


જિલ્લા શિક્ષણાધિકારીની કચેરી,  
એ/૩, જિલ્લા સેવા સદન-૨,  
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તા. ૩૦/૦૩/૨૦૨૨

ઉપરોક્ત તા.૨૮/૦૩/૨૦૨૨ના પત્ર અન્વયે આપની કક્ષાએથી જરૂરી નિયમાનુસારની કાર્યવાહી કરવા સારું...

  
 (એચ.એચ.રાજ્યગુરુ)  
 જિલ્લા શિક્ષણાધિકારી  
 સુરત, જિલ્લો-સુરત

પ્રતિ,  
આચાર્યશ્રી,  
એન.એસ.એસ. સંલગ્ન શાળાઓ..  
સુરત. જિ.સુરત

ई.मेल द्वारा

मि.संख्या: पी.16/1/2022/रासेयो/गुज/560 to 669

भारत सरकार

युवा कार्यक्रम एवं खेल मंत्रालय  
राष्ट्रीय सेवा योजना क्षेत्रीय निदेशालय  
2सरा तल, पाटनगर योजना भवन  
एलिसब्रिज, अहमदाबाद-380 006

दिनांक 29 मार्च, 2022

प्रति

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|--|---|
| 1. श्री श्री महेश मेहता,<br>राज्य रासेयो अधिकारी,<br>उच्च शिक्षा आयुक्तालय,<br>गुजरात सरकार, पुराना सचिवालय,<br>ब्लॉक सं.12/2, डा.जिवराज मेहता भवन,<br>गाँधीनगर, गुजरात। | 2, श्री गौरांग एच. वोरा,<br>राज्य रासेयो अधिकारी,<br>शिक्षा विभाग<br>दादर एवं नगर हवेली,<br>सिलवासा-396230। |
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विषय: पोषण पखवाड़ा (21 मार्च, से 4 अप्रैल 2022) के आयोजन से संबंधित।

महोदय,

उपरोक्त विषयांतर्गत आपको सूचित किया जाता है कि महिला एवं बाल विकास मंत्रालय भारत सरकार के पत्र क्रमांक D.O. No.PA/42/2022-CPMU दिनांक 15 मार्च 2022 द्वारा 21 मार्च, से 4 अप्रैल 2022 तक पोषण पखवाड़े का आयोजन किया जाना है इस संदर्भ में महिला एवं बाल विकास मंत्रालय द्वारा जरी विस्तृत दिशा निर्देश आवश्यक कार्यवाही हेतु संलग्न है।

प्रधानमंत्री श्री नरेंद्र मोदी के आवाहन पर 2018 से आरंभ पोषण अभियान अन्य मंत्रालयों के साथ मिलकर समग्र रूप से पोषण परिणामों में सुधार का प्रयास करता है। व्यक्तिगत और सामुदायिक स्तर पर व्यवहार परिवर्तन, पोषण अभियान के वांछित लक्ष्यों को प्राप्त करने के लिए एक महत्वपूर्ण घटक है।

इस संबंध में आपसे अनुरोध है कि अपने-अपने कार्य-क्षेत्र के अंतर्गत रासेयो कार्यकर्ताओं को पोषण पखवाड़े (21 मार्च, से 4 अप्रैल 2022) के अंतर्गत विभिन्न गतिविधियों यथा पोषण संबंधी जागरूकता रैली, सेमिनार, जागरूकता कार्यक्रमों, आदि का आयोजन करने हेतु आवश्यक निदेश जारी करने की कृपा करें।

और पखवाड़ा मानाने के पश्चात इसकी समेकित रिपोर्ट, एक्शन फोटोग्राफ विडियो इत्यादि इस कार्यालय को भेजना सुनिश्चित करें साथ ही इन आयोजित गतिविधियों को सोशल मीडिया जैसे की फेसबुक, ट्विटर, यूट्यूब इत्यादि पर अपलोड करने की कृपा करें।

भवदीय,



(गिरधर उपाध्याय)

क्षेत्रीय निदेशक

सूचना एवं आवश्यक कार्रवाई के लिए प्रतिलिपि:-

1. गुजरात, दमन एवं दीयु और दादर एवं नगर हवेली के सभी रासेयो कार्यक्रम समन्वयक।
2. गुजरात के सभी जिला शिक्षण अधिकारी।
3. निदेशक, रासेयो निदेशालय, जामनगर हाउस, नई दिल्ली।



इन्दीवर पान्डेय, आई.ए.एस.  
सचिव

INDEVAR PANDEY, I.A.S.  
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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

15<sup>th</sup> March, 2022

D.O. No.PA/42/2022-CPMU

Dear Sujataji

POSHAN Abhiyaan endeavors to improve nutritional outcomes in a holistic manner. Behavioural change at individual and community level is an important component to achieve the desired goals of the Abhiyaan. In pursuance of this objective, Poshan Pakhwada is celebrated in convergence with all partner Ministries during the month of March since the initiation of POSHAN Abhiyaan in March 2018.

2. For the celebration of 4<sup>th</sup> Poshan Pakhwada from 21<sup>st</sup> March to 4<sup>th</sup> April, 2022, it has been decided to emphasize upon two broader areas viz. (i) identification & celebration of Healthy Child and (ii) activities concentrated on integration of modern and traditional practices for healthy India. The **Brief note** and **Activity calendar** is enclosed.

3. In this regard, the Ministry is pleased to inform that, for celebrating the "Healthy Child" in the age group of 0-6 years, "**Swastha Balak Balika Spardha**" (SBBS) will be organized across the country from 21<sup>st</sup> to 27<sup>th</sup> March 2022. SBBS emphasizes upon measuring height and weight of all 13.75 crore children (approximately) in the target age group.

4. Whereas, the second week of Poshan Pakhwada is aimed at organizing activities around awareness of Gender Sensitive Water Management, prevention and management of Anaemia, and promotion of traditional food for healthy mother and child especially in Tribal Areas.

5. We seek your support in mobilizing the resources under your kind Ministries/Departments for organizing these activities enthusiastically to ensure larger community participation in Poshan Pakhwada 2022. Hope your sincere efforts will contribute towards Hon'ble Prime Minister's vision of *Suposhit Bharat*.

With regards

Yours sincerely,

(Indavar Pandey)

Encl: As above

Smt. Sujata Chaturvedi

Secretary,

Department of Youth Affairs,

Ministry of Youth Affairs & Sports

Shastri Bhavan,

New Delhi-110001.



## Poshan Pakhwada 2022

### Integration of Traditional and Modern practices for Healthy India स्वस्थभारतकेलिएपारंपरिकऔरआधुनिकसंसाधनोंकाएकीकरण

Through annual community based events under POSHAN Abhiyaan, the aim is to reach out to the masses through nation's biggest nutrition-centric annual Jan Andolans.

The month of March is celebrated as Rashtriya Poshan Pakhwada across the country. So far, three PoshanPakhwada have been celebrated, in which around 4.4 crore activities were successfully conducted.

The celebrations held so far witnessed wide participation and enthusiasm from convergent Ministries, States/UTs and field functionaries. Frontline workers, community groups, PRIs, staff at Block and District level, State departments and Ministries had exemplified diligent work towards triggering a Jan Andolan for POSHAN Abhiyaan.

For the celebration of 4<sup>th</sup> Poshan Pakhwada it has been decided to emphasize upon two broader areas viz. i). identification & celebration of Healthy Child, and ii). integration of modern and traditional practices for healthy India within the thematic areas around Poshan MITRA (Modern, ITbased, Traditional& Regional Activities)

Accordingly, the first half of the Poshan Pakhwada shall focus on **SwasthBalakBalikaSpardha**, whereas the second week will have focus on Traditional and Regional activities

### SwasthBalakBalikaSpardha (SBBS)

#### Background

In order to mobilize sustained community participation for health and nutrition issues in the country, Hon'ble Prime Minister desired during the PRAGATI meeting held on 24<sup>th</sup> November 2021 that a nationwide campaign for identification & celebration of healthy children in the age group of 0-6 years, be organised to promote the value of nutrition with focus on the "**Healthy Child**".

#### Objective

- Focus on healthy children.
- Mobilize and sensitise general public about importance of health of children.
- Consolidate a database of height, weight and age for estimation of stunting, wasting and underweight of all children in the age group of 0-6 years which is estimated at around 13.75 crore, out of which about 7.48 crore are registered under Anganwadi Services.
- Monitor and take proper follow-up action & care of identified malnourished children as the database would be shared with the concerned DC/DMs, CMOs & State Authorities.



## Poshan Pakhwada 2022 Calendar

### Week 01

Days	Theme	Nodal Ministry	Partner Ministries/Depts./ State Govts.	Activities
21 <sup>st</sup> Mar, 2022	Launch of Poshan Pakhwada and SBBS	MoWCD	<ul style="list-style-type: none"> <li>All State Govts/ UTs</li> <li>Partnering Ministries : MoRD, MoPR, MoYA&amp;S, MoE, MoSJ, MoHFW, MoH&amp;UA,, MeitY, MoTA, MoMA, MoAyush, DoFPD, MoCA&amp;FPD, MoA&amp;FW, MoFE&amp;CC etc.</li> </ul>	<ul style="list-style-type: none"> <li>Special address (Virtual) on importance of special drive to identify healthy child and launch of SBBS by HMWCD</li> <li><b>Participants: All states/UTs, upto the level of field functionaries/AWWs (may also be streamed live via YouTube)</b></li> </ul>
21 <sup>st</sup> -27 <sup>th</sup> Mar, 2022	Swastha Balak Balika Spardha (SBBS) – To identify Health Child	MoWCD	<ol style="list-style-type: none"> <li><u>All State Govts/UTs</u></li> <li><u>Partnering Ministries</u> : MoRD, MoPR, MoYA&amp;S, MoE, MoSJ, MoA&amp;FW, MoA, MoHFW, MoFE&amp;CCMoE, MoH&amp;UA, MeitY, MoCA&amp;FPD, New and Renewable Energy etc</li> <li><u>Stakeholders Urban:</u> <ul style="list-style-type: none"> <li>Nodal Person: DM/ Municipal Commissioner</li> <li>Main Implementing Agency: Municipal Agencies</li> <li>Measuring Agencies: AWWs, Rotary &amp; Lions clubs, Employers' associations, Doctors, NGOs</li> <li>Supporting agencies for community mobilisation: IMA, School administration, Urban local bodies</li> <li>Probable Places for Measurement: AWCs camps by employers at SEZ etc., Schools, Hospitals, Home</li> </ul> </li> <li><u>Stakeholders Rural:</u> <ul style="list-style-type: none"> <li>Nodal Person: DM</li> <li>Main Implementing Agency: CDPOs supported by field functionaries of ICDS</li> <li>Measuring Agencies: Anganwadi Workers and Anganwadi Helpers</li> <li>Supporting agencies for community mobilisation: Panchayat Members, SHGs, Mothers Group</li> <li>Probable Places for Measurement: AWCs, Primary schools, Panchayat, Home, PHC</li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>Measurement of height &amp; weight of children under 6 years of age (approx. 13.75 cr.) and reporting of data on Poshan Tracker</li> <li>E-certificate to be issued to the healthy children on all the three parameters (stunting, wasting and underweight) as per WHO standards</li> <li>Data of SAM/MAM children to be shared with respective DMs/DCs for further necessary interventions</li> </ul>



## Week 02: Suggested Activity Calendar for States/UTs

Day	Theme	Sub-themes	Nodal Ministry	Partner Ministries/Depts./ State Govts.	Suggested Activities
28 Mar, 2022	<b>THEME 01</b>  <b>Gender Sensitive Water Management</b>	<ul style="list-style-type: none"> <li>• Role of women in water conservation</li> </ul>	<b>MoJS</b>	MoPR, MoRD, MoE, MoH&UA etc.	<ul style="list-style-type: none"> <li>• Awareness camps and community based activities</li> <li>• Generation of awareness through IEC material</li> <li>• Sensitisation activities with village/panchayat based institutions/bodies of Panchayati Raj and Rural Development</li> <li>• Specialised NGOs/agencies working in the area of RWH to organise extensive community-based drives to highlight the role of women in sustainable water management and household level RWH models</li> <li>• Activities focused around equipping every AWC with a RWH structure</li> <li>• Cross learning visits of beneficiaries and stakeholders to sustainable Rainwater Harvesting (RWH) structures having role of Women in its development</li> <li>• Webinars at institutional level disseminating details of support mechanism for creating new Rainwater Harvesting Structures and maintaining the existing ones</li> <li>• Community based 'water linked celebrations' at 'existing &amp; functional RWH structures' across the country</li> <li>• <b>Documentation of 5 best models per state (highlighting household &amp; community based Rooftop RHW models, where women played key role in its development), including from States/UTs having low rainfall or from States/UTs that have developed an alternate mechanism for water conservation in form of RWH (MoJS)</b></li> </ul>
29 Mar, 2022		<ul style="list-style-type: none"> <li>• Generating awareness in women about importance of water conservation</li> <li>• Support of community and institutions in water conservation/management drives, esp. in promoting Rainwater Harvesting structures including in Anganwadi Centres</li> </ul>			



Day	Theme	Sub-themes	Nodal Ministry	Partner Ministries/Depts./ State Govts.	Suggested Activities
30 Mar, 2022	<b>THEME 02</b>  <b>Test, Treat, Talk Anaemia</b>	<ul style="list-style-type: none"> <li>Prevention and treatment of anaemia in Adolescent girls and PW&amp;LMs</li> </ul>	<b>MoHFW</b>	MoRD, MoPR, MoYA&S, MoE, MoSJ, MoH&UA, MeitY, MoTA, MoMA, DoFPD, MoCA&FPD, MoA&FW, MoFE&CC etc.	<ul style="list-style-type: none"> <li>Awareness camps</li> <li>Webinars at institutional level</li> <li>Outreach activities in urban slums on anaemia awareness</li> <li>Awareness camps at ground level with participation of stakeholders working on anaemia prevention and the respective beneficiaries (Connecting NGOs and Government Programs)</li> <li>Anaemia camps to be organised at District level (H&amp;FW), Local Panchayats (PR) and DM/DC</li> <li>Using SHG platforms for creating awareness on Anaemia</li> <li>Testing camps in support with all partner ministries and departments</li> <li>NSS volunteers and Nehru Yuva Kendra as “Poshan Monitors” to spread the awareness on Anaemia</li> </ul>
31 Mar, 2022		<ul style="list-style-type: none"> <li>Prevention and treatment of anaemia in School Children</li> </ul>	<b>DoSEL, MoE with MoHFW</b>		<ul style="list-style-type: none"> <li>Sensitization at school level through seminars</li> <li>Deworming camps</li> <li>Quiz competitions to test the awareness about anaemia among the student</li> <li>Testing camps in support with all partner stakeholders</li> </ul>
01Apr, 2022		<ul style="list-style-type: none"> <li>Ayush for prevention and management of anaemia</li> </ul>	<b>MoAyush</b>		<ul style="list-style-type: none"> <li>Promotion of Ayush based food habits and dietary diversity to prevent the anaemia</li> <li>Webinar on role of Ayush in prevention and management of Anemia</li> <li>Evidence generation on efficacy and safety of Ayush interventions for Anaemia</li> <li>Documentation of Ayush practices for prevention and management of Anaemia</li> <li>Action: MOAYUSH</li> </ul>



Day	Theme	Sub-themes	Nodal Ministry	Partner Ministries/Depts./ State Govts.	Suggested Activities
02Apr, 2022	<b>THEME 03</b>  <b>Traditional food for healthy Mother and Child in Tribal Areas</b>	<ul style="list-style-type: none"> <li>Promotion of Agricultural practices emphasising upon regional &amp; traditional food crops</li> </ul>	<b>MoTA with MoA&amp; FW</b>	MoRD, MoPR, MoYA&S, MoE, MoSJ, MoH&UA, MeitY, MoTA, MoMA, DoFPD, MoCA&FPD, MoA&FW, MoFE&CC etc.	<ul style="list-style-type: none"> <li>Seminar &amp; Trainings on agriculture and nutrition connect</li> <li>Webinars on Traditional &amp; Regional Nutritious food</li> <li>Recipe contest / Mother's Kitchen contest' at District/Block level</li> <li>'Special Gram Panchayat' and 'POSHAN Panchayat' to emphasise the dietary diversity through regional food</li> <li>Identification, promotion, demonstration of healthy traditional recipes for Mother &amp; Child</li> <li>Using SHG platforms for promoting Traditional and regional healthy food recipe</li> <li>Awareness on local and affordable nutritious food items</li> <li><b>Documentation of 5 best recipes per state, predominantly from Tribal community (as per reporting format provided by WCD)</b></li> </ul>
03 Apr, 2022		<ul style="list-style-type: none"> <li>Recipe contest focussing on traditional food for Mother and Child</li> <li>Promotion of Millets for Dietary diversity</li> </ul>	<b>- MWCD with DoF&amp;PD</b>  <b>- (ICAR – Indian Council of Millets Research &amp; A&amp;FW)</b>		
04 Apr, 2022	<b>Conclusion of PoshanPakhwada</b>		<b>MoWCD</b>	<ul style="list-style-type: none"> <li>All State Govts/ UTs</li> </ul>	<ul style="list-style-type: none"> <li>States/UTs to conduct conclusion activities having presence of Chief Ministers/ Governors/ Administrators/ State WCD Ministers etc.</li> </ul>
<b>Other activities may be conducted during Poshan Pakhwada:</b> Community Based Events (CBE), Community Radio Activities, Cooperative/Federation based activities, Cycle Rally/Walk/Prabhat Pheri, DAY-NRLM SHG Meet and Self-Help Groups (SHG) Meetings, Haat Bazaar Activities, Home Visits, Local Leaders' Meeting, Nukkad Natak/Folk Shows, Poshan Workshop/Seminar, School Based Activities, VHSND, Youth Group Meeting, Webinars, Breastfeeding, Complimentary Feeding, Poshan ke Panch Sutras ( <i>First 1000 days, Hand Wash &amp; Sanitation, PaushtikAahaar, Diarrhoea, Anaemia</i> ), Yoga for Health/Ayush for well-being, ECCE, Food Fortification & Micronutrients, Immunisation, Adolescent Ed, Diet, Age of Marriage, Diarrhoea, Plantation, School based sensitization activities, PoshanVatika, Other activities (as per States/UTs planning) etc.					



**Week 02: Calendar of Activities for MoWCD in coordination with partner Ministries/Departments**

Day & Time	Theme	Suggested Activities for HMWCD and MoS, WCD	Target audience
28 Mar, 2022	Gender Sensitive Water Management	<ul style="list-style-type: none"> <li>Webinar in coordination with Ministry of Jal Shakti (MoJS) on the 'Importance of Management of Rain Water, emphasising on developing Rain Water Harvesting structure at AWCs' across the country</li> </ul>	<ul style="list-style-type: none"> <li>Partner Ministries/Departments esp. those who may support (through existing Govt. schemes) in building the Rainwater Harvesting (RWH) Structures at AWCs under the guidance of MoJS</li> <li>Stakeholders, esp. Corporate Associations who may mobilise Corporate/CSR for developing the same at AWC level, as per their geographical preference</li> </ul>
29 Mar, 2022		<ul style="list-style-type: none"> <li>Laying of foundation stone of a 'Rain Water Harvesting Structure/System' at a rural AWC (place and inaugural modalities to be decided in consultation with MoJS)</li> </ul>	<ul style="list-style-type: none"> <li>Officials of MoWCD and MoJS and other relevant partner Ministries like MoRD, MoPRerc.</li> <li>Village Water Health &amp; Sanitation Committees and Community, esp. women and adolescent girls</li> </ul>
30 Mar, 2022	Anaemia	<ul style="list-style-type: none"> <li>Anaemia camp and distribution of IFA tablets in coordination with MoH&amp;FW (place of camp will be decided in consultation with MoH&amp;FW)</li> </ul>	<ul style="list-style-type: none"> <li>Directly and indirectly linked Govt. officials, and/or target communities (if simultaneously organised at community level as well)</li> </ul>
31 Mar, 2022		<ul style="list-style-type: none"> <li>Distribution of Ayush Nutrition Kits for prevention of Anaemia among Children and PW&amp;LMs (Kit and place to be decided by MoAyush in coordination with office of HMWCD)</li> </ul>	<ul style="list-style-type: none"> <li>At AWCs, covering entire community and catchment area of the selected Centres</li> </ul>
01 Apr, 2022	Traditional Food	<ul style="list-style-type: none"> <li>Distribution of Traditional Nutrition Kits in coordination with MoTA (place will be decided in consultation with MoTA)</li> </ul>	<ul style="list-style-type: none"> <li>At AWCs, covering entire community and catchment area of the selected Centres</li> </ul>
02 Apr, 2022		<ul style="list-style-type: none"> <li>Webinar in coordination with DoF&amp;PD on Food Fortification (focusing on Millets and Rice Fortification)</li> </ul>	<ul style="list-style-type: none"> <li>Partner Ministries/Departments esp. those who may either promote or support Food Fortification through their existing schemes and programmes</li> </ul>
04 Apr, 2022	Conclusion of Poshan Pakhwada and SBBS	<ul style="list-style-type: none"> <li>Special address (Virtual) on conclusion and dissemination of key highlights of Poshan Pakhwada and SBBS by HMWCD</li> </ul>	<ul style="list-style-type: none"> <li>Key officials of partner Ministries/Departments</li> <li>Varied level functionaries of MoWCD and MoH&amp;FW, esp. upto the level of AAAA &amp; LS</li> <li>Anyone can virtually join through YouTube based live streammode across the country</li> </ul>