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GOVERNMENT OF JAMMU & KASHMIR
DIRECTORATE OF SCHOOL EDUCATION, JAMMU

No: DSEJ/CUL/ 28965-92 **Dated: 02/09/2021**

The Chief Education Officer... (All)
Jammu Division

Subject: Celebration of "Rashtriya Poshan Maah" as a part of Jan Andolan under POSHAN Abhiyan during the m/o Sept,2021
Ref: SED Letter no: Edu/Plan-SE/1047/2018-19 dated:- 01--09-2021

Sir,

Refer to the subject and reference cited above. In this connection, kindly find enclosed herewith a copy of D.O. dated 26-08-2021 from Ms. Anita Karwal, IAS, Secretary, Department of School Education & Literacy, Ministry of Education, GoI along with Annexure-I regarding the subject cited above for observing **Rashtriya Poshan Maah** in all Educational Institutions during the month of September 2021.

In view of the above, you are as such requested to issue necessary instructions to HOIs of all the Educational Institutions/Zonal Education Officers of your respective district for carrying out all the proposed activities given in D.O letter and ensure maximum participation of students in the two online competitions given in Annexure-I and action taken report on weekly basis along with videos/pics be submitted to this office by email to **culturalcelldsej@gmail.com** .

All these activities shall be organized while following all the Covid-19 Pandemic SOPs issued by the Government from time to time and by maintaining Covid-19 Appropriate Behaviour.

For any query I/C Cultural and Education Cell can be contacted on Mobile No : 6006800071 or through e-mail: culturalcelldsej@gmail.com .

Treat the matter as most urgent
Encl :(03) lvs

(Dr. Ravi Shankar Sharma) KAS
Directorate of School Education
Jammu.

Copy for information to the:-

1. Principal Secretary to Government, School Education Department, Civil Secretariat, J&K for favour of kind information.
2. Joint Director, School Education (All) for favour of information.
3. Principal, DIET (All) for information and n/a.
4. I/C Cultural & Education Cell, DSEJ with the direction to ensure observance of Rashtriya Poshan Maah in all districts of Jammu Division.
5. I/c Website DSEJ for uploading on the website.

180187/2021/O/o Clerical Hall-DSE

अनीता करवल, भा.प्र.से
सचिव

Anita Karwal, IAS
Secretary

स्कूल शिक्षा और साक्षरता विभाग
शिक्षा मंत्रालय
भारत सरकार
Department of School Education & Literacy
Ministry of Education
Government of India

Date:26.08.2021

Dear School Education Secretaries,

As you are aware, POSHAN Abhiyaan (National Nutrition Mission) – PM's Overarching Scheme for Holistic Nourishment was launched by the Hon'ble Prime Minister on 8th March, 2018. The programme strives to reduce the level of stunting, under-nutrition, low birth weight in children and anemia in adolescent girls, pregnant women, lactating mothers as well as children. This is an ongoing programme.

2. Ministry of Education is a partner ministry in POSHAN Abhiyaan. We are celebrating "**RashtriyaPoshanMaah**"during the month of September, 2021 to further accelerate various activities under POSHAN Abhiyaan and to create a "Jan Aandolan" in the process by adhering to COVID-19 protocols. It has been decided to carry out a series of activities during this month as mentioned below:

i. Schools to carry out POSHAN Assembles with students in virtual/physical mode to discuss malnutrition, its impact on society and value of healthy and balanced diet.

ii. E- quiz focusing on malnutrition, nutrition awareness to be organised by centre through MyGov portal and States/UT through their own platform.

iii. A special plantation drive in school Nutrition (Kitchen) Garden may be carried out as was already advised during the recently held Programme Approval Board Meetings with the States and UTs.

iv. SWAYAMPRABHA channels of Ministry of Education will also telecast programmes on POSHAN Abhiyan during POSHAN MAAH.

v. Parent Teacher Meeting (PTMs) may be held in online/offline mode by all school/class teachers with parents with regard to nutrition and its relationship to physical and mental health and wellbeing.

I.c (Cultural cell)
I.c (Coordination cell)

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E-mail: secy.sel@nic.in

vi. Social Audits of MDM benefits may be initiated in the month of September by all States and UTs.

vii. The portion in the NCERT curriculum on nutrition and physical health in all grades may be covered by all schools in the month of September.

5. You are therefore requested to ensure maximum participation from your State/UTs/Organisations in convergence with State Women & Child Development and State SCERTs. You are also requested to ensure that these may me widely disseminated in your State/UTs as well to give it a good impetus.

6. We look forward to widespread participation from your state/UT. Your kind intervention shall be extremely helpful in engaging children of the Country with Poshan Maah, 2021, which is essential for its success.

Let us join hands to celebrate the true spirit of Rashtriya POSHAN Maah along with our school children and empower them with the knowledge regarding nutrition.

With kind regards,

Yours sincerely,

(Smt. Anita Karwal)

To,

Secretary School Education, All States/UTs.

Copy to

1. State Project Director, Samagra Shiksha, All States/UTs.
2. Director, SCERT, All States/UTs.

Annexure-1

MyGov competitions for PoshanAbhiyan:

On the occasion of celebration ofRashtriyaPoshanAbhiyan month in September, 2021, the Department of School Education and Literacy has decided to conduct two online competitions for school going children through MyGov platforms. Details of the competitions are as follows:

1. **Quiz Competition:** This quiz is based around facts of food and nutrition. The aim of this quiz is "learning with fun". The quiz is based on indigenous and traditional foods, link of climatic conditions and festivals to food and nutrition, the names of the same food in different parts of India, spices grown and used in different parts of India and their benefits, etc. It attempts to bring out the unity in diversity of the food and nutrition of India. The theme therefore has a major element of Ek Bharat Shreshtha Bharat in it. This competition will start on My Gov from 1st September, 2021 and will continue till 30th September, 2021. The Quiz can be accessed at the link (MyGov.in) Participants who get all answers right shall automatically receive an online certificate from Director NCERT through this My Gov platform.
2. **Registration Process**for entering the above two competitions, the following mandatory information will be required from the participants on MyGov.
   a. Name of participant
   b. Studying in class
   c. Age
   d. Name of school
   e. Address of school
   f.State/UT in which school is located
   g. Mobile number of self/parent/guardian

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