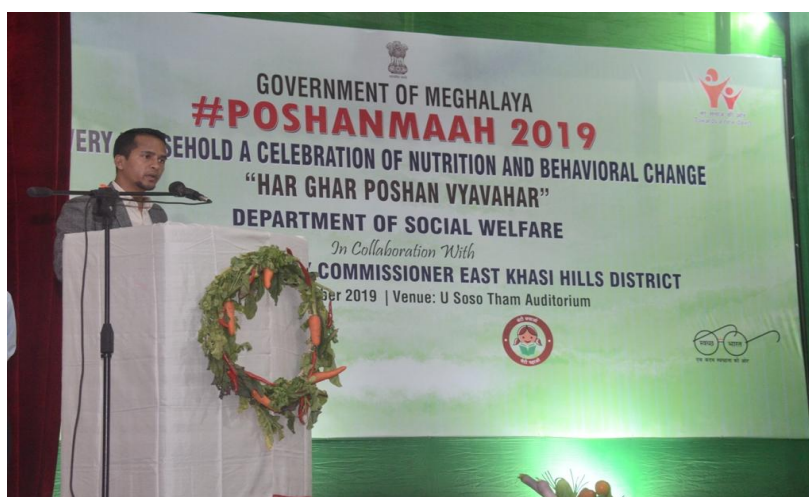


## Rashtriya Poshan Maah, 2019

**Shillong, September 2, 2019:** The Rashtriya Poshan Maah 2019 was launched today by Shri Kyrmen Shylla, Minister of Social Welfare at U Soso Tham Auditorium, Shillong. The programme was also graced by Shri T. Dkhar, Commissioner and Secretary, Social Welfare, Shri E. Kharmalki, Director, Social Welfare, Smti M. War Nongbri, Deputy Commissioner, East Khasi Hills, officials from line departments, health workers, teachers, schools and colleges students among others.



The programme was organized by the Department of Social Welfare in collaboration with the District Administration, East Khasi Hills District. The theme for the month long celebration is “Every household a celebration of nutrition and behavioral change”.



In his inaugural address, Shri Kyrmen Shylla said that Poshan Abhiyaan is India’s flagship programme launched by the Prime Minister of India in March 2018 to improve nutritional outcomes of children, adolescent girls, pregnant women and lactating mothers, adding that the programme through the use of technology and real time monitoring will be able to achieve specific targets for reduction in low birth weight babies, stunting growth, under nutrition and prevalence of anemia.

Stressing the importance of breast feeding for the first six months of the babies for the proper mental and physical development of the child, Shri Shylla pointed out this will lead to proper mental and physical development of the child.

Informing that Poshan Abhiyaan is a convergence mission of all line departments working together to achieve the objectives and to take the message to the community, Shri Shylla instructed all Deputy Commissioners in the State to review the weekly activities undertaken by various departments under their respective District for the success of Poshan Abhiyaan.

Earlier in the programme Shri Shylla released the Rashtriya Poshan Maah pamphlet for the month of September, 2019.

During the programme, Dr. L. M. Pdah, Director of Health Services, MCH & FW spoke on the importance of 1,000 days between a woman's pregnancy and her child's 2<sup>nd</sup> birthday, while Shri Gary Nengnong, State Consultant Poshan Abhiyaan gives an overview presentation on the Poshan Maah.

The Chief Guest also flagged off the Poshan Maah rally which started and culminated at the premises U Soso Tham Auditorium, State Central Library, Shillong.



In the East Jaintia Hills District, Deputy Commissioner, Shri F.M. Dophth launched the Poshan Maah (National Nutrition Month), 2019 at Byndihati Secondary School, East Jaintia Hills District. A similar programme was also organized by the Child Development Project Officer, Saipung ICDS, at Jalaphet Brisumer, East Jaintia Hills District where Shri S. Marwein, BDO Saipung C&RD Block, East Jaintia Hills District launched the Poshan Maah (National Nutrition Month), 2019. Poshan Rally and Poshan Mela was also held during the programme exhibiting healthy nutritious food products.