

Poshan Maah Campaign in Jharkhand highlights reduction in oil & sugar consumption and the “Paanch Sutra – Golden 1000 Days” initiative

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The 8th Poshan Maah 2025 was formally launched at the state level on 18th September 2025. The event was inaugurated by Additional Chief Secretary Sri Ajay Kumar Singh in the esteemed presence of Secretary, Women, Child Development & Social Security, Sri Manoj Kumar, and Director, Social Welfare, Kiran Pasi. The launch witnessed active participation from state and district level officials, development partners, Anganwadi Sevikas, Sahiyikas workers, and other stakeholders who are instrumental in driving grassroots nutritional initiatives across the state.



On this significant occasion, key campaign materials were unveiled by the dignitaries, including posters promoting the reduction of oil and sugar consumption in daily diets and the “Paanch Sutra – Golden 1000 Days” initiative. These communication materials are central to the state’s strategy for social mobilization and community sensitization under the Poshan Abhiyan. All Anganwadi Centres (AWCs) across Jharkhand will receive the posters within a week to ensure widespread outreach and awareness at the community level.

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