



Prachi Pandey
Joint Secretary
Tel : 011-23389247

D.O. No. 4-5/2022-PM POSHAN-1-1 (EE.5)

Dated the 15th September, 2023

Respected Madam/Sir,

As you would be aware, Pradhan Mantri Poshan Shakti Nirman (PM POSHAN) Scheme is one of the foremost rights based Centrally Sponsored Scheme. This Scheme covers all school students studying in Bal Vatika (just before class I) and Classes I-VIII in Government and Government-Aided Schools.

2. Shree Anna (Millets) are coarse grains that are traditionally grown and consumed in the Indian subcontinent for over 5000 years. According to traditional medicine, millets support digestion, improve appetite, nourish prana, harmonize the stomach, and calm the sleep. Apart from these obvious benefits, these super grains are a rich source of several vitamins and minerals, including phosphorus and magnesium, which enhance nutrient delivery and increase insulin sensitivity. Though every type of shree anna has a different nutrient profile, most are high in protein, contain minerals such as calcium, iron and zinc and are rich in vitamin B6, niacin and folic acid.

3. The U.N. General Assembly adopted a resolution and declared 2023 as the "International Year of Millets". The resolution is intended to increase public awareness on the health benefits of millets and their suitability for cultivation under tough conditions marked by climate change. Accordingly, the D/o Agriculture and Farmers Welfare (D/o A&FW) has designated the fortnight from 1st to 14th October, 2023 for this Ministry to celebrate the event. This Ministry, in turn, has suggested carrying out the following activities:

- a. Quiz Competition on MyGov Portal on Shree Anna (The link of the Quiz competition shall be shared shortly).
- b. Debate/group discussion among school children.
- c. Rallies/nukkad Nataks among school children.
- d. Special School Management Committee meetings on use of Shree Anna.
- e. Special Programmes on the use of Shree Anna on Swayam Prabha Channels.
- f. Encouraging children to bring millet-based item in their lunch box.
- g. Encouraging school canteens to introduce a millet-based item.

4. You are, therefore, requested to issue instructions at appropriate levels to take up the above activities during the designated period as mentioned above.

Let's join work together in providing millet-based recipe to school children and ensuring a healthy and disease free life ahead and also make their studies joyful .

Kind regards,

Yours Sincerely,

Prachi Pandey

(Prachi Pandey)

Encl: as above.

To,

- i. The Principal Secretaries (Education), Secretaries of Nodal Department and Directors/Commissioners of PM POSHAN of all (Education) States and UTs.
- ii. Chairman, CBSE.
- iii. Commissioner, KVS.
- iv. Commissioner, NVS.
- v. All Bureau Heads of D/o SE&L.

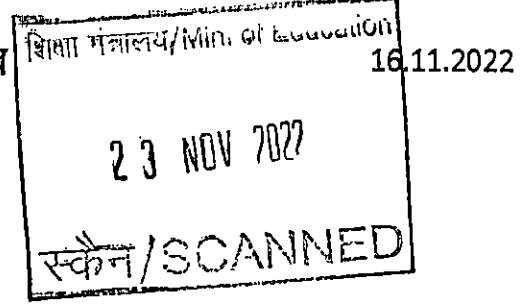
MANOJ AHUJA
SECRETARY



भारत सरकार
कृषि एवं किसान कल्याण मंत्रालय
कृषि एवं किसान कल्याण विभाग
Government of India
Ministry of Agriculture & Farmers Welfare
Department of Agriculture & Farmers Welfare

Secy (SE&L)
23/11/2022

D.O.No.4-4/2022-NFSM



Dear Maam,

As you are aware, the year 2023 has been declared as the International Year of Millets (IYoM) by the United Nations' Assembly.

The Government of India will be at the forefront in celebrating IYoM 2023 and making it a people's movement and enhancing reach of Indian millets and value-added products in the global market. India, with a tradition of growing millets and being one of the largest producer in the world, has the potential to become the 'Global Hub for Millets'. In order to build up the momentum for popularizing millets, the Ministry of Agriculture and Farmers Welfare, as the nodal Ministry, in coordination with other Ministries, has taken numerous initiatives to boost production, productivity and provide access to markets.

MoA&FW has been working in close collaboration with States/UTs, Millet Start-ups, retail chains, industry associations, Indian Embassies and international organizations to ensure maximum outreach of IYoM 2023 and to generate mass awareness about the health and nutritional benefits of millets.

For IYoM 2023, the collaborating Ministries/Departments are required to identify potential areas of integration/synergy with millets through a wide range of activities, events, policy interventions and support in organizing large scale campaigns with the objective of mainstreaming millets both in the domestic and international markets. To ensure high *Jan Bhagidari* as envisaged by the Hon'ble Prime Minister, the programmes to be organized and the proposed campaign can combine both physical and digital components in order to maximize outreach.

While Ministries/Departments will be carrying out events/programmes throughout the year, a special focused one-week campaign by each Ministry/Department could be undertaken during the year for which a list of activities may be finalised. A tentative schedule

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identifying the month, in which week-long activities can be carried out, for each Ministry/Department is enclosed.

It is requested that themes pertaining to your Ministry/Department may be finalized along with a calendar of activities in collaboration with the relevant stakeholders and shared with this Department by 30th November 2022. A nodal officer may also be nominated for your Ministry/Department. For DA&FW, Ms. Shubha Thakur, Joint Secretary(Crops), Tel. No.23383744, E.mail: sthakur@nic.in will be the nodal officer.

Looking forward to your reply.

Regards,

Yours sincerely,


(Manoj Ahuja)

Ms. Anita Karwal, IAS
Secretary,
Department of School Education & Literacy,
Shastri Bhawan, New Delhi.

| # | Ministry / Department | Month | Dates |
|----|---|-------|-----------|
| 1 | Ministry of Tourism | Jan | 1 - 14th |
| 2 | Ministry of Sports & Youth affairs | Jan | 15 - 31st |
| 3 | APEDA (Ministry of Commerce & Industries) | Feb | 1 - 14th |
| 4 | Ministry of External Affairs (Economic Relations) | Feb | 15 - 28th |
| 5 | Ministry of Rural Development | March | 1 - 14th |
| 6 | Ministry of Panchayati Raj | March | 15 - 31st |
| 7 | FSSAI / Ministry of Health and Family Welfare | April | 1 - 14th |
| 8 | Ministry of women and Child Development | April | 15 - 30th |
| 9 | Dept. of Food & Public Distribution | May | 1 - 14th |
| 10 | ICAR & IIMR | May | 15 - 31st |
| 11 | Ministry of Civil Aviation | Jun | 1 - 14th |
| 12 | Ministry of Railways | Jun | 15 - 30th |
| 13 | Ministry of Labour and Employment | Jul | 1 - 14th |
| 14 | Ministry of Housing & Urban Affairs | Jul | 15 - 31st |
| 15 | Ministry of Culture | Aug | 1 - 14th |
| 16 | Dept of Consumer Affairs | Aug | 15 - 31st |
| 17 | Ministry of Information and Broadcasting | Sep | 1 - 14th |
| 18 | Ministry of Tribal Affairs | Sep | 15 - 30th |
| 19 | Dept. of school Education & Literacy | Oct | 1 - 14th |
| 20 | Department of Higher Education | Oct | 15 - 31st |
| 21 | Ministry of Food Processing Industries | Nov | 1 - 14th |
| 23 | Ministry of Defence | Dec | 1 - 14th |
| 24 | Ministry of Road Transport & Highways | Dec | 15 - 31st |