

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**LOK SABHA
STARRED QUESTION NO. 115
TO BE ANSWERED ON THE 6TH FEBRUARY, 2026**

SWASTH NARI, SASHAKT PARIVAR

***115. SHRI DUSHYANT SINGH:**

Will the **MINISTER OF HEALTH AND FAMILY WELFARE** be pleased to state:

(a) the details of the key themes and activities undertaken, with particular reference to the theme Swasth Nari, Sashakt Parivar, in the wake of the recently concluded 8th Rashtriya Poshan Maah;

(b) whether the Government has put any mechanism in place to assess the impact of Poshan Maah on nutrition awareness and nutritional outcomes among women and children and if so, the details thereof; and

(c) the details of the measures being taken by the Government to sustain community participation and behavioural changes achieved during the campaign throughout the year particularly in rural and aspirational regions including Jhalawar-Baran

**ANSWER
THE MINISTER OF HEALTH AND FAMILY WELFARE
(SHRI JAGAT PRAKASH NADDA)**

(a) to (c) A Statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY TO LOK SABHA
STARRED QUESTION NO. 115* FOR 6TH FEBRUARY, 2026**

(a) The “Swasth Nari, Sashakt Parivar Abhiyaan (SNSPA)” campaign was conducted between the period of 17th September 2025 to 2nd October 2025 by the Ministry of Health and Family Welfare (MoHFW) and the Ministry of Women and Child Development (MoWCD). 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 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.

As per the information provided by the Ministry of Women and Child Development (MoWCD), alongside the Swasth Nari, Sashakt Parivar Abhiyaan, 8th Rashtriya Poshan Maah was also launched on 17th September, 2025 and celebrated till 16th October 2025, at all Anganwadi Centres across the country. Themes taken up during the Poshan Maah included - Addressing Obesity, Early Childhood Care and Education (ECCE), Reinforcing Infant and Young Child Feeding (IYCF) Practices, Men-streaming, Vocal

for Local, and Convergent Actions and Digitization. The activities conducted during the 8th Rashtriya Poshan Maah were monitored through Jan Andolan Dashboard. Overall, 14.33 crore activities were reported in convergence with the 18 partner ministries during the 8th Rashtriya Poshan Maah all over the country.

(b) As per the information provided by the Ministry of Women and Child Development (MoWCD), the World Bank in 2021 conducted a survey on Poshan Abhiyaan in 11 priority states (Andhra Pradesh, Bihar, Chhattisgarh, Gujarat, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, Tamil Nadu and Uttar Pradesh) with the highest rates of anemia and stunting. This survey revealed that the services delivered through the Poshan Abhiyaan were associated with improved nutrition behaviors. The survey also found that the program's nutrition messages reached more than 80% of women, and that 81% of women practiced exclusive breastfeeding for the first six months.

Further, a third-party evaluation and impact assessment of Poshan Abhiyaan was conducted by NITI Aayog in 2020 and also in 2025 and has found its relevance to be satisfactory for tackling malnutrition in the country.

(c) Under the National Health Mission (NHM), the Government of India has implemented several measures as a continuous, institutionalized framework to sustain the community participation and behaviour change achieved during the campaign. These efforts are maintained throughout the year across the country, covering rural and aspirational regions including the Jhalawar-Baran Parliamentary Constituency of the State of Rajasthan.

1.82 lakh Ayushman Arogya Mandirs (AAMs) have enabled States/UTs to extend a broader package of services closer to the community, particularly in underserved districts including regular screening at AAM and outreach camps at the community level for hard to reach areas for various health activities. Outreach camps are regularly held for conducting immunization activities and anemia testing activities as well.

Beyond the management of illnesses, promotive and preventive health is an integral part of comprehensive primary health care that includes physical activities like marathons, Yoga, meditation etc. Moreover, 42 Health calendar days annually and ten wellness sessions monthly are celebrated at Ayushman Arogya Mandir where various activities

such as health talks, counselling for healthy diet and lifestyle, counselling & cessation activities on substance abuse, etc. are being undertaken to ensure wellbeing of the community.

Ayushman Melas at Ayushman Arogya Mandir (AAM) & Community Health Centres (CHCs) have been institutionalized through monthly fixed day outreach services, namely Ayushman Arogya Shivar from 2024-25.

Under the Poshan Abhiyan, Community Based Events (CBEs) are organised at Anganwadi Centre twice a month to strengthen processes for community engagement, empowerment of beneficiaries and increased social accountability of ICDS.

Information Education and Communication (IEC) to create awareness and disseminate information on the government schemes related to health and nutrition.

Poshan Maah and Poshan Pakhwada are celebrated every year for community mobilization and awareness generation on health and nutrition.
