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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



D.O.No.PA/340/2023-Deputy Secretary

29th August, 2023

Dear Chief Secretary,

As you are aware, POSHAN Abhiyaan endeavours 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, Rashtriya Poshan Maah is celebrated in convergence with all the stakeholders from 1st to 30th September. Since the launch of the Abhiyaan, 5 Poshan Maah have been held successfully across the country, with fervent participation from States/UTs as well as convergent Ministries and Departments. In the last Poshan Maah, 2022, more than 17 crore sensitisation activities were reported under key themes.

3. Addressing malnutrition in a holistic manner through life-cycle approach is core to Mission Poshan 2.0. To emphasise the same, the focus of Poshan Maah this year is on awareness around key human lifecycle stages i.e. pregnancy, infancy, childhood, and adolescence for Nutrition-based sensitisation across India. The theme of Poshan Maah this year is "Suposhit Bharat, Sakshar Bharat, Sashakt Bharat". Accordingly, during the ensuing Poshan Maah 2023, activities focusing on following themes have been considered:

- Exclusive Breastfeeding and Complementary Feeding
- Swasth Balak Spardha (SBS)
- Poshan Bhi Padhai Bhi (PBPB)
- Improving Nutrition through Mission LiFE
- Meri Mati Mera Desh (MMMD)
- Tribal Focused Nutrition sensitisation
- Test, Treat, Talk Anaemia

The **Activity calendar** of the Rashtriya Poshan Maah is **enclosed**.

4. I request you to direct officers of your States/UTs at all levels to enthusiastically organize these activities and encourage larger community participation by leveraging Gram Panchayats and Urban Local bodies and support Honorable Prime Minister's vision of *Suposhit Bharat*. Further, Jan Andolan under Poshan Maah this year may serve as a platform of unified celebration under 'Meri Mati Mera Desh' campaign commemorating the nation's journey of freedom and progress. I request you to nominate a nodal officer for the same, whose name and contact details may be communicated to this Ministry via email at deepak.londhe85@gov.in by 31.08.2023. I look forward to your early response.

With regards,

Encl: As above.

All Chief Secretaries of all States/UTs

✓ Copy to the Principal Secretaries of all States/UTs.

Yours sincerely,
Sd/-
(Indevar Pandey)

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