



Prachi Pandey
Joint Secretary
Tel : 011-23389247



D.O. No. 14-5/2023-PMPOSHAN-1-1

Dated the 1st September, 2023

Respected Madam/Sir,

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 upto 6 years of age, pregnant women and lactating mothers. Jan Andolan and community mobilization are essential components for effective implementation of Poshan Abhiyaan.

2. The Ministry of Women and Child Development, being the Nodal Ministry celebrates Poshan Maah and Pakhwada every year 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. In this connection, a DO letter dated 29.08.2023 alongwith detailed calendar of activities has been received from Ministry of Women & Child Development (copy enclosed). This year, the theme of Poshan Maah is "Suposhit Bharat, Sakshar Bharat, Sashakt Bharat". During the ensuing Poshan Maah 2023, the activities focusing on the following themes have been considered: -

- i. Exclusive Breastfeeding and Complementary Feeding.
- ii. Swasth Balak Spardha (SBS).
- iii. Poshan Bhi Padhai Bhi (PBPB).
- iv. Improving Nutrition through Mission LiFE.
- v. Meri Mati Mera Desh (MMMD).
- vi. Tribal Focused Nutrition sensitisation.
- vii. Test, Treat, Talk Anaemia.

3. As per the activity calendar received from M/o WCD, educational institutions are to carry out following activities in the States/UTs:-

- (i) Skit by school children to enumerate the necessity of nutrition through play.

- (ii) Collage making esp. at Schools to highlight the locally available food groups that can be used in complementary feeding.
- (iii) Community centered khelo aur padho event to promote toy-based and play-based learning.
- (iv) Demonstration session/activity for children and parents on play-based learning promoting indigenous toys.
- (v) DIY/ Indigenous toy fair.
- (vi) TOYathon - DIY/ Indigenous toy making workshop with AWWs (*portal may allow uploading of event pictures*).
- (vii) Games promoting nutrition (for target age group children).
- (viii) Awareness session for Adolescent girls connecting Millets with their health.
- (ix) Millet-based awareness through essay, quiz or drawing competition focusing role of Millets in eradicating malnutrition.
- (x) School-based Millets fairs.
- (xi) Anaemia camp while sensitising on the role of Millets for the same.
- (xii) Webinar on the role of Traditional & Regional Nutritious food for Health promotion.
- (xiii) 5-minute Yoga Protocol session esp. in AWCs (with the help of available Video-spots).
- (xiv) Panch Pran Pledge- <https://merimaatimeradesh.gov.in/pledge>.
- (xv) Vasudha Vandan- creation of Amrit Vatika (Poshan Vatika).
- (xvi) Veeron Ka Vandan- honoring freedom fighters/braves and their families of the village/ panchayat.
- (xvii) Hosting of National Flag and singing of National Anthem.
- (xviii) Anaemia camp for adolescent girls (14-18 years).
- (xix) Anaemia camp for children.
- (xx) Sensitisation on AYUSH measures for anaemia by Ayush experts.
- (xxi) Adolescent education.

4. M/o WCD through email has forwarded the Login credentials for Jan Andolan Dashboard - 6th Rashtriya Poshan Maah (01st - 30th September 2023). It is requested to update all the activities during the month-long celebrations to Jan Andolan Dashboard <https://poshanabhiyaan.gov.in/login>. The login credentials for data entry on the Jan Andolan Dashboard along with the list of activities is emailed.

5. You are, therefore, requested to issue necessary instructions at appropriate levels to ensure maximum participation under various activities mentioned above.

6. 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,

Encl: as above

Yours sincerely,

Prachi Pandey
1.9/xx11)
(Prachi Pandey)

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

Copy for similar action to :

- (i) Director, NCERT.
- (ii) Chairman, CBSE.
- (iii) Commissioner, KVS.
- (iv) Commissioner, NVS.

इन्दीवर पान्डेय, आई.ए.एस.
सचिव

INDEVAR PANDEY, I.A.S.
Secretary

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D.O.No.PA/340/2023-Deputy Secretary



सत्यमेव जयते



आज़ादी का
अमृत महोत्सव

भारत सरकार
महिला एवं बाल विकास मंत्रालय
शास्त्री भवन, नई दिल्ली-110 001

Government of India

Ministry of Women & Child Development



भारत 2023 INDIA

29th August, 2023

Dear Sanjay,

As you are aware, POSHAN Abhiyaan endeavors to improve nutritional outcomes in pregnant women, lactating mothers, adolescent girls and children under the age of 6 years, in a holistic manner. Behavioural Change at individual & community level and improving linkages between communities and the health systems are the important component to achieve the desired goals of the Abhiyaan, which continues with Mission Saksham Anganwadi and Poshan 2.0, an integrated nutrition support programme that aligns the Anganwadi Services, Scheme for Adolescent Girls and POSHAN Abhiyaan.

2. In pursuance of this objective, Rashtriya Poshan Maah is celebrated in convergence with all the stakeholders 1st to 30th September. Since the launch of the Abhiyan, 5 Poshan Maah have been held successfully across the country, with fervent participation from States/UTs as well as convergent Ministries and Departments. In the last Poshan Maah, 2022, more than 17 crore sensitisation activities were reported under key themes.

3. Addressing malnutrition in a holistic manner through life-cycle approach is core to Mission Poshan 2.0. To emphasise the same, the focus of Poshan Maah this year is on awareness around key human lifecycle stages i.e. pregnancy, infancy, childhood, and adolescence for Nutrition-based sensitisation across India. The theme of Poshan Maah this year is "Suposhit Bharat, Sakshar Bharat, Sashakt Bharat". Accordingly, during the ensuing Poshan Maah 2023, activities focusing on following themes have been considered:

- Exclusive Breastfeeding and Complementary Feeding
- Swasth Balak Spardha (SBS)
- Poshan Bhi Padhai Bhi (PBPB)
- Improving Nutrition through Mission LiFE
- Meri Mati Mera Desh (MMMD)
- Tribal Focused Nutrition sensitisation
- Test, Treat, Talk Anaemia

The **Activity calendar** of the Rashtriya Poshan Maah is **enclosed**.

4. I would, therefore, request you to continue your kind support and direct officers of your Ministry/ Department at all levels to enthusiastically organize these activities and encourage larger community participation in Rashtriya Poshan Maah 2023. Further, Jan Andolan under Poshan Maah this year may serve as a platform of unified celebration under 'Meri Maati Mera Desh' campaign commemorating the nation's journey of freedom and progress. I also request you to nominate a nodal officer for the same, whose name and contact details may be communicated to this Ministry via email at deepak.londhe85@gov.in by 31.08.2023. I look forward to your early response. Our joint efforts will serve in contributing to the Hon'ble Prime Minister's vision of *Suposhit Bharat*.

with Regards,

Encl: As above.

Shri Sanjay Kumar

Secretary,

Department of School Education & Literacy,

Shastri Bhawan,

New Delhi

Yours sincerely,

(Indevar Pandey)

Rashtriya Poshan Maah 2023, Draft mapping of Themes, Activities, Levels, and Ministries

Proposed Themes	Sl. No.	Proposed Activities	Level of conduct of activity					Responsible Ministries	
			AWC	Proj./Block	Distt.	State	Nat.		
T1 Exclusive Breastfeeding and Complementary Feeding	1	Activity/ Camp/ Home visit on Breastfeeding (timely initiation, exclusive BF upto 6 months and continued BF upto 24 months & beyond)						MoWCD, MoH&FW, MoTA, MoMA, MoSJ&E	
	2	Activity/ Camp/ Home visit on Complementary Feeding (safe, adequate and appropriate complementary foods at 6 months)						MoWCD, MoH&FW, MoTA, MoMA, MoSJ&E	
	3	Camps on Proper Techniques of Breast-feeding						MoWCD, MoHFW	
	4	Awareness camps for dietary diversity in Complementary feeding						MoWCD, MoHFW	
	5	Skit by Anganwadi children to enumerate the necessity of nutrition through play						MoWCD, MoPR, MoRD, MoE	
	6	Demonstration session on cooking nutritious complementary food recipes, while describing the necessity of different food groups						MoWCD, MoPR	
	7	Collage making esp. at Schools to highlight the locally available food groups that can be used in complementary feeding						MoE, MoRD, MoWCD, MoAyush	
	8	"Food Resource Mapping" on the floor of AWC to highlight different food available within the boundary of the village						MoWCD, MoPR, MoA&FW	
T2 Swasth Balak Spardha (SBS)	9	Sensitisation activity on Growth Monitoring promotion						MoWCD, MoH&FW, MoPR, MoRD	
	10	Swasth Balak Spardha/ Growth measurement drive (SAM/ MAM screening)						MoWCD, MoH&FW, MoPR, MoRD	
	11	Exclusive Swasth Balak Spardha/ Growth measurement drive (SAM/ MAM screening) in urban slums						MoWCD, MoHUA, MoH&FW	
T3 Poshan Bhi Padhai Bhi (PBPB)	12	Shapath on ECCE, engaging frontline functionaries of various departments and communities						All Ministries/ Departments	
	13	Shiksha Choupal exclusively to promote ECCE learning corners at AWCs						MoPR, MoRD, MoWCD	
	14	Home visits focusing ECCE esp. engaging parent						MoWCD	
	15	Community centered khelo aur padho event to promote toy-based and play-based learning						MoE, MoWCD	
	16	Demonstration session/activity for children and parents on play-based learning promoting indigenous toys						MoE, MoWCD	
	17	DIY/ Indigenous toy fair						MoE, MoRD, MoWCD	
	18	TOYathon - DIY/ Indigenous toy making workshop with AWWs (portal may allow uploading of event pictures)						MoE, MoWCD	
	19	Games promoting nutrition (for target age group children)						MoE, MoWCD	
	T4 Improving Nutrition through Mission LIFE #Water Conservation through Rainwater Harvesting (RWH) at AWCs #Adopting Sustainable Food Systems by promoting Millet & Poshan Vatikas	20	Celebration of model RWH structures in Anganwadi centres						MoJS, MoPR, MoRD, MoWCD
		21	Cleaning/de-silting campaigns at community water bodies - lake/pond/well/water tank etc.						MoJS, MoPR, MoRD, MoWCD
22		Sensitisation activity on water conservation with local institutions/bodies (PRIs/ULBs)						MoJS, MoPR, MoRD, MoWCD	
23		Session/event on promotion of rainwater harvesting (RWH) at AWCs						MoJS, MoPR, MoRD, MoWCD	
24		Workshop for sensitizing women on techniques of water conservation, management and harvesting						MoJS, MoPR, MoRD, MoWCD	
25		Webinar on promotion of Rainwater Harvesting						MoJS, MoPR, MoRD, MoWCD, MoHUA	
26		Recipe competition at AWCs focusing Millets						MoWCD, MoCAF&PD, MoPR	
27		Campaign on sensitising Institutions, functionaries and community on benefits of Millets						MoRD, MoPR, MoYA&S, MoWCD	
28		Awareness session for Adolescent girls connecting Millets with their health						WCD, MoYA&S, MoE, MoWCD	
29		Campaign to promote Millets and Backyard Kitchen Gardens						MoEF&CC, MoA&FW, MoWCD	
30		Home visits exclusively focusing awareness on Millets						MoWCD	
31		Event on promoting Tricolour/Rainbow/Traditional thali made up of Millet based food items						MoRD, MoCAF&PD, MoWCD	
32		Demonstration drive on Amma ki Rasoi /Grandmothers kitchen based on locally available Millets						MoCAF&PD, MoPR, MoRD, MoWCD	
33		Drive on linking Millet-based foods with local festivals						MoRD, MoPR, MoE, MoWCD	
34		Awareness drive on good health through Millets intake in food, in urban slums						MoHUA, MoLE, MoWCD	
T5 Meri Mati Mera Desh (MMMD) T6 Tribal Focused Nutrition sensitisation	35	Sensitization drive and outreach activity on nutrition through Millets in minority dominated areas						MoMA, MoWCD	
	36	Millet-based awareness through essay, quiz or drawing competition focusing role of Millets in eradicating malnutrition						MoE, MoWCD	
	37	School-based Millets fairs						MoE, MoWCD	
	38	School-based Millets fairs						MoH&FW, MoWCD	
	39	Diet consultation camp at varied health services (PHC/CHC/DHC) for PW&LMs focusing daily consumption of Millets						MoTA, MoE, MoWCD	
	40	Traditional Millet-based recipe contest in tribal districts						MoTA, MoPR, MoWCD	
	41	Millet-based tribal food fairs						MoTA, MoWCD	
	42	Webinar on the role of Traditional & Regional Nutritious food for Health promotion						MoWCD, MoH&FW, MoE, MoAyush	
	43	Awareness camp on healthy dietary practices (regional and seasonal)						MoRD, MoPR, MoCAF&PD, MoWCD, MoAyush	
	44	Awareness campaign on lifestyle changes for prevention of lifestyle disease and role of Millets in the same						MoAyush, MoH&FW, MoWCD	
	45	Plantation drive promoting Poshan Vatika while focusing on medicinal plants						MoAyush, MoA&FW, MoWCD	
	46	Sensitisation activity on Paushtik Aahaar (one of the 5 Poshan Sutras)						MoWCD, MoH&FW, MoTA, MoMA, MoAyush	
	47	Sensitisation activity promoting AYUSH lifestyle practices for health promotion						MoAyush, MoWCD	
	48	Yoga camp (Yoga for Health/Ayush for well-being)						MoAyush, MoWCD	
	49	5-minute Yoga Protocol session esp. in AWCs (with the help of available Video-spots)						MoWCD, MoAyush, MoE	
50	Demonstration about setting up of Kitchen Gardens/ Poshan Vatikas						MoWCD, MoA&FW, MoPR, MoRD		
51	Demonstration of recipes to the local community						MoWCD, MoPR		
52	Webinar on role of Ayush to address Anemia						MoAyush, MoWCD		
53	Camp/ session/ event on retrofitting Poshan Vatikas with backyard poultry and fishery units						MoAyush, MoA&FW, MoWCD		
54	Panch Pran Pledge- https://merimaaatimeradesh.gov.in/pledge						MoWCD, MoPR, MoHUA		
55	Vasudha Vandan- creation of Amrit Vatika (Poshan Vatika)						MoWCD, MoPR, MoHUA		
56	Veeron Ka Vandan- honoring freedom fighters/braves and their families of the village/ panchayat						MoWCD, MoPR, MoHUA		
57	Hoisting of National Flag and singing of National Anthem.						MoWCD, MoPR, MoHUA		
58	Sensitisation of tribal communities on Millet/ Local food/ Traditional Food for Anaemia etc.						MoTA, MoWCD, MoH&FW		
59	Anaemia camp for children, Adolescent girls and women in tribal districts						MoH&FW, MoTA, MoWCD		
60	Anaemia camp in Eklavya model residential schools (EMRS)						MoH&FW, MoTA, MoWCD		

T7 Test, Treat, Talk Anaemia	61	Anaemia camp for adolescent girls (14-18 years)						MoH&FW, MoE, MoWCD
	62	Anaemia camp for adolescent girls (14-18 years) in SAG linked Aspirational Distts. and North Eastern States						MoH&FW, MoE, MoWCD
	63	Anaemia camp for children						MoH&FW, MoWCD
	64	Anaemia camp for PW&LM						MoH&FW, MoWCD
	65	Anaemia camp for women in reproductive age						MoH&FW, MoHUA, MoWCD
	66	Anaemia camp (outreach activities) in Urban slums						MoH&FW, MoRD, MoWCD
	67	Anaemia related activities with SHG, NSS/ NYK etc.						MoH&FW, MoPR, MoWCD
	68	Sensitisation session/ activity of Panchayats on Anaemia (along with Antenatal Care, Postnatal Care)						MoWCD, MoE, MoAyush
	69	Sensitisation on AYUSH measures for anaemia by Ayush experts						MoWCD
Overall Nutrition (general sensitisation activities)	70	CBE- Community Based Event						MoH&FW, MoWCD
	71	VHSND- Village Health Sanitation and Nutrition Days						MoWCD, MoH&FW
	72	Poshan ke 5 Sutra (excluding Anaemia and Paushtik Aahaar)- Sensitisation activity on first 1000 days						MoWCD, MoH&FW, MoJS
	73	Poshan ke 5 Sutra (excluding Anaemia and Paushtik Aahaar)- Sensitisation activity on Diarrhoea						MoWCD, MoJS
	74	Poshan ke 5 Sutra (excluding Anaemia & Paushtik Aahaar)- Sensitisation activity on WaSH						MoH&FW, MoWCD
	75	Antenatal Checkup						MoWCD
	76	Annaprasan Diwas						MoWCD
	77	Suposhan Diwas						MoWCD
	78	Preschool readiness- Celebrating coming of age (Getting ready for preschool at AWC)						MoH&FW, MoWCD
	79	Immunisation camp						MoWCD, MoCAF&PD
	80	Food fortification and Micronutrients sensitisation activity						MoIB, MoWCD
	81	Community radio activity						MoWCD
	82	Cycle rally/ walk/ prabhat pheri						MoRD, MoWCD
	83	Day-NRLM SHG meet/ SHG meeting						MoWCD
	84	Haat bazaar activity						MoWCD
	85	Local leaders' meeting						MoWCD
	86	Nukkad natak/ folk show						MoWCD
	87	Poshan workshop/ seminar						MoYA&S, MoWCD
	88	Youth group meeting						MoE, MoYA&S, MoWCD
	89	Adolescent education						Any Ministry/ Department
	90	Other activities (as per State/UT planning)- NeGD may provide facility for specifying the 'name of activity' in the data entry sheet						

Activities related to T2 (Swasth Balak Spardha) that States/ UTs are encouraged to initiate

#Ranking of 'Healthy Child' as per defined criteria – 1st, 2nd and 3rd

#Distribution of Certificate to Healthy Child and Parent (pictures of certificates distributed may be uploaded)

#Reward in the form of locally available toys ,hygiene kit, water bottle, fruit basket etc.

#Small gifts like nutrition kit/ hygiene kit to all participating children

Fwd: Login credentials for Jan Andolan Dashboard - 6th Rashtriya Poshan Maah (01st - 30th September 2023)

2 messages

Deepa Anand <deepa.anand@nic.in>

Thu, Aug 31, 2023 at 2:42 PM

To: "SACHIN ARORA, Under Secretary" <Sachin.arora94@nic.in>, MDM <mdm11mhrd@gmail.com>

Cc: "Dr.Anindita Shukla" <banindita76@yahoo.com>

From: "MEENA KUMARI P A, Dept. of Education" <meenakumari.edu@nic.in>**To:** "Deepa Anand" <deepa.anand@nic.in>, "SACHIN ARORA, Under Secretary" <sachin.arora94@nic.in>**Sent:** Thursday, August 31, 2023 2:31:55 PM**Subject:** Fwd: Login credentials for Jan Andolan Dashboard - 6th Rashtriya Poshan Maah (01st - 30th September 2023)**From:** "Sanjay Kumar" <secy.sel@nic.in>**To:** "prachi p" <prachi.p@gov.in>**Cc:** "MEENA KUMARI P A, Dept. of Education" <meenakumari.edu@nic.in>**Sent:** Thursday, August 31, 2023 2:31:16 PM**Subject:** Fwd: Login credentials for Jan Andolan Dashboard - 6th Rashtriya Poshan Maah (01st - 30th September 2023)**From:** "Mamta Singh" <mamta.singh90@govcontractor.in>**To:** "Sanjay Kumar" <secy.sel@nic.in>**Cc:** "Ms Reshma Nair" <reshma.nair@gov.in>, "Dr.DeepakLondhe" <deepak.londhe85@gov.in>, "azeem wlc" <azeem.wlc@gmail.com>, "Ravi Jain" <ravi.negd@nic.in>, "Amit Gupta" <amit.gupta81@gov.in>, "Yogesh Sharma" <yogesh.sharma97@nic.in>**Sent:** Thursday, August 31, 2023 1:41:46 PM**Subject:** Login credentials for Jan Andolan Dashboard - 6th Rashtriya Poshan Maah (01st - 30th September 2023)

Respected Sir/Madam,

1. As you are aware, the 6th Rashtriya Poshan Maah will be celebrated from 01st to 30th **September 2023** across the country as part of Jan Andolan under POSHAN Abhiyaan.
2. In order to track and record all the activities during the month-long celebrations, Jan Andolan Dashboard <https://poshanabhiyaan.gov.in/login> will be used.
3. The login credentials for data entry on the Jan Andolan Dashboard along with the list of activities that may be taken up at varied levels are attached herewith.
4. The Password will be same as the Username.

Organizer_Name	User_Name	Password
MoE	MoE-GOI	MoE-GOI

5. The Data Entry on the Dashboard will be initiated from **01st September, 2023**.

With regards,

Mamta Singh**PMU-POSHAN Abhiyaan**

Ministry of Women and Child Development, Govt. of India

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9/1/23, 11:58 AM Gmail - Fwd: Login credentials for Jan Andolan Dashboard - 6th Rashtriya Poshan Maah (01st - 30th September 2023)
1292410/2023/EE-5 Branch

14-5/2023PMP1-1(EE-5)



Themes Activities Levels and Ministries mapping_v2 (1).xlsx

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