

Rashtriya Poshan Maah 2021 Calendar

THEME

Converging towards a healthy walk through life:

कृपोषणछोड़पोषणकीओर - थामेक्षेत्रीयभोजनकीडोर

| 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. <i>Sukadi-Gujrat, Panjiri- Punjab, Sattu- Bihar, Chikki- Maharashtra</i>) 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. |

| Week | Activity | Responsibility |
|--------------------|---|---------------------------------------|
| 4 | Theme 4: Identification of SAM children and distribution of nutritious food | |
| 24-30 September | <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/e-competitions focusing malnourishment issues in children | MoWCD, MoHFW, MoPR, MoH&UA etc. |
| 5. | Other Suggestive activities/ mandated activities which may be done along with theme activities | |
| | <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, Haat 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 Millets focussed sensitisation/ programs/ campaigns • SMC and SHG focused events • Creating innovation-based nutri-models | |
| 6 | Activities - other Partner Ministries | |
| | <ul style="list-style-type: none"> • Compilation of State-wise best practices in Nutrition for promotion of local and regional food, THR • Sensitisation of NGOs registered on NGO Darpan for participation in Poshan Maah • Social Media Campaign | NITI Aayog |
| | <ul style="list-style-type: none"> • Webinars on Fish Nutrition for mothers/youth • Social Media Campaigns • Digital Campaigns • Fish Food Festivals depending on the Covid situation. • Fish Recipe Competition | Department of Fisheries |

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