

इन्दीवर पान्डेय, आई.ए.एस.
सचिव

INDEVAR PANDEY, I.A.S.
Secretary

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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: 14th December, 2021

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

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.

2. 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.

4. 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
Copy to:

(Indevar Pandey)

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

(Indevar Pandey)

Swastha Balchcha Pratispardha
8-14 January 2022

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

Programme of Action

	STRATEGY FOR EXECUTION : RURAL	Status of Action Taken
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: - 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 - Mahila Aarogya Samiti - Any Other	