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NATIONAL COMMISSION FOR PROTECTION OF CHILD RIGHTS
राष्ट्रीय बाल अधिकार संरक्षण आयोग
GOVERNMENT OF INDIA
भारत सरकार



Letter No-2201/44/NCPCR/2019-20-CH/999/7
Date-05.09.2019

To

Chairperson(s)

State Commission for Protection of Child Rights(SCPCRs)
(As per the attached list)

Sir/Madam,

As you are aware that the levels of under nutrition are unacceptably high in India. National Family Health Survey (NFHS)-4 data shows that almost 38.4% children under 5-years of age are stunted (low height-for-age) and 21% wasted (low weight-for-height). There are a number of schemes directly/indirectly affecting the nutritional status of children (0-6 years age) and pregnant women and lactating mothers. In spite of these, level of malnutrition and related problems in the country is high. There is thus an urgent need to scale-up interventions and programmes relevant for improving nutrition.

National Nutrition Mission (NNM) was launched by Hon'ble Prime Minister on March 8, 2018 in Jhunjhunu, Rajasthan. NNM, is an apex body to monitor, supervise, fix targets and guide the nutrition related interventions across the Ministries. *Poshan Abhiyaan* under NNM is a flagship programme of the Ministry of Women and Child Development, Government of India with an objective to reduce stunting in identified districts of India with the highest malnutrition burden by improving utilization of key Anganwadi Services and improving the quality of Anganwadi Services delivery.

Poshan Maah (Nutrition Month) (1st to 30th September) tries to bring focus on nutrition with the tag line of **Har ghar, poshan tyohar**. The initiative is about spreading behavioural change and communication (BCC) messages related to maternal, infant and young child care and feeding practices. It also includes other related interventions such as growth monitoring, anaemia management, hygiene and sanitation and so on.

The SCPCRs are requested to observe the **Poshan Maah (National Nutrition month)** (1st September to 30th September, 2019) throughout the month by taking up various activities in their respective States/UTs viz;

- Social Media Campaign- #Har Ghar Poshan Utsav** (every house a celebration of nutrition) by disseminating the information, communication and promotion of NNM through social media (*facebook, twitter* etc), print media by highlighting the important food and its nutrient through educational material in complementary to the National Nutrition theme for the year 2019.

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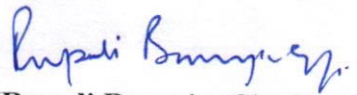
- ii. Organising Awareness programmes in Anganwadi centres, schools, hostels, /PHCs/CHCs, CCIs etc.

This *Poshan Maah* will be a platform for the stakeholders working towards the common mission of combating malnutrition through fulfilled activities, cultural programmes, and information on health and nutrition.

All the SCPCRs are requested to share achievements of the celebration of National Nutrition Month with NCPCR. We look forward to a successful programme and your valuable support in this endeavour.

With regards,

Yours sincerely,


(Rupali Banerjee Singh)