

MISSION FOR ELIMINATION OF POVERTY IN MUNICIPAL AREAS
MA& UD DEPARTMENT, GOVERNMENT OF TELANGANA

O/o Mission Director
MEPMA, Telangana

CIRCULAR

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Dated.25/03/2023

Sub:- Pattana Pragathi -MEPMA- Telangana-Convergence activities –
celebrations of 5th POSHAN Pakhwada -2023 –from 20th March to 3rd
April 2023 – theme- nutritional benefits of Millets –in coordination with
WCD Dept-Telangana -instructions –Reg
Ref:- D.O.No 13011/1/2020 –UPA-I-UD-of the Under Secretary ,NULM GoI.

The attention of all the PDs , MCs ,PD-DMCs of MEPMA are invited to the sub & ref. cited.

2 Ministry of Women and Child Development is organizing the 5th Poshan Pakhwada from 20th March to 3rd April 2023 and is taking various steps to popularize adoption of Millets and to sensitize communities on the nutritional benefits of millets

3. The themes for celebration of Poshan Pakhwada 2023 are as follows:

- Promotion and popularization of Millets for nutritional wellbeing
- Celebration of Swasth Balak Spardha in all the States.
- Popularizing Saksham Anganwadis .

4 Hence the PDs , MCs ,PD-DMCs of MEPMA are instructed to conduct the 5th Poshan Pakhwada from 20th March to 3rd April 2023 through SHGs and their federations in the ULBs by creating awareness drives on good health through Millets intake in food in coordination with Women and Child Development department, Government of Telangana duly following the theme for celebration .

The detailed guidelines of WCD Dept.are hereby enclosed for ready reference .

Sd/- Dr.N.Satyanaryana
Mission Director ,MEPMA

Encl: WCD Guidelines

To

The Municipal Commissioners of all the ULBs in the State

The Project Directors, PD/DMCs MEPMA of all Districts

The Additional Collectors of LBs in the State (Except Mulugu & Hyderabad) for information

The Addl. Commissioner ,UCD GHMC for information

Copy to

The Collectors and Dist. Magistrates in the State (except Mulugu & Hyderabad)

The Commissioner, WD & CW Department ,Telangana for information

Copy submitted to the Special Chief Secretary to Government MA& UD Department for
favor of information .


for Mission Director

POSHAN Pakhwada 2023

Activity Schedule- District/ICDS Project

5th Round of POSHAN Pakhwada is being celebrated from **20th March to 3rd April, 2023**, the proposed plan of activities to be conducted at the District/ ICDS Project level with the following themes:

- a. Promotion and popularization of Shree Anna/Millets for Nutritional – Wellbeing
- b. Celebration of Swasth Balak Spardha/ Arogyamaina Pillala Poti
- c. Popularizing Saksham Anganwadi's

District / ICDS Project Level

Date	Activity	Description	Participants
20 th March, 2023	Launch of POSHAN Pakhwada	Preparatory Planning Meeting, Orientation to Supervisors & AWTs	DWOs, CDPOs/ACDPO's, PA Coordinators
21 st March 2023	Convergence Meeting	Convergence Meeting with Line departments under Chairmanship of District Collector	District Collectors, WCD and line departments
23 rd to 24 th March, 2023	School based Activity at Govt. schools/ Social welfare/ Tribal welfare schools	<ul style="list-style-type: none"> Awareness on Millets uses and benefits through essay, quiz or drawing competitions focusing role of millets in eradicating malnutrition Essay writing/ Poster making/ Drawing/ Nutrition Fair competitions. Demonstration of Hand Wash. Discussion on best health and nutrition practices for children. Encourage children to Initiate nutrition garden in school premises 	WCD, Dept. of School Education
25 th & 27 th March, 2023	T-3 anaemia Camps at various locations	Test, Talk, Treat – T3 anaemia camps for women, adolescent girls and children at various locations like govt degree colleges, govt schools or any other public places.	WCD, HFW
28 th March, 2023	Awareness program on Anaemia for adolescent girls	Organise talks by doctors, health dept officials, nutrition experts. Discuss points like importance of millets, Intergenerational cycle of malnutrition, anaemia causes, consequences, prevention and cure, care to be taken during pre-conception age,	WCD, HFW, DoSEL, Tribal welfare

Date	Activity	Description	Participants
		importance of diet diversity and consumption of millet rich foods	
29 th March, 2023	POSHAN Workshop/ Seminar in Colleges on promotion & popularization of millets	Organise workshops/seminar in junior colleges/ degree/PG colleges on importance of diet diversity and consumption of millet & nutritious rich foods.	WCD, HFW
31 st March, 2023	Yoga for Health	Yoga session with experts for Supervisors/ AWTs / Beneficiaries	WCD
1 st April, 2023	Digital POSHAN Panchayat	Mandal wise Virtual Meetings with PRI members on promotion and popularization of millets Identifying gaps and challenges, Role of PRIs in tackling malnutrition	WCD, PR & RD
1 st April, 2023	Workshop for SHGs on promotion & popularization of millets	<ul style="list-style-type: none"> Sensitization to the SHGs on millets uses and nutritive benefits Screen SHG women for Anaemia Invite doctors –	WCD, HFW, SERP, MEPMA
3 rd April 2023	Cooking competitions for men/ couples	Conduct cooking competitions for men or couples, husbands of pregnant women/lactating mothers, fathers of children below six years – on cooking nutritious recipes using locally available millets foods. Create awareness on importance of male support during pregnancy and in early childhood development. Discuss Malnutrition, anaemia, Diet Diversity, WASH.	WCD, Tribal Welfare Dept, Food and Public distribution dept
3 rd April, 2023	Closing Event		

***NOTE : All the activities have to be planned and executed through the POSHAN Pakhwada days i.e 20th March to 3rd April,2023**

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