

प्रदीप कुमार सिन्हा
PRADEEP K. SINHA



मंत्रिमंडल सचिव
भारत सरकार
CABINET SECRETARY
GOVERNMENT OF INDIA

DO.No. 293/1/2/2017-CA-V



New Delhi, 28th February, 2018

Dear Chief Secretary/Administrator,

As you are aware, the Government of India has approved setting-up of a National Nutrition Mission (NNM) which aims to improve the nutritional status of Children upto 6 years of age and of Pregnant Women & Lactating Mothers in a phased manner. Specific targets for reduction in Low Birth Weight, Stunting, Under-Nutrition and prevalence of Anaemia are to be achieved over next three years. In the first phase, 315 districts across all 36 States/UTs will be covered under the Mission. Government has also approved expansion of the *Beti Bachao Beti Padhao* (BBBP) on a Pan-India basis covering 640 districts of the country over next three years. The goal of BBBP is to improve the Child Sex Ratio in the country.

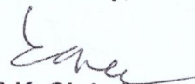
2. Hon'ble Prime Minister will formally launch the NNM and expansion of BBBP from Jhunjhunu, Rajasthan on 8th March 2018. He has advised that the Mission be converted into a JAN ANDOLAN for effective implementation and countrywide outreach. This would require large-scale community mobilization and engagement. Similarly, sustained community participation needs to be ensured under BBBP to stir national consciousness on the importance of a girl child.

3. You will agree that success of NNM and expansion of BBBP would largely depend on the active participation and cooperation of States/UTs. In this context, certain pre-Launch activities, build-up to the Launch Day and Post Launch activities are required to be undertaken at the State/UT levels in order to sustain the momentum towards the success of these programmes. A list of suggested activities is at **Annexure**.

4. I would request you to please issue necessary instructions to the Principal Secretaries/Secretaries of the concerned Departments to carry out the suggested activities. They may also be requested to mobilise people at the District, Block and Gram Panchayat levels as well as to galvanise the Aanganwadi Centres to actively participate in the launch of above programmes. We would appreciate a feedback on the action taken in this regard.

With regards,

Yours sincerely,


(P.K. Sinha)

Annexure

A. Pre-launch activities

- i. Synergize activities of various concerned departments
- ii. Creation of NNM face book page
- iii. Posting on BBBP face book page
- iv. Nominate one point contact for coordinating all social media campaign
- v. Awareness campaign
- vi. Ensure coverage in local media
- vii. Display of NNM & BBBP posters and banners at all public places across the state
- viii. Nutrition Assembly in school
- ix. Involve PRIs & ULBs
- x. Organize Vazan Tyohar (weighing festival) of children at all AWCs on 7th March, 2018
- xi. Observance of BBBP Day

B. Launch activities

- i. Mobilise people upto village level to watch live program on TV & web casting of event
- ii. Ensure wide coverage in local media
- iii. Posting of images / photos on social media
- iv. Involve PRIs, ULBs
- v. Organize nutrition related quiz/competition in school/collages
- vi. Organize special Village Health Sanitation and Nutrition (VHSN) Day

C. Post-launch activities

- i. Implementation of convergence action plan right upto the village level
- ii. Awareness and media campaign to continue
- iii. Issues necessary instruction to line department to implement NNM component
- iv. State level monitoring implementation of NNM & BBBP component
- v. Involve PRIs, ULBs