

**REPORT ON  
AWARENESS ON NUTRITION DIVERSITY  
AS PART OF  
POSHAN ABHIYAAN CAMPAIGN 2024**

**DATE: 25/09/2024**

**Objectives of the Campaign**

The primary objectives of promoting nutrition diversity under the POSHAN Abhiyaan are:

1. To encourage the consumption of diverse food groups to combat malnutrition and micronutrient deficiencies.
2. To educate communities on the importance of balanced diets that include fruits, vegetables, grains, proteins, dairy, and fats.
3. To utilize locally available food resources to create affordable and nutritious meals.
4. To promote behavioral changes towards dietary diversity, particularly among mothers, caregivers, and children.

**Target Audience:**

- Mothers with Children below 5 years
- Pregnant Mothers
- Frontline workers
- NSS Volunteers

**No of Participants:**

30 mothers, 20 NSS Volunteers

**Programme Highlights**

The **POSHAN Abhiyaan** (National Nutrition Mission) flagship initiative of the Government of India aimed at improving nutritional outcomes for children, pregnant women, and lactating mothers. A critical component of this initiative is promoting **nutrition diversity**, which emphasizes the importance of consuming a variety of food groups to ensure adequate intake of essential nutrients. Thus, a nutrition diversity awareness program was conducted at Medhikuchi Library, aimed at educating mothers on the importance of balanced diets and the utilization of locally available food resources. The program was attended by community members, with special participation from the **Integrated Child Development Services (ICDS)** team. The event included model exhibitions, meal preparation demonstrations, and hands-on activities by local mothers. The program was inaugurated by Ms. Maytree Khound, the ICDS Supervisor from Dimoria Block, Assam.

## Photographs

