

M-11015/178/2019-CB
Government of India
Ministry of Panchayati Raj

11th Floor, Jeevan Prakash Building
K. G. Marg, New Delhi – 110001
Dated 29th July, 2019

To

Principal Secretary / Secretary
Panchayati Raj Departments
Of all States/ UTs

Subject : Celebration of Poshan Maah in September 2019 throughout the States/Union Territories - activities to be undertaken by the Panchayati Raj Institutions (PRIs) etc. for the Poshan Maah.

Sir / Madam,

I am directed to say that the Government has taken decision for the celebration of POSHAN Maah in the month of September, 2019 on the lines of POSHAN Maah 2018 under the aegis of the Ministry of Women & Child Development. In this connection a copy of the D.O. letter dated 10.7.2019 from the Secretary, M/o women & Child Development addressed to Secretary, M/o Panchayati Raj and the Power Point Presentation made before their Hon'ble Minister on 12.7.2019 are attached. Action / activities required to be undertaken by the Panchayati Raj Institutions (PRIs) etc. are indicated in 11th and 13th Slide.

2. From Slide No. 11, it will be seen that the activities earmarked for the POSHAN Maah in respect of PRIs are as follow:-

Ministry	Activity	Frequency during Maah
MoPR	Panchayat Meetings	Initiation and Ending
	Poshan Walks	Twice
	Prabhat Pheree	Twice
	Mass Media Campaign	Throughout Poshan Maah

3. It is requested that necessary instructions may be issued to all the concerned authorities at all levels of PRIs of ensuring that the above mentioned activities are undertaken by the PRIs etc. Meticulously and send the reports related to respective activities to Panchayati Raj Department at State/UT Headquarters level who may consolidate the data and send the same to Women and Child Development, NITI Aayog, as required.

4. As regards the action about points / timelines indicated in Slide No. 13, the same relates mostly to the activities related to publicity, awareness on Social Media, through Media Plan and Mass Media Campaign and also updating of data related to uploading of activities on Jan Andolan Dashboard and necessary action including that related to the preparatory work by all concerned. These activities are broadly indicative in nature and the

Panchayati Raj Departments of the States/UTs may take necessary action in this regard in consultation with other Partnering Departments of the States/UTs. In addition to the foregoing, you may also take appropriate action for issuing appropriate directions for sensitizing all Gram Sabhas on POSHAN Abhiyaan, convening Block level meetings of PRI members on Abhiyaan, Integration of module on Nutrition in Training of the ERs of PRIs

5. Since, as happened during the course of celebration of POSHAN Maah 2018, the activities to be earmarked for different Ministries / Departments, stakeholders etc. may be periodically reviewed at different fora, including by NITI Aayog, it is requested that urgent and prompt action with regard to the activities indicated in Para 2 to 4 above may be taken by all concerned Authorities of the PRIs and the data related to the respective activities uploaded on Jan Andolan Dashboard. Further, communication, as and when felt necessary, issued in due course.

Yours faithfully,

Sd/-

(Shiva Shankar Prasad)

Director

Tel. No. 2335 6232

- ✓ Copy alongwith a copy of the above mentioned communication and slide is sent to the Deputy Secretary, Media Division for taking necessary action with reference to the activities indicated in Slide No. 13 for liasioning with Ministry of W&CD and suitably directing the PR Departments of States / UTs about Publicity and uploading data of activities of Dashboard within the timelines and also for placing this Advisory on the website of this Ministry.
- ✓ Copy to:- Ms Mamta Singh, Project Associate, NNRC-CPMU I Poshan Abhiyan, Ministry of Women & Child Development (E-mail : mamta.singh90@gov.in)

(Shiva Shankar Prasad)

रबीन्द्र पंवार
सचिव
Rabindra Panwar
Secretary



सत्यमेव जयते

भारत सरकार
महिला एवं बाल विकास मंत्रालय
शास्त्री भवन, नई दिल्ली - 110001

GOVERNMENT OF INDIA
MINISTRY OF WOMEN & CHILD DEVELOPMENT
SHASTRI BHAWAN, NEW DELHI-110001

Website : <http://www.wcd.nic.in>

Date : 10th July, 2019

D.O. No. PA/23/2018-CPMU

As you are aware September, 2018 was celebrated as Poshan Maah during the year 2018 based on the decisions of National Council of Nutritional Challenges. Further, first anniversary of POSHAN Abhiyaan was celebrated by organising Poshan Pakhwada across the Country as part of Jan Andolan under POSHAN Abhiyaan from 08th to 22nd March, 2019.

2. It has been decided that Poshan Maah will again be celebrated in the Month of September, 2019 on lines of 'Poshan Maah 2018' and 'Poshan Pakhwada from 08th to 22nd March, 2019.

3. All the concerned Ministries/Departments/Organisations/Partners and States/UTs have to play a key role for implementing various activities during the Poshan Maah. Activities again need to be carried out by all the Ministries/Departments by involving the concerned Departments of States/UTs upto the grass root level of all the field functionaries during Poshan Maah, 2019.

4. In this regard, a **preparatory meeting for organising Poshan Maah, 2019** of all the concerned Ministries/Departments is scheduled to be held under the Chairpersonship of Hon'ble Minister, Ministry of Women & Child Development **at 3.30 PM on Friday, 12th July, 2019** in her Chamber, Room No. 353, A Wing, Shastri Bhawan, New Delhi.

5. I would, therefore, request you to kindly attend the meeting.

With regards,

Yours sincerely,

(Rabindra Panwar)

1. Dr. Vinod K. Paul, Member (H&N), NITI Aayog, New Delhi.
2. Ms. Preeti Sudan, Secretary, Ministry of Health & Family Welfare, Nirman Bhawan, New Delhi.
3. Shri Parameswaran Iyer, Secretary, Ministry of Drinking Water & Sanitation, CGO Complex, New Delhi.

4. Shri Amarjeet Sinha, Secretary, Ministry of Rural Development, Krishi Bhawan, New Delhi.
5. Shri Amit Khare, Secretary, Ministry of Information & Broadcasting, Shastri Bhawan, New Delhi
6. Shri Rahul P. Bhatnagar, Secretary, Ministry of Panchayati Raj, Krishi Bhawan, New Delhi.
7. Shri Deepak Khandekar , Secretary, Ministry of Tribal Affairs, Shastri Bhawan, New Delhi.
8. Ms. Rina Ray, Secretary, Department of School Education and Literacy, Shastri Bhawan, New Delhi.
9. Smt. Upma Chawdhry, Secretary, Department of Youths Affairs, Shastri Bhawan, New Delhi.
10. Shri Durga Shanker Mishra, Secretary, Ministry of Housing & Urban Affairs, Nirman Bhawan, New Delhi.
11. Shri Sanjay Agarwal, Secretary, Department of Agriculture Cooperation and Farmers Welfare, Krishi Bhawan, New Delhi.

Copy to :

1. PS to Minister, WCD
2. PS to MoS, WCD



(Rabindra Panwar)

रवीन्द्र पंवार
सचिव
Rabindra Panwar
Secretary



भारत सरकार
महिला एवं बाल विकास मंत्रालय
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With regards,

Yours sincerely,

(Rabindra Panwar)

Shri Rahul P. Bhatnagar
Secretary,
Ministry of Panchayati Raj,
Krishi Bhawan, New Delhi.

12/7/19
JSCAPM



POSHAN MAAH 2019



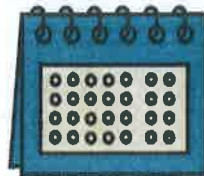
Under POSHAN Abhiyaan, **September is celebrated as the Rashtriya Poshan Maah** across the country to generate momentum and sensitize people regarding the importance of holistic nutrition.



Poshan Maah



25 Jan Andolan Activities



30 Days



15 Converged Ministries



29 States and 7 UTs

- 22 promotional activities + 3 activities regarding availability of water in AWCs and Schools
- Home visits, Mass Media Campaign, Community Radio - throughout Poshan Maah

* Story ideas for PM's Maa ki Baat (30 stories)
Home visits
Village health nutrition day

7/12/2019

* Nutrition Garden through SAGs

[ERA + PR + Urban]
* Participatory communication
POSHAN Abhiyaan Themes

- Overall – Nutrition
- Optimal breastfeeding
- **Complementary foods and feeding**
- Full Immunization & Vitamin A supplementation
- Hygiene, Sanitation & Safe drinking water
- Early Childhood Care and Education
- **Girls Education, Diet and Right Age at Marriage**

- Growth monitoring & promotion
- Food fortification and micronutrient
- Diarrhoea management
- **Anemia prevention in children, adolescent girls, women-diet, IFA, de-worming**
- Antenatal check-up, Calcium supplementation, Institutional Delivery & Early initiation of breastfeeding, the diet of pregnant women

Adolescent Girl ✓

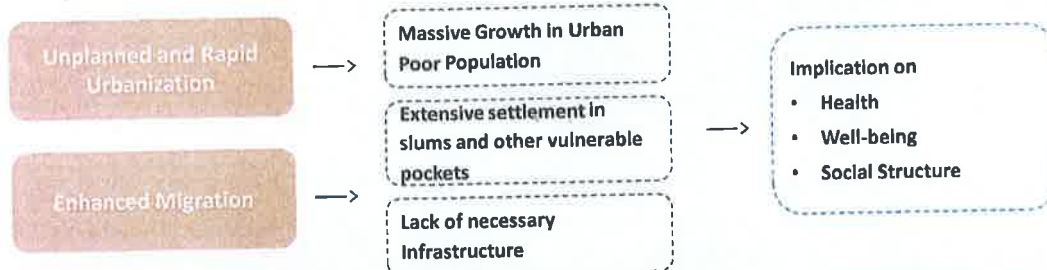
Complementary Feeding ✓

Urban Focus

Initiatives towards Jan Andolan

- **Poshan Lehar:** A nutrition wave from North, South, East and West, converging at a central location
 - Detailed plan for the States for Poshan Lehar
 - States to host a grand event on the decided date (Marathon, Rally, etc. on Poshan)
 - States to recognize and facilitate the Female Change Leaders – the 'Female Youth icon for Nutrition'
- **Poshan Daan:** Elected Representatives/ Government Officials/ Local Leaders spending one day at AWCs during Poshan Maah
- **Poshan Talk:** 'Harr Ghar Poshan Tyohar' or 'Chalo Apnaaye Poshan Vyavhaar'
 - CMs / Ministers / Influential Public Figures/ State Brand Ambassador dialogue to be played on TV, Radio, Social Media, Community Radio In loop
- **Involvement of Social Entrepreneurs** spreading Nutritional Awareness
 - Reach to the urban as well as rural population through Innovative Interventions
 - Formation of social entrepreneurs' group for effective message delivery on nutrition
 - Models like Magic Bus, Jagriti Yatra, Goonj, etc. to be utilized

Urban Situation



Nutrition and Health Status of Urban Areas in India as per NFHS - 4

- 31% Children in urban slums are Stunted
- 29.1% Children are Underweight
- 56% Children under 5 years age are Anaemic
- 11.6% Children under 2 years are receiving adequate diet
- 31.1% Pregnant Women in urban areas have gone for full Antenatal Checkups
- 51% Women (15-49 years age) are Anaemic

Diarrhoea remains the leading cause of death of young children in Urban Slums

Lifestyle shift in urban households has led to Vitamin Deficiencies in poor children who are malnourished and affluent children who are obese

Focus on Urban Penetration

- Involvement of Labour Intensive Industries via CSR and CREDAI
- Awareness on skilling and access to public services for School Dropout Girls by MoSDE, NULM and MietY (Common Service Centres)
- Advocacy to the vulnerable cases in the slums mapped under NUHM
- Promotion of routine checkups at Urban PHCs and organizing Anaemia Camps in urban slums by MoHFW
- Partnership with Academic Institutions: Competition in schools and colleges to design innovative and cost effective strategies on improving nutritional outcomes by MoHRD.

(Participatory approach to develop understanding of the nutritional issues among youth)

Complementary Feeding

Only 42.7% of children aged 6-8 months receive solid or semisolid food and breastmilk

Problems associated with the lack of timely initiation of Complementary Feeding are:



Advocacy through Home Visits till last-mile by AWWs, ASHA & ANM. Demonstration of quality, quantity, frequency and hygiene during CBEs



Promotion through TV, Radio and other mass media and print media

Advocacy at larger platforms and audiences
Monitoring and guidance by Local Leaders

Adolescent Girl Diet, Education, Right Age at Marriage

39.4% of Girls aged 15 to 18 years are out of school

Education and Right Age at Marriage

Advocacy to Parents and Family Members of dropout girls

Sessions by Female Role Models to motivate Dropout Girls



Nutrition, Health and Hygiene

Celebration of Kishori Diwas

Sessions on Menstrual Hygiene Management by SHGs



Skill Development and Access to Services

Ministry of Skill Development and Entrepreneurship to organize Exposure Visit of Dropout Girls

Awareness talks and knowledge session on existing public services and how to access



Jan Andolan Enablers



Day NRLM – Self Help
Groups
47,00,000



DAY NULM – Self Help
Groups
3,66,500



Teachers
8,69,000



NYKS, NSS, NCC, Scouts &
Guides
1,92,80,000



AWW, ASHA, ANM, LS,
Swasth Bharat Prek
25,32,625



Cooperatives/ Federation
8,54,355

2.86 Crore Messengers

Poshan Maah Jan Andolan Activities

Ministry	Activity	Frequency during Maah
MoWCD	Poshan Melas	Twice
	CBE	Twice
	VHSN Day	Once
	Cycle Rally – On Nutrition	Twice
	Nukkad Natak/ Folk songs	Twice
	Poshan Seminar/ Workshop	Once
MoHFW	Home Visits – AWW	Daily
	Mass Media Campaign	Throughout Poshan Maah
	Anaemia Camps	Twice
	Home Visits – ASHA / ANM	Daily
MoDW&S	VHSND/ UHSND	Once
	Participation in Poshan Mela	Twice
	Provision of Drinking Water in AWCs & Schools	Throughout Poshan Maah
	Provision of Water in Toilets – Schools & AWCs	Throughout Poshan Maah
MoA&FW	Cycle Rally – on Hygiene	Twice
	Mass Media Campaign	Throughout Poshan Maah
	Farmer Club Meeting	Once
	Harvest Festival	Once

Poshan Maah Jan Andolan Activities

Ministry	Activity	Frequency during Maah
MoRD/H&UA	Cooperative/Federation Meetings to address Nutrition	Once
	Self Help Group Meetings	Once
	Haat Bazaar Activities	Once
MoPR	Panchayat Meetings	Initiation and Ending
	Poshan Walks	Twice
	Prabhat Pheree	Twice
	Mass Media Campaign	Throughout Poshan Maah
MoSEL, DoE with MoD	School-Based Activities	Twice
	Awareness Campaign for Adolescent Girls	Twice
AYUSH	Health & Nutrition camp	Once
	Poshan Diwas	Once
MoSDE	Exposure visit for Dropout Adolescent Girls	Once
MoYA&S	Poshan Rally	Twice
	Youth Group Meetings	Twice
	Involvement in Schools	Twice
District and Block Admin with Support from Dept. of (MoWCD + MoHFW)	Community Radio Activities Mass Media Campaign	Throughout Poshan Maah

Comprehensive Mass Media Campaign

- **Activating Community Radios** for messages on Poshan Themes (exhaustive 30 days plan for the messages to be promoted in the community radios)
- **Increase coverage in Television via Doordarshan** and other news channels
- Optimum utilization of the exiting **IEC material/ videos**
- **#PoshanMaah** to be promoted by the media cells of Ministries and States (optimum utilization of social media tools like, Whatsapp, Facebook, Twitter, Youtube)
- **Promotional activities in each State** during the commencement of Poshan Maah
- **Coverage of Success Stories** and documentation throughout Poshan Maah across States

Timelines for Poshan Maah

1. **Conduct of One-Day Orientation for States/UTs providing detailed instructions on Activities and Media Plan formation by 31st July, 2019**
2. **Training on the Jan Andolan Dashboard by 31st July, 2019**
3. **Orientation from States/ UTs to Districts by 9th August, 2019**
4. **Detailed Mass Media Campaign, Social Media and Jan Andolan Activity Plan at State/ District/ Block/ Village Level from States/UTs to the Ministry by 15th August, 2019**
5. **Availability of Mass Media Campaign Material across States/ UTs before 20th August, 2019**

Thank You