

राकेश श्रीवास्तव  
सचिव  
Rakesh Srivastava  
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>

D.O. No. NNM/15/2018-WBP

Date : 3<sup>rd</sup> April, 2018

Dear Chief Secretary,

Please refer to joint D.O. letter dated 16<sup>th</sup> March, 2018 (copy enclosed) regarding holding of meetings of Gram Panchayats on the Nutritional aspects and their implementation along with Health and Sanitation issues of their respective Panchayat on the occasion of Ambedkar Jayanti (14<sup>th</sup> April) this year.

2. As you are aware, the aim of the recently launched POSHAN Abhiyaan is to improve the nutritional status of Children upto 6 years of age, Pregnant Women and Lactating Mothers through specific targets for reduction in Low Birth Weight, Stunting, Under-Nutrition and prevalence of Anaemia over next three years. Hon'ble Prime Minister has desired that the Mission should be converted into a JAN ANDOLAN for effective implementation and desired reach.

3. Role of Panchayati Raj is very important for success of POSHAN Abhiyaan. Panchayati Raj Department through Panchayats can play a very active role for malnutrition-free India through Gram Sabha.

4. A Guideline for meetings of Gram Panchayat on Nutritional aspects (from 14<sup>th</sup> April Ambedkar Jayanti) to 24<sup>th</sup> April (National Panchayati Raj Day) is enclosed herewith.

5. This operational guideline is provided to utilize the opportunity of Ambedkar Jayanti and Panchayati Raj Diwas celebrations to provide momentum against malnutrition across the country and take further steps towards achieving the goals envisaged in the recently launched Poshan Abhiyaan. This may be suitably adapted by the States to the local and cultural context.

6. I would, therefore, again request you to issue necessary instructions to the Principal Secretaries/Secretaries of the Panchayati Raj Department of the States/UTs to hold meetings of Gram Panchayats on the Nutritional aspects and their implementation along with Health and Sanitation issues of their respective Panchayat as per the enclosed guidelines.

With regards,

Yours sincerely,

Encl : as above

(Rakesh Srivastava)

Chief Secretary in all States/UTs

Copy to Principal Secretaries/Secretaries of the Department of Panchayati Raj,  
Department of Health and Department of WCD/Social Welfare in all States/UTs.

**Amarjeet Sinha**  
**Secretary**  
**Department of Rural**  
**Development and**  
**Ministry of Panchayati Raj**



**Rakesh Srivastava**  
**Secretary**  
**Ministry of Women & Child**  
**Development**

D.O. No. NNM/40/2018-Nutrition

Date : 16<sup>th</sup> March, 2018

**Dear Chief Secretary,**

As you are aware that Hon'ble Prime Minister has formally launched the POSHAN Abhiyaan from Jhunjhunu, Rajasthan on 8<sup>th</sup> March 2018 with the aim to improve the nutritional status of Children upto 6 years of age, Pregnant Women and Lactating Mothers through specific targets for reduction in Low Birth Weight, Stunting, Under-Nutrition and prevalence of Anaemia over next three years.

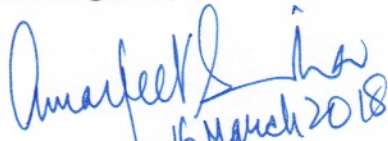
2. Hon'ble Prime Minister has desired that the Mission should be converted into a JAN ANDOLAN for effective implementation. You will agree that success of the Mission is a huge task requiring active participation and cooperation of the States/UTs. Under POSHAN Abhiyaan, States/UTs need to achieve convergence through close coordination between the Departments of Women & Child Welfare; Health; Drinking Water & Sanitation; Rural Development; Panchayati Raj; Education and Food and other concerned Departments.

4. Role of Panchayati Raj is very important for success of POSHAN Abhiyaan. Panchayati Raj Department through Panchayats can play very active role for malnutrition free India through Gram Sabha.

5. During the Executive Committee (Apex body for all Nutrition related activities) Meeting of POSHAN Abhiyaan held on 13.03.2018, it was decided that on the occasion of Ambedkar Jayanti (14<sup>th</sup> April) this year, Gram Panchayats across the country will hold meetings to discuss on the Nutritional aspects and their implementation along with Health and Sanitation issues of their respective Panchayat. All the Gram Panchayats will be advised to weigh the children and display the weights in the Anganwadi centres.

6. We would, therefore, request you to issue necessary instructions to the Principal Secretaries/Secretaries of the Panchayati Raj Department of the States/UTs to hold meetings of Gram Panchayats on the Nutritional aspects and their implementation along with Health and Sanitation issues of their respective Panchayat. All the Gram Panchayats may be advised to weigh the children and display the weights in the Anganwadi centres. WCD/Social Welfare Department will coordinate with Panchayati Raj Department and facilitate the materials to be used during the meeting.

**With regards,**

  
(Amarjeet Sinha)

Yours sincerely,



(Rakesh Srivastava)

**Chief Secretary in all the States/UTs.**

**Copy to : Principal Secretary/Secretary, Department of Panchayati Raj and  
WCD/Social Welfare Department in all the States/UTs .**

## **Guidelines for meetings of Gram Panchayat on Nutritional aspects (from 14<sup>th</sup> April - Ambedkar Jayanti to 24<sup>th</sup> April - National Panchayati Raj Day)**

Hon'ble Prime Minister has formally launched POSHAN *Abhiyaan* (NNM) from Jhunjhunu, Rajasthan on 8th March 2018. The aim of the POSHAN Abhiyaan (NNM) is to improve the nutritional status of Children up to 6 years of age, Pregnant Women and Lactating Mothers through specific targets for reduction in Low Birth Weight, Stunting, Under-Nutrition and prevalence of Anaemia over next three years. Hon'ble Prime Minister has desired that the mission should be converted into JAN ANDOLAN.

The problem of malnutrition is dependent on multiple factors which, inter-alia, include optimal Infant & Young Child Feeding (IYCF) practices, Immunization, Institutional Delivery, Early Childhood Development, Food Fortification, De worming, access to safe drinking water & proper sanitation, Dietary diversification, ORS-Zinc and other related factors. Therefore, in order to address the problem of stunting, under-weight and wasting, especially in children, there is a need to take-up sustained efforts requiring grass-root synergy and convergence.

### **Objectives**

- To sensitize and create awareness among Pregnant Women(PW), Lactating Mothers (LM) and Mothers of children below 6 years of age and their key influencers on key health, nutrition and child care practices in order to strengthen positive practices related to survival, growth and development of children;
- To create awareness about the benefits available to pregnant woman and lactating mothers (PW & LM) under Pradhan Mantri Matru Vandana Yojana (PMMVY) and Janani Suraksha Yojana (JSY);
- To improve health seeking behaviour amongst the Pregnant Women (PW) and Lactating Mothers (LM). To enhance community participation in promoting good nutrition and health behaviors.

### **Venue, Duration:**

- Venue can be any place available in the community such as Panchayat Ghar/ Bhawan, Mahila Mandal Bhawan, Anganwadi centre, Choupal, school /college campus etc.
- Duration can be 2.00 to 3.00 hrs flexible timing, convenient for the community to participate.

### **Expected participants**

- PRI members, Community leaders and members, VHSNC members
- Members of SHGs and other local committee/women
- All Pregnant Women(PW), Lactating Mothers(LM), Mothers of children below 6 years of age in the community their Husbands Mother In Laws and Adolescent girls and boys
- AWW, ASHA, ANM and ICDS Supervisor as Facilitators /Resource Person
- Gram Panchayat shall remain as nodal agency for organising the event and ensure the community participation

### **Key activities during the event**

1. Welcome all participants and explain reasons for celebrating this event and communicate key messages that participants need to remember and practice.
2. Observe Village Health, Sanitation and Nutrition Day (VHSND). Discuss Importance of VHSND in their village and encourage villagers to take active part in VHSND every month.



3. Weigh, and record the weight of all pregnant women; weigh and record the weight of all children up to 6 years. Ascertain under-weight children and pregnant women; discuss the reasons and mechanisms to address the same. Those found to be in red zone or in yellow zone with illness should be referred to Hospital or Nutrition Rehabilitation Centre (NRC) and without illness can be treated at community level with proper care.
4. The National De-worming campaign is on 10th February / 10th August every year. Intake of de-worming tablets to avoid worm infestation for Infants , Children, Adolescents girls, Pregnant Women and Lactating Mothers
5. Distribute IFA and Calcium tablets for Pregnant Women (PW), Lactating Mothers (LM), adolescent girls, and children (below 6 yrs of age). Ensure intake of minimum 100 Iron folic acid (IFA) and Calcium tablets during pregnancy and lactation period. Intake of IFA tablets can cause symptoms like black stool, nausea, etc. Guide them to take it after food. Sufficient water intake and vitamin C intake is very important.
6. A discussion on social audit should be done to make them aware of gaps between vision/goal and reality.
7. Download the audio clips available on the website of POSHAN *Abhiyaan* (<http://icds-wcd.nic.in/nnm/home.htm>) under the link **Media** ->**Audio Spot**. Select regional language and play it in the gathering.
8. Observation of Oath taking Ceremony: All villagers shall take an oath/pledge to make their villagers healthy and Suposhit before departing.

**Other Important activities helps to reduce Malnutrition**

- Full Immunisation of children up to 2 years.
- Taking care of infants and children during and after illness
- Access to safe drinking water
- Due attention towards hand washing
- End to open defecation and Use of toilets
- Family planning