

F.No. PA/147/2020-CPMU (part1)
भारत सरकार
Government of India
महिला एवं बाल विकास मंत्रालय
Ministry of Women and Child Development

3rd Floor, Jeevan Vihar Building,
Sansad Marg, New Delhi
Dated: 04.06.2025

To,

Addl Chief Secretary/Principal Secretary/Secretary of the Department of WCD/Social Welfare of all States/UTs

Subject: Monitoring of grievances received on Poshan Helpline- reg.

This is to inform that to facilitate grievance redressal to citizens/beneficiaries under mission Saksham Anganwadi & Poshan 2.0 & PMMVY, the Ministry has established a physical call center with toll-free Helpline no 14408.

2. The Call Center functions in the following ways:

In-Bound Call Centre Operations:

- a. Receive complaints & feedback regarding deficiencies in services provided to the beneficiaries
- b. Registering & tracking of grievances through tickets generated on CRM regarding deficiencies in service deliveries and entitlements.
- c. Citizen's feedback on improvement of Poshan Abhiyan & PMMVY service deliveries.
- d. Receive technical support related / complaint calls from AWWs and other members of Poshan Abhiyaan.

Outbound Call Centre Operations:

- a. The CCE of the Service Provider can call to the citizens for feedback and other various purposes.
- b. Opening and registering of tickets based on SMS alerts generated by the ICT system i.e., SMS to beneficiaries in case the child is under nourished and falls under the red zone in the dashboard.
- c. The calls may be made to AWWs/ Supervisors for follow-ups.

3. In this regard, it is informed that grievances received on the Poshan helpline are resolved by Call Center Executive or transferred to the concerned AWW/Supervisor/ CDPO for redressal. These grievances can be seen and resolved by AWWs in Poshan Tracker application and in dashboard by Supervisors and CDPOs.

4. District & State level Officers can also see the pending status of grievances by login to Poshan Tracker dashboard under beneficiary redressal tab.

5. For effective monitoring of beneficiary grievance redressal, State/UTs are requested to conduct **regular review meetings with concerned officers once in a month at their level.** The Ministry at the level of AS/JS will also conduct a review meeting of pending grievances zone-wise on a monthly basis. The detail plan of the meetings will be shared shortly.

6. This issues with the approval of competent authority.

Sincerely,



(Arkaja Das)

Director, MWCD

Copy for information to:

1. PSO to Secretary, M/o WCD, Government of India.
2. PPS to AS (GB), M/o WCD, Government of India.
3. PPS to Joint Secretary (Poshan), M/o WCD, Government of India.