



# The Bharat Scouts and Guides

Creating Better India

## National Headquarters

Address: Lakshmi Mazumdar Bhawan, 16, M. G. Marg, I. P. Estate, New Delhi-110002

Website :[www.bsgindia.org](http://www.bsgindia.org) Email Id: [info@bsgindia.org](mailto:info@bsgindia.org) Phones: +91-11-23370126, 23378667

To,  
All the State Secretaries,  
State Associations of  
The Bharat Scouts and Guides,  
**INDIAN UNION**



**Circular No: 170/2024**

**Date: 06<sup>th</sup> Sept 2024**

### **SUB: CELEBRATION OF "7<sup>th</sup> RASHTRIYA POSHAN MAAH 2024"**

Dear Sir/Madam,

#### **Greetings from the Bharat Scouts and Guides, National Headquarters!!!**

07<sup>th</sup> Rashtriya Poshan Maah is a flagship initiative by the Ministry of Women and Child Development, Government of India for addressing malnutrition comprehensively. The objective of the Rashtriya Poshan Maah is to ensure community mobilization and bolster people's participation in addressing malnutrition amongst young children and women, to ensure health and nutrition for everyone. Mission Poshan Maah is committed to fight malnutrition among children, adolescent girls, pregnant women and lactating mothers across the country. **Anaemia, Growth Monitoring, Complementary Feeding, Poshan Bhi Padhai Bhi, Technology for better Governance, and Ek Ped Maa Ke Naam** are focus themes of 07<sup>th</sup> Rashtriya Poshan Maah 2024, emphasizing the importance of nutrition, education and empowerment in building a healthier and stronger country. To support the initiatives, the Bharat Scouts and Guides, National Headquarters is planning to celebrate 07<sup>th</sup> Rashtriya Poshan Maah 2024, under mission Poshan 2.0 throughout the month of September 2024.

This initiative provides a platform to take action on the fundamental importance of nutrition and early childhood care and education for the well-being, growth and development of children into healthy and productive adults to achieve Sustainable Development Goal 02: Zero Hunger and 04: Quality Education for all. It is focused on **Poshan Bhi Padhai Bhi** (Nutrition and Education), improving nutrition through Mission LiFE (Lifestyle for Environment), sensitizing tribal communities about nutrition, and addressing anemia through a Test, Treat, or Talk approach.

As a part of this initiative, the BSG, National Headquarters is going to conduct an Online Orientation on Rashtriya Poshan Maah – 2024 **in collaboration with UNICEF**

Name of the Event	<b>Online Orientation on Rashtriya Poshan Maah – 2024</b>
Date	12 <sup>th</sup> September 2024 , Thursday
Time	04:00 PM (IST)
Mode	Through Zoom- Online
Zoom link	<b>Join Zoom Meeting</b> <a href="https://unicef.zoom.us/j/94160767903?pwd=bapEOouAjAuMcQpUAXXdhdhQIhzUds.1">https://unicef.zoom.us/j/94160767903?pwd=bapEOouAjAuMcQpUAXXdhdhQIhzUds.1</a> <b>Password: 433023</b>
Hashtag	#bsgindia #nutrition #poshanmaah #healthyfood #suposhitbharat #sdg4 #sdg2 #UNICEF

We invite all the members of the organization to complete the Zoom registration and join the Online Orientation on Rashtriya Poshan 2024. Share pictures on your Social handle by using the above hashtags.

Further, to make this celebration a resounding success, we are suggesting a few activities that may be conducted in the month of September at the Local/Unit/District/State Level to create awareness and promotion of the Rashtriya Poshan Maah – 2024

01. Joining of Online Orientation programme organized by the National Headquarters, New Delhi on Rashtriya Poshan Maah – 2024 on 12<sup>th</sup> September 2024, Thursday at 4.00 PM
02. Ek ped maa ke naam plantation drive
03. Quiz competition
04. Poshan Maah Awareness Rally
05. Organize food plaza based on sustainable food
06. Drawing /Painting Competition
07. Exhibition on SDG Goal No- 02 and 04
08. Organize Workshop/ anemia test campaign through on SDG Goal No- 02 and 04
09. Door-to-door Campaign
10. Nukkad Natak
11. Organize and participate in Anemia Test
12. Short Video making, Reel making of 1 minute or less

All the State Associations are requested to inspire and motivate our Cubs, Bulbuls, Scouts, Guides, Rovers, Rangers and Adult Leaders to join the Orientation Programme which will be organized by the National Headquarters on **12<sup>th</sup> September 2024, Thursday**. Collaborate and support Angab Badi Didi, Local health Unit and government body and NGO's for organizing the poshan maah activities. Also, do the other activities as suggested at local/unit/district/state levels and share activity reports on social media as well as mail to [bsgposhanmaah@gmail.com](mailto:bsgposhanmaah@gmail.com)

Thanking you,

Yours Sincerely,



**(ARUP SARKAR)**  
**DY. DIRECTOR OF SCOUTS**  
**(BOY PROGRAMME)**

**Copy to :**

01. All the NHQ Office Bearers of the Bharat Scouts and Guides, National Headquarters.
02. Chairman/Secretary, Railway Scout and Guide Board, Rail Bhawan, New Delhi.
03. The Commissioner, Kendriya Vidyalaya Sangathan, 18 Institutional Area, Shahid Jeet Singh Marg, New Delhi - 110016.
04. The Commissioner, Navadaya Vidyalaya Samiti, Institutional Area, B-15, Sector - 62, Noida, Uttar Pradesh – 201309.
05. The Director, DAV
06. All the District Secretaries, District Association of Dammam, Riyadh, Muscat and Jamiat
07. Youth Club, CWSN Auxiliary Unit
08. Monica Maurya, Social Behavior Change Officer UNICEF, Madhya Pradesh.
09. All Assistant Director, Bharat Scouts and Guides to promote the event.
10. Assistant Director (RD & SA) for follow up.