



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*



Ref. No. NYKS/Prog. 4th Poshan Maah/2021-22 / 81

Date: 27.08.2021

From : Apoorva Shinde, Director (Prog.) NYKS Hqr

To : All State Directors, NYKS

Subject: Celebration of fourth Rashtriya Poshan Maah 2021

1. This has reference to the attached D.O letter no. PA/116/2021-CPMU (Part-I) dated 23rd August 2021 of Joint Secretary, Ministry of Women & Child Development regarding celebration of Fourth Poshan Maah in September 2021.
2. Like previous years, NYKS would be celebrating the **Rashtriya Poshan Maah 2021** as a valuable partner in the crusade against malnutrition.
3. **Four themes as mentioned in the letter are:**
 1. **First Week:** Plantation Activity in the form of Poshan Vatika at the spaces available in Anganwadi Centres, Gram Panchayat, Schools, etc.
 2. **Second Week:** Yoga and AYUSH for Nutrition (Yoga sessions targeted for various groups like pregnant women, children and adolescent girls).
 3. **Third Week:** Distribution of Nutrition Kits comprising of regional nutritious food to beneficiaries of Anganwadi along with IEC material in high burden Districts and
 4. **Fourth Week:** Identification of SAM children and organising Community Kitchen for the beneficiaries.
4. As per the **enclosed Calendar**, of suggestive activities, **Ministry of Youth Affairs and Sports** has the responsibility to conduct activities from **1st September to 15th September 2021** covering theme 1 and 2.
5. Further, from **16th September to 30th September, 2021**, other suggestive activities as mentioned in Calendar may be organised.
6. All State Directors are requested to ensure that District Youth Officers should motivate the NYVs and Youth Clubs to sensitise the villagers on the issues of Malnutrition, importance of breast feeding, promotion of Kitchen gardens in collaboration with District Administration, Anganwadi, ASHA Workers and other related activities for effective implementation.

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7. **Media and Publicity:** The activities should be publicised on print, electronic and social media.
8. Further, month long activities and campaigns need to be uploaded on the Jan Andolan Dashboard Portal www.poshanabhiyaan.gov.in on **daily basis**. State wise **Username and Password** are enclosed.
9. Two reports should be submitted as per **enclosed** proforma to NYKS Hqtr-coreprogramnyks@gmail.com on 16th September and 1st October 2021 (consolidated) along with action photographs, videos and press clippings.
10. **Precautions:** While undertaking these activities, the youth should wear face mask, wash their hands on regular intervals, due care for personnel hygiene and maintenance of social distancing as well as while following the advisories and Guidelines issued by Government and District Administration. Further, as per local notifications, permissions for conducting activities may be sought from District Administration.

Encl: a/a


27/8/21

(Apoorva Shinde)

CC:

- PS to DG, NYKS
- All Regional Directors for follow up