

No. B.12020/3/2026 - DTE (WCD-SNP)
GOVERNMENT OF MIZORAM
DIRECTORATE OF WOMEN & CHILD DEVELOPMENT

Dated Aizawl, the 21st August, 2026

To

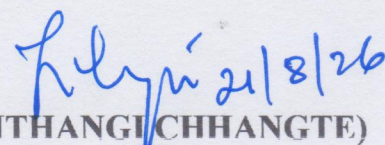
The District Programme Officer
All District
Women & Child Development

Subject: Observance of 9th Rashtriya POSHAN Maah, 2026 - Regarding

With references to the subject cited above and letter received from the Ministry of Women & Child Development (Annexure-I), 9th Rashtriya POSHAN Maah 2026 is scheduled to be observed from 9th September 2026 with the Overarching Theme: 'Hamari Anganwadi Hamari Jimmedari'.

You are therefore, instructed to observe Rashtriya POSHAN Maah within your respective District (for District Level, ICDS Project Level & Anganwadi Centre Level) as per the Activity Calendar enclosed. (Annexure -II).

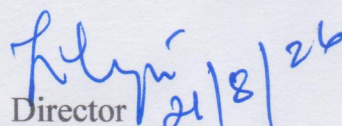
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(ZORAMTHANGI CHHANGTE)
Director

Women & Child Development
Mizoram: Aizawl

Memo No. B.12020/3/2026 - DTE (WCD-SNP): Dated Aizawl, the 21st August, 2026
Copy to:

1. The Under Secretary to the Government of Mizoram, Social Welfare, Women & Child Development Department for information.
2. All Child Development Project Officer for information and compliance.
3. Guard File.


Director
Women & Child Development
Mizoram: Aizawl

DISTRICT LEVEL ACTIVITY CALENDAR POSHAN MAAH 2026

Date	Theme	Major Activity	Key Activities	Target Group	Lead / Convergence
09.09.2026	Diet Diversity & Adequate Potein				
10.09.2026		State Launching of Poshan Maah 2026 & Protein Rich Food Campaign	1. Launch Programme, 2. Release of Activity Calendar 3. Awareness on Four Themes 4. Demonstration of Affordable Protein Sources and Locally Available Foods	General Public	DoWCD & Line Dept.
11.09.2026					
12.09.2026					
13.09.2026	Sunday				
14.09.2026	Fresh Hot Cook Meal at AWCs				
15.09.2026		Healthy Tiffin Day	Healthy Tiffin Day at all Government Offices (Protein Rich)	All Govt. Employees	DoWCD
16.09.2026		Poshan Mela	Poshan Mela Showcasing Know Your Food	General Public	WCD
17.09.2026		Hot Meal Every Child Campaign	Ensure Provision for Fresh Hot Cook Meal, Identify Gaps in Meal Delivery	Community	WCD
18.09.2026					
19.09.2026					
20.09.2026	Sunday				
21.09.2026					

22.09.2026	Nutrition & Early Stimulation for Childhood Development	Awareness about Importance of Nutrition and Early Stimulation and Early Childhood Stimulation	Talk Show	General Public	DoWCD
23.09.2026		Home Visit Scheduler	Accelerate the rollout of revised Home Visit scheduler	Community	DPO
24.09.2026		Convergence Day	Joint Line Department Activities	General Public	DPO
25.09.2026					
26.09.2026		Early Childhood Development Day	Early Childhood Assesement Camp	General Public	DPO & H&FWD
27.09.2026	<i>Sunday</i>				
28.09.2026	Community Ownership & Accountability	Our AWCs our Responsibility Day	Seminar for Anganwadi Management Committee	Local Bodies	DPO
29.09.2026			Anganwadi Management Committee Visit to Identify AWC Needs and Local Solutions & Identify Male Community Member/ Parents Suporting Nutrition and Activities as 'Wadi Makpa'	Local Bodies	DPO
30.09.2026		SNP Menu Display Board	Display Menu Board at all AWCs	AWCs	DPO
01.10.2026		AWC Services Review Day	Review of AWC Services, Meal Provision, Attendance & Nutrition Activities	Community	DPO

02.10.2026					
03.10.2026		Poshan Rally /Walk	Awareness Rally/ Nutrition Walk	Community	DPO
04.10.2026	<i>Sunday</i>				
05.10.2026	PMMVY: Cash Transfer for Maternal Health				
06.10.2026		Launch of PMMVY Toolkit	Release of PMMVY Toolkit for Field Implementation	General Public	DoWCD
07.10.2026		Citizen Awareness Campaign	Awareness Campaign on PPMVY Eligibility	Genereal Public	DPO
08.10.2026					
09.10.2026		State Closing of Poshan Maah 2026	Closing & Review of Poshan Maah 2026 & State Level Best Field Functionaries Award		DoWCD & Line Departments

PROJECT AND AWC LEVEL ACTIVITY CALENDAR POSHAN MAAH 2026					
Date	Theme	Major Activity	Key Activities	Target Group	Lead / Convergence
09.09.2026	Diet Diversity & Adequate Potein				
10.09.2026		State Launching of Poshan Maah 2026 & Protein Rich Food Campaign	1. Launch Programme, 2. Release of Activity Calendar 3. Awareness on Four Themes 4. Demonstration of Affordable Protein Sources and Locally Available Foods	General Public	DoWCD & Line Dept.
11.09.2026		Colourful Food Plate Day	5 Colours on My Plate Activity: Introduce Different food Groups to Children	AWCs	CDPO
12.09.2026					
13.09.2026	Sunday				
14.09.2026	Fresh Hot Cook Meal at AWCs	Poshan Vatika Hnatlang Day & Weekly Menu Rotation	Organise Cleanliness Drive in Poshan Vatikas and Ensuring Locally Available Ingredients for Weekly Menu Rotation	AWCs	CDPO
15.09.2026		Healthy Tiffin Day	Healthy Tiffin Day at all Government Offices (Protein Rich)	All Govt. Employees	DoWCD
16.09.2026					
17.09.2026		Eat Together & Parents Day at AWC	Observing /Understanding Hot Meal Preparation and Serving at AWCs	Community	CDPO
18.09.2026					

19.09.2026					
20.09.2026	<i>Sunday</i>				
21.09.2026					
22.09.2026	Nutrition & Early Stimulation for Childhood Development	Awareness about Importance of Nutrition and Early Stimulation and Early Childhood Stimulation	Talk Show	General Public	DoWCD
23.09.2026		Home Visit Scheduler	Accelerate the rollout of revised Home Visit scheduler	Community	CDPO
24.09.2026		Indegeneous, Traditional Play & Story Telling Day	Use Traditional Mizo Songs, Games, Stories and Locally Available Materials for Early Learning	AWCs	CDPO
25.09.2026		Parents-Child Interaction Day	Demonstrate Simple Home Based Early Stimulation Activities using Household Materilas	AWCs	CDPO
26.09.2026		Refferal of Children with Developmental Delays	Mass Awraeness Pathways and Mass Awareness on Identification and Refferal of Children with Developmental Delays	General Public	CDPO & H&FW
27.09.2026	<i>Sunday</i>				
28.09.2026			Seminar for Anganwadi Management Committee	Local Bodies	CDPO

29.09.2026	Community Ownership & Accountability	Our AWCs our Responsibility Day	Anganwadi Management Committee Visit to Identify AWC Needs and Local Solutions & Identify Male Community Member/ Parents Suporting Nutrition and Activities as 'Wadi Makpa'	Local Bodies	CDPO
30.09.2026		SNP Menu Display Board	Display Menu Board at all AWCs	AWCs	CDPO
01.10.2026		AWC Services Review Day	Review of AWC Services, Meal Provision, Attendance & Nutrition Activities	Community	CDPO
02.10.2026					
03.10.2026		Poshan Rally /Walk	Awareness Rally/ Nutrition Walk	Community	CDPO
04.10.2026	<i>Sunday</i>				
05.10.2026	PMMVY: Cash Transfer for Maternal Health	Poshan Tracker Review Day	Ensure Beneficiary information, Growth monitoring & Servece Delivery Data are Updated	AWCs	CDPO
06.10.2026		Launch of PMMVY Toolkit	Release of PMMVY Toolkit for Field Implementation	General Public	DoWCD
07.10.2026		Citizen Awareness Campaign	Awareness Campaign on PPMVY Eligibility	Genereal Public	CDPO
08.10.2026					

09.10.2026		State Closing of Poshan Maah 2026	Closing & Review of Poshan Maah 2026 & State Level Best Field Functionaries Award		DoWCD & Line Departments
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POSHAN MAAH 2026 ACTIVITY CALENDAR SAWIZAUNA

1. State Launching of Poshan Maah 2026 & Protein Rich Food Campaign:

Directorate of Women & Child Development in launching programme hi an host anga, Subordinate Office te leh AWC ten ‘Online’ hmangin he hun hi lo attend tur a ni ang.

2. Colorful Tiffin Day:

Anganwadi Centre ah hamthatna dawngtute Chaw Tha Chi Hrang Hrang ei leh a pawimawhna zirtirna hun hman tur a ni.

3. Healthy Tiffin Day:

Directorate of Women & Child Development in Administrative Department kaltlangin thu an chhuah anga, hei hi mahni District/ Project ah theuh hlawhtling taka hman a nih theih nan bawhzui tur ani.

4. Poshan Vatika Hnatlang & Weekly Menu Rotation:

Poshan Vatikas tihfai hnatlang neih tur a ni a, AWC ah hemi kar atan hian Locally Available Ingrideints hmanga Hot Cook Meal siam in Weekly menu Rotation hman tur ani.

5. Poshan Mela:

District Programme Office ten an District Capital huam chhunga Line Departments te nen a thawkho in ‘Diversity & Adequate Protein’ mipui ten a hriat zau theih nan Poshan Mela an buatsaih ang.

6. Hot Meal Every Child Campaign / Eat Together & Parents Day at AWCs:

He hunah hian Line Departments/ NGO te nen a tangkawpin naupang kum 6 hnuailem ten chaw tha kham khawp an ei ngei theih nan ‘Protein Rich Food’ hmangin ‘Ruapui’ a remchan dan angin an buatsaih ang. He hunah hian AWC a hamthatna dawngtu nu leh pa /chhungte sawm tel ve tur a ni.

7. Awareness about Importance of Nutrition and Early Childhood Stimulation:

Directorate of Women & Child Development in Talk Show an host na hi ‘Online’ hmangin an rawn tichhuak anga Subordinate Office ten lo attend tur a ni ang.

8. Home Visit Scheduler:

District Programme Office leh Child Development Project Office te tangdun in Poshan Tracker a ‘Revised Home Visit Scheduler’ hmangin Home Visit neih na hun hman tan tur a ni.

9. Indigenous, Traditional play & Story Telling Day:

He hunah hian Mizo infiamna leh thawnthu te hrilhin naupang zirtirna hun hman tur a ni.

10. Convergence Day:

District Programme Office ten Line Departments te nena thawkho in ‘Poshan Maah 2026 Activities’ neih tur a ni.

11. Parent-Child Interaction Day:

AWC a hamthatna dawngtute nu leh pa/ chhungte hnenah in lam a Early Childhood Stimulation an lo neihpui theih nan zirtirna pek tur a ni.

12. Early Childhood Assessment Camp / Referrals of Children with Developmental Delays:

District Programme Office ten an District Capital ah theuh Line Departments te nen a tangkawp in ‘Early Childhood Assessment Camp’ neih tur ani. He hunah hian naupangte kokhawm in an hrisel na leh, vohbik an ni em tih te enfiahna hun neih tur a ni, a tul anga enkawl na bik mamawh ten enkawl na an dawn theih nan hmalak tur ani.

13. Our AWCs Our Responsibility:

He hun hi nihnih chhung hman tur a ni a, a nikhatna ah hian Anganwadi Management Committee kokhawmin an pawimawhna leh mawhpurhna te hrilh hriat na hun hman tur a ni.

A ni hnihna ah hian Anganwadi Centre te tlawhchhuah pui in an mamawh leh an harsatna te sawipuina hun atan a hman tur a ni a, Anganwadi Centre huamchhung (Catchment Area) a mipa Anganwadi Centre tan a thawhhlawk bik te hnenah ‘Wadi Makpa’ nihna hlan tur a ni.

14. SNP Menu Display Board:

SNP Menu Display Board hi AWCs tin ah tarchhuah tur a ni.

15. AWC Service Review Day:

He hunah hian Anganwadi Management Committee te nen a kan inkawm khawmna a kan mamawh leh hmalakna te thlirletna hun hman tur a ni a, kan hmachhawp te uluk taka report siam tur a ni. Tin, Institutions/Individuals ten 'Adopt an Anganwadi Centre' ti thei tur an neih leh neih loh te hriat na hun hman tur a ni. (Adopt an Anganwadi Centre' ti thei tur te hian an Anganwadi Centre Adopt theih turah Anganwadi Centre / Naupang te mamawh bakah Health and Nutrition Arrangements ah an inhuamna te hriatsak in, Pankhudi Portal ah Donor angin Register pui tur a ni.)

16. Poshan Rally/Walk:

He hun hi a remchan dan angin Subordinate Office ten AWC te nen a thawkho in hman tur a ni.

17. Poshan Tracker Review Day:

Poshan Tracker a hnathawh dan te enfiahna/ thlirletna hun hman tur a ni a, hmachhawp te hlawhtling taka kan tih hlawhtlin theih nan hmalakna hun atan hman tur ani.

18. Launch of PMMVY Kit:

He hun hi Directorate atanga hunh man tur a ni ang a, Online hmanga lo attend tur a ni.

19. Citizen Awareness Campaign:

DHEW Staff te nen a tang ho in Awareness Drive neih tur a ni.

20. State Closing of Poshan Maah2026:

He hunah hian Poshan Maah 2026 Closing Function hman tur a nih bakah Best Field Functionaries Award 2025-26 sem tur a ni ang a, Subordinate Office atangin District Programme Officer, Child Development Project Officer, Circle Officer leh Coordinator (District & Project) Project Assistant (District) leh District tin a Best AWW leh AWH ten Aizawl ah hman tur ani.

File No. PA/381/2026-CPMU (E-153413)

भारत सरकार/Government of India

महिला एवं बाल विकास मंत्रालय

Ministry of Women and Child Development

पोषण अभियान/ POSHAN Abhiyaan

7th Floor, GPOA-3,
Netaji Nagar, New Delhi – 110001
Dated: 7th August, 2026

To,

The Principal Secretaries/Secretaries, Department of Women and Child Development/ Social Welfare of all States and UTs.

Subject: Launch of 9th Rashtriya Poshan Maah 2026 on 9th September 2026 at Varanasi, Uttar Pradesh- reg.

Respected Madam/Sir,

Under Mission Saksham Anganwadi and Poshan 2.0 (Mission Poshan 2.0), Rashtriya Poshan Maah is celebrated during the month of September every year to pursue the goal of behavioural change at the individual as well as community level. Since the launch of POSHAN Abhiyaan, eight editions of Poshan Maah have been successfully celebrated across the country in convergence with various Ministries, Departments and the State Governments and UT Administrations.

2. This year launch of 9th Rashtriya Poshan Maah 2026 is scheduled for 9th September 2026 at Varanasi, Uttar Pradesh. The Concept Note is enclosed. The central theme of the proposed Maah is "**Hamari Anganwadi Hamari Jimmedari**". Sub-themes are as mentioned below:

Theme 1: Dietary Diversity & Adequate Protein

Theme 2: Fresh Hot Cooked Meals (HCM) at Anganwadi Centers

Theme 3: Community Ownership & Accountability

Theme 4: Nutrition and Early Stimulation for Childhood Development

Theme 5: Pradhan Mantri Matru Vandana Yojana (PMMVY): Cash transfers for Maternal Health

Mapping of activities and webcast link of the event will be shared in due course.

3. I would, therefore, request you to kindly direct the officers of your State and UT to mobilize communities across the country for Jan Andolan during 9th Rashtriya Poshan Maah 2026. The combined efforts of all the States and Union Territories will indeed go a long way in contributing to better health and well-being of our women and children. **It is also requested**



to formally start the events of Poshan Maah in your State/UT only after closure of the Ceremony in Varanasi, U.P. by 1.00 PM.

4. This issues with the approval of competent authority.

Encl.: As above

Yours sincerely,



(Dr Monika Singh)
Director, Poshan Abhiyaan
e-mail ID: monika.singh@gov.in
Phone: 011-24670013

Copy for information to: Chief Secretaries of all States and UTs.

CONCEPT NOTE

9th POSHAN MAAH (September 2026)

Overarching Theme: "Hamari Anganwadi Hamari Jimmedari"

BACKGROUND

Malnutrition remains one of India's most significant public health challenges, affecting the health, growth, learning and productivity of women and children across the life cycle. To mount a coordinated response, the Government of India launched POSHAN Abhiyaan in March 2018 as a multi-ministerial convergence mission placing nutrition at the centre of the development agenda. Under Poshan Abhiyaan, **Rashtriya Poshan Maah** (National Nutrition Month) is observed every September as a dedicated platform to mobilise communities and reinforce key nutrition, health and caregiving behaviours among pregnant women, lactating mothers, children, adolescents, and their families.

Over successive Poshan Maah campaigns, awareness and positive behaviour change have been strengthened on maternal nutrition, infant and young child feeding (IYCF) practices, anaemia prevention, growth monitoring and hygiene, alongside broader efforts to improve nutrition outcomes across the country.

At the same time, improving the quality of diets remains a national priority. While food security has improved, diets across many households continue to be cereal-dominant, with inadequate dietary diversity and insufficient intake of protein-rich foods, fruits and vegetables. Addressing malnutrition therefore requires moving beyond calorie sufficiency towards nutrient-rich, diverse and locally available foods. Supplementary Nutrition Programme (SNP) under the Anganwadi system provides an important platform to demonstrate healthy diets, promote local nutritious foods and encourage positive dietary practices among women and young children.

The release of the revised SNP Guidelines under Mission Saksham Anganwadi and Poshan 2.0 presents a timely opportunity to strengthen nutrition service delivery through improved transparency, accountability and community engagement. For the first time, the Guidelines introduce definition of Hot Cooked Meals (HCM) for eligible beneficiaries, mandate the display of SNP Menu Boards and the formation of Anganwadi Management Committees (AMCs) to promote community oversight of nutrition services at Anganwadi Centres (AWCs). These reforms create an enabling environment for citizens to actively engage with, monitor and support the quality of nutrition services delivered through Anganwadi Centres.

Adequate nutrition during the first six years of life is fundamental for optimal physical growth, brain development and school readiness. Coupled with responsive caregiving, stimulation and early learning, quality nutrition services can significantly improve developmental outcomes for children.

9th Rashtriya Poshan Maah 2026, under the overarching theme "**Hamari Anganwadi Hamari Jimmedari**," seeks to place Anganwadi Centres at the heart of community-led action for nutrition, care and early childhood development, while strengthening collective ownership and accountability for Poshan. It is proposed to be anchored in five mutually reinforcing priorities: (i) promotion of dietary diversity, with a focus on adequate protein intake, diverse food groups and local foods; (ii) promotion of fresh, diverse HCM under the SNP through menu rotation,

hygiene and quality assurance; (iii) strengthening community ownership and accountability for Poshan through the newly constituted AMCs (guidelines issued on 23 June 2026) and the display of SNP Menu Boards; (iv) promoting cognitive development and adequate nutrition as fundamental pillars of Early Childhood Care and Education (ECCE), highlighting the inseparable link between what a child eats and how a child learns; and (v) Rashtriya Poshan Maah 2026 will also commemorate 10 years of the Pradhan Mantri Matru Vandana Yojana (PMMVY), India's flagship maternity benefit programme, highlighting its contribution to supporting maternal nutrition, promoting health-seeking behaviours, and providing income support during pregnancy, while reinforcing the critical importance of maternal nutrition and care during the first 1,000 days of life for healthy growth, cognitive development, and lifelong well-being.

Proposed Themes for Rashtriya Poshan Maah 2026

Theme 1: Dietary Diversity & Adequate Protein

A diverse diet that includes cereals and millets, pulses, fruits and vegetables, nuts and seeds, and milk and milk products, along with adequate protein from both plant and animal sources, is essential for meeting nutrient requirements, supporting healthy growth and development, and preventing all forms of malnutrition. Promoting dietary diversity across the life course, particularly during the complementary feeding period, is fundamental to improving nutrition outcomes and fostering healthy eating habits from an early age.

Activities may include –

- **Healthy and Diverse Recipe Demonstrations:** Conduct live demonstrations of healthy and diverse recipes at Anganwadi Centres, using affordable, locally available ingredients drawn from different food groups, cereals and millets, pulses, vegetables and fruits, nuts and seeds, milk and milk products, and eggs.
- **Poshan Melas:** Organise Poshan Melas showcasing local super nutritious foods through interactive displays and games, growth measurement corners, 'know your food' stalls with counselling on building a balanced and diverse meals for every age group.
- **'Protein-Rich Foods' Campaign:** Conduct awareness activities on protein-rich foods from plant and animal sources — pulses, legumes, nuts and seeds, milk and milk products, and eggs — demonstrating practical and affordable ways to add protein to daily diets. Protein-rich plate competitions may also be organized in campaign mode.
- **Showcasing Poshan Vatika Produce and Local Foods:** Showcase produce from Poshan Vatikas and locally available seasonal foods, promoting their regular use in household meals and in complementary feeding for young children.

Theme 2: Fresh Hot Cooked Meals (HCM) at Anganwadi Centers

Ensuring that beneficiaries consistently receive fresh, diverse, and nutritious Hot Cooked Meals (HCM) is central to improving the quality, utilisation, and effectiveness of the SNP, while encouraging regular attendance at Anganwadi Centres. Emphasising freshly prepared, hygienic meals made from locally available ingredients, including millets, pulses, and seasonal vegetables, reinforces the importance of dietary diversity and supports the adoption of healthier eating practices at the household level. Poshan Maah 2026 provides an opportunity to strengthen the quality and acceptability of HCMs through weekly menu rotation, community participation and robust quality assurance mechanisms.

Activities may include –

- **Weekly Menu Rotation:** States/UTs should be encouraged to operationalise weekly menu rotation at Anganwadi Centres, ensuring a diverse Hot Cooked Meals (HCM) menu across days of the week using locally available ingredients, millets, pulses and seasonal vegetables.
- **Hot Cooked Meal (HCM) Demonstrations:** Live demonstrations of HCM prepared as per the SNP guidelines, highlighting appropriate ingredients, hygienic preparation practices, and balanced meal composition.
- **Community Hot Cooked Meal (HCM) Tasting Sessions:** Organize community tasting sessions of HCMs at Anganwadi Centres with participation from parents, Panchayats, SHGs and Anganwadi Management Committees.

Theme 3: Community Ownership & Accountability

The recent constitution of Anganwadi Management Committees (AMCs), as per the Ministry's guidelines issued on 23 June 2026, provides a timely opportunity to strengthen community ownership and accountability within the SNP. Chaired by the Anganwadi Supervisor, AMCs are intended to promote participatory oversight, strengthen community engagement, and improve the quality and effectiveness of service delivery at the Anganwadi Centre. Poshan Maah 2026 can serve as an important platform to operationalise these committees by encouraging their active participation in awareness generation, beneficiary mobilisation, and oversight of nutrition and early childhood care services.

Complementing this effort, the universal display and use of SNP Menu Boards at AWCs can enhance transparency by making beneficiary entitlements and daily menus visible to the community. Together, AMCs and Menu Boards can foster greater community participation in monitoring menu adherence, meal quality, and service regularity, while increasing awareness of supplementary nutrition, beneficiary entitlements, and responsive childcare practices.

Activities may include –

- **Activation of Anganwadi Management Committees (AMCs):** Activate AMCs across all Anganwadi Centres to lead community participation, review nutrition service delivery & support Poshan Maah activities. Additionally, ensure that at least one AMC meeting is conducted during Poshan Maah.
- **SNP Menu Board Display:** Ensure States/UTs to display SNP Menu Boards at all Anganwadi Centres to improve beneficiary awareness of day-wise HCM/THR menus and strengthen transparency and community monitoring of service delivery.
- **Community Monitoring of Meal Quality:** Engage AMCs and Mothers' Committees in monitoring meal quality, quantity, menu adherence and periodic social audit of Supplementary Nutrition Programme.

Theme 4: Nutrition and Early Stimulation for Childhood Development

Reflecting the direction of the Chief Secretaries' Conference that cognitive development and adequate nutrition are fundamental to Early Childhood Care and Education (ECCE), this theme highlights the inseparable link between what a child eats and how a child learns.

Good nutrition and responsive caregiving during the first 1,000 days are essential for optimal brain development, while undernutrition during this critical period can have lasting effects on cognitive, motor, and socio-emotional development. The revised Home Visit Scheduler, with its structured package of 34 developmental milestones for children aged 0–3 years, provides a tool for Anganwadi Workers (AWWs) to strengthen caregiver counselling, and promote early stimulation.

Activities may include –

- **Revised Home Visit Scheduler:** Accelerate the rollout of the revised Home Visit Scheduler to improve coordinated counselling and follow-up during the first 1,000 days and early childhood. Promote quality Early Childhood Care and Education (ECCE) through the implementation of the Navchetna and Aadharshila curricula, fostering age-appropriate learning, development, and school readiness.
- **Referral of Children with Developmental Delays:** Promoting referral pathways and mass awareness on identification and referral of children with developmental delays with health systems and Rashtriya Bal Swasthya Karyakram (RBSK) teams on Village Health Sanitation and Nutrition Day (VHSND).
- **Awareness about the importance of nutrition on early stimulation:** Mass awareness campaign on the importance of adequate nutrition and early childhood stimulation for optimal brain development, and cognitive development.

Theme 5: Pradhan Mantri Matru Vandana Yojana (PMMVY): Cash transfers for Maternal Health

Pradhan Mantri Matru Vandana Yojana (PMMVY) marks 10 years as India's flagship maternity benefit programme, supporting maternal nutrition, promoting health-seeking behaviours, and providing income support during pregnancy. Poshan Maah 2026 presents an opportunity to expand coverage among all eligible beneficiaries, strengthen citizen awareness, and celebrate a decade of progress in advancing maternal and child health.

Activities may include –

- **100% Saturation Drive:** Conduct special enrolment drives to identify and register all eligible pregnant and lactating women under PMMVY. Review pendency and expedite verification, approvals, and Direct Benefit Transfers (DBTs). Monitor regular progress reviews through PMMVY dashboards.
- **Citizen Awareness Campaign:** Conduct awareness campaigns on PMMVY eligibility, benefits, installments and the application process. Promote beneficiary testimonials and success stories through social and mass media.
- **Launch of PMMVY Toolkit:** Release of PMMVY toolkit for field implementation by States/UTs. Encourage States/UTs to localize and disseminate toolkit materials in regional languages.

*The launch of Rashtriya Poshan Maah 2026 is proposed to be held on **9th September 2026** at the **Rudraksh Convention Centre, Varanasi, Uttar Pradesh**, in the presence of **Smt. Annpurna Devi, Hon'ble Union Minister of Women and Child Development, Smt. Savitri Thakur, Hon'ble Minister of State for Women and Child Development**, senior dignitaries from the Government of India and States/UTs, development partners, frontline functionaries and beneficiaries.*
