

Poshan Pakhwada 2023
(20th March to 3rd April 2023)

The United Nations General Assembly adopted a resolution declaring 2023 as the International Year of Millets, as proposed by India to the Food and Agriculture Organization. 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. Mission Saksham Anganwadi & Poshan 2.0 mandates supply of millets at least once a week Under Supplementary Nutrition Programme component and suitable integration of millet in THR and HCM in a palatable form.

In line with the declaration of International Year of Millets, Government has also hailed the importance of promoting millets or *Shree Anna*, both domestically and abroad, while presenting the first *AmritKaal* budget. Further, this also coincides with India's Presidency of the G20, which will further offer a platform for the promotion of millets.

MoWCD is taking up various steps to popularize adoption of Shree Anna or Millets, and the upcoming Poshan Pakhwada in March 2023 will be an appropriate platform to reach out to and sensitize communities on the nutritional benefits of millets. **For celebration of Poshan Pakhwada 2023 emphasis will be on following three themes:**

- 1. Promotion and popularization of Shree Anna / Millets for nutritional-wellbeing**
- 2. Celebration of Swasth Balak Spardha in all the States**
- 3. Popularizing Saksham Anganwadis**

Activities:

Sl. No.	Draft Activities	Converging Ministries
Theme 1: Millets for nutritional- wellbeing		
1	E-book of Traditional Millet based recipes to be prepared and disseminated widely	M/o Ayush
2	Recipe competition at AWCs focusing Millets	MoCAF&PD, MoPR, MoRD, MoTA

3	Campaign to 'promote Millets' and 'Backyard Kitchen Gardens'	MoEF&CC, MoA&FW, MoPR
4	Campaign on sensitising Institutions, functionaries and community on benefits of Millets (Bharat Scouts/ Guides/ SHGs may help/facilitate the same)	MoRD, MoPR, MoYA&S
5	Millet-based awareness through essay, quiz or drawing competition focusing role of Millets in eradicating malnutrition	MoE, MoTA
6	Awareness session for Adolescent girls connecting Millets with their health (Bharat Scouts/ Guides/NYK/NSS)	MoYA&S, MoE, MoTA, MoMA
7	School-based Millets fairs	MoE, MoTA, MoMA
8	Awareness camp on healthy dietary practices (regional and seasonal) focusing Millets (Bharat Scouts/ Guides/ SHGs may help/facilitate the same)	MoRD, MoPR, MoCAF&PD
9	Awareness campaign on lifestyle changes for prevention of lifestyle disease and role of Millets in the same	MoAyush, MoH&FW
10	Diet consultation camp at varied health services (PHC/CHC/DHC) for PW&LMs focusing daily consumption of Millets	MoH&FW
11	Anaemia camp in Eklavya model residential schools (EMRS) while sensitising on the role of Millets for the same	MoTA, MoE
12	Traditional Millet-based recipe contest in tribal districts	MoTA, MoPR
13	Millet-based Tribal food fairs (SHGs may help/facilitate the same)	MoTA
14	Home Visits exclusively focusing awareness on Millets	MoHFW
15	Event on highlighting Millets as Paushtik/ Sampoon Aahaar for all age groups	MoAyush, MoHFW
16	Sensitization session of panchayats on Millets	MoPR, MoRD

	(SHGs may help/facilitate the same)	
17	Drive on linking Millet-based foods with local festivals (SHGs may help/facilitate the same)	MoRD, MoPR
18	Awareness drive on good health through Millets intake in food, in urban slums (Urban SHGs may help/facilitate the same)	MoHUA
19	Sensitization drive and outreach activity on nutrition through Millets in minority dominated areas (SHGs may help/facilitate the same)	MoMA
20	Training to farmers on creation of socio-economic value for all through Millet based agriculture in co-ordination with local KVKs	MoA&FW
21	Millet focused CBEs: Having local experts to narrate the importance of Millets esp. for Pregnant Women, Adolescent Girls, and Children (SHGs may help/facilitate the same)	MoRD, MoPR, MoHFW
22	State-level Webinars by relevant Ministries on traditional & regional nutritious food focusing Millets	Any Converging Ministry may join
23	Demonstration drive on AmmakiRasoi/Grandmother's kitchen based on locally available Millets	MoCAF&PD, MoPR, MoRD
24	Event on promoting Tricolour/Rainbow/Traditional thali made up of Millet based food items (SHGs may help/facilitate the same)	MoRD, MoCAF&PD
Theme 2: Swasth Balak Spardha		
	<ul style="list-style-type: none"> • Ranking of 'Healthy' Child as per defined criteria – 1st, 2nd and 3rd • Distribution of Certificate to Winning Child and Parent (especially mothers, to encourage spirit of positive competition) and • Reward in the form of indigenous toys (preferably Locally available indigenous 	MoWCD + others

	<p>toys), hygiene kit, water bottle, fruit basket etc.</p> <ul style="list-style-type: none"> • Small gifts like nutrition kit/ hygiene kit to all participating children 	
Theme 3: Saksham Anganwadi		
	<p>In the current FY 2022-23, 39704 AWCs have been approved for upgradation into Saksham AWCs, so far, and a sum of Rs.190.78 crore has been approved/released to States. Further, it has been proposed to consider upgradation of 80000 AWCs in the next FY 2023-24 for upgradation into Saksham AWCs.</p> <p>During the Pakhwada, IEC campaigns may be organized to disseminate awareness and popularize Saksham Anganwadis as centres of improved nutrition delivery and early childhood care and education with upgraded infrastructure including internet/wifi connectivity, LED screens, water purifier/installation of RO Machine and Early Childhood Care and Education with smart learning aids, audio-visual aids and child friendly learning equipments</p>	
<p>In addition to these, other activities may be conducted during Poshan Pakhwada: Community Based Events (CBE), Community Radio Activities, Cycle Rally/Walk/PrabhatPheri, DAY-NRLM SHG Meet and Self-Help Groups (SHG) Meetings, Haat Bazaar Activities, Home Visits, Local Leaders' Meeting, Nukkad Natak/Folk Shows, Poshan Workshop/Seminar, VHSND, Youth Group Meeting, Breastfeeding, Complimentary Feeding, Poshan kePanch Sutras (First 1000 days, Hand Wash, Sanitation, Diarrhoea, Anaemia), Yoga for Health/Ayush for well-being, ECCE, Food Fortification, Immunisation, Adolescent Education, Diarrhoea, , Other activities (as per States/UTs planning) etc.</p>		