

To
All the District Collectors,
Andhra Pradesh.

File.No: SAC-15/17/2019-COO II-SAC, dt:06.09.2019.

Sir,

SAC- To Celebrate the month of September 2019 as POSHAN MAAH Involvement / support of Swachhgrahis and other field functionaries of SBM(G) – Communicated – Necessary Action – Requested – Reg.

Ref: No.S-18014/3/2019-SBM, dt:30.08.2019, of the Additional Secretary, SBM(G), Ministry of Jal Shakti Department of Drinking Water and Sanitation.

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Attention is invited to the subject and reference cited, please find the enclosed copy of the attachment.

Vide reference cited, the Additional Secretary, SBM(G), Ministry of Jal Shakti Department of Drinking Water and Sanitation has informed that the **month of September, 2019 will be celebrated as POSHAN Maah across the country as part of Jan Andolan under POSHAN Abhiyaan, by the Ministry of Women & Child Development, Govt. of India.** A key strategy of POSHAN Abhiyaan is to converge all schemes that could support augmentation and improvement of nutritional status of women and children. Department of Women and Child Development (WCD) / Social Welfare in the States/UTs will be the nodal Department for coordinating the POSHAN Maah and converging with other line departments and key stakeholders.

Behavioral Change Communicator (BCC) and Jan Andolan are some of the key components of POSHAN Abhiyaan. POSHAN Maah-2019 aims to improve coverage of beneficiaries with health and nutritional awareness campaigns. With its experience of making the swachhata a successful Jan Andolan, the institutional mechanism available under Swachh Bharat Mission - Gramin (SBM-G) in the States/UTs is well poised to support the national POSHAN Abhiyaan largely. There is also strong evidence of inter linkages between sanitation status and nutrition outcomes.

Hence, the Swachhagrahis and other field functionaries of SBM(G) may actively promote key messages of POSHAN Abhiyaan, support POSHAN related awareness and education activities, and converge on implementation of sanitation and nutrition related interventions.

Therefore, it is requested to issue necessary instructions to the concerned to utilize the Swachhagrahis and other field functionaries of SBM(G) in the districts for active participation in POSHAN Maah-2019 and to support the required interventions in this Abhiyaan.

Yours faithfully,
DR P SAMPATH KUMAR
MANAGING DIRECTOR

Encl: As above.

Copy submitted to Principal Secretary, PR & RD for information.
Copy to all the SEs, RWS & S for information and necessary action.
Copy to all the PD, DRDA for information and necessary action.

Signature Not Verified

Digitally signed by Sampath
Kumar Pommala
Date: 2019.09.10 16:48:14 IST
Reason: Approved



No.S-18014/3/2019-SBM
Government of India
Ministry of Jal Shakti
Department of Drinking Water and Sanitation
Swachh Bharat Mission (Gramin)

4th Floor, Pt. Deendayal Antyodaya Bhawan
CGO Complex, Lodhi Road
New Delhi-110003
Dated: 30th August, 2019

To

The Chief Secretaries
All States/ UTs

Sub: To celebrate the month of September 2019 as POSHAN Maah – involvement/support of Swachhagrahis and other field functionaries of SBM(G) reg.

Madam/Sir,

As you are aware the month of September, 2019 will be celebrated as POSHAN Maah across the country as part of Jan Andolan under POSHAN Abhiyaan, by the Ministry of Women & Child Development, Govt. of India. A key strategy of POSHAN Abhiyaan is to converge all schemes that could support augmentation and improvement of nutritional status of women and children. Department of Women and Child Development (WCD)/Social Welfare in the States/UTs will be the nodal Department for coordinating the POSHAN Maah and converging with other line departments and key stakeholders.

2. Behavioural Change Communicator (BCC) and Jan Andolan are some of the key components of POSHAN Abhiyaan. POSHAN Maah-2019 aims to improve coverage of beneficiaries with health and nutritional awareness campaigns. With its experience of making the swachhata a successful Jan Andolan, the institutional mechanism available under Swachh Bharat Mission - Gramin [SBM(G)] in the States/UTs is well poised to support the national POSHAN Abhiyaan largely. There is also strong evidence of interlinkages between sanitation status and nutrition outcomes. Hence, the Swachhagrahis and other field functionaries of SBM(G) may actively promote key messages of POSHAN Abhiyaan, support POSHAN related awareness and education activities, and converge on implementation of sanitation and nutrition related interventions.

3. All the States/UTs may therefore use the Swachhagrahis and other field functionaries of SBM(G) in the States/UTs for active participation in POSHAN Maah-2019 and to support the required interventions in this Abhiyaan.

Yours faithfully,



(Arun Baroka)

Additional Secretary (SBM-G)

Tele: 011-24362192

Copy to: (i) ACS/Pr Secretaries/ Secretaries in charge of rural sanitation, All States/UTs
(ii) Mission Directors/State Coordinators-SBM(G), All States and UTs

Copy for information to:

Shri Ajay Tirkey, Additional Secretary, Ministry of Women and Child Development, Govt. of India, Shastri Bhawan, New Delhi.