

# HEALTHY CHILDHOOD THROUGH PURE WATER AND SANITATION

Posted On: 07 AUG 2025 4:01PM by PIB Delhi

Department of Drinking Water and Sanitation (DDWS), participated in the 7<sup>th</sup> edition of Poshan Pakhwada from 8<sup>th</sup> to 23<sup>rd</sup> April 2025. Aligning with the Ministry of Women and Child Development's Saksham Anganwadi scheme, the campaign themed "Shuddh Jal aur Swachhta Se Swasth Bachpan" (Clean Water and Sanitation for Healthy Childhood), focused on clean water practices and sanitation as crucial elements for a child's nutrition and overall health.

Though the impact of the campaign in raising awareness on child nutrition and health has not been directly evaluated by the Department, however, the reach and amplification of the Poshan Pakhwada campaign to create awareness generation is apparent through following data on various social media handles: -

- **Reach & Impressions:** The campaign had this hashtag- #DDWSJoinsPoshanPakhwada that has a strong digital footprint with over 11 million impressions and over half a million in reach.
- **Sentiment analysis:** The engagement has a positive tone for the campaign. No negative sentiment was recorded.

This information was provided by THE MINISTER OF STATE FOR JAL SHAKTI

SHRI V. SOMANNA in a written reply to a question in Lok Sabha today.

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**MAM/SMP**

(Lok Sabha US Q2991)

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