

अनुराधा एस. चगती
संयुक्त सचिव
Anuradha S. Chagti
Joint Secretary



सत्यमेव जयते

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As you are aware Rashtriya Poshan Maah was celebrated during the month of September, 2018 and 2019 and Poshan Pakhwada was celebrated during 08th to 22nd March, 2019. It is now planned to celebrate **Poshan Pakhwada** during 08-22 March, 2020 to accelerate various activities under POSHAN Abhiyaan and to create a "Jan Aandolan" in the process.

2. The **Poshan Pakhwada** will be launched on International Women's Day, 8th March, 2020. Ministry of Women & Child Development is the nodal Ministry for coordinating activities during the Pakhwada. State/UT WCD/Social Welfare Department will be nodal department in the State. The focus area of **Poshan Pakhwada 2020** will be '**Men for Nutrition - Increasing Male Engagement in POSHAN Abhiyaan to Improve Nutritional Indicators.**'

3. A concept note on celebration of Poshan Pakhwada, suggested activities day-wise activities and Additional focal activities to be carried out under three major Jan Andolan platforms of Poshan Abhiyaan are attached. The States/UTs may also plan their own activities based on previous experience and requirement. All the activities conducted during Pakhwada will be required to be uploaded on Jan Andolan Dashboard Portal www.poshanabhiyaan.gov.in by the respective Departments of States/UTs on daily basis as was done previously. The aggregated data of the States/UTs performance will be available on the Website.

4. I would earnestly request you to focus on five critical components, among others, during Poshan Pakhwada- 2020, based on **Poshan Ke Paanch Sutra**, i.e. 'First Golden 1000 days of the Child, Nutrient-Rich Foods, Anemia Prevention, Diarrhoea Management, Hygiene & Sanitation.

5. The State/UT may extensively use mass media, outdoor media, print media and social media in order to bring visibility to Poshan Pakhwada. The promotion of activities on social media should include usage of appropriate hash tags **#PoshanAbhiyaan** and **#PoshanPakhwada** throughout Poshan Pakhwada.

6. I shall be grateful if you could ensure that **Poshan Pakhwada 2020** is organised on lines of Poshan Maah and Pakhwada held earlier with the same fervour. It is also requested that a preparatory meeting may be organised under Chairmanship of Chief Secretary for organizing the Pakhwada, and appropriate instructions may be issued to the concerned Departments and District Collectors/Magistrates, with a copy to the Ministry. The Inaugural of Poshan Pakhwada 2020 may be done by engaging respective Chief Ministers and/or Governors of the States/UTs and organize a Mega Launch event.

With Regards,

Yours sincerely,

(Anuradha S. Chagti)

To

Principal Secretaries/Secretaries of the Department of WCD/Social Welfare of the all States/UTs