

ਪੰਜਾਬ ਸਟੇਟ ਮਿਡ ਡੇ ਮੀਲ ਸੋਸਾਇਟੀ

ਪੰਜਾਬ ਸਕੂਲ ਸਿੱਖਿਆ ਬੋਰਡ ਕੰਪਲੈਕਸ, ਪੰਜਵੀਂ ਮੰਜਿਲ, ਜਿਲ੍ਹਾ ਐਸ.ਏ.ਐਸ. ਨਗਰ (ਮੋਹਾਲੀ)

ਫੋਨ ਨੰ: 0172-5212307,2210019

E-mail-id-mdmpunjab@punjabeducation.gov.in

ਵੱਲ

ਸਮੂਹ ਜ਼ਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੈ.ਸਿ.),
ਸਮੂਹ ਜ਼ਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਐ.ਸਿ.)

ਮੀਮੋ ਨੰ.ਐਮ.ਡੀ.ਐਮ.ਐਸ/ਜੀ.ਐਮ/2024/64484
ਮਿਤੀ: 07/03/2024

ਵਿਸ਼ਾ:- Regarding Celebration of POSHAN Pakhwada in March 2024 with the support of stakeholder departments.

ਉਪਰੋਕਤ ਵਿਸ਼ੇ ਸਬੰਧੀ Deputy Director-2, Directorate, Social Security and Women & Child Development, Punjab, Chandigarh ਵੱਲੋਂ ਪ੍ਰਾਪਤ ਪੱਤਰ Memo No. Poshan/2024/6458-64 & 6465-6512 Dated 07.03.2024 (ਕਾਪੀ ਨੱਥੀ) ਦੇ ਹਵਾਲੇ ਵਿੱਚ।

2.0 ਆਪ ਨੂੰ ਸੂਚਿਤ ਕੀਤਾ ਜਾਂਦਾ ਹੈ ਕਿ ਸਕੂਲਾਂ ਵਿੱਚ 6th POSHAN Pakhwara will be celebrated from 9th March 2024 to 23rd March 2024 ਜਿਸ ਦੀ Theme "Millets for nutritional well being" ਰੱਖੀ ਗਈ ਹੈ।

3.0 ਸੇ ਆਪ ਨੂੰ ਹਦਾਇਤ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ਕਿ ਨੱਥੀ ਪੱਤਰ ਵਿੱਚ ਦਿੱਤੀਆਂ ਹਦਾਇਤਾਂ ਅਨੁਸਾਰ ਕਾਰਵਾਈ ਕਰਦੇ ਹੋਏ ਸਮੂਹ ਸਕੂਲੀ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਜਾਣੂ ਕਰਵਾਇਆ ਜਾਵੇ ਅਤੇ ਵੱਖ-ਵੱਖ ਗਤੀਵਿਧੀਆਂ ਅਨੁਸਾਰ POSHAN Pakhwada ਮਨਾਉਣਾ ਯਕੀਨੀ ਬਣਾਇਆ ਜਾਵੇ।

3.0 ਸਕੂਲਾਂ ਵਿੱਚ POSHAN Pakhwada ਮਨਾਉਣ ਸਮੇਂ ਹੋਈਆਂ ਗਤੀਵਿਧੀਆਂ ਦੀ Photos/Videos ਮੁੱਖ ਦਫਤਰ ਨੂੰ ਭੇਜਣੀਆਂ ਯਕੀਨੀ ਬਣਾਈਆਂ ਜਾਣ।

ਦੇਸ਼ ਵਿੱਚ ਸਿੱਖਿਆ ਕਾਨਫਰੰਸ ਕੇ ਸਮੇਂ

23/11/2024 65437

ਮਿਤੀ 11.03.2024

ਜਨਰਲ ਮੈਨੇਜਰ
ਸਕੂਲ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੈ.ਸਿ.)
ਸਮੂਹ ਜ਼ਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਐ.ਸਿ.)
ਮੋਹਾਲੀ

**Subject :Program on Poshan Pakhwada 2024
(9th March to 23rd March 2024)**

Sr No	Date	Days	Major Activity	Minor Activities	Perform activities
1	09.03.2024	Saturday	Shapath on ECCE (Poshan bhi Padhai bhi)	1. Pledge on POSHAN Pakhwada 2. Celebration of ECCE day in AWCs 3. Lecture on right age of marriage 4. Awareness on importance of immunization 5. lecture on Safe water save life 6. Lecture on importance of cleanliness of surrounding area	All Districts
2	10.03.2024	Sunday	During Home Visit Pariksha pr Charcha	1. Awareness on Khelo aur padho 2. Lecture on diarrhoea 3. Lecture on right age of marriage 4. Imporatnce of yoga in health 5. Councelling of adolescent girls on personal hygiene	All Districts
3	11.03.2024	Monday	Play based event, Khelo aur padho	1. Pariksha pr Charcha in AWCs 2. Lecture on complementary feeding 3. Awareness about kitchen gardening 4. Awareness on exclusive breastfeeding 5. Awareness on use of AYUSH principles	All Districts
4	12.03.2024	Tuesday	Shiksha Choupal Exclusively to promote ECCE learning Corners	1. Lecture on Poshan bhi Padhai Bhi 2. Meeting of Mahila and swasthya 3. Awareness about Gender Sensitization 4. lecture on Safe water save life 5. During home visit- Promotion of traditional food items	All Districts
5	13.03.2024	Wednesday	Games Promoting Nutrition	1. Pre school Activity on Poshan in AWCs 2. Lecture on diarrhoea 3. Councelling of parents of SAM children 4. Councelling of pregnant women for preparation of birth. 5. Lecture on Conservation of Water.	All Districts
6	14.03.2024	Thursday	Traditional Millet-based recipe contest	1. Mother Meeting 2. Lecture on complementary feeding 3. Awareness about kitchen gardening 4. Awareness on exclusive breastfeeding 5. Awareness on use of AYUSH principles	All Districts
7	15.03.2024	Friday	Promoting Rainbow Thali	1. Lecture on overall nutrition 2. Home visits on Complementary feeding 3. Lecture on need for preparation of birth 4. How we choose Color in our thali 5. Poshan bhi, Padhai Bhi in AWC (HCM and activities)	All Districts
8	16.03.2024	Saturday	Lecture on Poshtik ahaar	1. Awareness on importance of immunization 2. Lecture on need of Oral hygiene 3. Lecture on food fortification and micronutrients 4. Identification and management of SAM children 5. Lecture on importance of complementary feeding	All Districts
9	17.03.2024	Sunday	online or door to door	1. Lecture on diarrhoea in AWWs 2. Lecture on need of Oral hygiene 3. Lecture on food fortification and micronutrients 4. Identification and management of SAM children 5. Lecture on importance of complementary feeding 6. Home Visits	All Districts
10	18.03.2024	Monday	Awareness camp on Healthy dietary practices (Regional & Seasonal)	1. Demonsatration on making ORS 2. Lecture on importance of healthy food during first 1000 days 3. Lecture on Anemia 4. Awareness on Menstrual Hygiene 5. Home visits to the mothers of newly born children	All Districts
11	19.03.2024	Tuesday	Awareness Sessions on ANCs during Pregnancy	1. Awareness on Gender Sensitization 2. Lecture on Mahila and swasthya 3. Lecture on Poshan bhi Padhai Bhi 4. Lecture on Safe water save life 5. Promotion of traditional food items	All Districts

12	20.03.2024	Wednesday	Kishori Diwas (CBE)	<ol style="list-style-type: none"> Youth group meeting in AWCs Lecture on diarrhoea Counselling of parents of SAM children CBE Counselling of pregnant women for preparation of birth Promotion of Amma Ki Rasoi 	All Districts
13	21.03.2024	Thursday	Lecture on Personal Hygiene with Pregnant Ladies	<ol style="list-style-type: none"> Demonstration on making ORS in AWCs Lecture on Anemia Lecture on right age of marriage Importance of yoga in health Counselling of adolescent girls on personal hygiene 	All Districts
14	22.03.2024	Friday	Lecture on Breast feeding & complementary feeding	<ol style="list-style-type: none"> Mother Meeting in AWCs Lecture on complementary feeding Awareness about kitchen gardening Lecture on exclusive breastfeeding Awareness on use of AYUSH principles 	All Districts
15	23.03.2024	Saturday	Organise Health camps for Pregnant Ladies, Lactating women and Adolescent girls	<ol style="list-style-type: none"> Cleanliness day Handwash demonstration Distribution of IFA Tablets Lecture on diet in pregnancy Importance of Immunization 	All Districts

In addition to these, other activities may be conducted during POSHAN Pakhwada:

- Improving nutrition through Mission LIFE (supporting relevant themes- i). Water saved, ii). Single use plastic reduced, iii). Sustainable food systems adopted, and iv). Healthy lifestyles adopted through activities around:
 - Water conservation through Rainwater harvesting at AWCs,
 - Adopting sustainable food systems by promoting Millet & POSHAN Vatikas, and
 - Adopting Healthy Lifestyles through Ayush practices etc. (all in sync with the relevant themes of Mission LIFE)
- Focused activities around Water, Sanitation and Hygiene (WaSH) and Diarrhoea management
- Test, Treat, Talk anaemia
- Regular Sensitization Activities on /around/Through:
 - Community Based Events (CBE),
 - Village Health Sanitation and Nutrition Days (VHSND)
 - Swasth Balak Spardha (SBA)- Extensive Growth Measurement Drives
 - Community Radio Activities,
 - Cycle Rally/ Walk/ Prabhat Pheri,
 - DAY-NRLM/Self-Help Groups (SHG) meetings on Nutrition,
 - Haat Bazaar Activities,
 - Home Visits,
 - Nukkad Natak/ Folk Shows,
 - Youth Group Meeting,
 - Breastfeeding and Complimentary Feeding/ Infact and Young Child Feeding (IYCF) practices,
 - Poshan ke Panch Sutras (First 1000 days, Hand Wash, Sanitation, Diarrhoea, Anaemia),
 - Yoga for Health/ Ayush for well-being,
 - Immunisation,
 - Adolescent Education,
 - Other activities (as per States/UTs planning) etc.

Directorate, Social Security and Women & Child Development, Punjab
SCO 102-03 Sector 34 A Chandigarh
Email: - poshanpunjab@gmail.com

To

1. Director,
Department of Health & Family Welfare, Punjab
2. Director,
Department of Rural Development Panchayats, Punjab
3. Director,
Department of Horticulture, Punjab
4. Director,
Department of Water Supply and Sanitation, Punjab
5. Director,
Department of School Education, Punjab
6. Director,
AYUSH, Punjab
7. Managing Director,
Punjab State Fisheries Development Board, Punjab

Memo No: - Poshan/2024/ 6458-64

Dated: - 07-03-2024

Subject: - Regarding Celebration of POSHAN Pakhwada in March 2024 with the support of stakeholder departments.

Sir/Madam,

Kindly refer to the correspondence of Government of India, Ministry of Women & Child Development, New Delhi which is resting upon the celebration of Poshan Pakhwada 2024 by contributing to Hon'ble Prime Minister's vision of *Suposhit Bharat*.

It has been stated that POSHAN Abhiyaan is a multi-ministerial convergence mission aimed at realising the Hon'ble Prime Minister's vision of *Suposhit Bharat*. In this regard, it has been apprised that 6th POSHAN Pakhwada will be celebrated from 9th March 2024 to 23rd March 2024, which focused on themes of promotion and popularization of Shree Anna/ Millets for nutritional well-being, Celebration of Swasth Balak Spardha (SBS) and Popularizing Saksham Anganwadis. The Calendar of suggested activities undertaken by various departments during POSHAN Pakhwada supplied by Gol is attached herewith, in accordance with the prescribed activities are to be undertaken.

The themes of the ensuing POSHAN Pakhwada 2024 planned from 9th to 23rd March 2024 is as under:-

1. POSHAN Bhi Padhai Bhi (PBPB)- A pathbreaking ECCE Program to ensure that India has the world's largest, Universal, high-quality preschool network.
2. Traditional and Local dietary practices focused sensitization on nutrition.
3. Health of pregnant women & IYCF (Infant and Young Child Feeding Practices).

In view of the aforementioned instructions conveyed by Gol, I request your goodself to kindly ensure the celebration of POSHAN Pakhwada from 9th March 2024 to 23rd March 2024 on the basis of defined themes under your respective department. It is also requested to ensure necessary entry/ updation of data in the POSHAN dashboard (poshanabhiyaan.gov.in) at district level to highlight the better performance of our State.

For any assistance/query, we have designated Mr. Tejinder, Project Associate (Mobile No. 7888571439) whose user IDs and password will be shared with your respective department through mail in due course. I assure to receive full co-operation from your side to make the POSHAN Pakhwada successful.

Encl. as above.

Deputy Director -2

Deptt. of Social Security and
Women & Child Development, Punjab

Dated, Chandigarh 07-03-2024

Memo: - POSHAN/2024/ 6465-6512

Copy forwarded to the following for information and necessary action:-

1. All Deputy Commissioners of the State of Punjab,
2. All District Programme Officers of Punjab State,
3. PS to worthy SCS, SSWCD, Punjab.
4. Darinder Kaur, APRO Punjab.

Deputy Director -2

Deptt. of Social Security and
Women & Child Development, Punjab