



"Assessment Of Knowledge Regarding Poshan Abhiyaan Among Antenatal Mothers In A Selected Urban Community Of Hyderabad, Telangana: A Community-Based Study".

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ABSTRACT

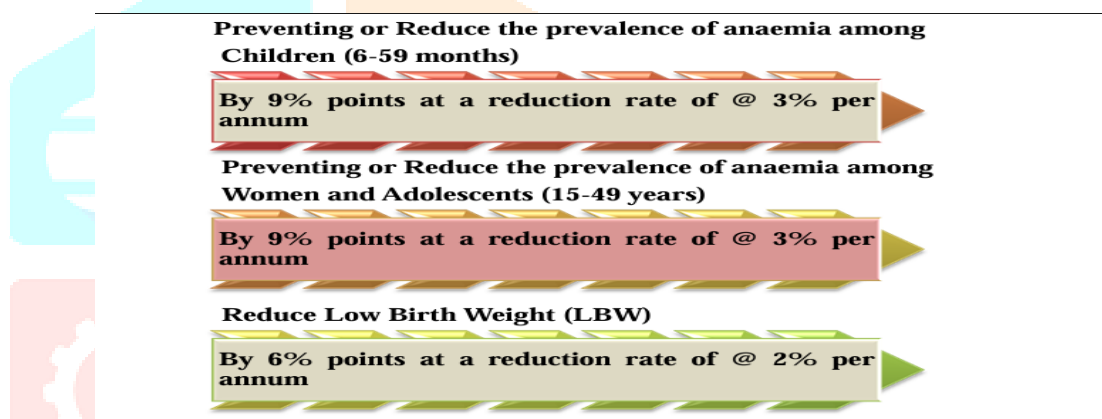
A pre-experimental study was conducted to assess the knowledge regarding Poshan Abhiyaan among antenatal mothers with a view to developing an information booklet in a selected urban community area of Secunderabad, Telangana. The objectives were to assess the knowledge of antenatal mothers regarding Poshan Abhiyaan and determine its association with selected demographic variables. Guided by the General System Theory, the study employed a one-group pre-test design involving 100 antenatal mothers selected from the community. Data were collected using a structured and validated knowledge questionnaire and analyzed using descriptive and inferential statistics. The findings revealed that the majority of participants (64%) had average knowledge, 22% had above-average knowledge, and 14% had below-average knowledge regarding Poshan Abhiyaan, with an overall mean knowledge score of 27.60 ± 7.51 . More than half of the participants (52%) were unaware of Poshan Abhiyaan prior to the study, while among those aware, health personnel constituted the primary source of information (52.1%). Statistical analysis demonstrated a significant association between knowledge scores and educational status ($\chi^2=44.883$, $p<0.05$), monthly family income ($\chi^2=17.475$, $p<0.05$), and number of children ($\chi^2=14.779$, $p<0.05$), whereas no significant association was observed with age, family type, gravida, trimester, religion, occupation, or prior awareness. The study concluded that most antenatal mothers possessed moderate knowledge regarding Poshan Abhiyaan, emphasizing the need for targeted educational interventions and awareness programmes to improve maternal knowledge and promote the effective utilization of national nutrition initiatives.

Keywords: Poshan Abhiyaan, Antenatal Mothers, Knowledge, Maternal Nutrition, Public Health, Health Education.

Introduction

Maternal nutrition is a critical determinant of maternal health, fetal growth, birth outcomes, and the long-term health of future generations. Adequate nutrition during pregnancy contributes significantly to reducing maternal morbidity and mortality, preventing low birth weight, promoting healthy fetal development, and ensuring optimal child growth and development. However, malnutrition among women, particularly during pregnancy, remains a major public health challenge in many developing countries, including India. Factors such as inadequate dietary intake, nutritional deficiencies, poverty, lack of awareness, and poor health-seeking behaviors continue to contribute to adverse maternal and neonatal outcomes.

Recognizing the need to address malnutrition comprehensively, the Government of India launched the **Poshan Abhiyaan (Prime Minister's Overarching Scheme for Holistic Nutrition)** on 8 March 2018. Poshan Abhiyaan, also known as the National Nutrition Mission, aims to improve nutritional outcomes among children, pregnant women, lactating mothers, and adolescent girls through a coordinated and multi-sectoral approach. The programme focuses on reducing stunting, undernutrition, anemia, and low birth weight by promoting nutritional awareness, behavioral change communication, community participation, and convergence of various health and nutrition services.



Pregnant women constitute one of the most vulnerable groups targeted under Poshan Abhiyaan due to their increased nutritional requirements and the critical impact of maternal nutrition on both maternal and child health outcomes. The programme emphasizes regular antenatal care, nutritional supplementation, dietary counseling, anemia prevention, growth monitoring, and health education. However, the successful implementation and utilization of Poshan Abhiyaan services largely depend upon the awareness and knowledge levels of antenatal mothers regarding the programme's objectives, benefits, and available services.

Despite several government initiatives and awareness campaigns, studies have reported that many pregnant women have inadequate knowledge regarding nutrition-related programmes and maternal health practices. Insufficient awareness may result in poor utilization of available services, delayed healthcare-seeking behavior, inadequate nutritional practices, and suboptimal maternal and child health outcomes. Therefore, assessing the knowledge of antenatal mothers regarding Poshan Abhiyaan is essential to identify existing knowledge gaps and develop appropriate educational interventions to improve maternal awareness and promote better health outcomes.

Need for the Study

Maternal malnutrition continues to be a significant public health concern in India, contributing substantially to adverse pregnancy outcomes, increased maternal morbidity, low birth weight, and childhood malnutrition. Although the Government of India has implemented several nutrition-focused programmes, including Poshan Abhiyaan, the effectiveness of these initiatives depends largely on the awareness, understanding, and participation of the beneficiaries.

Antenatal mothers require adequate knowledge regarding balanced nutrition, nutritional supplementation, government health services, anemia prevention, and maternal healthcare practices to ensure healthy pregnancy outcomes. However, limited awareness and inadequate utilization of available nutrition services remain persistent challenges, particularly in urban communities where socioeconomic disparities and variations in educational status influence health-seeking behaviors.

Assessing the knowledge regarding Poshan Abhiyaan among antenatal mothers is important to determine their level of awareness about the programme, identify gaps in knowledge, and understand the factors influencing their understanding of national nutrition initiatives. The findings of such studies can help healthcare professionals, particularly nurses and community health workers, to design effective educational strategies, develop culturally appropriate information materials, and strengthen maternal health promotion activities.

Furthermore, there is limited research evidence available regarding the knowledge of antenatal mothers about Poshan Abhiyaan in urban communities of Telangana. Therefore, the present study was undertaken to assess the knowledge regarding Poshan Abhiyaan among antenatal mothers in a selected urban community of Hyderabad, Telangana, with a view to developing an information booklet that could enhance awareness, promote healthy nutritional practices, and improve the utilization of available maternal nutrition services.

Methodology

A pre-experimental study employing a one-group pre-test and post-test design was conducted to assess the knowledge regarding Poshan Abhiyaan among antenatal mothers in a selected urban community of Hyderabad, Telangana. The study was carried out over a period of one week from 14.11.2025 to 21.11.2025. A total of 100 antenatal mothers were selected using a non-probability purposive sampling technique. Antenatal mothers residing in the selected urban community area of Hyderabad constituted the study population. The inclusion criteria comprised antenatal mothers who were willing to participate in the study and available during the period of data collection.

An extensive review of literature was undertaken to develop an appropriate tool for assessing knowledge regarding Poshan Abhiyaan among antenatal mothers. A structured knowledge questionnaire was developed by the investigators based on relevant literature from textbooks, journals, government reports, and online resources, and was further refined through consultation with experts in the fields of community health nursing, obstetrics and gynecological nursing, and public health. The content validity of the tool was established by subject experts before its administration. Data collected from the participants were analyzed using descriptive and inferential statistics to assess the level of knowledge and its association with selected demographic variables.

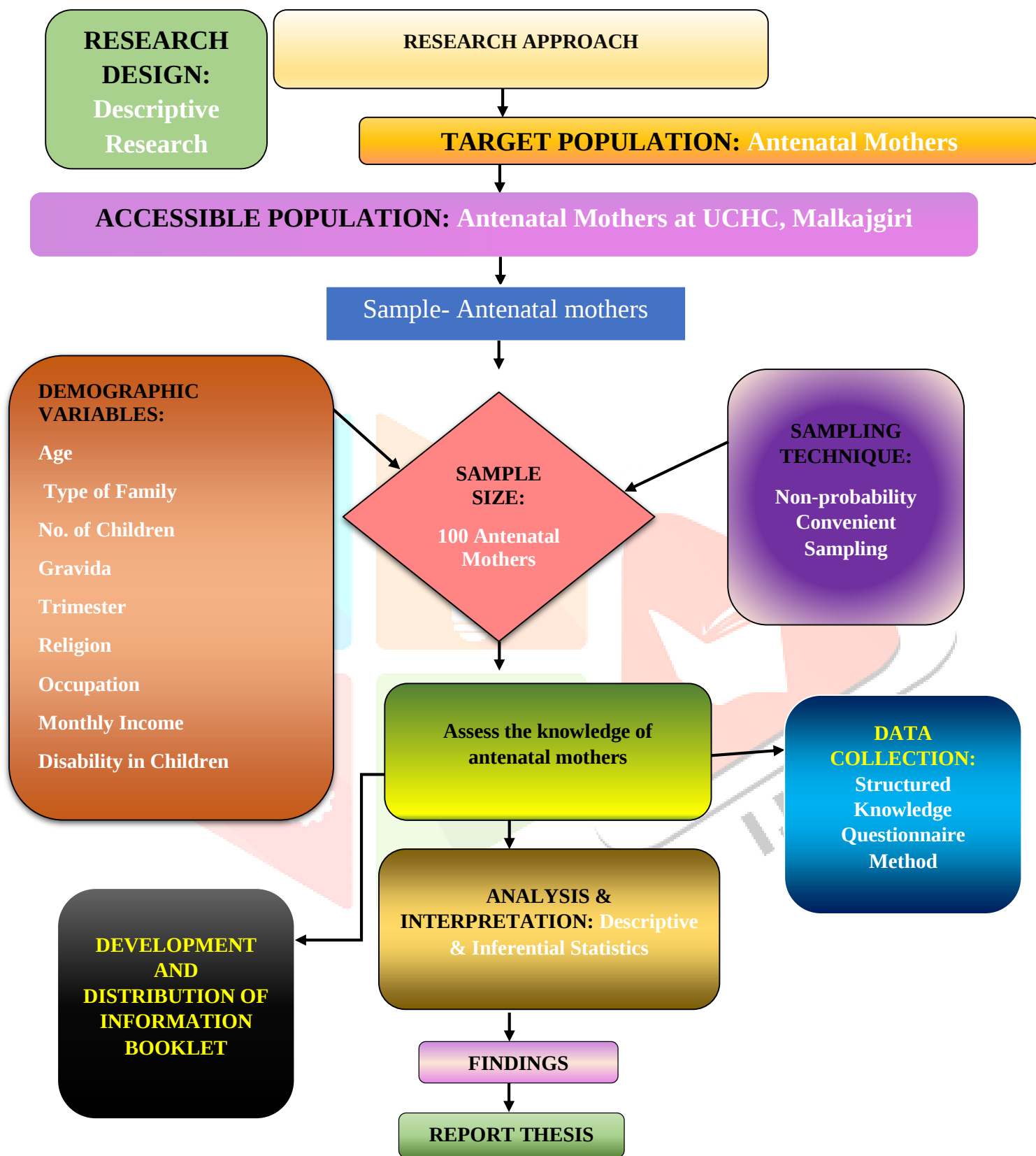


Figure 1: Diagrammatic representation of research methodology

DEVELOPMENT OF THE TOOL

The tool used for Research Study was structured knowledge questionnaires which are prepared to assess the knowledge of antenatal mothers regarding Poshan Abhiyan. After an extensive review of literature discussion with the experts and the investigators personal experience the information booklet on Poshan Abhiyan among antenatal mothers was developed. The first draft of the tool consisted of 52 items and then based in the pretesting, suggestions from experts, modifications and rearrangements of the few items were done. This was the final tool consisted of 52 items.

DESCRIPTION OF TOOL

The tool used for this study consists of **two sections Part-A and Part-B**

Part –A DEMOGRAPHIC VARIABLES

It consists of selected demographic variables such as age, type of family, no. of children, gravida, trimester, religion, occupation, monthly income, disability in children

Part -B STRUCTURED KNOWLEDGE QUESTIONNAIRE

The study consists of 52 questions to assess the knowledge. Investigator gives questionnaire and the respondent was requested to place a tick (✓) against the corresponding places according to their responses. There are 52 items with the maximum score of 52, consists of multiple-choice questions with 4 options.

SCORING KEY

Scoring key was prepared for Part-A by coding the demographic variables. For Part-B, score “1” was awarded for the correct response and “0” for wrong responses in all items.

INTERPRETATION OF KNOWLEDGE SCORES

Interpretation of knowledge score is based on the knowledge score in terms of percentage. The knowledge score is considered into 3 grades – below average, average, above average.

Table-2: Interpretation of Knowledge Scores:

SL NO	Knowledge score	Score percentage	Level of knowledge
1	0 – 15	< 50%	Below average
2	16 – 22	51 – 75 %	Average
3	23 – 30	>75%	Above average

The information booklet on Poshan Abhiyaan was developed and provided to antenatal mothers to enhance their knowledge regarding maternal nutrition and the services available under Poshan Abhiyaan. The contents included in the information booklet comprised the concept and objectives of Poshan Abhiyaan, importance of maternal nutrition during pregnancy, nutritional requirements of antenatal mothers, anemia prevention, iron and folic acid supplementation, balanced diet, recommended dietary practices, antenatal care services, government nutrition schemes, and the role of Poshan Abhiyaan in improving maternal and child health outcomes.

The content validity of the structured knowledge questionnaire was established by obtaining expert opinions from specialists in Community Health Nursing, Obstetrics and Gynecological Nursing, and Public Health. The reliability of the tool was assessed using the split-half method. The Karl Pearson's coefficient of correlation (r) was calculated using the deviation method, followed by the Spearman-Brown prophecy formula. The reliability coefficient obtained was 0.78, indicating that the tool was reliable for data collection.

Data were collected from 100 antenatal mothers using the structured knowledge questionnaire during the study period. The collected data were edited, coded, tabulated, and entered into Microsoft Excel and analyzed using SPSS version 20. Descriptive statistics, including frequency, percentage, mean, and standard deviation, were used to describe the demographic characteristics and knowledge scores of the participants. Inferential statistics, particularly the Chi-square test, were used to determine the association between knowledge scores and selected demographic variables. A p-value of less than 0.05 was considered statistically significant.

Results

Section A – Sociodemographic data

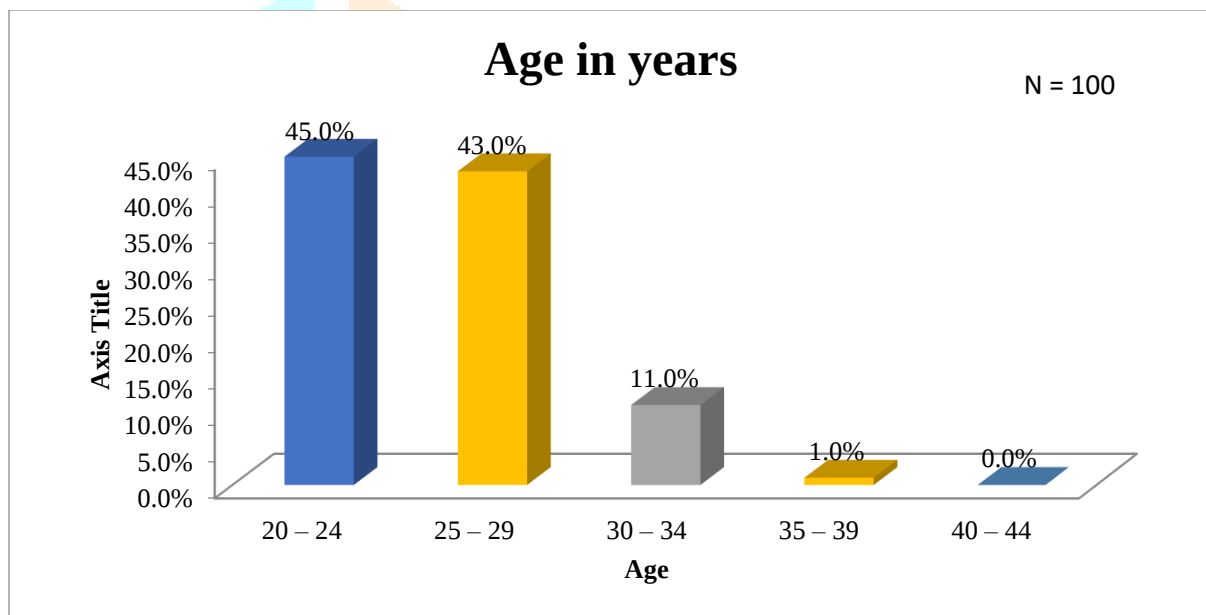


Figure 2: Simple bar diagram depicts percentage distribution of participants by age in years.

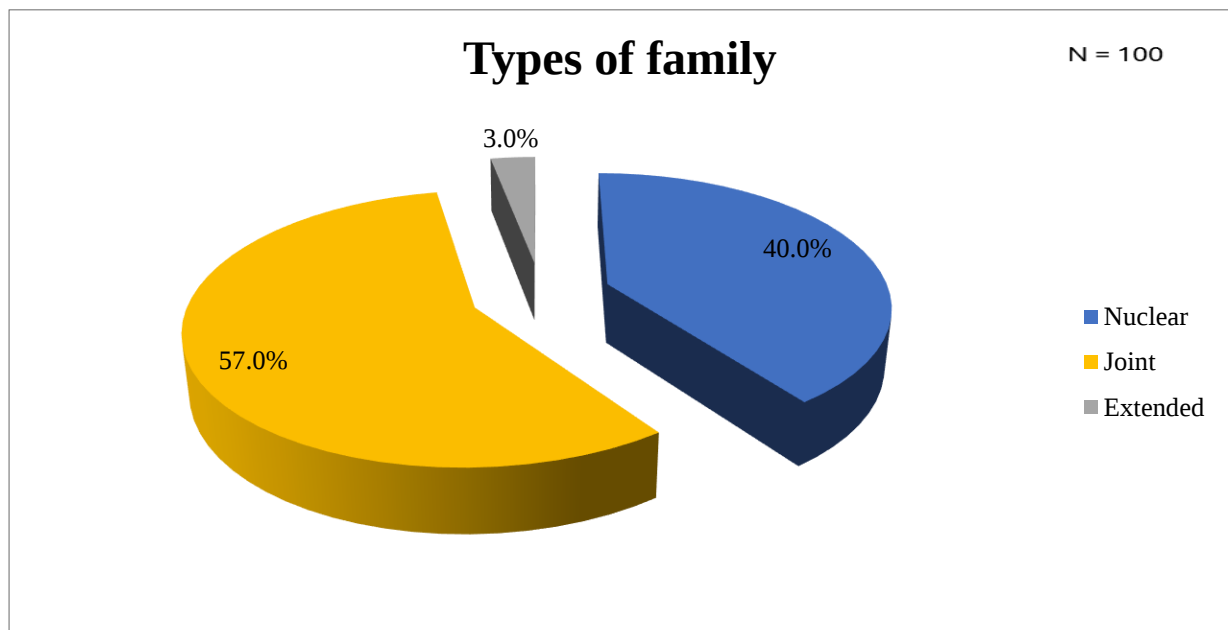


Figure 3: Pie diagram depicts percentage distribution of participants by Types of family.

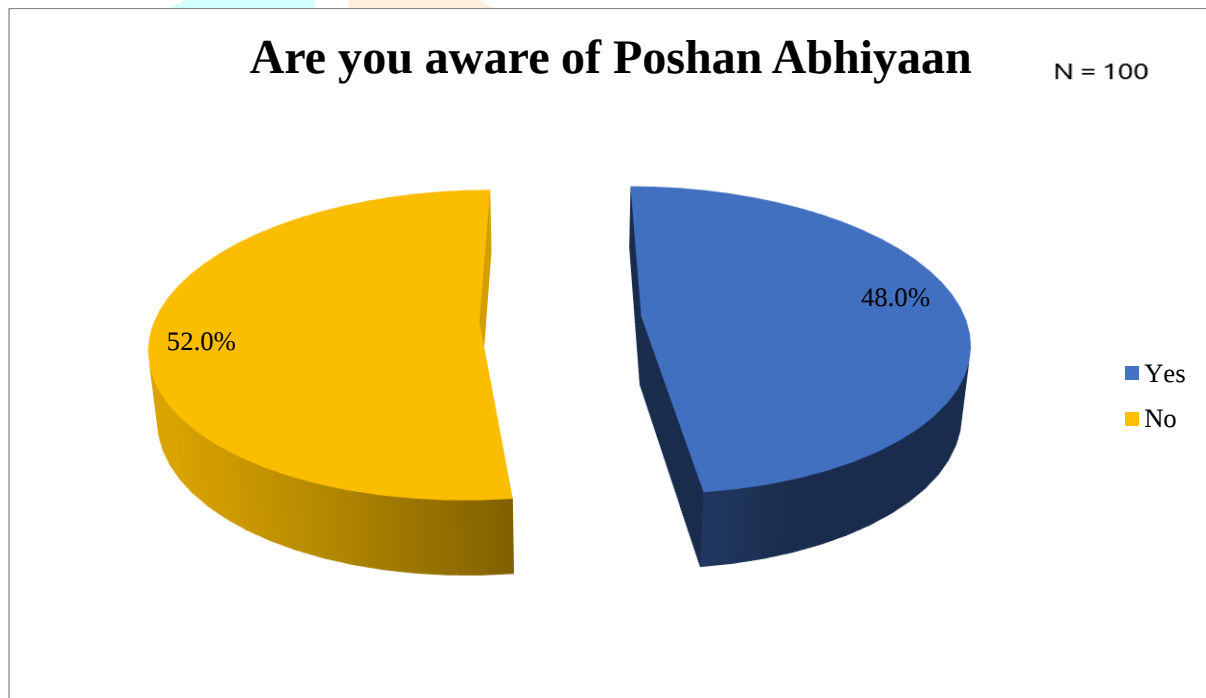


Figure 4: Pie diagram depicts percentage distribution of participants awareness about Poshan Abhiyaan

Section B-Effectiveness of Information Booklet on Poshan Abhiyaan

Overall knowledge Scores in terms of Mean and Std. Deviation to evaluate the need for an Information Booklet on Poshan Abhiyaan

(N=100)

Parameter	Mean	Mean percentage	Standard deviation	Range
Scores	27.60	53.08%	7.51	34.00

The above tables shows that the antenatal mothers had **mean score of 27.60**, which corresponds to a **mean percentage of 53.08%**, indicating a **moderate level of knowledge**. The **standard deviation of 7.51** and the scores **range is 34.00**.

Discussion

The present study found that antenatal mothers had a mean knowledge score of **27.60 (53.08%)**, reflecting a moderate level of knowledge regarding Poshan Abhiyaan. The standard deviation of **7.51** indicates a moderate variation in knowledge among the participants. These findings suggest that while antenatal mothers possess basic awareness about Poshan Abhiyaan, their knowledge is not comprehensive, highlighting the need for continuous educational interventions, awareness programmes, and accessible informational materials to improve maternal understanding of national nutrition initiatives and enhance maternal and child health outcomes.

Conclusion

The present study assessed the knowledge regarding Poshan Abhiyaan among antenatal mothers residing in a selected urban community of Hyderabad, Telangana. The findings revealed that the majority of antenatal mothers possessed only an average level of knowledge regarding Poshan Abhiyaan, indicating the need for enhanced educational efforts and awareness programmes. Significant associations were observed between knowledge levels and educational status, monthly family income, and number of children. The study concludes that educational interventions, such as information booklets and structured health education programmes, can play a vital role in improving awareness regarding national nutrition initiatives among antenatal mothers. Strengthening maternal knowledge about Poshan Abhiyaan may contribute to improved nutritional practices, increased utilization of maternal health services, and better maternal and child health outcomes.

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