Launching Poshan Maah in Different States

Context

Under POSHAN Abhiyaan, this September is being celebrated as the Poshan Maah across country to address the malnutritional challenges.

Poshan Maah

The month-long intensive event plans to bring about convergence amongst various ministries/departments to rally people’s opinion and participation to reduce and finally eliminate malnutrition from the country.

Poshan Maah aims at making people aware of the importance of nutrition and giving individual access to government services to support supplement nutrition for their children and pregnant women/lactating mothers.

This year Poshan Maah focuses on five critical components, ‘First 1000 days of the Child, Anaemia, Diarrhoea, Hand Wash & Sanitation and Poshtik Aahar (wholesome meal with diet diversity)’, called ‘Paanch Sutras’.