

ਦਫਤਰ ਜ਼ਿਲ੍ਹਾ ਪ੍ਰੋਗਰਾਮ ਅਫਸਰ, ਮਾਨਸਾ

ਸੇਵਾ ਵਿਖੇ

2021/24890
17/9/21

1. ਸਿਵਲ ਸਰਜਨ, ਮਾਨਸਾ
2. ਜ਼ਿਲ੍ਹਾ ਕੰਟਰੋਲਰ ਖੁਰਾਕ ਸਿਵਲ ਸਪਲਾਈਜ਼ ਅਤੇ ਖਪਤਕਾਰ ਮਾਮਲੇ, ਮਾਨਸਾ
3. ਜ਼ਿਲ੍ਹਾ ਵਿਕਾਸ ਤੇ ਪੰਚਾਇਤ ਅਫਸਰ, ਮਾਨਸਾ
4. ਜ਼ਿਲ੍ਹਾ ਲੋਕ ਸੰਪਰਕ ਅਫਸਰ, ਮਾਨਸਾ
5. ਜ਼ਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ, (ਸੈ.ਸਿ./ਐਲੀ.ਸਿ.) ਮਾਨਸਾ
6. ਜ਼ਿਲ੍ਹਾ ਕੋਆਰਡੀਨੇਟਰ, ਮਗਨਰੇਗਾ, ਮਾਨਸਾ
7. ਮੁੱਖ ਖੇਤੀਬਾੜੀ ਅਫਸਰ, ਮਾਨਸਾ
8. ਸਹਾ. ਡਾਇਰੈਕਟਰ, ਬਾਗਬਾਨੀ, ਮਾਨਸਾ
9. ਸਹਾ. ਡਾਇਰੈਕਟਰ, ਮੱਛੀ ਪਾਲਣ, ਮਾਨਸਾ
10. ਸਹਾ. ਡਾਇਰੈਕਟਰ, ਯੁਵਕ ਸੇਵਾਵਾਂ, ਮਾਨਸਾ
11. ਜ਼ਿਲ੍ਹਾ ਖੇਡ ਅਫਸਰ, ਮਾਨਸਾ
12. ਜ਼ਿਲ੍ਹਾ ਅਧਿਕਾਰਿਕ ਅਤੇ ਧੁਨਾਨੀ ਅਫਸਰ, ਮਾਨਸਾ
13. ਬਾਲ ਵਿਕਾਸ ਪ੍ਰੋਜੈਕਟ ਅਫਸਰ ਮਾਨਸਾ/ਤੀਬੀ/ਬੁਚਲਾਡਾ/ਝੂਨੀਰ/ਸਰਦੂਲਗੜ੍ਹ।

ਪੱਤਰ ਨੰ:- 505-22 ਮਿਤੀ:- 31/8/21

ਵਿਸ਼ਾ:- Regarding celebration of Poshan Maah in the month of September, 2021.

ਹਵਾਲਾ:- ਦਫਤਰ ਡਾਇਰੈਕਟਰ, ਸਮਾਜਿਕ ਸੁਰੱਖਿਆ ਅਤੇ ਇਸਤਰੀ ਤੇ ਬਾਲ ਵਿਕਾਸ ਵਿਭਾਗ, ਪੰਜਾਬ ਜੀ ਦਾ

ਪੱਤਰ ਨੰ Consultant (PA)/2021-22/ 35559-35581 dt. 31.08.2021

ਉਪਰੋਕਤ ਵਿਸ਼ੇ ਤੇ ਹਵਾਲਾ ਅਧੀਨ ਪੱਤਰ ਰਾਹੀਂ ਆਪ ਜੀ ਨੂੰ ਦੱਸਿਆ ਜਾਂਦਾ ਹੈ ਕਿ ਹਰ ਸਾਲ ਦੀ ਤਰ੍ਹਾਂ ਪੋਸ਼ਣ ਅਭਿਆਨ ਅਧੀਨ ਸਤੰਬਰ ਮਹੀਨਾ ਬਤੌਰ ਪੋਸ਼ਣ ਮਾਹ ਮਨਾਇਆ ਜਾਂਦਾ ਹੈ। ਇਸ ਸਬੰਧੀ ਡਾਇਰੈਕਟਰ, ਸਮਾਜਿਕ ਸੁਰੱਖਿਆ ਅਤੇ ਇਸਤਰੀ ਤੇ ਬਾਲ ਵਿਕਾਸ ਵਿਭਾਗ, ਪੰਜਾਬ ਜੀ ਵੱਲੋਂ ਸਤੰਬਰ ਮਹੀਨੇ ਵਿੱਚ ਪ੍ਰਤੀ ਹਫ਼ਤੇ ਦੌਰਾਨ ਕੀਤੀਆਂ ਜਾਣ ਵਾਲੀਆਂ ਗਤੀਵਿਧੀਆਂ ਦਾ ਪਲਾਨ ਸਾਂਝ ਕੀਤਾ ਗਿਆ ਹੈ, ਜਿਹੜਾ ਕਿ ਇਸ ਪੱਤਰ ਨਾਲ ਨੱਥੀ ਕਰਕੇ ਆਪ ਜੀ ਨੂੰ ਭੇਜਦੇ ਹੋਏ ਬੇਨਤੀ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ਕਿ ਨੱਥੀ ਪਲਾਨ ਅਨੁਸਾਰ ਆਪ ਦੇ ਵਿਭਾਗ ਨਾਲ ਸਬੰਧਿਤ ਗਤੀਵਿਧੀਆਂ ਕੀਤੀਆਂ ਜਾਣ ਅਤੇ ਪੋਸ਼ਣ ਮਾਹ ਦੌਰਾਨ ਹਰ ਰੋਜ਼ ਕੀਤੀਆਂ ਜਾਣ ਵਾਲੀਆਂ ਗਤੀਵਿਧੀਆਂ ਨੂੰ ਜਨ ਅੰਦੇਸ਼ੀ ਡੋਲਬੋਰਡ ਪੋਰਟਲ ਉੱਪਰ ਅਪਲੋਡ ਕੀਤੀਆਂ ਜਾਣ ਜੀ (www.poshanabhiyaan.gov.in)

ਜ਼ਿਲ੍ਹਾ ਪ੍ਰੋਗਰਾਮ ਅਫਸਰ,
ਮਾਨਸਾ

ਪਿੱਠ ਅੰਕਣ ਨੰ 523-24

ਮਿਤੀ:- 31/8/21

ਉਪਰੋਕਤ ਦਾ ਉਤਾਰਾ ਹੇਠ ਲਿਖੇ ਅਨੁਸਾਰ ਸੂਚਨਾ ਹਿੱਤ ਭੇਜਿਆ ਜਾਂਦਾ ਹੈ ਜੀ:-

1. ਡਿਪਟੀ ਕਮਿਸ਼ਨਰ, ਮਾਨਸਾ
2. ਵਧੀਕ ਡਿਪਟੀ ਕਮਿਸ਼ਨਰ (ਵਿਕਾਸ), ਮਾਨਸਾ

ਜ਼ਿਲ੍ਹਾ ਪ੍ਰੋਗਰਾਮ ਅਫਸਰ,
ਮਾਨਸਾ

2489. ਕਿ.ਜ਼. ਜ਼ਿਲ੍ਹਾ ਪ੍ਰੋਗਰਾਮ ਅਫਸਰ, ਮਾਨਸਾ
ਕੋ.11, 13-24895964 ਮਿਤੀ 01-09-21

Scanned by CamScanner

ਉਪਰੋਕਤ ਪੱਤਰ ਨਾਲ ਸਹਾ. ਡਾਇਰੈਕਟਰ, ਬਾਗਬਾਨੀ ਤੇ ਸਹਾ. ਡਾਇਰੈਕਟਰ, ਮੱਛੀ ਪਾਲਣ, ਮਾਨਸਾ ਦੇ ਵਿਭਾਗਾਂ ਨੂੰ ਜਾਣਕਾਰੀ ਦਿੱਤੀ ਜਾਂਦੀ ਹੈ ਕਿ ਪੋਸ਼ਣ ਮਾਹ ਦੌਰਾਨ ਹਰ ਰੋਜ਼ ਕੀਤੀਆਂ ਜਾਣ ਵਾਲੀਆਂ ਗਤੀਵਿਧੀਆਂ ਨੂੰ ਜਨ ਅੰਦੇਸ਼ੀ ਡੋਲਬੋਰਡ ਪੋਰਟਲ ਉੱਪਰ ਅਪਲੋਡ ਕੀਤੀਆਂ ਜਾਣ ਜੀ।
ਕਮਿਸ਼ਨਰ, ਮਾਨਸਾ
ਚ 4/9

31/8/21
ਜ਼ਿਲ੍ਹਾ ਪ੍ਰੋਗਰਾਮ ਅਫਸਰ,
ਮਾਨਸਾ

To

All District Program Officers,
Punjab

No. Consultant (PA)/2021-22/3559-3558/
Dated, Chandigarh 31/8/2021

Subject: Regarding celebration of POSHAN Maah in the month of September 2021.

In reference to subject cited above it is stated that, Poshan Abhiyaan is a multi-ministerial convergence mission aimed at realising the Hon. Prime Minister vision of *Soposhit Bharat*. The fourth Poshan Maah would be celebrated in the month of September 2021. As regard, 4 basic themes of four weeks have been identified for celebration of Rashtriya POSHAN Maah.

First Week: Plantation Activity in form of Poshan Vatika at spaces available in AWC, Schools, panchayats and other public lands.

2nd Week: Yoga & Ayush for nutrition

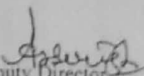
3rd Week: Distribution of nutrition kits in high burden districts (highest prevalence of malnourished children) to Anganwadi beneficiaries with IEC material.

4th Week: Drive for identification of SAM and distribution of nutritious food for them

Calendar of suggested activities to be undertaken by various departments during POSHAN Maah is attached at Flag A.

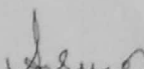
Prior to identification of SAM children during fourth week, door to door survey is to be done for length/height and weight measurement drive for children by AWW, ASHA and ANM. existing procedure for identification of such children may be followed.

It is also mentioned that other suitable activities may be added under the banner keeping in view Covid-19 guidelines. All the activities are to be uploaded on Jan Andolan dashboard portal <https://poshanabhiyaan.gov.in> on daily basis. It is also requested to send few best practices for promotion of local and regional food.


Deputy Director, 31/08/2021
Department of Social Security &
Women and Child Development,
Punjab
Dated, Chandigarh 31/8/2021

No. Consultant (PA)/2021-22/35582-83
CC:-

- 1) PA to Principal Secretary, Department of Social Security Women & Child Development, Punjab for the kind information of PS
- 2) PA to Director, Department of Social Security Women & Child Development, Punjab for the kind information of DSS


Deputy Director, 31/08/2021
Department of Social Security &
Women and Child Development,
Punjab

Poshan Maah 2020 - User Details

State	District	Block	Ministry	Username	Password
PUNJAB	MANSA	Bhikhi	MoAC&FW	moac&fw-304701	moac&fw-304701
PUNJAB	MANSA	Budhlada	MoAC&FW	moac&fw-304702	moac&fw-304702
PUNJAB	MANSA	Jhunjir	MoAC&FW	moac&fw-304703	moac&fw-304703
PUNJAB	MANSA	Mansa	MoAC&FW	moac&fw-304704	moac&fw-304704
PUNJAB	MANSA	Sardul Garh	MoAC&FW	moac&fw-304705	moac&fw-304705
PUNJAB	MANSA		MoAC&FW	MoAC&FW-MANSA	MoAC&FW-MANSA

Week	Activity	Responsibility
4	<p>Theme 4: Identification of SAM children and distribution of nutritious food</p> <ul style="list-style-type: none"> • Drive for block wise Identification of SAM Children and their referral • Distribution of nutritious food 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/le-competitions focusing malnourishment issues in children 	MoWCD, MCHFW, MoPR, MoHRA etc.
24-30 September		
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, NukkadNatak / Folk Shows, Cooperation / Federation based activities, Poshan Workshop / Seminar, Cycle Rally / Walk / PrabhatPheri, School Based Activities, DAY-NRLM SHG meetings, VHSND, Poshan Panchayat, Youth Group Meetings, Bhaat Bazaar Activities, Webinars, plantation drives etc. • Other activities as per discussions held in Partner Ministries Meeting held dated 11th August, 2021: <ul style="list-style-type: none"> • Weekly Village Health Sanitation and Nutrition Days (VHSND) • Swachhata Bharat - Toilet construction in AWCs, Clean Anganwadi competitions etc. • WASH activities - hand washing promotion, personal hygiene and Solid & Liquid Waste Management (SLWM) • Awareness campaigns esp. through Social Media • Fortification and Millers focussed sensitisation/ programs/ campaigns • SMC and SHG focused events • Creating innovation-based nutri-models 	
6	<p>Activities - other Partner Ministries</p> <ul style="list-style-type: none"> • Compilation of State-wise best practices in Nutrition for promotion of local and regional food, IHR • Sensitisation of NGOs registered on NGO Darpan for participation in Poshan Maah • Social Media Campaign • Webinars on Fish Nutrition for mothers/youth • Social Media Campaigns • Digital Campaigns • Fish Food Festivals depending on the Covid situation. • Fish Recipe Competition 	NITI Aayog
		Department of Fisheries

Note: Partner Ministries may add other activities contextual to their mandate

Rashtriya Poshan Maah 2021 Calendar

Converging towards a healthy walk through life:

कुपोषण छोड़ पोषण की ओर - थामे क्षेत्रीय भोजन की डोर

THEME

Week	Activity	Responsibility
1-15 September	Height and Weight Measurement Drive for Children (under 6 years of age) in entire catchment area of AWW, ASHA and ANM.	MoWCD and MoH&FW
1	Theme 1: Plantation Activity as "Poshan Vatika"	
1-7 September	<ul style="list-style-type: none"> Poshan Maah 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 Poshan Vatika Competition for AWCs Two-day sensitization awareness drive for the covid vaccinations and organising of special camps for the same. Joint celebrations related to Matru Vandana Saptah 	MoWCD, MoRD, MoPR, MoYA&S, MoE, MoJS, MoA&FW, MoFE&CC and other partner Ministries
2	Theme 2: Yoga and Ayush for Nutrition	
8-15 September	<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 Free short duration online yoga courses for women and children AYUSH for Anaemia in pregnancy; training for Anganwadi Workers Recipe competition—Nutritious food for Pregnant women. 	MoAYUSH, MoWCD, MoHFW, MoYA&S, MoE, MoPR, MoH&UA, MeitY etc.
3	Theme 3: Distribution of 'Regional Nutrition Kit' to Anganwadibeneficiaries of High Burdened Districts	
16-23 September	<ul style="list-style-type: none"> Distribution of Nutrition Kits comprising of regional nutritious food (eg. Sukadi-Gujrat, Panjiri- Punjab, Sattu- Bihar, Chikki- Maharashtra) along with IEC material (HFW and AYUSH) to the Anganwadibeneficiaries. 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, DoFPD, MoPR, MoA&FW etc.