

**NSS “POSHAN MAAH ACTIVITIES”  
FROM SEPTEMBER-1, 2019  
ONWARDS**

**SUBMITTED BY  
GOVERNEMENT COLLEGE OF  
COMMERCE AND BUSINESS  
ADMINISTRATION, SECTOR -50,  
CHANDIGARH**

## **POSHAN Abhiyaan – OBJECTIVES AND MISSION OF THE PLAN**

The Prime Minister's Overarching Scheme for Holistic Nutrition or POSHAN Abhiyaan or National Nutrition Mission, is Government of India's flagship programme to improve nutritional outcomes for children, pregnant women and lactating mothers. Launched by the Prime Minister on the occasion of the International Women's Day on 8 March, 2018 from Jhunjhunu in Rajasthan, the POSHAN (Prime Minister's Overarching Scheme for Holistic Nutrition) Abhiyaan directs the attention of the country towards the problem of malnutrition and address it in a mission-mode.

NITI Aayog has played a critical role in shaping the POSHAN Abhiyaan. The National Nutrition Strategy, released by NITI Aayog in September, 2017 presented a micro analysis of the problems persisting within this area and chalked out an in-depth strategy for course correction. Most of the recommendations presented in the Strategy document have been subsumed within the design of the POSHAN Abhiyaan and now that the Abhiyaan is launched, NITI Aayog has been entrusted with the task of closely monitoring the POSHAN Abhiyaan and undertaking periodic evaluations.

With the overarching aim to build a people's movement (Jan Andolan) around malnutrition, POSHAN Abhiyaan intends to significantly reduce malnutrition in the next three years.

For implementation of POSHAN Abhiyaan the four point strategy/pillars of the mission are:

- Inter-sectoral convergence for better service delivery
- Use of technology (ICT) for real time growth monitoring and tracking of women and children
- Intensified health and nutrition services for the first 1000 days
- Jan Andolan

As a part of its mandate, NITI Aayog is required to submit implementation status reports of POSHAN Abhiyaan every six months to the PMO. The first bi-annual report was prepared and presented at third National Nutrition Council on India's Nutrition Challenges (which is housed within NITI) in November 2018.

The task of implementation of POSHAN Abhiyaan is to be carried out through the Technical Support Unit (TSU) established at NITI Aayog which, in addition to the M&E, will also provide research, policy and technical support to the Abhiyaan.

The Government college of Commerce and Business Administration, Sector -50, Chandigarh has performed the following activities.

S. NO.	TITLE	ACTIVITY DESCRIPTION
1	<b>Principal address on Poshan Maah</b>	<b>The Principal madam with Dean Sir, and NSS PO addressed NSS Volunteers and guided them about the 1 month long programme.</b>
2	<b>Visit to Tagore theatre, Sector – 18, Chandigarh</b>	<b>A programme was organized at Tagore theatre on Poshan Maah by Department of Social Welfare, UT Administration, Chandigarh. The Chief Guest of the programme was Governor Mr. V P Singh Badnore. The programme educated volunteers on Nutrition and Bad life style on now day's youth.</b>
3	<b>Poster Making competition in college campus on Poshan Maah</b>	<b>Poshan Maah as theme, 100 students participated in poster making completion and it was judged by teacher faculty. Ms. Muskan of BBA 2 was given the the 1<sup>st</sup> prize, followed by Ms. Drishti of BBA 2.</b>
4	<b>Human Chain by NSS Volunteers in college campus</b>	<b>The NSS Volunteers with their poster in hand formed a human Chain in college campus.</b>
5	<b>Human Chain by NSS Volunteers in adopted village, Khajeri, Chandigarh</b>	<b>The NSS Volunteers with their poster in hand formed a human Chain in adopted on message of Happy health and nutrition.</b>
6	<b>Awareness campaign in adopted village Khajeri by NSS Volunteers</b>	<b>The NSS Volunteers interacted with the residents of village and spread awareness about the ongoing campaign on Poshan Maah and health.</b>

## PHOTOS FOR THE ACTIVITIES





N.S.S.P.O (Girls)



N.S.S.P.O (Boys)

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