

UNIVERSITY OF MUMBAI
NATIONAL SERVICE SCHEME



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No. NSS/ECD/2021-2021/241
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To
The Principal of all Colleges having NSS Unit/s.

Dear Sir / Madam,

This is to inform you that, as per the guideline received from Ministry of Youth Affairs and Sports, Government of India, to celebrate fourth Poshan Maah in Month of September 2021 around the four themes for four weeks.

You are also aware that Hon'ble Prime Minister has given a clarion call for **Suposhit Bharat** from Red Fort on 15th August 2021.

These themes are as under:

- a. First Week: Plantation activity in the form of Poshan Vatika at the spaces available in Anganwadi Centres, Gram Panchyat, School etc,
- b. Second Week:- Yoga and AYUSH for Nutrition (Yoga sessions targeted for various groups like pregnant women, children and adolescent girls).
- c. Third Week: Distribution of Nutrition Kits comprising if regional nutritious food to beneficiaries of Anganwadi along with IEC material in high burden districts and
- d. Forth Week: Identification of SAM children and organising Community Kitchen for the beneficiaries.

All NSS Unit will that organise maximum activities (detailed suggestive activity calendar attached herewith) as per the chart in your College/ Adopted area, with necessary guideline of covid 19 issued by government authorities / local bodies to be strictly followed while organising the activity. To publicity of the activity, photos & video may be share on social media handle like twitter, face book, YouTube etc.

Activity report of the Poshan Maah to be submitted after 4 week with some action photographs, small video clips, press clipping etc to the undersigned for compilation and onward transmission the Ministry.

Regards

Yours faithfully,

Sh. Sudhir S. Puranik
Director, NSS,

CC to.. The Regional Director, NSS, Regional Directorate, Pune
The State NSS Officer, NSS, Government of Maharashtra

Poshan Maah Calendar

Theme: Converging towards a healthy walk through life:

Week	Activity	Responsibility
1	Theme 1: Plantation Activity as “PoshanVatika”	
1-7 September	<ul style="list-style-type: none"> • PoshanMaah launch with a rally by AWWs, Helpers, ANM, ASHAs, VHSNC, Gram Panchayat, Poshan Panchayat. In urban areas, vehicles and loudspeakers may be used. • Plantation Drive as POSHAN VATIKA by all the stakeholders in the space available at Anganwadi, School Premises, Gram Panchayat and other places • Demonstration about setting up of kitchen gardens • Promotion of Nutri-Gardens across the associated campuses/premises • Slogan writing competition about Nutritive food for pregnant women • Best PoshanVatika Competition for AWCs. • Two-day sensitization awareness drive for the covid vaccinations and organising of special camps for the same. • Joint celebrations related to MatruVandana Saptah 	MWCD, Rural Development, Panchayati Raj, Youth Affairs & Sports, Education Jal Shakti MoAgriculture and other line Ministries
2	Theme 2: Yoga and AYUSH for Nutrition	
8-15 September	<ul style="list-style-type: none"> • Awareness campaign about AYUSH practices for better nutrition- Focus on ANC, and nutrition during pregnancy and lactation • YOGA sessions (considering COVID guidelines) targeted at specific groups like- Pregnancy, School Children, Adolescent Girls. • Sessions on “5-minute Yoga Protocol” (Y-break or yoga break) at various workplaces for the employees of Government and corporate bodies. Available at https://www.youtube.com/watch?v=KTvIGZSD_9s • Free short duration online yoga courses for women and children • Promotion of Nutri-Gardens across the associated campuses/premises • AYUSH for anaemia in pregnancy: training for Anganwadi Workers • Recipe competition—Nutritious food for Pregnant women. 	Mo AYUSH, MoWCD, MoHFW, Ministry of Youth Affairs, Ministry of Education, Panchayati Raj, Urban Development, MEITY

Week	Activity	Responsibility
3	Theme 3: Distribution of 'Regional Nutrition Kit' to beneficiaries of Anganwadi in high burdened Districts	
16-23 September	<ul style="list-style-type: none"> • Distribution of Nutrition Kits comprising of regional nutritious food (eg. <i>Sukadi-Gujrat, Panjiri- Punjab, Sattu- Bihar, Chikki- Maharashtra</i>) along with IEC material (HFW and AYUSH) to the beneficiaries of High Burdened districts. • Awareness campaign to Know about regional / local food: Millets, vegetables, traditional recipes • Demonstration to Anganwadi workers of recipes using Take Home Ration, with objective to promote use of locally and easily available ingredients for fortification. • Demonstration of recipes by AWW to the local community based on locally available food ingredients. • Demonstration on cooking with millets. 	MoWCD, MoHFW, DFPD, Panchayati Raj
4	Theme 4: Identification of SAM children and Community kitchen service for them	
24-30 September	<ul style="list-style-type: none"> • Drive for block wise Identification of SAM Children and their referral • Community Kitchen Services for SAM Children • Awareness campaign about IYCF Practices • Focused sensitization on community based early identification of SAM children • Sensitisation activity for Community Management of Acute Malnutrition • Quiz competition for pregnant women • e-Quiz/e-competitions focusing malnourishment issues in children 	MoWCD, MoHFW, Panchayati Raj, UD
5.	Other Suggestive activities/ mandated activities which may be done along with theme activities	
	<ul style="list-style-type: none"> • Field Functionaries to continue with mandated Home Visits along with sensitization activities focusing: a). Nutrition, b). Diet Diversity, c). Breastfeeding and d). Complementary Feeding • IEC on Health & Nutrition may include activities around: Anaemia Camps, Home Visits, Community Based Events (CBE), Local Leaders' Meeting, Community Radio Activities, Nukkad Natak / Folk Shows, Cooperation / Federation based activities, Poshan Workshop / Seminar, Cycle Rally / Walk / Prabhat Pheri, School Based Activities, DAY-NRLM SHG meetings, VHSND, Poshan Panchayat, Youth Group Meetings, Haat Bazaar Activities, Webinars, plantation drives etc. • Other activities as per discussions held with our Partner Ministries: <ul style="list-style-type: none"> • WASH activities - hand washing promotion, personal hygiene and Solid & Liquid Waste Management (SLWM) • Awareness campaigns for early detection of malnutrition specifically through Social Media • Fortification and Millets focussed sensitisation/ programs/ campaigns • SMC and SHG focused events • Creating innovation-based nutri-models 	