

आनंदराव वि. पाटील, भा.प्र.से.

अपर सचिव

Anandrao V. Patil, IAS

Additional Secretary



सत्यमेव जयते

भारत सरकार

शिक्षा मंत्रालय

स्कूल शिक्षा और साक्षरता विभाग

Government of India

Ministry of Education

Department of School Education & Literacy

D.O. No. 1-4/2024-PMP(Health)

Dated the 4th September, 2024

Dear Ma'am/Sir,

Sub: Celebration of Poshan Maah 2024-reg.

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. The key components for successful implementation of Poshan Abhiyaan are Jan Andolan and community mobilization.

2. The Ministry of Women and Child Development, being the Nodal Ministry celebrates Poshan Maah. Ministry of Education is a partner Ministry in POSHAN Abhiyaan. For the upcoming Poshan Maah 2024, it has been decided to undertake sensitization activities around following Themes:

- a. Anaemia, Growth Monitoring,
- b. Complementary Feeding,
- c. Poshan Bhi Padhai Bhi and use of technology for better Governance.
- d. Plantation of trees 'Ek Ped Maa Ke Naam' and
- e. Other general sensitization activities.

3. To celebrate POSHAN Maah 2024, the suggested activities focusing on the above themes are mentioned below: -

- a. Group discussions/debate competition among students on "Let's talk about Anaemia".
- b. Students may prepare a model on "use of technology and these models may be displayed at school.
- c. Students may "Plant a sapling at school/home and take a selfie" and share on social media.
- d. Essay writing competition at school on "Shree Anna the powerhouse of nutrients".
- e. Schools to hold "Special School Management Committee (SMC) Meeting" on importance of handwash before and after meal, consumption of balance diet etc.

Contd...2/

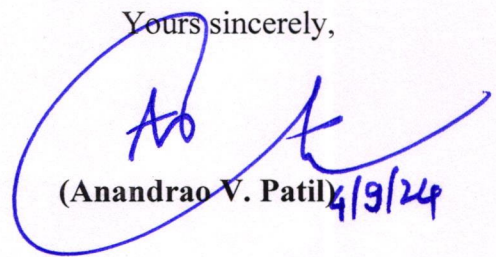
4. Therefore, it is requested to take necessary action on aforesaid matter to join hands in organizing activities to mobilize communities across the country for a massive Jan Andolan during Poshan Maah, September 2024 and ensure wider impact of this awareness campaign. You are also requested to share the participation details in the format attached as annexure-1.

Your personal intervention is required for successful celebration of POSHAN Maah.

Kind Regards

Yours sincerely,

Encl: as above


(Anandrao V. Patil) 4/9/24

1. Additional Chief Secretaries/ Principal Secretaries/Secretaries (Education) all States/UTs of PM POSHAN Scheme.
2. Director/Commissioners of PM POSHAN.

Copy for similar action to:

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

Annexure -1

Sl	States/UTs	No of Group Discussion/debates on Anaemia	No of Models prepared on use of Technology	No of sapling planted.	Essay writing competitions held on use of technology	No of Special SMC meetings held