

राम मोहन मिश्र
सचिव

RAM MOHAN MISHRA
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
Website : <http://www.wcd.nic.in>
Dated 28th August, 2020

PA/123/2020-CPMU(e- 87504)

Dear Chief Secretary

The **POSHAN Abhiyaan** launched by Hon'ble Prime Minister aims to achieve improvement in status of nutrition of children and women. **Jan Aandolan** and community mobilization are essential components for effective implementation of **POSHAN Abhiyaan**. In pursuance of this objective, Rashtriya Poshan Maah is celebrated in convergence with all stakeholders during the month of September since 2018.

2. To maintain the momentum and to capitalize on the gains of these events, third Rashtriya Poshan Maah is planned in the month of September 2020. The Ministry of Women & Child Development is the Nodal Ministry for coordinating activities during Poshan Maah. WCD/Social Welfare Departments in the States/UTs shall coordinate the activities at their end.

3. Early identification of severe acute malnourished (SAM) children is important in initiating treatment and minimizing the risk of complications. Therefore, one of the objective of Rashtriya Poshan Maah 2020 is the identification and referral of SAM and MAM children, while adhering to COVID-19 protocols as mandated by administration from time to time.

4. Breastfeeding together with complementary feeding helps prevention of malnutrition and is an important strategy for improving child survival. Early initiation and exclusive breastfeeding should be intensively promoted for children upto the age of 6 months during the POSHAN Maah.

5. It has also been decided to focus on plantation of Kitchen/Nutri Gardens. Families/Communities could be encouraged to plant nutritious vegetable and fruit bearing plants/trees. Potted plants/Terrace gardens can be encouraged in the absence of land. Sowing fruit and other nutrition rich trees on forest/community/waste land for the benefit of the community may be encouraged. The kitchen garden should be encouraged in AWCs, Schools, Government buildings, as well as at household level in personal backyards and roof-top kitchen gardens/potted plants in urban areas etc. Inter-departmental partnerships can further enhance the reach and success of the Kitchen Garden focused initiatives.

6. A brief note containing suggestive activities to be undertaken by various Departments during Poshan Maah is **enclosed** herewith. As a valuable partner in the crusade against malnutrition, you may like to add suitable activities under the banner of PoshanMaah, to strengthen the Jan Andolan, keeping in view the COVID- 19 scenario. All the activities are being uploaded on Jan Andolan Dashboard Portal www.poshanabhiyaan.gov.in by the respective Ministries/Departments and States/UTs on daily basis.

7. States/UTs are encouraged to extensively use mass media, outdoor media, print media and social media in order to bring visibility to Rashtriya Poshan Maah 2020.

8. I would therefore request you to direct the officers of your States/UTs at all levels to wholeheartedly engage in these activities and encourage community participation in Rashtriya Poshan Maah 2020. Further, a meeting may be convened under your Chairmanship to plan activities and successful conduct of Rashtriya Poshan Maah 2020.

With regards,

Yours sincerely,

Sd./-

(Ram Mohan Mishra)

Chief Secretaries of the States/UTs

Copy to

Principal Secretaries/Secretaries of the Department of WCD/Social Welfare of the 36 States/UTs



(Ram Mohan Mishra)