

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**LOK SABHA
UNSTARRED QUESTION NO. 2094
TO BE ANSWERED ON 31ST JULY, 2026**

COMPONENTS OF SWASTH NARI SASHAKT PARIVAR ABHIYAN

2094. SHRI AJAY KUMAR MANDAL:

Will the **MINISTER OF HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) whether any specific components of the Swasth Nari, Sashakt Parivar Abhiyan have been integrated with the existing Integrated Child Development Services (ICDS) platform in the Bhagalpur Parliamentary constituency, if so, the details thereof;
- (b) the details of the criteria adopted for identifying ICDS beneficiaries in Bhagalpur and the manner in which they were covered under the initiatives announced during the 8th Rashtriya Poshan Maah;
- (c) whether any new monitoring indicators or reporting mechanisms have been proposed for Anganwadi Services in Bhagalpur in light of the new Abhiyan and if so, the details thereof; and
- (d) the details of the timeline proposed for rollout of the ICDS-related components under the Abhiyan in Bhagalpur along with the proposed schedule for State-wide and national-level implementation?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY
WELFARE
(SMT. ANUPRIYA PATEL)**

- (a) The "Swasth Nari, Sashakt Parivar Abhiyaan (SNSPA)" campaign was conducted between the period of 17th September 2025 to 2nd October 2025 by the Ministry of Health and Family Welfare (MoHFW) and the Ministry of Women and Child Development (MoWCD).

The Swasth Nari, Sashakt Parivar Abhiyaan was implemented throughout the country including Bhagalpur Parliamentary constituency, with close convergence of various Ministries as stakeholders to enable comprehensive service delivery for women, adolescents, and children at the grassroots level. The following activities have been conducted during the campaign:

- Promoting healthy lifestyles such as reducing obesity, local and regional food,

distribution of Take-Home Ration (THR).

- Providing maternal and child health services, such as antenatal care (ANC) checkups, anemia screening, immunization, Early Childhood Care and Infant and Young Child Feeding (IYCF) practices, Nutrition and Health Education.
- Distribution of digital cards and special registration, including Mother and Child Protection (MCP) Card, Pradhan Mantri Matru Vandana Yojana (PMMVY) enrolment and registration of beneficiaries on POSHAN Tracker.
- Counselling activities on Health and Nutrition.

(b) to (d) The criteria for identification of beneficiaries remained unchanged and followed standard eligibility norms uniformly all over the country. As per the information provided by the Ministry of Women and Child Development (MoWCD), under PMMVY, maternity benefits were paid to more than 15 lakh beneficiaries amounting to more than Rs. 450 crores, in one go during the launch of Swasth Nari Sashakt Parivar Campaign on 17th September 2025. Alongside the Swasth Nari, Sashakt Parivar Abhiyaan, 8th Rashtriya Poshan Maah was also launched on 17th September, 2025 and celebrated till 16th October 2025, at all Anganwadi Centres across the country, including Bhagalpur. Themes taken up during the Poshan Maah included - Addressing Obesity, Early Childhood Care and Education (ECCE), Reinforcing Infant and Young Child Feeding (IYCF) Practices, Men-streaming, Vocal for Local, and Convergent Actions and Digitization. Overall, 14.33 crore activities were reported in convergence with the 18 partner ministries during the 8th Rashtriya Poshan Maah all over the country. The Poshan Tracker facilitates monitoring and tracking of all Anganwadi Centres (AWCs), Anganwadi Workers (AWWs) and beneficiaries on defined indicators. Technology under Poshan Tracker is being leveraged for dynamic identification of stunting, wasting, underweight prevalence among children. It has facilitated near real time data collection for Anganwadi services such as, opening of AWCs, daily attendance of children, ECCE activities, growth monitoring of children, Provision of Hot Cooked Meal (HCM)/Take Home Ration (THR-not raw ration), Growth measurement etc.
