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

D.O. No. 14-5/2022-PM POSHAN-1-1

Dated the 31st August 2022

Dear Sirs/Madams,

As you are aware POSHAN Abhiyaan (National Nutrition Mission)–PM's Overarching Scheme for Holistic Nourishment was launched by the Hon'ble Prime Minister on 8th March,2018 to improve the nutritional status of children (up to 6 years of age), Pregnant Women and Lactating Mothers. Jan Andolan and community mobilization are essential components for effective implementation of Poshan Abhiyaan.

2. Poshan Maah and Pakhwada is celebrated every year by Ministry of Women & Child Development (WCD) with the involvement of Partner Ministries/Departments. Ministry of Education is a partner Ministry in POSHAN Abhiyaan. To celebrate POSHAN Maah, theme-based activities are conducted across the country throughout the month of September. This year's Poshan Maah, the main focus is to activate Poshan Panchayats-making the Sarpanch and the Gram Panchayat at the village level as the fulcrum of activities, thus converting Jan Andolan into Jan Bhagidari. It is envisaged that the Jan Bhagidari for Poshan will be activated through the Gram Panchayat and the various Standing Committees of the Gram Panchayats. In this regard, the copy of the DO letter from M/o WCD-Nodal Ministry of Poshan Abhiyaan-(National Nutrition Mission) dated 20.08.2022 along with the detailed calendar of activities is enclosed. The activities during the month of Sep, 2022 will be centered around the following key themes:-

- i) Mahila and Swasthya.
- ii) Bacha and Shiksha-Poshan bhi Padhai bhi.
- iii) Gender Sensitive Water Conservation and Management.
- iv) Traditional Foods for Women and Children in Tribal Areas.

3. Accordingly, it has been decided to carry out a series of activities by State and Local functionaries at the level of Village Panchayat through Dist. Education Officers, School Principals/Teachers, Students and Parents, School Management Committees (SMCs) etc. during this month. The activities mentioned in the DO letter of Secretary, MWCD contains activities for Ministry of Education and Ministry of Sports, therefore, activities of the Education Ministry to be taken up by States and UTs have been segregated and mentioned below:

- i. **Pledge:** POSHAN Pledge to be taken by students in schools during Poshan Maah reflecting the spirit of Bachcha and Shiksha which will be shared shortly.
- ii. **Sensitize regarding nutrition in formative years:** Group discussions/debates may be organized on the issue of formative years. Banners, slogans, banner may be placed in schools to sensitize the community on "POSHAN BHI, PADHAI BHI" and create awareness in the community through appropriate/related indigenous toys.

- iii. **Sensitize children in all schools, all grades on nutrition:** through organization of Nutrition Fairs/Rallies/Nukkad Nataks on importance of millets in diet, etc.
- iv. **Health and physical well-being:** Organize Health and Activity Clubs for Adolescent Girls.
- v. **E-quiz competition :** focusing on eating healthy, nutrition awareness etc. to be organized by centre through MyGov.
- vi. **Nutrition garden:** Nutrition gardens maybe developed in schools by children.
- vii. **Water management:** Conduct awareness campaign for students on water management through school activities/Science Fairs on water management.
- viii. **Disseminate through TV channels:** SWAYAMPBABHA channels of Ministry of Education will also telecast programmes on POSHAN Abhiyan during POSHAN MAAH 2022.
- ix. **Sensitizing parents through Parent Teacher Meeting (PTMs):** These may be held by all school/class teachers with parents with regard to nutrition and its relationship to physical and mental health and wellbeing of the school children.
- x. **Social Audits** of PM POSHAN may be initiated in the month of September by all States and UTs.
- xi. The portion in the NCERT curriculum on nutrition and physical health in all grades may be covered by all schools in the month of September 2022.

4. You are therefore requested to issue necessary instructions at appropriate levels to ensure maximum participation under various activities mentioned above. You are also requested to use the creatives on the official website and official WhatsApp groups to give this a wider publicity.

5. Your kind intervention shall be extremely helpful in engaging children and to celebrate the true spirit of Rashtriya POSHAN Maah. I request that necessary preparatory activities may be initiated and executed at each level.

With warm regards,

Yours sincerely,


(A.Srija)

Encl: as above

- 1.The Principal Secretaries/Secretaries (Education) all States/UTs**
- 2.The State Nodal Officers -PM POSHAN Scheme all States and UTs.**
- 3. Director/Commissioners of PM POSHAN.**

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इन्दीवर पान्डेय, आई.ए.एस.

सचिव

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सत्यमेव जयते

आज़ादी का
अमृत महोत्सवभारत सरकार
महिला एवं बाल विकास मंत्रालय
शास्त्री भवन, नई दिल्ली-110 001

Government of India

Ministry of Women & Child Development

20th August, 2022

Dear Anita,

As you are aware, POSHAN Abhiyan launched by the Hon'ble Prime Minister aims to achieve improvement in the status of nutrition of both children and women. Jan Andolan and community mobilization are essential components for effective implementation of Poshan Abhiyan. In order to strengthen the efforts made by the Government to address malnutrition and for involving masses through *Jan Andolans*, Poshan Maah and Pakhwada are celebrated every year by Ministry of Women and Child Development with the involvement of all stakeholders including Partner Ministries/ Departments. Since the launch of POSHAN Abhiyaan in March 2018, these events have helped in reaching out to communities through the nation's biggest nutrition-centric annual Jan Andolans and more than 40 crore sensitisation and awareness activities have been successfully conducted with joint participation of all.

2. To celebrate POSHAN Maah, theme-based activities are conducted across the country throughout the month of September. For this year's Poshan Maah scheduled in September 2022, the focus is to activate *Poshan Panchayats*- making the Sarpanch and the Gram Panchayat at the village level as the fulcrum of activities, thus converting *Jan Andolan* into *Jan Bhagidari*. It is envisaged that the Jan Bhagidari for Poshan will be activated through the Gram Panchayat and the various Standing Committees of the Gram Panchayats.

3. The activities during the month will be centred around the following key themes:-

- (i) *Mahila and Swasthya*
- (ii) *Bacha and Shiksha- Poshan bhi Padhai Bhi*
- (iii) Gender Sensitive Water Conservation and Management
- (iv) Traditional Foods for Women and Children in Tribal Areas

The detailed calendar of suggested activities for the Poshan Maah is **enclosed**.

4. In this regard, a meeting was held on 05.08.2022 with Partner Ministries/Departments to sensitise the Partner Ministries about the themes and the activities/events to be held during the Rashtriya Poshan Maah 2022.

5. In order to make the Rashtriya Poshan Maah a grand success with the support of all the stakeholders, I request that necessary preparatory activities may be initiated. Further, valuable inputs / suggestions on activities to be conducted during the Poshan Maah 2022 may be shared with this Ministry in the following email id, reshma.nair@gov.in. I am grateful for your constant support in the endeavour to realise the goal of a 'Suposhit Bharat'

With Regards,

Yours sincerely

(Indevar Pandey)

Encl: As above.

Ms. Anita Karwal

Secretary,

Department of School Education & Literacy,

Shastri Bhavan,

New Delhi.

Poshan Maah 2022: सशक्त / सबल नारी, साक्षर बच्चा, स्वस्थ भारत!

Triggering Poshan Panchayats for Poshan MaahPanchayat Level Activities

Gram Panchayat- Sarpanch					
Standing Committees at the Panchayat level	Village Health Sanitation and Nutrition Committee	School Management Committee / Education Committee	Water Supply, Water and Environmental Conservation Committee	Planning and Development Committee	Social Justice Standing Committee
Domain	Health	Education and Sports	Water Conservation & Agriculture	Planning & Development	Inclusivity
Activities by Local Functionaries at the level of the Village Panchayat					
	<p>Indian Academy of Pediatrics, Dist. Ayush Officers, Ayush Vaidyas, PHC/ HWC/ CHC/ DHC/ DPO/ CDPO/ LS, ASHA/ANM, AWW/AWH, etc.</p> <ul style="list-style-type: none"> Organize Screening Camps for identification of SAM and MAM Children with the help of Indian Academy of Pediatrics (IAP) ASHA and AWWs, Rotary/Lions Clubs/SHGs/IMA/Red Cross/Doctors Associations etc. for appropriate follow-up DMs to ensure use for Nutrition Rehabilitation Centres (NRC) for follow up treatment 	<p>Dist. Education Officers, School Principals/ Teachers, Students and Parents, SMCs, NSS Volunteers etc.</p> <ul style="list-style-type: none"> Sensitize children in school on nutrition through organization of Nutrition Fairs in schools Khelo aur Padho – Education through toys Organize community centered events to promote toy-based and play-based learning at home – sensitize caregivers and parents to use indigenous toys at home with their children 	<p>Dist. Jal Shakti Kendra, Technical Officer Jal Shakti, Water Research Institutes like Institute of Hydrology, Roorkee Village Jal Samiti, Krishi Vigyan Kendras, Farmers' committee etc</p> <ul style="list-style-type: none"> Assist district officials/State Govts to set up Rain Water Harvesting Structures in AWC buildings through the District Jal Shakti Kendra / Nodal Officer Organize cleaning/de-silting campaigns at community water bodies - Lake/pond/well/Water tank Conduct Workshops for sensitizing women in the community on techniques of water conservation and 	<p>Dist. Panchayati Raj Officers, Gram Sabhas, Mothers' Groups, Gram Panchayat, SHG/Federation, Gram Sewak</p> <ul style="list-style-type: none"> Poshan Maah to be utilized for extensive outreach to nation-wide Gram Panchayats for promotion of Poshan agenda, with a focus on "Mahila and Swasthya" Gram / Poshan Panchayat Committees to work closely with FLWs – AWWs, ASHAs, ANMs – to support problem solving and enabling service delivery through AWCs, VHNDs, and other relevant platforms to ensure all pregnant and lactating 	<p>District Tribal Welfare/ Social Welfare officers</p> <ul style="list-style-type: none"> Organize Anaemia Camps for Children, Adolescent Girls and Women in AWCs of 182 tribal districts Organize Anaemia Camps in Eklavya Model Residential Schools (EMRS) (approximately 680 schools) Organize Tribal Food Fairs with involvement of SHGs

<p>Section 1-1</p> <ul style="list-style-type: none"> • IAP to facilitate screening camps at AWCs • Conduct awareness campaign among adolescent girls and women on menstrual hygiene in AWCs • Conduct consultation camps at / near AWCs on appropriate breast feeding practices • Sensitize Village Panchayats on Prevention of Anaemia, Ante-Natal Care, Post-Natal Care • Conduct preliminary screening for early diagnosis of juvenile diabetes at AWCs • Conduct Anaemia Health Check-up camps for PW&LM, Adolescent girls and children under 6 years of age; distribute IFA tablet and de-worming tablets • Organize diet consultation camps at Primary Health Centre/Community Health Centre /District Health Centre etc. for Pregnant Women & Lactating Mothers (PW&LM) • Conduct sensitization sessions in AWCs on water-borne diseases: Awareness amongst mothers/families on care and nutrition for diarrhoea-affected children 	<ul style="list-style-type: none"> • Organize Junior chef (pre-school children), Budding chefs (adolescents) competitions for healthy recipes- visits to AWCs • Promote learning about nutrition through games (5-6 years old children) • Conduct awareness campaign for students on water management through schools – Science Fair on water management in AWCs • Organize Essay competition and Quiz competitions / Drawing competition etc. focusing on malnutrition/nutrition awareness • Conduct enrolment drive for pre-primary education in AWCs and awareness about pre-primary education • Organize Health and Activity Clubs for Adolescent Girls • Conduct sensitization drives to engage Adolescent Girls as health ambassadors or Agents of Change for creating awareness about their own health, health of their communities etc. 	<p>management and rainwater harvesting</p> <ul style="list-style-type: none"> • Conduct sensitization campaigns on need for water conservation for Panchayati Raj/Urban local bodies in AWCs • Promote millets and backyard kitchen gardens in AWCs • Retrofit the Poshan Vatikas with backyard poultry and fishery units wherever applicable/acceptable. • Conduct Training drives on nutri- farms/ nutrition sensitive agriculture in co-ordination with local Krishi Vigyan Kendra in AWCs • Organize millet recipe competitions in AWCs • Sensitize Panchayati Raj bodies, district functionaries, AWWs and LSs and community at large on benefits of millets in Poshan panchayat. 	<p>women, children below 6 years, and adolescent girls receive basic ICDS services, have functional infrastructure for AWCs and intended beneficiaries are receiving services.</p> <ul style="list-style-type: none"> • Identify land for nutri-gardens / Poshan Vatikas at / near AWCs • Conduct inspection drives of AWC buildings with Local Panchayats, CDPOs, Lady Supervisors and AWWs • Nominating members from women led SHGs for participation in Poshan Panchayats • Organize awareness drives on Anganwadi Services, good health practices in Urban Slums • Conduct Growth Measurement drives in Urban slums with campaign to bring more beneficiaries under the ambit of Anganwadi Services • Organize Health camps for anaemia check-up in urban slums especially in AWCs and for adolescent girls 	<ul style="list-style-type: none"> • Conduct Traditional Recipe Contests in Tribal districts in AWCs • Identify land for Nutri-Gardens, particularly at/near EMRS schools • Organize sensitization drives and outreach activities focused on nutrition in minority dominated areas in AWCs • Conduct identification drives for Adolescent Girls between 14-18 in North-Eastern States as beneficiaries of Scheme for Adolescent Girls
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Section 1.1

- District AYUSH-in-Charge to focus on promotion of wellness through Yoga: Campaigns of 'Yoga at Home, Yoga with Family' at AWCs and households
- Conduct / Organize YOGA sessions for Pregnant women, Adolescent Girls in AWCs
- Organize drives to populate Poshan Vatikas with medicinal plant and saplings, technical assistance, etc. as appropriate in convergence with MoPRI.
- Conduct awareness campaigns in the community on healthy dietary practices (regional and seasonal) in AWCs / Poshan Panchayats
- Conduct Awareness campaigns on lifestyle changes for prevention of lifestyle disease like Childhood Obesity in AWCs / Poshan Panchayats
- Organise camps to recommend various AYUSH Practices/ products that have been successfully used for reducing stunting, wasting, anaemia, low birth weight and bolster immunity in AWCs / Poshan Panchayats

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• Organise Health camps for PW&EM and Adolescent girls in AWCs / Poshan Panchayats

Key Converging Ministries / Departments- Domain-wise supporting above activities

	M/o Health and Family Welfare, M/o Ayush etc.	Dept of School Education and Literacy, Ministry of Youth Affairs & Sports etc.	M/o Jal Shakti, M/o Agriculture & Farmer's Welfare, M/o Consumer Affairs, Food & Public Distribution, M/o Fisheries, Animal Husbandry & Dairying etc.	M/o Panchayati Raj, M/o Rural Development, MoHUA etc.	M/o Tribal Affairs, M/o Social Justice & Empowerment, M/o Minority Affairs, DoNER, M/o Labour & Employment etc.
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State- Level Activities

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Domain	Health	Education and Sports	Water Conservation & Agriculture	Planning & Development	Inclusivity
	<ul style="list-style-type: none"> • Poshan Maah launch with a rally / prabhat pheris by AWWs, Helpers, ANM, ASHAs, VHSNC, Gram Panchayat, Poshan Panchayat. In urban areas, vehicles and loudspeakers may be used. • Promotion of Buddy Mothers concept which won the Poshan Abhiyaan DM award: Mother of a well-nourished child is partnered with and supports mother of a malnourished child. • Raise awareness about complementary feeding through attractive infographics / videos etc in partnership with state Health Departments • Swastha Balak Spardha to be organized as a one -day event, in the nature of a celebratory tyohar / festival, wherein the children will be ranked and certificates / prizes distributed. Objectives of the Spardha <ul style="list-style-type: none"> • To bring focus on the “Swastha Balak-Healthy Child” • To identify healthy children in age group 	<ul style="list-style-type: none"> • Draft a POSHAN Pledge to be taken by students in schools during Poshan Maah reflecting the spirit of Bachcha and Shiksha • Facts/awareness on Formative years through banners, slogans, posters and media, banner in each AWW centre to sensitize the community on “Poshan Bhi, Padhai Bhi” and create awareness in the community of AWC as a learning centre • Demonstrations in AWCs on play-based learning activities conducted with children – parents to participate in these activities as a way of creating awareness • TOYathon – Toy making workshop with AWWs to make indigenous toys and display on Social Media. Indigenous toys also to be kept in appropriate activity corners in each AWC to promote play-based learning of children • State level Indigenous Toy Fair 	<ul style="list-style-type: none"> • Specialised NGOs/agencies working in the area of Water Conservation to organise extensive community-based drives to highlight the role of women in sustainable water management and household level water conservation models • Identifying Anganwadi Centres for Rainwater Harvesting Structures 	<ul style="list-style-type: none"> • Organising Amma ki Rasoi/ Grandmother’s Kitchen • Develop catalogue on traditional nutritious foods and share it with AWWs • Promoting Tricolour /Rainbow Thali • Budget Menu competition • Linking of traditional foods with local festival during the Month (Nutri Thali with Ganapati Bappa) • Conduct Growth Measurement drives with the help of agencies like Lions Club, Rotary Club, Red Cross etc 	<ul style="list-style-type: none"> • Recipe contest / Mother’s Kitchen contest’ at District/Block level for Identification, promotion, demonstration of healthy traditional recipes for Mother & Child especially in Tribal areas • Based on the above activities, documentation of 5 best recipes per state, predominantly from Tribal community (as per reporting format provided by WCD) • Conduct awareness drives among migrant workers about universalization of Anganwadi Services through Migration module of Poshan Tracker

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of 6m-3 years and 3-5 years

- To generate awareness and conduct campaigns for growth measurement of children under 5 years
- To generate a spirit of competitiveness for good health and nutrition
- To promote Breastfeeding and Complementary feeding practices
- To promote counselling regarding importance of diet diversity and age appropriate feeding
- To promote concept of peer educator (mother-to-mother/ family/ community)

States of **Maharashtra, Assam, Madhya Pradesh and Uttar Pradesh** to initiate the Spardha. The concept note of the Swastha Balak Spardha is attached

Key Converging Ministries / Departments- Domain-wise supporting above activities

M/o Health and Family Welfare, M/o Ayush etc.	Dept of School Education and Literacy, Ministry of Youth Affairs & Sports etc	M/o Jal Shakti, M/o Agriculture & Farmer's Welfare, M/o Consumer Affairs, Food & Public Distribution, M/o	M/o Panchayati Raj, M/o Rural Development, MoHUA etc.	M/o Tribal Affairs, M/o Social Justice & Empowerment, M/o Minority Affairs, DoNER,
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Activities for Ministry of I&B

Mol&B may contribute to the following activities through PIB/DD/AIR/RNUs etc.

- Provide Comprehensive Media Plan for the month
- PIB to release curtain raiser on the various themes, key POSHAN initiatives, programmes etc. as per inputs provided by M/o WCD to ensure mass awareness
- Disseminate all approved content in regional media in different languages harnessing print/electronic/digital media.
- Conversations with CDPOs (Aspirational Districts) in Community / Regional/ National Radio
- Streaming of films on Poshan and PMMVY in DD
- Organizing Poshan Awareness through Song & Dance in the Schools in ten districts of PM program
- Disseminate films Radio jingles/ audio spots etc. on Poshan, IYCF practices, early initiation of Breastfeeding, Exclusive Breastfeeding etc. anaemia prevention, importance of diet diversity
- Publish recipes in leading national newspapers / prominent newspapers in English, Hindi and regional languages.
- Facilitate outdoor publicity through banners and posters
- Spot Coverage in news bulletins by DD News, AIR and Regional News Units
- Social Media Campaign in IYCF to be launched

Suggested Activities for HMWCD / HMoS, WCD

- Address by HMWCD to AWWs/CDPOs/DPO with themes of Poshan Maah including *Mahila aur Swasthya* and *Bachcha aur Shiksha*
- Address by HMWCD to all women Gram Pradhans
- HMWCD to lead a fun learning activity with children and parents using indigenous toys
- Minister aapke Anganwadi me (HMoS, WCD) – Leading a toy workshop to make indigenous toys
- THR distribution at one AWC (by HMoS, WCD)
- Celebration of model RWH structures in Anganwadi Centres