

इन्दीवर पान्डेय, आई.ए.एस.  
सचिव

**INDEVAR PANDEY, I.A.S.**  
Secretary

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सत्यमेव जयते



आज़ादी का  
अमृत महोत्सव

भारत सरकार  
महिला एवं बाल विकास मंत्रालय  
शास्त्री भवन, नई दिल्ली-110 001

Government of India  
Ministry of Women & Child Development

21<sup>st</sup> March, 2022

D.O. No. PA/57/2022-Deputy Secretary

Dear Sir / Madam,

Please refer to the Ministry's earlier communication on the celebration of 4<sup>th</sup> Poshan Pakhwada from 21<sup>st</sup> March to 4<sup>th</sup> April, 2022. For the celebration of 4<sup>th</sup> Poshan Pakhwada, it was decided to emphasize upon two broader areas viz. (i) identification & celebration of Healthy Child, and (ii) activities concentrated on integration of modern and traditional practices for healthy India.

2. In this regard, it was informed that the "**Swastha Balak Balika Spardha**" (SBBS) would be organized across the country from 21<sup>st</sup> to 27<sup>th</sup> March 2022. I regret to inform that due to the intervening Holi holidays and requests from several states, **the SBBS campaign scheduled from 21<sup>st</sup> March has been postponed.** However, the 4<sup>th</sup> Poshan Pakhwada will begin, as scheduled on 21<sup>st</sup> March 2022 and continue upto 4<sup>th</sup> April 2022. In the first week, the activities for the Pakhwada would focus on the weighing and measuring of children under 6 years (only registered beneficiaries) in the Anganwadi Centres. The data of the same will be captured on Poshan Tracker, as is the normal practice.

3. The second week of Poshan Pakhwada is aimed at organizing activities around awareness of Gender Sensitive Water Management, Prevention and Management of Anaemia, and promotion of traditional food for healthy mother and child especially in Tribal Areas. The revised Calendar in this regard is enclosed

4. I take this opportunity to express my gratitude for the efforts and hard work put in for the SBBS campaign. I would request you to direct officers of your State/UT at all levels to enthusiastically organize the activities and encourage larger community participation in Poshan Pakhwada 2022 and contribute towards Hon'ble Prime Minister's vision of *Suposhit Bharat*.

With Kind Regards

Yours sincerely,

21/3/2022

(Indevvar Pandey)

Encl: As above

All Chief Secretaries of all States/UTs

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Yours sincerely,  
Sd/-

Encl: As above

(Indevar Pandey)

All Chief Secretaries of all States/UTs

✓ Copy to : The Principal Secretaries of all States/UTs.

  
21/3/2022  
(Indevar Pandey)