



Government of West Bengal
Directorate of I.C. D. S.
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No.3185(22)/ICDM-Dte

Dated:31/08/2023

To
The District Magistrate(s),
Darjeeling/ Kalimpong/ Jalpaiguri/ Alipurduar/ Coochbehar/ Uttar Dinajpur/ DakshinDinajpur/ Malda/
Murshidabad/ Nadia/ Birbhum/ Bankura/ Purulia/ Paschim Medinipur/ Purba Medinipur/ Jhargram/
PurbaBardhaman/ PaschimBardhaman/ Hooghly/ Howrah/ North 24 Parganas/ South 24 Parganas

Subject: **Celebration of SUPUSHTI MASH 2023**

Sir/Madam,

You are aware that 1 to 30 September of every year is observed as Nutrition Month (Supushti Mash) with various programs for necessary awareness generation on the importance of nutrition for health of beneficiaries enrolled in Anganwadi Centres in our State. For celebration of this month a schedule of events to be organized in the first and second week is given below.

Date & Theme	Level	Activity	Material	Participant
01.09.2023 to 02.09.2023 Importance of right nutrition at different stages of life	01.09.2023 District (To be organized in DM office premises)	Group Discussion with CDPO/Supervisors on	Barokahan Volume 2 Chapter 1	DM, CMOH, ADM ICDS, DPO, CDPO, BMOH, Supervisor (DPO to arrange, DM to chair the group discussion)
Highlights of the Month-long programme	02.09.2023 Project (To be organized by CDPO)	Group Discussion with CDPO/Supervisors		CDPO, BMOH, Supervisor and AWWs (CDPO to arrange)
Plantation	01.09.2023 & 02.09.2023 (at AWC level)	Plantation at AWCs wherever space is available		Saplings from Horticulture/ Agriculture Deptt. & Community participation CDPO, Supervisor, AWW, AWH, Community leaders
04.09.2023 to 09.09.2023 Nutritional requirements during adolescence Age of marriage/ Teenage Pregnancy	AWC level	Meeting	Barokahan Volume 3 Chapter 3	Adolescent girls (Kanyashree girls/ elderly family members) Anganwadi Workers to conduct with the guidance of CDPO and Supervisors
Nutrition during Pregnancy/ Lactation		Meeting and House to House Campaign	Barokahan Volume 1 Chapter 1	Would-be & new fathers and key decision makers in the family along with their spouse, Mother in laws Anganwadi Workers to conduct with the guidance of CDPO and Supervisors

You are requested to instruct the DPO/CDPOs to ensure conducting of the events at the District level, ICDS Project and Anganwadi Centre level.

IEC materials in this regard will be shared with the districts with this communication to support organize the mentioned activities.

The activities of the 3rd, 4th and 5th week will be shared shortly.

Encl: As Stated Above

Yours faithfully,

Director of ICDS
West Bengal

Memo No. 3185(22)/1(26)/ICDM-Dte

Dated:31/08/2023

Copy forwarded for information and necessary action to:

1. The Principal Secretary, Department of WCD&SW, Government of West Bengal, BikashBhavan, Kolkata 700091
2. The Additional Secretary (ICDS), Department of WCD&SW, GoWB, BikashBhavan, Kolkata 700091
3. The PS to the Hon'ble MIC, Department of Women and Child Development and Social Welfare, GoWB, Kol 91
- 4-26. The District Programme Officer (ICDS), Darjeeling/ Kalimpong/ Jalpaiguri/ Alipurduar/ Coochbehar/ Uttar Dinajpur/ DakshinDinajpur/ Malda/ Murshidabad/ Nadia/ Birbhum/ Bankura/ Purulia/ Paschim Medinipur/ Purba Medinipur/ Jhargram/ PurbaBardhaman/ PaschimBardhaman/ Hooghly/ Howrah/ North 24 Parganas/ South 24 Parganas/ Kolkata with the request to instruct the CDPOs to ensure successful observation of the month to ensure right dissemination messages to the ICDS beneficiaries.


Director of ICDS
West Bengal