



PadhAI

# Kurukshetra

October Edition



# Welcome to PadhAI

## KURUKSHETRA MONTHLY COVERAGE

You are here because you understand a fundamental truth of UPSC preparation: ***it's not about reading everything – it's about reading what truly matters, in the right way, at the right time.***

Magazines like Kurukshetra offer deep insights into rural development, governance, social schemes, and grassroots policy implementation. Yet for many aspirants, the challenge lies in separating exam-relevant content from general narratives.

PadhAI's Kurukshetra coverage is designed to do exactly that - ***filter, structure, and align policy discussions with UPSC requirements.***

## Why This Kurukshetra Coverage Matters

At PadhAI, we don't reproduce articles. We ***extract core themes***, map them with the syllabus, and connect them with ***Prelims and Mains PYQs***.

Every topic included here:

- carries relevance for ***GS Papers or Essay***,
- strengthens understanding of ***developmental and governance issues, and***
- builds ***analytical depth*** rather than surface-level knowledge.

Nothing is added for volume.

Everything is added for value.

## Part of the PadhAI Preparation Ecosystem

This Kurukshetra coverage forms part of a larger, integrated learning system that includes:

- early and concise ***monthly magazines***,
- ***daily PIB summaries*** with exam-focused clarity,
- ***monthly compliance tracking***,
- complete ***Prelims & Mains PYQs with structured answers***,
- relevant ***news article summaries***, and
- ***personal tutor chat support*** for continuous guidance.

The aim is simple:

***one trusted ecosystem instead of multiple scattered sources.***

## Our Guiding Philosophy

At PadhAI, everything is built around one belief:

- *Learn only what matters.*
- *Learn it the right way.*
- *Learn it at the right time.*

We don't believe in shortcuts.

We believe in clarity, consistency, and cumulative preparation.

## A Final Note

UPSC preparation is demanding and often overwhelming.

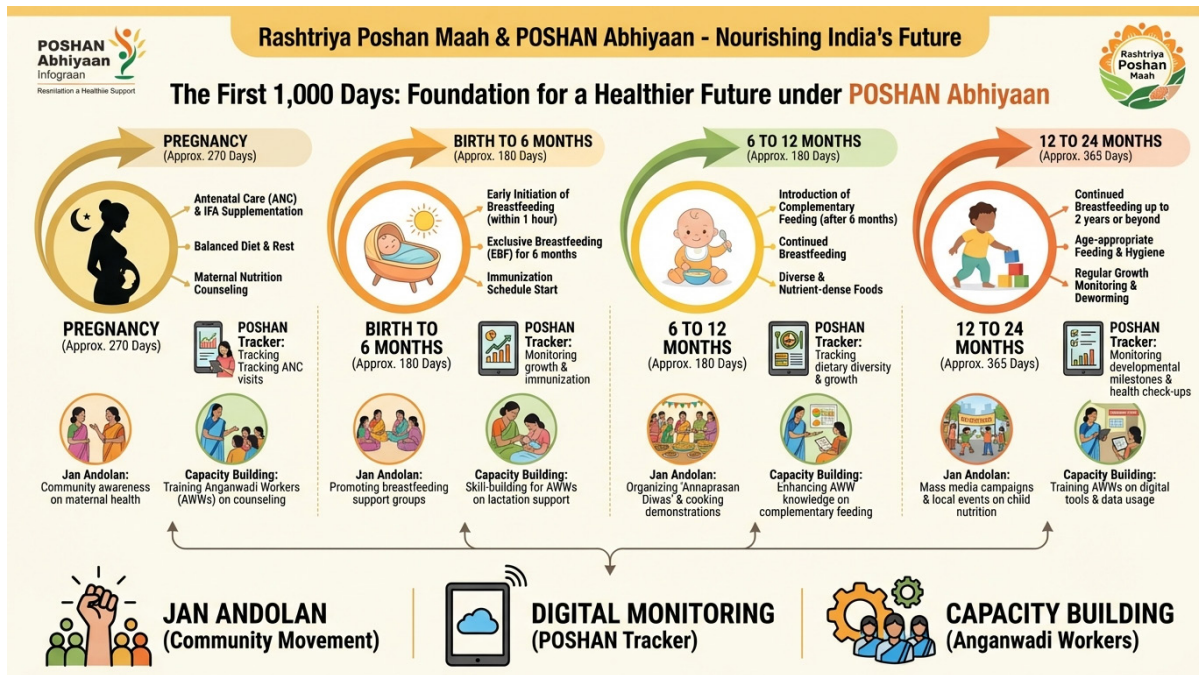
PadhAI exists to ensure you prepare with ***direction, relevance, and confidence*** — never blindly, never alone.

If this **Kurukshetra** coverage helps you save time, connect policy with practice, and strengthen your answers, then it has served its purpose.

**Welcome to PadhAI.**

***A community built to prepare — not to overwhelm.***

# Topic I: Rashtriya Poshan Maah and POSHAN Abhiyaan



**Summary:** Malnutrition is a multidimensional challenge in India that impacts health, productivity, and economic growth, costing the global economy approximately **US\$3.5 trillion annually**.

**Rashtriya Poshan Maah**, celebrated annually in September, serves as a focal point for **Social Behaviour Change Communication (SBCC)** and community-led movements to translate nutrition policy into household practice.

**Background:** India's nutrition policy has evolved from the 1975 **Integrated Child Development Services (ICDS)** to the landmark **POSHAN Abhiyaan (National Nutrition Mission)** launched in **2018**. To enhance convergence, the government launched **Saksham Anganwadi and Mission Poshan 2.0** in 2021, integrating various schemes to serve nearly **10 crore beneficiaries**.

## Key Points:

- **Three-Pronged Strategy:** POSHAN Abhiyaan rests on **Jan Andolan** (community behaviour change), **Digital Monitoring** (via POSHAN Tracker), and **Capacity Building** for 1.4 million workers.
- **SBCC Communication Approach:** Uses a three-tier strategy involving **Mass Media** (TV/Radio), **Mid-Media** (folk performances, wall paintings), and **Interpersonal Counselling** (home visits).
- **2025 Theme:** The theme for Poshan Maah 2025 is "**Swasth Naari, Shashakt Parivar,**" focusing on obesity prevention, reduced salt/sugar intake, and sectoral convergence.
- **Panchayat-Led Governance:** Empowers local governance, especially Gram Panchayats, to lead nutrition campaigns and ensure local accountability.

## Prelims Facts (One Liners):

1. The **first 1,000 days** of life refers to the period from conception to a child's second birthday.

[Click here to access Monthly Magazine](#)

[Click here to access Yojana Magazine](#)

[Click here to access Current Affairs](#)

[Click here to access PIB Summaries](#)

2. The **POSHAN Tracker** is a real-time digital tool used for monitoring service delivery and nutritional outcomes.
3. **Mission Poshan 2.0** (launched in 2021) integrated POSHAN Abhiyaan, Anganwadi Services, and the Scheme for Adolescent Girls.
4. Malnutrition costs the global economy an estimated **US\$500 per person annually**.

**MCQ Practice:** Q. Which of the following initiatives was launched in May 2023 to integrate play-based, inclusive Early Childhood Care and Education (ECCE) at Anganwadi Centres? A) Mission Poshan 2.0 B) Saksham Anganwadi C) Poshan Bhi Padhai Bhi (PBPB) D) Annaprashan Diwas **Answer: C** (The Poshan Bhi Padhai Bhi initiative was launched on 10 May 2023 to transform Anganwadis into vibrant early learning hubs.)

## Topic 2: Nourishing India's Future: IYCF and ECCE



**Summary:** Early nutrition and care are the foundations of human capital. Focusing on **Infant and Young Child Feeding (IYCF)** and **Early Childhood Care and Education (ECCE)** helps break the intergenerational cycle of malnutrition and ensures children are school-ready and developmentally on track.

**Background:** The **86th Constitutional Amendment (2002)** inserted **Article 45**, directing the State to provide ECCE for children up to age six. This was further strengthened by **Section 11 of the RTE Act (2009)**, which mandates free pre-school education for children above three years.

### Key Points:

- **Exclusive Breastfeeding:** Promoted for the first **6 months** as a scientifically proven intervention against infections and infant mortality.

- **Complementary Feeding:** Timely introduction of local, low-cost nutrient-dense foods is recommended starting at **6 months** of age.
- **Poshan Bhi Padhai Bhi (PBPB):** A dedicated program to train 14 lakh Anganwadi Workers in play-based pedagogy using curricula like **Navchetana** (0-3 years) and **Aadharshila** (3-6 years).
- **Nutrition Literacy:** The 8th Poshan Maah (2025) emphasizes tackling **obesity and overnutrition** by promoting "Oil and Sugar Boards" at Anganwadi Centres to visualised consumption patterns.

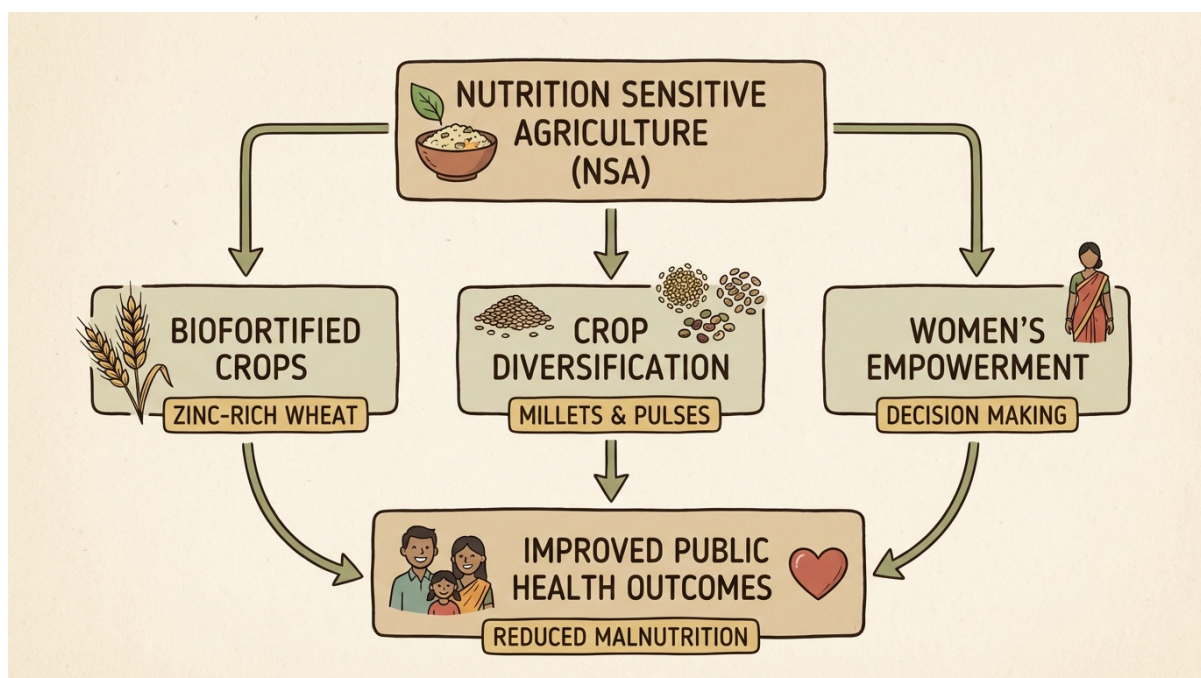
### Prelims Facts (One Liners):

1. The **Anganwadi network** consists of over **14 lakh centres**, reaching 46% of India's under-six population.
2. Children completing ECCE now receive a certificate linked to their **APAAR ID** and UDISE databases.
3. **Annaprashan Diwas** is a monthly event celebrating the introduction of complementary foods at age six months.
4. World Health Organization (WHO) indicators for malnutrition include **stunting** (low height-for-age) and **wasting** (low weight-for-height).

**MCQ Practice:** Q. According to the WHO recommendations for complementary feeding mentioned in the sources, how many nutritious meals/snacks should a child aged 9-24 months receive daily? A) 1-2 meals B) 2-3 small meals C) 3-4 meals + 1-2 snacks D) 5-6 small meals

**Answer: C** (For children aged 9-24 months, the recommendation is 3-4 meals plus 1-2 nutritious snacks daily.)

## Topic 3: Nutrition Sensitive Agriculture (NSA) in Rural India



**Summary:** In rural India, where 44% of the workforce is in farming, **Nutrition Sensitive Agriculture (NSA)** integrates agricultural production with nutritional needs. It addresses India's "**Nutrition Paradox**"—being a leading producer of milk and pulses while facing high rates of stunting and anaemia.

**Background:** NSA is a strategy endorsed by the **FAO** to strengthen agricultural systems to improve nutrition outcomes through diversification, equity, and health linkages. It is estimated that NSA could reduce child stunting by **20% by 2030**.

### Key Points:

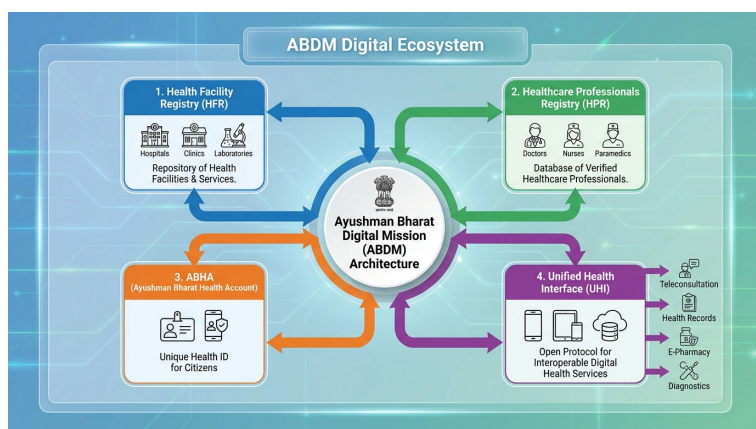
- **Biofortification:** Development of nutrient-rich crops such as **zinc-rich wheat, iron-fortified millets**, and vitamin A sweet potatoes.
- **Women's Empowerment:** Women form 70–80% of the agricultural workforce but own **less than 13% of land**; NSA seeks to empower them as primary nutrition providers.
- **Biofortification Mission (2022–25):** A ₹10,000 crore mission aimed at promoting nutrient-rich crops for 10 million farmers.
- **Economic Impact:** Malnutrition-related losses cost India approximately **4% of its GDP annually** (~\$1.4 trillion).

### Prelims Facts (One Liners):

1. India ranked **105 out of 127** countries in the **Global Hunger Index 2024** with a "serious" score.
2. **NFHS-5 (2019–21)** data shows that **35.5%** of children under 5 in India are stunted.
3. Post-harvest losses for perishables in India reach as high as **40%**.
4. **Sikkim** is noted as an example of a state with high organic/NSA integration, while the sources mention **Kerala** having 15% lower stunting than Bihar.

**MCQ Practice:** Q. According to the NFHS-5 data provided in the sources, what percentage of children under five in India are currently anaemic? A) 19.3% B) 35.5% C) 57.0% D) 67.1% **Answer: D** (NFHS-5 data reports that 67.1% of children under 5 are anaemic.)

## Topic 4: Digital Transformation in Healthcare



**Summary:** India's healthcare sector is undergoing a digital revolution through innovations like **telemedicine, electronic health records (EHRs), and health-tech startups**. The primary vehicle for this change is the **Ayushman Bharat Digital Mission (ABDM)**, which aims to make healthcare accessible and equitable, particularly in rural India.

**Background:** Launched in **2021**, ABDM seeks to create a unified digital health infrastructure. The successful deployment of the **CoWIN platform** for billion-plus vaccinations served as a global model for the feasibility of digital health at scale.

**Key Points:**

- **Pillars of ABDM:** Includes the **Health Facility Registry (HFR)**, **Healthcare Professionals Registry (HPR)**, and the **Ayushman Bharat Health Account (ABHA)**.
- **eSanjeevani:** The world's largest telemedicine initiative, which has delivered **over 150 million consultations**.
- **Health ATMs:** Digital kiosks equipped with diagnostic tools being piloted in states like **Uttar Pradesh and Bihar** to bridge rural health gaps.
- **Data Protection:** The **Digital Personal Data Protection Act (2023)** provides the legal framework to safeguard patient data and consent.

**Prelims Facts (One Liners):**

1. As of August 2025, over **3.3 lakh facilities** and **4.7 lakh professionals** are registered on the ABDM platform.
2. The **POSHAN Tracker** integrates nutrition data into the digital health ecosystem for targeted interventions.
3. Rural internet penetration in India is approximately **38%**, compared to 70% in urban areas.
4. **eSanjeevani** consultations rose by 200% during the COVID-19 pandemic.

**MCQ Practice:** Q. Which of the following is NOT one of the primary pillars of the Ayushman Bharat Digital Mission (ABDM) as defined in the sources? A) Ayushman Bharat Health Account (ABHA) B) Health Facility Registry C) Digital Green Bond Register D) Unified Health Interface (UHI) **Answer: C** (The pillars of ABDM are the Health Facility Registry, Healthcare Professionals Registry, ABHA, and UHI. Digital Green Bonds are not part of this mission.)