



GONDWANA UNIVERSITY, GADCHIROLI

(Established by Government of Maharashtra Notification No. MISC -2007/(322/07) UNI -4 Dated 27th Sept. 2011 & Presently a State University governed by Maharashtra Public University Act, 2016 (Maharashtra Act No. VI of 2017)

National Service Scheme



Dr. Shyam Khandare
Director
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पत्र क्र. No.GU/NSS/ 08 /2022

Dt : 05/01/2022

प्रति,

मा. प्राचार्य/विभाग प्रमुख/रासेयो कार्यक्रम अधिकारी
संलग्नीत सर्व रासेयो महाविद्यालये,
गोंडवाना विद्यापीठ, गडचिरोली.

विषय:- दिनांक ०८ जानेवारी ते १० जानेवारी या कालावधीत स्वस्थ बालक-बालीका स्पर्धा
आयोजन करण्याबाबत.

संदर्भ:- १) F.No.P.32-1/2021/NSS/DIR/01-18, Dated 3rd January 2022 .

महोदय/महोदया,

उपरोक्त संदर्भांकित विषयान्वये सविनय विनंती या प्रमाणे आहे कि, महीला व बाल विकास मंत्रालय भारत सरकार व्दारा स्वस्थ बालक-बालीका स्पर्धा संपुर्ण रासेयो महाविद्यालयामध्ये आरोग्य आणि पोषण समस्यासाठी श्वासत समुदायाचा सहभाग एकत्रीत करण्यासाठी दिनांक ०८ जानेवारी २०२२ ते १० जानेवारी २०२२ या कालावधीत रासेयो महाविद्यालयामध्ये कार्यक्रम आयोजन करुन त्याचा अहवाल दिनांक १४/०१/२०२२ पर्यंत रासेयो विभाग, गोंडवाना विद्यापीठ, गडचिरोली येथे सादर करावा, ही विनंती.

धन्यवाद!

डॉ. श्याम खंडारे

संचालक

राष्ट्रीय सेवा योजना

गोंडवाना विद्यापीठ, गडचिरोली

F.No.P.32-1/2021/NSS/DIR/01-18
Government of India
Ministry of Youth Affairs & Sports
Directorate of NSS
Shivaji Stadium Annexe Building
New Delhi-110001.

Dated: 3rd January, 2022

To,
The Regional Directors
All Regional Directorates of NSS

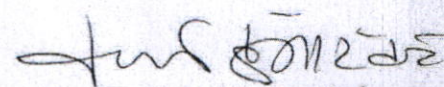
Sub:- Organisation of Swastha Balak-Balika Spardha from 8th to 10th January, 2022 –
regarding.

Sir/Madam,

I am to invite a reference to the Secretary, Ministry of Women & Child Development, Government of India D.O. letter No. PA/228/2021-CPMU-Part(2) dated 14-12-2021 vide which the Ministry of Women & Child Development is organising Swastha Balak-Balika Spardha to mobilize sustained community participation for health and nutrition issues across the country from 8th to 10th January, 2022. Information related to the above programme is attached.

In this regard, you are requested to issue necessary instructions to the NSS units under your jurisdiction to conduct the Swastha Balak-Balika Spardha by organising various activities on the subject and send the report alongwith photographs/videos/news cuttings to this office after completion of the programme.

Yours faithfully



(Dr. Kamal Kumar Kar)

Assistant Programme Adviser

Copy to:

1. The Director, NSS, Ministry of Youth Affairs & Sports, Shastri Bhawan, New Delhi-110001.
2. The Under Secretary, NSS Section, Ministry of Youth Affairs & Sports, Shastri Bhawan, New Delhi-110001.
3. The Under Secretary, CDN Section, Ministry of Youth Affairs & Sports, Shastri Bhawan, New Delhi-110001.

F.No. J-17011/133/2018-CDN
Government of India
Ministry of Youth Affairs and Sports
Department of Youth Affairs
(Coordination Section)

Shastri Bhawan, New Delhi
Dated the 20th December, 2021

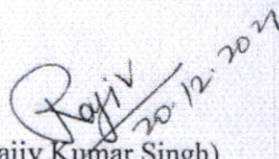
OFFICE MEMORANDUM

Subject: Swastha Balak-Balika Spardha – An action point of PRAGATI Meeting – reg.

The undersigned is directed to forward herewith the D.O. Letter No. PA/228/2021-CPMU-Part(2) dated 14.12.2021 received from Secretary, Ministry of Women & Child Development informing that Ministry of Women and Child Development is organizing Swastha Balak-Balika Spardha to mobilize sustained community participation for health and nutrition issues across the country from 8th January to 10th January, 2022 (copy of D.O. Letter No. PA/228/2021-CPMU-Part(2) dated 8th December, 2021 enclosed). Further, in the said letter it is mentioned that partner Ministries may extend their valuable support to make this campaign a grand success by engaging their officers and field functionaries at varied levels Viz. State, District, Block and further below.

2. All concerned are requested to extend their support to make this campaign a grand success by engaging their officers and field functionaries at varied levels Viz. State, District, Block and further below. In this regard DS (CDN) is the Nodal Officer. It is requested that the details of the identified measuring agencies may please be provided in the Format at Annexure I to CDN Section by 22nd December, 2021 positively.

Encl.: As Above


(Rajiv Kumar Singh)

Under Secretary to the Govt. of India
Email: rajivk.singh@nic.in

To

1. Director (NSS) 2. DS (NYKS) 3. US (NSS) 4. US (NYKS)

Copy for information to:

1. The Director General, Nehru Yuva Kendra Sangathan, (NYKS), 4, Jeevandeep Building, Sansad Marg, New Delhi - 110001
2. The Director, National Service Scheme, (NSS), Ground floor, Annexe building shivaji Stadium, shaheed bhagat sing marg, Connaught place, New Delhi - 110001.

इन्दीवर पान्डेय, आई.ए.एस.
सचिव

INDEVAR PANDEY, I.A.S.
Secretary

Tel. : 011-23383586, 23386731
Fax : 011-23381495
E-mail: secy.wcd@nic.in



सत्यमेव जयते



आज़ादी का
अमृत महोत्सव

भारत सरकार
महिला एवं बाल विकास मंत्रालय
शास्त्री भवन, नई दिल्ली-110 001

Government of India
Ministry of Women & Child Development

Dated: 08th December, 2021

D.O. No. PA/228/2021-CPMU-Part(2)

Dear Secretary,

As you are aware that the issue of POSHAN Abhiyaan was deliberated in the last PRAGATI meeting held on 24th November, 2021 under the Chairmanship of Hon'ble Prime Minister. As a follow up action to the meeting, it has been decided to organise "Swastha Bachcha Spardha" in the country from 8th January to 14th January 2022, to mobilise sustained community participation for health and nutrition issues in the country. In addition, Ministry has also planned celebrations for National Girl Child Day to be held on 24th January 2022.

2. Since the launch of POSHAN Abhiyaan in March 2018, convergence between different Ministries/Departments has been emphasised upon to address malnutrition through different channels at varied levels across the nation. Hence, it is pertinent that the coordinated efforts of all the line ministries are made for larger community participation and seamless execution of the campaign.

3. To deliberate upon roles and responsibilities of partner Ministries/Departments in the campaign on "Swastha Bachcha Spardha" and for National Girl Child Day celebrations, a preparatory meeting would be held under the chairpersonship of Hon'ble Minister of Women and Child Development on 9th December, 2021 at 05:00 PM at Conference Room No. 602, 'A'- Wing, 6th Floor Shastri Bhawan, New Delhi. A brief presentation on the "Swastha Bachcha Spardha" is **annexed**.

4. I seek your kind participation in the above meeting to finalise the activities to be undertaken by the line ministries to help to move forward towards our shared goal of "Suposhit Bharat" through successful implementation of such community mobilising events which celebrates our efforts to mitigate malnutrition and celebrate the success of Girl Child.

With regards,

Yours sincerely,

(Indevar Pandey)

Encl: As above.

Secretaries to the Government of India
(As per attached list)

1. Secretary, Ministry of Rural Development
2. Secretary, Ministry of Panchayati Raj
3. Secretary, Ministry of Health & Family Welfare
4. Secretary, Department of Food and Public Distribution
5. Secretary, Department of Drinking Water & Sanitation
6. Secretary, Ministry of New & Renewable Energy
7. Secretary, Ministry of Skill Development and Entrepreneurship
8. Secretary, Ministry of Education
9. Secretary, Ministry of AYUSH
10. Secretary, Ministry of Electronics & Information Technology
11. Secretary, Ministry of Agriculture & Farmers' Welfare
12. Secretary, Department of Fisheries
13. Secretary, Department of Animal Husbandry & Dairying
14. Secretary, Ministry of Environment, Forest & Climate Change
15. Secretary, Ministry of Information & Broadcasting
16. Secretary, Ministry of Housing & Urban Affairs
17. Secretary, Ministry of Minority Affairs
18. Secretary, Ministry of Tribal Affairs
19. Secretary, Department of Youth Affairs
20. Secretary, Department of Sports



नए सप्ताह की ओर
Towards a new dawn



संस्कृत मंत्र
Government of India

**POSHAN
Abhiyaan**
PM's Overarching
Scheme for Holistic
Nourishment



सही पोषण - देश रोशन

Swastha Bachcha Spardha

A Nationwide Movement to Promote the Value of Nutrition

MINISTRY OF WOMEN AND CHILD DEVELOPMENT

Malnutrition scenario

ICDS & POSHAN Abhiyaan

Children under 5 years (NFHS-5)



Stunted
(height-for-age)

35.5%



Wasted
(weight-for-height)

19.3%



Underweight
(weight-for-age)

32.1%

Anganwadi Services Scheme

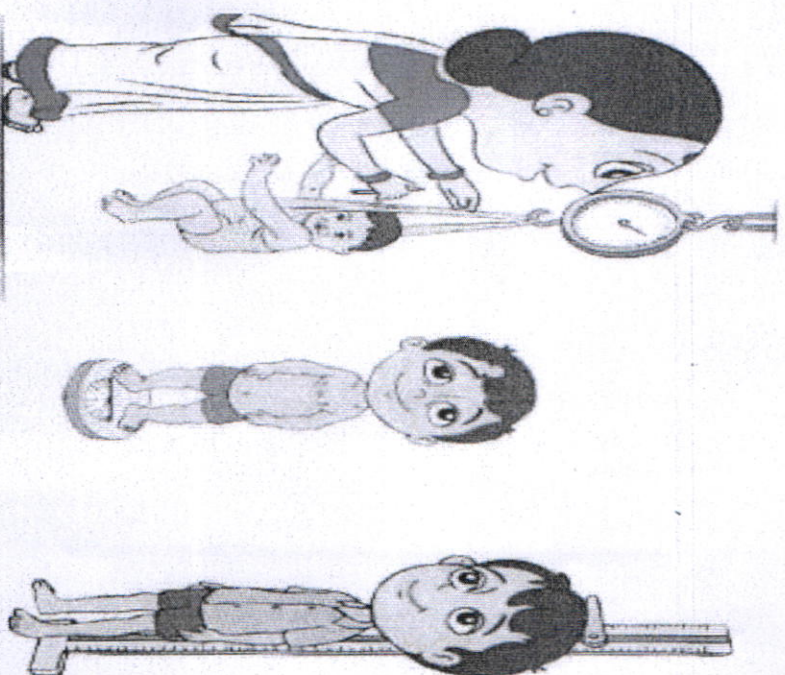
- Launched on **2nd October 1975**
- 13.89 lakh** operational Anganwadi Centre's in **7,075 blocks**
- Services:** Supplementary Nutrition, Immunization, Pre-School Education, Health, & Nutrition Education and Referral Services
- Target Beneficiaries:** Children under 6 years, pregnant women & lactating mothers

POSHAN Abhiyaan

- Launched on **8th March 2018**
- Comprehensive, convergent, mission mode, life cycle approach
- Strengthen service delivery by leveraging technology, capacity building and behavior change through Jan Andolan

Importance of Growth Monitoring

- Growth monitoring is important to detect early growth retardation, promote optimum growth, and identify those at risk of malnutrition.
- **Early identification of Malnutrition will:**
 - Improve child survival, cognitive and physical development
- **Poshan Tracker:** In-built real-time monitoring system to track the nutritional status of beneficiaries. Total **3 crore** children weighed.
- **Anganwadi Centres** are provided Growth Monitoring Devices (GMDs) to ensure weighing through real time alerts
- **11.94 lakh** GMDs have been procured by States/UTs.



Genesis of the event

Background

- PRAGATI meeting held under Chairmanship of Hon'ble Prime Minister on 24.11.2021

Outcome & Output

- Improve the nutritional status of children under 6 years.
 - Focus on healthy children:
 - Generating emotional connect with Health & Nutrition of children
 - Mobilise and sensitize community for nutrition issues
 - Instil the feeling of competitiveness
 - Extend the coverage of ICDS services to left out children
 - Consolidate a database of height, weight and age for all children up to 6 Years
-

Basic contours of the event

- **Concept:** Orientation was around addressing issues and challenges relating to malnutrition but now the focus will be towards showcasing who is healthy.
 - **Coverage:** Pan India
 - **Target Group:** Children under 6 years: Total children: 13.75 cr; Registered with AWC: 7.48 cr
 - **Place of measurement:** AWC/Home/Panchayat/school/camp/Other
 - **Execution strategy:** Rural, Urban and Self mode
 - **Platform for competition:** Online module on Poshan Tracker App.
 - **Who is Healthy Child:** Measuring Height & Weight of children & classifying children as Healthy child as per WHO Growth Charts & facilitating Healthy child
 - **Time duration of Implementation:** 8th-14th January 2022
-

Strategy for execution

RURAL

- **Nodal Person:** DM
- **Main Implementing Agency:** CDPOs supported by field functionaries of ICDS
- **Measuring Agencies:** Anganwadi Workers and Anganwadi Helpers
- **Supporting agencies for community mobilisation:** Panchayat Members, SHGs, Mothers Group
- **Probable Places for Measurement:** AWCs, Primary schools, Panchayat, Home, PHC

URBAN

- **Nodal Person:** DM / Municipal Commissioner
- **Main Implementing Agency:** Municipal Agencies
- **Measuring Agencies:** AWWs, Rotary & Lions clubs, Employers' associations, Doctors, NGOs
- **Supporting agencies for community mobilisation:** IMA, School administration, Urban local bodies
- **Probable Places for Measurement:** AWCs camps by employers at SEZ etc., Schools, Hospitals, Home

Challenges in the execution of the event

- Bridging the gap of children who are out of the ambit of ICDS scheme:
 - About 7 crore children in the age group 0 to 6 years are out of ICDS
 - Urban area coverage is a challenge as less no of AWCs
 - Coordination among Ministries/Departments/Field Agencies at all levels
 - Voluntary participation: mobilising community involvement in event
 - Performance of agencies measuring height & weight is crucial
 - Accessibility of growth monitoring devices to other agencies besides AWWs
 - Providing incentive/ reinforcement to children & parents for participation
-

Role of Prominent Personalities & Member of Parliament

- Presence & support would ensure wide participation & community mobilisation : Transform event into a Jan Andolan
 - Motivate state officials, district authorities, local bodies such as Panchayats and Municipalities for active participation
 - Play active role in dissemination of information through media & outreach platforms
 - Proactively engage with healthy children & their parents on media platforms to motivate
 - Engage directly with the private/corporate sector/NGOs/local institutions etc. for their participation in the event
-



Thank You

...together towards Kuposhan
Mukt Bharat