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सचिव

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Government of India
Ministry of Women & Child Development

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D.O. No. PA/174/2021-US(MKS)

The POSHAN Abhiyaan is a multi-ministerial convergence mission aimed at realising the Hon. Prime Minister's vision of 'Suposhit Bharat' (Malnutrition-free India). Together with improving the Anganwadi services and delivery, Jan Aandolan and community participation are essential components for effective implementation of POSHAN Abhiyaan. In pursuance of this objective, Rashtriya Poshan Maah is celebrated in convergence with all stakeholders during the month of September every year since 2018.

2 The fourth Rashtriya Poshan Maah is would be celebrated in the month of September 2021. The Ministry of Women & Child Development is the Nodal Ministry for coordinating activities during the Poshan Maah. Accordingly, the WCD/Social Welfare Departments in the States/UTs shall coordinate the activities of Poshan Maah at their end.

3. For celebration of Rashtriya Poshan Maah 2021, four basic themes for 4 weeks have been identified-

- a. **First Week:** Plantation activity in the form of Poshan Vatika at the spaces available in AanganwadiCenters, Schools, Panchayat and other Public lands etc.;
- b. **Second Week:** Yoga and Ayush for Nutrition (Yoga sessions targeted for various groups like Pregnant women, children and Adolescent girls);
- c. **Third Week:** Distribution of Nutrition Kits in high burden districts to anganwadi beneficiaries with IEC material; and
- d. **Fourth Week:** Drive for identification of SAM and distribution of nutritious food for them.

4. Prior to identification of SAM Children during the fourth week, door to door survey is to be done for Length/Height and Weight Measurement Drive for Children (up to 5 years of age) by the AWW, ASHA and ANM. The existing procedures for identification of such children may be followed.

5. Further, it is observed that the present focus on calorie intake has given rise to conspicuous absence of micro-nutrient or energy content in the dietary practices and is one of the important causes of undernutrition, especially micronutrient deficiency. To increase dietary diversity, use of region-specific millets, pulses, perennial & seasonal local vegetables, fruits etc. should be intensively promoted and encouraged for children, Pregnant women and Lactating Mothers. Similarly, time-tested traditional wisdom in community nutritional practices needs to be leveraged. A concept note on Poshan Maah and a calendar of suggested activities to be undertaken by various Departments during Poshan Maah is enclosed for action at your end.

6. As a valuable partner in the campaign against malnutrition, you may like to add suitable activities under the banner of Poshan Maah, to strengthen Jan Andolan, keeping in view the COVID-19 guidelines. All the activities are to be uploaded on Jan Andolan Dashboard Portal www.poshanabhiyaan.gov.in by the respective Ministries/Departments and States/UTs on daily basis. States/UTs are encouraged to extensively use mass media, outdoor media, print media and social media in order to bring visibility to Rashtriya Poshan Maah 2021.

7. I would therefore request you to direct officers of your States/UTs at all levels to enthusiastically organise these activities and encourage larger community participation in Rashtriya Poshan Maah 2021 and contribute in moving towards malnutrition free India.

Enclosure: As above

Yours sincerely
Sd/-
(Indevar Pandey)

All Chief Secretaries of States/UTs

✓ Copy to the Principal Secretaries of all States/UTs



(Indevar Pandey)