



# राज्य शहरी आजीविका मिशन, (एस0यू0एल0एम0) उ0प्र0

(राज्य नगरीय विकास अभिकरण, - सूडा उ.प्र.)

7/23, सेक्टर-7, गोमती नगर विस्तार, निकट डायल 100, गोमती नगर, लखनऊ 226002

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पत्रांक 2827 / 241 / NULM / तीन / 2019-20(SM&ID-SSP)

दिनांक 31-3-2023

सेवा में,

समस्त जिलाधिकारी/अध्यक्ष,

जिला नगरीय विकास अभिकरण, उ0प्र0।

**विषय: "5वां पोषण पखवाड़ा" का उत्सव के रूप में आयोजन किये जाने के संबंध में।**

महोदया/महोदय,

कृपया उपर्युक्त विषयक अवर सचिव, आवासन एवं शहरी कार्य मंत्रालय, भारत सरकार के पत्र संख्या- K-13011/1/2020-UPA-I-UD (9082479) दिनांक 22.03.2023 के साथ संलग्न सचिव, महिला एवं बाल विकास मंत्रालय, भारत सरकार के अर्द्धशा0 पत्र संख्या-PA/60/2023-ISSNIP दिनांक 13.03.2023 का सन्दर्भ ग्रहण करने का कष्ट करें।

2. उक्त पत्रों के अनुसार महिला एवं बाल विकास मंत्रालय, भारत सरकार दिनांक 20.03.2023 से 03.04.2023 तक पोषण पखवाड़े का आयोजन श्री अन्ना अथवा बाजरा (Millets) को अपनाकर उसे लोकप्रिय बनाने के प्रति समुदायों को पोषण संबंधी लाभों के प्रति संवेदनशील बनाने के लिए विभिन्न कदम उठा रहा है। पोषण पखवाड़ा 2023 को उत्सव के रूप में मनाने की थीम निम्नवत है:

- पोषण कल्याण हेतु श्री अन्ना अथवा बाजरा (Millets) को लोकप्रिय बनाये जाने हेतु प्रचार प्रसार कराना।
- सभी शहरी निकायों में "स्वस्थ बालक" स्पर्धा का आयोजन कराना।
- सक्षम आंगनवाड़ियों को लोकप्रिय बनाना।

3. उपरोक्तानुसार मिशन के अन्तर्गत गठित स्वयं सहायता समूहों एवं उनके संघों को गतिशील कराकर उनकी सहभागिता कराते हुए अच्छे स्वास्थ्य हेतु विभिन्न गतिविधियों का आयोजन एवं व्यापक प्रचार-प्रसार अभियान का संचालन कराया जाना है। पोषण पखवाड़ा अभियान की अवधारणा एवं गतिविधि आधारित विवरण (कलेन्डर) आवश्यक कार्यवाही हेतु संलग्न है।

अतः आपसे अनुरोध है कि प्रस्तावित पखवाड़े के सफलतापूर्वक आयोजन हेतु उपरोक्तानुसार समस्त कार्यवाही हेतु संबंधित को निर्देशित करने का कष्ट करें।

भवदीय

(डॉ० अनिल कुमार)  
मिशन निदेशक

संलग्नक: यथोपरि।

प्रतिलिपि:

- समस्त सीपीओ/पीडी, सीएमएमयू/डूडा, उ0प्र0 को आवश्यक कार्यवाही हेतु।
- समस्त परियोजना अधिकारी, डूडा को इस निर्देश के साथ प्रेषित कि उपरोक्तानुसार कार्यवाही सुनिश्चित करें।
- सहायक वेबमास्टर, सूडा उ0प्र0 को वेबसाइट पर अपलोड हेतु।

(डॉ० अनिल कुमार)  
मिशन निदेशक

K-13011/1/2020-UPA-I-UD (9082479)

भारत सरकार/Government of India

आवासन एवं शहरी कार्य मंत्रालय/Ministry of Housing & Urban Affairs

दीनदयाल अंत्योदय योजना – राष्ट्रीय शहरी आजीविका मिशन

Deendayal Antyodaya Yojana – National Urban Livelihoods Mission

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Nirman Bhawan, New Delhi

Dated the 21<sup>st</sup> March, 2023

निर्माण भवन, नई दिल्ली

दिनांक 21 मार्च, 2023

To,

The State Mission Director (DAY-NULM),

All States/UTs.

Subject: Celebration of 5th POSHAN Pakhwada – reg

Sir/Madam,

I am directed to forward herewith a copy of DO letter from Secretary, Ministry of Women and Child Development dated 13.03.2023 on the above mentioned subject.

2. Ministry of Women and Child Development (MoWCD) is organizing the 5th Poshan Pakhwada from 20<sup>th</sup> March to 3<sup>rd</sup> April, 2023 and is taking various steps to popularize adoption of Shree Anna or Millets and to sensitize communities on the nutritional benefits of millets. The themes for celebration of Poshan Pakhwada 2023 are given below:

- Promotion and popularization of Shree Anna/Millets for nutritional wellbeing
- Celebration of Swasth Balak Spardha in all the States
- Popularizing Saksham Anganwadis.

3. In view of the above, you are requested to carry out awareness drives in ULBs on good health through Millets intake in food. SHGs/Federations mobilized under DAY-NULM may be involved for the same. The Concept Note and Activity Calendar of the Poshan Pakhwada is enclosed.

4. This issues with the approval of the competent authority.

Yours faithfully,

Encl: As above.

(Madhukar Pandey) (मधुकर पांडेय)

Under Secretary (NULM)

अवर सचिव (एन यू एल एम)

दूरभाष/Tel: 23063503

Email: madhukar.pandey@nic.in

Copy for information to:-  
PPS to JS (NULM).



इन्दीवर पान्डेय, आई.ए.एस.  
सचिव

INDEVAR PANDEY, I.A.S.  
Secretary

Tel. : 011-23383586, 23386731  
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E-mail: secy.wcd@nic.in



सत्यमेव जयते



भारत सरकार  
महिला एवं बाल विकास मंत्रालय  
शास्त्री भवन, नई दिल्ली-110 001

Government of India  
Ministry of Women & Child Development



D.O.No.PA/60/2023-ISSNIP

13<sup>th</sup> March, 2023

Dear Manoj,

As you are aware, POSHAN Abhiyaan endeavors to improve nutritional outcomes in pregnant women, lactating mothers, adolescent girls and children under the age of 6 years, in a holistic manner. Behavioural Change at individual and community level is an important component to achieve the desired goals of the Abhiyaan, which continues with Mission Saksham Anganwadi and Poshan 2.0, an integrated nutrition support programme that aligns the Anganwadi Services, Scheme for Adolescent Girls and POSHAN Abhiyaan.

2. In pursuance of this objective, Poshan Pakhwada is celebrated in convergence with all stakeholders during the month of March-April. Since the launch of the Abhiyan, 4 Poshan Pakhwadas have been held successfully across the country with fervent participation from States/UTs as well as convergent Ministries and Departments. In the last Poshan Pakhwada, 2022, close to 3 crore activities were witnessed across key themes.

3. As you are aware, the United Nations General Assembly adopted a resolution declaring 2023 as the International Year of Millets, as proposed by India to the Food and Agriculture Organization. Mission Saksham Anganwadi & Poshan 2.0 mandates supply of millets at least once a week under the Supplementary Nutrition Programme with suitable integration of millets in Take Home Ration (not raw ration) and Hot Cooked Meal, in a palatable form.

4. Since the primary goal of this initiative is to raise public awareness of health benefits of millets and suitability of cultivation of millets in harsh climatic conditions, Ministry of Women & Child Development (MWCD) is taking up various steps to popularize adoption of *Shree Anna* or Millets. This Poshan Pakhwada in March-April 2023 will be an appropriate platform to reach out to and sensitize communities on the nutritional benefits of millets. Additionally, Growth Monitoring through *Swasth Balak Spardha* that emphasizes upon measuring height & weight of all the children in target age group and *Saksham Anganwadis* are other focus areas of mass sensitisation during the celebrations. The activities may be planned around the following themes:

- Promotion and popularization of *Shree Anna* / Millets for nutritional- wellbeing
- Celebration of *Swasth Balak Spardha* in all the States
- Popularizing *Saksham Anganwadis*

The Concept note and Activity calendar of the Poshan Pakhwada is enclosed.

Cont'd.....

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5. I would, therefore, request you to continue your kind support and direct officers of your Ministry/ Department at all levels to enthusiastically organize these activities and encourage larger community participation in Poshan Pakhwada 2023. I also request you to nominate a nodal officer for the same, whose name and contact details may be communicated to this Ministry at [reshma.nair@gov.in](mailto:reshma.nair@gov.in), by 14.03.2023. I look forward to your early response. Our joint efforts will contribute towards Hon'ble Prime Minister's vision of Suposhit Bharat.

*With Regards,*

**Encl: As above.**

Yours sincerely,



13/3/2023

**(Indavar Pandey)**

**Shri Manoj Joshi**  
Secretary,  
Ministry of Housing & Urban Affairs,  
Nirman Bhavan,  
New Delhi.

**Poshan Pakhwada 2023**  
**(20<sup>th</sup> March to 3<sup>rd</sup> April 2023)**

The United Nations General Assembly adopted a resolution declaring 2023 as the International Year of Millets, as proposed by India to the Food and Agriculture Organization. The primary goal of this initiative is to raise public awareness of health benefits of millets and suitability of cultivation of millets in harsh climatic conditions. Mission Saksham Anganwadi & Poshan 2.0 mandates supply of millets at least once a week Under Supplementary Nutrition Programme component and suitable integration of millet in THR and HCM in a palatable form.

In line with the declaration of International Year of Millets, Government has also hailed the importance of promoting millets or *Shree Anna*, both domestically and abroad, while presenting the first *AmritKaal* budget. Further, this also coincides with India's Presidency of the G20, which will further offer a platform for the promotion of millets.

MoWCD is taking up various steps to popularize adoption of Shree Anna or Millets, and the upcoming Poshan Pakhwada in March 2023 will be an appropriate platform to reach out to and sensitize communities on the nutritional benefits of millets. For celebration of Poshan Pakhwada 2023 emphasis will be on following three themes:

1. Promotion and popularization of Shree Anna / Millets for nutritional-wellbeing
2. Celebration of Swasth Balak Spardha in all the States
3. Popularizing Saksham Anganwadis

**Activities:**

Sl. No.	Draft Activities	Converging Ministries
Theme 1: Millets for nutritional- wellbeing		
1	E-book of Traditional Millet based recipes to be prepared and disseminated widely	M/o Ayush
2	Recipe competition at AWCs focusing Millets	MoCAF&PD, MoPR, MoRD, MoTA

3	Campaign to 'promote Millets' and 'Backyard Kitchen Gardens'	MoEF&CC, MoA&FW, MoPR
4	Campaign on sensitising Institutions, functionaries and community on benefits of Millets ( <b>Bharat Scouts/ Guides/ SHGs may help/facilitate the same</b> )	MoRD, MoPR, MoYA&S
5	Millet-based awareness through essay, quiz or drawing competition focusing role of Millets in eradicating malnutrition	MoE, MoTA
6	Awareness session for Adolescent girls connecting Millets with their health ( <b>Bharat Scouts/ Guides/NYK/NSS</b> )	MoYA&S, MoE, MoTA, MoMA
7	School-based Millets fairs	MoE, MoTA, MoMA
8	Awareness camp on healthy dietary practices (regional and seasonal) focusing Millets ( <b>Bharat Scouts/ Guides/ SHGs may help/facilitate the same</b> )	MoRD, MoPR, MoCAF&PD
9	Awareness campaign on lifestyle changes for prevention of lifestyle disease and role of Millets in the same	MoAyush, MoH&FW
10	Diet consultation camp at varied health services (PHC/CHC/DHC) for PW&LMs focusing daily consumption of Millets	MoH&FW
11	Anaemia camp in Eklavya model residential schools (EMRS) while sensitising on the role of Millets for the same	MoTA, MoE
12	Traditional Millet-based recipe contest in tribal districts	MoTA, MoPR
13	Millet-based Tribal food fairs ( <b>SHGs may help/facilitate the same</b> )	MoTA
14	Home Visits exclusively focusing awareness on Millets	MoHFW
15	Event on highlighting Millets as Paushtik/ Sampoon Aahaar for all age groups	MoAyush, MoHFW
16	Sensitization session of panchayats on Millets	MoPR, MoRD



	(SHGs may help/facilitate the same)	
17	Drive on linking Millet-based foods with local festivals (SHGs may help/facilitate the same)	MoRD, MoPR
18	Awareness drive on good health through Millets intake in food, in urban slums (Urban SHGs may help/facilitate the same)	MoHUA
19	Sensitization drive and outreach activity on nutrition through Millets in minority dominated areas (SHGs may help/facilitate the same)	MoMA
20	Training to farmers on creation of socio-economic value for all through Millet based agriculture in co-ordination with local KVKs	MoA&FW
21	Millet focused CBEs: Having local experts to narrate the importance of Millets esp. for Pregnant Women, Adolescent Girls, and Children (SHGs may help/facilitate the same)	MoRD, MoPR, MoHFW
22	State-level Webinars by relevant Ministries on traditional & regional nutritious food focusing Millets	Any Converging Ministry may join
23	Demonstration drive on AmmakiRasoi/Grandmother's kitchen based on locally available Millets	MoCAF&PD, MoPR, MoRD
24	Event on promoting Tricolour/Rainbow/Traditional thali made up of Millet based food items (SHGs may help/facilitate the same)	MoRD, MoCAF&PD
<b>Theme 2: Swasth Balak Spardha</b>		
	<ul style="list-style-type: none"> <li>Ranking of 'Healthy' Child as per defined criteria – 1st, 2nd and 3rd</li> <li>Distribution of Certificate to Winning Child and Parent (especially mothers, to encourage spirit of positive competition) and</li> <li>Reward in the form of indigenous toys (preferably Locally available indigenous</li> </ul>	MoWCD + others

	<p>toys), hygiene kit, water bottle, fruit basket etc.</p> <ul style="list-style-type: none"> <li>• Small gifts like nutrition kit/ hygiene kit to all participating children</li> </ul>	
<b>Theme 3: Saksham Anganwadi</b>		
	<p>In the current FY <u>2022-23</u>, <u>39704</u> AWCs have been approved for upgradation into Saksham AWCs, so far, and a sum of Rs.190.78 crore has been approved/released to States. Further, it has been proposed to consider upgradation of 80000 AWCs in the next FY 2023-24 for upgradation into Saksham AWCs.</p> <p>During the Pakhwada, <b>IEC campaigns may be organized to disseminate awareness and popularize Saksham Anganwadis</b> as centres of improved nutrition delivery and early childhood care and education with upgraded infrastructure including internet/wifi connectivity, LED screens, water purifier/installation of RO Machine and Early Childhood Care and Education with smart learning aids, audio-visual aids and child friendly learning equipments</p>	
<p><b>In addition to these, other activities may be conducted during Poshan Pakhwada:</b> Community Based Events (CBE), Community Radio Activities, Cycle Rally/Walk/PrabhatPheri, DAY-NRLM SHG Meet and Self-Help Groups (SHG) Meetings, Haat Bazaar Activities, Home Visits, Local Leaders' Meeting, Nukkad Natak/Folk Shows, Poshan Workshop/Seminar, VHSND, Youth Group Meeting, Breastfeeding, Complimentary Feeding, Poshan kePanch Sutras (First 1000 days, Hand Wash, Sanitation, Diarrhoea, Anaemia), Yoga for Health/Ayush for well-being, ECCE, Food Fortification, Immunisation, Adolescent Education, Diarrhoea, , Other activities (as per States/UTs planning) etc.</p>		