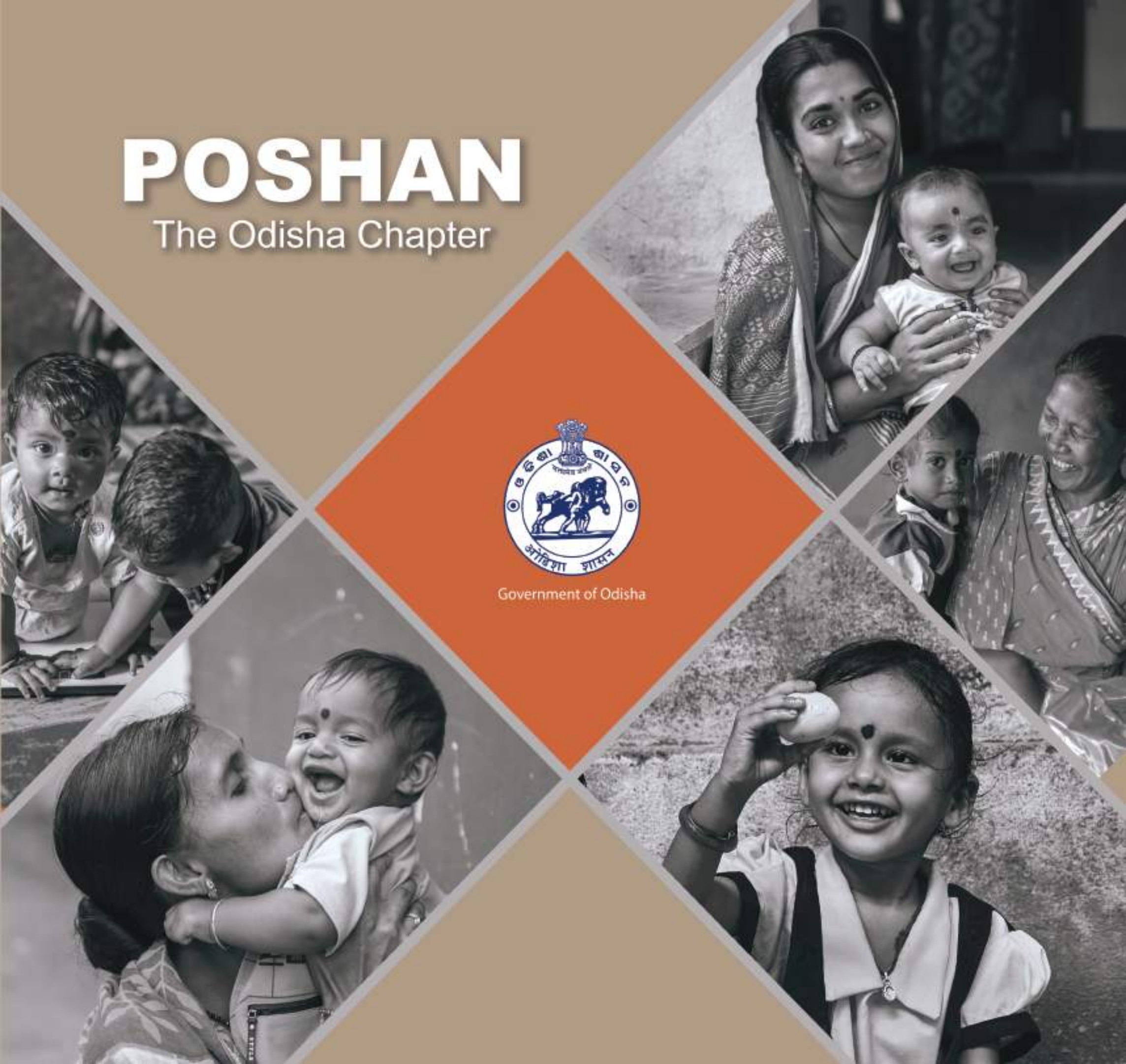


POSHAN

The Odisha Chapter



Government of Odisha



POSHAN

The Odisha Chapter



Department of
Women and Child Development
Government of Odisha



POSHAN – The Odisha Chapter
Published 2025

Publisher: Department of Women and Child Development
Government of Odisha

Disclaimer: This book and its contents are published on an "as is" and "best effort" basis relying on information available and accessible. Publisher/ Author is not responsible for errors, inaccuracies, omissions, or any other inconsistencies herein.



CONTENTS

POSHAN Odisha	15
Community Based Events (CBEs)	35
IEC Activities	49
Innovation	67
Jan Andolan	79
Capacity Building	103
Janbhagidari	109
Recognition	129



FOREWORD



It is with great pleasure that I introduce this coffee table book, a tangible representation of our government's steadfast commitment to improving the lives of our people through the POSHAN Abhiyaan. This beautifully curated collection showcases the significant strides Odisha has made in combating malnutrition and promoting health and well-being for our children, adolescents and mothers.

The success of the POSHAN Abhiyaan is a testament to the collective efforts of our Anganwadi Workers, health officials and community members. Their tireless dedication has been instrumental in bringing us closer to achieving a healthier and more nourished Odisha. The stories and initiatives showcased here vividly demonstrate the power of unity and determination in building a stronger, healthier future.

I extend my heartfelt thanks to everyone who has contributed to this noble mission. This book is a celebration of our shared achievements, a reminder of the progress we have made, and a source of inspiration for continued efforts toward creating a Suposhit Bharat. Let us strive to build upon this foundation, ensuring that every child in Odisha has access to the nutrition and care they need to thrive.

Mohan Charan Majhi

CHIEF MINISTER, ODISHA





Smt. Pravati Parida

Deputy Chief Minister, Odisha &
Minister for Women & Child Development,
Government of Odisha

Message



It is a privilege to be part of the launch of this coffee table book, a testament to the remarkable progress made under the POSHAN Abhiyaan in Odisha. This beautifully curated collection showcases our state’s unwavering commitment to improving the nutritional well-being of children, adolescents and mothers.

The stories and achievements documented within these pages highlight the tireless efforts of our Anganwadi Workers, health professionals and communities. Their dedication has been instrumental in driving positive change, from addressing malnutrition to ensuring holistic development for the most vulnerable. Their unwavering commitment has been a cornerstone of our success.

As we celebrate this milestone, I express my deepest gratitude to all who have contributed to this journey. This book serves as a reminder of how far we’ve come and a source of inspiration for the future. Let us continue to build upon this progress, working together to create a healthier, more prosperous Odisha for generations to come.





Smt. Anu Garg, IAS
Development Commissioner-cum-
Additional Chief Secretary, Government of Odisha

Message



With great pride and deep gratitude, I present this coffee table book that captures the inspiring journey of POSHAN Abhiyaan in Odisha. This publication stands as a tribute not only to the milestones we've reached but also to the unwavering dedication of all those who have worked tirelessly to improve the nutritional landscape of our state.

Since the launch of POSHAN Abhiyaan, our mission is to eradicate malnutrition and ensure that every child, adolescent, pregnant woman, and lactating mother has access to the nutrition and care they need. This book reflects the significant progress we have made toward that goal. Through tireless efforts, innovative strategies, and the dedicated support of Anganwadi Workers, health professionals, community leaders, ICDS field functionaries and the POSHAN team, we have successfully addressed many of the pressing challenges related to malnutrition.

One of the defining strengths of this journey has been the spirit of convergence. By fostering collaboration across multiple departments including Women and Child Development, Panchayati Raj & Drinking Water, Health and Family Welfare, School & Mass Education, Agriculture & Farmers' Empowerment, ST & SC Development & MBCW and Mission Shakti, we have built a holistic ecosystem that empowers communities, enhances health outcomes and promotes sustainable practices.

The initiatives documented in this book- Mission POSHAN 2.0, the POSHAN Tracker, community-based events and the Jan Andolan- serve as powerful examples of how coordinated efforts and collective will can drive meaningful change at the grassroots level.

I extend my deepest appreciation to every individual and organization that has played a key role in this Abhiyaan. Whether through planning, implementation or advocacy, their contributions have been instrumental in making a tangible difference. I also wish to acknowledge the resilience and active participation of the community, we serve their involvement has been the cornerstone of our success.

This coffee table book is more than a record of our accomplishments - it is a tribute to the power of collective action. I hope it serves as both a reflection of our shared journey and an inspiration to continue striving, with renewed energy and determination towards a future where every child in Odisha grows up healthy, nourished and strong.



Smt. Shubha Sarma, IAS
Principal Secretary
Department of Women & Child Development
Government of Odisha

Message



It is with immense pride and a deep sense of fulfilment that I present to you this coffee table book, which encapsulates the journey and milestones of the POSHAN Abhiyaan and Mission POSHAN 2.0. Launched in 2018, POSHAN Abhiyaan stands as a testament to our commitment to reducing under-nutrition and promoting holistic nutritional growth for children, adolescents, pregnant women and lactating mothers across the country. POSHAN Abhiyaan, since its inception, has been a flagship initiative in addressing malnutrition and ensuring the well-being of our vulnerable population. Through strategic convergence, robust governance and an unwavering commitment from all stakeholders, we have made significant strides towards achieving the vision of a Suposhit Bharat.

This coffee table book not only highlights the remarkable strides we have made in addressing malnutrition but also reflects the innovative approaches adopted to engage communities and ensure the well-being of vulnerable population. From Community-Based Events and Jan Andolan campaigns to the strategic integration of digital tools like the POSHAN Tracker, our journey has been both inspiring and satisfying.

This publication not only captures the essence of our mission but also celebrates the tireless efforts of our Anganwadi Workers, ICDS and POSHAN team workers, community leaders and the many champions of nutrition who have worked relentlessly at the grassroots level. Their stories, alongside the data-driven insights and program innovations highlighted within, offer a comprehensive view of how our collective efforts have transformed lives.

Through the lens of this book, we celebrate the tireless efforts of our Anganwadi Workers, community volunteers and all the dedicated individuals who have been the backbone of this mission. I extend my heartfelt gratitude to everyone who has been part of this journey. This coffee table book is a tribute to you and a testament to what can be achieved when a society works together towards a shared goal.

May this book inspire us all to continue our efforts with renewed vigour and determination.



Smt. Monisha Banerjee, IAS
Director, ICDS & Social Welfare
Department of Women & Child Development

Message



It is with immense pride and heartfelt satisfaction that I present this coffee table book, a vivid portrayal of the transformative journey of the POSHAN Abhiyaan in Odisha. This publication reflects our unwavering commitment to improving the nutritional well-being of children, adolescent girls, pregnant women, and lactating mothers, while showcasing the innovative strategies we have adopted to combat malnutrition across the state.

Since the launch of POSHAN Abhiyaan, our focus has extended beyond reducing malnutrition to promoting holistic health and wellness. Initiatives such as Poshan Bhi Padhai Bhi, which integrates early childhood education with nutrition, and the Pada Pushti Karyakram, which ensures the delivery of supplementary nutrition in remote and hard-to-reach areas, exemplify our inclusive approach to child development. The convergence of health, education and community outreach has been fundamental to the success of these initiatives.

Anganwadi Centres have evolved into dynamic centres of learning, care, and nourishment. Supported by initiatives like Saksham Anganwadi and the use of the POSHAN Tracker, we have significantly enhanced service delivery, transparency, and real-time monitoring across the state. Community-driven efforts, such as Mo Upakari Bagicha (Poshan Vatika), have fostered local ownership and sustainability by emphasizing the use of locally available nutritious food, traditional knowledge, and indigenous practices to promote community well-being.

I would especially like to acknowledge the importance of Community-Based Events like Annaprasan Diwas and Suposhan Diwas, which have played a key role in encouraging male participation and wider family engagement in nutrition practices. These events have had a meaningful impact on improving maternal and child health indicators in Odisha.

As we launch this coffee table book, I extend my deepest gratitude to the Anganwadi Workers, community leaders, ICDS functionaries, the entire POSHAN team and all converging departments. The tireless efforts from grassroots implementation to the adoption of advanced digital tools have laid the foundation for this remarkable progress. The POSHAN Tracker, in particular, has revolutionized how we monitor child growth and service delivery, strengthening accountability and responsiveness.

This book is not only a celebration of our shared accomplishments but also a testament to the collective resolve that has brought us this far. It reminds us of the path we must continue to tread—with renewed passion and commitment—to secure a healthier, better-nourished future for every citizen of Odisha.



POSHAN ABHIYAAN

Poshan Odisha



Introduction

POSHAN Abhiyaan launched in 2018, with a noble objective to reduce the level of under-nutrition and enhance the nutritional growth among children, adolescent girls, pregnant women and lactating mothers building our nation towards Suposhit Bharat. This Abhiyaan implemented to address the significant challenges on malnutrition and its adverse effects on the health and development of the targeted population, especially mother and child. In the year 2019, this flagship scheme started in Odisha. Under this scheme, incentives are being provided to Anganwadi Workers (AWW) for using IT-based tools with elimination of registers, scheduled home visits and measuring the height and weight of children at Anganwadi Centres. In Odisha, full phased workforce deployed at all ICDS Projects and District level for monitoring of different components of POSHAN Abhiyaan through POSHAN Tracker and its implementation.

Mission POSHAN 2.0

Mission POSHAN 2.0 is a comprehensive initiative that seeks to address malnutrition in children, adolescent girls, pregnant women and lactating mothers. As an Integrated Nutrition Support Program, POSHAN 2.0 aims to achieve this through a strategic shift in nutrition content and delivery, as well as by creating a convergent ecosystem that promotes practices nurturing health, wellness and immunity. Key focus areas include maternal nutrition, infant and young child feeding norms, the treatment of Moderate Acute Malnutrition (MAM) and Severe Acute Malnutrition (SAM) and wellness through guidelines. To achieve its goals, POSHAN 2.0 will rely on the pillars of convergence, governance and capacity-building. Additionally, POSHAN Abhiyaan serves as the outreach pillar, focusing on innovations in nutritional support, ICT interventions (POSHAN tracker), media advocacy and research, community outreach and Jan Andolan. By bringing together various programs like ICDS, Anganwadi services, Supplementary Nutrition Programme, POSHAN Abhiyaan, SAG and National Creche Scheme, Mission POSHAN 2.0 provides an integrated approach to address nutritional challenges and improve the well-being of vulnerable population across the country.

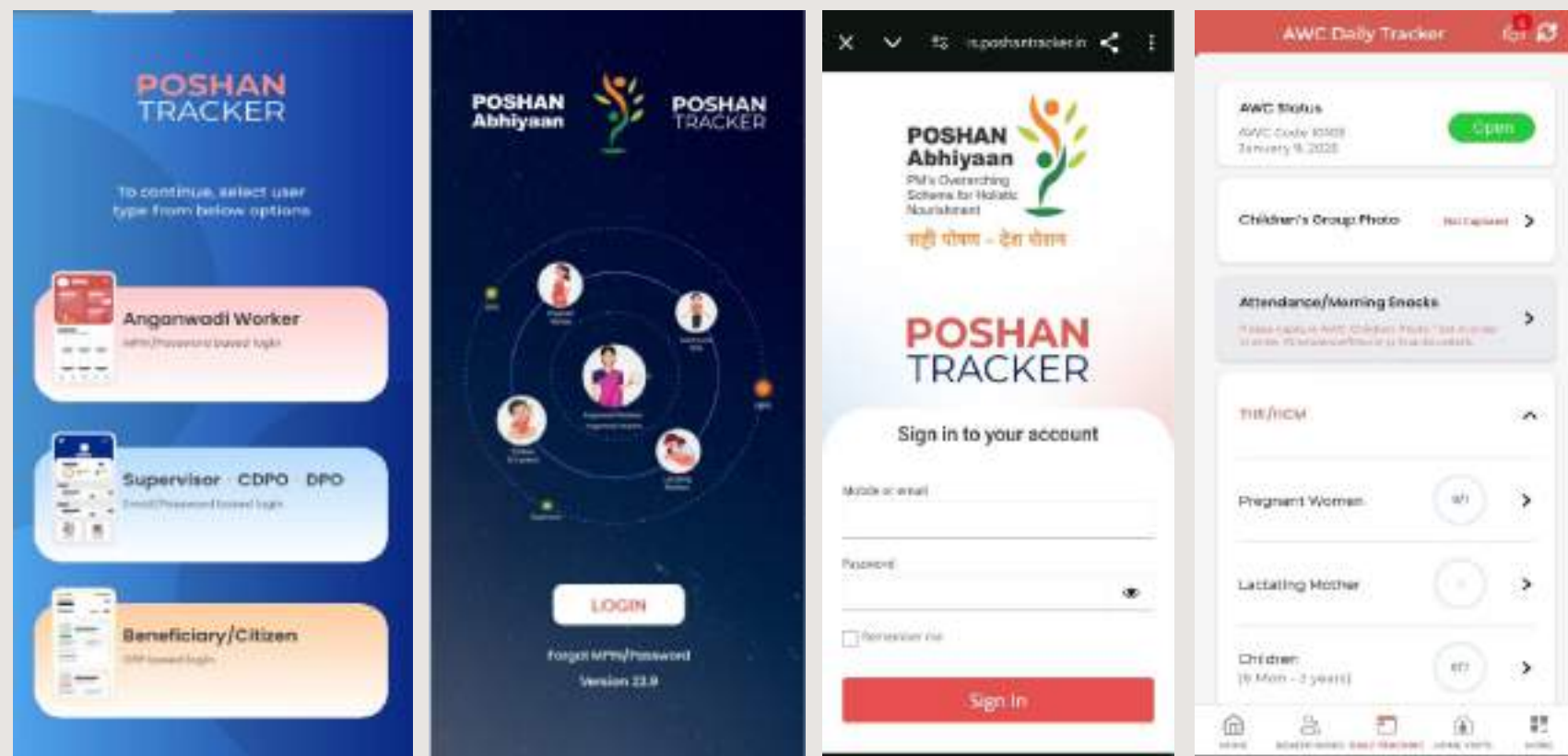


Nutrition plays a pivotal role in social development in Odisha

Adequate nutrition is essential for physical and cognitive development, especially among children. By addressing malnutrition and ensuring access to nutritious food, Odisha can improve educational outcomes, reduce child mortality rates and enhance overall quality of life. Effective nutrition programs such as the POSHAN Abhiyaan and the Supplementary Nutrition Programme (SNP), have made significant strides in improving the nutritional status of the targeted beneficiaries in the state, contributing to a more equitable and prosperous society.

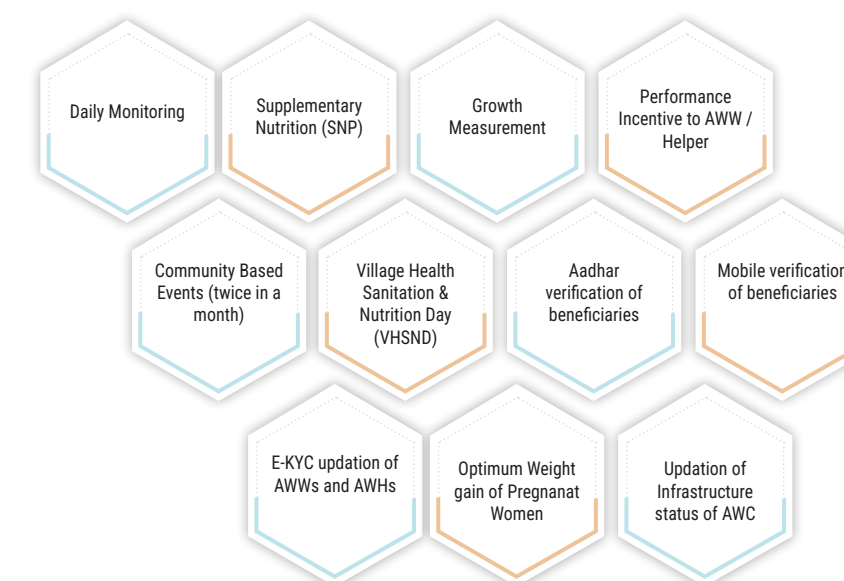






POSHAN Tracker

POSHAN Tracker application was rolled out to monitor the real time progress of the ongoing programmes. The Monthly Progress Report and POSHAN Tracker dashboard is linked with various internal and external programme, like Supplementary Nutrition Programme (SNP), Janandolan, Saksham Dashboard along-with beneficiary redressal system etc.



Digitization of Services and Records

Digitisation of services enhances transparency, accountability and efficiency in the implementation of nutrition-related programs. The use of digital tools namely POSHAN Tracker under the POSHAN Abhiyaan framework has revolutionized service delivery at the grassroot level. Reduces paperwork and manual data entry. Easier for tracking of stock, supplies and service delivery. Facilitates early identification of malnourished children and timely intervention. Also supports monitoring officers for proper monitoring & supervision of the AWWs.

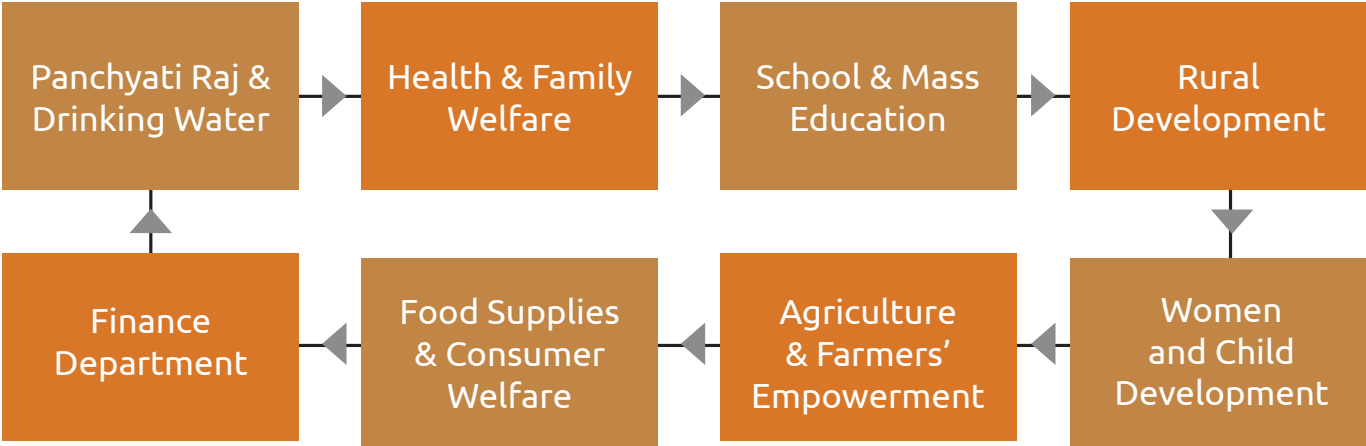


Components of POSHAN Abhiyaan



Convergence

In order to achieve the goal of the scheme, Convergence Action Plans prepared at the State, District and Block levels in coordination with the line departments. To ensure smooth implementation, the Convergence Action Plan is being followed up and reviewed in a timely manner. In field, the plan is rolled out by the field functionaries for better outcomes.





Face Recognition System (FRS) in POSHAN Tracker : Ensuring distribution of Take Home Ration (THR) to the correct beneficiaries through Face Recognition System (FRS) under Supplementary Nutrition Programme.



Photo capture in POSHAN Tracker: Photo capture of Pre School Children during serving of Hot Cooked Meal at AWC under Supplementary Nutrition Programme.

Capture AWC Photo

Capture any one activity, such as providing HCM Distribution, Morning Snacks, Preschool Education, etc. Kindly include children who are at the AWC in the picture.

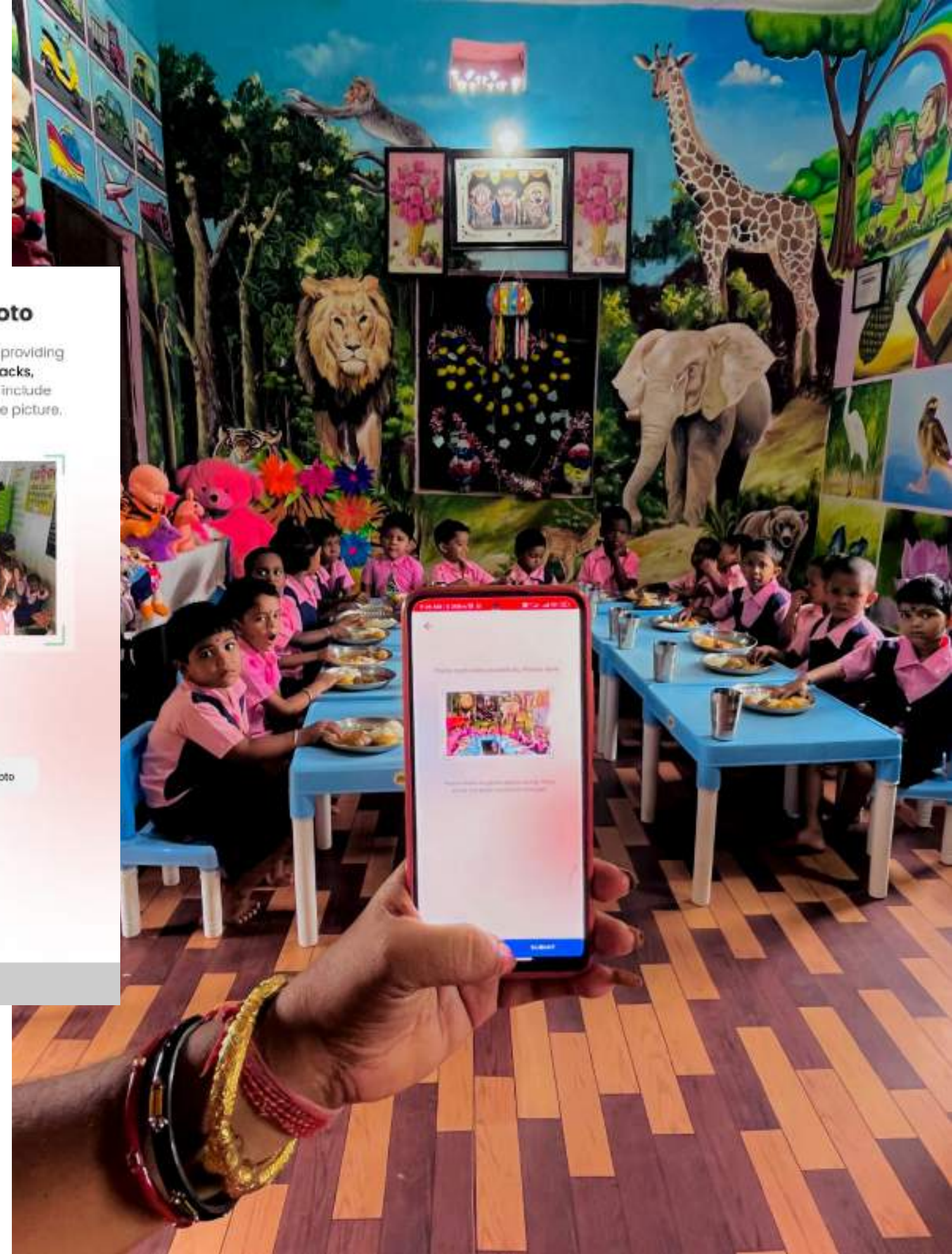




Click the camera icon to capture photo

[Why is this needed?](#)

SUBMIT





Home visit by Anaganwadi Workers

Home visits by Anganwadi Workers play a vital role in promoting maternal and child health. These visits are designed to provide personalized care, counseling and support to pregnant women, lactating mothers and families with young children, especially during the crucial first 1,000 days of life. As part of the POSHAN Abhiyaan, home visits are scheduled in POSHAN Tracker to track and improve outcomes. These visits help bridge the gap between communities and health services for the wellbeing of mothers and children.





Pre-School Education

The POSHAN Tracker records the daily attendance of children aged 3–6 years enrolled for Pre-School Education at AWCs. Pre-school education is one of the core services offered at Anganwadi Centres (AWCs) under the Integrated Child Development Services (ICDS) scheme. It aims to support the holistic development of children aged 3 to 6 years, preparing them for formal schooling. These activities promote physical, cognitive, emotional and social growth, while also encouraging healthy habits related to hygiene and nutrition. Children engage in learning through play in a joyful, safe and nurturing environment.



POSHAN ABHIYAAN

Community Based
Events (CBEs)

Community Based Events (CBEs)

The Abhiyaan concentrates on creating awareness drives and conducting various activities with an objective to improve the nutritional outcomes. The programme leverages Social and Behaviour Change Communication (SBCC) as one of its strategic pillars to build a mass awareness i.e. Community Based Events. CBEs are organized twice in a month at AWC level for generating awareness among community for the wellbeing of mother and child as well as the community. These events are conducted at each Anganwadi Centre to capitalize on traditional celebrations of significant milestones in the lives of mothers and children. The themes focused during these Community-Based Events revolve around maternal, new-born child, child health and nutrition. Activities such as **Godhbarai/Sadakhia**, **Annaprashan Diwas**, **Suposhan Diwas** (specifically focused on orienting husbands), **Prak Vidyalaya Pravesh Utsav** (celebrating the coming of age and preparing for preschool at the AWC) are included. Additionally, **community health day** related to community health for improving nutrition, emphasizing the importance of hand-washing and sanitation, preventing anemia, promoting nutritious food and dietary diversity are covered comprehensively.



Suposhan Diwas

Suposhan Diwas are specifically organised at Anganwadi Centres to orient the husbands to raise awareness and educate male members on the importance of maternal & child nutrition. The objective is to promote supportive responsibility among men in the family to ensure the practice of recommended maternal, infant and young friendly behaviors at home.





Godbharai/Sadakhia

Godbharai/Sadakhia, an event organized at each Anganwadi Center, counsels pregnant women and key family members on nutrition and healthcare practices essential for a safe pregnancy. The aim is to communicate key messages meant for women and family members to remember and practice, to offer information on available health and ICDS services and to raise awareness about schemes and benefits accessible to them.



Annapprasan Diwas

At the Anganwadi Center (AWC) level Annapprasan Diwas is organized to raise awareness among family members and the community on introduction of complementary feeding for infants. The main objectives include educating mothers and family members on locally available nutritious foods for young children, promote supportive responsibility among family member and the community during the transition from mother's milk to age appropriate semi-solid and solid diets. The event also aims to ensure that complementary feeding is initiated for all infants reached 6 months of age.





Prak Vidyalaya Pravesh Utsav

A significant milestone in child's life is the commencement of the preschool years, marking their first step into institutional care and learning away from home. To observe this occasion, a celebration is proposed for all children turning three years old, who will begin attending preschool sessions at the Anganwadi Center (AWC) namely Prak Vidyalaya Pravesh Utsav. The event seeks to sensitize the community to actively participate in the AWC and support its activities, as well as educate family members about the importance of the early childhood care and education.



Community Health Day (Gosthi Swasthya Diwas)

Community Health Day is organized by the Anganwadi Workers (AWW) with an objective to create mass awareness on the importance of health in reducing diseases and improving nutrition, thereby enhancing the overall health of the community. Key messages conveyed during the event include the importance of hand washing in reducing illness, safe drinking water and hygiene practices. Emphasizing the importance of administering deworming medicine for the well-being of mothers, children and the community as a whole.





POSHAN ABHIYAAN

IEC Activities



IEC Activities

Information, Education and Communication is very crucial for successful implementation of any scheme, because it effectively disseminates information, educates the public about scheme benefits and influences desired behaviors to address malnutrition and thus improve nutritional outcomes.

Activities conducted under IEC such as

- POSHAN Stalls in Exhibitions
- Awareness Campaign through Zilla Kala Sanskruti Sangha (ZKSS)
- Award to ICDS field functionaries
- Establishment of Anganwadi Gyan Kendra
- Sensitisation meeting at AGK for tagged AWWs
- Felicitation of healthy children





POSHAN Stalls in Exhibitions

As part of the IEC initiative under Poshan Abhiyaan, Exhibition Stalls were showcased at district level Mela/Mahotsav and Parva to foster widespread awareness among the public about the various activities of POSHAN Abhiyaan.





Awareness Campaign through Zilla Kala Sanskruti Sangha (ZKSS)

Awareness campaign under POSHAN Abhiyaan was conducted through ZKSS/BKSS/SHGs during project level festivals or celebrations across all 338 projects and one event at AWC level in all sector to create mass awareness among the beneficiaries as well as community.



Anganwadi Gyan Kendra

Three Anganwadi Gyan Kendras have been established in each sector to serve as Sustainable Learning Centers facilitating Anganwadi Workers in delivering quality services transparently. These centers showcase various activities conducted at the Anganwadi level to visitors, beneficiaries and the community. Anganwadi Gyan Kendras enhance the knowledge and skills of nearby Anganwadi Workers through observation and learning.



Awareness meeting at Anaganwadi Gyan Kendra

AWWs of Anaganwadi Gyan Kendras have taken initiative to sensitize the tagged AWWs on different activities like Community Based Events, Observation of specific days alongwith demonstration of the recipes to deliver the ICDS services effectively at community level. The month wise theme based sensitization meeting on “Suposhit Gram Panchayat”, “Quality Home Visit” and “Dietary Diversity using locally available foods/vegetable/ Kitchen Garden” were organized during the month of January, February and March '2025 at all AGKs.





Theme based awareness meeting on Suposhit Gram Panchayat at Anganwadi Gyan Kendra



Felicitation of Healthy Children

On the occasion of Children's Day, 58,153 healthy children felicitated at 8418 Anganwadi Gyan Kendras with small gifts and indigenous toys to raise awareness on importance of nutrition and good health of children. The concept of peer educator (mother-to-mother/family/ community) on taking care of the children in the same community & geographical area with focus on "Healthy Child" and generate a spirit of competitiveness for good health and nutrition are promoted.





Anganwadi Gyan Kendra

Enhancing the knowledge of tagged Anganwadi Workers through Sensitisation meeting and demonstration of key activities. These centres serve as learning centres that significantly enhance the outreach and impact of various government schemes aimed at the welfare, education and empowerment of girls and women. Among them SUBHADRA, ADVIKA and Beti Bachao Beti Padhao are key initiatives addressing women’s empowerment, adolescent development and safety security of girl children. These centres act as the first point learning centre for tagged Anganwadi Worker and sensitizing them for successful implementation of these schemes.



POSHAN ABHIYAAN

Innovations

Initiatives under Innovation

Various activities undertaken as pilots like Incentive to AWWs for referral of SAM children, Home Visit and Counseling Kit to AWWs, Ojan Utsav and Recipe demonstration.



Home Visit & Counseling Kit

Home Visit and Counseling Kits have been provided to AWWs in a saturation mode for providing proper counseling to the targeted beneficiaries and promotion of complementary feeding of 6 months above children.



Pushti Panchayat

The Pushti Panchayat initiative ensures the availability of quality healthcare, nutrition and sanitation services for beneficiaries. It raises awareness among villagers about the health and nutrition services provided at Anganwadi Centres. A systematic approach is adopted to ensure that all groups within the Gram Panchayat can access these services. A pre-defined set of parameters based on existing data from line departments- such as Health & Family Welfare and Panchayati Raj & Drinking Water Departments- is used to select one best-performing Gram Panchayat per district as Pushti Panchayat. A one-time cash prize of Rs. 50,000 awarded during district-level Panchayati Raj Diwas celebration for further improvement of nutritional status.



Ojan Utsav

Ojan Utsav is undertaken for growth measurement of children under 6 years focusing on zero left out and identification of SAM, MAM, SUW in the state and their timely treatment and care at the community level. Two rounds of Ojan Utsav are conducted at each Anganwadi Centre across the state in the months of July and January in convergence with line Departments like Health & Family Welfare, Panchayati Raj & Drinking Water, Mission Shakti, School & Mass Education, ST&SC and MBCW, Agriculture and FE etc. Regular follow-ups are done to ensure correct data entry in POSHAN Tracker.





Recipe Demonstration

Recipe demonstration held at all Anganwadi Centres to promote dietary diversity through locally available food and vegetables incorporating millet in the recipe during the special occasions like POSHAN Maah/Pakhwada/Mela, etc. Pregnant Women and Lactating mothers from the community participated in demonstration at each Anganwadi Centre.





POSHAN ABHIYAAN

Jan Andolan



Jan Andolan

Under the Jan-Andolan component of POSHAN Abhiyaan, two major outreach and social and behaviour change campaigns were undertaken with focus on nutrition, awareness on good nutrition practices and behavior towards “Uttam POSHAN – Sustha Jeeban”. Rashtriya POSHAN Maah, a month long campaign during the month of September and POSHAN Pakhwada, a fortnight-long campaign in March/April were celebrated through different platforms along with Community Based Events. Wide participation was witnessed along with convergence from different Departments, field functionaries, frontline workers and community groups, PRIs at Block, District and State level towards triggering Jan Andolan for nutritional wellbeing.



POSHAN Maah

POSHAN Maah was celebrated state wide during the month of September'2024 and around 67,48,726 nos. of theme based activities conducted successfully by the field functionaries and uploaded in Janandolan dashboard of MoWCD, Govt. of India. During this campaign period the following activities were carried out across the state in order to create mass awareness among the public in the form of Janandolan.

- Home visit by AWWs and interacted with the beneficiaries on exclusive breast feeding
- Complementary feeding
- Poshan Bhi Padhai Bhi
- Sensitization on recipe demonstration
- Padayatra/Rally by WSHG/Students/Frontline workers and awareness meeting





Poshan Bhi Padhai Bhi

Poshan Bhi Padhai Bhi integrates the early childhood care, nutrition and pre-school education at the Anganwadi level. The program reflects the understanding that nutrition and education go hand-in-hand in ensuring the holistic development of children in the 3–6 year age group. Various play based activities conducted at AWC with using of Teaching Learning Materials (TLF) and the parents, caregivers also actively participated.





Mass Awareness





State Level Celebration of POSHAN Maah





POSHAN Pakhwada

POSHAN Pakhwada, a fortnight-long campaign in March or April have been celebrated with wide coverage and impact for nutritional outcomes. This year 7th edition POSHAN Pakhwada-2025 started from 8th -22nd April-2025 with focus on the themes like First 1000 days of Life, Popularization of Beneficiary Module, Management of Malnutrition through implementation of CMAM module, Healthy lifestyle to address obesity in children in order to create nutrition-centric sensitization across the country for improving nutrition indicators.





Popularization of Beneficiary Module

The POSHAN Tracker (PT) web interface allows beneficiaries to apply for registration in the PT by selecting the AWC, who can also view the services available to him/ her in the AWC. This Pakhwada, efforts made to increase the number of registrations through mass sensitization and capacity building of functionaries on the processes involved in the Beneficiary module and to clear backlog of approvals by AWWs.



Healthy Lifestyle

Healthy lifestyle to address Obesity in Children: Under this theme, Community Based Events organised at AWCs, Adolescent Girls are made aware through oath taking ceremony at the community level on reduction of screen time and educate their families on reducing screen time (television, mobile phones etc.) and replacing it with outdoor play or family-based physical activities.



Importance of First 1000 days of Life

The first 1000 days of life—from conception to a child's second birthday—are widely recognized as the most critical window for ensuring proper growth, development and lifelong health. This period offers a unique opportunity to shape a child's future by laying the foundation for physical health, brain development and immunity. Mass awareness generated on the above themes during the Poshan Pakhwada.



Mass Awareness







State Level Celebration of POSHAN Pakhwada





POSHAN ABHIYAAN

Capacity Building



Capacity Building Programme

Capacity Building programme organized for all the ICDS field functionaries, staffs deployed at the Project and District levels under POSHAN Abhiyaan along with the line Departments on the Growth Measurement, POSHAN Tracker, IYCF, CMAM, Convergence Action Plan and SBCC with support of UNICEF at District and State level. Additionally, 2806 ICDS sector level Capacity Building Training programme were conducted for all the Anganwadi Workers on Growth Measurement, POSHAN Tracker, IYCF and CMAM programme. The Lady Supervisors, CDPO, DC and BC-POSHAN facilitated the above training programme.







POSHAN ABHIYAAN

Janbhagidari

Mission Meri LiFE

Mission LiFE and POSHAN Abhiyaan joined forces to promote a healthy lifestyle and environmental protection. Through community outreach and activities like cleanliness drives, plantation drives and promoting local-seasonal food, Say no to plastic. Successfully raised awareness accross the state and mobilized the community for active participation in this janbhagidari for their wellbeing.



Ek Ped Maa Ke Naam

A special tree plantation initiative, aptly named “Ek Ped Maa Ke Naam” (A Tree for Mother), was launched at Anganwadi Centers (AWCs), ICDS Project and district level offices. This environmental awareness campaign aimed to foster a greener future by planting trees dedicated to mothers. From AWCs to state offices, the initiative encouraged widespread participation in honoring the invaluable contributions of mothers to society.





World Breastfeeding Week

To celebrate World Breastfeeding Week (August 1-7, 2024), throughout the state comprehensive awareness programs were organized at Anganwadi Centers to educate beneficiaries and communities about the numerous advantages of breastfeeding for child well-being. A remarkable 590,743 individuals, including pregnant women, lactating mothers, adolescent girls and community members, actively participated in these informative events. The initiative aimed to foster a culture of breastfeeding and promote its significance in ensuring the health and development of children.



Swachhta Hi Seva

Swachhata Hi Seva events observed from 15th September to 2nd October 2024 across the state. Swachhata Campaign undertaken at each AWCs with cleaning of AWC surroundings and hand washing practices by Pre-school children as well as community, cleanliness drives arranged by community and SHG members. In this regard 1968 events created and successfully closed by respective projects of the districts in portal.





Yoga the Way of Life

Like every year, International Yoga Day observed at all AWCs with great enthusiasm, bringing together members of all ages for a day of mindfulness, movement and community connection. Sessions include traditional Hatha and Vinyasa flows, guided meditation, pranayama (breathing exercises) and reflective discussions on the yogic philosophy that teaches balance, discipline and inner peace.



Awariness on Rain Water Harvesting

Awareness meeting arranged at AWC and community level on rainwater harvesting, as a simple, sustainable and highly effective method of conserving water by collecting and storing rainwater for future use. Raising awareness about this practice is essential, especially as we face growing water scarcity in many parts of the world.



Celebration of Ayurveda Day:

The Ayurveda Day was celebrated with great enthusiasm at the Anganwadi Center (AWC) on the auspicious occasion of Dhanvantari Jayanti, honoring the birth anniversary of Lord Dhanvantari, the divine healer and founder of Ayurveda. It raised awareness about the importance of Ayurveda in promoting holistic health and preventive care among the community. Encouraged people to adopt Ayurvedic practices for a healthier lifestyle. Highlight the role of Ayurveda in preventive healthcare and holistic well-being in convergence with the Health & Family Welfare Department.





Har Ghar Tiranga

The Har Ghar Tiranga campaign, launched as part of the Azadi Ka Amrit Mahotsav to celebrate 75 years of India's independence, saw enthusiastic participation across the country—including at the grassroots level in Anganwadi Centers. At the AWC, the campaign not only celebrated national pride but also served as a tool to educate young children and communities about the importance of the national flag and the values it represents.





Toyathon

Toyathon (Toys from discarded materials) implemented in all AWCs across the state with an objective to motivate and upgrade the skills of the Anganwadi Workers . Promote the interest of parents for using locally made safe and environmental friendly toys for their children, development of learning and cognitive skill of children. Attractive toys enhance the daily attendance of the children at AWCs. Pre School children are also involved in such creative art which is immensely accepted by the parents and community.





POSHAN ABHIYAAN

Recognition



Recognition

Recognition honors the work of Anganwadi Workers, Anganwadi Helpers, Lady Supervisors, CDPOs and district teams who work tirelessly to improve nutrition at the grass root level . Award-winning districts become models for others to follow, fostering peer learning and scaling of successful strategies.



**POSHAN
Abhiyaan**

PM's Overarching
Scheme for Holistic
Nourishment

सही पोषण - देश को सज्जित



Department of Women and Child Development
Government of Odisha