

ਸੇਵਾ ਵਿਖੇ

ਦਫਤਰ ਜ਼ਿਲ੍ਹਾ ਪ੍ਰੋਗਰਾਮ ਅਫਸਰ, ਮਾਨਸਾ

1. ਸਿਵਲ ਸਰਜਨ, ਮਾਨਸਾ
2. ਜ਼ਿਲ੍ਹਾ ਕੰਟਰੋਲਰ ਖੁਰਾਕ ਸਿਵਲ ਸਪਲਾਈਜ਼ ਅਤੇ ਖਪਤਕਾਰ ਮਾਲ, ਮਾਨਸਾ
3. ਜ਼ਿਲ੍ਹਾ ਵਿਕਾਸ ਤੇ ਪੰਚਾਇਤ ਅਫਸਰ, ਮਾਨਸਾ
4. ਜ਼ਿਲ੍ਹਾ ਲੋਕ ਸੰਪਰਕ ਅਫਸਰ, ਮਾਨਸਾ
5. ਜ਼ਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ, (ਸੀ.ਸੀ./ਐਲੀ.ਸੀ.) ਮਾਨਸਾ
6. ਜ਼ਿਲ੍ਹਾ ਕੋਆਰਡੀਨੇਟਰ, ਮਹਾਨਗਰ, ਮਾਨਸਾ
7. ਮੁੱਖ ਖੇਤੀਬਾੜੀ ਅਫਸਰ, ਮਾਨਸਾ
8. ਸਹਾ. ਡਾਇਰੈਕਟਰ, ਬਾਗਬਾਨੀ, ਮਾਨਸਾ
9. ਸਹਾ. ਡਾਇਰੈਕਟਰ, ਮੱਛੀ ਪਾਲਣ, ਮਾਨਸਾ
10. ਸਹਾ. ਡਾਇਰੈਕਟਰ, ਯੁਵਕ ਸੇਵਾਵਾਂ, ਮਾਨਸਾ
11. ਕਾਰਜਕਾਰੀ ਇੰਜੀਨੀਅਰ, ਵਾਟਰ ਸਪਲਾਈ ਅਤੇ ਸੈਨੀਟੇਸ਼ਨ, ਮੰਡਲ ਨੰ 1 ਅਤੇ ਮੰਡਲ 2, ਮਾਨਸਾ
12. ਜ਼ਿਲ੍ਹਾ ਖੇਡ ਅਫਸਰ, ਮਾਨਸਾ
13. ਜ਼ਿਲ੍ਹਾ ਅਯੁਰਵੈਦਿਕ ਅਤੇ ਯੂਨਾਨੀ ਅਫਸਰ, ਮਾਨਸਾ
14. ਬਾਲ ਵਿਕਾਸ ਪ੍ਰੋਜੈਕਟ ਅਫਸਰ ਮਾਨਸਾ/ਤੀਖੀ/ਬੁਢਲਾਡਾ/ਝੁਨੀਰ/ਸਰਦੂਲਗੜ੍ਹ।

ਪੱਤਰ ਨੰ-545-58

ਮਿਤੀ: 31/8/22

ਵਿਸ਼ਾ:-

Regarding the celebration of Rashtriya Poshan Maah in September, 2022 with the support of stakeholder Department.

ਹਵਾਲਾ:-

ਦਫਤਰ ਡਾਇਰੈਕਟਰ, ਸਮਾਜਿਕ ਸੁਰੱਖਿਆ ਅਤੇ ਇਸਤਰੀ ਤੇ ਬਾਲ ਵਿਕਾਸ ਵਿਭਾਗ, ਪੰਜਾਬ ਜੀ ਦਾ ਪੱਤਰ ਨੰ CNST/POSHAN/2022/ 31327-35 dt. 26.08.2022 ਦੇ ਸਬੰਧ ਵਿੱਚ।

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 ਪ੍ਰਤੱਕ ਦਿਨ ਕੀਤੀਆਂ ਜਾਣ ਵਾਲੀਆਂ ਗਤੀਵਿਧੀਆਂ ਦਾ ਵਿਸਥਾਰਪੂਰਵਕ ਪਲਾਨ ਸਾਝ ਕੀਤਾ ਗਿਆ ਹੈ, ਜਿਹੜਾ ਕਿ ਇਸ ਪੱਤਰ ਨਾਲ ਨੱਥੀ ਕਰਕੇ ਆਪ ਜੀ ਨੂੰ ਤੇਜ਼ਦੇ 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 ਅੰਦੋਲਣ ਡੈਸਬੋਰਡ ਪੋਰਟਲ ਉੱਪਰ ਅਪਲੋਡ ਕੀਤੀਆਂ ਜਾਣ ਜੀ (www.poshanabhiyaan.gov.in)

ਜ਼ਿਲ੍ਹਾ ਪ੍ਰੋਗਰਾਮ ਅਫਸਰ,
ਮਾਨਸਾ।

ਪਿੱਠ ਅੰਕਣ ਨੰ 559-60

ਮਿਤੀ: 31/8/22

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।

Scanned by CamScanner

Ref. () 22-237542

pub 02/09/22

2.15/

मिनेर ओ

Poshan Maah 2022: सशक्त / सबल नारी, साक्षर बच्चा, स्वस्थ भारत!

Triggering Poshan Panchayats for Poshan Maah

Panchayat Level Activities

Gram Panchayat- Sarpanch					
Standing Committees at the Panchayat level	Village Health Sanitation and Nutrition Committee	School Management Committee / Education Committee	Water Supply, Water and Environmental Conservation Committee	Planning and Development Committee	Social Justice Standing Committee
Domain	Health	Education and Sports	Water Conservation & Agriculture	Planning & Development	Inclusivity
Activities by Local Functionaries at the level of the Village Panchayat					
	<p>Indian Academy of Pediatrics, Dist. Ayush Officers, Ayush Vaidyas, PHC/ HWC/ CHC/ DHC/ DPO/ CDPO/ LS, ASHA/ANM, AWW/AWH, etc.</p> <ul style="list-style-type: none"> Organize Screening Camps for identification of SAM and MAM Children with the help of Indian Academy of Pediatrics (IAP) ASHA and AWWs, Rotary/Lions Clubs/SHGs/IMA/Red Cross/Doctors Associations etc. for appropriate follow-up DMs to ensure use for Nutrition Rehabilitation Centres (NRC) for follow up treatment 	<p>Dist. Education Officers, School Principals/ Teachers, Students and Parents, SMCs, NSS Volunteers etc.</p> <ul style="list-style-type: none"> Sensitize children in school on nutrition through organization of Nutrition Fairs in schools Khelo aur Padho – Education through toys Organize community centered events to promote toy-based and play-based learning at home – sensitize caregivers and parents to use indigenous toys at home with their children 	<p>Dist. Jal Shakti Kendra, Technical Officer Jal Shakti, Water Research Institutes like Institute of Hydrology, Roorkee Village Jal Samiti, Krishi Vigyan Kendras, Farmers' committee etc</p> <ul style="list-style-type: none"> Assist district officials/State Govts to set up Rain Water Harvesting Structures in AWC buildings through the District Jal Shakti Kendra / Nodal Officer Organize cleaning/de-silting campaigns at community water bodies - Lake/pond/well/Water tank Conduct Workshops for sensitizing women in the community on techniques of water conservation and 	<p>Dist. Panchayati Raj Officers, Gram Sabhas, Mothers' Groups, Gram Panchayat, SHG/Federation, Gram Sewak</p> <ul style="list-style-type: none"> Poshan Maah to be utilized for extensive outreach to nation-wide Gram Panchayats for promotion of Poshan agenda, with a focus on "Mahila and Swasthya" Gram / Poshan Panchayat Committees to work closely with FLWs – AWWs, ASHAs, ANMs – to support problem solving and enabling service delivery through AWCs, VHNDs, and other relevant platforms to ensure all pregnant and lactating 	<p>District Tribal Welfare/ Social Welfare officers</p> <ul style="list-style-type: none"> Organize Anaemia Camps for Children, Adolescent Girls and Women in AWCs of 182 tribal districts Organize Anaemia Camps in Eklavya Model Residential Schools (EMRS) (approximately 680 schools) Organize Tribal Food Fairs with involvement of SHGs

				Traditional Recipe Contests in Tribal districts in AWCs
<ul style="list-style-type: none"> • IAP to facilitate screening camps at NRCs 	<ul style="list-style-type: none"> • Organize Junior chef (pre-school children), Budding chefs (adolescents) competitions for healthy recipes- visits to AWCs 	<ul style="list-style-type: none"> • management and rainwater harvesting 	<ul style="list-style-type: none"> • women, children below 6 years, and adolescent girls receive basic ICDS services, have functional infrastructure for AWCs and intended beneficiaries are receiving services. 	<ul style="list-style-type: none"> • Identify land for Nutri-Gardens, particularly at/ near EMRS schools
<ul style="list-style-type: none"> • Conduct awareness campaign among adolescent girls and women on menstrual hygiene in AWCs 	<ul style="list-style-type: none"> • Promote learning about nutrition through games (5-6 years old children) 	<ul style="list-style-type: none"> • Conduct sensitization campaigns on need for water conservation for Panchayati Raj/Urban local bodies in AWCs 	<ul style="list-style-type: none"> • Identify land for nutri-gardens / Poshan Vaitkas at / near AWCs 	<ul style="list-style-type: none"> • Organize sensitization drives and outreach activities focused on nutrition in minority dominated areas in AWCs
<ul style="list-style-type: none"> • Conduct consultation camps at / near AWCs on appropriate breast feeding practices 	<ul style="list-style-type: none"> • Conduct awareness campaign for students on water management through schools – Science Fair on water management in AWCs 	<ul style="list-style-type: none"> • Promote millets and backyard kitchen gardens in AWCs 	<ul style="list-style-type: none"> • Conduct inspection drives of AWC buildings with Local Panchayats, CDPOs, Lady Supervisors and AWWs 	<ul style="list-style-type: none"> • Conduct identification drives for Adolescent Girls between 14-18 in North-Eastern States as beneficiaries of Scheme for Adolescent Girls
<ul style="list-style-type: none"> • Sensitize Village Panchayats on Prevention of Anaemia, Ante-Natal Care, Post-Natal Care 	<ul style="list-style-type: none"> • Organize Essay competition and Quiz competitions / Drawing competition etc. focusing on malnutrition/ nutrition awareness 	<ul style="list-style-type: none"> • Retrofit the Poshan Vaitkas with backyard poultry and fishery units wherever applicable/acceptable. 	<ul style="list-style-type: none"> • Nominating members from women led SHGs for participation in Poshan Panchayats 	
<ul style="list-style-type: none"> • Conduct preliminary screening for early diagnosis of juvenile diabetes at AWCs 	<ul style="list-style-type: none"> • Conduct enrolment drive for pre-primary education in AWCs and awareness about pre-primary education 	<ul style="list-style-type: none"> • Conduct Training drives on nutri- farms/ nutrition sensitive agriculture in co-ordination with local Krishi Vigyan Kendra in AWCs 	<ul style="list-style-type: none"> • Organize awareness drives on Anganwadi Services, good health practices in Urban Slums 	
<ul style="list-style-type: none"> • Conduct Anaemia Health Check-up camps for PW&LM, Adolescent girls and children under 6 years of age; distribute IFA tablet and de-worming tablets 	<ul style="list-style-type: none"> • Organize Health and Activity Clubs for Adolescent Girls 	<ul style="list-style-type: none"> • Organize millet recipe competitions in AWCs 	<ul style="list-style-type: none"> • Conduct Growth Measurement drives in Urban slums with campaign to bring more beneficiaries under the ambit of Anganwadi Services 	
<ul style="list-style-type: none"> • Organize diet consultation camps at Primary Health Centre/Community Health Centre /District Health Centre etc. for Pregnant Women & Lactating Mothers (PW&LM) 	<ul style="list-style-type: none"> • Conduct sensitization drives to engage Adolescent Girls as health ambassadors or Agents of Change for creating awareness about their own health, health of their communities etc. 	<ul style="list-style-type: none"> • Sensitize Panchayati Raj bodies, district functionaries, AWWs and LSS and community at large on benefits of millets in Poshan panchayat. 	<ul style="list-style-type: none"> • Organize Health camps for anaemia check-up in urban slums especially in AWCs and for adolescent girls 	
<ul style="list-style-type: none"> • Conduct sensitization sessions in AWCs on water-borne diseases: Awareness amongst mothers/families on care and nutrition for diarrhoea-affected children 				

• District AYUSH-in-charge to focus on promotion of wellness through Yoga: Campaigns of 'Yoga at Home, Yoga with Family' at AWCs and households

• Conduct / Organize YOGA sessions for Pregnant women, Adolescent Girls in AWCs

• Organize drives to populate Poshan Vatikas with medicinal plant and saplings, technical assistance, etc. as appropriate in convergence with MoPRL.

• Conduct awareness campaigns in the community on healthy dietary practices (regional and seasonal) in AWCs / Poshan Panchayats

• Conduct Awareness campaigns on lifestyle changes for prevention of lifestyle disease like Childhood Obesity in AWCs / Poshan Panchayats

• Organise camps to recommend various AYUSH Practices/ products that have been successfully used for reducing stunting, wasting, anaemia, low birth weight and bolster immunity in AWCs / Poshan Panchayats

	<ul style="list-style-type: none"> Organise Health camps for PW&LM and Adolescent girls in AWCs / Poshan Panchayats 				
Key Converging Ministries / Departments- Domain-wise supporting above activities					
	M/o Health and Family Welfare, M/o Ayush etc.	Dept of School Education and Literacy, Ministry of Youth Affairs & Sports etc.	M/o Jal Shakti, M/o Agriculture & Farmer's Welfare, M/o Consumer Affairs, Food & Public Distribution, M/o Fisheries, Animal Husbandry & Dairying etc.	M/o Panchayati Raj, M/o Rural Development, MoHUA etc.	M/o Tribal Affairs, M/o Social Justice & Empowerment, M/o Minority Affairs, DoNER, M/o Labour & Employment etc.

State-Level Activities

Health	Education and Sports	Water Conservation & Agriculture	Planning & Development	Inclusivity
<ul style="list-style-type: none"> • Poshan Maah launch with a rally / prabhat pheris by AWWs, Helpers, ANM, ASHAs, VHSNC, Gram Panchayat, Poshan Panchayat. In urban areas, vehicles and loudspeakers may be used. • Promotion of Buddy Mothers concept which won the Poshan Abhiyaan DM award: Mother of a well-nourished child is partnered with and supports mother of a malnourished child. • Raise awareness about complementary feeding through attractive infographics / videos etc in partnership with state Health Departments • Swastha Balak Spardha to be organized as a one-day event, in the nature of a celebratory tyohar / festival, wherein the children will be ranked and certificates / prizes distributed. <p>Objectives of the Spardha</p> <ul style="list-style-type: none"> • To bring focus on the "Swastha Balak-Healthy Child" • To identify healthy children in age group 	<ul style="list-style-type: none"> • Draft a POSHAN Pledge to be taken by students in schools during Poshan Maah reflecting the spirit of Bachcha and Shiksha • Facts/awareness on Formative years through banners, slogans, posters and media, banner in each AWW centre to sensitize the community on "Poshan Bhi, Padhai Bhi" and create awareness in the community of AWC as a learning centre • Demonstrations in AWCs on play-based learning activities conducted with children – parents to participate in these activities as a way of creating awareness • TOYathon – Toy making workshop with AWWs to make indigenous toys and display on Social Media. Indigenous toys also to be kept in appropriate activity corners in each AWC to promote play-based learning of children • State level Indigenous Toy Fair 	<ul style="list-style-type: none"> • Specialised NGOs/agencies working in the area of Water Conservation to organise extensive community-based drives to highlight the role of women in sustainable water management and household level water conservation models • Identifying Anganwadi Centres for Rainwater Harvesting Structures 	<ul style="list-style-type: none"> • Organising Amma ki Rasoi/ Grandmother's Kitchen • Develop catalogue on traditional nutritious foods and share it with AWWs • Promoting Tricolour /Rainbow Thali • Budget Menu competition • Linking of traditional foods with local festival during the Month (Nutri Thali with Ganapati Bappa) • Conduct Growth Measurement drives with the help of agencies like Lions Club, Rotary Club, Red Cross etc 	<ul style="list-style-type: none"> • Recipe contest / Mother's Kitchen contest' at District/Block level for Identification, promotion, demonstration of healthy traditional recipes for Mother & Child especially in Tribal areas • Based on the above activities, documentation of 5 best recipes per state, predominantly from Tribal community (as per reporting format provided by WCD) • Conduct awareness drives among migrant workers about universalization of Anganwadi Services through Migration module of Poshan Tracker

<p>of 6m-3 years and 3-5 years</p> <ul style="list-style-type: none"> • To generate awareness and conduct campaigns for growth measurement of children under 5 years • To generate a spirit of competitiveness for good health and nutrition • To promote Breastfeeding and Complementary feeding practices • To promote counselling regarding importance of diet diversity and age appropriate feeding • To promote concept of peer educator (mother-to-mother/ family/ community) <p>States of Maharashtra, Assam, Madhya Pradesh and Uttar Pradesh to initiate the Spardha. The concept note of the Swastha Balak Spardha is attached</p>				
---	--	--	--	--

Key Converging Ministries / Departments- Domain-wise supporting above activities

M/o Health and Family Welfare, M/o Ayush etc.	Dept of School Education and Literacy. Ministry of Youth Affairs & Sports etc	M/o Jal Shakti, M/o Agriculture & Farmer's Welfare, M/o Consumer Affairs, Food & Public Distribution. M/o	M/o Panchayati Raj, M/o Rural Development, MoHUA etc.	M/o Tribal Affairs, M/o Social Justice & Empowerment, M/o Minority Affairs, DoNER.
---	---	---	---	--

Activities for Ministry of I&B

Mol&B may contribute to the following activities through PIB/DD/AIR/RNUs etc.

- Provide Comprehensive Media Plan for the month
- PIB to release curtain raiser on the various themes, key POSHAN initiatives, programmes etc. as per inputs provided by M/o WCD to ensure mass awareness
- Disseminate all approved content in regional media in different languages harnessing print/electronic/digital media.
- Conversations with CDPOs (Aspirational Districts) in Community / Regional/ National Radio
- Streaming of films on Poshan and PMMVY in DD
- Organizing Poshan Awareness through Song & Dance in the Schools in ten districts of PM program
- Disseminate films Radio jingles/ audio spots etc. on Poshan, IYCF practices, early initiation of Breastfeeding, Exclusive Breastfeeding etc. anaemia prevention, importance of diet diversity
- Publish recipes in leading national newspapers / prominent newspapers in English, Hindi and regional languages.
- Facilitate outdoor publicity through banners and posters
- Spot Coverage in news bulletins by DD News, AIR and Regional News Units
- Social Media Campaign in IYCF to be launched

Suggested Activities for HMWCD / HMoS, WCD

- Address by HMWCD to AWWs/CDPOs/DPO with themes of Poshan Maah including *Mahila aur Swasthya* and *Bachcha aur Shiksha*
- Address by HMWCD to all women Gram Pradhans
- HMWCD to lead a fun learning activity with children and parents using indigenous toys
- Minister aapke Anganwadi me (HMoS, WCD) – Leading a toy workshop to make indigenous toys
- THR distribution at one AWC (by HMoS, WCD)
- Celebration of model RWH structures in Anganwadi Centres