

F. No. PA/149/2024-CPMU (e-115077)
भारत सरकार/Government of India
महिला एवं बाल विकास मंत्रालय
Ministry of Women & Child Development
पोषण अभियान/POSHAN Abhiyaan

3rd Floor, Jeevan Vihar Building,
Sansad Marg, New Delhi -110 001
Dated: 17th July, 2025

To,

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

Subject- Involvement of Block coordinators of Mission Saksham Anganwadi and Poshan 2.0 to handhold the stakeholders for the implementation of PMMVY, to across State/UTs' - reg.

Madam/Sir,

As you are aware, Mission Saksham Anganwadi and POSHAN 2.0, has the provision of a Block coordinator at the Block level to support the activities of Anganwadi services including the use of Poshan Tracker.

2. As Mission Saksham Anganwadi and POSHAN 2.0 and Mission Shakti are two integral Missions under the Ministry of Women and Child Development that directly cater to Pregnant Women and Lactating Mothers (PW/LM), vide D.O. No. PM-17/12/2017-PMMVY dated 24th September 2024 (copy enclosed) it was informed that the Block Coordinators under Anganwadi Services are to be assigned the responsibility to fully support the Anganwadi workers in the implementation of PMMVY.

3. For effective implementation of the schemes, it is again reiterated that the Block Coordinators under Anganwadi Services shall be assigned the responsibility to support and facilitate the stakeholders during the implementation of PMMVY.

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

Encl- as above

Sincerely,


(Arkaja Das)

Director, Poshan Abhiyaan, MWCD

Copy to

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

Copy for information to:

1. PS to Hon'ble Minister, M/o WCD, Government of India.
2. PS to Hon'ble Minister of State, M/o WCD, Government of India.
3. PSO to Secretary, M/o WCD, Government of India.
4. PPS to AS (GB), M/o WCD, Government of India.
5. PPS to Joint Secretary (Poshan), M/o WCD, Government of India.



D.O No. PM-17/12/2017-PMMVY

भारत सरकार
महिला एवं बाल विकास मंत्रालय
GOVERNMENT OF INDIA
MINISTRY OF WOMEN & CHILD DEVELOPMENT

शास्त्री भवन, नई दिल्ली-110 001, दिनांक

Shastri Bhawan, New Delhi-110 001, Dated

24.09.2024

Gyanesh Bharti Additional Secretary (MWCD) Pallavi Agarwal Joint Secretary (MWCD) Dr. Preetam B Yashvant Joint Secretary (MWCD)

Dear Administrative Secretaries,

As you are all aware, Mission Saksham Anganwadi and POSHAN 2.0 and Mission Shakti are two integral Missions under Ministry of Women and Child Development. There are two schemes under both these missions that directly cater to the Pregnant Women and Lactating Mothers.

2. Poshan Tracker under Mission Saksham Anganwadi and POSHAN 2.0 provides a 360-degree view of the activities of the Anganwadi Centre (AWC), service delivery of Anganwadi Workers (AWWs) and complete beneficiary management for pregnant women, lactating mothers and children. The Pradhan Mantri Matru Vandana Yojana (PMMVY) is a Centrally Sponsored Scheme in a DBT mode for Pregnant Women and Lactating Mothers. PMMVY is implemented viz an online portal - PMMVYsoft MIS.

3. Mission Saksham Anganwadi and POSHAN 2.0, has the provision of a Block co-ordinator at the Block level to support the activities of Anganwadi services including Poshan tracker. It has been decided that the Block coordinators under Anganwadi services are also assigned the responsibility to handhold the stakeholders for the implementation of PMMVY. The Administration at State and District level may also review the work done by Block Coordinators under PMMVY during review meetings from time to time.

4. Hence, it is requested to implement the above decision and issue necessary instructions in your State/UT for better implementation of the PMMVY scheme.

With kind Regards,

Yours sincerely,

Bharti

(Gyanesh Bharti)
Additional Secretary
MWCD

Pallavi

(Pallavi Agarwal)
Joint Secretary
MWCD

Dr. Preetam B Yashvant

(Dr. Preetam B Yashvant)
Joint Secretary
MWCD

To

All Administrative Secretaries, Departments of Women and Child Development/
Social Welfare of all States and UTs