

F.No. PA/181/2024-CPMU (e-115713)
Government of India
Ministry of Women & Child Development
Poshan Abhiyaan

3rd Floor, Jeevan Vihar Building
Sansad Marg, New Delhi – 110001
Date: 31 July 2025

To,

The Addl Chief Secretaries/ Principal Secretaries/Secretaries, Department of Women
and Child Development/ Social Welfare of all States/UTs

**Subject: Revised Guidelines for Utilization of Funds under the Innovation Component
of Mission POSHAN 2.0 – reg.**

Sir / Ma'am,

I am directed to refer to the Innovation component under Mission POSHAN 2.0, wherein an annual allocation of ₹ 4.00 lakh per district is made available to States / UTs for introducing and implementing best practices and innovations aimed at addressing malnutrition.

2. As per the existing scheme guidelines, States / UTs are required to seek prior clearance from the Ministry of Women and Child Development (MWCD) before initiating the implementation of innovations and pilot projects. During the Annual Programme Implementation Plan (APIP) meetings for FY 2025–26, several States / UTs requested relaxation of this requirement to enable timely and context-specific innovation.

3. In response to the suggestions given by the States and UTs, and with the aim of promoting greater flexibility and ownership at the State / UT level, the following revisions have been approved in the existing guidelines for the Innovation component under Mission POSHAN 2.0 as mentioned below:

The changes made in the current guidelines in Annexure 2 and are as follows in table and are in *italics*:

S. No.	Key Components	Details (as mentioned in the Guidelines in Annexure 2-page number 49.)	Changes Made
5.	Policy planning, Project Management, PMU, Innovation etc.	To ensure timely and smooth implementation, as well as, effective monitoring of the Mission, it is essential to create institutional mechanisms at central, state, district and block level. The Central Project Management Unit, State Project Management Unit and Coordinators will ensure these aspects at all levels.	No Changes
		a) Central Project Management Unit (CPMU);	No Changes

S. No.	Key Components	Details (as mentioned in the Guidelines in Annexure 2-page number 49.)	Changes Made
		The CPMU will be supervised and guided by Additional Secretary/Joint Secretary as the Mission Director (Ex-Officio, MWCD). Two Executive Directors on deputation will manage the day-to-day operations of the CPMU. CPMU will have Project Managers, Technical Consultants etc. and other consultants etc. b) State Project Management Unit (SPMU): Akin to the CPMU at Government of India, the SPMU at state level will function as the State Nutrition Resource Centre. In addition, there will be staff placed at district and block level to provide effective point of presence at all levels. This will provide a synergized setup for implementation of measures and schemes being adopted to overcome malnourishment in its area of responsibility. The manpower details and organization at state (SPMU), district (DPMU) and block (BPMU) levels are given later in this Annexure. The hiring will be done as per the prescribed qualification. C) Innovations: Funds have been earmarked for the development and implementation of innovations and pilots particularly showing the convergent nutrition action to achieve one or more desirable nutritional results. The successful pilots shall be taken up later-on for scaling up in similar contextual specificities on a broader platform. Any innovative but implementable idea that can be conceptually shown, to be likely to transform or enhance the ability to achieve any of its stated outcomes shall be developed into a pilot and implemented at an appropriate scale. It should have an unambiguous focus on nutrition	No Changes No Changes No Changes

S. No.	Key Components	Details (as mentioned in the Guidelines in Annexure 2-page number 49.)	Changes Made
		outcomes and should generate evidence of desired nutritional effect and feasibility of implementation, so that the innovation-pilot shall be considered for either further development or wider implementation. The remaining funds may be used for the replacement of smartphones and growth monitoring devices. Anyone or more of the following outcomes shall be targeted for the proposed pilot implementation: i) Convergence of Services for achieving goals under POSHAN 2.0. ii) IYCF practices particularly pertaining to breast feeding and complementary feeding at the household level. iii) Reduction of wasting and underweight in children. iv) Improved access to good quality nutrients for complementary feeding in poor families. v) Mechanism for timely identification of SAM children and their care. vi) Use of AYUSH supplements for better nutrition vii) Improved management of child feeding during and after illness. <i>States/UTs will consequently choose pilots and innovations that they would like to implement from the above list, following a systematic process starting with designing the pilot, building in an operations research and evaluation component and seeking technical guidance and clearance from the MWCD before initiating implementation.</i>	No Changes <i>States/UTs are to select innovations under the innovation component and the proposal for funds under innovation component are to be submitted during AIP.</i> <i>Further, States/UTs are advised to ensure that the selected pilots and innovations continue to focus on achieving the stated nutrition outcomes under Mission Poshan 2.0. States /</i>

S. No.	Key Components	Details (as mentioned in the Guidelines in Annexure 2-page number 49.)	Changes Made
			UTs are mandated to document and share learnings and outcomes with MWCD in the next APIP for broader dissemination

S. No.	Key Components	Budget (as mentioned in the Guidelines in Annexure 2-page number 49.)	Proposed Change
5.		@ ₹ 4,00,000.00 per district annually to be provided only to those districts that introduce best-practices/ innovation that contribute to addressing the challenge of malnutrition and are capable of being replicated	@ ₹ 4,00,000.00 per district annually to be provided for utilizing at the State / UT level in either all districts or few or one district, depending on local priorities and requirements of the State/UT.

4. States/UTs are advised to ensure that the selected pilots and innovations continue to exclusively focus on achieving the stated nutrition outcomes under Mission Poshan 2.0.

5. It is reiterated that each pilot must include a clear operations research and evaluation component to generate evidence on effectiveness and feasibility for potential scale-up. States / UTs are encouraged to document and share learnings and outcomes with MWCD for broader dissemination.

6. Further, given the increasing emphasis on technology-driven monitoring, data reporting, and use of digital platforms such as Poshan Tracker and FRS for real-time service delivery, it is essential that Block Coordinators possess basic computer literacy and familiarity with IT systems. Therefore, in addition to the existing educational qualification and experience requirements, it is advised that the preference may be given to candidates who are technologically adept and possess working knowledge of computers, MIS, and digital data tools to enable more effective implementation and supervision at the block level. Hence the following change is made in qualifications in the position of BC.

Page Number	Qualifications as mentioned in the Guidelines	Changes Made
56	Graduate • At least 2 years' experience of working with technology and software application support. • Good oral and written communication in local language. • Mandatorily local candidates should be engaged	Graduate (preferably in BCA, IT, or Computer Science) • At least 2 years' experience of working with technology and software application support. • Good oral and written communication in local language. • Mandatorily local candidates should be engaged

7. This issues with the approval of the competent authority.

Yours faithfully,

(Deepak Kumar Sinha)

Under Secretary to the Govt. of India

Copy to:

1. The Directors/Director in-charge Departments of Women and Child Development/
Social Welfare of all States/UTs

Copy for kind information to:

1. PS to HMWCD
2. PS to HMOS, WCD
3. Sr. PPS to Secretary, M/o WCD, Government of India
4. PS to Joint Secretary (Poshan), M/o WCD, Government of India
5. Director (AD), M/o WCD, Government of India
6. DS (JY), M/o WCD, Government of India

