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

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

Government of India Ministry of Women & Child Development

Dated: 14th December, 2021



## Dear Chief Secretary

Please refer to my DO letter of even number dated 10th December 2021 regarding organizing a nationwide campaign from 8th to 14th January 2022 to recognize and celebrate a "Healthy Child". The guidelines for organizing the campaign along with the template seeking information from States/ UTs were enclosed with the above communication.

- In this regard, it is informed that the campaign has been renamed as "Swastha Balak Balika Spardha" and the same campaign title is to be used for all outreach and media communication by the States/ UTs. In order to conduct the event, the availability of Growth Monitoring Devices (infantometer, stadiometer and weighing scales for infants and adults) at Anganwadi centers is crucial. The current availability of GMDs for AWCs at States/UTs is given at Annexure I for reference and appropriate action with regard to immediate procurement of the same, if required. Besides, the district administration would also have to make available GMDs specifically for urban areas to facilitate measuring of height and weight in the urban areas by other measuring agencies.
  - 3. We expect your full cooperation in facilitation of planning, execution and maximizing the coverage during the campaign at the District level. In order facilitate the District Administration in reaching out to the target group, the projected district wise population of children under 6 years of age along with the district wise population of children registered on Poshan Tracker is consolidated at Annexure II. I would also like to inform that the online module for organizing the campaign would be functional on Poshan Tracker from 18th December 2021 for dry run and your feedback. The interactive training session for DMs/ DPOs of ICDS on the online module would be scheduled after receiving the feedback from States/UTs. The schedule of the training sessions would be shared in due course of time.
  - You are requested to kindly direct the concerned District authorities of your State to initiate appropriate actions and coordinate with the relevant stakeholders so that we can witness active community participation in the event with your full-fledged support.

With Regards,

Yours sincerely,

Sd/-

Encl: As above.

Chief Secretaries/ Administrators of all States/UTs

(Indevar Pandey)

Copy to:

Additional Chief Secretaries/ Pr. Secretaries/ Secretaries of Department of Social Welfare / Women and Child Development of all States/ UTs

(Indevar Pandey)

3761205 5006712

इन्दीवर पान्डेय, आई.ए.एस सचिव

INDEVAR PANDEY, I.A.S.

Secretary

Tel.: 044-23383586, 23386731

Fax: 1011-23381495 E-mail: secy.wcd@nic.in



भारत संस्कार गिटला एवं राल विकास मंत्रालम शास्त्री भूपन, नई दिल्की -110 001

Government of India Ministry of Women & Child Development

आज़ादीका अमृत महोत्सव

Dated: 10th December, 2021

HI(cl) निमास

3120

D.O. No. PA/228/2021-CPMU-Part(1)

Dear Chief Secretary,

As you are aware, as an action point of PRAGATI meeting held under the Chairmanship of Hon'ble Prime Minister on 24th November 2021, it has been decided to organize "Swastha Bachcha Spardha" in the country to जुनार तिहरी। मुख्य सचिव the country. Please refer to my earlier DO letter dated 26th November, 2021 on the matter and the subsequent VC meeting held on 30th November, 2021.

In order to facilitate planning, preparation and execution of the campaign from 8th January to 14th January 2022, guidelines have been prepared. The guidelines provide suggested actions to be taken before the event, modes of execution for maximum coverage, stakeholders who can be involved in the event and the timelines to be followed for seamless implementation of the campaign. The same is attached as Annexure - I for //2/र्भार्जार प्राचित्रातील appropriate action by the States/UTs.

अपर मुख्य संदिव एंक एंकि का आपुरात You are requested to kindly direct the concerned departments and अपर मुख्य सामय विका कार्याल प्रतिक्षिति परिकाली are requested to kindly direct the concerned departments and स्थाल विका एवं वाह्य सहम्पति परिकाली series of your State to initiate appropriate actions and coordinate with the प्राप्त करवाण, बारा प्रमुद्धि ant stakeholders so that we can witness active community participation in Service ithe event with your full-fledged support. You are requested to kindly nominate a Nodal Officer to coordinate the overall effort of your State and provide status

of action taken in Format at Annexure II. This Ministry may kindly be informed of action taken by 17th December 2021. We aim to move forward towards our shared goal of "Suposhit Bharat" through successful implementation of such community mobilizing events which celebrates our efforts to mitigate malnutrition indicated in the form of 'Healthy Child'.

With regards,

Encl: As above.

Yours sincerely,

(Indevar Pandey)

Chief Secretaries/ Administrators of all States/UTs

Shastri Bhawan, Dr. Rajendra Prasad Road, New Delhi-110 001 Website: http://www.wcd.nic.in

## Swastha Balchcha Pratisparolia 8-14 January 2022

## Nationwide Programme to Promote Value of Nutrition & Recognize the Healthy Child

## Programme of Action

1. Nomination of Nodal Officer Coordinating Effort of State/UT Name: Designation: Email: Contact No  2. Nomination of DM as Nodal Officer in District  3. Informing Measuring Workforce: - All AWWs and AWHs  4. Nominating Supporting Agencies for Community Mobilisation: - Parichayat Members - SHGs - Mothers Groups - Any Other  5. Designation of Probable Places of Measurement - AWCs - Primary Schools - Panchayat - Home - PHCs, CHCs, DHs - Any Other  STRATEGY FOR EXECUTION: URBAN 3. Nomination of Dimplementing Agencies - Municipal Bodies - Municipal Bodies - Employer Associations - Doctors - Para Medical Staff - NGOs  4. Nominating Supporting Agencies for Community Mobilisation: - IMA - School Administration - Urban Lical Bodies - Mahlla Aarogya Samiti	-	Company of the Compan	Status of Action Taken
Name: Designation: Email: Contact No  2. Nomination of DM as Nodal Officer in District  3. Informing Measuring Workforce: - All AWWs and AWHs 4. Nominating Supporting Agencies for Community Mobilisation: - Panchayat Members - SHGs - Mothers Groups - Any Other  5. Designation of Probable Places of Measurement - AWCs - Primary Schools - Panchayat - Home - PHCs, CHCs, DHs - Any Other  STRATEGY FOR EXECUTION: URBAN  3. Romination of DM/Municipal Commissioner  Nomination of Implementing Agencies - Municipal Bodies - Municipal Bodies - Informing Measuring Workforce: - AWWs - Rotary & Lion Clubs - Other Social Agencies - Employer Associations - Doctors - Para Medical Staff - NGOs  4. Nominating Supporting Agencies for Community Mobilisation: - IMA - School Administration - Urban Lócal Bodies - Mahlia Aarogya Samiti		STRATEGY FOR EXECUTION: RURAL	32000
Designation: Email: Contact No  2. Nomination of DM as Nodal Officer in District  3. Informing Measuring Workforce:	1.	Nomination of Nodal Officer Coordinating Effort of State/UT	
Email: Contact No  2. Nomination of DM as Nodal Officer in District  3. Informing Measuring Workforce:		Name:	1
Contact No  2. Nomination of DM as Nodal Officer in District 3. Informing Measuring Workforce:		Designation:	1
2. Nomination of DM as Nodal Officer in District 3. Informing Measuring Workforce:		Email:	
3. Informing Measuring Workforce:  - All AWWs and AWHs  4. Nominating Supporting Agencies for Community Mobilisation:  - Panchayat Members  - SHGs  - Mothers Groups  - Any Other  5. Designation of Probable Places of Measurement  - AWCs  - Primary Schools  - Panchayat  - Home  - PHCs, CHCs, DHs  - Any Other  STRATEGY FOR EXECUTION: URBAN  11. Nomination of Implementing Agencies  - Municipal Bodies  3. Informing Measuring Workforce:  - AWWS  - Rotary & Lion Clubs  - Other Social Agencies  - Employer Associations  - Doctors  - Para Medical Staff  - NGOs  4. Nominating Supporting Agencies for Community Mobilisation:  IMA  - School Administration  - Urban Lócal Bodies  - Mahlla Áarogya Samiti		Contact No	
3. Informing Measuring Workforce:  - All AWWs and AWHs  4. Nominating Supporting Agencies for Community Mobilisation:  - Panchayat Members  - SHGs  - Mothers Groups  - Any Other  5. Designation of Probable Places of Measurement  - AWCs  - Primary Schools  - Panchayat  - Home  - PHCs, CHCs, DHs  - Any Other  STRATEGY FOR EXECUTION: URBAN  11. Nomination of Implementing Agencies  - Municipal Bodies  3. Informing Measuring Workforce:  - AWWS  - Rotary & Lion Clubs  - Other Social Agencies  - Employer Associations  - Doctors  - Para Medical Staff  - NGOs  4. Nominating Supporting Agencies for Community Mobilisation:  IMA  - School Administration  - Urban Lócal Bodies  - Mahlla Áarogya Samiti			
All AWWs and AWHs  Nominating Supporting Agencies for Community Mobilisation:  Parichayat Members  SHGs  Mothers Groups  Any Other  Designation of Probable Places of Measurement  AWCs  Primary Schools  Panchayat  Home  PHCs, CHCs, DHs  Any Other  STRATEGY FOR EXECUTION: URBAN  Informing in of DM/Municipal Commissioner  Nomination of Implementing Agencies  Municipal Bodies  Municipal Bodies  Employer Associations  Doctors  Para Medical Staff  NGOs  Nominating Supporting Agencies for Community Mobilisation:  IMA  School Administration  Urban Lócal Bodies  Mahlla Aarogya Samiti	2.		
All AWWs and AWHs  Nominating Supporting Agencies for Community Mobilisation:  Parichayat Members  SHGs  Mothers Groups  Any Other  Designation of Probable Places of Measurement  AWCs  Primary Schools  Panchayat  Home  PHCs, CHCs, DHs  Any Other  STRATEGY FOR EXECUTION: URBAN  Informing in of DM/Municipal Commissioner  Nomination of Implementing Agencies  Municipal Bodies  Municipal Bodies  Employer Associations  Doctors  Para Medical Staff  NGOs  Nominating Supporting Agencies for Community Mobilisation:  IMA  School Administration  Urban Lócal Bodies  Mahlla Aarogya Samiti	3.	Informing Messuring Workforce:	
- Panchayat Members - SHGS - Mothers Groups - Any Other  5. Designation of Probable Places of Measurement - AWCs - Primary Schools - Panchayat - Home - PHCs, CHCs, DHs - Any Other  STRATEGY FOR EXECUTION: URBAN  1. Nomination of DM/Municipal Commissioner 2. Nomination of Implementing Agencies - Municipal Bodies  3. Informing Measuring Workforce: - AWWS - Rotary & Lion Clubs - Other Social Agencies - Employer Associations - Doctors - Para Medical Staff - NGOs  4. Nominating Supporting Agencies for Community Mobilisation: - IMA - School Administration - Urban Local Bodies - Mahlia Aarogya Samiti		- All AWWs and AWHs	•
- Panchayat Members - SHGS - Mothers Groups - Any Other  5. Designation of Probable Places of Measurement - AWCs - Primary Schools - Panchayat - Home - PHCs, CHCs, DHs - Any Other  STRATEGY FOR EXECUTION: URBAN  1. Nomination of DM/Municipal Commissioner 2. Nomination of Implementing Agencies - Municipal Bodies  3. Informing Measuring Workforce: - AWWS - Rotary & Lion Clubs - Other Social Agencies - Employer Associations - Doctors - Para Medical Staff - NGOs  4. Nominating Supporting Agencies for Community Mobilisation: - IMA - School Administration - Urban Local Bodies - Mahlia Aarogya Samiti	1	Nominating Supporting Agencies for Community Mobilisation:	والمحارز بالمحارض بالمعار مساوية إسوا الماسوب
- SHGS - Mothers Groups - Any Other  Designation of Probable Places of Measurement  AWCs - Primary Schools - Panchayat - Home - PHCs, CHCs, DHs - Any Other  STRATEGY FOR EXECUTION: URBAN  Nomination of DM/Municipal Commissioner  Nomination of Implementing Agencies - Municipal Bodies  Municipal Bodies - AWWS - Rotary & Llon Clubs - Other Social Agencies - Employer Associations - Doctors - Para Medical Staff - NGOs  Nominating Supporting Agencies for Community Mobilisation:  IMA - School Administration - Urban Lócal Bodies - Mahlia Aarogya Samiti		- Panchayat Members	
- Mothers Groups - Any Other  Designation of Probable Places of Measurement  AWCs - Primary Schools - Panchayat - Home - PHCs, CHCs, DHs - Any Other  STRATEGY FOR EXECUTION: URBAN  1. Nomination of DM/Municipal Commissioner  7. Nomination of Implementing Agencies - Municipal Bodies - Municipal Bodies - AWWs - Rotary & Lion Clubs - Other Social Agencies - Employer Associations - Doctors - Para Medical Staff - NGOs  Nominating Supporting Agencies for Community Mobilisation: - IMA - School Administration - Urban Lócal Bodies - Mahlla Aarogya Samiti			
- Añy Other  Designation of Probable Places of Measurement  AWCs Primary Schools - Panchayat - Home PHCs, CHCs, DHs - Any Other  STRATEGY FOR EXECUTION: URBAN  1. Nomination of DM/Municipal Commissioner  Nomination of Implementing Agencies Municipal Bodies - Municipal Bodies - AWWs - Rotary & Lion Clubs - Other Social Agencies - Employer Associations - Doctors - Para Medical Staff - NGOs  Nominating Supporting Agencies for Community Mobilisation: - IMA - School Administration - Urban Local Bodies - Mahlla Aarogya Samiti			
5. Designation of Probable Places of Measurement AWCs Primary Schools Panchayat Home PHCs, CHCs, DHs Any Other STRATEGY FOR EXECUTION: URBAN I. Nomination of IM/Municipal Commissioner I. Nomination of Implementing Agencies Municipal Bodies Informing Measuring Workforce: AWWS Rotary & Lion Clubs Other Social Agencies Employer Associations Doctors Para Medical Staff NGOs  Nominating Supporting Agencies for Community Mobilisation: IMA School Administration Urban Local Bodies Mahlla Aarogya Samiti	1		
AWCs Primary Schools Panchayat Home PHCs, CHCs, DHs Any Other STRATEGY FOR EXECUTION: URBAN Nomination of DM/Municipal Commissioner Nomination of Implementing Agencies Municipal Bodies Municipal Bodies AWWS Rotary & Lion Clubs Other Social Agencies Employer Associations Doctors Para Medical Staff NGOs  Nominating Supporting Agencies for Community Mobilisation: IMA School Administration Urban Lócal Bodies Mahlla Aarogya Samiti	-	Designation of Probable Places of Measurement	
Primary Schools Panchayat Home PHCs, CHCs, DHs Any Other  STRATEGY FOR EXECUTION: URBAN  Nomination of DM/Municipal Commissioner  Nomination of Implementing Agencies Municipal Bodies Municipal Bodies Awws Rotary & Llon Clubs Other Social Agencies Employer Associations Doctors Para Medical Staff NGOs  Nominating Supporting Agencies for Community Mobilisation: IMA School Administration Urban Lócal Bodies Mahlla Aarogya Samiti	5.	d)	
- Panchayat - Home - PHCs, CHCs, DHs - Any Other  STRATEGY FOR EXECUTION: URBAN  1. Nomination of DM/Municipal Commissioner 2. Nomination of Implementing Agencies - Municipal Bodies - Municipal Bodies - AWWs - Rotary & Lion Clubs - Other Social Agencies - Employer Associations - Doctors - Para Medical Staff - NGOs  4. Nominating Supporting Agencies for Community Mobilisation: - IMA - School Administration - Urban Local Bodies - Mahlia Aarogya Samiti			
- Home - PHCs, CHCs, DHs - Any Other  STRATEGY FOR EXECUTION: URBAN  1. Namination of DM/Municipal Commissioner  7. Nomination of Implementing Agencies - Municipal Bodies  3. Informing Measuring Workforce: - AWWs - Rotary & Lion Clubs - Other Social Agencies - Employer Associations - Doctors - Para Medical Staff - NGOs  4. Nominating Supporting Agencies for Community Mobilisation: - IMA - School Administration - Urban Local Bodies - Mahlla Aarogya Samiti	1	Panchavat	
PHCs, CHCs, DHs Any Other  STRATEGY FOR EXECUTION: URBAN  1. Namination of DM/Municipal Commissioner  7. Nomination of Implementing Agencies Municipal Bodies  3. Informing Measuring Workforce: AWWs Rotary & Lion Clubs Other Social Agencies Employer Associations Doctors Para Medical Staff NGOs  4. Nominating Supporting Agencies for Community Mobilisation: IMA School Administration Urban Lócal Bodies Mahlla Aarogya Samiti			
- Any Other  STRATEGY FOR EXECUTION: URBAN  1. Namination of DM/Municipal Commissioner  2. Nomination of Implementing Agencies  Municipal Bodies  3. Informing Measuring Workforce:  - AWWs  - Rotary & Lion Clubs  - Other Social Agencies  - Employer Associations  - Doctors  - Para Medical Staff  - NGOs  4. Nominating Supporting Agencies for Community Mobilisation:  - IMA  - School Administration  - Urban Lócal Bodies  - Mahlla Aarogya Samiti		PHCs CHCs DHs	
STRATEGY FOR EXECUTION: URBAN  1. Nomination of DM/Municipal Commissioner  2. Nomination of Implementing Agencies  Municipal Bodies  3. Informing Measuring Workforce:  - AWWs  - Rotary & Lion Clubs  - Other Social Agencies  - Employer Associations  - Doctors  - Para Medical Staff  - NGOs  4. Nominating Supporting Agencies for Community Mobilisation:  - IMA  - School Administration  - Urban Lócal Bodies  - Mahlla Aarogya Samiti	4		
1. Namination of DM/Municipal Commissioner 2. Nomination of Implementing Agencies Municipal Bodies 3. Informing Measuring Workforce: - AWWs - Rotary & Lion Clubs - Other Social Agencies - Employer Associations - Doctors - Para Medical Staff - NGOs 4. Nominating Supporting Agencies for Community Mobilisation: - IMA - School Administration - Urban Local Bodies - Mahlla Aarogya Samiti	-	STRATEGY FOR EXECUTION ; URBAN	
2. Nomination of Implementing Agencies  Municipal Bodies  3. Informing Measuring Workforce:  - AWWs  - Rotary & Lion Clubs  - Other Social Agencies  - Employer Associations  - Doctors  - Para Medical Staff  - NGOs  4. Nominating Supporting Agencies for Community Mobilisation:  - IMA  - School Administration  - Urban Local Bodies  - Mahlla Aarogya Samiti		The state of the s	
Municipal Bodies  Jinforming Measuring Workforce:  AWWs Rotary & Lion Clubs Other Social Agencies Employer Associations Doctors Para Medical Staff NGOs  Nominating Supporting Agencies for Community Mobilisation: IMA School Administration Urban Local Bodies Mahlla Aarogya Samiti	1		
3. Informing Measuring Workforce:  - AWWs - Rotary & Lion Clubs - Other Social Agencies - Employer Associations - Doctors - Para Medical Staff - NGOs  4. Nominating Supporting Agencies for Community Mobilisation: - IMA - School Administration - Urban Local Bodies - Mahlla Aarogya Samiti	7.	Municipal Bodies	
- AWWs - Rotary & Lion Clubs - Other Social Agencies - Employer Associations - Doctors - Para Medical Staff - NGOs  4. Nominating Supporting Agencies for Community Mobilisation: - IMA - School Administration - Urban Local Bodies - Mahlla Aarogya Samiti	====	Tetorming Measuring Workforce:	
- Rotary & Lion Clubs - Other Social Agencies - Employer Associations - Doctors - Para Medical Staff - NGOs  4. Nominating Supporting Agencies for Community Mobilisation: - IMA - School Administration - Urban Lócal Bodies - Mahlla Aarogya Samiti	3.		
- Other Social Agencies - Employer Associations - Doctors - Para Medical Staff - NGOs  4. Nominating Supporting Agencies for Community Mobilisation: - IMA - School Administration - Urban Local Bodies - Mahlla Aarogya Samiti	ľ		,
- Employer Associations - Doctors - Para Medical Staff - NGOs  4. Nominating Supporting Agencies for Community Mobilisation: - IMA - School Administration - Urban Lócal Bodies - Mahlla Aarogya Samiti		- Other Social Agencies	
- Doctors - Para Medical Staff - NGOs  4. Nominating Supporting Agencies for Community Mobilisation: - IMA - School Administration - Urban Lócal Bodies - Mahlla Aarogya Samiti	ľ	- Employer Associations	,
- Para Medical Staff - NGOs  4. Nominating Supporting Agencies for Community Mobilisation: - IMA - School Administration - Urban Lócal Bodies - Mahlla Áarogya Samiti			
- NGOs  4. Nominating Supporting Agencies for Community Mobilisation: - IMA - School Administration - Urban Lócal Bodies - Mahlla Áarogya Samiti			
- IMA - School Administration - Urban Lócal Bodies - Mahila Aarogya Samiti			
- IMA - School Administration - Urban Lócal Bodies - Mahila Aarogya Samiti	1		
- Urban Lócal Bodies - Mahlla Aarogya Samiti	4.	1	
- Urban Lócal Bodies - Mahlla Aarogya Samiti	1	1	
- Mahila Aarogya Samiti	1		
	1		
- Any Other	-	- Any Other	