



नेहरु युवा केन्द्र संगठन

NEHRU YUVA KENDRA SANGATHAN

स्वायत्तशासी संस्था
युवा कार्यक्रम एवं खेल मंत्रालय
भारत सरकार

*an Autonomous Body under the
Ministry of Youth Affairs & Sports
Government of India*



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Dated : 25th August 2015

From : M.P. Gupta, Joint Director (Programme), NYKS Hqr.

To : All Zonal Directors, Nehru Yuva Kendra Sangathan

Sub : Celebration of the National Nutrition Week (NNW) from 1st to 7th September 2015,
"Better Nutrition: Key to Development as the theme during the week"

The National Nutrition Week (NNW) is an annual nutrition event of great importance conceived by the Food and Nutrition Board in the year 1982. The event is observed in the country from 1-7 September every year with the objective to intensify awareness generation on the importance of nutrition for health which has an impact on development, productivity, economic growth and ultimately national development.

The theme of the National Nutrition Week, 2015 is "**Better Nutrition: Key to Development**". It may kindly be noted that during the week long celebrations, the 3rd September, 2015 is dedicated for generating Nationwide Nutrition Awareness. Besides this, a detailed calendar of activities to be carried out during the week is **enclosed as Annexure -1.**

In this regard kindly issue necessary instructions to all District Youth Coordinators working under your jurisdiction to undertake and participate in the activities.

Quantitative Progress report alongwith press clippings and action photographs should be furnished to NYKS Hqr. through e-mail : mpsharmanyks@yahoo.co.in so that compiled report may be submitted to Ministry of Youth Affairs & Sports.

(Dr. M.P. Gupta)

Encl : as above

CC:

- PS to DG
- Shri Rajive Sabharwal, Under Secretary (NYKS-YA), MoYAS with reference to his letter F. No.: 13-26/2015-NYKS dated 19th August 2015

द्वितीय तल, कोर-IV, स्कोप मीनार, लक्ष्मी नगर जिला केन्द्र, विकास मार्ग, दिल्ली-110092

Ind Floor, Core-IV, Scope Minar, Laxmi Nagar District Centre, Vikas Marg, Delhi-110092

☎ 011-22402800, 22446070 Fax: 011-22446069 email: feedback@nyks.org

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Annexure-I

Day-wise activities to be organized during National Nutrition Week: 1-7 September, 2015

Days	Activity	Level	Target Group
Day I 1 st September, 2015	One day workshop to sensitize, capacity building of State/District Level Officers on importance of Nutrition for better health.	State	Directors, ICDS, Projects Officer CDPOs (ICDS), Medical Officers & Principals of Schools etc.
Day II 2 nd September, 2015	1. Lecture Cum Demonstration on low cost Nutritious Recipes. 2. Competition on preparation of nutritious recipes.	District	School Teachers, AWW and Helper (ICDS), <u>Village Women and Mahila Samities.</u>
Day III 3 rd September, 2015	Weight Management and its importance through Body Mass Index (BMI).	Block/ School/ Village	Adolescent Boys and Girls, ICDS functionaries and beneficiaries.
Day IV 4 th September, 2015	1. Mini Exhibition on Nutrition displaying low cost nutritious diets for different age groups. 2. Quiz competition on Nutrition.	District	District Level officers and students, ICDS functionaries, men, women and children
Day V 5 th September, 2015	Films, slide shows, audio video spots, slogans, nutrition rally etc.	Village Level	ICDS functionaries and beneficiaries.
Day VI 6 th September, 2015	Puppet shows/skits dance and drama (Song and Drama GOI) messaging on nutrition and essay competition	Village Level	Anganwadi Workers & Helpers, Children, <u>Adolescent</u> and Parents
Day VII 7 th September, 2015	Sum up and preparation of digital report of the activities along with photographs		

Annexure-II

Gist of activities to be organized on 3rd September, 2015, for Nutrition Awareness Generation

- i. Organize theme based State level symposiums in all States/UTs on Nutrition awareness.
- ii. Organize theme based quiz and painting competitions at schools on Nutritional aspects like personal hygiene & sanitation, conservation of nutrients during food preparation, technics of food preservation.
- iii. Weighing Campaigns at the Anganwadi Centers and schools
- iv. Organize Village Health and Nutrition Day (VHND) at Middle Level Training Centres (MLTCs) and Anganwadi Training Centres (AWTCs).
- v. Organize talk shows and group discussion on All India Radio and Doordarshan.
- vi. Home Science Colleges would be involved to organize theme based community awareness programmes during day long celebrations.
- vii. Organize rallies on National Nutrition Week theme at Village and Taluka level.