

From

**MR Rajendran Nair,**  
Chairman, 3S and our health society  
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Date: 25/04/2024



To,

Secretary,  
WCD.

**Subject: Urgent Request: Inclusion of Complementary and Exclusive Breastfeeding Tracking in Poshan Tracker Application**

Sir/ Madam,

I hope this message finds you well. I am writing on behalf of 3S and Our Health Society regarding our previous correspondence regarding the inclusion of complementary and exclusive breastfeeding tracking in the Poshan Tracker Application.

As discussed in our previous communication, we greatly appreciate the positive response we received from you and your team regarding this crucial addition to the application. It was heartening to learn that the Secretary WCD had instructed to operationalize this feature, recognizing its significance in monitoring breastfeeding practices across India.

However, upon subsequent follow-up, it has come to our attention that the change has not been implemented yet. We understand that there may be various factors contributing to this delay, but we would like to stress the importance of expediting this process.

Complementary and exclusive breastfeeding are fundamental components of infant and child nutrition, playing a pivotal role in their overall health and development. Tracking these practices through the Poshan Tracker Application will not only provide valuable data for monitoring breastfeeding trends but also enable targeted interventions and support where needed.

India has made commendable strides in promoting breastfeeding practices, and the inclusion of complementary and exclusive breastfeeding tracking in the Poshan Tracker Application aligns with the national agenda of ensuring optimal nutrition for mothers and children. By facilitating real-time monitoring and analysis, this feature can significantly contribute to achieving our shared goals of reducing malnutrition and promoting child well-being.

Therefore, we respectfully request your urgent attention to this matter and kindly ask for the expeditious implementation of the complementary and exclusive breastfeeding tracking feature in the Poshan Tracker Application. Your continued support and leadership in this initiative are crucial for its success, and we remain committed to collaborating with you to advance our common objectives.

Thank you for considering our request. We look forward to your positive response and the timely integration of this essential feature into the Poshan Tracker Application.

Warm regards,

Sincerely,



Adv M R Rajendran  
Chairman  
3S and Our Health Society  
Adv M R Rajendran Nair