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Secretary
Government of India
Ministry of Women &
Child Development
Shastri Bhawan, New
Delhi

Anita Karwal
Secretary
Government of India
Department of School
Education & Literacy
Shastri Bhawan, New
Delhi

Dated : 26th August, 2021

D.O.No.PA/177/2021-US (MKS)

Dear Chief Secretary,

Rashtriya Poshan Maah is celebrated every year during the month of September since 2018 in convergence with all stakeholders as an integral part of the POSHAN Abhiyaan launched by Hon'ble Prime Minister. It aims to achieve improvement in status of nutrition of children and women by reducing the level of Stunting, under-nutrition, low birth weight in children and anaemia in children and women. Jan Aandolan and community mobilisation are essential components for effective implementation of POSHAN Abhiyaan.

2 The fourth Rashtriya Poshan Maah is planned in the month of September 2021, to maintain the momentum and to capitalize on the gains of these events. This year, for Rashtriya Poshan Maah 2021, four basic themes, one for each week have been identified. Thus, focussed weekly activities on Poshan Vatika promotion, Yoga for Nutrition, Distribution for Nutrition Kits, and Identification of SAM children will be organised nationwide. Further, various other regular activities with support groups of children may also be organised throughout the Poshan Maah 2021.

3. Children are not only the future citizens of India, they could be excellent ambassadors to motivate and counsel family members and community for increasing their awareness about importance of good nutrition, balanced diet as well as hygienic habits to be maintained during handwashing, cooking, eating and storing the food. Healthy dietary habits need to be inculcated at a young age. Therefore, similar to the Poshan Maah in previous years, activities for children have again been conceptualized in the ensuing Poshan Maah 2021.

4. It is requested that all Schools in your State may be directed to organize POSHAN Assemblies/discussions with students and Parent Teacher Meetings in virtual/physical mode to discuss malnutrition, its impact on Society and value of healthy and balanced diet. e-Quiz and other e-competitions focusing on malnutrition/nutrition awareness may also be organized. Department of School Education, Government of India shall be circulating detailed guidelines in this regard. Swayam Prabha channels of Ministry of Education will also telecast

programmes on POSHAN Abhiyaan during Poshan Maah. 20 short video clips (up to 2-minute duration) on nutrition are being shared with you. These may be widely disseminated in schools through social media.

5. Your personal attention and intervention to celebrate Poshan Maah 2021 in the best possible manner shall be extremely helpful in augmenting the health and well-being of our young citizens. **We look forward to a report of activities and initiatives undertaken by the state/UT for the celebration of Poshan Maah in September, 2021.**

With regards,

Yours sincerely,


26/8/2021
(Indevar Pandey)


26/8/21
(Anita Karwal)

To

Chief Secretaries of all States/UTs