



PRESS RELEASE



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Celebration of Poshan Pakhwada

Shillong, March 6, 2024: The Ministry of Women and Child Development will celebrate Poshan Pakhwada from 9th to 23rd March, 2024 with various activities nationwide.

The activities during the Poshan Pakhwada will focus on the key themes which include Poshan Bhi, Padhai Bhi (PBPB)-a path breaking ECCE program to ensure that India has the world's largest, universal, high-quality pre-school network, Tradition and Local dietary practices focused sensitization around nutrition and Health of Pregnant Women & IYCF (Infant and Young Child Feeding Practices).

In addition to the above themes, States/UTs are to take up any additional focus areas where the Ministry has been actively supporting important campaigns.