



Anmol Arora &lt;tecniawebsite@tecnia.in&gt;

## Fwd: Organisation of Swastha Balak-Balika Spardha from 8th to 14th January, 2022 - reg.

1 message

Directortias &lt;directortias@tecnia.in&gt;

Tue, Jan 4, 2022 at 10:21 AM

To: vaishaliprasad89@gmail.com, Tecnia Student Welfare &lt;studentswelfare@tecnia.in&gt;

Bcc: tecniawebsite@tecnia.in

----- Forwarded message -----

From: **NSSRC\_DELHI** <nssrcdelhi@gmail.com>

Date: Mon, Jan 3, 2022 at 6:09 PM

Subject: Organisation of Swastha Balak-Balika Spardha from 8th to 14th January, 2022 -reg.

Sir,  
Kindly find the attachment.

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With best regards---

(जैंगजिलाँग / Jangjilong)

क्षेत्रीय निदेशक / Regional Director,

रासेयो, क्षेत्रीय निदेशालय / Regional Directorate of NSS,

युवा कार्यक्रम और खेल मंत्रालय, भारत सरकार / Ministry of Youth Affairs &amp; Sports, Government of India

भू-तल, एनेक्सी भवन, शिवाजी स्टेडियम / Ground Floor, Annexe Building, Shivaji Stadium

नई दिल्ली / New Delhi- 110001,

दूरभाष / Phone No. 011-23362991

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Ph: 27555121-22-23-24 Fax: 27555120; Email: [directortias@tecnia.in](mailto:directortias@tecnia.in); [director.tecniaindia@gmail.com](mailto:director.tecniaindia@gmail.com); Website: <http://tiaspg.tecnia.in>

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**2 attachments**



**Swastha Bachcha Spardha (3).pdf**

8796K



**Organization of Swastha Balak- Balika.PDF**

209K

F.No. P-29/NSS/RDD/2021-22/205  
Government of India  
Ministry of Youth Affairs & Sport  
**Regional Directorate of NSS**  
Ground Floor, Shivaji Stadium,  
New Delhi-110001

03.01.2022

To,

1. The State NSS Officers,  
Delhi, Haryana, Jammu & Kashmir.
2. The Programme Coordinator NSS,  
Delhi, Haryana, Jammu & Kashmir.
3. The Principal,  
Elizer Joldan Memorial College, Leh, Ladakh.

**Sub: - Organization of Swastha Balak-Balika Spardha from 8<sup>th</sup> to 14<sup>th</sup> January, 2022-reg**

Sir/Madam,

I am to invite a reference to D.O. letter No. PA/228/2021-CPMU-Part(2) dated 14-12-2021 received from the Secretary, Ministry of Women & Child Development, Government of India regarding organizing Swastha Balak-Balika Spardha to mobilize sustained community participation for health and nutrition issues across the country from 8<sup>th</sup> to 14<sup>th</sup> January, 2022 (letter enclosed).

In this connection, you are requested to kindly issue necessary instructions to the NSS field functionaries under your jurisdiction to conduct the Swastha Balak-Balika spardha by organising various activities as per the action plan (enclosed) of Ministry of Women & Child Development, Government of India and sent the brief report along with action photographs/ videos & new paper chipping to this office soon after completion of the programme.

Yours faithfully,

  
(Jangjilong)  
Regional Director

Encl:- As above.

Copy to:-

1. The Director, Directorate of NSS, Ground Floor, Shivaji Stadium, New Delhi for kind information.

इन्दीवर पान्डेय, आई.ए.एस.  
सचिव

**INDEVAR PANDEY, I.A.S.**  
Secretary

Tel. : 011-23383586, 23386731  
Fax : 011-23381495  
E-mail: secy.wcd@nic.in



सत्यमेव जयते



आज़ादी का  
अमृत महोत्सव

भारत सरकार  
महिला एवं बाल विकास मंत्रालय  
शास्त्री भवन, नई दिल्ली-110 001

Government of India

Ministry of Women & Child Development

Dated: 08<sup>th</sup> December, 2021

**D.O. No. PA/228/2021-CPMU-Part(2)**

Dear Secretary,

As you are aware that the issue of POSHAN Abhiyaan was deliberated in the last PRAGATI meeting held on 24<sup>th</sup> November, 2021 under the Chairmanship of Hon'ble Prime Minister. As a follow up action to the meeting, it has been decided to organise "Swastha Bachcha Spardha" in the country from 8<sup>th</sup> January to 14<sup>th</sup> January 2022, to mobilise sustained community participation for health and nutrition issues in the country. In addition, Ministry has also planned celebrations for National Girl Child Day to be held on 24<sup>th</sup> January 2022.

2. Since the launch of POSHAN Abhiyaan in March 2018, convergence between different Ministries/Departments has been emphasised upon to address malnutrition through different channels at varied levels across the nation. Hence, it is pertinent that the coordinated efforts of all the line ministries are made for larger community participation and seamless execution of the campaign.

3. To deliberate upon roles and responsibilities of partner Ministries/Departments in the campaign on "Swastha Bachcha Spardha" and for National Girl Child Day celebrations, a preparatory meeting would be held under the chairpersonship of Hon'ble Minister of Women and Child Development on 9<sup>th</sup> December, 2021 at 05:00 PM at Conference Room No. 602, 'A'- Wing, 6<sup>th</sup> Floor Shastri Bhawan, New Delhi. A brief presentation on the "Swastha Bachcha Spardha" is **annexed**.

4. I seek your kind participation in the above meeting to finalise the activities to be undertaken by the line ministries to help to move forward towards our shared goal of "Suposhit Bharat" through successful implementation of such community mobilising events which celebrates our efforts to mitigate malnutrition and celebrate the success of Girl Child.

With regards,

Yours sincerely,

(Indevar Pandey)

Encl: As above.

**Secretaries to the Government of India**  
(As per attached list)

1. Secretary, Ministry of Rural Development
2. Secretary, Ministry of Panchayati Raj
3. Secretary, Ministry of Health & Family Welfare
4. Secretary, Department of Food and Public Distribution
5. Secretary, Department of Drinking Water & Sanitation
6. Secretary, Ministry of New & Renewable Energy
7. Secretary, Ministry of Skill Development and Entrepreneurship
8. Secretary, Ministry of Education
9. Secretary, Ministry of AYUSH
10. Secretary, Ministry of Electronics & Information Technology
11. Secretary, Ministry of Agriculture & Farmers' Welfare
12. Secretary, Department of Fisheries
13. Secretary, Department of Animal Husbandry & Dairying
14. Secretary, Ministry of Environment, Forest & Climate Change
15. Secretary, Ministry of Information & Broadcasting
16. Secretary, Ministry of Housing & Urban Affairs
17. Secretary, Ministry of Minority Affairs
18. Secretary, Ministry of Tribal Affairs
19. Secretary, Department of Youth Affairs
20. Secretary, Department of Sports



नए समाज की ओर  
Towards a new dawn



सत्यमेव जयते

Government of India

**POSHAN  
Abhiyaan**

PM's Overarching  
Scheme for Holistic  
Nourishment



सही पोषण - देश रोशन

# Swastha Bachcha Spardha

*A Nationwide Movement to Promote the Value of Nutrition*

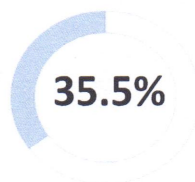
**MINISTRY OF WOMEN AND CHILD DEVELOPMENT**

## Malnutrition scenario

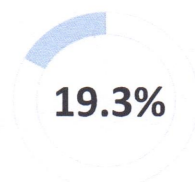
### Children under 5 years (NFHS-5)



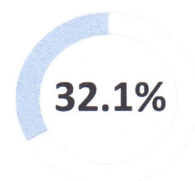
**Stunted**  
(height-for-age)



**Wasted**  
(weight-for-height)



**Underweight**  
(weight-for-age)



## ICDS & POSHAN Abhiyaan

### Anganwadi Services Scheme

- Launched on **2<sup>nd</sup> October 1975**
- **13.89 lakh** operational Anganwadi Centre's in **7,075 blocks**
- **Services:** Supplementary Nutrition, Immunization, Pre-School Education, Health & Nutrition Education and Referral Services
- **Target Beneficiaries:** Children under 6 years, pregnant women & lactating mothers

### POSHAN Abhiyaan

- Launched on **8<sup>th</sup> March 2018**
- Comprehensive, convergent, mission mode, life cycle approach
- Strengthen service delivery by leveraging technology, capacity building and behavior change through Jan Andolan

# Importance of Growth Monitoring

- Growth monitoring is important to detect early growth retardation, promote optimum growth, and identify those at risk of malnutrition.
- **Early identification of Malnutrition will:**
  - Improve child survival, cognitive and physical development
- **Poshan Tracker:** In-built real-time monitoring system to track the nutritional status of beneficiaries. Total **3 crore** children weighed.
- **Anganwadi Centres** are provided Growth Monitoring Devices (GMDs) to ensure weighing through real time alerts
- **11.94 lakh** GMDs have been procured by States/UTs.





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# Genesis of the event

## Background

- PRAGATI meeting held under Chairmanship of Hon'ble Prime Minister on 24.11.2021

## Outcome & Output

- Improve the nutritional status of children under 6 years.
  - Focus on healthy children:
    - Generating emotional connect with Health & Nutrition of children
    - Mobilise and sensitize community for nutrition issues
    - Instil the feeling of competitiveness
  - Extend the coverage of ICDS services to left out children
  - Consolidate a database of height, weight and age for all children up to 6 Years
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## Basic contours of the event

- **Concept:** Orientation was around addressing issues and challenges relating to malnutrition but now the focus will be towards showcasing who is healthy.
- **Coverage:** Pan India
- **Target Group:** Children under 6 years: Total children: 13.75 cr; Registered with AWC: 7.48 cr
- **Place of measurement:** AWC/Home/Panchayat/school/camp/Other
- **Execution strategy:** Rural, Urban and Self mode
- **Platform for competition:** Online module on Poshan Tracker App.
- **Who is Healthy Child:** Measuring Height & Weight of children & classifying children as Healthy child as per WHO Growth Charts & facilitating Healthy child
- **Time duration of Implementation:** 8th-14th January 2022

# Strategy for execution

## RURAL

- **Nodal Person:** DM
- **Main Implementing Agency:** CDPOs supported by field functionaries of ICDS
- **Measuring Agencies:** Anganwadi Workers and Anganwadi Helpers
- **Supporting agencies for community mobilisation:** Panchayat Members, SHGs, Mothers Group
- **Probable Places for Measurement:** AWCs, Primary schools, Panchayat, Home, PHC

## URBAN

- **Nodal Person:** DM/ Municipal Commissioner
- **Main Implementing Agency:** Municipal Agencies
- **Measuring Agencies:** AWWs, Rotary & Lions clubs, Employers' associations, Doctors, NGOs
- **Supporting agencies for community mobilisation:** IMA, School administration, Urban local bodies
- **Probable Places for Measurement:** AWCs camps by employers at SEZ etc., Schools, Hospitals, Home

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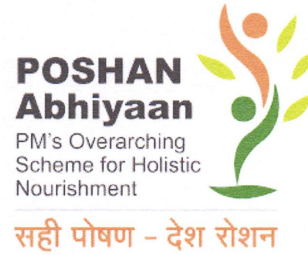
## Challenges in the execution of the event

- Bridging the gap of children who are out of the ambit of ICDS scheme:
  - About 7 crore children in the age group 0 to 6 years are out of ICDS
  - Urban area coverage is a challenge as less no of AWCs
- Coordination among Ministries/Departments/Field Agencies at all levels
- Voluntary participation: mobilising community involvement in event
- Performance of agencies measuring height & weight is crucial
- Accessibility of growth monitoring devices to other agencies besides AWWs
- Providing incentive/ reinforcement to children & parents for participation

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## Role of Prominent Personalities & Member of Parliament

- Presence & support would ensure wide participation & community mobilisation : Transform event into a Jan Andolan
- Motivate state officials, district authorities, local bodies such as Panchayats and Municipalities for active participation
- Play active role in dissemination of information through media & outreach platforms
- Proactively engage with healthy children & their parents on media platforms to motivate
- Engage directly with the private/corporate sector/NGOs/local institutions etc. for their participation in the event



**Thank You**

**...together towards Kuposhan  
Mukt Bharat**

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