

MOST IMMEDIATE
SPEED POST

No. 19-17/2009-CD-I
Government of India
Ministry of Women & Child Development

Shastri Bhavan, New Delhi
Dated: 11th November, 2013

To,

The Secretary in charge of ICDS in all the States/UTs

Subject: Celebration of 14th – 19th November as ICDS Week – regarding.

Sir/Madam,

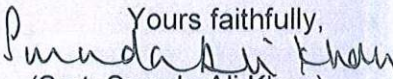
As you are aware, 14th November is celebrated as the Children's Day' in the country and this Ministry organized many special programmes to commemorate the day and create awareness amongst all concerned. As children are potential human resource of the country and the Integrated Child Development Services (ICDS) Scheme attempts to facilitate their development during early childhood years in a holistic manner, it has been decided to celebrate the week from 14th November to 19th November, 2012 as the ICDS Week.

2. The week may be marked by events and activities for children, celebrating their childhood and promoting understanding among the parents and society on imperatives of proper early child development. The State Government may adopt any other activity as they deem appropriate in addition to those mentioned in the list. A tentative calendar of activities for the functions is attached. Besides this, the following three activities may also be integrated during the week:

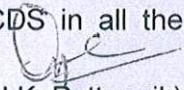
- (i) Special dietary/SNP - with fruits/other local special feast/food items;
- (ii) Holding of VHSNC/Meetings;
- (iii) Special weighing etc.

3. All States/UTs may promote the objectives of the ICDS Scheme and attempt to make a difference in the lives of children and Pregnant and lactating mothers.

4. Documentation of activities during the week may be done and a brief report with highlights of events may be shared with us.

Yours faithfully,

(Smt. Sarada Ali Khan)
Joint Secretary

Copy for information and similar action to the Director In-charge of ICDS in all the States/UTs


(H.K. Pattanaik)
Under Secretary to the Govt. of India

CALENDER OF EVENTS

DATE	EVENT
14.11.2013	Hold meetings/deliberations in a campaign mode involving local population, adolescent boys/girls for creating awareness about ICDS, and propagate the integrated package it offers for child development
15.11.2013	Organize cultural events, baby shows, sports & play activities centered around child development and pre-school activities
16.11.2013	Hold talks on nutrition, care giving practices for children below 3 years of age including IYCF; early stimulation and cognition with support groups like husbands, mothers-in-law and other family members
17.11.2013	Propagate importance of Health, sanitation and hygiene and arrange for health check up & growth monitoring etc.
18.11.2013	Organize pre-school activities such as toy making, organize plays and spread the message of pre-school education
19.11.2013	Propagate nutrition awareness, hold exhibitions and demonstrations about locally available foods and significance of balanced diet etc.
