

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. 14-5/2024-PMP-1

Dated the 8th March, 2024

Dear Sir/Ma'am,

As you are aware, POSHAN (Prime Minister's Overarching Scheme for Holistic Nutrition) 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. It is a flagship programme of the Ministry of Women and Child Development (M/o WCD), Government of India.

2. In this connection, please refer to M/o Women & Child Development's DO letter no PA/67/2024-CPMU dated 2nd March, 2024 (copy enclosed) wherein it is mentioned that in the last Poshan Pakhwada celebrated in March-April, 2023 more than 4 crore activities work conducted, which focused around themes of promotion and popularization of Shree Anna /Millets for nutritional- well being, Celebration of Swasth Balak Spardha in all the States and Popularizing Saksham Anganwadis.

3. For celebration of Poshan Pakhwada 2024, which is planned from 9th to 23rd March, 2024, emphasis will be on following three themes:

- Poshan Bhi Padhai Bhi (PBPB) – a pathbreaking ECCE program to ensure that India has the world's largest, universal, high-quality pre-school network.
- Traditional and Local dietary practices focused sensitization around nutrition.
- Health of pregnant women & IYCF (Infant and Young Child Feeding Practices).

4. The States/UTs are also requested to conduct other following activities to support this important campaign which are suggested in the above mentioned letter of M/o WCD:

- Shapath on Early Childhood Care and Education (ECCE), engaging front line functionaries of various departments and communities.
- Community centered khelo aur padho event to promote toy-based and play-based learning.
- Demonstration session/Activity for children and parents on play-based learning promoting indigenous toys.
- DIY/Indigenous toy fair.
- TOYathon – DIY/Indigenous toy making workshop with Anganwadi workers (AWWs) (portal may allow uploading of event pictures).
- Games promoting nutrition (for target age group children).

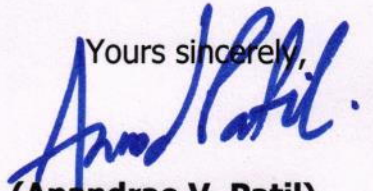
5. In addition to these other following activities as mentioned in the draft agenda (copy enclosed) may be conducted during Poshan Pakhwada 2024:

- i) Improving nutrition through Mission LiFE.
- ii) Focused activities around Water, Sanitation and Hygiene (WaSH) and Diarrhea Management.
- iii) Test, Treat, Talk Anaemia.
- iv) Regular Sensitization Activities on/around as mentioned in the draft agenda.

6. I request you to look into the matter personally and instruct the concerned authorities in your State/UTs to enthusiastically organize these activities and encourage children participation in Poshan Pakhwada, 2024 & make it a great success. We will be happy to receive your Action Taken Report.

With Regards

Encl: As above:

Yours sincerely,

(Anandrao V. Patil)

The Additional Chief Secretaries/ Principal Secretaries / Secretaries (Education) and Directors /Commissioners of PM POSHAN Scheme of all States and UTs.

Copy for similar action to :

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

अनिल मलिक, आई.ए.एस.
सचिव

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सत्यमेव जयते

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

Government of India
Ministry of Women & Child Development



2nd March, 2024

D.O. No. PA/67/2024-CPMU



Dear Sanjay Kumar ji,

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. It continues with Poshan 2.0, an integrated nutrition support programme that subsumes Anganwadi Services, Scheme for Adolescent Girls and POSHAN Abhiyaan.

2. In pursuance of this objective, Poshan Pakhwada has been celebrated in convergence with all stakeholders during the months of March and April since the initiation of POSHAN Abhiyaan in March 2018. In the last Poshan Pakhwada celebrated in March-April 2023, more than 4 crore activities were conducted, which focused around themes of promotion and popularization of Shree Anna / Millets for nutritional wellbeing, Celebration of Swasth Balak Spardha (SBS) and Popularizing Saksham Anganwadis.

3. The ensuing Poshan Pakhwada 2024 has been planned from 9th to 23rd March, 2024, around the following themes:-

- Poshan Bhi Padhai Bhi (PBPB)- a pathbreaking ECCE program to ensure that India has the world's largest, universal, high-quality pre-school network
- Traditional and Local dietary practices focused sensitization around nutrition
- Health of pregnant women & IYCF (Infant and Young Child Feeding Practices)

In addition to the above themes, States/ UTs are also requested to take up any additional focus areas where the Ministry has been actively supporting important campaigns. Ministry's support to Mission LIFE for improving nutrition still continues where people are encouraged to take up sensitisation cum actionable activities linked to Water conservation including rainwater harvesting at Anganwadis, adopting sustainable food systems and healthy lifestyles through Ayush practices. Similarly, activities around anemia, WaSH and Diarrhoea management and other sensitisation activities around nutrition will also be taken up during the celebration of Poshan Pakhwada 2024 (agenda is attached herewith).

5. I would, therefore, request you to direct officers of your Ministry/Department from National to State/UT level, to once again come forward for the desired support and enthusiastically help in organizing these activities while jointly ensuring desired community engagement in Poshan Pakhwada 2024. Your efforts for continued support to POSHAN Abhiyaan will contribute to Hon'ble Prime Minister's vision of **Suposhit Bharat**.

Regards

Yours sincerely,


(Anil Malik)

Encl: As above

Shri Sanjay Kumar
Secretary,
Department of School Education & Literacy,
Shastri Bhawan,
New Delhi-110001

AG (PMPY)
6/4/3

DIR (DA)
Gen. Anil Malik
M. S. S.
S. S.

SO (SK)
Deepi
7.3.24

Poshan Pakhwada 2024
(9th March to 23rd March 2024)

For celebration of Poshan Pakhwada 2024 emphasis will be on following three themes:

- 1 Poshan Bhi, Padhai Bhi (PBPB)
- 2 Tribal, Traditional, Regional & Local dietary practices focused sensitization around nutrition
- 3 Health of Pregnant Women and Infant & Young Child Feeding (IYCF) practices

Activities:

Sl. No.	Draft Activities	Ministry responsible (Ministries may be added/ deleted)
Theme 1: Poshan Bhi Padhai Bhi (PBPB)		
1	Shapath on ECCE, engaging frontline functionaries of various departments and communities	All Ministries/ Departments
2	Shiksha Choupal exclusively to promote ECCE learning corners at AWCs	MoPR, MoRD, MoWCD
3	Home visits focusing ECCE esp. engaging parent	MoWCD
4	Community centered khelo aur padho event to promote toy-based and play-based learning	MoE, MoWCD
5	Demonstration session/activity for children and parents on play-based learning promoting indigenous toys	MoE, MoWCD
6	DIY/ Indigenous toy fair	MoE, MoRD, MoWCD
7	TOYathon - DIY/ Indigenous toy making workshop with AWWs (portal may allow uploading of event pictures)	MoE, MoWCD
8	Games promoting nutrition (for target age group children)	MoE, MoWCD
Theme 2: Tribal, Traditional, Regional & Local dietary practices focused sensitization around nutrition		
1	Sensitisation of tribal communities on Millet/ Local food/ Traditional Food for Anaemia etc.	MoTA, MoWCD, MoH&FW
2	Event on promoting Tricolour/ Rainbow/ Traditional thali made up of Millet based food items	MoRD, MoCAF&PD, MoWCD
3	Traditional Millet-based recipe contest in tribal districts	MoTA, MoPR, MoWCD
4	Sensitisation of tribal communities on Millet/ Local food/ Traditional Food for Anaemia etc.	MoTA, MoWCD, MoH&FW
5	Awareness camp on healthy dietary practices (regional and seasonal)	MoRD, MoPR, MoCAF&PD, MoWCD, MoAyush
6	Demonstration drive on Amma ki Rasoi/ Grandmothers kitchen based on locally available food items/ Millets	MoCAF&PD, MoPR, MoRD, MoWCD
7	Drive on linking Millet-based foods with local festivals	MoRD, MoPR, , MoLE, MoWCD
8	Demonstration of recipes to the local community	MoWCD, MoPR

Theme 3: Health of Pregnant Women and Infant & Young Child Feeding (IYCF) practices

1	Consultation camp on diet during pregnancy	MoWCD, MoH&FW, MoHUA, MoTA, MoMA, MoRD, MoPR
2	Awareness sessions on ANCs during pregnancy	MoWCD, MoH&FW
3	Community-based sensitisation sessions exclusively for male members to appropriately handle pregnancies at their homes, or provide facilitation at community level	MoWCD, MoPR
4	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
5	Activity/ Camp/ Home visit on Complementary Feeding (safe, adequate and appropriate complementary foods at 6 months)	MoWCD, MoH&FW, MoTA, MoMA, MoSJ&E
6	Camps on Proper Techniques of Breast-feeding	MoWCD, MOHFW
7	Awareness camps for dietary diversity in Complementary feeding	MoWCD, MOHFW
8	Skit by Anganwadi children to enumerate the necessity of nutrition through play	MoWCD, MoPR, MoRD, MoE
9	Demonstration session on cooking nutritious complementary food recipes, while describing the necessity of different food groups	MoWCD, MoPR

In addition to these, other activities may be conducted during Poshan Pakhwada:

1. **Improving nutrition through Mission LiFE** (supporting relevant themes- i). Water saved, ii). Single use plastic reduced, iii). Sustainable food systems adopted, and iv). Healthy lifestyles adopted through activities around:
 - a. Water conservation through Rainwater harvesting at AWCs,
 - b. Adopting sustainable food systems by promoting Millet & PoshanVatikas, and
 - c. Adopting Healthy Lifestyles through Ayush practices etc.
(all in sync with the relevant themes of Mission LiFE)
2. **Focused activities around Water, Sanitation and Hygiene (WaSH) and Diarrhoea management**
3. **Test, Treat, Talk Anaemia**
4. **Regular sensitisation activities on/ around/ through:**
 - Community Based Events (CBE),
 - Village Health Sanitation and Nutrition Days (VHSND)
 - Swasth Balak Spardha (SBA)- Extensive Growth Measurement Drives
 - Community Radio Activities,
 - Cycle Rally/ Walk/ Prabhat Pheri,
 - DAY-NRLM/Self-Help Groups (SHG) meetings on Nutrition,
 - Haat Bazaar Activities,
 - Home Visits,
 - Nukkad Natak/ Folk Shows,
 - Youth Group Meeting,
 - Breastfeeding and Complimentary Feeding/ Infact and Young Child Feeding (IYCF) practices,
 - Poshan ke Panch Sutras (First 1000 days, Hand Wash, Sanitation, Diarrhoea, Anaemia),
 - Yoga for Health/ Ayush for well-being,
 - Immunisation,
 - Adolescent Education,
 - Other activities (as per States/UTs planning) etc.