



राष्ट्रीय सेवा योजना

डॉ० राममनोहर लोहिया अवध विश्वविद्यालय, अयोध्या (उ०प्र०)

पत्रांक : लो०अ०वि० / रा०से०यो० / 2339 / 2021

दिनांक : 28, अगस्त, 2021

सेवा में,

प्राचार्य / प्राचार्या / कार्यक्रमाधिकारी,
राष्ट्रीय सेवा योजना,
विश्वविद्यालय से सम्बद्ध समस्त महाविद्यालय।

विषय:- दिनांक 01 सितम्बर से 30 सितम्बर, 2021 तक "पोषण माह" के आयोजन के सम्बन्ध में।

महोदय / महोदया,

कृपया उपर्युक्त विषयक युवा अधिकारी, भारत सरकार, युवा कार्यक्रम एवं खेल मंत्रालय, रा०से०यो० क्षेत्रीय निदेशालय, केन्द्रीय भवन, आठवों तल, हाल नम्बर-1, सेक्टर-एच०, अलीगंज, लखनऊ के संलग्न पत्र संख्या:-15-1/रा०से०यो०/क्षे०नि०/लख०/2021-22, दिनांक 27.08.2021 का अवलोकन करने का कष्ट करें, जिसके माध्यम से राष्ट्रीय सेवा योजना निदेशालय, नई दिल्ली के पत्र संख्या:-पी०24-1/रा०से०यो०/निदेशा०/2021/951-966, दिनांक 27.08.2021 (प्रति संलग्न) द्वारा दिनांक 01.09.2021 से 30.09.2021 तक पोषण माह कार्यक्रम आयोजित किये जाने तथा कार्यक्रम समापन के पश्चात् सम्बन्धित आख्या (फोटोग्राफ्स/विडियो क्लिपिंग/पेपर कटिंग सहित) क्षेत्रीय निदेशक कार्यालय, लखनऊ को उपलब्ध कराने हेतु निर्देशित किया गया है।

तदक्रम में आप से अनुरोध है कि दिनांक 01.09.2021 से 30.09.2021 तक कोविड-19 की परिस्थितियों एवं मानको को ध्यान में रखते हुए ऑफलाइन/ऑनलाइन माध्यम से पोषण माह कार्यक्रम आयोजित करने का कष्ट करें तथा कार्यक्रम समापन के पश्चात् सम्बन्धित आख्या (फोटोग्राफ्स/विडियो क्लिपिंग/पेपर कटिंग सहित) क्षेत्रीय निदेशक, भारत सरकार, युवा कार्यक्रम एवं खेल मंत्रालय, रा०से०यो० क्षेत्रीय निदेशालय, केन्द्रीय भवन, आठवों तल, हाल नम्बर-1, सेक्टर-एच०, अलीगंज, लखनऊ को प्रेषित करने का कष्ट करें तथा सम्बन्धित सूचना क्षेत्रीय निदेशक, लखनऊ के कार्यालय को ई-मेल-nssrclucknow@yahoo.com एवं विश्वविद्यालय को E-Mail ID: nssrmlau@gmail.com पर भी उपलब्ध कराने का कष्ट करें।

भवदीय

संलग्नक:-यथोपरि।

कुलसचिव / कार्यक्रम समन्वयक

प्रतिलिपि:-निम्नलिखित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित:-

1. क्षेत्रीय निदेशक, भारत सरकार, युवा कार्यक्रम एवं खेल मंत्रालय, रा०से०यो० क्षेत्रीय निदेशालय, केन्द्रीय भवन, आठवों तल, हाल नम्बर-1, सेक्टर-एच०, अलीगंज, लखनऊ।
2. डॉ० अंशुमालि शर्मा, विशेष कार्याधिकारी एवं राज्य सम्पर्क अधिकारी, उत्तर प्रदेश शासन, उच्च शिक्षा विभाग रा०से०यो०प्र०, विद्यान भवन, लखनऊ।
3. प्रोग्रामर, ई०डी०पी० को उक्त सूचना को विश्वविद्यालय की वेबसाईट एवं विश्वविद्यालय से सम्बद्ध समस्त महाविद्यालयों की लॉग-इन पर अपलोड किये जाने हेतु।
4. निजी सचिव, कुलपति को, कुलपति महोदय के अवलोकनार्थ।
5. आशुतिपिक, वित्त अधिकारी/कुलसचिव को, वित्त अधिकारी/कुलसचिव महोदय के सूचनार्थ।
6. पत्रावली।

कुलसचिव / कार्यक्रम समन्वयक



भारत सरकार
युवा कार्यक्रम एवं खेल मंत्रालय
(युवा कार्यक्रम विभाग)
राष्ट्रीय सेवा योजना क्षेत्रीय निदेशालय
(उत्तर प्रदेश, उत्तराखण्ड)
केन्द्रीय भवन, आठवीं तल, हाल नं० 1,
सेक्टर-एच, अलीगंज, लखनऊ - 226024, उ०प्र०
दूरभाष : 0522 { 2337068 (टेलीफोन)
4079533

Government of India
Ministry of Youth Affairs & Sports
(Department of Youth Affairs)
Regional Directorate of National Service Scheme
(Uttar Pradesh, Uttarakhand)
Kendriya Bhawan, 8th Floor, Hall No. 1,
Sector 'H', Aliganj, Lucknow-226024, UP
email: nssrc.lu-up@gov.in, nssrelucknow@gmail.com
nssrelucknow@yahoo.com
facebook: NSSRD LUCKNOW

सं.15-1/रा०से०यो०/क्षे०नि०/लख०/2021-22/

दिनांक: अगस्त 27, 2021

सेवा में,

समस्त कार्यक्रम समन्वयक,
राष्ट्रीय सेवा योजना
उत्तर प्रदेश एवं उत्तराखण्ड

विषय : पोषण माह सितम्बर, 2021 मनाने सम्बन्धी :-

सन्दर्भ : रा०से०यो० निदेशालय, नई दिल्ली का पत्र संख्या पी.24-1/रासेयो/निदेशा/2021(951-966) दिनांक
27 अगस्त, 2021

महोदय/महोदया,

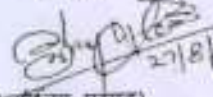
उपरोक्त विषयक रासेयो निदेशालय से ई-मेल द्वारा प्राप्त पत्र सं. पी.24-1/रासेयो/निदेशा/2021(951-966) दिनांक 27 अगस्त, 2021 (प्रति संलग्न) ग्रहण करने का कष्ट करें, जो कि स्वतः स्पष्ट है। पत्येक वर्ष की भांति इस वर्ष भी पोषण माह दिनांक 01 से 30 सितम्बर, 2021 तक मनाया जाना है।

उक्त के सन्दर्भ में आपसे अनुरोध है कि अपने विश्वविद्यालय/+2 मंडल के अंतर्गत रा०से०यो० इकाईयों को कोविड-19 की परिस्थितियों एवं मानकों को ध्यान में रखते हुए ऑफलाइन/ऑनलाइन माध्यम से गतिविधियों के आयोजन हेतु निर्देशित करने की कृपा करें।

पोषण माह की गतिविधियों के आयोजन के पश्चात इसकी समेकित रिपोर्ट, एक्शन फोटोग्राफ छोटी वीडियो, पेपर कटिंग इत्यादि इस कार्यालय को भेजने एवं गतिविधियों को सोशल मीडिया (फेसबुक, ट्विटर, यूट्यूब इत्यादि) पर प्रचारित करने का कष्ट करें।

संलग्नक: उक्तवत

भवदीय


(अरुणिमा प्रसाद)
युवा अधिकारी

प्रतिलिपि :

1. निदेशक, रासेयो, रासेयो निदेशालय, शिवाजी स्टेडियम, नई दिल्ली
2. राज्य रासेयो अधिकारी उत्तर प्रदेश एवं उत्तराखण्ड को इस आशय से प्रेषित कि अपने स्तर से कार्यक्रम आयोजन हेतु कार्यक्रम समन्वयकों को निर्देशित करने की कृपा करें।

पल्लवी अग्रवाल
संयुक्त सचिव
Pallavi Agarwal
Joint 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
Ph. : +91-11-23388612
E-mail : pallavi.agarwal@gov.in

D.O. No. PA/116/2021-CPMU(Part-I)

Dated 23rd August, 2021

Dear Sir/Madam

Please refer my earlier DO Letter dated 6th August, 2021 regarding finalising the activities of Rashtriya POSHAN Maah. A meeting was held under the chairpersonship of Hon'ble Minister, MoWCD on 11.08.2021 wherein it has been decided to celebrate fourth Rashtriya Poshan Maah in the month of September 2021 around four themes for the 4 weeks. These themes are as under:

- a. **First Week:** Plantation activity in the form of Poshan Vatika at the spaces available in Aanganwadi Centres, Gram Panchayat, Schools etc.
- b. **Second Week:** Yoga and AYUSH for Nutrition (Yoga sessions targeted for various groups like pregnant women, children and adolescent girls).
- c. **Third Week:** Distribution of Nutrition Kits comprising of regional nutritious food to beneficiaries of Anganwadi along with IEC material in high burden districts and
- d. **Fourth Week:** Identification of SAM children and organising Community Kitchen for the beneficiaries.

2. You are also aware that Hon'ble PM has given a clarion call for **Suposhit Bharat** from Red Fort on 15th August 2021. As a valuable partner in the campaign against malnutrition, apart from above mentioned four activities, other suitable activities (keeping in view the COVID-19 guidelines) targeted for nutritional awareness among the population shall also be conducted under the banner of Poshan Maah. The Minutes of the Meeting held on 11.08.2021, a concept note on Poshan Maah and a calendar containing suggestive activities to be undertaken during Poshan Maah is enclosed herewith for information and further action at your end.

3. To finalise the modalities of activities to be conducted during Poshan Maah 2021 by all the partner ministries, another meeting is scheduled on 24th August at 3.00 PM at Conference Room No. 602, 6th Floor, Shastri Bhawan New Delhi under the chairmanship of the Secretary, WCD. I would request you to kindly direct the concerned Joint Secretary to attend meeting for effective coordination among the partner ministries for successful organization of activities during 4th Rashtriya Poshan Maah.

with regards,

Yours sincerely

Pallavi

(Pallavi Agarwal)

Encl. : As above

Distribution:

As per list attached

Distribution:

1. Secretary, Ministry of Health & Family Welfare
2. Secretary, Department of Drinking Water and Sanitation
3. Secretary, Ministry of Rural Development
4. Secretary, Ministry of Information & Broadcasting
5. Secretary, Ministry of Panchayati Raj
6. Secretary, Ministry of Tribal Affairs
7. Secretary, Ministry of Food & Public Distribution
8. Secretary, Department of School and Education and Literacy
9. Secretary, Ministry of Housing and Urban Affairs
10. Secretary, Department of Youth Affairs
11. Secretary, Department of Sports
12. Secretary, Ministry of Social Justice & Empowerment
13. Secretary, Ministry of Agriculture and Farmers' Welfare
14. Secretary, Ministry of Fisheries, Animal Husbandry, and Dairying
15. Secretary, Ministry of New & Renewable Energy
16. Secretary, Ministry of Electronics and Information Technology
17. Secretary, Ministry of Minority Affairs
18. Secretary, Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH)
19. Secretary, Ministry of Forest, Environment and Climate Change
20. CEO, NITI Aayog

**Ministry of Women and Child Development
Government of India**

Draft concept note on celebration of Rashtriya Poshan Maah 2021

In order to bring nutrition to the centre-stage of the National Development Agenda, Government of India launched Prime Minister's Overarching Scheme for Holistic Nourishment (POSHAN) Abhiyaan in March, 2018. It is a multi-ministerial convergence mission with a vision to address malnutrition in a targeted approach. The Abhiyaan is India's resolve to accelerate improvements in the nutrition of children, adolescent girls, pregnant women and lactating mothers. It aspires to reduce stunting, under-nutrition, low birth weight and anaemia. POSHAN Abhiyaan on one hand seeks to synergize efforts of key stakeholders by leveraging technology to achieve the desired goals and on the other, intends to convert nutrition awareness into a Jan Andolan. Anchored by Ministry of Women and Child Development, the Abhiyaan is envisioned to be a 'Jan Andolan' and a 'Jan Bhagidaari' meaning 'People's Movement'. Approaches to fortify Jan Andolan include strengthening convergence, community engagement, advocacy, partnerships, and promoting usage of transmedia.

2. To ensure community mobilization and bolster people's participation, September 2018 was celebrated as Rashtriya Poshan Maah across the country. Taking forward the message of '**Har Ghar Poshan Tyohar**' approximately 23 lakh activities conducted nationwide. Activities like Anaemia camps, Poshan rallies, Home-visits, Poshan Mela, Haat Bazaar, Youth Group Meetings, etc. were conducted during the entire month. Drawing from the learnings of the first Maah held in 2018, second Rashtriya Poshan Maah was celebrated in September 2019 across the country. It received a massive response, which is also evident from approximately 366 lakh activities conducted during the month.

3. Consecutively, working under the constraints imposed due to the outbreak of Covid-19 pandemic, the POSHAN Abhiyaan undertook digital route to celebrate Rashtriya Poshan Maah 2020, ensuring that the vision of Hon'ble Prime Minister on Jan Bhagidari should not get compromised. Instead of physically reaching out to individuals for conventional activities, the Rashtriya Poshan Maah 2020 was aimed to create '**digital mobilization across the country**' for improving Nutrition indicators while focusing on the two themes namely i). Identification and

tracking of children with Severe Acute Malnutrition (SAM), and ii).
Plantation drive for promotion of Kitchen/Nutri gardens.

4. For the third time, the Rashtriya Poshan Maah 2020 witnessed wide participation and enthusiasm from all the 18 convergent Ministries, States/UTs and field functionaries. Frontline workers, community groups, PRIs, staff at Block and District level, State departments and Ministries exemplified diligent work towards triggering a Jan Andolan for POSHAN Abhiyaan as a result of which, Rashtriya Poshan Maah 2020 witnessed unprecedented participation while simultaneously following COVID-19 protocol, and around 13.85 crore Jan Andolan activities were conducted.

5. **Achievements of 3rd Rashtriya Poshan Maah:** Social media, online activities, podcasts, and e-Samvaad etc. were used to disseminate knowledge and information about the importance of Nutrition. Ministry of Women & Child Development also hosted a Webinar series, in which subject experts reflected upon various aspects of health and nutrition for women and children. Topics covered during these Webinars includes: Best Practices and Success Stories from POSHAN Abhiyaan, Nutrient Requirement for Children and Mothers during 1,000 days, Nutrient for Bone Health for Pregnant Women & Adolescent Girls along with Maternal & Child Health & Nutrition, and School-based Prevention and Management of Enteric Infections in Children.

To ensure wider spread of activities conducted during the month in the social media, MyGov hosted a dedicated campaign page for Poshan Maah 2020. The campaign page also had a section where informative videos were posted. The activities hosted on MyGov received tremendous response. The Quiz saw a participation of more than 2.25 Lakh users. Similarly, submissions for the 'Share your recipe contest' were 1403, submissions for Poshan Maah Meme contest were 5850 and those on 'Share good nutrition practices & awareness on healthy diet' were 2579.

The hashtags used for PoshanMaah 2020 received good traction among the netizens. The engagement summary of those Hashtags is as below:

- #PoshanMaah2020: Engagement 362.4 K
- #POSHANAbhiyaan/ #PoshanAbhiyaan: Engagement 106.8 K
- #Local4Poshan: Engagement 308.8 K

Poshan Maah 2020 also witnessed a milestone achievement on 20th September, 2020 when Ministry of Women & Child Development signed '**Memorandum of Understanding**' with Ministry of AYUSH aiming for

integration of AYUSH systems with the nutrition interventions across the country.

In addition to all the regular activities of the past years, as a result of increased sensitisation towards promoting **Plantation and Nutri Gardens** across the nation, 12.84 lakh plantation drives were also reported during the Poshan Maah 2020.

6. **4th Rashtriya Poshan Maah, 2021**: To maintain the momentum and capitalize on the gains of the Jan Andolans of the past, the 4th Rashtriya Poshan Maah for September 2021 is planned around four major themes for promoting convergent action among all the partner Ministries/ Departments and on this occasion a **National Conference is being organised on 30th and 31st August, 2021 at Kewadia, Gujarat**, along with the representatives of all States/UTs. The four themes for the month long celebrations are as follows:

1st Week: PLANTATION ACTIVITY ON "POSHAN VATIKA"

Ministries/Departments responsible for taking nationwide lead: WCD, Rural Development, Panchayati Raj, Youth Affairs & Sports, Education, Jal Shakti, Agriculture & Farmers' Welfare etc.

- *All other converging Ministries/Departments to join.*
- **Matru Vandana Saptah (1st – 7th September):** Celebrations to focus on the following areas:
 - Recipe competition - Nutritious food for Pregnant women
 - Slogan writing competition about Nutritive food for pregnant women
 - Quiz competition for pregnant women
 - Life Nutrition Demonstration programme
 - Two-day sensitization awareness drive for the Covid vaccinations and organising of special camps for the same.

2nd Week: Yoga & AYUSH FOR NUTRITION

Ministries/Departments responsible for taking nationwide lead: AYUSH, WCD, H&FW, Education, Panchayati Raj, Youth Affairs & Sports, Urban Development, MeITY etc.

- *All other converging Ministries/Departments to join.*

3rd Week: "REGIONAL NUTRITION KITS" DISTRIBUTION TO ANGANWADI BENEFICIARIES

Ministries/Departments responsible for taking nationwide lead: H&FW, F&PD, AYUSH, Panchayati Raj, WCD etc.

- *All other converging Ministries/Departments to join.*

4th Week: IDENTIFICATION OF SAM CHILDREN & COMMUNITY KITCHEN FOR SAM CHILDREN

Ministries/Departments responsible for taking nationwide lead: Panchayati Raj, Rural Development, Urban Development, WCD etc.

- *All other converging Ministries/Departments to join.*

Note: For details of activities around all the four weekly themes, kindly refer Rashtriya Poshan Maah 2021 calendar attached herewith.

7. **Role of Panchayats** is crucial for encouraging community participation at the grass roots level for the success of Rashtriya Poshan Maah. Poshan Panchayats may also be organised as in the past and weekly meetings may be held to review execution and implementation of various activities during this period.

8. Poshan Maah 2021 – Event Broad Contours

A. Key Protocols for Event/Activity

- The standard protocols issued by Ministry of Home Affairs (MHA) and Ministry of Health & Family Welfare (MH&FW) on Covid-19 must be adhered to, while conducting any of the activities.
- Practices of mask wearing, **social distancing and hand hygiene**, and need to be maintained at all service areas by all beneficiaries and service providers.
- **Staggered approach should be followed**, with adequate seating space for participants and organizers ensuring required physical distancing. Event site should be properly sanitized.
- All Field Functionaries to **use appropriate Personal Protective Items like Mask etc.** as per guidelines and should be monitored regularly for adherence.

B. Suggested Webinars & Partner Ministries/Departments

Webinars may be planned with different Ministries/Departments along with States/UTs. Partner Ministries may be involved to be part of Webinars to guide on the topic relevant to their Ministry. States may also invite partner departments to attend webinars during the month of September. Experts/ academicians may be called from related field for expert advice, opinion, guidance and information. Some suggested webinar topics are listed below:

- B1.** On nutrition (Panchayati Raj, Rural Development, Urban Affairs)
- B2.** On "Fit India" (Min. of Youth Affairs & Sports, Education)

B3. On Yoga and AYUSH for Nutrition (AYUSH, PSA, H&FW, Education)

B4. On Best practices and success stories to achieve the goal of Malnutrition free India.

C. Media Outreach and Key Converging Partners

Extensive use of mass media may be made to ensure visibility and to spread the message of month-long celebration of Poshan Maah.

A press conference may be held at National, State, District and Tehsil (Sub Div.) Level with detailed press release including month long action agenda, programmes and messages from Hon'ble PM, Hon'ble Minister WCD, Hon'ble CMs etc. The District Magistrate's handle for Social Media should post every day on Twitter, Facebook, Instagram etc. to create momentum and massive engagement.

Doordarshan (DD) and All India Radio (AIR), Ministry of Information and Broadcasting, NITI Aayog to keep on sharing and highlighting the positive outcomes related to Nutrition Indicators of Aspirational Districts. The same shall be disseminated on various platforms towards wider sensitization of officials, field functionaries and beneficiaries.

C1. Suggested Communication Mediums (may be used on daily basis by States/UTs)

- Mass media (TV and Radio Spots, Community Radio, Text & Voice messages),
- Social Media
- Interpersonal Communications, Advocacy and IEC.

C2. Key Converging Partners for Information Dissemination

- Ministry of Information and Broadcasting (MoI&B)
- MyGov, Ministry of Electronics and Information Technology (MeITY)

D. Mass Sensitization through Jan Andolan

Discussions and talk shows may be organised on Community Radio, Local Channels etc. with the participation of Gram Pradhan, Zila Panchayat Members, Government Officials, UN Officials and NGO members. Themes for such a discussion may be similar to the Webinars listed above.

Audio/ Video footage of speeches of Hon'ble PM, Hon'ble CMs and other dignitaries related to POSHAN Abhiyaan may be circulated on WhatsApp, Social Media, Local Channels, and traditional moving loudspeaker announcements. Use of flex posters, signage, and wall writing may be considered for strengthening awareness on POSHAN

Abhiyaan at local level. Poshan related articles, statements may be invited from local level to ensure public outreach and engagement in local newspapers.

All Unions, Federations, Associations (Employees, Teachers, Doctors, Farmers, Traders, Medicos, Sports etc.) may be mobilised to seek active support to spread the POSHAN Abhiyaan mission.

Citizens contribution should be placed on District Level Website for recognition and to inspire community members to create and join mass movement. Each District should have a dedicated email ID/ WhatsApp No. to register citizen's contribution, on which local citizens may post their contribution with relevant photos and videos along with their credentials.

E. Inaugural/ Valedictory Function

With Social Distancing protocol, inaugural ceremony should be organised at District Level (DM Office, Zila Panchayat Office), Tehsil Level and Block Level. Participants at District Level may be local MPs, MPAs, Zila Panchayat Adhyaksh, Zila Panchayat Members, Nagar Palika Chairman and Members, Red Cross Members, Rotary and Lions Club Members, Doctors, Teachers, Advocates, Social Workers, Faith Leaders (Mandir, Masjid, Gurudwara, Church etc.), Media Persons etc.

F. Data entry on Jan Andolan Dashboard

All the activities may be uploaded on Jan Andolan Dashboard at www.poshanabhiyaan.gov.in. Activities may also be uploaded on Social Media extensively and may also be tagged with MWCD handle. A detailed report covering all aspects of celebration of Poshan Maah 2021 along with data may be shared with Ministry by 7th October, 2021.

- Data entry to report on Poshan activities is permitted at National, State, District and Block, AWC/Village level.
- Ministry/Department should assign nodal officers to perform data entry.
- The user credentials (user name and password) shall only be shared with the nodal officers.
- When system detects duplicate data entry, user will be notified and duplicate entry will be disallowed.
- Timings of data entry to be from 06:00 a.m. to 12:00 midnight
- Back-dated data entry restricted to previous 7 days.
- Data entry will close on 7th October, 2021, 11:59 p.m.

- In case photo needs to be uploaded along with data, photo size to be below 2 MB.
- In case of any dashboard related issue or query during Poshan Maah, kindly email at cpmu.poshan-mwcd@gov.in
- Activities to be updated on Jan Andolan Dashboard at www.poshanabhiyaan.gov.in
- Any updates on data entry will be shared with States/UTs and Partner Ministries separately.

Poshan Maah Calendar

Theme:

Converging towards a healthy walk through life:

सुपोषणसुदृढपोषणकीओर . शरीरकीवीर्यभोजनकीओर

Week	Activity	Responsibility
1 1-7 September	Theme 1: Plantation Activity as "PoshanVatika" <ul style="list-style-type: none"> • PoshanMaah launch with a rally by AWWs, Helpers, ANM, ASHAs, VHSNC, Gram Panchayat, Poshan Panchayat. In urban areas, vehicles and loudspeakers may be used. • Plantation Drive as POSHAN VATIKA by all the stakeholders in the space available at Anganwadi, School Premises, Gram Panchayat and other places • Demonstration about setting up of kitchen gardens • Promotion of Nutri-Gardens across the associated campuses/premises • Slogan writing competition about Nutritive food for pregnant women • Best PoshanVatika Competition for AWCs. • Two-day sensitization awareness drive for the covid vaccinations and organising of special camps for the same. • Joint celebrations related toMarruVandana Saptraah 	MWCD, Rural Development, Panchayati Raj, Youth Affairs & Sports, Education Jal Shakti MoAgriculture and other line Ministries
2 8-15 September	Theme 2: Yoga and AYUSH for Nutrition <ul style="list-style-type: none"> • Awareness campaign about AYUSH practices for better nutrition- Focus on ANC, and nutrition during pregnancy and lactation • YOGA sessions (considering COVID guidelines) targeted at specific groups like- Pregnancy, School Children, Adolescent Girls. • Sessions on "5-minute Yoga Protocol" (Y-break or yoga break) at various workplaces for the employees of Government and corporate bodies. Available at https://www.youtube.com/watch?v=KTvMGZSD 9s • Free short duration online yoga courses for women and children • Promotion of Nutri-Gardens across the associated campuses/premises • AYUSH for anaemia in pregnancy: training for Anganwadi Workers • Recipe competition—Nutritious food for Pregnant women. 	Mo AYUSH, MoWCD, MoHFW, Ministry of Youth Affairs, Ministry of Education, Panchayati Raj, Urban Development, MEITY
3	Theme 3: Distribution of 'Regional Nutrition Kit' to beneficiaries of Anganwadi in high burdened Districts	

16-23 Septembe r	<ul style="list-style-type: none"> • Distribution of Nutrition Kits comprising of regional nutritious food (eg. <i>Sakadi-Gujrat, Parijat-Punjab, Sattu - Bihar, Chikki - Maharashtra</i>) along with IEC material (HFW and AYUSH) to the beneficiaries of High Burdened districts. • Awareness campaign to Know about regional / local food: Millets, vegetables, traditional recipes • Demonstration to Anganwadi workers of recipes using Take Home Ration, with objective to promote use of locally and easily available ingredients for fortification. • Demonstration of recipes by AWW to the local community based on locally available food ingredients. • Demonstration on cooking with millets. 	MoWCD, MoHFW, DEPD, Panchayati Raj
4	Theme 4: Identification of SAM children and Community kitchen service for them	
24-30 Septembe r	<ul style="list-style-type: none"> • Drive for block wise Identification of SAM Children and their referral • Community Kitchen Services for SAM Children • Awareness campaign about IYCF Practices • Focused sensitization on community based early identification of SAM children • Sensitisation activity for Community Management of Acute Malnutrition • Quiz competition for pregnant women • e-Quiz/e-competitions focusing malnourishment issues in children 	MoWCD, MoHFW, Panchayati Raj, UD
5.	<p>Other Suggestive activities/ mandated activities which may be done along with theme activities</p> <ul style="list-style-type: none"> • Field Functionaries to continue with mandated Home Visits along with sensitization activities focusing: a). Nutrition, b). Diet Diversity, c). Breastfeeding and d). Complementary Feeding • IEC on Health & Nutrition may include activities around: Anaemia Camps, Home Visits, Community Based Events (CBE), Local Leaders' Meeting, Community Radio Activities, Nukkad Natak / Folk Shows, Cooperation / Federation based activities, Poshan Workshop / Seminar, Cycle Rally / Walk / Prabhari Pheri, School Based Activities, DAY-NRLM SHG meetings, VHSND, Poshan Panchayat, Youth Group Meetings, Haat Bazaar Activities, Webinars, plantation drives etc. • Other activities as per discussions held with our Partner Ministries: <ul style="list-style-type: none"> • WASH activities - hand washing promotion, personal hygiene and Solid & Liquid Waste Management (SLWM) • Awareness campaigns for early detection of malnutrition specifically through Social Media • Fortification and Millets focussed sensitisation/ programs/ campaigns • SMC and SHG focused events • Creating innovation-based nutri-models 	

Note: (i) States may add other activities contextual to local needs
(ii) Line Ministries may also add other activities planned by the Ministry/Dept. under the fifth point (Other Suggestive activities/mandated activities)

अ.शा.पी. 24-1/रासेयो/निदेशा/2021(951-966)

भारत सरकार

युवा कार्यक्रम और खेल मंत्रालय
राष्ट्रीय सेवा योजना निदेशालय
शिवाजी स्टेडियम, नई दिल्ली

दिनांक: 27 अगस्त, 2021

सेवा में,

समस्त क्षेत्रीय निदेशक
राष्ट्रीय सेवा योजना

विषय: पोषण माह सितम्बर, 2021 मनाने सम्बंधी।

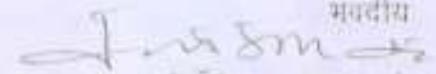
महोदया/महोदय,

उपरोक्त विषयान्तर्गत आपको विदित है की हर वर्ष पोषण माह 1 से 30 सितम्बर तक मनाया जाता है, इस सन्दर्भ में मन्त्रालय द्वारा जारी विस्तृत दिशा निर्देश आपकी आवश्यक कार्यवाही हेतु संलग्न किए जा रहे हैं।

इस सम्बंध में आप कृपया अपने आधीन राष्ट्रीय सेवा योजना कार्यकर्ताओं एवं इकाईयों को COVID-19 की परिस्थितियों एवम मानकों को भी ध्यान में रखते हुए ऑफलाइन/ऑनलाइन माध्यम से अधिकतम गतिविधियों का आयोजन सुनिश्चित करें और अपने क्षेत्राधीन समस्त विश्वविद्यालयों/+2 काउंसिल इत्यादि को यथा निर्देशित करें।

पोषण माह के पश्चात इसकी समेकित रिपोर्ट एक्शन फोटोग्राफ्स, छोटी विडियो क्लिप इत्यादि के साथ इस निदेशालय को ईमेल द्वारा भेजना सुनिश्चित करें और विभिन्न गतिविधियों को सोशल मीडिया जैसे की फेसबुक, ट्विटर, यूट्यूब इत्यादि पर भी प्रचारित करें और इनकी जानकारी इस निदेशालय को भेजने का उपाय करें।

भवदीय



(डॉ. कमल कुमार कर)

सहायक कार्यक्रम सलाहकार

संलग्नक : यथोक्त
प्रतिलिपि सूचनार्थ -

निदेशक, राष्ट्रीय सेवा योजना, युवा कार्यक्रम और खेल मंत्रालय, नई दिल्ली