

Rashtriya Poshan Maah 2023, Draft mapping of Themes, Activities, Levels, and Ministries

Proposed Themes	Sl. No.	Proposed Activities	Level of conduct of					Responsible Ministries
			A WC	Pro j./ Block	Dist. t.	Sta te	Na t.	
T1 Exclusive Breastfeeding and Complementary Feeding	1	Activity/ Camp/ Home visit on Breastfeeding (timely initiation, exclusive BF upto 6 months and continued BF upto 24 months & beyond)						MoWCD, MoH&FW, MoTA, MoMA, MoSJ&E
	2	Activity/ Camp/ Home visit on Complementary Feeding (safe, adequate and appropriate complementary foods at 6 months)						MoWCD, MoH&FW, MoTA, MoMA, MoSJ&E
	3	Camps on Proper Techniques of Breast-feeding						MoWCD, MOHFW
	4	Awareness camps for dietary diversity in Complementary feeding						MoWCD, MoHFW
	5	Skit by Anganwadi children to enumerate the necessity of nutrition through play						MoWCD, MoPR, MoRD, MoE
	6	Demonstration session on cooking nutritious complementary food recipes, while describing the necessity of different food groups						MoWCD, MoPR
	7	Collage making esp. at Schools to highlight the locally available food groups that can be used in complementary feeding						MoE, MoRD, MoWCD, MoAyush
	8	"Food Resource Mapping" on the floor of AWC to highlight different food available within the boundary of the village						MoWCD, MoPR, MoA&FW
T2 Swasth Balak Spardha (SBS)	9	Sensitisation activity on Growth Monitoring promotion						MoWCD, MoH&FW, MoPR, MoRD
	10	Swasth Balak Spardha/ Growth measurement drive (SAM/ MAM screening)						MoWCD, MoH&FW, MoPR, MoRD
	11	Exclusive Swasth Balak Spardha/ Growth measurement drive (SAM/ MAM screening) in urban slums						MoWCD, MoHUA, MoH&FW
T3 Poshan Bhi Padhai Bhi (PBPB)	12	Shapath on ECCE, engaging frontline functionaries of various departments and communities						All Ministries/ Departments
	13	Shiksha Choupal exclusively to promote ECCE learning corners at AWCs						MoPR, MoRD, MoWCD
	14	Home visits focusing ECCE esp. engaging parent						MoWCD
	15	Community centered khelo aur padho event to promote toy-based and play-based learning						MoE, MoWCD
	16	Demonstration session/activity for children and parents on play-based learning promoting indigenous toys						MoE, MoWCD
	17	DIY/ Indigenous toy fair						MoE, MoRD, MoWCD
	18	TOYathon - DIY/ Indigenous toy making workshop with AWWs (portal may allow uploading of event pictures)						MoE, MoWCD
	19	Games promoting nutrition (for target age group children)						MoE, MoWCD
T4 Improving Nutrition through Mission LiFE	20	Celebration of model RWH structures in Anganwadi centres						MoJS, MoPR, MoRD, MoWCD
	21	Cleaning/de-silting campaigns at community water bodies - lake/pond/well/water tank etc.						MoJS, MoPR, MoRD, MoWCD
	22	Sensitisation activity on water conservation with local institutions/bodies (PRIs/ULBs)						MoJS, MoPR, MoRD, MoWCD
	23	Session/event on promotion of rainwater harvesting (RWH) at AWCs						MoJS, MoPR, MoRD, MoWCD

#Water Conservation through Rainwater	24	Workshop for sensitizing women on techniques of water conservation, management and harvesting						MoJS, MoPR, MoRD, MoWCD
	25	Webinar on promotion of Rainwater Harvesting						MoJS, MoPR, MoRD, MoWCD, MoHUA
#Adopting Sustainable Food Systems by promoting Millet & Poshan Vatikas	26	Recipe competition at AWCs focusing Millets						MoWCD, MoCAF&PD, MoPR
	27	Campaign on sensitising Institutions, functionaries and community on benefits of Millets						MoRD, MoPR, MoYA&S, MoWCD
	28	Awareness session for Adolescent girls connecting Millets with their health						WCD, MoYA&S, MoE, MoWCD
	29	Campaign to promote Millets and Backyard Kitchen Gardens						MoEF&CC, MoA&FW, MoWCD
	30	Home visits exclusively focusing awareness on Millets						MoWCD
	31	Event on promoting Tricolour/Rainbow/Traditional thali made up of Millet based food items						MoRD, MoCAF&PD, MoWCD
	32	Demonstration drive on Amma ki Rasoi /Grandmothers kitchen based on locally available Millets						MoCAF&PD, MoPR, MoRD, MoWCD
	33	Drive on linking Millet-based foods with local festivals						MoRD, MoPR, , MoLE, MoWCD
	34	Awareness drive on good health through Millets intake in food, in urban slums						MoHUA, MoLE, MoWCD
	35	Sensitization drive and outreach activity on nutrition through Millets in minority dominated areas						MoMA, MoWCD
	36	Millet-based awareness through essay, quiz or drawing competition focusing role of Millets in eradicating malnutrition						MoE, MoWCD
	37	School-based Millets fairs						MoE, MoWCD
	38	Diet consultation camp at varied health services (PHC/CHC/DHC) for PW&LMs focusing daily consumption of Millets						MoH&FW, MoWCD
	39	Anaemia camp in Eklavya model residential schools (EMRS) while sensitising on the role of Millets for the same						MoTA, MoE, MoWCD
	40	Traditional Millet-based recipe contest in tribal districts						MoTA, MoPR, MoWCD
	41	Millet-based tribal food fairs						MoTA, MoWCD
	42	Webinar on the role of Traditional & Regional Nutritious food for Health promotion						MoWCD, MoH&FW, MoE, MoAyush
#Adopting Healthy Lifestyles through Ayush practices like Yoga, Local food etc.	43	Awareness camp on healthy dietary practices (regional and seasonal)						MoRD, MoPR, MoCAF&PD, MoWCD, MoAyush
	44	Awareness campaign on lifestyle changes for prevention of lifestyle disease and role of Millets in the same						MoAyush, MoH&FW, MoWCD
	45	Plantation drive promoting Poshan Vatika while focusing on medicinal plants						MoAyush, MoA&FW, MoWCD
	46	Sensitisation activity on Paushtik Aahaar (one of the 5 Poshan Sutras)						MoWCD, MoH&FW, MoTA, MoMA, MoAyush
	47	Sensitisation activity promoting AYUSH lifestyle practices for health promotion						MoAyush, MoWCD
	48	Yoga camp (Yoga for Health/Ayush for well-being)						MoAyush, MoWCD
	49	5-minute Yoga Protocol session esp. in AWCs (with the help of available Video-spots)						MoWCD, MoAyush, MoE
	50	Demonstration about setting up of Kitchen Gardens/ Poshan Vatikas						MoWCD, MoA&FW, MoPR, MoRD

	51	Demonstration of recipes to the local community						MoWCD, MoPR
	52	Webinar on role of Ayush to address Anemia						MoAyush, MoWCD
	53	Camp/ session/ event on retrofitting Poshan Vatikas with backyard poultry and fishery units						MoAyush, MoA&FW, MoWCD
T5 Meri Mati Mera Desh (MMMD)	54	Panch Pran Pledge- https://merimaatimeradesh.gov.in/pledge						MoWCD, MoPR, MoHUA
	55	Vasudha Vandan- creation of Amrit Vatika (Poshan Vatika)						MoWCD, MoPR, MoHUA
	56	Veeron Ka Vandan- honoring freedom fighters/braves and their families of the village/ panchayat						MoWCD, MoPR, MoHUA
	57	Hoisting of National Flag and singing of National Anthem.						MoWCD, MoPR, MoHUA
T6 Tribal Focused Nutrition	58	Sensitisation of tribal communities on Millet/ Local food/ Traditional Food for Anaemia etc.						MoTA, MoWCD, MoH&FW
	59	Anaemia camp for children, Adolescent girls and women in tribal districts						MoH&FW, MoTA, MoWCD
	60	Anaemia camp in Eklavya model residential schools (EMRS)						MoH&FW, MoTA, MoWCD
T7 Test, Treat, Talk Anaemia	61	Anaemia camp for adolescent girls (14-18 years)						MoH&FW, MoE, MoWCD
	62	Anaemia camp for adolescent girls (14-18 years) in SAG linked Aspirational Distts. and North Eastern States						
	63	Anaemia camp for children						MoH&FW, MoE, MoWCD
	64	Anaemia camp for PW&LM						MoH&FW, MoWCD
	65	Anaemia camp for women in reproductive age						MoH&FW, MoWCD
	66	Anaemia camp (outreach activities) in Urban slums						MoH&FW, MoHUA, MoWCD
	67	Anaemia related activities with SHG, NSS/ NYK etc.						MoH&FW, MoRD, MoWCD
	68	Sensitisation session/ activity of Panchayats on Anaemia (along with Antenatal Care, Postnatal Care)						MoH&FW, MoPR, MoWCD
	69	Sensitisation on AYUSH measures for anaemia by Ayush experts						MoWCD, MoE, MoAyush
	70	CBE- Community Based Event						MoWCD
Overall Nutrition (gneral sensitisation activities)	71	VHSND- Village Health Sanitation and Nutrition Days						MoH&FW, MoWCD
	72	Poshan ke 5 Sutra (exculuding Anaemia and Paushtik Aahaar)- Sensitisation activity on first 1000 days						MoWCD, MoH&FW
	73	Poshan ke 5 Sutra (exculuding Anaemia and Paushtik Aahaar)- Sensitisation activity on Diarrhoea						MoWCD, MoH&FW, MoJS
	74	Poshan ke 5 Sutra (exculuding Anaemia & Paushtik Aahaar)- Sensitisation activity on WaSH						MoWCD, MoJS
	75	Antenatal Checkup						MoH&FW, MoWCD
	76	Annaprasan Diwas						MoWCD
	77	Suposhan Diwas						MoWCD
	78	Preschool readiness- Celebrating coming of age (Getting ready for preschool at AWC)						MoWCD
	79	Immunisation camp						MoH&FW, MoWCD
	80	Food fortification and Micronutrients sensitisation activity						MoWCD, MoCAF&PD
	81	Community radio activity						MoTB, MoWCD
	82	Cycle rally/ walk/ prabhat pheri						MoWCD
	83	Day-NRLM SHG meet/ SHG meeting						MoRD, MoWCD
	84	Haat bazaar activity						MoWCD
	85	Local leaders' meeting						MoWCD

86	Nukkad natak/ folk show					MoWCD
87	Poshan workshop/ seminar					MoWCD
88	Youth group meeting					MoYA&S, MoWCD
89	Adolescent education					MoE, MoYA&S, MoWCD
90	Other activities (as per State/UT planning)- NeGD may provide facility for specifying the ' name of activity ' in the data entry sheet					Any Ministry/ Department

Activities related to T2 (Swasth Balak Spardha) that States/ UTs are encouraged to initiate

#Ranking of 'Healthy Child' as per defined criteria – 1st, 2nd and 3rd

#Distribution of Certificate to Healthy Child and Parent (pictures of certificates distributed may be uploaded)

#Reward in the form of locally available toys ,hygiene kit, water bottle, fruit basket etc.

#Small gifts like nutrition kit/ hygiene kit to all participating children