

Nand Ghar marks Poshan Maah 2025, supporting 3.5 lakh families across 15 states

- Extending support to India's most remote villages

New Delhi, September 2025: Vedanta's flagship social impact initiative, **Nand Ghar**, is a nationwide program modernizing Anganwadis into vibrant centers of community development, offering integrated services in nutrition, early childhood education, healthcare, and women's empowerment to enable holistic growth.

In collaboration with the Department of Women and Child Development, Nand Ghar has launched a month-long campaign to mark **Poshan Maah 2025**, engaging more than **3.5 lakh families across 15 states**. With the theme "*Poshan Se Pragati*", the campaign aims to raise awareness, promote healthy practices, and encourage rural communities to adopt simple, sustainable nutrition solutions and combat malnutrition in rural India.

At the heart of its nutrition interventions, Nand Ghar follows a **three-pronged strategy**:

- **Direct Nutrition Support** that ensures children in rural India receive a wholesome start in life through fortified supplements and innovations like Nutri Bars and Protein Shakes, while also bringing vital government nutrition programs closer to families at the grassroots.
- **Sensitization and Community Awareness** that empowers parents and caregivers through training, counselling, and growth monitoring, while fostering supportive community networks where families learn together and adopt simple, sustainable nutrition practices using locally sourced foods and indigenous ingredients.
- **Technology Integration and Partnerships** that connect communities with modern tools and trusted institutions, making it easier to track children's progress, deliver timely support, and introduce innovative food solutions that transform everyday diet.

A child who becomes part of Nand Ghar gains access to fortified nutrition, structured early childhood education, and systematic health monitoring. Through this integrated support, they progressively attain better health, improved focus, and enhanced preparedness for formal schooling, thereby establishing a strong foundation for sustained growth and holistic development.

This year, starting **12th September**, Nand Ghars across the country will be transformed into vibrant hubs of nutrition awareness and practice. The campaign will feature recipe demonstrations to encourage families to use locally available, low-cost, nutrient-rich foods. It will also include parent training sessions on dietary practices, maternal health, and child growth monitoring. In addition, special engagements under the banner "*Poshan Bhi, Padhai Bhi*" will highlight the vital link between healthy diets and improved learning outcomes for children.

Speaking on the campaign, Mr. Shashi Arora, CEO of Nand Ghar, said: "*Poshan Maah is an important reminder of how critical nutrition is to India's progress. At Nand Ghar, we are committed to ensuring that every child and mother in rural India has access to the right nutrition and knowledge to build a healthier future. With the engagement of communities across 15 states, we are working to transform awareness into action and create lasting impact.*"

This initiative comes at a critical time as India continues to grapple with malnutrition. According to the National Family Health Survey (NFHS-5), 37.5% of children under six are stunted and 50% of women of reproductive age are anaemic. Poshan Maah serves as a vital platform to mobilize collective efforts towards reversing these statistics and advancing the Government of India's vision of a healthier, more resilient generation.

Nand Ghar's nutrition model is already delivering measurable impact. During Poshan Maah 2024, more than one lakh millet shakes were served across six states, providing children with access to wholesome meals. Earlier this year, the Project Balvardhan in Rajasthan began benefitting over 80,000 children and mothers in aspirational districts through targeted health and nutrition interventions. These innovations have also demonstrated improvements in children's growth, energy levels, and school attendance. Further, community-led PD Hearth sessions are equipping mothers with practical skills to prepare affordable and nutritious meals while fostering peer support networks for long-term impact.

As Nand Ghar deepens its engagement during Poshan Maah 2025, the focus remains on scaling proven nutrition solutions, strengthening community-led practices, and promoting locally sourced and indigenous foods that can transform grassroots diets.

About Nand Ghar:

Nand Ghar, a flagship project under the Anil Agarwal Foundation, is modernizing India's Anganwadi ecosystem to empower women and children. With over 9,000 centres across 15 states, Nand Ghars provide integrated services in nutrition, early childhood education, healthcare, and skill development. Currently reaching 3.6 lakh children and 2.7 lakh women, the project aims to impact 7 crore children and 2 crore women across the country's 13.7 lakh Anganwadis.

For more information, visit: www.nandghar.org

About Anil Agarwal Foundation: The Anil Agarwal Foundation is the umbrella entity for Vedanta's community and social initiatives. The focus areas of the Foundation are healthcare, women and child development, animal welfare projects, and sports promotion. Anil Agarwal Foundation aims to empower communities, transform lives, and facilitate nation building through sustainable and inclusive growth.

For more information, visit: https://www.vedantalimited.com/eng/social_impact_csr.php

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