

No. EDN-U (G-I) MDM/- 546/  
Office of the,  
Deputy Director of Higher Education  
Una District Una (HP)

Dated Una- 174303 27 August, 2018

To

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

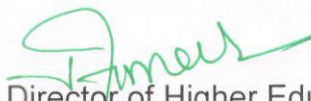
Subject:- Caller Tune/Ringtone of "POSHAN ABHIYAN".

Memo,

With reference to the Director of Elementary Education Himachal Pradesh Shimla letter No. EDN-EE (4) 4 36-2018-19 Misc. (MDM) dated 10 Aug 2018 on the subject cited above.

The copy of Caller Tune/Ringtone of "POSHAN ABHIYAN" is enclosed herewith for your further necessary action.

Encls: As above

  
Deputy Director of Higher Education  
Una District Una (HP)

Endst No. Even

dated

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

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

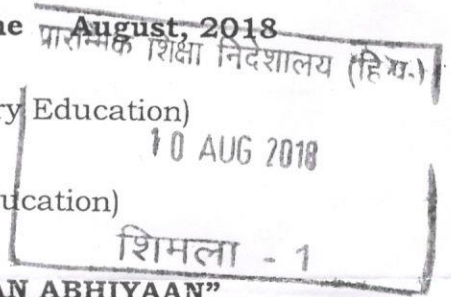
EDN-H(EE)(4)4 36-2018-19 Misc.(MDM)  
Directorate of Elementary Education  
Himachal Pradesh

Dated Shimla-171001

the August, 2018

To

1. All Deputy Directors (Elementary Education)  
Himachal Pradesh
2. All Deputy Directors (Higher Education)  
Himachal Pradesh



Subject:

Caller Tune/Ringtone of "POSHAN ABHIYAAN"

Sir/Madam,

The Government of India, Ministry of Women & Child Development, New Delhi vide their letter F.No. NNM/81/2018-CPMU dated 25<sup>th</sup> July, 2018 (copy enclosed) has informed that during the course of 2<sup>nd</sup> meeting of the National Council on India's Nutrition Challenges under "POSHAN ABHIYAAN" held on 24<sup>th</sup> July, 2018 the caller tune/ringtone of "POSHAN ABHIYAAN" has been released by the **Vice Chairman of Niti Aayog**. The same can also be downloaded from POSHAN ABHIYAAN website under the link Media->Ringtone/Callertune on <http://www.icds-wcd.nic.in/nnm/home.htm>.

In view of the above, you are requested to popularize the use of caller tune/ringtone of "POSHAN ABHIYAAN" in the districts and also requested to circulate this information to all the BEEO's & Schools under intimation to this office.

Encl: As above.

(Rohit Jamwal, HPAS)  
Director Elementary Education,  
Himachal Pradesh Shimla-171001  
E-mail: [eleedu-hp@gov.in](mailto:eleedu-hp@gov.in)  
Ph. No. 0177-2812464

Endst: No. Even Dated Shimla-171001 the August, 2018

Copy for information & necessary action to:-

1. The Additional Chief Secretary, SJ&E to the Government of Himachal Pradesh Shimla-171002.
2. The Secretary (Education) to the Government of Himachal Pradesh Shimla-171002
3. Joint Director, Department of Women and Child Development Himachal Pradesh Shimla-171001.
4. All Branch Officers/Supdt. Directorate of Elementary Education Himachal Pradesh, Shimla 171001.
5. Guard File.

(Rohit Jamwal, HPAS)  
Director Elementary Education,  
Himachal Pradesh Shimla-171001  
E-mail: [eleedu-hp@gov.in](mailto:eleedu-hp@gov.in)  
Ph. No. 0177-2812464

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21/8/18

(Enclosure)

F.No.NNM/81/2018-CPMU  
Government of India  
Ministry of Women & Child Development

Third Floor, Jeevan Vihar Building,  
New Delhi - 110001  
Dated 25<sup>th</sup> July, 2018

To,

The Principal Secretaries/ Secretaries, Department of Social Welfare /Women & Child Development of all 29 States/ 07 UTs.

Subject: Caller Tune/Ringtone of POSHAN Abhiyaan\_— regarding

Sir/Madam,

During the 2<sup>nd</sup> meeting of the National Council on India's Nutrition Challenges under POSHAN Abhiyaan held on 24<sup>th</sup> July, 2018, the Caller Tune/Ringtone of POSHAN Abhiyaan was released by the Vice Chairman, NITI Aayog and the same is **forwarded** herewith for use by the States/UTs. The same can also be downloaded from POSHAN Abhiyaan website under the link Media -> Ringtone/Callertune on <https://www.icds-wcd.nic.in/nnm/home.htm>.

2. MoWCD has also called for the meeting of Cellular Operators Association of India, Telecom Operators, Department of Telecom, TRAI, NIC and World Bank on 19.07.2018. Most the telecom operators have agreed to keep this caller tune in the their library and give option for free download of the caller tune and to keep it free for at least 1<sup>st</sup> month. It was further decided that MoWCD will give content of SMS in English and Hindi for promulgation through burst mode by the telecom operators. The SMS content was provided to telecom operators, who will send the SMS as per the following :

**English SMS**

Join the Jan Andolan movement to eliminate malnutrition. Sahi Poshan to Desh Roshan.  
Download caller tune at: xxxx.

**Hindi SMS**

Chalo chalayen ek Jan Andolan taaki nahi rahe kahin kuposhan. Sahi Poshan to Desh Roshan.  
Download caller tune at: xxxx.

3. States/UTs may popularize the use of the Caller Tune/Ringtone and give direction for use by all the Officers/Officials of the concerned Department of State Government and field functionaries upto Aanganwadi level.

Yours sincerely,

(Sunil Kumar Choudhary)

Project Manager, POSHAN Abhiyaan