



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Perunthalaivar Kamarajar"

Rashtriya Poshan Maah

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Why is in news? Close to 10 lakh activities witnessed across the country on the 1st day of Rashtriya Poshan Maah 2023

The Ministry of Women and Child Development is celebrating the 6th Rashtriya Poshan Maah throughout September 2023.

1st day of Rashtriya Poshan Maah 2023 witnessed close to 10 lakh activities across the country with themes like 'Improving Nutrition through Mission LiFE & 'Exclusive Breastfeeding & Complimentary Feeding' leading the way

Every citizen needs to participate in this Jan Andolan towards a Suposhit Bharat.

The focus is on **comprehensively addressing malnutrition** using a life-cycle approach, which is a key component of Mission Poshan 2.0.

The main objective is to **raise awareness about critical life stages**, including pregnancy, infancy, childhood, and adolescence, in order to promote better nutrition across India.

Theme: 'Suposhit Bharat, Sakshar Bharat, Sashakt Bharat' (Nutrition-rich India, Educated India, Empowered India), emphasising the importance of nutrition, education, and empowerment in building a healthier and stronger country.

This Year's Initiatives:

During this month-long event, the MoWCD will lead nationwide efforts to raise awareness about nutrition, focusing on key themes such as Exclusive Breastfeeding and Complementary Feeding.

These efforts include activities like:

Swasth Balak Spardha (Healthy Child Competition) to encourage healthy competition for better nutrition and overall well-being.

Poshan Bhi Padhai Bhi (Nutrition and Education), improving nutrition through Mission LiFE (Lifestyle for Environment), sensitising tribal communities about nutrition, and addressing anaemia through a Test, Treat, Talk approach.

Poshan Abhiyaan:

It is a **flagship initiative** by the Government of India (GoI) for addressing malnutrition comprehensively.

Aim:

This integration aims to create an integrated nutrition support program that enhances the content, delivery, outreach, and overall outcomes of nutritional services.

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The primary focus is on promoting practices that improve health, wellness, and immunity against diseases and malnutrition.