



# नेहरु युवा केन्द्र संगठन

## Nehru Yuva Kendra Sangathan

स्वायत्तशासी संस्था  
युवा कार्यक्रम एवं खेल मंत्रालय  
भारत सरकार

*an Autonomous Body under the  
Ministry of Youth Affairs & Sports  
Government of India*

साथ साथ  
कल की ओर...



Cir No: NYKS/PROG:poshan maah/2019/ 73

28<sup>th</sup> August, 2019

From : Dr M P Gupta, Director (Programme), NYKS

To : All State Directors, Nehru Yuva Kendra Sangathan

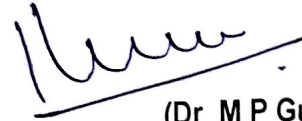
**Subject: Celebration of National Nutrition Month (Rashtriya Poshan Maah) across the country as a part of Jan Andolan under Poshan Abhiyan from 1<sup>st</sup> September to 30<sup>th</sup> September, 2019-reg**

1. As you are aware that last year NYKS successfully organised the celebrations of National Nutrition Month (Rashtriya Poshan Maah) across the country as a part of Jan Andolan under Poshan Abhiyan from 1<sup>st</sup> to 30<sup>th</sup> September, 2018 and Poshan Pakhwada from 8<sup>th</sup> to 22<sup>nd</sup> March, 2019. The efforts of NYKS in implementing the programme were appreciated at the highest level. Ministry of Women and Child Welfare, Govt. of India awarded NYKS, MoYAS for the exemplary work.
2. This year also Ministry of Women and Child Development has decided to observe the month of September as National Nutrition Month (Rashtriya Poshan Maah) across the country as a part of Jan Andolan under Poshan Abhiyan from 1<sup>st</sup> September to 30<sup>th</sup> September, 2019.
3. The focus of this year is on **five critical components** during Poshan Maah i.e. 1000 days of the Child, Anaemia, Diarrhoea, Hand Wash & Sanitation and Poshtik Aahar (wholesome meal with diet diversity)
4. During the preparatory meeting of Poshan Maah, 2019 held on 12<sup>th</sup> July, 2019 under the Chairmanship of Hon'ble Minister Women and Child Development, it was decided that **Youth Affairs should mobilise its resources like NYKS, NSS etc., to include issues of adolescent boys and develop a wholistic protocol to take forward the message of Nutrition.**
5. All Dy.Directors and District Youth Coordinators should be requested to motivate the NYVs and NYKS Youth Clubs to sensitize the villagers especially the Adolescents on the issues of Poshtik Aahar (wholesome meal with diet diversity), general cleanliness & hygiene, Prevention of Anaemia, Regular De-worming methods, Say No to Tobacco use, Alcohol and Drugs. They should coordinate with their aligned Departments at State, District, Block and Field Level, Anganwadi & ASHA workers, ANM and other village level functionaries for effective mass mobilization on the issues of their health concern.
6. A Brief on the Activities to be undertaken during the Poshan Maah and a copy of the material received from the Ministry of Women and Child Development is **enclosed as Annexure-1** and a **Booklet** for your ready reference.
7. Ministry of Women & Child Development has prepared an Online dashboard: [www.poshanabhiyaan.gov.in](http://www.poshanabhiyaan.gov.in) to showcase live and real time performance of Jan Andolan and the data for the same is required to be entered through an online form and App.

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भूतल, 4 जीवन दीप भवन, संसद मार्ग, नई दिल्ली-110001

8. All are requested to ensure organization of month long activities and campaigns with active involvement of NYV, Youth Clubs, Youth from different walks of life and other stakeholders. **Achievements and Good activities photographs, press clippings, videos, Bites etc** should be uploaded on day to day basis on Dash Board of Poshan Abhiyaan web site [www.poshanabhiyaan.gov.in](http://www.poshanabhiyaan.gov.in) (Click Data Entry, then Login). For Login, **User Name: MoYA&S\_Gol and Password: MoYA&S\_Gol** and on NYKS website: [www.nyks.nic.in](http://www.nyks.nic.in) (on home page click celebration of Poshan Maah, select State and District). **Social Media** platform (whatsapp, facebook etc) should also be used.
9. Final report of the month long campaign should be furnished in the **enclosed** proforma to [mpsharmanyks@yahoo.co.in](mailto:mpsharmanyks@yahoo.co.in) NYKS Hqr. latest by **3<sup>rd</sup> October, 2019** along with **50-60 activities photographs, videos and press clippings.**

  
(Dr M P Gupta)

Encl: as above

CC:

- PS to Joint Secretary (YA), MoYAS
- PS to Director General, NYKS
- Sh Rajiv Singh, Under Secretary (YA-CDN), MoYAS