



डॉ. प्रभाकर देसाई  
एम्.ए., पीएच.डी.  
संचालक

# सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)

राष्ट्रीय सेवा योजना  
गणेशखिंड, पुणे - ४११ ००७



कार्यालय क्र. : ०२०-२५६२२६८८/८९  
: ०२०-२५६२२६९०/९१  
: ०२०-२५६२२६९२  
: ०२०-२५६९७३४१

संदर्भ : रासेयो/२०२१/२९४

दि. ३०/०८/२०२१

प्रति,

मा. प्राचार्य/संचालक,

रासेयो संलग्नित सर्व महाविद्यालये परिसंस्था,

पुणे, अहमदनगर व नाशिक जिल्हा,

सावित्रीबाई फुले पुणे विद्यापीठ.

विषय : “दि. १ ते ३० सप्टेंबर २०२१ दरम्यान (पोषण माह)पोषण महिना” साजरा करण्याबाबत

महोदय,

युवा व खेल विभाग, मंत्रालय, नवी दिल्ली आणि महिला आणि बाल विकास मंत्रालय यांच्या निर्देशानुसार मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, भारत सरकार, पुणे यांनी पाठविलेल्या पत्रानुसार दि. १ ते ३० सप्टेंबर २०२१ दरम्यान ‘पोषण माह’ साजरा करण्याबाबत निर्देशित करण्यात आले आहे.

तरी आपण आपल्या महाविद्यालयामध्ये सोबत जोडलेल्या तपशीलानुसार उपक्रम राबविण्यात यावेत. आपल्या महाविद्यालयात ‘पोषण माह’ उपक्रमांचे आयोजन ऑनलाईन अथवा आवश्यक तिथे प्रत्यक्ष राबविण्यात यावेत. तसेच या उपक्रमाबाबत फेसबुक, व्हाट्सअप आणि सोशल मिडीयाच्या माध्यमातून जास्तीत जास्त प्रसिद्धी द्यावी. कोविड-१९ प्रतिबंधात्मक नियम व सूचनांचे पालन करण्याबाबत मार्गदर्शक तत्वे शासन व स्थानिक प्रशासनाने निर्गमित केली आहेत. ह्या सर्व सूचनांचे पालन करून महाविद्यालय व परिसंस्थांच्या पातळीवर उपक्रम प्रभावीपणे राबवून या उपक्रमाचा सविस्तर अहवाल व छायाचित्रासह [nss\\_student\\_list@pun.unipune.ac.in](mailto:nss_student_list@pun.unipune.ac.in) या मेल आयडीवर (मेलचा विषय ‘पोषण माह’, College NSS Code No.A,B,C,D या विषयासह) मेलद्वारे पाठवण्यात यावा. कळावे, ही विनंती.

संचालक  
राष्ट्रीय सेवा योजना

सोबत : १.पोषण माह तक्ता

२.युवा व खेल विभाग, मंत्रालय, नवी दिल्ली यांचे पत्र

३.महिला आणि बाल विकास मंत्रालय, नवी दिल्ली यांचे पत्र

## Poshan Maah Calendar

### Theme:

### Converging towards a healthy walk through life:

कुपोषणछोड़पोषणकीओर - थामेक्षेत्रीयभोजनकीडोर

Week	Activity	Responsibility
<b>1</b>	<b>Theme 1: Plantation Activity as “PoshanVatika”</b>	
1-7 September	<ul style="list-style-type: none"> <li>PoshanMaah launch with a rally by AWWs, Helpers, ANM, ASHAs, VHSNC, Gram Panchayat, Poshan Panchayat. In urban areas, vehicles and loudspeakers may be used.</li> <li>Plantation Drive as POSHAN VATIKA by all the stakeholders in the space available at Anganwadi, School Premises, Gram Panchayat and other places</li> <li>Demonstration about setting up of kitchen gardens</li> <li>Promotion of Nutri-Gardens across the associated campuses/premises</li> <li>Slogan writing competition about Nutritive food for pregnant women</li> <li>Best PoshanVatika Competition for AWCs.</li> <li>Two-day sensitization awareness drive for the covid vaccinations and organising of special camps for the same.</li> <li>Joint celebrations related toMatruVandana Saptah</li> </ul>	MWCD, Rural Development, Panchayati Raj, Youth Affairs & Sports, Education Jal Shakti MoAgriculture and other line Ministries
<b>2</b>	<b>Theme 2: Yoga and AYUSH for Nutrition</b>	
8-15 September	<ul style="list-style-type: none"> <li>Awareness campaign about AYUSH practices for better nutrition- Focus on ANC, and nutrition during pregnancy and lactation</li> <li>YOGA sessions (considering COVID guidelines) targeted at specific groups like- Pregnancy, School Children, Adolescent Girls.</li> <li>Sessions on “5-minute Yoga Protocol” (Y-break or yoga break) at various workplaces for the employees of Government and corporate bodies. Available at <a href="https://www.youtube.com/watch?v=KTvIGZSD_9s">https://www.youtube.com/watch?v=KTvIGZSD_9s</a></li> <li>Free short duration online yoga courses for women and children</li> <li>Promotion of Nutri-Gardens across the associated campuses/premises</li> <li>AYUSH for anaemia in pregnancy: training for Anganwadi Workers</li> <li>Recipe competition—Nutritious food for Pregnant women.</li> </ul>	Mo AYUSH, MoWCD, MoHFW, Ministry of Youth Affairs, Ministry of Education, Panchayati Raj, Urban Development, MEITY
<b>3</b>	<b>Theme 3: Distribution of ‘Regional Nutrition Kit’ to beneficiaries of Anganwadi in high burdened Districts</b>	

Week	Activity	Responsibility
16-23 September	<ul style="list-style-type: none"> <li>Distribution of Nutrition Kits comprising of regional nutritious food (eg. <i>Sukadi</i>-Gujrat, <i>Panjiri</i>- Punjab, <i>Sattu</i>- Bihar, <i>Chikki</i>- Maharashtra) along with IEC material (HFW and AYUSH) to the beneficiaries of High Burdened districts.</li> <li>Awareness campaign to Know about regional / local food: Millets, vegetables, traditional recipes</li> <li>Demonstration to Anganwadi workers of recipes using Take Home Ration, with objective to promote use of locally and easily available ingredients for fortification.</li> <li>Demonstration of recipes by AWW to the local community based on locally available food ingredients.</li> <li>Demonstration on cooking with millets.</li> </ul>	MoWCD, MoHFW, DFPD, Panchayati Raj
4	<b>Theme 4: Identification of SAM children and Community kitchen service for them</b>	
24-30 September	<ul style="list-style-type: none"> <li>Drive for block wise Identification of SAM Children and their referral</li> <li>Community Kitchen Services for SAM Children</li> <li>Awareness campaign about IYCF Practices</li> <li>Focused sensitization on community based early identification of SAM children</li> <li>Sensitisation activity for Community Management of Acute Malnutrition</li> <li>Quiz competition for pregnant women</li> <li>e-Quiz/e-competitions focusing malnourishment issues in children</li> </ul>	MoWCD, MoHFW, Panchayati Raj, UD
5.	<b>Other Suggestive activities/ mandated activities which may be done along with theme activities</b>	
	<ul style="list-style-type: none"> <li>Field Functionaries to continue with mandated Home Visits along with sensitization activities focusing: <b>a). Nutrition, b). Diet Diversity, c). Breastfeeding and d). Complementary Feeding</b></li> <li><b>IEC on Health &amp; Nutrition may include activities around:</b> Anaemia Camps, Home Visits, Community Based Events (CBE), Local Leaders' Meeting, Community Radio Activities, Nukkad Natak / Folk Shows, Cooperation / Federation based activities, Poshan Workshop / Seminar, Cycle Rally / Walk / Prabhat Pheri, School Based Activities, DAY-NRLM SHG meetings, VHSND, Poshan Panchayat, Youth Group Meetings, Haat Bazaar Activities, Webinars, plantation drives etc.</li> <li>Other activities as per discussions held with our Partner Ministries: <ul style="list-style-type: none"> <li>WASH activities - hand washing promotion, personal hygiene and Solid &amp; Liquid Waste Management (SLWM)</li> <li>Awareness campaigns for early detection of malnutrition specifically through Social Media</li> <li>Fortification and Millets focussed sensitisation/ programs/ campaigns</li> <li>SMC and SHG focused events</li> <li>Creating innovation-based nutri-models</li> </ul> </li> </ul>	

**Note:** (i) States may add other activities contextual to local needs  
(ii) Line Ministries may also add other activities planned by the Ministry/Deptt. under the fifth point (Other Suggestive activities/mandated activities)



पल्लवी अग्रवाल  
संयुक्त सचिव  
**Pallavi Agarwal**  
Joint 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  
Ph. : +91-11-23388612  
E-mail : pallavi.agarwal@gov.in

D.O. No. PA/116/2021-CPMU(Part-I)

Dated 23<sup>rd</sup> August, 2021

Dear Sir/Madam

Please refer my earlier DO Letter dated 6<sup>th</sup> August, 2021 regarding finalising the activities of Rashtriya POSHAN Maah. A meeting was held under the chairpersonship of Hon'ble Minister, MoWCD on 11.08.2021 wherein it has been decided to celebrate fourth Rashtriya Poshan Maah in the month of September 2021 around four themes for the 4 weeks. These themes are as under:

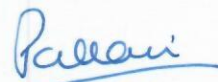
- a. **First Week:** Plantation activity in the form of Poshan Vatika at the spaces available in Aanganwadi Centres, Gram Panchayat, Schools etc.
- b. **Second Week:** Yoga and AYUSH for Nutrition (Yoga sessions targeted for various groups like pregnant women, children and adolescent girls).
- c. **Third Week:** Distribution of Nutrition Kits comprising of regional nutritious food to beneficiaries of Anganwadi along with IEC material in high burden districts and
- d. **Fourth Week:** Identification of SAM children and organising Community Kitchen for the beneficiaries.

2. You are also aware that Hon'ble PM has given a clarion call for **Suposhit Bharat** from Red Fort on 15<sup>th</sup> August 2021. As a valuable partner in the campaign against malnutrition, apart from above mentioned four activities, other suitable activities (keeping in view the COVID-19 guidelines) targeted for nutritional awareness among the population shall also be conducted under the banner of Poshan Maah. The Minutes of the Meeting held on 11.08.2021, a concept note on Poshan Maah and a calendar containing suggestive activities to be undertaken during Poshan Maah is enclosed herewith for information and further action at your end.

3. To finalise the modalities of activities to be conducted during Poshan Maah 2021 by all the partner ministries, another meeting is scheduled on 24<sup>th</sup> August at 3.00 PM at Conference Room No. 602, 6<sup>th</sup> Floor, Shastri Bhawan New Delhi under the chairmanship of the Secretary, WCD. I would request you to kindly direct the concerned Joint Secretary to attend meeting for effective coordination among the partner ministries for successful organization of activities during 4<sup>th</sup> Rashtriya Poshan Maah.

with regards,

Yours sincerely



(Pallavi Agarwal)

Encl. : As above

**Distribution:**

As per list attached



Distribution:

1. Secretary, Ministry of Health & Family Welfare
2. Secretary, Department of Drinking Water and Sanitation
3. Secretary, Ministry of Rural Development
4. Secretary, Ministry of Information & Broadcasting
5. Secretary, Ministry of Panchayati Raj
6. Secretary, Ministry of Tribal Affairs
7. Secretary, Ministry of Food & Public Distribution
8. Secretary, Department of School and Education and Literacy
9. Secretary, Ministry of Housing and Urban Affairs
10. Secretary, Department of Youth Affairs
11. Secretary, Department of Sports
12. Secretary, Ministry of Social Justice & Empowerment
13. Secretary, Ministry of Agriculture and Farmers' Welfare
14. Secretary, Ministry of Fisheries, Animal Husbandry, and Dairying
15. Secretary, Ministry of New & Renewable Energy
16. Secretary, Ministry of Electronics and Information Technology
17. Secretary, Ministry of Minority Affairs
18. Secretary, Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH)
19. Secretary, Ministry of Forest, Environment and Climate Change
20. CEO, NITI Aayog

भारत सरकार

युवा कार्यक्रम और खेल मंत्रालय  
राष्ट्रीय सेवा योजना निदेशालय  
शिवाजी स्टेडियम, नई दिल्ली

दिनांक: 27 अगस्त, 2021

सेवा में,

समस्त क्षेत्रीय निदेशक  
राष्ट्रीय सेवा योजना

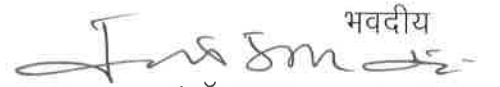
विषय: पोषण माह सितम्बर, 2021 मनाने सम्बंधी।

महोदया/महोदय,

उपरोक्त विषयान्तर्गत आपको विदित है की हर वर्ष पोषण माह 1 से 30 सितम्बर तक मनाया जाता है , इस सन्दर्भ में मन्त्रालय द्वारा जारी विस्तृत दिशा निर्देश आपकी आवश्यक कार्यवाही हेतु संलग्न किए जा रहे हैं ।

इस सम्बंध में आप कृपया अपने आधीन राष्ट्रीय सेवा योजना कार्यकर्ताओं एवम् इकाईयों को COVID-19 की परिस्थितियों एवम मानकों को भी ध्यान में रखते हुए ऑफलाइन/ऑनलाइन माध्यम से अधिकतम गतिविधियों का आयोजन सुनिश्चित करें और अपने क्षेत्राधीन समस्त विश्वविद्यालयों/+2 काउंसिल इत्यादि को यथा निर्देशित करें।

पोषण माह के पश्चात इसकी समेकित रिपोर्ट एक्शन फोटोग्राफ्स, छोटी विडियो क्लिप इत्यादि के साथ इस निदेशालय को ईमेल द्वारा भेजना सुनिश्चित करें और विभिन्न गतिविधियों को सोशल मीडिया जैसे की फेसबुक, ट्विटर, यूट्यूब इत्यादि पर भी प्रचारित करें और इनकी जानकारी इस निदेशालय को भेजने का उपाय करें।

 भवदीय

(डॉ कमल कुमार कर)

सहायक कार्यक्रम सलाहकार

संलग्नक : यथोक्त  
प्रतिलिपि सूचनार्थ -

निदेशक, राष्ट्रीय सेवा योजना, युवा कार्यक्रम और खेल मंत्रालय , नई दिल्ली