

कार्यालय निदेशक प्रारम्भिक शिक्षा राजस्थान बीकानेर

क्रमांक- शिविरा/प्रारं/शैक्षिक/एबी/विविध/2018/24

दिनांक-05/03/18

उपनिदेशक प्राशि

..... (समस्त)

जिला शिक्षा अधिकारी

प्रारंभिक शिक्षा


..... (समस्त)

विषय—माननीय प्रधानमंत्री महोदय द्वारा 08 मार्च 2018 को राजस्थान विजिट के संबंध में ।

प्रसंग—विशिष्ट शासन सचिव, कार्यालय विशिष्ट शासन सचिव, स्कूल शिक्षा विभाग का पत्रांक— एपीएस/वि. शा.स/स्कू.शि./2018 जयपुर दिनांक 05.03.18 ।

उपर्युक्त विषयान्तर्गत प्रासांगिक पत्र के संदर्भ में लेख है कि विशिष्ट शासन सचिव, कार्यालय विशिष्ट शासन सचिव, स्कूल शिक्षा विभाग के पत्र दि. 05.03.18 के निर्देशानुसार मुख्यमंत्री कार्यालय से प्राप्त निर्देशों के क्रम में बिदु सं. 4 व 7 की कार्यवाही सुनिश्चित कर उक्त कार्यवाही की विस्तृत रिपोर्ट निदेशक सूचना एवं जनसंपर्क को भिजवाते हुए एक प्रति इस कार्यालय को भी भिजवाना सुनिश्चित करें । साथ ही दि. 08.02.18 को माननीय प्रधानमंत्री महोदय के संबोधन का सभी विद्यालयों में लाईव प्रसारण भी सुनिश्चित करावें ।

संलग्न—उपरोक्तानुसार ।

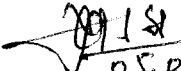

05-03-18
उपनिदेशक

निदेशालय प्रारंभिक शिक्षा
राजस्थान बीकानेर

प्रतिलिपि निम्न को सूचनार्थ एवं आवश्यक कार्यवाही हेतु—

1. विशिष्ट शासन सचिव, स्कूल शिक्षा विभाग, राजस्थान, जयपुर ।
2. सहायक निदेशक, निजी अनुभाग, निदेशक महोदय, कार्यालय हाजा ।
3. निजी सहायक, निजी अनुभाग, अतिरिक्त निदेशक महोदय, कार्यालय हाजा ।
4. सहायक निदेशक, SIQE को प्रेषित कर लेख है कि समस्त जिलों से सूचना तथा फोटोग्राफ्स इत्यादि प्राप्त कर निदेशक सूचना एवं जनसंपर्क को भिजवाना सुनिश्चित करावें ।

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05-03-18
उपनिदेशक

निदेशालय प्रारंभिक शिक्षा
राजस्थान बीकानेर

राजस्थान सरकार
Government of Rajasthan
कार्यालय विशिष्ट शासन सचिव, स्कूल शिक्षा विभाग
Office of the Special Secretary, School Education Department

क्रमांक: एपीएस / वि०शा०स / स्कू.शि. / 2018

जयपुर, दिनांक : 05.03.2018

निदेशक, माध्यमिक / प्रारंभिक शिक्षा
आयुक्त, सर्वशिक्षा अभियान / मिड-डे-मील
राज्य परियोजना निदेशक, राष्ट्रीय माध्यमिक शिक्षा अभियान

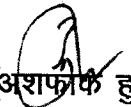
विषय:—माननीय प्रधानमंत्री महोदय द्वारा 8 मार्च, 2018 को राजस्थान
विजिट के संबंध में।

महोदय,

उपरोक्त विषयान्तर्गत मुख्यमंत्री कार्यालय से प्राप्त निर्देशों के क्रम में दिनांक 6 व 7 मार्च 2018 को बिन्दु संख्या 4 व 7 से संबंधित कार्यवाही इस विभाग द्वारा की जानी है। कृपया निर्धारित तिथि को उक्त कार्यवाही किया जाना सुनिश्चित करावें एवं विस्तृत रिपोर्ट मुख्यमंत्री कार्यालय, निदेशक सूचना एवं जनसंपर्क को भिजवाते हुए एक प्रति इस कार्यालय को भी भिजवाने की व्यवस्था करावें। साथ ही दिनांक 8.3.2018 को माननीय प्रधानमंत्री महोदय के संबोधन का सभी विद्यालयों में लाईव प्रसारण भी सुनिश्चित करावें।

संलग्न :- उपरोक्तानुसार।

भवदीय,


(अशफ़ाक़ हुसैन)
विशिष्ट शासन सचिव

www.rajteachers.com

**CHIEF MINISTER'S OFFICE
GOVERNMENT OF RAJASTHAN**

Attention is drawn to D.O. No. NNM/15/2018-WBP dated 28th February 2018 (copy enclosed) from the Government of India (Multiple Ministries) addressed to the Chief Secretary, Rajasthan, in the matter of Hon'ble Prime Minister's visit to Jhunjhunu, Rajasthan, on 8th March 2018. The Government of India has requested the state government for synergistic action regarding the event that includes post launch, launch day and pre launch activities. Chief Secretary convened a meeting on 5th March 2018 in the matter.

Based on the discussions held in that meeting, I am directed to request your active participation in the pre-launch, launch and post launch activities.

S. No.	Department	Activities	
1.	Women & Child Development	All activities specified and to act as Nodal Department for co-ordination.	Photographs etc. of the activation may please be made available to Director, I&PR, for Social Media.
2.	DIPR	Social Media	Appropriate material for Social Media including photographs, videos etc. made available to Director, Information & Publication Relations, Rajasthan, at dipr.rajasthan@gmail.com and to Shri Ashish Khandelwal, PRO, at ashish.dipr@gmail.com . It would be preferable if inputs are made available from 5 th March 2018 onwards. DIPR shall ensure widespread and continuous Social Media Activation all through 5 th - 8 th March 2018.
3.	WCD & DIPR	Awareness Campaign	DIPR to direct all PROs/ APROs to make extra efforts so that there is

**CHIEF MINISTER'S OFFICE
GOVERNMENT OF RAJASTHAN**

			sufficient coverage in print/ electronic/ on-line in all districts as well as at the state level, before and on the date of event.
4.	School Education	Organizing Nutrition Assembly in Schools Also, organize pre-event activation around 'Beti Padhao' on 6 th and 7 th March 2018.	This may be done prior to 8 th March 2018. Photographs etc. of the same may please be made available to Director, I&PR, for Social Media.
5.	Panchayati Raj	Make arrangements for viewing of webcast/ telecast of the event at all Gram Panchayats. If need be arrangements for internet connectivity wherever require through e-Mitra shall be made and if so required, television sets shall be hired.	Necessary arrangements shall also be made by the department so that sufficient number of people can sit and watch the programme on the video walls installed by the state government in various parts of the state.
6.	LSG	Make arrangements for viewing of the webcast/ telecast in all Urban Local Bodies (Multiple locations) especially in Aanganwadi Kendras in urban areas.	Photographs etc. of the same may please be made available to Director, I&PR, for Social Media.
7.	School Education/ College Education	Organize nutrition related quiz competition in schools and colleges of the state on 8 th March 2018.	Photographs etc. of the same may please be made available to Director, I&PR, for Social Media.
8.	Panchayati Raj (Director, Swachhta)	To assist WCD in organizing special village health	Photographs etc. of the same may please be made available to Director, I&PR,

**CHIEF MINISTER'S OFFICE
GOVERNMENT OF RAJASTHAN**

		sanitation and nutrition day on 8 th March 2018. Also to carry out widespread publicity of 'Beti Bachao, Beti Padhao' and National Nutrition Mission.	for Social Media.
9.	Health & Family Welfare	To organize viewing of the programme in all district hospitals of the state.	Photographs etc. of the same may please be made available to Director, I&PR, for Social Media.
10.	Social Justice & Empowerment	To organize viewing of the programme in hostels and other institutions under the department.	Photographs etc. of the same may please be made available to Director, I&PR, for Social Media.

Every department concerned may please prepare and put up a **Detailed Activity Report** (alongwith newspaper cuttings, photographs etc.) to the undersigned immediately after the event.

Kind co-operation of all concerned is solicited.

Encl: a. a.


(Arjit Banerjee)
 POSD to CM

Sr. DS to CS for information.

ACS, Higher Education/ ACS, Panchayati Raj & RD./ ACS, Medical & Health/ ACS, LSG/ Secretary, WCD/ Secretary, School Education/ Director, Information & Public Relations

U.O. Note No. Pr OSD/CM/NNM/2018/10908
Jaipur, dated : 05.03.2018

Copy for information and necessary action:

Commissioner, College Education/ Director, Social Justice & Empowerment/ Director, Sanitation/ Director, ICDS


 POSD to CM

Chief Secretary
Secretary
Ministry of
Health &
Family
Welfare

1 Secy WCD to coordinate
2 ACF M&H, PS PHED
ACF RD&R, Secy Food
Secretary Education
3 PS, Plan & D.O.I.T.
for necessary
action.

मुख्य सचिव कार्यालय
राजस्थान, जयपुर

Date 28th February 2018

D O No NNM/15/2018-WBP

प्रति संख्या

दिनांक

(Nihal Chand Goel)
Chief Secretary

Dear Chief Secretary,

As you are aware, Hon'ble Prime Minister will formally launch National Nutrition Mission (NNM) and expansion of *Beti Bachao Beti Padhao* (BBBP) from Jhunjhunu, Rajasthan on 8th March 2018 (from 1 00 n m to 2 30 p m)

2 The aim of the NNM is to improve the nutritional status of Children upto 6 years of age, Pregnant Women and Lactating Mothers through specific targets for reduction in Low Birth Weight, Stunting, Under-Nutrition and prevalence of Anaemia over next three years. The goal of BBBP is to improve the Child Sex Ratio in the country

3 In this regard, please refer to the Cabinet Secretary's D O letter No 293/1/2/2017-CA-V dated 28th February, 2018 (copy enclosed) regarding pre-launch activities, build-up to the Launch Day followed by Post Launch activities which are to be undertaken at State/UT level in order to maintain the required momentum towards the success of above programmes (along with a list of suggested activities at annexure).

4 Hon'ble Prime Minister has desired that the Mission should be converted into a JAN ANDOLAN for effective implementation and desired reach. Similarly sustained community engagement and participation has to be ensured under BBBP to stir the national consciousness on importance of girl child

5 You will agree that success of the Mission and expansion of BBBP is a huge task requiring active participation and cooperation of the States/UTs. A number of steps need to be initiated in terms of policy, administration and on ground implementation at all levels. Accordingly, it is planned to roll out a series of Pre-Launch activities, building-up to the Launch Day and followed by Post Launch initiatives to maintain the required momentum towards the success of the Mission


6 Under NNM, States/UTs need to achieve convergence through close coordination between the Departments of Women & Child Welfare, Health, Drinking Water & sanitation, Rural Development Panchayati Raj, Education and Food and other concerned Departments. We request your personal indulgence to ensure that as desired by the Hon'ble Prime Minister, the launch of National Nutrition Mission translates into a JAN ANDOLAN. The implementing departments/agencies viz Women and Child Development Department through Anganwadis, Health and Family Welfare

Department through Physical Health Centre (PHC)/ Community Health Centre (CHC), School Education and Literacy Department through Schools, Panchayati Raj Department through Panchayats and Drinking Water & Sanitation through Swachchhta volunteers may please be suitably sensitised for the Mission and its Launch at all levels.

7. We would, therefore, also request you to issue necessary instructions to the Principal Secretaries/Secretaries of the concerned line Departments in your State/UT to carry out the suggested activities as per the list. Departments may also be requested to mobilise people at District, Block and Gram Panchayat level to actively participate in the launch of above programme. For live view of the programme, the television sets available at the Schools, Hospitals, Anganwadi Centres, Panchayat offices and at all other public places and web-casting through NIC may be used and the people encouraged/mobilized to watch the programme on 8th March, 2018 (from 1.00 pm to 2.30 pm). We would appreciate if a feedback on action taken in this regard is provided to the concerned Ministries with a copy to Ministry of Women and Child Development. Detailed information after event may also be sent through email nna:wc:11@gmail.com.

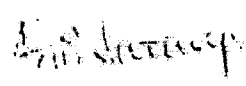
With regards,


Yours sincerely,


(Praeji Sudan)
Secretary, H&FH


(Amarjeet Sinha)
Secretary, PR and RD


(Parameswaran Iyer)
Secretary, DW&S


(Anil Swarup)
Secretary, School Education


(Rakesh Srivastava)
Secretary, MWCD

Chief Secretary in All States / UTs

Copy to : Principal Secretary / Secretary, Department of Health & Family Welfare, Panchayati Raj and Rural Development, Drinking Water & Sanitation, School Education and Women & Child Development in all States/UTs

DO.No. 293/1/2/2017-CA-V



New Delhi, 28th February, 2018

Dear Chief Secretary/Administrators:

As you are aware, the Government of India has approved setting-up of a National Nutrition Mission (NNM), which aims to improve the nutritional status of children upto 6 years of age and of Pregnant Women & lactating mothers in a phased manner. Specific targets for reduction in Low Birth Weight, Stunting, Under Nutrition and prevalence of Anaemia are to be achieved over next three years. The first phase of 15 districts across all 36 States/UTs will be covered under the NNM. Government has also approved expansion of the Betwakhari Betpahalani (BBBP) programme in India from covering 642 districts of the country over next three years. The goal of BBBP is to improve the Child Sex Ratio in the country.

2. Hon'ble Prime Minister will formally launch the NNM and expansion of BBBP from Jhunjhunu, Rajasthan on 9th March 2018. He has advised that the Mission be converted into a JAN ANIDOLAN for effective implementation and countrywide outreach. This would require large-scale community mobilization and engagement. Similarly, sustained community participation needs to be ensured in the BBBP to stir national consciousness on the importance of a girl child.

3. You will agree that success of NNM and expansion of BBBP would largely depend on the active participation and cooperation of States/UTs. In this context, certain pre-launch activities built-up to the Launch Day and Post-launch activities are required to be undertaken at the State/UT levels in order to sustain the momentum towards the success of these programmes. A list of suggested activities is at Annexure.

4. I would request you to please issue necessary instructions to the Principal Secretaries/Secretaries of the concerned Departments to carry out the suggested activities. They may also be requested to advise people at the District Block and Gram Panchayat levels as well as to persuade the community members to actively participate in the launch of above programmes. We would appreciate a feedback on the action taken in this regard.

With regards,

Yours sincerely

(P.K. Sinha)

Annexure

A. Pre-launch activities

- i Synergize activities of various concerned departments
- ii Creation of NNM face book page
- iii Posting on BBSP face book page
- iv Nominate one point contact for coordinating all social media campaign
- v Awareness campaign
- vi Ensure coverage in local media
- vii Display of NNM & BBSP posters and banners at all public places across the state.
- viii Issue press releases in respect of
- ix Involve PRIs, ULBs
- x Organize various health (weighing festival) of children at all AWCs on 7th March, 2016
- xi Observance of Bholi Day

B. Launch activities

- i Mobilize people upto village level to watch live program on TV & web casting of event
- ii Ensure wide coverage in local media
- iii Posting of images / photos on social media
- iv Involve PRIs, ULBs
- v Organize nutrition survey (participation) in school/collages
- vi Organize sports/health, Health Sanitation and Nutrition (VHSN) Day

C. Post-launch activities

- i Implementation of all the planned activities right upto the village level
- ii Awareness at all levels to campaign to continue
- iii Issue of responsibility sheet to the department to implement NNM component
- iv Strengthen responsibility of implementation of NNM & BBSP component
- v Involve PRIs, ULBs