, is so, the details thereof;
- (b) the details of the criteria adopted for identifying ICDS beneficiaries in said Constituency covered under the initiative announced during the 8th Rashtriya Poshan Maah;
- (c) whether any new monitoring indicators/reporting mechanisms have been proposed for Anganwadi Services in said Constituency in light of the new Abhiyaan, if so, the details thereof; and
- (d) whether any timeline has been proposed for rollout of the ICDS-related components under the Abhiyaan in said Constituency along with the proposed schedule for State/national-level implementation, if so, the details thereof?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT
(SHRIMATI SAVITRI THAKUR)

(a): The “Swasth Nari, Sashakt Parivar Abhiyaan (SNSPA)” campaign was conducted during the period of 17th September 2025 and 2nd October 2025 by the Ministry of Health and Family Welfare (MoHFW) and the Ministry of Women and Child Development (MoWCD) in the entire country including in the Bhagalpur district of the State of Bihar. It aimed at strengthening healthcare services for women and children across India, with a focus on improving access, quality care and awareness through Jan Bhagidaari.

The Swasth Nari, Sashakt Parivar Abhiyaan was implemented throughout the country with close convergence of various Ministries as stakeholders to ensure comprehensive service

delivery for women, adolescents, and children at the grassroots level. The printed information Education and Communication (IEC) in regional languages was provided to maximize the outreach during the campaign. The following activities have been conducted during the campaign:

- 19.7 lakh countrywide dedicated health camps with a footfall of more than 11 crores on all healthcare platforms to provide screenings and specialist and telemedicine services, including counselling activities.
- Provision of medical and health services for women including check-up for ENT, Eye, Dental check-up.
- Promoting healthy lifestyles such as reducing obesity local and regional food, distribution of Take-Home Ration (THR).
- Focusing on women's health, including screenings for oral, breast and cervical cancer, anaemia, hypertension, diabetes, tuberculosis and sickle cell diseases.
- Providing maternal and child health services, such as antenatal care (ANC) checkups and immunization and Early Childhood Care and Infant and Young Child Feeding (IYCF) practices.
- Raising awareness about nutrition, menstrual hygiene, and mental health.
- Active participation of citizens for voluntary blood donation, Nikshay Mitra Volunteer and organ donor registration.
- Distribution of digital cards and special registration including Mother and Child Protection (MCP) Card, Sickle Cell card, Pradhan Mantri Matru Vandana Yojana (PMMVY) enrolment and registration of beneficiary on POSHAN Tracker.

Since the launch of Poshan Abhiyaan in 2018, annual Jan Andolans in the form of Poshan Maah (the month of September) and Poshan Pakhwada (in a fortnight of March/ April) are celebrated in convergence with various Ministries/ Departments and other stakeholders. Alongside the Swasth Nari, Sashakt Parivar Abhiyaan, 8th Rashtriya Poshan Maah was launched on 17th September, 2025 by Hon'ble Prime Minister from Dhar, Madhya Pradesh which was celebrated from 17th September to 16th October 2025, at all Anganwadi centres across the country including State of Maharashtra. Themes taken up during this Poshan Maah includes- Addressing Obesity, Early Childhood Care and Education (ECCE), Reinforcing Infant and Young Child Feeding (IYCF) Practices, Men-streaming, Vocal for Local, and Convergent Actions & Digitization.

(b): The criteria for identification of beneficiaries remained unchanged and followed standard eligibility norms, namely: Children (0–6 years), Pregnant women, Lactating mothers and Adolescent girls (14-18 years from Aspirational Districts and all districts of Northeastern

States), as applicable under the scheme. Beneficiary identification during the 8th Rashtriya Poshan Maah was done at the Anganwadi Centre. The same criteria were applied uniformly in districts including in the Bhagalpur District of the State of Bihar.

(c): Activities conducted at Anganwadi centres during 8th Rashtriya Poshan Maah are available on Jan Andolan Dashboard <https://poshanabhiyaan.gov.in/>

(d): Overall, 14.33 crore activities have been reported by all 36 States/ UTs in convergence with more than 18 partner Ministries around the following themes:

- Vocal for Local campaigns highlighted local food diversity and traditional nutritious recipes.
- Men Streaming (1.63 Cr): Men were engaged as partners in nutrition and health awareness initiatives.
- Early Childhood Care & Education (ECCE) (2.41 Cr): Activities emphasized holistic development and learning readiness for young children.
- Infant & Young Child Feeding (IYCF) Practices (2.53 Cr): Sessions encouraged exclusive breastfeeding and appropriate complementary feeding.
- Addressing Obesity (2.85 Cr): Awareness drives promoted balanced diet and physical fitness among women and children.

The 8th Poshan Maah along with Swasth Nari Sashakt Parivar Abhiyaan was implemented in the State of Bihar, including Bhagalpur district, through Anganwadi-based activities, health screening camps, beneficiary mobilisation and nutrition awareness drives during Poshan Maah.
