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सचिव

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सत्यमेव जयते



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

Government of India

Ministry of Women & Child Development



D.O.No.PA/60/2023-ISSNIP

13th March, 2023

Dear Chief Secretary,

As you are aware, POSHAN Abhiyaan endeavors to improve nutritional outcomes in pregnant women, lactating mothers, adolescent girls and children under the age of 6 years, in a holistic manner. Behavioural Change at individual and community level is an important component to achieve the desired goals of the Abhiyaan, which continues with Mission Saksham Anganwadi and Poshan 2.0, an integrated nutrition support programme that aligns the Anganwadi Services, Scheme for Adolescent Girls and POSHAN Abhiyaan.

2. In pursuance of this objective, Poshan Pakhwada is celebrated in convergence with all stakeholders during the month of March-April. Since the launch of the Abhiyaan, 4 Poshan Pakhwadas have been held successfully across the country, with fervent participation from States/UTs as well as convergent Ministries and Departments. In the last Poshan Pakhwada, 2022, close to 3 crore activities were witnessed across key themes.

3. As you are aware, the United Nations General Assembly adopted a resolution declaring 2023 as the International Year of Millets, as proposed by India to the Food and Agriculture Organization. Mission Saksham Anganwadi & Poshan 2.0 mandates supply of millets at least once a week under the Supplementary Nutrition Programme with suitable integration of millets in Take Home Ration (not raw ration) and Hot Cooked Meal, in a palatable form.

4. Since the primary goal of this initiative is to raise public awareness of health benefits of millets and suitability of cultivation of millets in harsh climatic conditions, Ministry of Women & Child Development (MWCD) is taking up various steps to popularize adoption of *Shree Anna* or Millets. This Poshan Pakhwada in March-April 2023 will be an appropriate platform to reach out to and sensitize communities on the nutritional benefits of millets. Additionally, Growth Monitoring through *Swasth Balak Spardha* that emphasizes upon measuring height & weight of all the children in target age group and *Saksham Anganwadis* are other focus areas of mass sensitisation during the celebrations. The activities may be planned around the following themes.

- a. Promotion and popularization of Shree Anna / Millets for nutritional- wellbeing
- b. Celebration of Swasth Balak Spardha in all the States
- c. Popularizing Saksham Anganwadis

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

5. I would, therefore, request you to direct officers of your States/UTs at all levels to enthusiastically organize these activities and encourage larger community participation in Poshan Pakhwada 2023, and contribute towards Hon'ble Prime Minister's vision of *Suposhit Bharat*. I also request you to nominate a nodal officer for the same, whose name and contact details may be communicated to this Ministry at reshma.nair@gov.in, by 14.03.2023. I look forward to your early response.

With regards,

Yours sincerely,

Encl: As above



13/3/2023

(Indevar Pandey)

All Chief Secretaries of all States/UTs.