

POSHAN GHAR OP-ED

Suposhit Gram Panchayat Abhiyaan: Advancing a Healthier India

Author: Poshan Ghar Secretariat

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The Suposhit Gram Panchayat Abhiyaan promotes action-driven strategies for improving health and nutrition outcomes nationwide. It highlights a structured incentive system, robust assessment frameworks, and cross-sectoral collaboration to achieve measurable results. The Abhiyaan places Jan Bhagidari at its core, inviting CSOs, private companies, and individuals to drive grassroots action. This op-ed by the Poshan Ghar Secretariat decodes the Abhiyaan guidelines. It serves as a reference document for grassroots implementation.

Nutrition drives human development, poverty alleviation, and economic growth by delivering high returns. Improving health and nutrition outcomes in India requires collaborative efforts. Mission Saksham Anganwadi and Poshan 2.0 underscore the importance of *Jan Bhagidari* (community participation) in addressing this challenge.

The Suposhit Gram Panchayat Abhiyaan embodies this spirit of collective action and aims to improve the nutritional outcomes and wellbeing of the target population through convergence with multiple stakeholders and active community participation at the grassroots level.

Introduction to the Suposhit Gram Panchayat Abhiyaan

The initiative was launched in December 2024. Its objective is to incentivize Anganwadis in Gram Panchayats (GPs) to achieve benchmarks in infrastructure, service delivery, and nutritional outcomes. The top 1,000 performing GPs receive a reward of INR 1,00,000 each. Additionally, the three districts with the highest number of Suposhit GPs will gain recognition.



Source: UNICEF

This initiative transcends mere accolades, acting as a catalyst for sustaining practices, innovative approaches, and measurable progress in combating malnutrition. It fosters accountability and competition, promoting improv

health and nutrition indicators. The initiative also supports the achievement of Sustainable Development Goals 2 & 3 (SDG 2 - end hunger, achieve food security and improved nutrition and SDG 3 - ensure healthy lives and promote well-being for all ages) at local level.

Implementation and Incentive Structure

The program allocates an annual budget of Rs. 10 crore as part of the centrally sponsored POSHAN Abhiyaan scheme. It incentivises the top 1,000 qualified Gram Panchayats by providing Rs. 1 lakh per GP. The funds are suggested to be distributed as follows: 25% is allocated to Anganwadi workers and helpers, 25% is directed to GPs for community mobilisation and increasing beneficiary enrollment in Anganwadi Centers (AWCs), and the remaining 50% supports nutrition-related activities, including the development of Poshan Vatikas (vegetable gardens) and the enhancement of supplementary nutrition programs. All these efforts aim to create a ripple effect that will strengthen the health system.

Assessment Framework and Indicators

Key implementation steps include GP nominations from December to February, followed by third-party evaluations, peer reviews, field visits, and beneficiary feedback mechanisms ensuring transparency and accountability. A dedicated portal for the initiative will be accessible through the Poshan Tracker dashboard.

One of the most critical aspects of the Suposhit Gram Panchayat Abhiyaan is its rigorous assessment framework. GPs are evaluated based on a variety of indicators, which are grouped into four broad categories, explained below:



Source: UNICEF India

The first key indicator, **Maternal and Child Healthcare**, assesses improvements in the health of pregnant women, reductions in severe acute malnutrition among children under five with Severe Acute Malnutrition, reductions in severe wasting, and severely underweight under three years of age.

The second indicator, **Saturation of Services**, measures the percentage of pregnant women and lactating mothers receiving regular supplementary feeding, along with children aged six months to six years benefiting from these services.

The third indicator, **Infrastructure**, examines the functional status of Anganwadis and Health Centres. GPs are evaluated based on essential facilities, including toilets, drinking water, and electricity.

The final indicator, **Dietary Diversity**, emphasises the provision of nutritious and varied meals in Take Home Rations and Hot Cooked Meals with the inclusion of...

local foods, ensures millet consumption at least once a week, and maintains standards of hygiene, quality, and nutrition. GPs must sustain dietary diversity at least 21 days each month to meet this requirement.

Each GP will be evaluated based on specific marking criteria, with 100 points allocated per GP.

Ranking and Reporting Results

Following the GP assessments, the GPs will be ranked based on the set indicators, with priority given to child health indicators to reward those GPs achieving highest improvements in child nutrition. In case of a tie, the ranking will consider progress in service saturation indicators to ensure the most comprehensive are recognised.



Source: Scroll

The Ministry of Women and Child Development will publish the results of the assessments.

website every September or October of the year. This public acknowledgment motivates GPs to sustain their efforts while fostering a competitive environment that drives continuous improvement.

Pioneering Convergence for Collective Impact

To ensure the effective implementation of this initiative, various ministries actively contribute through coordination at different levels. Nodal officers from the Ministry of Panchayati Raj (MoPR), Ministry of Jal Shakti (MoJS), and Ministry of Health and Family Welfare (MoHFW) will conduct field visits to verify data from the peer review process. Land for Poshan Vatikas will be identified by MoPR. Unutilised funds will be utilised for activities related to nutrition. The MoJS will support the establishment of drinking water and WASH facilities at AWCs. The MoHFW will support the implementation of community-based management of acute malnutrition, village health, sanitation, and nutrition days (VHSND), as well as conducting regular health check-ups at AWCs. Furthermore, MoHFW will strengthen effective coordination between health field workers, including auxiliary nurse midwives, and anganwadi workers, to improve the management of health and nutrition needs among anganwadi beneficiaries.

Enabling Participation and Engagement

The Abhiyaan places *Jan Bhagidari* at its core, inviting NGOs, CSOs, private companies, and individuals to drive grassroots action. These stakeholders play an active role in supporting GPs within their catchment areas by ensuring timely data entry on the Poshan Tracker, improving anganwadi operations, mobilising communities, platforms, groups and influencers, and in addressing infrastructure gaps. The 2025 GP nominations have closed. However, organisations can prepare for the 2026 GP nomination cycle by fostering stakeholder engagement and promoting convergence to ensure robust participation. Further, NGOs can support the shortlisted GPs in various ways as explained below.

Support from Civil Society Organisations

We encourage Poshan Ghar members to share your ideas and action plan. You will action this initiative with your stakeholders to implement it on the ground. Some of the key actions may include -

- Supporting community-based events.
- Collaborating with field-level workers, beneficiaries, and communities to mobilise participation in VHSNDs, annaprashan, and godbharai diwas.
- Mobilising parents and caregivers in growth monitoring and promotion to identify health and nutrition challenges.
- Conducting community engagement activities with SHGs, mothers' groups, and community influencers to generate demand and promote health and nutrition-seeking behaviours.
- Acting as an interface between field-level workers and block-level panchayat authorities to secure funds for infrastructural development.
- Conducting sensitisation meetings of relevant stakeholders at the GP and district levels and popularising the abhiyaan guidelines amongst them.
- Strengthening anganwadi workers' capacities in growth monitoring, child health counselling, and data management on the Poshan Tracker.
- Supporting CDPOs and panchayat stakeholders in self-assessing GI and developing action plans for the next nomination cycle.

Support from Poshan Ghar Secretariat

To advance this initiative, the Secretariat has also planned a range of activities to support its members in applying the guidelines within their respective geographies.

The Secretariat will organise multiple orientation sessions to decode the guidelines to enhance its accessibility and understanding. Members will also receive

versions of the guidelines, equipping them to engage effectively with CD DPOs, PRIs, and state officials to ensure grassroots-level implementation. Messages of the guidelines will be highlighted through social media which members can use as tools and resources to trigger community discussion.

As part of knowledge management, the Secretariat will document and share practices of its members who have successfully implemented the guidelines. Studies from the field will be disseminated and amplified via digital and social channels, so stay connected with Poshan Ghar.

To get specific support from the Secretariat and to share your action plan, please get in touch with arpita.d@zealgrit.com.



Source: UNICEF India

The Suposhit Gram Panchayat Abhiyaan marks a significant step in India against malnutrition. By integrating ministerial collaboration with grassroot participation, the initiative fosters accountability, collective responsibility and sustainable long-term change.

For further details on the mandate of the Suposhit Gram Panchayat, you can refer to the official document [here](#).

Have stories, insights, or case studies on health, nutrition, WASH, child protection, or social behaviour change? We would love to hear from you. Reach out at arpita.d@zealgrit.com.

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