

# Poshan Abhiyaan 2025: Building a Healthier Future for India



Nutrition is the foundation of health, growth, and development. For a country like India, where a large section of the population struggles with malnutrition, stunting, and micronutrient deficiencies, ensuring access to proper nutrition is not just a health issue—it is a matter of national progress.

Recognizing this, the Government of India launched **Poshan Abhiyaan (National Nutrition Mission)** in 2018, aiming to eliminate malnutrition by improving nutritional outcomes for children, adolescents, pregnant women, and lactating mothers. Over the years, it has evolved into one of the largest nutrition-focused campaigns in the world.

Now, as we step into **Poshan Abhiyaan 2025**, the mission takes a stronger, technology-driven, and community-centered approach to fight malnutrition, aiming to make India healthier and more resilient for the future.

## Why Nutrition Matters for India

Before diving into the 2025 vision of Poshan Abhiyaan, it's important to understand why nutrition is such a critical area for India:

1. **High Burden of Malnutrition** – According to the National Family Health Survey (NFHS-5), over 35% of children under five years are stunted, and 19% are wasted.
2. **Hidden Hunger** – Micronutrient deficiencies such as anemia, vitamin A deficiency, and iodine deficiency affect millions.
3. **Impact on Productivity** – Malnourished children are more likely to perform poorly in school, and malnourished adults face reduced productivity at work.
4. **Maternal Health** – Poor nutrition in pregnant women leads to complications, low birth weight, and intergenerational malnutrition.

Without tackling malnutrition, India cannot fully achieve its goals in education, economic growth, and social development.

## The Journey of Poshan Abhiyaan

Launched in March 2018, Poshan Abhiyaan was designed as a **multi-ministerial convergence mission** to ensure better service delivery and behavioral change at the grassroots level. Its key pillars included:

- **ICT-Based Monitoring** through the Poshan Tracker app.
- **Behavior Change Campaigns** to spread awareness about healthy eating.
- **Capacity Building** of Anganwadi workers and health staff.
- **Community-Based Events** like Poshan Maah (Nutrition Month) and Poshan Pakhwada.

Between 2018 and 2024, the campaign helped improve awareness about nutrition, reduce stunting and wasting rates in several states, and strengthen Anganwadi centers with digital tools.

## Poshan Abhiyaan 2025: The Vision

The year 2025 is seen as a turning point for Poshan Abhiyaan. Building on past successes and lessons, **Poshan Abhiyaan 2025** sets more ambitious goals with stronger focus areas:

### 1. Eliminating Malnutrition at the Grassroots

By 2025, the mission aims to significantly reduce stunting, wasting, and anemia by addressing local nutritional challenges through customized interventions at the village and district levels.

### 2. Technology-Enabled Monitoring

The upgraded **Poshan Tracker 2.0** will use AI, data analytics, and real-time dashboards to monitor growth patterns of children and nutritional intake among target groups.

### 3. Strengthening Anganwadi Centers

Every Anganwadi center is being transformed into a **Nutrition Hub** equipped with growth monitoring devices, digital weighing machines, and e-learning resources.

### 4. Food Fortification & Bio-Fortification

Staple foods like rice, wheat flour, edible oil, and salt are being fortified with iron, folic acid, vitamin B12, and iodine to tackle hidden hunger.

## 5. Community Participation

Poshan Abhiyaan 2025 focuses on making nutrition a **Jan Andolan (People's Movement)** by involving schools, self-help groups, NGOs, and youth volunteers.

## 6. Nutrition for Every Age Group

- Children under 6 years: Growth monitoring, fortified take-home rations, and immunization.
- School-going children: Mid-Day Meal Scheme with fortified food.
- Adolescent girls: Weekly iron and folic acid supplementation.
- Pregnant & lactating women: Nutritious meals, health checkups, and counseling.

## Key Targets of Poshan Abhiyaan 2025

By 2025, the government has set clear nutrition targets:

1. Reduce stunting in children (0–6 years) to below 25%.
2. Reduce wasting in children to below 5%.
3. Bring down anemia among women of reproductive age to below 35%.
4. Ensure at least 70% of Anganwadi centers are fully digitized and functional.
5. Achieve universal coverage of fortified staples in Public Distribution System (PDS)

## The Role of Technology in Nutrition Mission 2025

One of the defining features of **Poshan Abhiyaan 2025** is its reliance on technology. Some innovations include:

- **Poshan Tracker App 2.0** for real-time monitoring of children's health indicators.
- **AI-Powered Analytics** to predict malnutrition risks and recommend timely interventions.
- **Digital Growth Charts** accessible to parents for tracking child development.

- **Tele-Nutrition Counseling** for rural households through mobile apps.

This shift to tech-enabled governance makes nutrition programs more transparent, accountable, and effective.

## Community Engagement: Nutrition as a People's Movement

While technology is important, Poshan Abhiyaan 2025 also focuses on changing **social behavior** around food and health. Community involvement is promoted through:

- **Poshan Maah (September)** – a month-long celebration of nutrition with activities in villages, schools, and communities.
- **Poshan Pakhwada (March)** – a two-week campaign focused on special themes like anemia prevention or millet promotion.
- **SHG Involvement** – Women-led self-help groups are encouraged to run **nutri-gardens**, prepare healthy meals, and spread awareness.
- **Youth Volunteers** – Students and NCC/NSS cadets act as nutrition ambassadors in their communities.

## Linking Poshan Abhiyaan 2025 with Other National Missions

Poshan Abhiyaan does not work in isolation. In 2025, it integrates with several other flagship programs:

- **Jal Jeevan Mission** – Safe drinking water helps reduce diarrhea and related malnutrition.
- **Swachh Bharat Mission** – Hygiene and sanitation reduce infections that hinder nutrient absorption.
- **Ayushman Bharat** – Provides healthcare support to families suffering from malnutrition-related illnesses.
- **PM Garib Kalyan Anna Yojana** – Ensures access to fortified grains for the poor.
- **Millet Mission** – Encourages consumption of nutrient-rich millets under the International Year of Millets.

# Challenges in Achieving Nutrition Goals

Despite strong policies, India still faces several challenges:

1. **Regional Disparities** – States like Bihar, Jharkhand, and Uttar Pradesh have much higher malnutrition rates compared to others.
2. **Cultural Barriers** – Food taboos and lack of awareness restrict nutritious diets.
3. **Economic Constraints** – Poor families may still prioritize cheaper, calorie-dense foods over balanced diets.
4. **Implementation Gaps** – Shortage of trained Anganwadi workers, delays in food supply, and lack of monitoring in some areas.

Poshan Abhiyaan 2025 is working to bridge these gaps with better governance, training, and financial support.

## Success Stories and Positive Outcomes

Several states have shown encouraging results:

- **Odisha and Chhattisgarh** improved child nutrition by strengthening PDS with fortified rice.
- **Madhya Pradesh** launched community-driven “Suposhan” initiatives that reduced anemia rates.
- **Kerala** used technology-enabled growth monitoring to track child development effectively.

These examples highlight that with the right mix of policy, community engagement, and innovation, malnutrition can be defeated

## The Way Forward

As India moves ahead with **Poshan Abhiyaan 2025**, the focus is clear:

- Nutrition must be seen as **every citizen’s right**.
- Collaboration between government, communities, and private sector is key.
- Awareness campaigns must continue to change eating habits.

- Special focus on vulnerable groups—tribal areas, remote villages, and urban slums—is critical.

By 2025 and beyond, the mission aspires not just to reduce malnutrition but to **build a healthier, stronger, and more productive India**.

## **Conclusion**

**Poshan Abhiyaan 2025** is more than just a government scheme—it is a movement that connects health, education, agriculture, women’s empowerment, and social justice. With technology-driven solutions, fortified foods, community involvement, and strong political will, India is making remarkable progress toward its nutrition goals.

If successful, Poshan Abhiyaan will not only save millions of children from malnutrition but also unlock the full potential of India’s human capital, making the nation healthier and more prosperous for generations to come.