

पल्लवी अग्रवाल
संयुक्त सचिव

Pallavi Agarwal
Joint Secretary



भारत सरकार
महिला एवं बाल विकास मंत्रालय
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D.O. No. PA/116/2021-CPMU(Part-I)

Dated 23rd August, 2021

Dear Sir/Madam

Please refer my earlier DO Letter dated 6th August, 2021 regarding finalising the activities of Rashtriya POSHAN Maah. A meeting was held under the chairpersonship of Hon'ble Minister, MoWCD on 11.08.2021 wherein it has been decided to celebrate fourth Rashtriya Poshan Maah in the month of September 2021 around four themes for the 4 weeks. These themes are as under:

- First Week:** Plantation activity in the form of Poshan Vatika at the spaces available in Aanganwadi Centres, Gram Panchayat, Schools etc.
- Second Week:** Yoga and AYUSH for Nutrition (Yoga sessions targeted for various groups like pregnant women, children and adolescent girls).
- Third Week:** Distribution of Nutrition Kits comprising of regional nutritious food to beneficiaries of Aanganwadi along with IEC material in high burden districts and
- Fourth Week:** Identification of SAM children and organising Community Kitchen for the beneficiaries.

2. You are also aware that Hon'ble PM has given a clarion call for **Suposhit Bharat** from Red Fort on 15th August 2021. As a valuable partner in the campaign against malnutrition, apart from above mentioned four activities, other suitable activities (keeping in view the COVID-19 guidelines) targeted for nutritional awareness among the population shall also be conducted under the banner of Poshan Maah. The Minutes of the Meeting held on 11.08.2021, a concept note on Poshan Maah and a calendar containing suggestive activities to be undertaken during Poshan Maah is enclosed herewith for information and further action at your end.

~~Dr. J. D. D. S.~~

~~J. D. D. S.~~

Dr. 85108

~~Dr. 26/8~~

M. P. Khara
26/8/2021

A. S. (Prog.)

3. To finalise the modalities of activities to be conducted during Poshan Maah 2021 by all the partner ministries, another meeting is scheduled on 24th August at 3.00 PM at Conference Room No. 602, 6th Floor, Shastri Bhawan New Delhi under the chairmanship of the Secretary, WCD. I would request you to kindly direct the concerned Joint Secretary to attend meeting for effective coordination among the partner ministries for successful organization of activities during 4th Rashtriya Poshan Maah.

with regards,

Yours sincerely


(Pallavi Agarwal)

Encl. : As above

Distribution:

As per list attached

Poshan Maah Calendar

Theme:

Converging towards a healthy walk through life:

कृषोष्णखोड्पोषणकीओर - धर्मक्षेत्रीयभोजनकीओर

Week	Activity	Responsibility
1 1-7 September	<p>Theme 1: Plantation Activity as "Poshan Vatika"</p> <ul style="list-style-type: none"> • PoshanMaah launch with a rally by AWWs, Helpers, ANM, ASHAs, VHSNC, Gram Panchayat, Poshan Panchayat. In urban areas, vehicles and loudspeakers may be used. • Plantation Drive as POSHAN VATIKA by all the stakeholders in the space available at Anganwadi, School Premises, Gram Panchayat and other places • Demonstration about setting up of kitchen gardens • Promotion of Nutri-Gardens across the associated campuses/premises • Slogan writing competition about Nutritive food for pregnant women • Best Poshan Vatika Competition for AWCs. • Two-day sensitization awareness drive for the covid vaccinations and organising of special camps for the same. • Joint celebrations related toMatru Vandana Saptaaah 	<p>MWCD, Rural Development, Panchayati Raji Youth Affairs & Sports, Education Jal Shakti MoAgriculture and other line Ministries</p>
2 8-15 September	<p>Theme 2: Yoga and AYUSH for Nutrition</p> <ul style="list-style-type: none"> • Awareness campaign about AYUSH practices for better nutrition- Focus on ANC, and nutrition during pregnancy and lactation • YOGA sessions (considering COVID guidelines) targeted at specific groups like- Pregnancy, School Children, Adolescent Girls. • Sessions on "5-minute Yoga Protocol" (Y-break or yoga break) at various workplaces for the employees of Government and corporate bodies. Available at https://www.youtube.com/watch?v=KTvIGZSD_9s • Free short duration online yoga courses for women and children • Promotion of Nutri-Gardens across the associated campuses/premises • AYUSH for anaemia in pregnancy: training for Anganwadi Workers • Recipe competition—Nutritious food for Pregnant women. 	<p>Mo AYUSH, MoWCD, MoHFW, Ministry of Youth Affairs, Ministry of Education, Panchayati Raji, Urban Development, MEITY</p>
3	<p>Theme 3: Distribution of 'Regional Nutrition Kit' to beneficiaries of Anganwadi in high burdened Districts</p>	

Week	Activity	Responsibility
16-23 September	<ul style="list-style-type: none"> • Distribution of Nutrition Kits comprising of regional nutritious food (eg. <i>Sukadi-Gujrat, Panjiri-Punjab, Sattu-Bihar, Chikki-Maharashtra</i>) along with IEC material (HFV and A YUSH) to the beneficiaries of High Burdened districts. • Awareness campaign to Know about regional / local food: Millets, vegetables, traditional recipes • Demonstration to Anganwadi workers of recipes using Take Home Ration, with objective to promote use of locally and easily available ingredients for fortification. • Demonstration of recipes by AWW to the local community based on locally available food ingredients. • Demonstration on cooking with millets. 	MoWCD, MoHFV, DFPD, Panchayati Raj
4 24-30 September	<p>Theme 4: Identification of SAM children and Community kitchen service for them</p> <ul style="list-style-type: none"> • Drive for block wise Identification of SAM Children and their referral • Community Kitchen Services for SAM Children • Awareness campaign about IYCF Practices • Focused sensitization on community based early identification of SAM children • Sensitisation activity for Community Management of Acute Malnutrition • Quiz competition for pregnant women • e-Quiz/e-competitions focusing malnourishment issues in children 	MoWCD, MoHFV, Panchayati Raj, UD
5.	<p>Other Suggestive activities/ mandated activities which may be done along with theme activities</p> <ul style="list-style-type: none"> • Field Functionaries to continue with mandated Home Visits along with sensitization activities focusing: a). Nutrition, b). Diet Diversity, c). Breastfeeding and d). Complementary Feeding • IEC on Health & Nutrition may include activities around: Anaemia Camps, Home Visits, Community Based Events (CBE), Local Leaders' Meeting, Community Radio Activities, Nukkad Natak / Folk Shows, Cooperation / Federation based activities, Poshan Workshop / Seminar, Cycle Rally / Walk / Prabhakar Pheri, School Based Activities, DAY-NRLM SHG meetings, VHSND, Poshan Panchayat, Youth Group Meetings, Haat Bazaar Activities, Webinars, plantation drives etc. • Other activities as per discussions held with our Partner Ministries: <ul style="list-style-type: none"> • WASH activities - hand washing promotion, personal hygiene and Solid & Liquid Waste Management (SLWM) • Awareness campaigns for early detection of malnutrition specifically through Social Media • Fortification and Millets focussed sensitisation/ programs/ campaigns • SMC and SHG focused events • Creating innovation-based nutri-models 	

Note: (i) States may add other activities contextual to local needs

(ii) Line Ministries may also add other activities planned by the Ministry/Dept. under the fifth point (Other Suggestive activities/mandated activities)