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## Balanced and Healthy Diets for every child: Resources from Poshan Pakhwada 2023



Source: © UNICEF/UN0390656/Vishwanathan

Dear colleagues,

POSHAN Abhiyaan is an important pillar of Poshan 2.0 which promotes the Jan Andolan (social movement) strategy to galvanise communities towards collective action for nutrition. As part of the Jan Andolan, the Ministry of Women and Child Development (MoWCD), Government of India is organizing the fifth Poshan Pakhwada from 20<sup>th</sup> March 2023 – 3<sup>rd</sup> April 2023. This Poshan Pakhwada 2023 is focused on increasing awareness on millets, growth monitoring and promotion in 0–6-year-old children and accelerating work around Saksham Anganwadi centres. More specifically, the promotion and popularisation of Shree Anna / Millets for nutritional security through organization of drives to link millet-based foods with supplementary nutrition, home visits and diet demonstration have taken a centre stage. The ongoing Poshan Pakhwada 2023 has been witnessing enthusiastic participation in awareness creation activities among communities. The [details](#) on the guidance have been made available by Government of India.

As we continue to celebrate Poshan Pakhwada 2023, priorities and actions promoted should continue with a very high coverage and intensity. In this issue of PoshanWeekly, we are happy to share several resources used in the Jan Andolan (community mobilisation initiatives) for improving the nutritional status of children, adolescents and women under the Poshan Pakhwada 2023. These materials are available in the resources section.

food choices and well-being for every child each day of the year.

Arjan De Wagt,

Kind Regards,

Chief, Nutrition Programme I UNICEF India

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## Resources

- [Assam Poshan Pakhwada 2023 celebrations note](#)
- [Assam Swasth Balak Balika Spardha video \(Assamese\)](#)
- Bihar Poshan Pakhwada posters (Hindi)
  - [Poster 1](#), [Poster 2](#), [Poster 3](#), [Poster 4](#)
- [Chhattisgarh Poshan Pakhwada Brochure](#)
- Chhattisharh Poshan Pakhwada Posters
  - [Poster 1](#), [Poster 2](#), [Poster 3](#), [Poster 4](#)
- [Gujarat Millets Booklet](#)
- Gujarat Poshan Pakhwada Posters
  - [Poster 1](#), [Poster 2](#)
- [Jharkhand Poshan Pakhwada Poster](#)
- [Odisha Food Compendium](#)
- [Odisha Pathway Complementary Feeding Book \(Odisha\)](#)
- Uttar Pradesh Poshan Pakhwada Posters
  - [Poster 1](#), [Poster 2](#)
- Uttar Pradesh [Poshan Recipe videos \(Uttar Pradesh ICDS\)](#) (Hindi)
- Uttar Pradesh [Management of Severe Acute Malnutrition \(SAM\) children – Uttar Pradesh ICDS](#) (Hindi)
- [Telangana Poshan Pakhwada 2023 IEC Materials](#)

### **Others:**

- [Poshan Pakhwada 2023 Activities](#) (available on POSHAN Abhiyaan website)
- [Millets for Nutritional Well-being webinar by ICDS Mizoram](#)

**For further materials on Poshan Pakhwada 2023 celebrations, please see the PoshanWeekly on Millets POSHAN Power:**

- [Everything about Millets POSHAN Power!](#)
-



पोषण वेबिनर  
दिनांक 23 मार्च से 3  
अप्रैल  
(रोज अपराह्न 3.30 से  
5 बजे तक)

# POSHAN PAKHWADA

20<sup>th</sup> MARCH - 03<sup>rd</sup> APRIL 2023

पोषण वेबिनर से जुड़ने तथा ICDS की गतिविधियों को जानने के लिए क्लिक करें

**Youtube** <https://www.youtube.com/@icdsdirectoratebihar>

**Facebook** <https://www.facebook.com/icdsdirectorate>

**Instagram** [https://www.instagram.com/icds\\_directorate](https://www.instagram.com/icds_directorate)

**Twitter** <https://twitter.com/IcdsDirectorate>

## Poshan Pakhwada 2023 Webinar in Bihar

During Poshan Pakhwada 2023, a webinar is being held by Integrated Child Development Services (ICDS) Department, Government of Bihar supported by Nutrition Alliance to create nutrition literacy on millets, fortified cereals, diets for pregnant women and for children from 6 to 23 months old, prevention of anaemia, growth failure, growth monitoring and promotion, SAM management and early childhood development including early childhood care and education (ECCE). This is targeted towards awareness creation around several nutrition, growth and development behaviours in service providers, students, development practitioners and community at large.

For more details, [Click here](#)

The Webinar can be accessed live on [Youtube](#)

For updates on Poshan Pakhwada 2023 Webinar in Bihar, please follow ICDS department on

[Facebook](#), [Twitter](#), [Instagram](#)

## Nutrition in the news

Date	News	Source
28.03.2023	<a href="#">Elected representatives must drive change to combat malnutrition</a>	Hindustan Times



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27.03.2023	<a href="#">should change to WHtR (waist to height) ratio</a>	Indian Express
27.03.2023	<a href="#">Modern kitchens to feed school kids nutritious meals in Delhi</a>	Times of India
27.03.2023	<a href="#">Food security and national security of India</a>	Financial Express
27.03.2023	<a href="#">Farm to market: The great millet transformation</a>	Times of India
27.03.2023	<a href="#">Millet-based cuisine intrinsic to Deccan gastronomical heritage in Hyderabad</a>	Times of India
26.03.2023	<a href="#">People consuming junk food regularly suffer from digestive issues: Survey</a>	New Indian Express
25.03.2023	<a href="#">Malnutrition, alcohol use among 5 risk factors for 44 pc of TB cases: Report</a>	Indian Express
25.03.2023	<a href="#">How Periyapatna V. Satheesh became India's Millet Man</a>	India Today
24.03.2023	<a href="#">Tribal people in Erode urged to grow millets and include them in diet</a>	The Hindu
24.03.2023	<a href="#">Governor launches nutritional programme, distributes millet bars</a>	Times of India
23.03.2023	<a href="#">Odisha Makes Provision Of Rs 250 Crore To Address Malnutrition Issues</a>	SwachhIndia NDTV
23.03.2023	<a href="#">India needs an action plan to create a stimulating environment for children aged 0-3 years: VK Paul</a>	Economic Times
23.03.2023	<a href="#">U.P. making efforts to improve children's nutritional diet with millets: Governor</a>	Hindustan Times
23.03.2023	<a href="#">Odisha makes provision of Rs 250 cr to address malnutrition issues</a>	The Print
23.03.2023	<a href="#">Poshan Pakhwada launched</a>	The Arunachal Times
22.03.2023	<a href="#">Beyond the hoopla: Millets must be promoted. But health and economic concerns need priority</a>	Down to Earth
22.03.2023	<a href="#">FSSAI reconstitutes its Scientific Panels, empanels 200 experts</a>	The Print
22.03.2023	<a href="#">Indian Army to reintroduce millets in rations of soldiers</a>	The Hindu
21.03.2023	<a href="#">Beyond the hoopla: Millets must be promoted. But health and economic</a>	Down to Earth

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21.03.2023	<a href="#">Millets With Wheat, Rice: Parliamentary Panel</a>	SwachhIndia NDTV
21.03.2023	<a href="#">Andhra Pradesh adds millet soup to midday meal programme</a>	Times of India
21.03.2023	<a href="#">Globally located Indian restaurants to serve more millet foods</a>	Deccan Herald
21.03.2023	<a href="#">Cereal solution: on millets and grain growing</a>	The Hindu
20.03.2023	<a href="#">Poshan Pakwada with focus on millets begins</a>	The Week
20.03.2023	<a href="#">FSSAI starts 'Eat Right Campus' to educate organisers on quality food</a>	New Indian Express
20.03.2023	<a href="#">Is bajra the new wheat? How ICAR's turning humble millet into versatile, 'luxury' ingredient</a>	The Print
20.03.2023	<a href="#">Tomar directs NAFED to promote millets at international level</a>	Livemint
20.03.2023	<a href="#">Kitchen gardens in Odisha's Kandhamal help to tackle malnutrition</a>	Times of India
18.03.2023	<a href="#">FSSAI releases compendium of millet standards</a>	The Hindu

## [Link to previous issues](#)

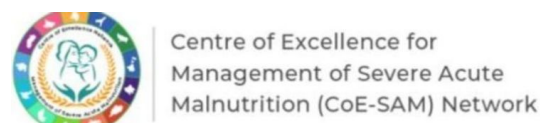
- 21/03/2023: [Everything about Millets POSHAN Power!](#)
- 07/03/2023: [How women's collectives are spearheading health and nutrition initiatives](#)
- 27/02/2023: [States show the way on addressing wasting at community level](#)
- 13/02/2023: [Nayi Chetna: A national campaign against gender-based violence towards well-being of women and children](#)
- 06/02/2023: [Way forward to fighting Neglected Tropical Diseases for better nutrition in India](#)
- 24/01/2023: [What motivates parliamentarians to ask questions on Nutrition: Insights from new report!](#)
- 16/01/2023: [A convergent approach to Early Childhood Development: learnings from Maharashtra's "Aarambh" programme](#)
- 06/01/2023: [How to deliver maternal nutrition : lessons from Telangana](#)
- 23/12/2022: [Poshan Gyan...a comprehensive repository for communication resources on health and nutrition](#)
- 16/12/2022: [PoshanWeekly: We need your valuable feedback!](#)

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- 02/12/2022: [New video series on latest NFHS insights for states - Part I](#)

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