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Dated 26th August, 2021

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

Dear Chief Secretary,

The POSHAN Abhiyaan launched by Hon'ble Prime Minister 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 anemia in children and women. Jan Aandolan and community mobilisation are essential component 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 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 has been identified.

3. The Panchayat Raj Institutions are the nodal point at the grassroots level. During the implementation of weekly thematic activities of Rashtriya Poshan Maah 2021 the role of Panchayati Raj is envisaged in community mobilisation, creating awareness in general and specifically in the following weekly activities planned for the month.

- a) **Plantation activity on "Poshan Vatika"** – Support in identification of land for plantation activity.
- b) **Yoga and AYUSH for Nutrition** – Creating mass awareness on the importance of Yoga and AYUSH practices esp. among Pregnant Women & Lactating Mothers (PW&LM), Children, and Adolescents. Support to AYUSH officials for implementation of Poshan Maah activities by ensuring community participation.
- c) **Nutrition Kits Distribution to Anganwadi beneficiaries in High Burden Districts** – Ensuring timely distribution of Nutrition Kits to eligible beneficiaries.

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d) **Identification of SAM children** –Facilitating conduction of door to door survey for Height and Weight Measurement Drive of Children under 5 years of age in entire catchment area of AWW, ASHA and ANM from 1st September to 15th September. Subsequently supporting health functionaries for identification of SAM children, referral and community based awareness and sensitisation on visual identification of SAM children in the fourth week of Poshan Maah.

4. Every week of Poshan Maah, the Village Health Sanitation and Nutrition Committee should meet, plan and supervise the activities of the week at AWCs/ Schools /Panchayats. The Poshan Panchayats may also be organised during Poshan Maah to encourage local engagement in identification, management and resolution of nutrition related issues locally. Panchayats may also utilise Finance Commission Funds for up gradation of Anganwadi Centres and facilities there in.

5. Your kind support shall be extremely helpful in successful conduction of various activities to be undertaken by Partner Ministries during Rashtriya Poshan Maah 2021.

With regards,

Yours sincerely,


27/8/2021
(Indevar Pandey)


27.8.21
(Sunil Kumar)