

डा. राजेश कुमार
Dr. RAJESH KUMAR
संयुक्त सचिव
Joint Secretary



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D.O.No.ND-IE-17/3/2016-ND-IE

Dated: 11th August, 2016

Dear

The **National Nutrition Week (NNW)** is an annual nutrition event of great importance and is observed all over the country from **1 to 7 September** every year. It was conceived by the Food and Nutrition Board in the year 1982 as an annual event. The basic objective of the event is to increase awareness generation on the importance of nutrition for health which has an impact on development, productivity, economic growth and ultimately national development.

2. The theme of the National Nutrition Week for 2016 is "**Life cycle approach for better Nutrition**".
3. Nutrition is an issue of survival, health and development for current and succeeding generations. Child born underweight have impaired immune function and increased risk of diseases such as diabetes and heart diseases in their later life. Malnourished children tend to have lower IQ and impaired cognitive ability, thus affecting their school performance and then productivity in their later life. It has to be realized that the nutritional health in all age groups represents a National economic asset.
4. Malnutrition is not to be viewed merely as an offshoot of poverty having adverse effects on health and development of individuals but as a national problem that results in loss of productivity and economic backwardness. Time has come to create a movement so as to improve nutrition at the individual level. Thus, series of convergent and well coordinated actions in different sectors are required to be undertaken in a mission mode approach to address the problem of malnutrition.
5. The paradox is that while India now is in the front ranks of fast growing global economies with a healthy economic growth rate, but it also has a very high prevalence of malnutrition. This fact reinforces the argument that economic growth is necessary but not sufficient condition for improvements in young child survival, nutrition and development.
6. The Food and Nutrition Board of this Ministry, through its 43 Community Food and Nutrition Extension Units (CFNEUs) located in 29 States/UTs, will coordinate with concerned departments of State Governments/UTs, National Institutions, NGOs and organize State/UT level Workshops, Orientation Training of fields personnel, Awareness Generation Camps, Community meetings during the week on the specified theme.

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7. It is a felt need to mobilize the State/UT machinery to organize special programmes for promoting nutrition of the children in the State/UT. I shall be grateful if you could issue appropriate instructions to the key sectors like Health & Family Welfare, Women & Child Development, Education, Rural Development, Panchayat Raj, Food Safety & Standards Authority, Agriculture & Allied Sectors etc. for rendering their assistance and co-operation in promoting nutrition.

8. We would request the State/UT Governments to initiate appropriate action as per enclosed calendar of events during the week and send a short report along with the action photographs for our future reference and record.

With regards

Yours sincerely,



(Dr. Rajesh Kumar)

All Principal Secretaries (in charge ICDS) in States/UTs

Copy to:

1. Secretary, Ministry of Health and Family Welfare
2. Secretary, Ministry of Agriculture
3. Secretary, Ministry of Food Processing Industries
4. Secretary, Ministry of Panchayat Raj
5. Secretary, Ministry of Drinking Water & Sanitation
6. Secretary, Ministry of Information & Broadcasting--- with request to direct the concern Organization/ Department under the Ministry for generating nutrition awareness among the masses.
7. CEO, FSSAI
8. Director, NIN,
9. Director NIPPCD
10. Director NFI

Copy also to: All Regional DTAs (FNB)

Annexure

Day-wise activities to be organized during National Nutrition Week 1-7th September, 2016

S. No.	Activity	Level	Target Group & No.
Day I	One day workshop: with the objective to sensitize and build capacity of State/District Level Officers on importance of Nutrition for better health.	State/ UT level	Directors, ICDS, Projects Officer CDPOs (ICDS), Medical Officers & Principals of Schools etc. (50).
Day II	<ul style="list-style-type: none">Lecture-Cum-Demonstration on Low Cost Nutritious Recipes.Competition on preparation of nutritious recipes.	District level	School Teachers, Anganwadi Workers and Helper (ICDS), Village Women and Mahila Samities (75)
Day III	Weight Management and its importance through Body Mass Index (BMI)	Block level School	Adolescent Boys and Girls (100)
Day IV	<ul style="list-style-type: none">Mini-Exhibition on Nutrition displaying low cost nutritious diets for different age groups.Quiz competition on Nutrition.	District Level	District Level officers and students, ICDS functionaries, men, women and children.
Day V	Puppet show/skits dance and drama with the help of song and drama conveying message on nutrition.	Village Level	Anganwadi Workers and Helpers, Children, Adolescent (Girls & Boys) and Parents (100)
Day VI	Films, slide shows, audio video spots, slogans, nutrition rally etc.	Village level	ICDS functionaries and beneficiaries (250)
Day VII	Sum up and preparation of digital report of the activities along with photographs.	-	-