

**GOVERNMENT OF TELANGANA STATE
MUNICIPAL ADMINISTRATION DEPARTMENT**

of
Administration,

Office of Director
Municipal
T.S., Hyderabad.

C I R C U L A R

Cir.Roc.No.129303/2019-H1,

30/08/2019

Sub: MA & UD Department – Conduct of Poshan Maah –September Month 2019 –
Facilitation of Poshan Department – in all the ULBs by involving
the concerned Departments – updation of activities in Poshan Jan Andolan Dashboard- Reg

Ref: No. N-11025/35/2018-LSG, Dated: 06th August, 2019 from the Joint Secretary
MD DAY-NULM Ministry of Housing and Urban Affairs GOI to the
Principal Secretary MA & UD Department .

The Ministry of Women & Child Development is implementing POSHAN Mission (National Nutrition Mission) since June 2018. The mission strives to reduce the incidence of stunting, wasting and underweight among children, and focuses on adolescent girls, pregnant & lactating women to address the issue of malnutrition in a holistic manner. It had been decided to celebrate September month of each year as 'Rashtriya Poshan Maah'. Thus, September 2019 is being celebrated as '*Poshan Maah*', this year.

2. The Urban Local Bodies (ULBs) have played a crucial role in successful implementation of the mission in the urban areas. The broad set of activities to be conducted during the POSHAN Maah are as under:

- i. Awareness campaigns on POSHAN themes - nutrition, adolescent girls and pregnant and lactating women by involving all the stakeholders viz. the elected representatives, functionaries of the Health and Women & Child welfare departments, SHGs of DA Y- NULM, Nehru Yuva Kendras, NCC, SS, schools and colleges etc. Nutrition/Health experts also may be involved.
- ii. Activities to make the POSHAN movement a Jan Andolan viz. 'Poshan Melas', 'Poshan Diwas', 'Nukkad Nataks', Folk Songs etc. by involving all the line departments. *Prabhat Pherees* and door-to-door drives may also be conducted for increased public awareness.
- iii. Reaching out to school dropout girls to educate them about nutrition, health and hygiene, right age for marriage etc.

- iv. Special focus to be given on the migratory population and those living in the slum areas.
- v. Promote 'Kitchen Gardens' in available spaces such as lawns, backyards, roof tops etc. A suitable mechanism to recognize the good and innovative initiatives in this regard may be devised.
- vi. Cooking competition may be held among the male members of the society in order to sensitize men about the benefits of nutrition.
- vii. Conduct of City Level and Ward level meetings on POSHAN involving the all the committee members as per the guidelines on formation of Committee members communicated to the ULBs.
- viii. Facilitation of Conduct of Urban Health Nutrition Days (UHNDs) by involving the SHG members at all Anganwadi centers at ULBs.

3. Therefore, the Municipal Commissioners of all the ULBs are requested to conduct the POSHAN Maah 2019 in the September Month 2019 by involving all the ICDS, Health Department, MEPMA, Local Representatives and others by following the activities in the prescribed format and issue necessary directions to the departments concerned (A list of all activities conducted during the POSHAN Maah 2019 is annexed for your reference) to help organization of POSHAN Maah in a befitting manner. The status of all the activities to be updated, on real time basis, on the Poshan Jan Andolan Dashboard.

MPL ADMIN

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Director of

SREEDEV

DIRECTO

To
The Addl. Commissioner, UCD GHMC
The Municipal Commissioner of all the ULBs in the State .
Copy to Mission Director, MEPMA for taking necessary action.
The Project Directors ,MEPMA

Copy to:

The submitted to the Principal Secretary MA & UD Dept , Government of Telangana for information
Copy to the Commissioner, GHMC for taking necessary action.

Annexure

Activities conducted in Poshan Maah 2018

S.No.	Activities
1.	Anaemia camp
2	Area Level Federation Meetings (ALF)
3	CBE- Community Based Events
4.	Community Radio Activities
5.	Cooperative/Federation
6.	Cycle Rally
7.	DAY-NULM SHG Meet
8.	Farmer Club Meeting
9.	Haat bazaar activities
10.	Harvest Festival
11.	Home Visits
12.	Local Leader Meeting
13	Nukkad Natak/Folk Shows
14.	Panchayat Meeting
15	Poshan Mela
16.	Poshan Rally
17	Poshan Walk
18.	Poshan Seminar/Workshop
19.	Prabhat Pheree
20	Providing Water to the Toilets
21	Safe drinking water in Anganwadi centres
22.	Safe drinking water in Schools
23.	School based activities
24.	Self Help Groups (SHG) meetings
25.	VHSND
26	Youth Group meeting

Signature valid

Digitally signed by SREEDEVI
Date: 2019.08.30 16:16:06 IST
Reason: Approve