

अनीता करवल, भा.प्र.से
सचिव

Anita Karwal, IAS
Secretary



स्कूल शिक्षा और साक्षरता विभाग
शिक्षा मंत्रालय
भारत सरकार
Department of School Education & Literacy
Ministry of Education
Government of India

D.O. No. 14-5/2015-MDM-1-2 (EE.5)

31st August, 2020

Dear Sir/Ma'am,

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. The programme strives to reduce the level of stunting, under-nutrition, low birth weight in children and anemia in adolescent girls, pregnant women, lactating mothers as well as children.

2. This year also, **Poshan Maah will be celebrated** during the month of September, 2020 to further step up various activities under POSHAN Abhiyaan and to create a "Jan Aandolan" while adhering to COVID-19 protocols. Department of School Education and Literacy, Ministry of Education, Government of India is conducting the following contests for children on Food and Nutrition using MyGov Portal (Details of both competitions are given at Annexure).:

- a. An e-quiz from 1st September, 2020 onwards.
- b. A meme making competition.

3. You are therefore requested to ensure maximum participation from your State and UTs through the School Education Department and SCERT in convergence with State Women & Child Development Department. You are also requested to ensure that there is wide dissemination of the Poshan Abhiyan celebrations in the month of September, 2020, to give it a good impetus.

With regards

Yours sincerely

Anita Karwal
(Anita Karwal)

To,

Chief Secretaries of all States/UTs

Copy for information/necessary action to:

1. Secretary, MoWCD, New Delhi
2. All School Education Secretaries of the States/UTs
3. State Secretaries of Women & Child Development Department
4. SPDs of Samagra Shiksha,
5. Director SCERTs,
6. Director/Commissioners of MDM,
7. State Directors of Women & Child Development.

Annexure

MyGov competitions for Poshan Abhiyan:

On the occasion of celebrating the Poshan Abhiyan month in September, 2020, the Department of School Education and Literacy in collaboration with Ministry of Women and Child Development has decided to conduct two online competitions for school going children through MyGov platforms follows:

1. Food and Nutrition Quiz:

This quiz is based around facts of Indian food and nutrition. The aim of this quiz is "learning with fun". The quiz is based on indigenous and traditional foods, link of climatic conditions and festivals to food and nutrition, the names of the same food in different parts of India, spices grown and used in different parts of India and their benefits, etc. It attempts to bring out the unity in diversity of the food and nutrition of India. The theme therefore has a major element of *Ek Bharat Shreshtha Bharat* in it. This competition will start on My Gov from 1st September, 2020 and will continue till 30th September, 2020. The Quiz can be accessed at the link (mygov.in/campaigns) Participants who get all answers right shall automatically receive an online certificate from Director NCERT through this My Gov platform.

2. Meme-making competition on Food and nutrition

An image-based meme portrays a particular concept or idea in a funny or humourous way. The portrayal through a single image and consisting of very few and carefully selected words, is able to spread the message very effectively through social media. Meme making is very popular with school going children, and they express many ideas and feelings through them. Therefore, from 5th to 20th September, 2020, a meme-making competition on Food and Nutrition will also be held for school going children. This competition will also be held through MyGov. An example of a meme is given below:



Participants can upload their memes on the link (mygov.in/campaigns) on any of the following sub-themes:

- a. Bunk Junk food
- b. Food items in my grocery list
- c. My lunch box menu
- d. My conversation with Fruits
- e. Veggies on my table
- f. Recipe for growth
- g. May Poshan be with you
- h. Hamareyjigri dost – vitamins, iron, calcium...
- i. The food of my state
- j. Any other theme that is related to food and nutrition

Selection of best memes will first be done at the state/UT level by the SCERTs. Top 5 best memes from each state/UT will be then sent to NCERT for deciding the final winners. National level winners will be given a certificate issued jointly by Department of School Education and Literacy and NCERT.

All entries in regional languages that are selected by SCERT for forward transmission to NCERT may be translated into English/Hindi by the state/UT before submission for national level selection.

3. **Registration Process**

For entering the above two competitions, the following **mandatory information** will be required from the participants on My Gov

- a. Name of participant
- b. Studying in class
- c. Age
- d. Name of school
- e. Address of school
- f. State/UT in which school is located
- g. Mobile number of self/parent/guardian