

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.14-5/2022 -PM POSHAN 1-1 (EE.5)

Dated the 27<sup>th</sup> September, 2022

*Dear School Education Secretary,*

As you are aware, POSHAN (Prime Minister's Overarching Scheme for Holistic Nutrition) Abhiyaan is a flagship programme of the Ministry of Women and Child Development (M/o WCD), Government of India which aims to improve nutritional outcomes in a holistic manner. In pursuance of the objective, Poshan Maah is being celebrated in convergence with all partner Ministries during the month of September, 2022 by carrying out various activities in order to create a "Jan Aandolan". Ministry of Education is a partner Ministry in the POSHAN Abhiyaan.

2. In this connection, please refer to this Department's DO letter of even number dated 31<sup>st</sup> August, 2022 (copy enclosed) wherein it is mentioned that to celebrate Poshan Maah, theme based activities are to be conducted across the country throughout the month of September. In this regard, we appreciate the on-going active participation of the many children who have been associated in the celebration of Rashtriya Poshan Maah 2022.

3. I would like to bring to your notice that the main focus in this year's Poshan Maah is to activate Poshan Panchayats, i.e. making the Sarpanch and the Gram Panchayat at the village level as the fulcrum of activities, thus converting **Jan Andolan into Jan Bhagidari**. You are therefore, again requested to take appropriate action to increase the participation of the school children in carrying out the activities as mentioned in the aforesaid letter attached herewith. You may also popularize and upload the activities on the social media platforms viz. Twitter, Facebook etc. to give the Poshan Maah a good impetus.

With warm regards,

*Best wishes*

Yours sincerely,

Encl: as above

*Anita Karwal*  
(Anita Karwal)

To,

The Principal Secretaries/Secretaries of Education for PM POSHAN Scheme in all the States/UTs.

1116280/2022/MDM-1-1 Section

ए. श्रीजा  
आर्थिक सलाहकार  
A. SRIJA  
Economic Adviser



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 31<sup>st</sup> 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 8<sup>th</sup> 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.

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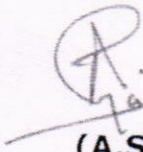
- iii. **Sensitize children in all schools, all grades on nutrition:** through organization of Nutrition Fairs/Rallies/Nukkad Nataks on importance of millets in diet, etc.
- iv. **Health and physical well-being:** Organize Health and Activity Clubs for Adolescent Girls.
- v. **E-quiz competition :** 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:** SWAYAMPURABHA 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.