

एक कदम स्वच्छता की ओर
R.C. MEENA

Joint Secretary (EE.I)
Tel: 011-23389247



सूचना का
अधिकार

भारत सरकार
मानव संसाधन विकास मंत्रालय
स्कूल शिक्षा और साक्षरता विभाग
शास्त्री भवन
नई दिल्ली - 110 115
GOVERNMENT OF INDIA

MINISTRY OF HUMAN RESOURCE DEVELOPMENT
DEPARTMENT OF SCHOOL EDUCATION & LITERACY
SHASTRI BHAVAN
NEW DELHI-110 115

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

Dated the 30th August, 2019

Dear Sir / Madam,

As you are aware, POSHAN Abhiyaan is a flagship programme of the Ministry of Women and Child Development (MWCD), Government of India launched by the Hon'ble Prime Minister on the occasion of International Women's Day on March 8, 2018. POSHAN (Prime Minister's Overarching Scheme for Holistic Nutrition) Abhiyaan aims to direct the attention of the country towards the problem of malnutrition and address it in Mission-mode, with a vision to ensure attainment of "Suposhit Bharat" by 2022. Ministry of Human Resource Development is a partner ministry in the POSHAN Abhiyaan. To achieve the objective, Rashtriya Poshan Maah was celebrated during the month of September, 2018 and POSHAN Pakhawada from 8th to 22nd March, 2019. This year also Rashtriya Poshan Maah will be celebrated in September, 2019 with the objective to focus on five critical components i.e. First 1000 days of the Child, Anemia, Diarrhoea, Hand Wash & Sanitation and *Poshtik Aahar*.

2. In this connection, the following suggested activity may be carried out by the States/UTs in their respective State/UT:

i) The programme to develop Kitchen Gardens and Eco Clubs in schools should be taken up in a big manner.

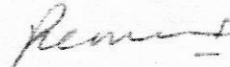
3. You are therefore, requested that the suggested activity may be carried out and compiled at the block/District/State level and updated on the Jan Andolan Dashboard at (<http://poshanabhiyaan.gov.in>) with intimation to this Ministry. A DO letter no. PA/123/2019-CPMU (e-72474) dated 19th August, 2019 of Secretary, Ministry of Women & Child Development, Govt. of India, New Delhi to all the States/UTs is also enclosed herewith for ready reference. (Annexure).

4. I appreciate your passion for work and your cooperation in making the Rashtriya Poshan Maah, 2019 a successful implementation in your State/UT.

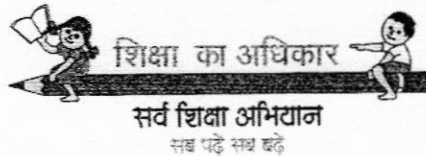
With regards

Yours sincerely,

Encl: As above:


(R.C. MEENA)

The Education Secretaries/ Nodal Officer for Mid Day Meal in all the States/UTs.



सर्व शिक्षा अभियान
सब पढ़ें सब बढ़ें

रिन्द्र पंवार
 सचिव
 Robindra Panwar
 Secretary



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: 19th August, 2019

PA/123/2019-CPMU(e-72474)

Dear Madam,

POSHAN Abhiyaan endeavours to improve nutritional outcomes in a holistic manner in convergence with other Ministries. Behavioural Change at individual and community level is an important component to achieve the desired goals of the Abhiyaan. Behavioural Change needs to be driven through convergence (of Ministries) and should lead to a Jan Andolan on nutrition. In pursuance of this objective, Rashtriya Poshan Maah was celebrated during the month of September, 2018 and POSHAN Pakhwada from 8th to 22nd March, 2019. Considering the overwhelming response during these two events and to retain the momentum, Rashtriya Poshan Maah is being celebrated in September 2019. In this regard, please refer to this Ministry's letter of even No. dated 17.07.2019 (copy enclosed) vide which Minutes of the Meeting held on 12th July, 2019 under the Chairpersonship of Hon'ble Minister, Women & Child Development were circulated.

2 I would earnestly request you to focus on five critical components, among others, during Poshan Maah i.e 'First 1000 days of the Child, Anemia, Diarrhoea, Hand Wash & Sanitation and *Poshtik Aahar* (wholesome meal with diet diversity)'. At the grass root level Village Health Sanitation and Nutrition Day (VHSND) should be used as the platform for delivering of these messages. Details about Poshan Maah, the suggested activities and their schedule are being sent to the Principal Secretaries/Secretaries of WCD Department separately. The Ministries/Departments and States/UTs may also add any other suitable activities for creating awareness. All the activities are required to be uploaded on Jan Andolan Dashboard Portal www.poshanabhiyaan.gov.in by the respective Ministries/Departments and States/UTs on daily basis.

With respect to Department of School Education and Literacy, following action point has been desired by Minister Women and Child Development.

(i) The programme to develop kitchen gardens in schools should be taken up in a big manner.

4. I shall be grateful if you could direct the concerned to ensure that Poshan Maah 2019 is organised on lines of previous Poshan Maah and Pakhwada with the same fervour. I would request you to kindly take necessary action on the aforesaid action points related to your Department and share the detailed action plan for the same by 22nd August, 2019. Further, any new initiative intended to be taken by your Department during Poshan Maah may also be shared along with detailed action plan. I am confident

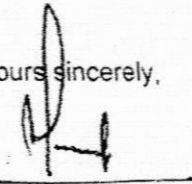
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 JS(MDM)
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A.S.A. (DOP)
 US(SA)
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that with continuous support and encouragement from your Department, collectively we will be able to achieve the aim of 'Swasth Bharat'. An orientation Workshop for Poshan Maah is scheduled to be held on 23rd August 2019 at 3.00 p.m. at Convention Hall of Hotel Ashok, New Delhi. I would request you to attend the Workshop and also nominate 2 to 3 officers for the same.

With regards,

Yours sincerely,



(Rabindra Panwar)

Ms. Rina Ray,
Secretary,
D/School Education & Literacy
Shastri Bhawan
New Delhi.