

18 MAR 2019

No. EDN- HE (21) B (15)38/2018-WIFS-Vol-I
Directorate of Higher Education
Himachal Pradesh

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To Dated: Shimla-171001 the 18 March, 2019

All the Deputy Directors of Higher Education
Himachal Pradesh
All the Principals & Headmaster of Higher Education
Himachal Pradesh.

Subject: - Regarding Celebration of Poshan Pakhwada under Poshan Abhiyaan from 8th to 22nd March, 2019

This is with reference to the letter No. 15-7/2018-NNM Dated 05-03- 2019 (Copy alongwith enclosures enclosed), received from the Director, Women & Child Development Himachal Pradesh, on the subject cited above. The Ministry of Women & Child Development Govt of India has informed that to mark the first anniversary of Poshan Abhiyaan. Poshan Pakhwada will be celebrated all across the nation from 8th to 22nd March 2019.

The activities during the Poshan Pakhwada are as suggested:-

1. Awareness regarding Poshan Abhiyaan may be given in the morning Assembly. The topics may be about Anemia, De-worming, balanced diet, Sanitation etc.
2. Poshan rally may be organized.
3. Expert from Health Department may be invited for awareness campaign for adolescent girls in the Morning Assembly.
4. Health Department will organize anemia camp. The School authorities will coordinate them.

Material related to Poshan is available on the website of Women & Child Development Department wcd-hp@nic.in

You are directed to upload the Photographs of the events on the website of concerned Deputy Directors/Directorate of higher Education.

Joint. Director of Higher Education(C)
Himachal Pradesh

Endst No. Even Dated; Shimla-171001 the March, 2019

Copy for information to:-

1. Women & Child Development Himachal Pradesh Letter No. 15-30/2018-NNM-6124-234 Dated 13/2/20192.
2. The Additional Chief Secretary, SJ&E to the Govt. of Himachal Pradesh for information please.
3. The Technical Officer (Computer/IT Cell), Directorate of Higher Education, Himachal Pradesh is hereby requested to upload the same on departmental website.
4. Guard file.

Joint. Director of Higher Education(C)
Himachal Pradesh

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Brief on POSHAN Pakhwada

The Ministry of Women & Child Development, Govt of India has informed that to mark the first anniversary of POSHAN Abhiyaan, Poshan Pakhwada will be celebrated all across the nation from 8th to 22nd March 2019. It has been informed that with the recent inclusion of Ministry of Agriculture in the ambit of POSHAN Abhiyaan has widened the scope of convergence.

Poshan Pakhwada aims to create mobilization at State and District Level towards Nutrition. It has been conveyed that in view of the likely announcement of **Model Code of Conduct** - elected representatives NOT to be involved in the POSHAN Pakhwada. The broad activities to be conducted during the POSHAN Pakhwada as elaborated by the Govt of India are as under:

Department	Activity
Rural Development and Urban Development	Cooperative/Federation Meetings to address Nutrition, Self Help Group Meetings, Haat Bazaar Activities, Mass Media Campaign
Women & Child Development	Nukkad Natak/Lok Shows, Poshan Melas, CBE, VHSN Day, Cycle Rally - On Nutrition, Home Visits - AWW, Mass Media Campaign
Irrigation and Public Health	Cycle Rally - on Hygiene, Mass Media Campaign
Information & Public Relation	Panchayat Meetings, Poshan Walks, Prabhat Pherec, Mass Media Campaign
Elementary and Higher Education	School-Based Activities, Awareness Campaign for Adolescent Girls, Mass Media Campaign
Agriculture	Farmer Club Meeting
MoYA&S	Poshan Rally, Youth Group Meetings
Health & Family Welfare and National Health Mission	Anaemia Camp, Home Visits ASHA / ANM
District and Block Admin with Support from Dept. of (MoWCD - MoHF-W)	Community Radio Activities, Mass Media Campaign

The Day -wise activities during the Poshan Pakhwada is as under :

POSHAN PAKHWADA CALENDAR

Date	Activity	Remark
8 th March, 2019	Poshan Mela, Call for Pakhwada Press Conference, Press release and Press Briefs to create awareness	
9 th March, 2019	Panchayat Meetings to begin on Poshan Pakhwada	
10 th March, 2019	Cycle Rally Poshan Rally	Sunday
11 th March, 2019	School Based Activities Anaemia Camp	
12 th March, 2019	Awareness Campaign for Adolescent Girls Cooperative Federation Meetings to address Nutrition	
13 th March, 2019	Cycle Rally Poshan Rally	Select the activity that was not carried out on 10 th March, 2019
14 th March, 2019	Youth Group Meetings Poshan Walk	
15 th March, 2019	Awareness Campaign for Adolescent Girls	Select the activity that

		was not carried out on 12 th March,2019
16 th March,2019	Farmer Club Meeting Haat Bazaar Activities	
17 th March,2019	Prabhat Pharee Poshan Walk	Sunday
18 th March,2019	Youth Group Meetings School Based Activities	Select the activity that was not carried out previously
19 th March,2019	Farmer Club Meeting Haat Bazaar Activities	Select the activity that was not carried out on 16 th March,2019
20 th March,2019	Anaemia Camp Awareness Campaign for Adolescent Girls	Select anaemia camp if not carried out on 11 th March,2019
21 th March,2019	Poshan Rally Cycle Rally	
22 nd March,2019	Panchayat Meetings	

Further, it has to be ensured that the coverage of each listed activity at least once throughout the Poshan Pakhwada. It has to be ensured that minimum of 2 activities per day at different level are to be conducted.

Other activities to be covered during the POSHAN Pakhwada are s under :

Department	Activity
WCD	All children registered with AWW must be weighed during these two weeks. Growth Monitoring of all children is a must activity
Health	As a part of Home Based Newborn Care, all infants less than 42 days, must be visited by ASHA to have the maximum coverage during the entire duration of Poshan Pakhwada.
WCD, Health, Rural Development, Education	At least one Poshan Mela on nutrition and Health issue is to be organized at village level.
Education, Health WCD	A session on nutrition must be held in each school for children to serve as ambassadors of behaviour change in family.
Rural Development	One meeting of Self Help Group on nutrition related issues must be convened during this period.
WCD, Health, Rural Development,	VHSND and CBE planned during these two weeks must be conducted.
Health, Ayurveda, WCD, Education	A special focus on screening and counselling for anaemia among women and children


Hashtag #PoshanPakhwada may be used for usage of social media campaign. A regular online updating of activities on Jan Andolan Dashboard @ www.poshanabhiyaan.gov.in has also been created. The activities done during the POSHAN Pakhwada has to be uploaded on <http://poshanabhiyaan.gov.in/#/poshan-pakhwada> on daily basis.

Endst No. EDN-U (G-1)WIFS /- 11230-31 Dated 14/3/2019

Office of the Deputy Director of Higher Education Una District Una (HP)

Copy to:-

1. The Directorate of Elementary Education HP Shimla for information please.
2. All the Principal/Headmaster GSSS/GHS in Una District for information and strict compliance.


Deputy Director of Higher Education
Una District Una (HP)