

No. EDN-U (G-I) WIFS/- 12868
Office of the,
Deputy Director of Higher Education
Una District Una (HP)



Dated Una- 174303 25 July, 2019

To

All the Principal/Headmaster
GSSS/HS in Una Distt.

Subject:- Regarding Jan Andolan & Community Engagement Strategy under Poshan Abhiyaan.

Memo,

With reference to the Director of Higher Education Himachal Pradesh Shimla letter No. EDN-HE (21) B (15) 38/2018-WIFS-Vol-I dated 16 July, 2019 on the subject cited above.

The copy of Jan Andolan & Community Engagement Strategy under Poshan Abhiyaan is enclosed herewith for your further necessary action. You are directed to supply the information on the prescribed formats alongwith photographs to this office.

Encls: As above

[Signature]
Deputy Director of Higher Education
Una District Una (HP)

Endst No. Even

dated

Copy to:- 1 The Director of Higher Education Himachal Pradesh Shimla for information please.

- Sd -
Deputy Director of Higher Education
Una District Una (HP)

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

16 JUL 2019

Telephone Number: 0177-2653120, 2653575, 2653386, Extension: 234 Fax: 0177-2812882, 0177-2811247 E-mail: dhe-sml-hp@gov.in & genbr@rediffmail.com

Dated: Shimla-171001 the July, 2019

To

All the Deputy Directors of Higher Education,
Himachal Pradesh.

Subject: - Regarding Jan Andolan & Community Engagement Strategy under Poshan Abhiyaan.

This is with reference to this office letter No.15-26/2018-Jan Andolan/IEC-5840-849 dated -26-06,-2019 on the subject cited above.

In this connection it is submitted that The Govt. of India Ministry of Women & Child Development has directed to develop Jan Andolan & Community Engagement Strategy under Poshan Abhiyaan The Jan Andolan & Community Engagement Strategy has been prepared on basis of the Jan Andolan and even calendar under Poshan Abhiyaan and is enclosed as Annexure "A" for information and necessary action please.

Key themes :-

- 4. Full immunization and promotion.**
- 5. Growth monitoring and promotion.**
- 8. Right age at marriage**
- 10. Hygiene, sanitation & safe drinking water.**

II Key Nutrition Behaviours.

A set of behaviors can potentially reduce stunting and wasting significantly among all children and help lower anemia rates among women, adolescents and children.

S. No	Theme	Behaviors.
4.	Full immunization & vitamin A supplementation.	Every Child receives full immunization every child receives vitamin A Supplementation. Deworming every six months.
5	Growth monitoring and	All caregivers to ensure that

G-I
188
23/07/19

7608
23/7/19

	promotion.	growth monitoring of their infants/ child are carried out regularly by the FLW responsible for growth monitoring, and they are sensitized to the growth monitoring records of their children in MCP card to adopt and comply with the behavioral advice given by the FLWs. of their children in
6.	Anemia prevention in children, adolescent girls and women-diet, IFA, Deworming.	Every adolescent 10-19 years is protected against anemia with adequate diet diversity, weekly blue iron folic acid supplements and twice yearly De-worming.
8.	Diarrhoea management	Every girl completes her school and higher education.
9.	Girls Education, diet and right marriage age.	Every girls completes her school and higher Education. Every girls is provided adequate diet without any discrimination. Every adolescent receives life skills training to stop early marriage and early pregnancy.
10.	Hygiene, sanitation and safe drinking water.	Every member of all households use safe drinking water at all times. Adolescent girls and women practice menstrual hygiene.

IV. The monthly/ weekly activities to be conducted for the calendar for the year 2019-20 up to December, 2019 is as under.:-

You are further, directed to supply the information on prescribed formats (enclosed) alongwith with photographs to this Directorate in the five days positively so that WCD department can be appraised accordingly.

Joint Director of Higher Education
Himachal Pradesh Shimla-1

Endst. No. Even Dated: Shimla-171001 the June, 2019

Copy for information to:-

1. The Director Women and Child Development, Himachal Pradesh letter No. 15-26/2018-Jan Andolan/IEC-5840-849 Dated 26-06-2019.
2. The Technical Officer (Computer/IT Cell), Directorate of Higher Education Himachal Pradesh, is hereby requested to upload the same on departmental website.
3. Guard File.


Joint Director of Higher Education
Himachal Pradesh Shimla-1

		<p>sustaining exclusive breastfeeding in the 4th–6th months.</p> <ul style="list-style-type: none"> • Special mention is to be given for those who are small/preterm/sick and cannot suckle at breast.
3	Complementary food and feeding	<ul style="list-style-type: none"> • Every infant is given complementary food on completing 6 months; breastfeeding continues till 2 years and beyond. • Every child (6–24 months) is fed age appropriate, nutrient-dense complementary foods with increased quantity, density and frequency as the child ages. • Every child is fed foods rich in vitamin A and iron. • Every caregiver practices active and responsive child feeding.
4	Full immunization & vitamin A supplementation	<ul style="list-style-type: none"> • Every child receives full immunization • Every child receives vitamin A supplementation. • Deworming every six months.
5	Growth monitoring and promotion	<ul style="list-style-type: none"> • All caregivers to ensure that growth monitoring of their infants/ children are carried out regularly by the FLW responsible for growth monitoring, and they are sensitized to the growth monitoring records of their children in MCP card to adopt and comply with the behavioural advice given by the FLWs. • Every child with severe acute malnutrition is given timely and quality therapeutic feeding and care, best before the development of medical complications.
6	Anemia prevention in children, adolescent girls and women– diet, IFA, deworming	<ul style="list-style-type: none"> • Every child 6-59 months receives biweekly iron folic acid syrup. • Children 12–59 months receive bi-annual deworming ($\frac{1}{2}$ tablet to children 12–24 months and 1 tablet to children 24–59 months). • Every child 5-9 years is protected against anaemia with adequate diet diversity, weekly pink iron folic acid supplements and twice yearly deworming. • Every adolescent 10–19 years is protected against anaemia with adequate diet diversity, weekly blue iron folic acid supplements and twice yearly deworming . • Every pregnant woman and lactating mother has an adequately diverse diet, takes iron and folic acid supplements daily for 180 days, takes calcium, deworming tablet and iodized salt. • Every pregnant woman has access to family planning services. • All are protected from malaria through the use of bed nets.

7	Food fortification and micronutrients	<ul style="list-style-type: none"> All caregivers have access to, and consume fortified foods available in nearest public health facility.
8	Diarrhoea management	<ul style="list-style-type: none"> Each child is fed frequently during and after illness while breastfeeding continues. Every child who has diarrhoea is given sufficient oral rehydration solution and zinc supplementation.
9	Girls education, diet and right marriage age	<ul style="list-style-type: none"> Every girl completes her school and higher education. Every girl is provided adequate diet without any discrimination. Every adolescent receives life skills training to stop early marriage and early pregnancy.
10	Hygiene, sanitation and safe drinking water	<ul style="list-style-type: none"> Every child 6-24 months is fed using safe and hygienic practices, including hand washing with soap and water at critical times. Every household safely disposes of child and animal faeces. Every member of all households use toilet at all times. Every member of all households use safe drinking water at all times. Adolescent girls and women practice menstrual hygiene.

III. Platforms to be used in Jan Andolan:

Celebrity, Influencers, Social media, frontline Workers

IV. The monthly /weekly activities to be conducted for the calendar for the year 2019-20 upto December, 2019 is as under:

MONTH: July, 2019				
THEME: Diarrhoea management				
Week 1	Week 2	Week 3	Week 4	Week 5
VHNSD Day	CBE-Community Based Events (ICDS)	Health talk in school	SHG Meetings at AWCs.	Nukkad natak/Folk Shows
Cooperative/Federation Meetings to address Nutrition	Poshan Melas	Celebration of Mothers Birthday in CBE	Happiness & Empowerment through cultural folk song & dances.	Poshan Walks
Prabhat Pharee	Panchayat Meetings	Poshan Workshop/Seminar	Local Leader Meetings	
Cycle Rally-On Hygiene	Ensuring Safe Drinking water in Anganwadi Centres.	Cleanliness drive in Anganwadi Centre		

MONTH: August,2019**THEME: Optimal Breastfeeding**

Week1	Week2	Week 3	Week 4	Week 5
-Village, Health & Nutrition Day. -Health check-up camps of pregnant and lactating mothers	CBE- Community Based Events (ICDS). -Celebration of mother birthday in AWCs.	-CBE- Community Based Events (ICDS) -Celebration of Mothers Birthday in CBE.	-SHG Meetings -Workshop on Exclusive breastfeeding. -Healthy Baby Shows.	

MONTH: September,2019**THEME: Overall Nutrition**

Week1	Week2	Week 3	Week 4	Week 5
-Village, Health & Nutrition Day -Health talks in school morning assemblies	-CBE- Community Based Events (ICDS) -Celebration of birthday of mothers	-Meeting of school management committees -Awareness campaign for Adolescent girls	-SHG Meetings -Anaemia screening camps -ECCE Day	

MONTH: October,2019**THEME: Hygiene, Sanitation & Safe drinking water**

Week1	Week2	Week 3	Week 4	Week 5
-Swachhta Diwas 2nd October	-Happiness & Empowerment through cultural folk song & dances.	-World Food Day 16th October	-Iodine Deficiency Disorder Day 21st October	Poshan Walk
VHSN Day	-CBE- Community Based Events (ICDS)*	-SHG Meetings	-CBE- Community Based Events (ICDS)	Health talk in school
Nukkad natak/Folk Shows	Healthy baby show	Poshan Workshop/Seminar	Panchayat Meetings	Poshan Melas
Cycle Rally-On Hygiene	Cleanliness drive in Anganwadi Centre	Harvest Festivals	Local Leader Meetings	