

अनीता करवल, भा.प्र.से
सचिव

Anita Karwal, IAS
Secretary



स्कूल शिक्षा और साक्षरता विभाग
शिक्षा मंत्रालय
भारत सरकार
Department of School Education & Literacy
Ministry of Education
Government of India

D.O. No. 14-5/2015-MDM- 1-2 (EE.5)

Dated the 21st October, 2020

Dear Sir,

This is regarding celebration of POSHAN Maah in the month of September, 2020. Ministry of Education, Government of India has organized, a Meme making competition and an E-quiz competition for children through MyGov platform on the topic of Food and Nutrition.

2. E-quiz competition was held from 1st September to 30th September, 2020 and participants giving all correct answers automatically received an online certificate from NCERT through MyGov platform. Meme making competition started from 5th to 20th September, 2020 on the topic of Food and Nutrition for school going children. The list of children participated in Meme competitions have been shared with NCERT for final selection and NCERT is in the process of final selections and distribution of certificates.


3. Apart for the above initiatives, Ministry of Education has also shared an article written on Nutrition and its relation with cognitive development and also an article on the role of Ministry in POSHAN Abhiyan activities.

4. A detailed report on initiatives taken by Ministry of Education during Rashtriya Poshan Maah, 2020 is prepared and attached herewith at Annexure-I. Some selected memes may also be seen at Annexure-II.

With regards,

Encl: as above

Yours sincerely,


(Anita Karwal)

Shri Ram Mohan Mishra
Secretary,
M/o Women & Child Development

Initiatives taken by Ministries during Poshan Maah 2020

Name of Ministry: Ministry of Education, Department of School Education & Literacy:

1. Summary of Poshan Maah 2020

1.1 Short Introduction including Planning, Preparation, Partnership highlighting convergence

As you're aware, POSHAN Abhiyaan (National Nutrition Mission) PM's Overarching Scheme for Holistic Nourishment was formally launched by Hon'ble Prime Minister from Jhunjhunu, Rajasthan on 8th March 2018 to improve the nutritional status of Children up-to 6 years of age, Pregnant Women and Lactating Mothers.

- POSHAN Abhiyan activities offer opportunities to gain access to children and promote healthy dietary and physical activity patterns for children of all ages.
- School is a place where enabling environment for promoting health and nutritional wellbeing of children can be ensured which in turn contributes to children's improved learning achievements.
- POSHAN Abhiyan activities are helpful in promoting health and nutritional wellbeing of children, schools easily create close links with parents, local community and health services.
- Children have been engaged in the activities related to prevention of diseases associated with poor nutrition, regular monitoring of children's growth development and giving feedback their health.

Participation of the Ministry in POSHAN Abhiyaan:

- Ministry of Education has been actively participating in POSHAN Abhiyan Activities through the years.
- States/UTs were advised to carry out number of activities viz., dissemination of information regarding balance diet, use of green leafy vegetables, use of millets in meal, and school nutritional kitchen garden. Nutritional talks and rallies were organized at village- block and district state level. Programmes on an awareness generation among adolescent girls on nutritional and health related issues were discussed. Video Sessions, discussion, were carried out schools on nutrition etc.
- They were also advised to carry out the activities on benefit of School Nutrition Kitchen Gardens. Rally and quiz on School Nutrition Garden and nutrition were organized at village- block and district state level. During POSHAN Maah celebration in 2018-19, 3,55,197 activities were carried out by 3, 14, 41,614 participants and during 2019-20, around 10,68,929 activities were carried out by 3,70,04,045 participants.

1.2 Special initiatives of the Ministry during this month 2020

- Poshan Maah is celebrated during the month of September, 2020 by adhering the COVID-19 protocols.
- A DO letter from Secretary (SE&L) has been issued vide letter dated 31st August, 2020 which may be seen at Annexure I. Ministry of Education has organized following competitions on Food and Nutrition using MyGov Portal:
 - i. An e-quiz and
 - ii. A meme making competition for children.
- A joint DO letter of Secretaries of Ministry of Education and M/o Women and Child Development has also been issued vide letter dated 2nd September, 2020. State and UTs have also been requested an E-quiz/ E-competition, focusing malnutrition/nutrition awareness to organize a POSHAN Assembly with students in virtual mode to discuss malnutrition, its impact on society and value of healthy and balanced diet.

Initiatives under MDMs

- Mid-Day Meal is the entitlement of children studying in class I to VIII in Government and aided schools, guaranteed under the National Food Security Act, 2013. Since, it is not possible to provide hot cooked meal under the prevailing circumstances (COVID-19), State Government and UT Administrations were advised through various D.O. letters to provide Food Security Allowance (FSA) comprising of foodgrains, pulses, oil etc (equivalent to cooking cost) to all eligible children in order to provide nutrition to children, till such time their schools are closed due to aforesaid pandemic. The modalities for this purpose may be decided by the respective States and UTs, suitable to the prevailing circumstances. States and UTs were further advised that all the precautionary measures to face the situation arising out of COVID-19 should be followed.

- **Setting up of School Nutrition (Kitchen) Garden**

Detailed Guidelines have been issued on 14.10.19 on School Nutrition (Kitchen) Garden to all the State and UTs. During PAB Meeting of 2020-21, 3.40 lakh more units of SNGs have been approved to be developed during 2020-21. Technical assistance, training, provision of seeds, sapling, organic manure etc are being done in convergence with various line departments/agencies like Krishi Vigyan Kendras, Department of Agriculture/Horticulture, Food & Nutrition Board, State Agriculture Universities, Forest Department etc. Moreover, activities like construction of boundary wall, levelling of land etc are being taken up under MGNREGA.

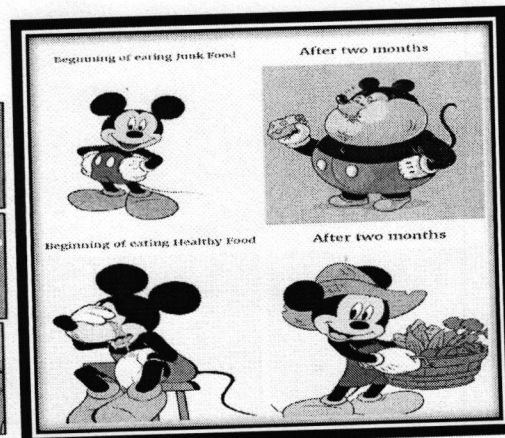
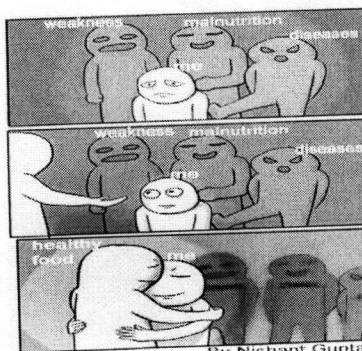
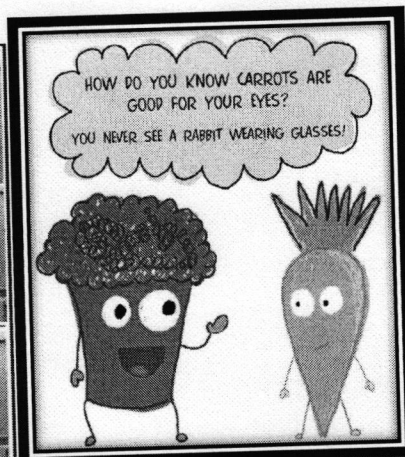
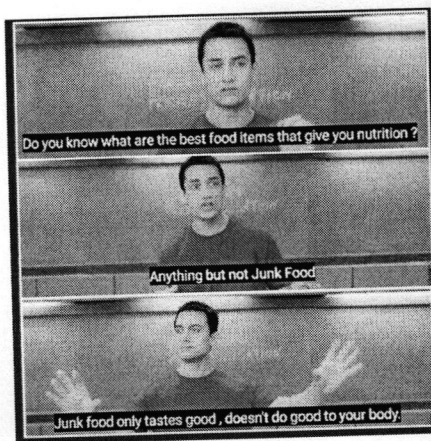
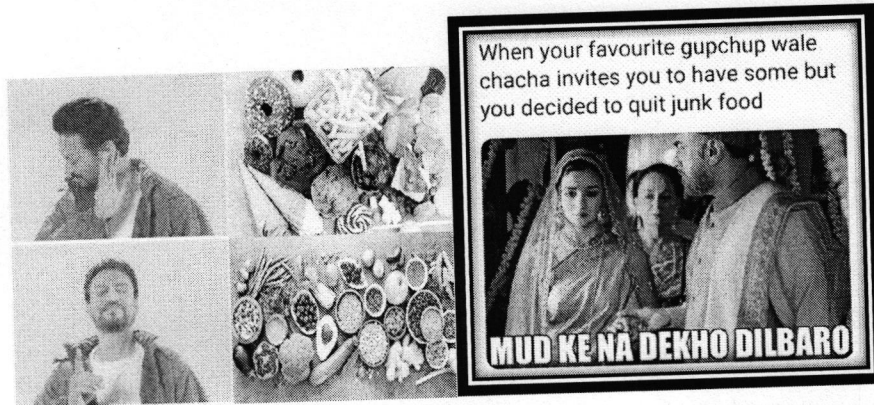
1.3 Media coverage (Print/Electronic, Television, Radio, Social Media, IEC/Banner/Hoarding etc.)

- Ministry of Education has organized an e-quiz and meme making competition for children on Food and Nutrition using MyGov Portal.
- Article written by experts of NCERT on Nutrition and its relation with cognitive development has been shared with Ministry of Women & Child Development.
- Article written by Hon'ble Minister /Secretary (SE&L) has been shared with Ministry of Women & Child Development.

SPECIFIC ACTIVITIES/INITIATIVE during the Poshan Maah 2020

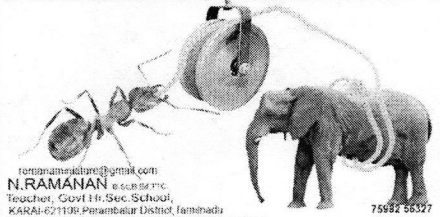
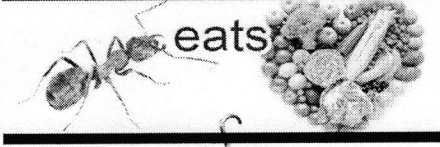
Sl. No	Objective	Target Beneficiary	Coverage (No.)	Brief Description
1	An e-quiz	All eligible school children	226229 children Participated	<p>A quiz completion was organized during POSHAN MAAH. This quiz was based around facts of Indian food and nutrition. The aim of this quiz was "learning with fun".</p> <p>The quiz was based on indigenous and traditional foods, link of climatic conditions and festivals to food and nutrition, the names of the same food in different parts of India, spices grown and used in different parts of India and their benefit etc.</p> <p>It attempted to bring out the unity in diversity of the food and nutrition of India. The theme therefore has a major element of Ek Bharat Shreshtha Bharat in it.</p> <p>The competition started on My Gov from 1st September, 2020 to 30th September, 2020.</p> <p>Participants who get all answers right automatically received an online certificate from Director NCERT through this MyGov platform.</p>
2	A meme making Competition for children	All eligible school children	5850 Children Participated	<p>Meme making competition was organized during POSHAN Maah. It is very popular with school going children, and they express many ideas and feelings through them.</p> <p>An image-based meme portrays a particular concept or idea in a funny or humorous way.</p> <p>The portrayal through a single image and consisting of very few and carefully selected words, is able to spread the message very effectively through social media.</p> <p>Therefore, from 5th to 20th September, 2020, a meme making competition on Food and Nutrition for school going children was organised. This competition was also held through MyGov.</p> <p>The list of children participated in Meme competitions have been shared with NCERT for final selection. NCERT is in process of final selections and distribution of certificates.</p>

Annexure-II





Anything is Possible with Nutrition



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MY BEST FRIENDS

He is Egg
He provides
me Protein

Hi, Everyone
Today I will
Introduce you
to my very
Best Friends



This is Milk
He provides
me Calcium

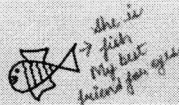
These are
Dairy fruits
They give me all
Type of Nutrition



They are fruits
My Balanced
diet That!



They are
Vegetables



She is fish
My best
friend for eyes

when we get proper
'postik aahar':

