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सत्यमेव जयते

भारत सरकार
Government of India
अल्पसंख्यक कार्य मंत्रालय
Ministry of Minority Affairs
11वाँ तल, पं दीनदयाल अंत्योदय भवन
11th Floor Pt. Deendayal Antyodaya Bhawan
सी.जी.ओ. काम्प्लेक्स, लोधी रोड, नई दिल्ली-110003
C.G.O. Complex, Lodhi Road, , New Delhi-110003

D.O No. PMV-53/2/2022PM VIKAS-MoMA

Date: 31st August 2022

Dear *Colleagues*,

As you are aware, the Hon'ble Prime Minister has launched the *Rashtriya Poshan Abhiyaan*, a flagship programme of the Government of India to improve nutritional outcomes of children, adolescents, pregnant women, and lactating mothers by bringing behavioral change through leveraging technology, targeted approach, and inter-ministerial convergence. The Ministry of Women and Child Development is the nodal Ministry that anchoring this initiative.

2. MoMA has been an active converging Ministry in this nationwide campaign for the past 2 years, and with your partnership, This ministry has been able to add value to this 'Jan Andolan', making it the nation's biggest nutrition-centric annual event with over 40 crore sensitization and awareness activities conducted by all partnering Ministries, Departments, and other agencies.

3. The focus of this year's *Rashtriya Poshan Maah* is to activate *Poshan Panchayats* – making *Sarpanches*, *PRI members*, and *Gram Panchayats (GP)* at the village level as the fulcrum of activities through various standing committees of the GP, such as *Village Health Sanitation and Nutrition Committee*; *School Management Committee/Education Committee*; *Water supply/ Water and Environmental Conservation Committee*; *Planning and Development Committee* and *Social Justice committee*.

4. Further, you may ensure that all the beneficiaries of the schemes implemented by MoMA are informed about the initiatives under *Poshan Maah*,

5. During *Rashtriya Poshan Maah* (September 2022), your organization is expected to participate in the planning and coordination meeting(s) pertaining to *Poshan Maah* that will be held at different levels. I would request your organization to take an active part in *Zilla Parishad*, *Block Development Committee* *Baithaks*, *Gram Sabha*, and *Village Committee* meetings during *Poshan Maah* to ensure the activation of *Poshan Panchayat*.

6. Activities during *Poshan Maah 2022* may be focused on the following themes:

- i. Mahila and Swasthiya (Women and Health)
- ii. Bacha and Shiksha – Poshan Bhi Padhai Bhi
- iii. Gender Sensitive Water Conservation and Management
- iv. Traditional foods for Women and Children in Tribal Areas

Cont.../

8. You are advised to conduct an official event with your staff and trainees and carry out the following activities:

- i. Pledge – The pledge as attached in *Annexure 1* shall be taken by as many beneficiaries.
- ii. Hand Wash - All PIAs may arrange water and soap for the beneficiaries and staff and make them wash their hands to mark the importance of handwash
- iii. Food, Nutrition, Health, and WASH (FNHW): Subject matter experts and resource persons may be invited to discuss the topics as per the themes

Activities undertaken during Rashtriya Poshan Maah 2022 may be widely shared on social media platforms tagging MoMA and using appropriate hashtags(#).

- i. Handles for MoMA on Facebook; Twitter, and Instagram: **@MOMAIndia**
- ii. Hashtags for MoMA, PoshanMaah 2022 : **#PoshanMaah2022MoMA**
- iii. Other Hashtags (#) for reach **#PoshanMaah, #PoshanMaah2022, #PoshanAbhiyaan, #SahiPoshanDeshRoshan**
- iv. Important handles for social media in this context are **@Narendramodi, @smritiirani, @MinistryWCD @MoHFW_India @swachhbharat @mopr_goi @MIB_India @TribalAffairsIn @moayush @WorldBankIndia @UNICEFIndia @BMGFIndia**

9. I would hereby request the chief functionaries to part take with me in this effort of realizing the goal of 'Suposhit Bharat'.

With *regards,*

Yours sincerely

C.P.S. Bakshi
(C.P.S. Bakshi)

To
Project Implementing Agencies

Copy for information to:

- Sr. PPS to Secretary, MA

Annexure 1

शपथपत्र

आज मैं भारत के बच्चों, किशोरों और महिलाओं को कुपोषण मुक्त स्वस्थ और मज़बूत करने का वचन देता हूँ।

राष्ट्रीय पोषण माह के दौरान मैं हर घर तक सही पोषण का सन्देश पहुंचाऊंगा/पहुँचाऊंगी सही पोषण का अर्थ, पौष्टिक आहार, साफ़ पानी और सही प्रथाएं।

मैं पोषण अभियान को एक देश व्यापी जन आंदोलन बनाऊंगा हर घर, हर विद्यालय, हर गांव, हर शहर में सही पोषण की गूँज उठेगी।

इस जन आंदोलन से मेरे भारतीय भाई और बहन और सब बच्चे स्वस्थ होंगे और पूरी क्षमता प्राप्त करेंगे।

यह मेरी प्रतिज्ञा है।

सही पोषण .. देश रोशन