

Rashtriya Poshan Maah 2023, mapping of Themes, Activities, Levels, and Ministries

Proposed Themes	Sl. No.	Proposed Activities	Level of conduct of activity					Responsible Ministries	
			AWC	Proj./Block	Distt.	State	Nat.		
T1 Exclusive Breastfeeding and Complementary Feeding	1	Activity/ Camp/ Home visit on Breastfeeding (timely initiation, exclusive BF upto 6 months and continued BF upto 24 months & beyond)						MoWCD, MoH&FW, MoTA, MoMA, MoSJ&E	
	2	Activity/ Camp/ Home visit on Complementary Feeding (safe, adequate and appropriate complementary foods at 6 months)						MoWCD, MoH&FW, MoTA, MoMA, MoSJ&E	
	3	Camps on Proper Techniques of Breast-feeding						MoWCD, MOHFW	
	4	Awareness camps for dietary diversity in Complementary feeding						MoWCD, MoHFW	
	5	Skit by Anganwadi children to enumerate the necessity of nutrition through play						MoWCD, MoPR, MoRD, MoE	
	6	Demonstration session on cooking nutritious complementary food recipes, while describing the necessity of different food groups						MoWCD, MoPR	
	7	Collage making esp. at Schools to highlight the locally available food groups that can be used in complementary feeding						MoE, MoRD, MoWCD, MoAyush	
	8	"Food Resource Mapping" on the floor of AWC to highlight different food available within the boundary of the village						MoWCD, MoPR, MoA&FW	
T2 Swasth Balak Spardha (SBS)	9	Sensitisation activity on Growth Monitoring promotion						MoWCD, MoH&FW, MoPR, MoRD	
	10	Swasth Balak Spardha/ Growth measurement drive (SAM/ MAM screening)						MoWCD, MoH&FW, MoPR, MoRD	
	11	Exclusive Swasth Balak Spardha/ Growth measurement drive (SAM/ MAM screening) in urban slums						MoWCD, MoHUA, MoH&FW	
T3 Poshan Bhi Padhai Bhi (PBPB)	12	Shapath on ECCE, engaging frontline functionaries of various departments and communities						All Ministries/ Departments	
	13	Shiksha Choupal exclusively to promote ECCE learning corners at AWCs						MoPR, MoRD, MoWCD	
	14	Home visits focusing ECCE esp. engaging parent						MoWCD	
	15	Community centered khelo aur padho event to promote toy-based and play-based learning						MoE, MoWCD	
	16	Demonstration session/activity for children and parents on play-based learning promoting indigenous toys						MoE, MoWCD	
	17	DIY/ Indigenous toy fair						MoE, MoRD, MoWCD	
	18	TOYathon - DIY/ Indigenous toy making workshop with AWWs (<i>portal may allow uploading of event pictures</i>)						MoE, MoWCD	
	19	Games promoting nutrition (for target age group children)						MoE, MoWCD	
	20	Celebration of model RWH structures in Anganwadi centres						MoJS, MoPR, MoRD, MoWCD	
T4 Improving Nutrition through Mission LIFE #Water Conservation through Rainwater Harvesting (RWH) at AWCs #Adopting Sustainable Food Systems by promoting Millet & Poshan Vatikas	21	Cleaning/de-silting campaigns at community water bodies - lake/pond/well/water tank etc.						MoJS, MoPR, MoRD, MoWCD	
	22	Sensitisation activity on water conservation with local institutions/bodies (PRIs/ULBs)						MoJS, MoPR, MoRD, MoWCD	
	23	Session/event on promotion of rainwater harvesting (RWH) at AWCs						MoJS, MoPR, MoRD, MoWCD	
	24	Workshop for sensitizing women on techniques of water conservation, management and harvesting						MoJS, MoPR, MoRD, MoWCD	
	25	Webinar on promotion of Rainwater Harvesting						MoJS, MoPR, MoRD, MoWCD, MoHUA	
	26	Recipe competition at AWCs focusing Millets						MoWCD, MoCAF&PD, MoPR	
	27	Campaign on sensitising Institutions, functionaries and community on benefits of Millets						MoRD, MoPR, MoYA&S, MoWCD	
	28	Awareness session for Adolescent girls connecting Millets with their health						WCD, MoYA&S, MoE, MoWCD	
	29	Campaign to promote Millets and Backyard Kitchen Gardens						MoEF&CC, MoA&FW, MoWCD	
	30	Home visits exclusively focusing awareness on Millets						MoWCD	
	31	Event on promoting Tricolour/Rainbow/Traditional thali made up of Millet based food items						MoRD, MoCAF&PD, MoWCD	
	32	Demonstration drive on Amma ki Rasoi /Grandmothers kitchen based on locally available Millets						MoCAF&PD, MoPR, MoRD, MoWCD	
	33	Drive on linking Millet-based foods with local festivals						MoRD, MoPR, MoE, MoWCD	
	34	Awareness drive on good health through Millets intake in food, in urban slums						MoHUA, MoLE, MoWCD	
	35	Sensitization drive and outreach activity on nutrition through Millets in minority dominated areas						MoMA, MoWCD	
	36	Millet-based awareness through essay, quiz or drawing competition focusing role of Millets in eradicating malnutrition						MoE, MoWCD	
	37	School-based Millets fairs						MoE, MoWCD	
	38	Diet consultation camp at varied health services (PHC/CHC/DHC) for PW&LMs focusing daily consumption of Millets						MoH&FW, MoWCD	
	39	Anaemia camp in Eklavya model residential schools (EMRS) while sensitising on the role of Millets for the same						MoTA, MoE, MoWCD	
	40	Traditional Millet-based recipe contest in tribal districts						MoTA, MoPR, MoWCD	
	41	Millet-based tribal food fairs						MoTA, MoWCD	
	42	Webinar on the role of Traditional & Regional Nutritious food for Health promotion						MoWCD, MoH&FW, MoE, MoAyush	
	#Adopting Healthy Lifestyles through Ayush practices like Yoga, Local food etc.	43	Awareness camp on healthy dietary practices (regional and seasonal)						MoRD, MoPR, MoCAF&PD, MoWCD, MoAyush
		44	Awareness campaign on lifestyle changes for prevention of lifestyle disease and role of Millets in the same						MoAyush, MoH&FW, MoWCD
45		Plantation drive promoting Poshan Vatika while focusing on medicinal plants						MoAyush, MoA&FW, MoWCD	
46		Sensitisation activity on Paushtik Aahaar (one of the 5 Poshan Sutras)						MoWCD, MoH&FW, MoTA, MoMA, MoAyush	
47		Sensitisation activity promoting AYUSH lifestyle practices for health promotion						MoAyush, MoWCD	
48		Yoga camp (Yoga for Health/Ayush for well-being)						MoAyush, MoWCD	
49		5-minute Yoga Protocol session esp. in AWCs (with the help of available Video-spots)						MoWCD, MoAyush, MoE	
50		Demonstration about setting up of Kitchen Gardens/ Poshan Vatikas						MoWCD, MoA&FW, MoPR, MoRD	
51		Demonstration of recipes to the local community						MoWCD, MoPR	
52		Webinar on role of Ayush to address Anemia						MoAyush, MoWCD	
53		Camp/ session/ event on retrofitting Poshan Vatikas with backyard poultry and fishery units						MoAyush, MoA&FW, MoWCD	
T5 Meri Mati Mera Desh (MMMD)	54	Panch Pran Pledge - https://merimaatimeradesh.gov.in/pledge						MoWCD, MoPR, MoHUA	
	55	Vasudha Vandan - creation of Amrit Vatika (Poshan Vatika)						MoWCD, MoPR, MoHUA	
	56	Veeron Ka Vandan - honoring freedom fighters/braves and their families of the village/ panchayat						MoWCD, MoPR, MoHUA	
	57	Hoisting of National Flag and singing of National Anthem.						MoWCD, MoPR, MoHUA	
T6 Tribal Focused Nutrition sensitisation	58	Sensitisation of tribal communities on Millet/ Local food/ Traditional Food for Anaemia etc.						MoTA, MoWCD, MoH&FW	
	59	Anaemia camp for children, Adolescent girls and women in tribal districts						MoH&FW, MoTA, MoWCD	
	60	Anaemia camp in Eklavya model residential schools (EMRS)						MoH&FW, MoTA, MoWCD	

T7 Test, Treat, Talk Anaemia	61	Anaemia camp for adolescent girls (14-18 years)							MoH&FW, MoE, MoWCD
	62	Anaemia camp for adolescent girls (14-18 years) in SAG linked Aspirational Distts. and North Eastern States							
	63	Anaemia camp for children							MoH&FW, MoE, MoWCD
	64	Anaemia camp for PW&LM							MoH&FW, MoWCD
	65	Anaemia camp for women in reproductive age							MoH&FW, MoWCD
	66	Anaemia camp (outreach activities) in Urban slums							MoH&FW, MoHUA, MoWCD
	67	Anaemia related activities with SHG, NSS/ NYK etc.							MoH&FW, MoRD, MoWCD
	68	Sensitisation session/ activity of Panchayats on Anaemia (along with Antenatal Care, Postnatal Care)							MoH&FW, MoPR, MoWCD
	69	Sensitisation on AYUSH measures for anaemia by Ayush experts							MoWCD, MoE, MoAyush
Overall Nutrition (general sensitisation activities)	70	CBE- Community Based Event							MoWCD
	71	VHSND- Village Health Sanitation and Nutrition Days							MoH&FW, MoWCD
	72	Poshan ke 5 Sutra (exclusing Anaemia and Paushtik Aahaar)- Sensitisation activity on first 1000 days							MoWCD, MoH&FW
	73	Poshan ke 5 Sutra (exclusing Anaemia and Paushtik Aahaar)- Sensitisation activity on Diarrhoea							MoWCD, MoH&FW, MoJS
	74	Poshan ke 5 Sutra (exclusing Anaemia & Paushtik Aahaar)- Sensitisation activity on WaSH							MoWCD, MoJS
	75	Antenatal Checkup							MoH&FW, MoWCD
	76	Annaprasan Diwas							MoWCD
	77	Suposhan Diwas							MoWCD
	78	Preschool readiness- Celebrating coming of age (Getting ready for preschool at AWC)							MoWCD
	79	Immunisation camp							MoH&FW, MoWCD
	80	Food fortification and Micronutrients sensitisation activity							MoWCD, MoCAF&PD
	81	Community radio activity							MoIB, MoWCD
	82	Cycle rally/ walk/ prabhat pheri							MoWCD
	83	Day-NRLM SHG meet/ SHG meeting							MoRD, MoWCD
	84	Haat bazaar activity							MoWCD
	85	Local leaders' meeting							MoWCD
	86	Nukkad natak/ folk show							MoWCD
	87	Poshan workshop/ seminar							MoWCD
	88	Youth group meeting							MoYA&S, MoWCD
	89	Adolescent education							MoE, MoYA&S, MoWCD
	90	Other activities (as per State/UT planning)- NeGD may provide facility for specifying the 'name of activity' in the data entry sheet							Any Ministry/ Department

Activities related to T2 (Swasth Balak Spardha) that States/ UTs are encouraged to initiate

#Ranking of 'Healthy Child' as per defined criteria – 1st, 2nd and 3rd

#Distribution of Certificate to Healthy Child and Parent (pictures of certificates distributed may be uploaded)

#Reward in the form of locally available toys, hygiene kit, water bottle, fruit basket etc.

#Small gifts like nutrition kit/ hygiene kit to all participating children