A Report on

"Poshan Abhiyan 2026: Promoting Nutrition, Maternal Care and Child Well-being through Anganwadi Services"

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Introduction

MITS Community Radio 90.8 conducted a community-oriented awareness programme on Poshan Abhiyan 2026 by visiting the Molakalavaripalle Anganwadi Centre on 9th September 2026. The programme focused on understanding the activities carried out through the Anganwadi Centre and the nutritional and welfare support provided to pregnant women, mothers and children.

The programme was presented by RJ Jasrutha Gaikwad, who introduced the purpose of the programme and interacted with beneficiaries and Anganwadi personnel. The discussion provided a platform for community members to share their experiences regarding the services available

through the Anganwadi Centre.

The programme mainly focused on the importance of nutrition, supplementary food, maternal welfare, child development, preschool education and community participation.

Purpose of the Programme

The programme aimed to:

- Create awareness about Poshan Abhiyan and nutrition-related activities.
- Highlight the role of Anganwadi Centres in supporting mothers and children.
- Understand the experiences of beneficiaries.
- Explain the nutritional food provided to children.
- Create awareness regarding maternal welfare support.
- Highlight the importance of early childhood development.
- Discuss the responsibilities of Anganwadi workers.
- Encourage families to utilize available Anganwadi services.

Community Interaction

The programme adopted an interview-based format. RJ Jasrutha interacted with mothers, Anganwadi personnel and the in-charge worker.

A beneficiary, **Ammaji** from Molakalavaripalle, shared her experience of receiving nutritional support during pregnancy and after her child joined the Anganwadi Centre. She explained that the Anganwadi provided items such as milk, eggs, Bala Amrutam, jaggery and dal, along with nutritious food for children.

She also expressed that the Anganwadi worker supported the family and cared for the children with affection. This interaction provided a beneficiary perspective on the role of Anganwadi services in the community.

Nutritional Support through Anganwadi Services

A major focus of the programme was the nutritional support provided through Anganwadi services. During the interaction, the beneficiary explained that nutritional products were provided during pregnancy. The items mentioned in the interview included:

- Milk, Eggs, Bala and Amrutam
- Jaggery, Dal and Nutritious food

The beneficiary explained that after her child started attending the Anganwadi Centre, the child received nutritious food regularly. The discussion demonstrated the importance of supplementary nutrition for mothers and children and highlighted the role of Anganwadi Centres in providing

nutritional support at the community level.

Beneficiary Experience

The beneficiary interaction was an important component of the programme because it presented the experience directly from a mother associated with the Anganwadi Centre. She explained that the Anganwadi Centre supported her during pregnancy and continued to provide nutritional support after her child joined the centre. She also expressed appreciation for the Anganwadi worker's care and support. According to her experience, the worker provided assistance to the family and took care of the children with affection.

Food Preparation Activities

The programme provided details regarding the food preparation process at the Anganwadi Centre. The discussion explained that different teams are involved in preparing food and related nutritional items. The second cooking team was specifically discussed during the interview.

According to the programme, the cooking activities include preparation of:

Milk and Egg Distribution

The programme highlighted the provision of milk and eggs as part of the nutritional support.

According to the discussion, children are provided 100 ml of milk. Boiled eggs are also prepared and provided as part of the nutrition programme. The programme further mentioned specific food items provided on particular days according to the new menu. This information was presented to create awareness among parents and community members regarding the nutritional services available to children through the Anganwadi Centre.

Snacks and Supplementary Nutrition

The programme also discussed snacks provided to preschool children.

According to the interview, preschool children receive snacks of approximately 15 grams, and channa is provided on Tuesday and Saturday. The discussion highlighted that the food is prepared according to the daily schedule and served to children after preparation.

Role of Anganwadi in Child Nutrition

The programme emphasized that nutrition is not limited to providing food but is also connected with the overall well-being of children. Anganwadi Centres provide a platform where children can receive nutritional support while also participating in preschool-related activities. The programme therefore presented the Anganwadi Centre as an important community-level facility supporting the nutritional and developmental needs of young children.

Community Responsibility

The programme also discussed the responsibility of the community and families in supporting children's development. The discussion emphasized that awareness should extend beyond individual beneficiaries and involve families and the wider community. Community participation can help families understand the available services and encourage them to make appropriate use of the facilities provided through Anganwadi Centres.

Maternal Welfare Programme

The programme also discussed the Prime Minister's Maternity Welfare Programme, including the registration and benefit process mentioned by the speaker. According to the interview, health-care and Anganwadi personnel assist eligible beneficiaries with registration through the relevant application. The programme stated that financial assistance is provided for eligible pregnancies and explained that the benefit is connected with the completion of specified conditions, including immunization. The speaker stated that beneficiaries receive Rs. 5,000 for the first pregnancy and Rs. 5,000 for the second pregnancy, as described in the interview.

Benefit to Rural Communities

The programme emphasized that maternity welfare programmes are particularly important for rural communities. The discussion stated that, according to the information shared during the programme, 950 beneficiaries had benefited in the Thamballapalli project up to that point.

This information was presented as an example of the reach of maternity welfare support among beneficiaries.

Role of Anganwadi Workers

Towards the end of the programme, the RJ interacted with Ms. Taslim, who explained her role as an Anganwadi worker and in-charge. Ms. Taslim stated that she was working at another Anganwadi Centre and had taken charge at the Molakalavaripalle Centre following the retirement of the regular worker, Susilamma.She explained that she visits the centre regularly and supports the activities carried out there.

Meetings with Mothers

One of the responsibilities mentioned by Ms. Taslim was conducting meetings with mothers.

These meetings provide an opportunity to interact with mothers and discuss matters related to the children and Anganwadi activities. The programme highlighted the importance of communication between Anganwadi workers and mothers because parents and families play an

important role in children's nutrition and development.



Documentation and Dashboard Activities

Ms. Taslim also explained that she carries out PHR-related work and uploads photographs and programme-related information to the Janandam dashboard. This demonstrates that Anganwadi activities include not only direct interaction with beneficiaries but also documentation and reporting of activities. The programme therefore provided listeners with an understanding of some of the administrative responsibilities associated with Anganwadi services.

Community-Level Awareness

The field-based nature of the programme enabled MITS Community Radio 90.8 to bring information directly from the Anganwadi Centre to the wider listening community.

The interaction with beneficiaries and workers helped explain the services in a practical manner.

The programme can therefore contribute to:

- Increased awareness among mothers.
- Better understanding of nutritional services.
- Awareness of maternity welfare support.
- Awareness about child development.
- Recognition of Anganwadi workers' responsibilities.
- Greater community participation.

Role of Community Radio

MITS Community Radio 90.8 served as a communication platform connecting community members with information about nutrition and welfare services.By recording the programme

directly from the Anganwadi Centre, the radio programme captured beneficiary experiences and the explanations provided by Anganwadi personnel.



This field-based communication approach makes the information more accessible and relevant to community listeners

Key Outcomes of the Programme

The Poshan Abhiyan 2026 programme resulted in several important awareness outcomes.

Nutrition Awareness

The programme created awareness regarding the nutritional support available to mothers and children through Anganwadi services.

Maternal Welfare Awareness

The programme provided information about maternity welfare support, registration and the benefits described by the programme speaker.

Child Development Awareness

The programme highlighted the importance of early childhood care, nutrition and education.

Community Participation

The programme emphasized the importance of families and communities participating in activities related to child well-being.

Awareness of Anganwadi Services

The programme helped listeners understand the various activities undertaken by Anganwadi Centres, including food preparation, distribution, meetings with mothers and documentation.

Recognition of Anganwadi Workers

The programme highlighted the responsibilities and contributions of Anganwadi workers in supporting mothers and children.

Major Messages from the Programme

The following key messages emerged from the programme:

1. Proper nutrition is important for the health and development of children.
2. Pregnant women require appropriate nutritional and welfare support.
3. Anganwadi Centres provide important community-level services for mothers and children.
4. Parents should be aware of and make appropriate use of available services.
5. Early childhood development requires nutrition, care and education.
6. Regular interaction between Anganwadi workers and mothers can strengthen community awareness.
7. Community participation is important for improving children's well-being.
8. Documentation and monitoring are also important components of Anganwadi activities.

Conclusion

The Poshan Abhiyan 2026 programme conducted by MITS Community Radio 90.8 at Molakalavaripalle Anganwadi Centre provided a valuable community-level perspective on nutrition, maternal welfare, child development and Anganwadi services.

The programme successfully brought together the voices of beneficiaries and Anganwadi personnel. The beneficiary interaction demonstrated the importance of nutritional support received through the Anganwadi Centre, while the interaction with the in-charge worker provided insight into the responsibilities involved in conducting meetings, supporting mothers, carrying out PHR-related work and maintaining programme documentation.

The discussion on food preparation and the daily menu highlighted the practical nutritional activities carried out for children. The programme also created awareness regarding maternity welfare support and the importance of early childhood development.

Overall, the programme served as an awareness and community outreach initiative, using MITS Community Radio 90.8 as a platform to share information about nutrition, maternal care and child well-being.

Final Programme Message

“Healthy mothers, well-nourished children and informed families are essential for building a

healthier and stronger community."

Alignment with UN Sustainability Development Goals

SDG 2 – Zero Hunger

The programme directly relates to nutrition and supplementary food support for children and mothers. The discussion of milk, eggs, dal, Bala Amrutam, snacks and other nutritional items reflects the focus on improving nutritional well-being.

SDG 3 – Good Health and Well-being

The programme addressed maternal care, child nutrition, immunization and welfare support. It created awareness regarding services intended to support the health and well-being of mothers and children.

SDG 4 – Quality Education

The programme discussed the role of Anganwadi Centres in early childhood education and development. It highlighted the importance of supporting children during their early developmental years.

SDG 5 – Gender Equality

The programme included discussion of maternal welfare and support for women during pregnancy. The focus on maternity-related benefits contributes to awareness of support mechanisms for women.