

F. No. PA/42/2022-CPMU (e98835)

Government of India

Ministry of Women and Child Development (MWCD)

POSHAN Abhiyaan

Shastri Bhawan, New Delhi – 110 001

Dated: 21st March, 2022

OFFICE MEMORANDUM

Subject: Celebration of 4th Poshan Pakhwada from 21st March to 04th April, 2022 under POSHAN Abhiyaan – regarding.

The undersigned is directed to refer to this Ministry's communication dated 17th March, 2022 on the postponement of Swastha Balak Balika Spardha (SBBS) campaign scheduled from 21st to 27th March, 2022. However, the 4th Poshan Pakhwada will be celebrated as scheduled from 21st March to 04th April, 2022.

2. For the celebration of 4th Poshan Pakhwada, it has been decided to emphasize upon two broader areas for the consecutive weeks viz.

i) Measurement of height and weight of 'beneficiary children in the Anganwadi Centres upto 6 years of age' from 21st to 27th March, 2022, which will be entered on the **Poshan Tracker app**, and

ii) Activities concentrated on integration of modern and traditional practices focused around Water Management, Anaemia and promotion of Traditional food for healthy mother and child esp. in Tribal Areas, from 28th March to 04th April, 2022, which will be entered on the **Jan Andolan dashboard** (<http://poshanabhiyaan.gov.in/>).

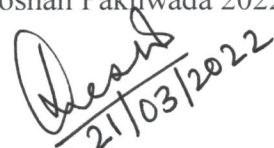
The **Concept note and Activity calendar of Poshan Pakhwada 2022** is enclosed herewith.

3. **List of login credentials** for accessing the Jan Andolan Dashboard is also enclosed herewith. In case of any geographical change (from District level upto Block level), State/UT may report back to us for the needful.

4. Respecting to the '**Data entry protocols**' which shall be made available at the Jan Andolan portal, States/UTs are requested to restrict entries below Block level in order to encourage quality data during Poshan Pakhwada 2022.

5. In view of above, it is requested that kindly direct officers of your State / UT on the above points, while simultaneously encouraging larger community participation in Poshan Pakhwada 2022 at varied levels.

Enclosure: As above


21/03/2022

(Reshma Reghunathan Nair)

Deputy Secretary to the Government of India

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Additional Chief Secretaries/ Principal Secretaries/ Secretaries of Department of Women and Child Development/ Social Welfare of all States/UTs

Copy to:

1. Sr. PPS to Secretary, MWCD
2. PPS to Joint Secretary (Poshan), MWCD

Concept Note and Activity Calendar of Poshan Pakhwada 2022

Integration of Traditional and Modern practices for Healthy India

स्वस्थ भारत के लिए पारंपरिक और आधुनिक संसाधनों का एकीकरण

Through annual community based events under POSHAN Abhiyaan, the aim is to reach out to the masses through nation's biggest nutrition-centric annual Jan Andolans.

The month of March is celebrated as Poshan Pakhwada across the country. So far, three Poshan Pakhwada have been celebrated, in which around 4.4 crore activities were successfully conducted.

The celebrations held so far witnessed wide participation and enthusiasm from convergent Ministries, States/UTs and field functionaries. Frontline workers, community groups, PRIs, staff at Block and District level, State departments and Ministries had exemplified diligent work towards triggering a Jan Andolan for POSHAN Abhiyaan.

For the celebration of 4th Poshan Pakhwada it has been decided to emphasize upon two broader areas viz. i). identification & celebration of Healthy Child, and ii). integration of modern and traditional practices for healthy India within the thematic areas around Poshan MITRA (Modern, ITbased, Traditional& Regional Activities)

Poshan Pakhwada 2022 Calendar

Week 01

Days	Theme	Nodal Ministry	Partner Ministries/Depts./ State Govts.	Activities
21 st Mar, 2022	Launch of Poshan Pakhwada	MoWCD	<ul style="list-style-type: none">All State Govts/ UTsPartnering Ministries : MoRD, MoPR, MoYA&S, MoE, MoSJ, MoHFW, MoH&UA,,MeitY, MoTA, MoMA, MoAyush,DoFPD, MoCA&FPD, MoA&FW, MoFE&CC etc.	<ul style="list-style-type: none">Measurement of height & weight of children under 6 years of age in the Angawadi Centres and reporting of data on Poshan TrackerData of SAM/MAM children to be shared with respective DMs/DCs for further necessary interventions
21 st -27 th Mar, 2022	Height and Weight Measurement of children under 6 years in AWCs	MoWCD	1. <u>All State Govts/UTs</u>	

Week 02: Suggested Activity Calendar for States/UTs

Day	Theme	Sub-themes	Nodal Ministry	Partner Ministries/Depts./ State Govts.	Suggested Activities
28 Mar, 2022	<p style="text-align: center;">THEME 01</p> <p style="text-align: center;">Gender Sensitive Water Management</p>	<ul style="list-style-type: none"> • Role of women in water conservation 	<p>MoJS</p>	<p>MoPR, MoRD, MoE, MoH&UA etc.</p>	<ul style="list-style-type: none"> • Awareness camps and community based activities • Generation of awareness through IEC material • Sensitisation activities with village/panchayat based institutions/bodies of Panchayati Raj and Rural Development • Specialised NGOs/agencies working in the area of RWH to organise extensive community-based drives to highlight the role of women in sustainable water management and household level RWH models • Activities focused around equipping every AWC with a RWH structure • Cross learning visits of beneficiaries and stakeholders to sustainable Rainwater Harvesting (RWH) structures having role of Women in its development • Webinars at institutional level disseminating details of support mechanism for creating new Rainwater Harvesting Structures and maintaining the existing ones • Community based ‘water linked celebrations’ at ‘existing & functional RWH structures’ across the country • Documentation of 5 best models per state (highlighting household &community based Rooftop RWH models, where women played key role in its development), including from States/UTs having low rainfall or from States/UTs that have developed an alternate mechanism for water conservation in form of RWH (MoJS)
29 Mar, 2022		<ul style="list-style-type: none"> • Generating awareness in women about importance of water conservation • Support of community and institutions in water conservation/management drives, esp. in promoting Rainwater Harvesting structures including in Anganwadi Centres 			

Day	Theme	Sub-themes	Nodal Ministry	Partner Ministries/Depts./ State Govts.	Suggested Activities
30 Mar, 2022	THEME 02 Test, Treat, Talk Anaemia	<ul style="list-style-type: none"> Prevention and treatment of anaemia in Adolescent girls and PW&LMs 	MoHFW	MoRD, MoPR, MoYA&S, MoE, MoSJ, MoH&UA, MeitY, MoTA, MoMA, DoFPD, MoCA&FPD, MoA&FW, MoFE&CC etc.	<ul style="list-style-type: none"> Awareness camps Webinars at institutional level Outreach activities in urban slums on anaemia awareness Awareness camps at ground level with participation of stakeholders working on anaemia prevention and the respective beneficiaries (Connecting NGOs and Government Programs) Anaemia camps to be organised at District level (H&FW), Local Panchayats (PR) and DM/DC Using SHG platforms for creating awareness on Anaemia Testing camps in support with all partner ministries and departments NSS volunteers and Nehru Yuva Kendra as “Poshan Monitors” to spread the awareness on Anaemia
31 Mar, 2022		<ul style="list-style-type: none"> Prevention and treatment of anaemia in School Children 	DoSEL, MoE with MoHFW		<ul style="list-style-type: none"> Sensitization at school level through seminars Deworming camps Quiz competitions to test the awareness about anaemia among the student Testing camps in support with all partner stakeholders
01Apr, 2022		<ul style="list-style-type: none"> Ayush for prevention and management of anaemia 	MoAyush		<ul style="list-style-type: none"> Promotion of Ayush based food habits and dietary diversity to prevent the anaemia Webinar on role of Ayush in prevention and management of Anemia Evidence generation on efficacy and safety of Ayush interventions for Anaemia Documentation of Ayush practices for prevention and management of Anaemia Action: MOAYUSH

Day	Theme	Sub-themes	Nodal Ministry	Partner Ministries/Depts./ State Govts.	Suggested Activities
02Apr, 2022	THEME 03 Traditional food for healthy Mother and Child in Tribal Areas	<ul style="list-style-type: none"> Promotion of Agricultural practices emphasising upon regional & traditional food crops 	MoTA with MoA&FW	MoRD, MoPR, MoYA&S, MoE, MoSJ, MoH&UA, MeitY, MoTA, MoMA, DoFPD, MoCA&FPD, MoA&FW, MoFE&CC etc.	<ul style="list-style-type: none"> Seminar & Trainings on agriculture and nutrition connect Webinars on Traditional & Regional Nutritious food Recipe contest / Mother's Kitchen contest' at District/Block level 'Special Gram Panchayat' and 'POSHAN Panchayat' to emphasise the dietary diversity through regional food Identification, promotion, demonstration of healthy traditional recipes for Mother & Child Using SHG platforms for promoting Traditional and regional healthy food recipe Awareness on local and affordable nutritious food items Documentation of 5 best recipes per state, predominantly from Tribal community (as per reporting format provided by WCD)
03 Apr, 2022		<ul style="list-style-type: none"> Recipe contest focussing on traditional food for Mother and Child Promotion of Millets for Dietary diversity 	<ul style="list-style-type: none"> - MWCD with DoF&PD - (ICAR – Indian Council of Millets Research & A&FW) 		
04 Apr, 2022	Conclusion of PoshanPakhwada		MoWCD	<ul style="list-style-type: none"> All State Govts/ UTs 	<ul style="list-style-type: none"> States/UTs to conduct conclusion activities having presence of Chief Ministers/ Governors/ Administrators/ State WCD Ministers etc.
<p>Other activities may be conducted during Poshan Pakhwada: Community Based Events (CBE), Community Radio Activities, Cooperative/Federation based activities, Cycle Rally/Walk/Prabhat Pheri, DAY-NRLM SHG Meet and Self-Help Groups (SHG) Meetings, Haat Bazaar Activities, Home Visits, Local Leaders' Meeting, Nukkad Natak/Folk Shows, Poshan Workshop/Seminar, School Based Activities, VHSND, Youth Group Meeting, Webinars, Breastfeeding, Complimentary Feeding, Poshan kePanch Sutras (<i>First 1000 days, Hand Wash & Sanitation, PaushtikAahaar, Diarrhoea, Anaemia</i>), Yoga for Health/Ayush for well-being, ECCE, Food Fortification & Micronutrients, Immunisation, Adolescent Ed, Diet, Age of Marriage, Diarrhoea, Plantation, School based sensitization activities, Poshan Vatika, Other activities (as per States/UTs planning) etc.</p>					