



## MISSION DIRECTORATE OF PM POSHAN, J&K

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The Chief Education Officer,  
\_\_\_\_\_ (All)


**Subject: - Celebration of POSHAN MAAH in the month of September, 2022-  
Calendar of activities to be performed during POSHAN MAAH  
w.e.f. 1<sup>st</sup> September, 2022 to 30<sup>th</sup> September, 2022.**  
**Ref: School Education Department Letter No. PS/Edu/PR006/106  
2021-11/ (90976) dated: 01.09.2022.**

Sir,

Kindly refer to the subject cited above, it is to inform you that, **Poshan Maah is celebrated every year** by Ministry of Women & Child Development (WCD) with the involvement of Partner Ministries/Departments. **Ministry of Education is a partner Ministry in POSHAN Abhiyaan and to celebrate POSHAN Maah,** theme based activities are to conducted across the country throughout the **month of September**, which have also been extended to the UT of Jammu and kashmir. The main focus of this year's Poshan Maah, is to activate Poshan Panchayats- thus converting "**Jan Andolan into Jan Bhagidari**".

In pursuance to the instruction received through **D.O. No. 14-5/2022-PM POSHAN-1-1 Dated 31.08.2022** and **D.O. No. 14-5/2022-PM POSHAN-1-1 Dated 01.09 .2022** from Ministry of Education, Department School Education & Literacy GoI, regarding the celebration of "**POSHAN MAAH**"- September, 2022, duly endorsed by the School Education Department, J&K vide letter mentioned under reference, **the objective of Rashtriya Poshan Maah 2022 shall remain centered around the following themes:**

- i) **Mahila and Swasthya.**
- ii) **Bacha and Shiksha-Poshan bhi Padhai bhi.**
- iii) **Gender Sensitive Water Conservation and Management.**
- iv) **Traditional Foods for Women and Children in Tribal Areas**

 As such, I am directed to impress upon you all to sensitize officers down the line, District Education Planning Officers, Principals, Zonal Education Officers, In-charge Heads of all Schools, to carry out all the related activities as per the calendar during POSHAN Maah w.e.f. **1<sup>st</sup> September, 2022 to 30<sup>th</sup> September, 2022**, to ensure maximum participation of children/Teachers besides local community:

Sr. No.	Date of Activities	Name of activities
01.	<b>02.09.2022 at 11.00 AM</b>	<p><b>Pledge</b> to be taken up by students in all the Schools during the celebration of POSHAN MAAH, reflecting the spirit of "<b>Bacha and Shiksha - Poshan Bhi Padhai Bhi</b>" is mentioned below:-</p> <p><b>I Pledge that:-</b></p> <ol style="list-style-type: none"> <li>i. I will keep myself-well-nourished and spread the message of healthy eating among my friends and family.</li> <li>ii. I will not purchase, promote, use or gift junk foods and unhealthy soft drinks.</li> <li>iii. I will eat green leafy vegetables and fruits.</li> <li>iv. I will adopt and promote safe cooking and eating habits.</li> <li>v. I will keep myself well hydrated and practice healthy hygienic habits of washing hands regularly.</li> </ol> <p>Let's join hands in celebration of Rashtriya Poshan Maah and help the children to learn about Nutrition, importance for good health, staying fit, eating nutrition diet and maintaining good personal hygiene in its true sense so that the children stay healthy and can provide their contribution towards Nation building.</p>
02.	02.09.2022 to 03.09.2022	<p><b>Sensitization regarding nutrition in formative years:</b> Group discussions, Symposiums and debates may be organized on the issue of formative years. Slogans and Banners may be placed in schools to sensitize the community on "<b>POSHAN BHI, PADHAI BHI</b>" and generate awareness in the community through appropriate/related indigenous toys.</p> <p><b>Sensitization of Community regarding Acute Malnutrition of children</b> up-to the age of 5 i.e Kinder Garten Children.</p>
03.	04.09.2022 To 05.09.2022	<p><b>Schools to carry out POSHAN Assemblies with students</b> in virtual/physical mode to discuss malnutrition, its impact on society and value of healthy and balanced diet.</p>
04.	06.09.2022 To 07.09.2022	<p><b>Quiz/E-Quiz competition:</b> Focusing on eating healthy habit, malnutrition, nutrition awareness to be organized.</p>
05.	08.09.2022 To 09.09.2022	<p><b>Water Management:</b> Awareness campaign for students on water management through school activities/Science Fairs on water management, water harvesting etc.</p>

06.	10.09.2022 To 11.09.2022	<b>Dissemination through TV Channels: SWAYAMPRAKASHA:</b> Channels of Ministry of Education will also telecast programs on POSHAN Abhiyan during POSHAN MAAH, which may be telecasted in the Schools with ICT Infrastructure.
07.	12.09.2022 To 13.09.2022	<b>Poshan Vatika- Special Plantation drive</b> in School Nutrition (Kitchen) Garden may be carried out. Special Drive for Height and Weight Measurement for children. Wall Painting in Schools.
08.	14.09.2022 To 15.09.2022	<b>Sensitizing parents through Parents Teacher Meetings (PTMs):</b> These may be held by all school/class teachers with parents with regard to Nutrition and its relationship to <b>physical and mental health</b> and well being of the school children. <b>Nukad Nataks, Rallies, Display of Movies.</b>
09.	16.09.2022 To 17.09.2022	<b>Social Audit</b> of PM POSHAN/MDM benefits may be shared in the month of September, 2022.
10.	18.09.2022 To 19.09.2022	<b>Coverage of Curriculum:</b> The portion in the NCERT curriculum on nutrition and physical health in all grades may be covered by all schools in the month of September, 2022.
11.	20.09.2022 To 21.09.2022	<b>School Health Checkup/Screening</b> through Block Health Teams of <b>Rashtriya Bal Suraksha Karykaram (RBSK)</b> including Dental Health Checkups and distribution of Health Cards, IFA Tablets, Albendazole Tablets to each and every student.  <b>Identification of SAM (Severely Acute Malnourished) children and distribution of nutrition food.</b>
12.	22.09.2022 To 23.09.2022	<b>YOGA Sessions</b> in collaboration with District AYUSH In-charge focusing on promotion of wellness through <b>YOGA at Home, promoting Yoga with Family.</b>
13.	24.09.2022 To 25.09.2022	<b>Health Awareness Camps &amp; Poshan Vatikas</b> for Adolescent Girls, Anaemic Children, early diagnosis of Juvenile diabetes through Health & ICDS Department and distribution IFA Tablets and De-worming Tablets & Sanitary Napkins for better hygiene.
14.	26.09.2022 To 27.09.2022	<b>Khelo aud Padho</b> – Education through Toys: Organizing of events to promote toy-based and play-based learning at home. Sensitization of caregivers and parents to use indigenous toys at home with their children.


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15	28.09.2022 To 29.09.2022	<b>Sensitization programme</b> on Water Conservation and Management and Rain Water harvesting.  <b>Nukad Nataks</b> , Rallies may be organized. Mega Awareness Sessions on Mal nourished Children. <b>Competitions to be organized and Distribution of Prizes among students.</b> <b>Sensitization in Tribal Hostels and Schools.</b>
16.	30.09.2022	Anemia Camps in all <b>Hostels/ Eklavya Model Residential Schools (EMRS), Tribal Hostels &amp; Tribal Food Fairs</b> with involvement of SHGs. Folk Dance to highlight malnutrition diseases.

For successful celebrations of "**POSHAN MAAH**" as part of on-going **Azadi Ka Amrit Mahotsav, District level Committees, for all Districts, under the supervision of the Concerned Chief Education officer, with the following composition may be constituted:**

S.NO	DESIGNATION OF OFFICER/OFFICIAL	STATUS
1.	<b>District Education Planning Officer (Concerned)/Dy. CEO</b> (If not available, Senior Most Principal, as nominated by CEO)	<b>Nodal Officer</b>
2	<b>District Cultural Head in School Education Wing</b>	<b>Member</b>
3.	<b>Programmer/Assistant Programmer, Samagra Shiksha</b>	<b>Member</b>

**For daily** Updation regarding the activities, to be performed during **POSHAN MAAH**, All the Nodal officers shall furnish the Progress through **E-mail: [samagrplanning2@gmail.com](mailto:samagrplanning2@gmail.com) or WhatsApp No. 9419206587/**

  
**(Bilal Rashid)**  
**Deputy Director (Planning),**  
**Nodal Officer, PM POSHAN,J&K**

Encl. Format for Reporting-A

**No:** Edu/PMPOSHAN/PIg/GC-5/2022-23

**Dated:** 01/09/2022

**Copy to the:-**

1. Principal Secretary to Govt., School Education Department Civil Secretariat Jammu/Srinagar for favour of information.
2. District Development Commissioner, **(All)** for kind information.
3. Director, School Education, Kashmir/Jammu for kind information.
4. State Coordinator **(P)** Campaigns, Samagra Shiksha for information & n/a.
5. Administrative Officer, Samagra Shiksha for information.
6. Chief Education Officers \_\_\_\_\_ **(All Districts)** for inf. & n/a.
7. \_\_\_\_\_ **(All) concerned** for information & n/a.
8. **I/C Control Room at Directorate of Samagra Shiksha, for inf. & n/a.**
9. P.A to the Project Director Samagra Shiksha, for kind information of Project Director.