

F.No.NNM/81/2018-CPMU
Government of India
Ministry of Women & Child Development

Third Floor, Jeevan Vihar Building,
New Delhi - 110001
Dated 25th July, 2018

To,

The Principal Secretaries/ Secretaries, Department of Social Welfare /Women & Child Development of all 29 States/ 07 UTs.

Subject: Caller Tune/Ringtone of POSHAN Abhiyaan— regarding

Sir/Madam,

During the 2nd meeting of the National Council on India's Nutrition Challenges under POSHAN Abhiyaan held on 24th July, 2018, the Caller Tune/Ringtone of POSHAN Abhiyaan was released by the Vice Chairman, NITI Aayog and the same is **forwarded** herewith for use by the States/UTs. The same can also be downloaded from POSHAN Abhiyaan website under the link Media -> Ringtone/Callertune on <https://www.icds-wcd.nic.in/nnm/home.htm>.

2. MoWCD has also called for the meeting of Cellular Operators Association of India, Telecom Operators, Department of Telecom, TRAI, NIC and World Bank on 19.07.2018. Most the telecom operators have agreed to keep this caller tune in the their library and give option for free download of the caller tune and to keep it free for at least 1st month. It was further decided that MoWCD will give content of SMS in English and Hindi for promulgation through burst mode by the telecom operators. The SMS content was provided to telecom operators, who will send the SMS as per the following :

English SMS

Join the Jan Andolan movement to eliminate malnutrition. Sahi Poshan to Desh Roshan.
Download caller tune at: xxxx.

Hindi SMS

Chalo chalayen ek Jan Andolan taaki nahi rahe kahin kuposhan. Sahi Poshan to Desh Roshan.
Download caller tune at: xxxx.

3. States/UTs may popularize the use of the Caller Tune/Ringtone and give direction for use by all the Officers/Officials of the concerned Department of State Government and field functionaries upto Aanganwadi level.

Yours sincerely,


(Sunil Kumar Choudhary)

Project Manager, POSHAN Abhiyaan