



# राष्ट्रीय सेवा योजना

## वीर बहादुर सिंह पूर्वान्वल विश्वविद्यालय, जौनपुर

पत्रांक: 46 / पू0वि0वि0 / रा0से0यो0 / 2021-22

दिनांक: 28.08.2021



सेवा में,

समस्त प्राचार्य/कार्यक्रम अधिकारी (राष्ट्रीय सेवा योजना)

सम्बद्ध महाविद्यालय-वीर बहादुर सिंह पूर्वान्वल विश्वविद्यालय,  
जौनपुर।

विषय: पोषण माह सितम्बर, 2021 मनाये जाने के संबंध में।


महोदय/महोदया,

उपरोक्त विषयक भारत सरकार, युवा कार्यक्रम और खेल मंत्रालय(युवा कार्यक्रम विभाग) रा0से0यो एवं क्षेत्रीय निदेशक, भारत सरकार, युवा कार्यक्रम एवं खेलमंत्रालय, क्षेत्रीय निदेशालय, केन्द्रीय भवन, आठवां तल, हाल नं0-1, सेक्टर-एच, अलीगंज, लखनऊ के पत्र पत्रांक सं0 15.1 / रा0से0यो0 / क्षे0नि0 / लख0 / 2021-22, दिनांक 27.08.2021(प्रति संलग्न) एवं विशेष सचिव, उच्च शिक्षा, उत्तर प्रदेश शासन, लखनऊ के पत्रांक संख्या-389 / सत्तर-रा0से0यो0को0-2021, दिनांक 31.08.2021 का संदर्भ ग्रहण करने का कष्ट करें। जो प्रत्येक वर्ष की भाँति इस वर्ष भी पोषण माह दिनांक 01 से 30 सितम्बर, 2021 तक मनाया जाना है।

उक्त के संदर्भ में आपसे अनुरोध है कि अपने महाविद्यालय के अन्तर्गत रा0से0यो0 इकाईयों के कोविड-19 का परिस्थितियों एवं अन्य मानकों को ध्यान में रखते हुए आफलाइन/आनलाइन के माध्यम से गतिविधियों के आयोजन हेतु निर्देशित करने की कृपा करें।

अतः पोषण माह की गतिविधियों के आयोजन के पश्चात इसकी समेकित रिपोर्ट विस्तृत आख्या सम्बन्धित फोटोग्राफ, पेपर कटिंग एवं वीडियो विलपिंग सहित निर्धारित प्रपत्र पर कार्यक्रम आयोजन के तुरन्त बाद भारत सरकार युवा कार्यक्रम एवं खेल मंत्रालय (युवा कार्यक्रम विभाग) राष्ट्रीय सेवा योजना क्षेत्रीय निदेशालय, केन्द्रीय भवन, लखनऊ के ई-मेल आई0डी0-[nssrclucknow@gmail.com](mailto:nssrclucknow@gmail.com)/डाक द्वारा एवं शासन के ई-मेल आई0डी0-[sloup.nss@gmail.com](mailto:sloup.nss@gmail.com) तथा कार्यक्रम समन्वयक रा0से0यो0 वीर बहादुर सिंह पूर्वान्वल विश्वविद्यालय, जौनपुर के ई-मेल आई0डी0-[nssvbspu.jnp@gmail.com](mailto:nssvbspu.jnp@gmail.com) पर प्रेषित करें।  
संलग्नक-यथोक्त।

भवदीय

  
डॉ0(राकेश कुमार यादव)  
कार्यक्रम समन्वयक  
रा0से0यो0

प्रतिलिपि: निम्नलिखित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित।

1. विशेष कार्याधिकारी, माननीय कुलपति, माननीय कुलपति महोदया के संज्ञानार्थ।
2. निदेशक, रा0से0यो0 निदेशालय, शिवाजी स्टेडियम, नई दिल्ली।
3. श्री अब्दुल समद, विशेष सचिव, उच्च शिक्षा, उत्तर प्रदेश शासन, लखनऊ।
4. डॉ0 अंशुमालि शर्मा, विशेष कार्याधिकारी एवं राज्य सम्पर्क अधिकारी, उच्च शिक्षा (रा0से0यो0को0) विभाग, बहुखण्डी भवन, उ0प्र0शासन, लखनऊ।
5. क्षेत्रीय निदेशक, भारत सरकार, युवा कार्यक्रम एवं खेलमंत्रालय, क्षेत्रीय निदेशालय, केन्द्रीय भवन, आठवां तल, हाल नं0-1, सेक्टर-एच, अलीगंज, लखनऊ।
6. प्रभारी वि0 वि0 वेबसाइट को इस आशय से प्रेषित कि उक्त सूचना को वि0वि0 वेबसाइट पर अपलोड करना सुनिश्चित करें।

  
डॉ0(राकेश कुमार यादव)  
कार्यक्रम समन्वयक  
रा0से0यो0

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

Dated 23<sup>rd</sup> August, 2021

Dear Sir/Madam

Please refer my earlier DO Letter dated 6<sup>th</sup> 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 15<sup>th</sup> 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 24<sup>th</sup> August at 3.00 PM at Conference Room No. 602, 6<sup>th</sup> 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 4<sup>th</sup> Rashtriya Poshan Maah.

with regards,

Yours sincerely



(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 Dairy
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**

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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 '**HarGhar Poshan Tyohar**' approximately 23 lakh activities conducted nationwide. Activities like Anaemia camps, Poshan rallies, Home-visits, PoshanMela, 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 Bhagidarishould 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 3<sup>rd</sup> 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 PoshanMaah 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. **4<sup>th</sup> 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 30<sup>th</sup> and 31<sup>st</sup> August, 2021 at Kewadia, Gujarat**, along with the representatives of all States/UTs. The four themes for the month long celebrations are as follows:

#### **1<sup>st</sup> 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.*

- **MatruVandanaSaptah (1<sup>st</sup>– 7<sup>th</sup>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.

## **2<sup>nd</sup> 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.*

## **3<sup>rd</sup> 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.*

## **4<sup>th</sup> 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](http://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 7<sup>th</sup> 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 7<sup>th</sup> 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](mailto:cpmu.poshan-mwcd@gov.in)
- Activities to be updated on Jan Andolan Dashboard at [www.poshanabhiyaan.gov.in](http://www.poshanabhiyaan.gov.in)
- Any updates on data entry will be shared with States/UTs and Partner Ministries separately.

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## Poshan Maah Calendar

### Theme:

**Converging towards a healthy walk through life:**

कुपोषणछोड़पोषणकीओर - थामेक्षेत्रीयभोजनकीडोर

Week	Activity	Responsibility
<b>1</b>	<b>Theme 1: Plantation Activity as “PoshanVatika”</b>	
1-7 September	<ul style="list-style-type: none"> <li>PoshanMaah launch with a rally by AWWs, Helpers, ANM, ASHAs, VHSNC, Gram Panchayat, Poshan Panchayat. In urban areas, vehicles and loudspeakers may be used.</li> <li>Plantation Drive as POSHAN VATIKA by all the stakeholders in the space available at Anganwadi, School Premises, Gram Panchayat and other places</li> <li>Demonstration about setting up of kitchen gardens</li> <li>Promotion of Nutri-Gardens across the associated campuses/premises</li> <li>Slogan writing competition about Nutritive food for pregnant women</li> <li>Best PoshanVatika Competition for AWCs.</li> <li>Two-day sensitization awareness drive for the covid vaccinations and organising of special camps for the same.</li> <li>Joint celebrations related toMatruVandana Saptaah</li> </ul>	MWCD, Rural Development, Panchayati Raj, Youth Affairs & Sports, Education Jal Shakti MoAgriculture and other line Ministries
<b>2</b>	<b>Theme 2: Yoga and AYUSH for Nutrition</b>	
8-15 September	<ul style="list-style-type: none"> <li>Awareness campaign about AYUSH practices for better nutrition- Focus on ANC, and nutrition during pregnancy and lactation</li> <li>YOGA sessions (considering COVID guidelines) targeted at specific groups like- Pregnancy, School Children, Adolescent Girls.</li> <li>Sessions on “5-minute Yoga Protocol” (Y-break or yoga break) at various workplaces for the employees of Government and corporate bodies. Available at <a href="https://www.youtube.com/watch?v=KTvIGZSD_9s">https://www.youtube.com/watch?v=KTvIGZSD_9s</a></li> <li>Free short duration online yoga courses for women and children</li> <li>Promotion of Nutri-Gardens across the associated campuses/premises</li> <li>AYUSH for anaemia in pregnancy: training for Anganwadi Workers</li> <li>Recipe competition—Nutritious food for Pregnant women.</li> </ul>	Mo AYUSH, MoWCD, MoHFW, Ministry of Youth Affairs, Ministry of Education, Panchayati Raj, Urban Development, MEITY
<b>3</b>	<b>Theme 3: Distribution of ‘Regional Nutrition Kit’ to beneficiaries of Anganwadi in high burdened Districts</b>	
16-23 September	<ul style="list-style-type: none"> <li>Distribution of Nutrition Kits comprising of regional nutritious food (eg. <i>Sukadi</i>-Gujrat, <i>Panjiri</i>- Punjab, <i>Sattu</i>- Bihar, <i>Chikki</i>-Maharashtra) along with IEC material (HFW and AYUSH) to the beneficiaries of High Burdened districts.</li> <li>Awareness campaign to Know about regional / local food: Millets, vegetables, traditional recipes</li> <li>Demonstration to Anganwadi workers of recipes using Take Home Ration, with objective to promote use of locally and easily available ingredients for fortification.</li> <li>Demonstration of recipes by AWW to the local community based on locally available food ingredients.</li> <li>Demonstration on cooking with millets.</li> </ul>	MoWCD, MoHFW, DFPD, Panchayati Raj

4	<b>Theme 4: Identification of SAM children and Community kitchen service for them</b>	
24-30 September	<ul style="list-style-type: none"> <li>• Drive for block wise Identification of SAM Children and their referral</li> <li>• Community Kitchen Services for SAM Children</li> <li>• Awareness campaign about IYCF Practices</li> <li>• Focused sensitization on community based early identification of SAM children</li> <li>• Sensitisation activity for Community Management of Acute Malnutrition</li> <li>• Quiz competition for pregnant women</li> <li>• e-Quiz/e-competitions focusing malnourishment issues in children</li> </ul>	MoWCD, MoHFW, Panchayati Raj, UD
5.	<b>Other Suggestive activities/ mandated activities which may be done along with theme activities</b>	
	<ul style="list-style-type: none"> <li>• Field Functionaries to continue with mandated Home Visits along with sensitization activities focusing: <b>a). Nutrition, b). Diet Diversity, c). Breastfeeding and d). Complementary Feeding</b></li> <li>• <b>IEC on Health &amp; Nutrition may include activities around:</b> 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 / Prabhat Pheri, School Based Activities, DAY-NRLM SHG meetings, VHSND, Poshan Panchayat, Youth Group Meetings, Haat Bazaar Activities, Webinars, plantation drives etc.</li> <li>• Other activities as per discussions held with our Partner Ministries: <ul style="list-style-type: none"> <li>• WASH activities - hand washing promotion, personal hygiene and Solid &amp; Liquid Waste Management (SLWM)</li> <li>• Awareness campaigns for early detection of malnutrition specifically through Social Media</li> <li>• Fortification and Millets focussed sensitisation/ programs/ campaigns</li> <li>• SMC and SHG focused events</li> <li>• Creating innovation-based nutri-models</li> </ul> </li> </ul>	

**Note:** (i) States may add other activities contextual to local needs

(ii) Line Ministries may also add other activities planned by the Ministry/Deptt. under the fifth point (Other Suggestive activities/mandated activities)

