



Ministry of Women and Child Development launches PANKHUDI – an Integrated Digital Portal to Strengthen Partnerships for Women and Child Development

**Launch of PANKHUDI portal marks a significant step towards
leveraging digital solutions for inclusive, collaborative, and
outcome-oriented development of women and children
across India**

**Enhances ease of doing CSR and partnerships with the
Government through a transparent, trusted, and technology-
enabled framework**

प्रविष्टि तिथि: 08 JAN 2026 3:00PM by PIB Delhi

The Government of India accords the highest priority to the welfare, protection, and empowerment of women and children across the country. In furtherance of this commitment, the Ministry of Women and Child Development launched PANKHUDI, an integrated Corporate Social Responsibility (CSR) and partnership facilitation digital portal aimed at strengthening coordination, transparency, and structured stakeholder participation in initiatives for women and child development.

The PANKHUDI Portal was launched today (8 January 2026) by the Union Minister for Women and Child Development, Smt. Annpurna Devi, in the august presence of the Minister of State for Women and Child Development, Smt. Savitri Thakur, and Secretary, Ministry of Women and Child Development, Shri Anil Malik.



The initiative draws inspiration from the vision articulated by the Prime Minister Shri Narendra Modi, who emphasises that technology acts as a bridge between the Government and citizens by enabling transparency, participation, and trust, and that *Jan Bhagidari* (people’s participation) remains central to effective nation-building. PANKHUDI reflects this vision by creating a digital platform that brings together government, citizens, and institutions to work collaboratively for social development.

PANKHUDI is developed as a single-window digital platform that brings together individuals, Non-Resident Indians (NRIs), Non-Governmental Organisations (NGOs), Corporate Social Responsibility (CSR) contributors, corporate entities, and government agencies working in the domain of women and child development. The portal streamlines and unifies voluntary and institutional contributions across key thematic areas including nutrition, health, Early Childhood Care and Education (ECCE), child welfare, protection and rehabilitation, and women’s safety and empowerment.

The portal enhances convergence and coordination across stakeholders by providing a common digital interface for CSR and voluntary contributions, and supports improved implementation, monitoring, and accountability of initiatives aimed at the welfare and empowerment of women and children.

PANKHUDI supports and strengthens the implementation of the Ministry’s flagship missions—Mission Saksham Anganwadi & Poshan 2.0, Mission Vatsalya, and Mission Shakti—through a structured and transparent digital mechanism. Contributors register on the portal, identify initiatives, submit proposals, and track the status of their contributions through clearly defined approval workflows.

Designed to ensure transparency, accountability, and traceability, the portal facilitates collaboration among Central and State Government departments, implementing agencies, civil society organisations, and stakeholders from the public and private sectors. To further strengthen financial transparency and accountability, all contributions through the portal are accepted only through non-cash modes.

The launch of the PANKHUDI portal marks a significant step towards leveraging digital solutions for inclusive, collaborative, and outcome-oriented development of women and children across India, while enhancing ease of doing CSR and partnerships with the Government through a transparent, trusted, and technology-enabled framework. This will improve the infrastructure and services being provided through more than 14 lakh Anganwadi Centres, five thousand Child Care Institutions, around 800 One Stop Centres (OSCs), more than 500 Shakhi Niwas and more than 400 Shakti Sadan ultimately leading to ease of living of crores of common citizens getting service through these institutions.

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