



नेहरु युवा केन्द्र संगठन

Nehru Yuva Kendra Sangathan

स्वायत्तशासी संस्था
युवा कार्यक्रम एवं खेल मंत्रालय
भारत सरकार

*an Autonomous Body under the
Ministry of Youth Affairs & Sports
Government of India*

साथ साथ
कल की ओर...



Ref. No. NYKS/PROG: Poshan Maah/2020/49

Date: 02.09.2020

From : Dr. M.P. Gupta, Director (Programme), NYKS

To : All State Directors, Nehru Yuva Kendra Sangathan

Subject : **Celebration of third Rashtriya Poshan Maah in the month of September, 2020.**

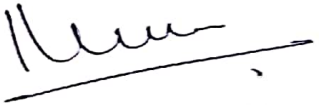
1. As you all are aware that NYKS has been celebrating **National Nutrition Month (Rashtriya Poshan Maah)** across the country for the past two years in the month of September. It has been expected that message of HarGhar Poshan Tyohar should be taken forward.
2. The efforts of NYKS in implementing the programme have been appreciated at the highest level. Ministry of Women & Child Development has designated **Nehru Yuva Kendra Sangathan as a valuable partner in the crusade against malnutrition.**
3. To maintain the momentum and to capitalise on the gains of these events, this year also, Ministry of Women & Child Development has planned to observe the month of September, 2020 as Rashtriya Poshan Maah from **01st September, 2020 to 30th September, 2020.**
4. The **2 key focus activities** for this year are:
 - a) Identification & tracking of children with **Severe Acute Malnutrition (SAM) & Moderately Acute Malnutrition (MAM)** – District NYKs should support Anganawadi & ASHA workers and local Health Department in identification and refer of sever acute malnutrition for initiation of treatment and minimise in the risk of complications. All possible efforts should be made in convergence with concerned agencies.
 - b) Plantation drive for promotion of **Kitchen/Nutri gardens** – Fruits and vegetables are important micro nutrients and their regular consumption is essential for good health, nutrition and well being. As an example, regular and proper intake of Iron- rich vegetables & fruits may help reduce Anaemia. Also, consumption of citrus fruits, turmeric, ginger and such locally ground products associated with boosting of immunity, may help in prevention of viral infections and deceases. Focus should be on planting of nutritious, seasonal and local plants/trees such as Moringa, Brinjal, different varieties of leafy vegetables (Saag, Banana, Pappaya, Tomatoes, Lemon, Guava, Beans, Carrot, Beet, variety of gourds, Turmeric, Ginger, Tulsi, Mint, etc. These vegetables and fruits are nutritious and can be grown locally without much efforts. WhatsApp messages, Personnel Guidance during home visit, etc. may be planned for motivating beneficiaries in developing Kitchen Garden. Convergence and collaboration with the Department of Forest, Agriculture, Horticulture, AYUSH, etc. may be sought for guidance and support.
5. **Webinars** may be organized with the support of different Departments of to guide on the topics such as prevention of mal nutrition, especially severely acute malnourished children during and after pandemic with Nutrition experts, best practices and success stories, etc.
6. In this regard, all State Directors are requested to ensure that District Youth Coordinators should motivate the NYVs and Youth Clubs to sensitise the villagers on the issues of Malnutrition, importance of breast feeding, promotion of Kitchen gardens in collaboration with District Administration, Anganwadi, ASHA Workers for effective implementation.

Contd...2

भूतल, 4 जीवन दीप भवन, संसद मार्ग, नई दिल्ली-110001
Ground Floor, 4 Jeevan Deep Building, Parliament Street, New Delhi-110001
Phone : 011-23442800

Visit us at <http://www.nyks.nic.in>

7. A brief note on celebration of Rashtriya Poshan Maah, 2020 along with details of the *key activities* and other suggestive activities as received from MoW&CD is **enclosed as Annexure-1**.
8. Further, month long activities and campaigns need to be uploaded on the Jan Andolan Dashboard Portal www.poshanabhiyaan.gov.in on daily basis. State wise **Username and Password** are enclosed.
9. A detailed report should be submitted as per enclosed proforma to NYKS Hqtr- mpshamanyks@yahoo.co.in latest by **1st October, 2020** along with action photographs and press clippings.
10. **Precautions:** While undertaking these activities, the youth should wear face mask, wash their hands on regular intervals, due care for personnel hygiene and maintenance of social distancing as well as while following the advisories and Guidelines issued by Government and District Administration. Further, as per local notifications, permissions for conducting activities may be sought from District Administration.



(Dr. M.P. Gupta)

Encl: a/a

CC: PS to DG, NYKS