

Poshan Maah Campaign in Jharkhand | Jharkhand | 22 Sep 2025

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 <u>Poshan Abhiyan</u> 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 <u>Anganwadi Centres (AWCs)</u> 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 <u>Prime Minister</u> 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

Jan Andolan

Community engagement for nutrition awareness

Cross-Sectoral Convergence

Coordination across ministries for holistic impact

Leveraging Technology

Real-time data collection and intervention tools

Access to Services

Essential health services for early childhood

Mohanlal Honored with Dadasaheb Phalke Award | National Current Affairs | 22 Sep 2025

Why in News?

Veteran Malayalam actor Mohanlal will receive the prestigious <u>Dadasaheb Phalke Award</u> for 2023, as announced by the Union Ministry of Information and Broadcasting.

■ The award will be conferred on Mohanlal on 23rd September 2025, during the <u>71st National Film</u> <u>Awards</u> ceremony.



Key Points

- About: Born on 21st May 1960, in Pathanamthitta, Mohanlal began his acting career with Thiranottam (1978) and debuted as a villain in Manjil Virinja Pookkal (1980).
 - By 1986, his role in Rajavinte Makan established him as Malayalam cinema's first modern superstar.
 - With over 45 years and 400 films to his name, Mohanlal remains a defining figure in Mollywood, starring in notable films like **Thanmathra, Iruvar, Drishyam**, and Lucifer.
 - He won the National Film Award for Best Actor in 1991 and received the Padma Shri in 2001 and the Padma Bhushan in 2019.
- Dadasaheb Phalke Award:
 - It is the **country's highest film honour,** introduced in 1969, conferred for "Outstanding contribution to the growth and development of Indian cinema".
 - It was awarded for the first time to **Devika Rani**, "the first lady of Indian cinema".
 - This award includes a 'Swarna Kamal,' a cash prize of INR 10 lakh, a certificate, a silk roll, and a shawl.
 - The **President** of India presents it.
- Dhundiraj Govind Phalke:
 - He was an Indian producer, director, and screenwriter who directed India's first feature film, **Raja Harischandra** (1913).
 - He is known as the "Father of Indian Cinema".

