



File No.: 4-182/2018/DPO/U-BCC-I - 47-66

To

1. The Hon'ble Chairperson, Zila Parishad, District Una.
2. The Superintendent Engineer, IPH, District Una.
3. The Chief Medical Officer, District Una.
4. The Deputy Director, Higher Education, District Una.
5. The Deputy Director, Elementary Education, District Una.
6. The Project officer, DRDA, District Una.
7. The District Food and Civil Supply, District Una.
8. The District Welfare Officer, District Una.
9. The District Panchayat Officer, District Una.
10. The District Ayurvedic officer, District Una.
11. The District Planning Officer, District Una.
12. The Mayor, Municipal Cooperation, Una District Una (H.P).
13. The Department of Agriculture and Farmer Welfare, District Una
14. The Department of Youth Affairs and Sports, District Una.
15. The Department of Skill Development and Entrepreneurship, District Una.
16. All the CDPOs, District Una (H.P)

MDM

[Signature]
08/04/2025

Subject:

Dated: Una the 04th April, 2025
Regarding celebration of 7th edition of POSHAN Pakhwada
from 8th - 22nd April, 2025 under Poshan Abhiyaan.

[Signature] Madam/Sir,

The Ministry of Women and Child Development, Govt of India has informed that POSHAN Pakhwada will be celebrated all across the District from 8th April 2025 to 22nd April 2025, POSHAN Abhiyaan endeavors to improve nutritional outcomes in a holistic manner. Behavioral change at individual and community level is an important component to achieve the desired goals of the Abhiyaan. It continues with POSHAN 2.0, an integrated nutrition support programme that subsumes Anganwadi Services, scheme for Adolescent Girls and POSHAN Abhiyaan.

In pursuance of this objectives, POSHAN Pakhwada has been celebrated in convergence with all Stakeholders during the month of March and

April since the initiation of POSHAN Abhiyaan in March 2018. The ensuring Poshan Pakhwada 2025 has been planned from 8th to 22nd April, 2025, around the following themes:-

1. Focus on the first 1000 days of life.
2. Popularization of the Beneficiaries Module in the Poshan Tracker.
3. Management of malnourishment through the CMAM Module.
4. Healthy lifestyle to address obesity in children.

In addition to the above themes, the Departments may kindly take up additional focus areas like Mission LiFE for improving nutrition still continues where people are encouraged to take up sensitization cum actionable activities linked to water conservation including rainwater harvesting at Anganwadies, adopting sustainable food systems and healthy lifestyles through Ayush practices. Similarly, activities around Anemia, WaSH and Diarrhoea management, and other sensitization activities around nutrition will also be taken up during the celebration of POSHAN Pakhwada 2024. These activities may also be uploaded on the Jan Andolan Dashboard (<https://www.poshanabhiyaan.gov.in/#/poshan-Pakhwada>).

In view of the above, it is requested that the instructions may kindly be issued to your block level officers, for organizing activities in coordination with the CDPOs of WCD for making success of POSHAN pakhwada from 08th April 2025 to 22nd April 2025.

This is for your information and further necessary actions.

Jatin Lal

Jatin Lal, (I.A.S),
Deputy Commissioner,
Una, District Una (H.P)

Endstt. No. - 67

Date: 04-04-2025

Copy to:

1. The Worthy Director, WCD (H.P). For information please.

Jatin Lal

ENDST No. 6DN-6(4-12) Elem. NDM 1249
O/o DDE Una Gen nics.
District Una. H.P 11/04/25

Deputy Commissioner,
Una, District Una (H.P)

Forwarded to All the Principals/Headmaster's/BEBOs/Incharges of
GSES/GHS/GMS/GPS to celebrate the Poshan Pakhwada ~~with~~ and
Co-operate with WCD Department in gram schools.

No. 15-39/2019-Poshan Pakhwada 3526-3537
Directorate of Women & Child Development
4th Floor, MC Parking Complex, Bypass Crossing,
Tutikandi, Shimla (H.P)- 171005

To,

All the Deputy Commissioners
In Himachal Pradesh

Dated: 20/3/25 Shimla-5.

Subject: -

Regarding celebration of 7th Edition of Poshan Pakhwada from 8th
April-22nd April, 2025 under POSHAN Abhiyaan.

Madam/Sir,

The Ministry of Women and Child Development, Govt. of India has informed that the Poshan Pakhwada will be celebrated across the State from 8th April-22nd April, 2025. The themes for 7th Edition of Poshan Pakhwada is as under:-

- a.) Focus on the first 1000 days of life
- b.) Popularisation of Beneficiary Module in the Poshan Tracker
- c.) Management of malnutrition through CMAM Module
- d.) Healthy lifestyle to address Obesity in Children

In view of the above, it is requested that the instructions may kindly be issued to your District Level Officers for organizing activities in co-ordination with the District Programme Officers of WCD for making Poshan Pakhwada-2025 successful in the State of Himachal Pradesh. The copy of the background note is enclosed please.

Yours sincerely,

(Pankaj Lalit)

Director,
Women & Child Development,
Himachal Pradesh,
Shimla-5

Dated

Endst No: As Above

Copy to:

1. The Secretary, SJ&E to the Govt. of Himachal Pradesh for information please.
2. All the District Programme Officers for information and necessary action.

Director,
Women and Child Development,
Himachal Pradesh.

No. 15-39/2019-Poshan Pakhwada - 3676-87
Directorate of Women & Child Development
4th Floor, MC Parking, Shimla Bypass Crossing
Tutikandi, Shimla, Himachal Pradesh-171005

From

The Director
Women and Child Development,
Himachal Pradesh, Shimla-5

To,

All the District Programme Officers
in Himachal Pradesh
Dated: 27/03/2025 Shimla-5.

Subject: -

Regarding celebration of 7th Edition of Poshan Pakhwada from 8th -
22nd April, 2025 under POSHAN Abhiyaan.

Memo:

In continuation of the office letter of even number, dated 20-03-2025, on the subject cited above, kindly find the enclosed detailed activity plan for the period from 8th to 22nd April 2025, along with the levels of activities as outlined in the PPT shared by MWCD.

Therefore, you are directed to ensure that the reports, along with photographs, related to the Poshan Pakhwada activities are submitted in the enclosed formats (Annexure-A, B, C, D, and E) to this Directorate, without fail.

Moh
(Mohan Datt) 27/3/25
Additional Director
Women & Child Development,
Himachal Pradesh. ✓

Poshan Pakhwada (8th - 22nd Apr, 2025): Day wise Activity Calendar

Sl. No.	Theme	Activities in Detail
1.	Launch of Poshan Pakhwada, 2025	<ul style="list-style-type: none"> • Launch of Poshan Pakhwada and IEC throughout the District and sensitization of General Public about the activities to be carried out during Poshan Pakhwada, 2025.
2.	Popularization of Beneficiary Module	<ul style="list-style-type: none"> • Awareness about Face Recognition System (FRS) amongst the General Public. • Group session with PW, LMs, adolescent girls, and caregivers to introduce the Beneficiary Module of the Poshan Tracker. • Hands-on demonstration session on registration, update information, and monitor own or child's progress through BM. • Display of posters/ banners at AWCs explaining the features and benefits of the BM • Specialized Home Visits to guide families to register in beneficiary module • Beneficiary Registration Drives during VHSNDs - AWWs & ASHAs can assist beneficiaries in registration and navigation • Awareness session on benefits of Beneficiary Module. <p>(Level of activity as per the MWCD PPT (Copy enclosed) Format for report is enclosed at Annexure-"A")</p>
3.	Focus on First 1000 days of Life	<ul style="list-style-type: none"> • Growth monitoring session for pregnant women. • Growth monitoring for children under 2 years. • Specialised Home Visits to reinforce counseling and check on BF & CF practices, and immunization schedules (0-2 years) • Community meetings with PW&LMs, and caregivers to explain the importance of nutrition during the first 1000 days • Individual counseling for PW&LMs on dietary diversity, exclusive breastfeeding, and complementary feeding practices • Focused breastfeeding sessions to promote early & exclusive breastfeeding for the first 6 months • Hygiene Awareness Sessions - To educate mothers on handwashing and maintaining hygiene (WaSH) to prevent infections in infants • Anemia awareness session for Adolescents and Pregnant Women • Male Engagement Sessions - To support mothers with household chores, and ensuring better maternal care and nutrition • Awareness activity on Complementary Feeding (safe, adequate and appropriate complementary foods at 6 months) • Demonstration session on cooking complementary food recipes through local food items including millet. <p>(Level of activity as per the MWCD PPT (Copy enclosed) Format for report is enclosed at Annexure-"B")</p>

4.	Management of Malnutrition through implementation of CMAM module	<ul style="list-style-type: none"> • Referral Awareness Session at AWCs to educate the community on the importance of early referral of SAM children to NRCs • Conduct of appetite test at the AWCs • Awareness session on CMAM protocol • Demonstration of Therapeutic Feeding - Locally available nutrient-dense foods to help manage malnourished children at home • Promote CMAM protocol during VHSNDs by highlighting the importance of community-based management and linking identified SAM/MAM children to appropriate health services • Cooking Demonstrations of Energy-Dense Foods for malnourished children - promoting local and affordable food items • Peer Support Group Sessions - Sessions between mother-to-mother support groups to provide emotional support, share successful nutrition practices, and promote CMAM among caregivers of malnourished children. <p>(Level of activity as per the MWCD PPT (Copy enclosed) Format for report is enclosed at Annexure-“C”</p>
5.	Healthy lifestyle to address the Obesity in Children	<ul style="list-style-type: none"> • CBE on Obesity in Children - With parents, caregivers, and children to explain the importance of balanced meals, portion control, and limiting junk food and sugary drinks. • Healthy Eating Pledge for increased public awareness on Obesity • Nutrition Counseling for Parents - Promoting healthy food choices at home • Community Sports Events - To promote the importance of daily exercise for maintaining overall health and wellness • Healthy Lifestyle Poster and Slogan Competitions for Adolescent Girls • Fruit and Vegetable Day at AWC - Children and families are encouraged to bring and share healthy snacks • Screen Time Reduction Session at AWC/ Community - Educate families on reducing screen time (television, mobile phones, etc.) and replacing it with outdoor play or family-based physical activities • Healthy Lunchbox Challenge - Children to participate, where they bring nutritious meals to the AWC and share ideas with others • BMI (Body Mass Index) Monitoring - To identify children at risk of obesity and provide early counseling to parents • Family Meal Awareness Session - To promote the concept of family meals, emphasizing mindful eating <p>(Level of activity as per the MWCD PPT (Copy enclosed) Format for report is enclosed at Annexure-“C”</p>

6.	Other regular themes and activities	<ul style="list-style-type: none"> • Anemia camp for children and adolescent girls (14-18 years) • Anemia camp for Pregnant Women • Eklavya model residential schools (EMRS) based anemia camp cum outreach activities • SHG, NSS/ NYK etc. related outreach activities on anemia • Ayush focused sensitisation on anaemia (by Ayush experts) • Demonstration session/activity for children on play-based learning promoting indigenous toys • TOYathon - DIY/ Indigenous toy making workshop with AWWs • Preschool readiness activity at AWC- Celebrating coming of age (Getting ready for preschool at AWC) • Community-based awareness session on 'say no to single use plastic' (LiFE) • Clean-up drives at AWCs (and in the vicinity) to collect plastic waste (LiFE) • Adoption of environment friendly packaging for THR (LiFE) • Water conservation- Promotion of rainwater harvesting (RWH) at AWCs • Water conservation- Cleaning/de-silting campaigns at community water bodies - lake/pond/well/water tank etc. • Cycle rally/ walk/ prabhat pheri • Day-NRLM SHG meet/ SHG meeting • Sports day • Immunisation camp • Antenatal Checkup • Annaprasan Diwas • Adopting healthy lifestyles- Yoga camp (Yoga for Health/Ayush for well-being) • Local dietary practices- Promotion/ awareness of Traditional Foods / Millet-based recipes • Other activities (as per State/UT planning) <p>(Level of activity as per the MWCD PPT (Copy enclosed) Format for report is enclosed at Annexure-"D")</p>
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