

Mid-Day-Meal Society Punjab

Punjab School Education Board, (PSEB), E-Block, 5th Floor, (Mohali)
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To,

The All District Education Officer's (SE/EE),
Punjab.

Memo No. MDMS/GM/2023/244647

Dated: 31/08/2023

Subject:- Regarding the Celebration of Rashtriya POSHAN MAAH for the year 2023-24. (Month September)

Please refer to Directorate, Social Security and Women & Child Development, Punjab, Chandigarh letter No. 27621-29 Dated:- 31/08/2023 on the subject cited above. (Enclosed)

2.0 The theme of Poshan Maah this year is "Suposhit Bharat, Sakshar Bharat, Sashakt Bharat Accordingly, during the ensuing Poshan Maah 2023, activities focusing on the following themes have been considered.

- i. Poshan Bhi Padhai Bhi (PBPB)
- ii. Test, Treat, Talk Anaemia.

3.0 You are requested to issue instructions at school level to ensure that all the children enrolled in the schools takes the same Activity Calendar of Rashtriya Poshan Maah are enclosed. The credentials are also attached herewith.

General Manager

ਦਫਤਰ ਜਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੈ.ਸਿ)ਬਠਿੰਡਾ

ਪਿਠ ਅੰਕਣ ਨੰ -ਜੀ-1/1()2023 / 5084 ਮਿਤੀ:13/09/2023

ਉਪਰੋਕਤ ਦਾ ਉਤਾਰਾ ਸਮੂਹ ਸਕੂਲ ਮੁੱਖੀਆਂ ਨੂੰ, ਭੇਜਕੇ ਲਿਖਿਆ ਜਾਂਦਾ ਹੈ ਕਿ ਉਕਤ ਪੱਤਰ ਵਿਚ ਦਰਜ ਹਦਾਇਤਾਂ ਦੀ ਇੰਨ-ਬਿੰਨ ਪਾਲਣਾ ਕਰਨੀ ਯਕੀਨੀ ਬਣਾਈ ਜਾਵੇ।

ਜਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ(ਸੈ.ਸਿ)
ਬਠਿੰਡਾ

Directorate, Social Security and Women & Child Development, Punjab
SCO 102-03 Sector 34 A Chandigarh
Email: - poshanpunjab@gmail.com

To

1. Joint Development Commissioner cum CEO
Punjab State Rural Livelihood Mission Punjab.
2. Director of Health Services
Department of Health & Family Welfare Punjab & RBSK.
3. Director Rural Development Panchayat Punjab
4. Director Department of Water Supply and Sanitation Punjab
5. Director Department of School Education Punjab
6. Director AYUSH Punjab
7. Director Punjab State Fisheries Development Board Punjab
8. Director of Agriculture
9. Director of Horticulture

Memo No.: - CNST/POSHAN/2023 27621-29 Dated: - 31-08-2023

Subject: - Regarding the celebration of Rashtriya POSHAN Maah for the year 2023-24.

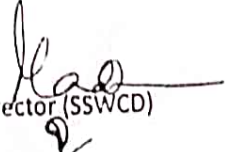
In reference to the subject cited above, POSHAN Abhiyaan endeavours to improve nutritional outcomes in pregnant women lactating mothers, adolescent girls and children under the age of 6 years, in a holistic manner. Behavioural Change at the individual and community level is an important component to achieving 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.

Addressing malnutrition in a holistic manner through a life-cycle approach is core to Mission Poshan 20 To emphasise the same, the focus of Poshan Maah this year is on awareness around key human lifecycle stages ie pregnancy, infancy, childhood, and adolescence for Nutrition-based sensitisation across India. The theme of Poshan Maah this year is "Suposhit Bharat, Sakshar Bharat, Sashakt Bharat Accordingly, during the ensuing Poshan Maah 2023, activities focusing on the following themes have been considered

- Exclusive Breastfeeding and Complementary Feeding
- Swasth Balak Spardha (SBS)
- Poshan Bhi Padhai Bhi (PBPB)
- Improving Nutrition through Mission LIFE
- Meri Mati Mera Desh (MMMD) Tribal Focused Nutrition sensitisation
- Test, Treat, Talk Anaemia

The district enthusiastically organizes these activities and encourages larger community participation by leveraging Gram Panchayats and Urban Local bodies and support the Honorable Prime Minister's vision of Suposhit Bharat Further, Jan Andolan under Poshan Maah this year may serve as a platform of unified celebration under 'Meri Mati Mera Desh' campaign commemorating the nation's journey of freedom and progress.

Therefore, you are directed to instruct the field functionaries for the same. The Activity Calendar of Rashtriya Poshan Maah are enclosed. The credentials are also attached herewith.


Director (SSWCD)