



मि भारत



राष्ट्रीय सेवा योजना

जननायक चन्द्रशेखर विश्वविद्यालय, बलिया

पता- शहीद स्मारक, निकट सुरहा ताल, जिला- बलिया, उ. प्र., पिन कोड- 277001

मोबाइल फोन नंबर- 9452400911

ई-मेल आईडी.- nssjncu@gmail.com

पत्रांक- जे.एन.सी.यू./एन.एस.एस./4/2025-26

दिनांक- 02/04/2025

सेवा में,

1. कुलसचिव, जननायक चन्द्रशेखर विश्वविद्यालय, बलिया।
2. समस्त प्राचार्य/प्राचार्या,
सम्बद्ध- जननायक चन्द्रशेखर विश्वविद्यालय, बलिया।

विषय- दिनांक 8 अप्रैल से 23 अप्रैल, 2025 तक पोषण पखवाड़ा (7 वां संस्करण) आयोजन सम्बन्धी।

महोदय/महोदया,

कृपया उपरोक्त विषयक क्षेत्रीय निदेशक, राष्ट्रीय सेवा योजना क्षेत्रीय निदेशालय, लखनऊ के पत्र संख्या- 15-1/रा.से.यो./क्षे.नि./लख/2024-25/14254-14324 दिनांक- 27 मार्च, 2025 का सन्दर्भ ग्रहण करें (पत्र संलग्न)। पत्र में दिये गये दिशा-निर्देशों के अनुपालन में दिनांक 8 अप्रैल से 23 अप्रैल, 2025 तक पोषण पखवाड़ा (7 वां संस्करण) आयोजन हेतु अपनी संस्था के समस्त रा.से.यो. इकाईयों को निदेशित करने का कष्ट करें।

अतः उक्त सन्दर्भ में आपसे अनुरोध है कि कार्यक्रम आयोजन के उपरान्त आख्या/रिपोर्ट (फोटोग्राफ्स एवं पेपर कटिंग तथा डाटा विवरण सहित) इस कार्यालय को एन.एस.एस. सेल के ई-मेल आईडी.- nssjncu@gmail.com पर दिनांक 23 अप्रैल, 2025 तक अवश्य प्रेषित करायें तथा कार्यक्रम हेतु MY Bharat एवं NSS का लोगो सहित बैनर का प्रयोग अवश्य करें, साथ ही आयोजित कार्यक्रम/गतिविधियों का MY Bharat Portal पर Event Creat अवश्य करायें।
संलग्नक- यथोक्त।

भवदीय,

डॉ. (कृष्ण कुमार सिंह), 02/04/2025

कार्यक्रम समन्वयक,
राष्ट्रीय सेवा योजना कोषक

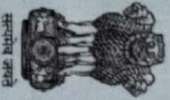
प्रतिलिपि निम्नलिखित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित-

1. निजी सचिव के माध्यम से माननीय कुलपति जी।
2. कुलसचिव, जननायक चन्द्रशेखर विश्वविद्यालय, बलिया।
3. वित्त अधिकारी, जननायक चन्द्रशेखर विश्वविद्यालय, बलिया।

4. क्षेत्रीय निदेशक, राष्ट्रीय सेवा योजना क्षेत्रीय निदेशालय (उत्तर प्रदेश एवं उत्तराखण्ड), लखनऊ ।
5. विशेष कार्याधिकारी एवं राज्य सम्पर्क अधिकारी, राष्ट्रीय सेवा योजना कोष्ठक, उच्च शिक्षा विभाग, उत्तर प्रदेश शासन, लखनऊ ।
6. प्रभारी, वेबसाइट को वेबसाइट पर अपलोड करने एवं कालेज लॉगिन में प्रेषित करने के लिए ।
7. सम्बन्धित पत्रावली ।

भवदीय,

02/04/2025
डॉ. (कृष्ण कुमार सिंह),
कार्यक्रम समन्वयक,
राष्ट्रीय सेवा योजना कोष्ठक



7th Poshan Pakhwada

(8th – 22nd April, 2025)

List of activities for Partner Ministries

Poshan Pakhwada (8th - 22nd Apr, 2025): Details of Themes

1). Focus on First 1000 days of Life

- Prioritizing nutrition during the first 1,000 days from conception upto 2 years of age is critical in breaking the cycle of malnutrition across generations.
- *To increase awareness about the importance of nutrition during first 1000 days of life.*



2). Popularization of Beneficiary / Citizen Module

- The Poshan Tracker (PT) interface allows beneficiaries to apply for registration by selecting the nearest AWC. It consists of following steps -
 - i). Login through mobile OTP, ii). Enter nearest AWC details, iii) Fill up registration form, and iv) Submission of registration form
- Existing beneficiaries can view the services availed by her
- Popularise the beneficiary/citizen module of Poshan Tracker

Poshan Pakhwada (8th - 22nd Apr, 2025): Details of Themes

3). Management of Malnutrition through implementation of CMAM module

- Provides detailed steps for identification and management of malnourished children at the AWC, including decision-making for referral, nutritional management and follow-up.
- *To sensitise stakeholders including communities on CMAM protocol.*

4). Healthy lifestyle to address Obesity in Children

- Children are exposed to high-fat, high-sugar, high-salt, energy-dense, and micronutrient-poor foods, which tend to be lower in cost but also lower in nutrient quality. These dietary patterns, in conjunction with lower levels of physical activity, result in sharp increase in childhood obesity.
 - *To create mass awareness on obesity, and ways to address obesity.*
- Other regular themes



Poshan Pakhwada (8th - 22nd Apr, 2025): Expected Outcomes

Sl. No.	Proposed Themes	Expected Outcomes
1	Focus on First 1000 days of Life	<ul style="list-style-type: none"> • Improved measurement of height and weight of pregnant women • Improved measurement of Birth weight • Improved Home Visits for children (0-2 years) during Pakhwada
2	Popularization of Beneficiary/ Citizen Module	<ul style="list-style-type: none"> • Increased downloads/traffic on beneficiary/citizen module • Enhanced no. of registrations from all States/ UTs (new beneficiaries) • Increase in no. of existing beneficiaries' registrations on Beneficiary/ Citizen module • Reduced pendency of registration request at AWW level
3	Management of Malnutrition through implementation of CMAM module	<ul style="list-style-type: none"> • No. of appetite tests conducted • No. of referrals made
4	Healthy lifestyle to address the Obesity in Children	<ul style="list-style-type: none"> • Increased public awareness about obesity • Dedicated CBE for awareness on the issue of obesity in Children

Broader areas of support from partner Ministries (contd.)

MoY&S

- Organising Cyclathon/ Marathon during Poshan Pakhwada 2025 involving Youth for mass awareness
- Arrangement of sessions for College students on awareness about Anemia, Obesity, Junk food and other lifestyle disorders
- WASH sessions for Adolescents
- Community based sports events
- Relevant themes of Poshan Pakhwada 2025 may be promoted through 'Fit India Movement' across all 1500 venues

MOLE

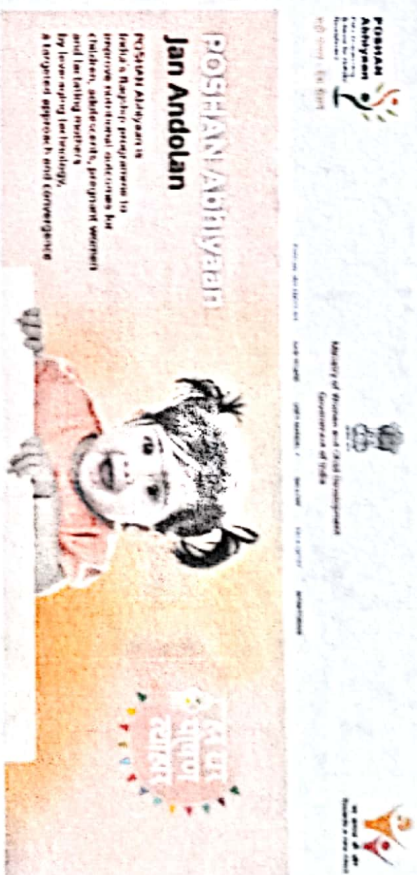
- Linking women laborers (who are either pregnant, lactating, or have children upto 6 years) of unorganized sectors with nearby Anganwadi facilities through migration module of Poshan Tracker
- Conduct of CMAM screening camps at work-sites in consultation with DoWCD/ DoSW
- Anemia camps for workers in consultation with WCD and Health Departments

Partner Ministries may support in promotion of Beneficiary / Citizen Module and other relevant activities, as mapped for Jan Andolan dashboard reporting

Poshan Pakhwada (8th - 22nd Apr, 2025): Data Entry

On Jan Andolan Dashboard:

- Data entry to report on Poshan activities is permitted at National, State, District and Block/ Project levels.
- Ministry/ Department should assign a Nodal Officer to ensure quality data in Jan Andolan Dashboard.
- The user credentials (username and password) shall only be shared with the Nodal Officers.
- To avoid over-reporting of activities, AWC wise capping of 5 activities per day will be followed (for WCD and other Ministries), similar to last Poshan Maah held in September 2024.
- Back-dated data entry restricted to previous 3 days.
- Data entry will close on 25th April, 2025, 11:59 p.m.
- Photos of various activities uploaded on the dashboard should be below 2 MB each.



Activities to be updated on Jan Andolan Dashboard at:
www.poshanabhiyaan.gov.in

Jan Andolan activities' snapshot

