

राम मोहन मिश्र
सचिव

RAM MOHAN MISHRA
Secretary



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

GOVERNMENT OF INDIA
MINISTRY OF WOMEN & CHILD DEVELOPMENT
SHASTRI BHAWAN, NEW DELHI-110 001
Website : <http://www.wcd.nic.in>

PA/123/2020-CPMU (e- 87504)

Date: 28th August, 2020

Dear *Nagendra,*

The **POSHAN Abhiyaan** launched by Hon'ble Prime Minister aims to achieve improvement in status of nutrition of children and women. **Jan Aandolan** and community mobilization 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 since 2018.

2. To maintain the momentum and to capitalize on the gains of these events, third Rashtriya Poshan Maah is planned in the month of September 2020. The Ministry of Women & Child Development is the Nodal Ministry for coordinating activities during Poshan Maah. WCD/Social Welfare Departments in the States/UTs shall coordinate the activities at their end.
3. Early identification of severe acute malnourished (SAM) and moderately acute malnourished (MAM) children is important in initiating treatment and minimizing the risk of complications. Therefore, one of the objective of Rashtriya Poshan Maah 2020 is identification and referral of SAM and MAM children, while adhering to COVID-19 protocols as mandated by administration from time to time.
4. Breastfeeding together with complementary feeding helps prevention of malnutrition and is an important strategy for improving child survival. Early initiation and exclusive breastfeeding should be intensively promoted for children upto the age of 6 months during the POSHAN Maah.
5. It has also been decided to focus on plantation of Kitchen/Nutri Gardens. Families/Communities could be encouraged to plant nutritious vegetable and fruit bearing plants/trees. Potted plants/Terrace gardens can be encouraged in the absence of land. Sowing fruit and other nutrition rich trees on forest/community/waste land for the benefit of the community may be encouraged.
6. A brief note containing suggestive activities to be undertaken by various Departments/Ministries during Poshan Maah is enclosed herewith. With respect to Ministry of Rural Development, construction of Anganwadi Buildings may be focussed under MGNRES and the Self Help Groups (SHGs) need to be tapped to increase awareness and spread the message on Nutrition and behavioural change, in conjunction with MoRD. As a valuable partner in the crusade against malnutrition, you may like to add suitable activities under the banner of Poshan Maah, to strengthen the Jan Andolan, keeping in view the COVID- 19 scenario. All the activities need to be uploaded on Jan Andolan Dashboard Portal www.poshanabhiyaan.gov.in by the respective Ministries/Departments and States/UTs on daily basis.
7. I would, therefore, request you to ensure that PoshanMaah 2020 is organised on lines of previous Poshan Maah and Pakhwada with the same fervour. I shall be grateful if you could kindly take necessary action related to your Ministry/Department. I shall be grateful if you could direct the officers of your Ministry at the Center and at Regional/State levels to wholeheartedly engage in these activities and encourage people to participate in POSHAN Maah.

With regards,

Yours sincerely,

(Signature)
(Ram Mohan Mishra)

Shri Nagendra Nath Sinha,
Secretary
Ministry of Rural Development,
1st Floor, Krishi Bhavan, Dr Rajendra Prasad Road,
New Delhi 110001

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Website : <http://www.wcd.nic.in>

Date: 28th August, 2020

PA/123/2020-CPMU (e- 87504)

Dear *Anita*,

The **POSHAN Abhiyaan** launched by Hon'ble Prime Minister aims to achieve improvement in status of nutrition of children and women. **Jan Andolan** and community mobilization 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, since 2018.

2. To maintain the momentum and to capitalize on the gains of these events, third Rashtriya Poshan Maah is planned in the month of September 2020. The Ministry of Women & Child Development is the Nodal Ministry for coordinating activities during Poshan Maah. WCD/Social Welfare Departments in the States/UTs shall coordinate the activities at their end.

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4. Breastfeeding together with complementary feeding helps prevention of malnutrition and is an important strategy for improving child survival. Early initiation and exclusive breastfeeding should be intensively promoted for children upto the age of 6 months during the POSHAN Maah.

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6. As you are aware children can become the motivator and counsellor for the family members and the community for awareness of nutrition and behaviour change communication. It has been decided that DoSEL may organize (i) one assembly/session on nutrition awareness and (ii) essay competition for school children and (iii) e-Quiz/e-competitions focusing malnourishment issues in children and promotion of Nutri-Garden in virtual mode during the ensuing Poshan Maah. The suggested topics are (i) Food from my grandmother's kitchen, (ii) Nutrition in my plate, (iii) Malnutrition : the silent epidemic or any other related topic on nutrition.

7. A brief note containing suggestive activities to be undertaken by various Departments/Ministries during Poshan Maah is enclosed herewith. As a valuable partner in the crusade against malnutrition, you may like to add suitable activities under the banner of Poshan Maah, to strengthen the Jan Andolan, keeping in view the COVID- 19 scenario. All the activities need to be uploaded on Jan Andolan Dashboard Portal www.poshanabhiyaan.gov.in by the respective Ministries/Departments and States/UTs on daily basis.

8. I shall be grateful if you could direct the officers of your Ministry at the Center and at Regional/State levels to wholeheartedly engage in these activities and encourage people to participate in POSHAN Maah.

With regards,

Yours sincerely,

Ram Mohan Mishra
(Ram Mohan Mishra)

Ms. Anita Karwal
Secretary
Department of School Education & Literacy
Shastri Bhawan,
New Delhi-110 001

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SHASTRI BHAWAN, NEW DELHI-110 001
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Dear *Shri Khare,*

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6. A brief note containing suggestive activities to be undertaken by various Departments/Ministries during Poshan Maah is enclosed herewith. As a valuable partner in the crusade against malnutrition, you may broadcast nutrition related information and activities through PIB online & Poshan news; sharing of nutri-recipe daily through various platforms especially DD & AIR; promotion/dissemination of information related to Poshan Maah from the field with focus on SAM & Nutri Garden. Department may also like to add suitable activities under the banner of Poshan Maah, to strengthen the Jan Andolan, keeping in view the COVID-19 scenario. All the activities need to be uploaded on Jan Andolan Dashboard Portal www.poshanabhiyaan.gov.in by the respective Ministries/Departments and States/UTs on daily basis.

7. I shall be grateful if you could direct the officers of your Ministry at the Center and at Regional/State levels to wholeheartedly engage in these activities and encourage people to participate in POSHAN Maah.

With regards,

Yours sincerely,

Shri Amit Khare
Secretary
Ministry of Information & Broadcasting
Shastri Bhawan,
New Delhi

(Signature)
(Ram Mohan Mishra)

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7. I shall be grateful if you could direct the officers of your Ministry at the Center and at Regional/State levels to wholeheartedly engage in these activities and encourage people to participate in POSHAN Maah.

With regards,

Yours sincerely,


(Ram Mohan Mishra)

Shri Durga Shankar Mishra
Secretary
Ministry of Housing and Urban Affairs
C 122/Nirman Bhawan,
New Delhi 110001



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SHASTRI BHAWAN, NEW DELHI-110 001
Website : <http://www.wcd.nic.in>
Date: 28th August, 2020

PA/123/2020-CPMU (e- 87504)

Dear *Shri Sawhney*,

The **POSHAN Abhiyaan** launched by Hon'ble Prime Minister aims to achieve improvement in status of nutrition of children and women. **Jan Andolan** and community mobilization 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 since 2018.

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6. A brief note containing suggestive activities to be undertaken by various Departments/Ministries during Poshan Maah is enclosed herewith. As a valuable partner in the crusade against malnutrition, you may like to add suitable activities under the banner of Poshan Maah, to strengthen the Jan Andolan, keeping in view the COVID- 19 scenario. All the activities need to be uploaded on Jan Andolan Dashboard Portal www.poshanabhiyaan.gov.in by the respective Ministries/Departments and States/UTs on daily basis.
7. I shall be grateful if you could direct the officers of your Ministry at the Center and at Regional/State levels to wholeheartedly engage in these activities and encourage people to participate in POSHAN Maah.

With regards,

Yours sincerely,

Shri Ajay Prakash Sawhney
Secretary,
Ministry of Electronics & IT
Electronics Niketan
CGO Complex, New Delhi - 110003.

(Signature)
(Ram Mohan Mishra)

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Date: 28th August, 2020

Dear *Shri Khare*,

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6. I shall be grateful if you could direct the officers of your Ministry at the Center and at Regional/State levels to wholeheartedly engage in these activities and encourage people to participate in POSHAN Maah.

With regards,

Yours sincerely,


(Ram Mohan Mishra)

Shri Amit Khare
Secretary
Ministry of Education, Department of Higher Education
127-C, Shastri Bhawan,
New Delhi 110001

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SHASTRI BHAWAN, NEW DELHI-110 001
Website : <http://www.wcd.nic.in>

PA/123/2020-CPMU (e- 87504)

Date: 28th August, 2020

Dear *Shri Khandekar*,

The **POSHAN Abhiyaan** launched by Hon'ble Prime Minister aims to achieve improvement in status of nutrition of children and women. **Jan Andolan** and community mobilization 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 since 2018.

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7. I shall be grateful if you could direct the officers of your Ministry at the Center and at Regional/State levels to wholeheartedly engage in these activities and encourage people to participate in POSHAN Maah.

With regards,

Yours sincerely,

(Ram Mohan Mishra)

Shri Deepak Khandekar
Secretary
Ministry of Tribal Affairs
Krishi Bhawan,
New Delhi

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PA/123/2020-CPMU (e- 87504)

Date: 28th August, 2020

Dear *Shri Chaturvedi,*

The **POSHAN Abhiyaan** launched by Hon'ble Prime Minister aims to achieve improvement in status of nutrition of children and women. **Jan Andolan** and community mobilization 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 since 2018.

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7. I shall be grateful if you could direct the officers of your Ministry at the center and at regional/state levels to wholeheartedly engage in these activities and encourage people to participate in POSHAN Maah.

With regards,

Yours sincerely,

Shri Atul Chaturvedi
Secretary
Department of Animal Husbandry and Dairying,
Room No.218,
Krishi Bhawan, New Delhi.

(Signature)
(Ram Mohan Mishra)

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Date: 28th August, 2020

Dear *Ms. Sharma*,

The **POSHAN Abhiyaan** launched by Hon'ble Prime Minister aims to achieve improvement in status of nutrition of children and women. **Jan Aandolan** and community mobilization 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 since 2018.

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6. A brief note containing suggestive activities to be undertaken by various Departments/Ministries during Poshan Maah is enclosed herewith. As a valuable partner in the crusade against malnutrition, you may engage Nehru Yuva Kendra Volunteer for awareness generation on nutrition and may like to add other suitable activities under the banner of Poshan Maah, to strengthen the Jan Andolan, keeping in view the COVID-19 scenario. All the activities need to be uploaded on Jan Andolan Dashboard Portal www.poshanabhiyaan.gov.in by the respective Ministries/Departments and States/UTs on daily basis.

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With regards,

Yours sincerely,

(Ram Mohan Mishra)

Ms. Usha Sharma
Secretary
Department of Youth Affairs
Shastri Bhawan, New Delhi

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

GOVERNMENT OF INDIA
MINISTRY OF WOMEN & CHILD DEVELOPMENT
SHASTRI BHAWAN, NEW DELHI-110 001
Website : <http://www.wcd.nic.in>

PA/123/2020-CPMU (e- 87504)

Date: 28th August, 2020

Dear Ms Gamlin

The **POSHAN Abhiyaan** launched by Hon'ble Prime Minister aims to achieve improvement in status of nutrition of children and women. **Jan Andolan** and community mobilization 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 since 2018.

2. To maintain the momentum and to capitalize on the gains of these events, third Rashtriya Poshan Maah is planned in the month of September 2020. The Ministry of Women & Child Development is the Nodal Ministry for coordinating activities during Poshan Maah. WCD/Social Welfare Departments in the States/UTs shall coordinate the activities at their end.

3. Early identification of severe acute malnourished (SAM) and moderately acute malnourished (MAM) children is important in initiating treatment and minimizing the risk of complications. Therefore, one of the objectives of Rashtriya Poshan Maah 2020 is identification and referral of SAM and MAM children, while adhering to COVID-19 protocols as mandated by administration from time to time.

4. Breastfeeding together with complementary feeding helps prevention of malnutrition and is an important strategy for improving child survival. Early initiation and exclusive breastfeeding should be intensively promoted for children upto the age of 6 months during the POSHAN Maah.

5. It has also been decided to focus on plantation of Kitchen/Nutri Gardens. Families/Communities could be encouraged to plant nutritious vegetable and fruit bearing plants/trees. Potted plants/Terrace gardens can be encouraged in the absence of land. Sowing fruit and other nutrition rich trees on forest/community/waste land for the benefit of the community may be encouraged. The kitchen garden should be encouraged in AWCs, Schools, Government buildings, as well as at household level in personal backyards and roof-top kitchen gardens/potted plants in urban areas etc. Inter-departmental partnerships can further enhance the reach and success of the Kitchen Garden focused initiatives.

6. A brief note containing suggestive activities to be undertaken by various Departments/Ministries during Poshan Maah is enclosed herewith. As a valuable partner in the crusade against malnutrition, you may organize awareness session for Divyangjan on awareness of nutrition and may like to add any other suitable activities under the banner of Poshan Maah, to strengthen the Jan Andolan, keeping in view the COVID-19 scenario. All the activities need to be uploaded on Jan Andolan Dashboard Portal www.poshanabhiyaan.gov.in by the respective Ministries/Departments and States/UTs on daily basis.

7. I shall be grateful if you could direct the officers of your Ministry at the Center and at Regional/State levels to wholeheartedly engage in these activities and encourage people to participate in POSHAN Maah.

With regards,

Yours sincerely,


(Ram Mohan Mishra)

Ms. Shakuntala Gamlin,
Secretary
Department of Empowerment of Persons with Disabilities,
CGO Complex,
New Delhi

राम मोहन मिश्र
सचिव
RAM MOHAN MISHRA
Secretary



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Ram Mohan Mishra
(Ram Mohan Mishra)

Shri Indu Shekhar Chaturvedi
Secretary
Ministry of New & Renewable Energy
Block 14, CGO Complex,
New Delhi