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Dated : 2nd September, 2020

Dear Chief Secretary

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. We are now celebrating **Poshan Maah** during the month of September, 2020 to further accelerate various activities under POSHAN Abhiyaan and to create a "Jan Aandolan" in the process by adhering COVID-19 protocols.
3. Identification and referral of SAM and MAM children (while adhering to COVID-19 protocols as mandated by administration from time to time), and plantation of Kitchen/ Nutri Gardens will be the major activities pursued during POSHAN Maah.
4. Children are not only the future citizens of India, they could be excellent ambassadors to motivate and counsel family members and Community for increasing their awareness about importance of good nutrition, balance diet as well as hygienic habits to be maintained during handling, cooking, eating and storing the food. Healthy dietary habits need to be inculcated at a young age. Therefore, special activities for children have been conceptualized in Poshan Maah 2020.
5. It is requested that all Schools in your State may be directed to organize a **POSHAN Assembly** with students in virtual mode to discuss malnutrition, its impact on Society and value of healthy and balanced diet. An essay competition and e-Quiz/e-competitions focusing on malnutrition/nutrition awareness may also be organized. Department of School Education, Government of India shall be circulating detail guidelines in this regard. Swayam Prabha channels of Ministry of Education will also telecast programmes on Poshan Abhiyan during Poshan Maah.