

**No. NNM/61/2018-CPMU**  
**Government of India**  
**Ministry of Women & Child Development**  
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*3<sup>rd</sup> Floor, Jeevan Vihar Building*  
*Sansad Marg, New Delhi*  
*Dated the 25<sup>th</sup> May, 2018*

To

The Principal Secretary / Secretary,  
Department of Social Welfare / Women & Child Development  
All States/ UTs

**Subject:** Renaming of National Nutrition Mission (NNM) as POSHAN *Abhiyaan*

Madam/Sir,

I am directed to intimate that National Nutrition Mission (NNM) has been renamed as PM's Overarching Scheme for Holistic Nourishment i.e POSHAN *Abhiyaan* for all practical purposes. The logo of POSHAN *Abhiyaan* is as under:



2. All the States/ UTs are requested to make all the future correspondence/official work referring the revised name of National Nutrition Mission i.e POSHAN *Abhiyaan*.

Yours faithfully,

(Sudhir Prasad)

Director to the Government of India  
Phone No: 011-23385192

**Copy to:** The Director in-charge of POSHAN *Abhiyaan* in the respective States/UTs

(Sudhir Prasad)

Director to the Government of India