



# National launch of 8th Poshan Pakhwada 2026 to take place tomorrow with Focus on Theme 'Maximizing Brain Development in the First Six Years of Life'

**Ministry of Women and Child Development will celebrate Poshan Pakhwada from 9th to 23rd April 2026, reaffirming the Government's commitment to improving nutritional outcomes across the country**

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The Ministry of Women and Child Development will celebrate the 8th edition of Poshan Pakhwada from 9th to 23rd April 2026, reaffirming the Government's commitment to improving nutritional outcomes across the country.

Underscoring the importance of nutrition, Prime Minister Narendra Modi has emphasised: *"A well-nourished child is the foundation of a strong nation. Poshan Abhiyaan is not just a government programme, but a people's movement to ensure holistic nutrition for every mother and child."*

The national launch of Poshan Pakhwada 2026 will take place on 9th April 2026 from 3 pm to 4 pm in Vigyan Bhavan, New Delhi, under the visionary leadership of Union Minister for Women and Child Development, Smt. Annpurna Devi and in the august presence of Minister of State for Women and Child Development, Smt. Savitri Thakur, along with the Secretary, Women and Child Development, Shri Anil Malik.

The theme for Poshan Pakhwada 2026 is "Maximizing Brain Development in the First Six Years of Life", recognising that early childhood—particularly the first 1,000 days—is critical for brain development, physical growth, and overall well-being. Scientific evidence indicates that over 85% of brain development occurs by the age of six, underscoring the importance of optimal nutrition, responsive caregiving, and early learning.

The key focus areas under this year's theme include:

- 1. Maternal and Child Nutrition** – Promoting optimal nutrition during pregnancy, exclusive breastfeeding, and age-appropriate complementary feeding.
- 2. Early Stimulation for Brain Development (0–3 years)** – Encouraging responsive caregiving and early learning interactions.
- 3. Play-Based Education in Early Years (3–6 years)** – Supporting holistic development and school readiness.
- 4. Role of Parents and Community in Minimising Screen Time** – Promoting healthy habits and active engagement.

5. Strengthening Anganwadi Centres through Community Participation – Enhancing infrastructure and service delivery through *Jan Bhagidari* and CSR.

The inaugural programme will showcase best practices from States and Union Territories, launch key initiatives and highlight the contributions of frontline workers, particularly Anganwadi workers, in strengthening early childhood care and nutrition services.

On the inaugural day, the programme will be telecast live through the NIC Webcast platform. <https://webcast.gov.in/mwcd> and Ministry's YouTube channel.

During the Pakhwada, activities will be organized across States and Union Territories through Anganwadi Centers, with participation from mothers, caregivers, families, community institutions, and local bodies. These will include *Poshan Panchayats*, awareness sessions, early stimulation activities, play-based learning initiatives, and campaigns promoting healthy lifestyles and reduced screen time among young children.

Through Poshan Pakhwada 2026, the Ministry aims to further strengthen the *Jan Andolan* by reinforcing that nutrition, care, early learning, and community participation together lay the foundation for a healthy, educated, and empowered India.

Poshan Abhiyaan, the Government of India's flagship mission for improving nutritional outcomes, has evolved into a nationwide Jan Andolan, fostering community participation and Jan Bhagidari towards achieving a malnutrition-free India. Poshan Pakhwada serves as a key pillar of this movement by driving awareness, behavioural change, and community mobilisation at the grassroots level.

माननीय प्रधानमंत्री श्री @narendramodi जी के मार्गदर्शन में मिशन पोषण 2.0 के अंतर्गत 9 से 23 अप्रैल तक देशभर में 8वां पोषण पखवाड़ा 2026 मनाया जाएगा।

इस वर्ष का थीम “जीवन के पहले छह वर्षों में मस्तिष्क के विकास को अधिकतम करना” है, जो हमारे बच्चों के उज्ज्वल भविष्य की मजबूत नींव... [pic.twitter.com/Av9J3RYFgZ](https://pic.twitter.com/Av9J3RYFgZ)

— Annpurna Devi (@Annapurna4BJP) April 3, 2026

8th Poshan Pakhwada 2026 will be observed from 9th to 23rd April across the country under Mission Poshan 2.0, focusing on the theme “Maximizing Brain Development in the First Six Years of Life”.@PMOIndia | @Annapurna4BJP | @savitrii4bjp | @MoHFW\_INDIA | @moayush | @PIBWCD [pic.twitter.com/o2XEwgLncJ](https://pic.twitter.com/o2XEwgLncJ)

— Ministry of WCD (@MinistryWCD) April 3, 2026

Poshan Pakhwada 2026 will focus on Mother & Child Nutrition, Early Stimulation for Brain Development, Play-Based Education in Early Years, Role of Parents and Community in Minimizing Screen Time & Garnering Community Support for Stronger Anganwadis.@PIBWCD [pic.twitter.com/1XoIEKwqTT](https://pic.twitter.com/1XoIEKwqTT)

— Ministry of WCD (@MinistryWCD) April 5, 2026

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