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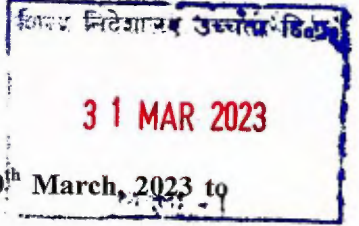
No. EDN-HE(21)B(15)38/2018-WIFS-Vol-I Posha Pakhwada
Directorate of Higher Education
Himachal Pradesh

Telephone Number: 0177-2653120, 2653575, 2653386. Extension: 234 Fax: 0177-2812882, 0177-2811247 E-mail: dhe-sml-hp@gov.in & genbr@rediffmail.com

To Dated: Shimla-171001 the March, 2023

All the Deputy Directors of Higher Education
Himachal Pradesh
All the Principals & Headmaster of Higher Education
Himachal Pradesh.

Subject: - Regarding Celebration of Poshan pakhwada from 20th March, 2023 to 03rd April, 2023.




Please find enclosed herewith the copy of letter No. 15-39/2018-POSHAN Pakhwada-2022-23 3219-3235 dated: 16-03-2019 received from the Director, Women & Child Development Himachal Pradesh, on the subject cited above. In this regard it is intimated that the State all across Poshan Pakhwada will be celebrated the State from 20 March, 2023 to 3rd April, 2023.

The concept note and activity calendar of the Poshan Pakhwada is enclosed. The activities to be planned around the following themes are as under: placed

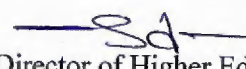
- A. Promotion and popularization of Shree Anna/Milletts for nutritional-well being
- B. Celebration of swasth Balak Spardha in all the States
- C. Popularizing Saksham Anganwadis.

You are therefore, directed to issue instructions to all Principals/Headmasters under your control to organize these activities during the Poshan Pakhwada from 20th March, to 3rd April, 2023 in the State of Himachal Pradesh. Hastag #Poshan Pakhwada may be used for usage of Social media campaign. A regular online updating of activities on Jan Andolan Dashboard @ www.poshanabhiyaan.gov. The activities done during the Poshan pakhwada may be uploaded on <http://poshanabhiyaan.gov.in#poshan-Pakhwada>. You are directed to upload the Photographs of the events on the website of concerned Deputy Directors/Directorate of higher Education.


Director of Higher Education
Himachal Pradesh Shimla-1

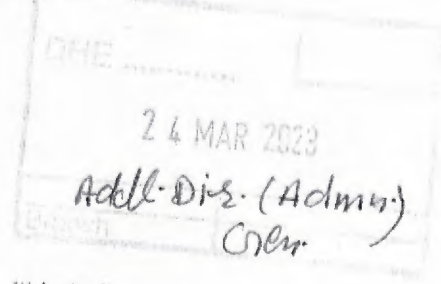
Endst. No. Even Dated: Shimla-171001 the March, 2023
Copy for information to:-

1. Women & Child Development Himachal Pradesh Letter No. 15-39/2018-POSHAN Pakhwada-2022-23 3219-3235 Dated 16-03-2019 for information please.
2. The Additional Chief Secretary, SJ&E to the Govt. of Himachal Pradesh for information please.
3. The Technical Officer (Computer/IT Cell), Directorate of Higher Education, Himachal Pradesh is hereby requested to upload the same on departmental website.
4. Guard file.


Director of Higher Education
Himachal Pradesh Shimla-1

No. 15-39/2018-POSHAN Pakhwada-2022-23 3,219-3235
Directorate of Women & Child Development
Himachal Pradesh

To,



1. The Director,
Rural Development Department, Shimla-9.
2. The Director,
Panchayati Raj Department, Shimla-9
3. The Director
Food, Civil Supplies and Consumer Affairs Department, Shimla-9
4. The Director,
ESOMSA, SDA Complex, Kasumpti Shimla-9
5. The Director,
Urban Development, Shimla-9
6. The Mission Director,
Directorate of National Health Mission, Shimla-9
7. The Director,
Ayurveda Department, Shimla-9
8. The Director,
Health & Family Welfare, Shimla-9
9. The Director
Agriculture, Shimla-5
10. The Director,
Information & Public Relation, Shimla-2
11. The Director,
Higher Education, Shimla-1
12. The Director,
Elementary Education, Shimla-1
13. The Director
Youth Services and Sports, Shimla-1
14. The Director,
Department of Agriculture, Shimla-5
15. The Director,
Department of Environment, Sci & Technology, Shimla-1
16. The Joint Director
Tribal Development Department
Bijalani House, Chotta Shimla-2
17. The Engineer-in Chief,
Jal Shakti Vibhag, Shimla-1

Subject: -

Madam/Sir,

Dated: 16-03-2023 Shimla-1.
Regarding celebration of POSHAN Pakhwada from 20th March,
2023 to 3rd April, 2023.

The Ministry of Women & Child Development, Govt. of India has informed that POSHAN Pakhwada will be celebrated all across the State from 20th March to 3rd April, 2023.

The MoWCD has informed that the United Nations General Assembly adopted a resolution declaring 2023 as the International Year of Millets. Since the primary goal of this initiative is to raise public awareness of health benefits of millets and suitability of cultivation of millets in harsh climatic conditions. Poshan Pakhwada will serve as an appropriate platform to reach out to and sensitize communities on the nutritional benefits of

Smt Ritu / Sh. Reshan

25/3/23

millet. Additionally, Growth Monitoring through Swasth Balak Spardha that emphasizes upon measuring height & weight of all the children in target age group and Saksham Anganwadis are other focus areas of mass sensitization during the celebrations. The following activities have been planned during Poshan Pakhwada. **The concept note and activity calendar of the Poshan Pakhwada is enclosed.** The activities to be planned around the following themes **are as under:**

- a. Promotion and popularization of Shree Anna / Millets for nutritional- well being
- b. Celebration of Swasth Balak Spardha in all the States
- c. Popularizing Saksham Anganwadis

The Other IEC activities which can be conducted during POSHAN Pakhwada by all partnering Departments are as under:

- | | |
|---------------------------------------------------------|---------------------------|
| o Anaemia Camps | o Home Visits |
| o Community Based Events (CBE) | o Local Leaders' Meeting |
| o Community Radio Activities | o Nukkad Natak/Folk Shows |
| o Cooperative/Federation based activities | o Poshan Workshop/Seminar |
| o Cycle Rally/Walk/Prabhat Pheri | o School Based Activities |
| o DAY-NRLM SHG Meet and Self-Help Groups (SHG) Meetings | o VHSND |
| o Digital Poshan Panchayat | o Youth Group Meeting |
| o Haat Bazaar Activities | o Webinars |

In view of the above, it is requested that the instructions may kindly be issued to your District level officers for organising activities in co-ordination with the District Programme Officers of WCD for making success of Poshan Pakhwada from 20th March to 3rd April, 2023 in the State of Himachal Pradesh. Hashtag **#PoshanPakhwada** may be used for usage of social media campaign. A regular online updating of activities on Jan Andolan Dashboard @ www.poshanabhiyaan.gov.in has also been created. The activities done during the Poshan Pakhwada may kindly be uploaded on <http://poshanabhiyaan.gov.in/#/poshan-pakhwada>.

Yours faithfully,

(Rajni Kumar)
Director,

Women & Child Development
Himachal Pradesh.

Copy to: 3 236 / 3248

1. The Secretary, SJ&E to the Govt. of Himachal Pradesh for information please.
2. All District Programme Officers, Women & Child Development of Himachal Pradesh are directed to coordinate with the field officers of line departments for organizing POSHAN Pakhwada at District level from 20th March to 3rd April, 2023. The activities done during the Poshan Pakhwada may be uploaded on daily basis on <http://poshanabhiyaan.gov.in/#/poshan-pakhwada>. **The detailed activity calendar will be conveyed to the Districts separately.**

Director,
Women and Child Development,
Himachal Pradesh

IT Cell