



# Poshan Maah Campaign in Jharkhand

## Why in News?

The 8th Poshan Maah 2025 was launched in Jharkhand, focusing on **reducing oil and sugar consumption** and promoting the **“Paanch Sutra - Golden 1000 Days” initiative** to improve maternal and child nutrition.

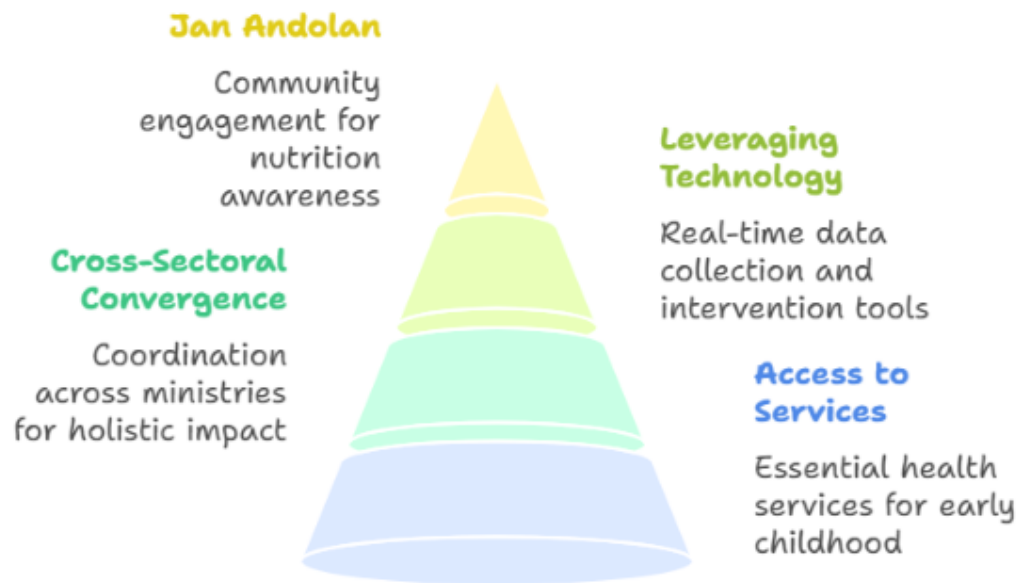
## Key Points

- **About:** The initiative is part of the [Poshan Abhiyan](#) to improve maternal and child nutrition across the state. Aimed at tackling malnutrition, the campaign also focused on reducing excessive consumption of unhealthy oils and sugars.
- **Reduction in Oil & Sugar Consumption:** During the launch event, **campaign materials** were unveiled, focusing on raising awareness about the need to **reduce oil and sugar** consumption in daily diets.
  - These posters will be distributed across [Anganwadi Centres \(AWCs\)](#) statewide to ensure effective outreach.
- **Paanch Sutra - Golden 1000 Days Initiative:** This is a crucial step in improving **maternal and child nutrition** by promoting a healthy diet during the **critical 1000 days** of a child's life (from pregnancy to the second birthday).
  - The five key nutritional practices emphasized in the initiative will guide communities in enhancing their dietary habits, ensuring **optimal growth** and development for children.

## Poshan Abhiyaan

- **About:**
  - Poshan Abhiyaan was launched by the [Prime Minister](#) on 8th March, 2018, in Jhunjhunu district of Rajasthan.
  - The focus of Abhiyaan is to **emphasize the nutritional status** of adolescent girls, pregnant women, lactating mothers, and **children from 0 to 6 years old**.
- **Objectives**
  - Prevent and reduce **stunting** in children (0- 6 years)
  - Prevent and **reduce under-nutrition** (underweight prevalence) in children (0-6 years)
  - Reduce the **prevalence of anaemia** among young Children(6-59 months)
  - Reduce the prevalence of anaemia among Women and Adolescent Girls in the age group of **15-49 years**
  - Reduce **Low Birth Weight (LBW)**

## Strategic Pillars of Poshan Abhiyaan



PDF Reference URL: <https://www.drishtiias.com/printpdf/poshan-maah-campaign-in-jharkhand>

