



Government of Jammu & Kashmir, Higher Education Department

OFFICE OF THE NODAL PRINCIPAL  
**Amar Singh College**

NAAC RE-ACCREDITED GRADE –B  
CLUSTER UNIVERSITY SRINAGAR

GOGJI BAGH SRINAGAR

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भारत गठित  
ONE EARTH - ONE FAMILY - ONE FUTURE

No: ASC/Edu/N/23/ 372

Dated: 13/11 /2023

**VIKSIT BHARAT SANKALP YATRA**

Principals  
Kashmir Division Colleges

Subject : Viksit Bharat Sankalp Yatra-15<sup>th</sup> November, 2023 to 26<sup>th</sup> January, 2024 – regarding.

Reference : Communication received from Directorate of Colleges vide letter No. DC-HE/2023/2149, dated: 13-11-2023

Sir / Madam

I am attaching herewith a D. O. issued by Secretary, Ministry of Women & Child development, Govt. of India vide No. PA/383/2023-Deputy Secretary, dated: 7<sup>th</sup> November, 2023,

You are requested to go through the communication and take needful action required with respect to your college, if any.

Further the Viksit Bharat Sankalp Yatra and its objectives may be duly publicised on college website.

Yours Sincerely

Prof. Sheikh Ajaz Bashir  
Nodal Principal  
Kashmir Division Colleges

**Copy to:**

1. Director Colleges Higher Education Department for information.
2. PS to Principal Secretary to Govt. Higher Education for the information of Principal Secretary HED.
3. Office / Master File



इन्दीवर पान्डेय, आई.ए.एस.

सचिव

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सत्यमेव जयते



आज़ादी का  
अमृत महोत्सव

भारत सरकार  
महिला एवं बाल विकास मंत्रालय  
शास्त्री भवन, नई दिल्ली-110 001

Government of India

Ministry of Women & Child Development



D.O. No. PA/383/2023-Deputy Secretary

7<sup>th</sup> November, 2023

Dear Chief Secretary,

As you are aware, the Government of India, with participation of States and Union Territories, is actively engaged in a mission to link every possible beneficiary with the benefit of its flagship schemes for providing basic amenities like sanitation facilities, essential financial services, access to LPG connections, housing for the poor, food security, proper nutrition, reliable healthcare, clean drinking water, quality education etc. and making required services accessible to all targeted and eligible beneficiaries.

2. With this aim, a nationwide campaign to raise awareness through outreach activities to achieve saturation of schemes named "Viksit Bharat Sankalp Yatra". The Yatra will be launched on 15<sup>th</sup> November, 2023 on the occasion of *Janjatiya Gaurav Diwas*, which will be initially visiting districts having significant Scheduled Tribe population and the remaining districts from 3<sup>rd</sup> week of November, 2023 upto 26<sup>th</sup> January, 2023. The vehicle would go to all the Gram Panchayats, covering 2 - 3 Gram Panchayats on one day. In States/Constituencies having elections, the Yatra will be scheduled after the Model Code of Conduct is lifted. The objectives of the Viksit Bharat Sankalp Yatra are as follows:

- (i) Reaching the unreached - reach out to the vulnerable who are eligible under various schemes but have not availed benefit so far.
- (ii) Dissemination of information and generating awareness about schemes.
- (iii) Learning from the citizens - Interaction with beneficiaries of Government Schemes through personal stories / experience sharing.
- (iv) Enrolment of potential beneficiaries through details ascertained during the Yatra.

3. In this regard, the flagship Scheme of Poshan Abhiyan under Mission Poshan 2.0 is part of the enlisted schemes. In view of the same, the roles and responsibilities of State/District/Block/AWW level functionaries for Viksit Bharat Sankalp Yatra has been delineated as 'Activities before the Event' and 'Activities during the Event'. The detailed role-wise responsibilities are as follows:

**A. Pre -event responsibilities**

**I. State WCD/ Social Welfare Department :**

- (a) To issue circular to the districts articulating roles, responsibilities and actions to be taken by the respective officers at Gram Panchayat level.

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- (b) Conducting Training / Orientation for all Staff responsible for the event in convergence with other participating Departments.
- (c) Organizing VCs with field functionaries to sensitize them about Viksit Bharat Sankalp Yatra.

II. District level :

- (a) Ensure the Online Portal Registration for the Viksit Bharat Sankalp Yatra.
- (b) Identification and nomination of Block Level Officers and Poshan Block Co-ordinators to coordinate the Viksit Bharat Sankalp Yatra in each Gram Panchayat under respective Blocks.
- (c) To supervise, monitor and coordinate with Block Level Officer /Gram Panchayats.

III. Block Level Officer/Block Co-ordinator/ Lady Supervisor:

- (a) Preparation of the script for *Meri Kahani Meri Zubani* (experience of benefits of the scheme by beneficiaries of Anganwadi Service) and ensure its readiness by the beneficiary.
- (b) Identification of 5 beneficiaries from each Gram Panchayat for *Meri Kahani Meri Zubani* for narration of their experience of benefits of the scheme.
- (c) Entering the data on number of invitees on the application being developed for this purpose.

IV. AWWs

- (a) To inform and invite the beneficiaries during the Community Based Event conducted in AWC before the event, or when the beneficiary come to AWC to collect THR or during Home Visits.
- (b) To remind beneficiaries under the Poshan Abhiyan to attend the event, 1 day before the arrival of the vehicle in their designated Gram Panchayat.
- (c) Identification of Healthy Children from each Gram Panchayat, as per the Swastha Balak Spardha Norms (**copy enclosed**) for felicitation during Yatra.

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**B. During the event**

At the time of the event, the Block Co-ordinators, Lady Supervisors, AWW and AWH are expected to be present at the designated venue at the Gram Panchayat. Further, DPOs and State PMU officials are to co-ordinate with Block Level Officers and Lady Supervisors in all the Gram Panchayats of the district as per the schedule of the event.

**I. District level**

- i. Coordination with Nodal/Prabhari officers of the event to ensure smooth functioning of Viksit Bharat Sankalp Yatra in the district.
- ii. Daily follow-up with Block-level Officers during the Viksit Bharat Sankalp Yatra.

**II. Block Level Officer/Block Co-ordinator/Lady Supervisor**

- i. Expected to be present at the designated venue.
- ii. Coordination with concerned Nodal officers during the visit of Viksit Bharat Sankalp Yatra.
- iii. Organizing the Felicitation of Healthy Child identified by AWW during the Yatra.
- iv. Entering of data for number of people attended the event in the application.

**III. AWWs**

- i. Expected to be present at the designated venue.
- ii. On-spot registration of the beneficiaries for Anganwadi Services.
- iii. Awareness creation and mobilization of mothers and adolescent girls under Poshan Abhiyan of Mission Poshan 2.0.
- iv. Dissemination of information related to Poshan Abhiyan.

4. In this regard, I would like to request and seek your earnest cooperation in undertaking all necessary tasks required for the successful implementation of the campaign and ensure the widest possible participation. I would also request you to constitute a Committee of senior officers under your guidance to steer the campaign in your State/UTs. You may also advise the District Collectors to lead the campaign at the district level and provide necessary logistic support and to form a coordination committee for the same at the District level.

With regards,

Encl. as above

Chief Secretaries/Administrator of all States/UTs

Yours sincerely  
**Sd/-**

(Indevar Pandey)

✓ **Copy To : Principal Secretary/ Secretary, Department of WCD/Social Welfare of all States/UTs.**

  
7/11/2023  
(Indevar Pandey)



## SWASTH BALAK SPARDHA: INTRODUCTION

POSHAN Abhiyaan focuses on converting the agenda of improving nutrition into a *Jan Andolan* through **Behavioural Change** while addressing malnutrition across the nation through components like Convergence, ICT Application, Community Mobilization, Capacity Building, Incentives and Awards, and Innovations. As visualised under POSHAN Abhiyaan, the Community Mobilisation and Behaviour Change Communication (BCC) is needed to take-up sustained efforts requiring multi-pronged approach and bring grass-root synergy and convergence.

## BACKGROUND

For sustained community involvement, it is imperative that nutrition issues should be highlighted with a positive orientation, emphasising on identification and celebration of a “Healthy Child”. In this regard, Hon’ble Prime Minister has also emphasised that instilling a competitive feeling among parents to promote health and nutrition amongst their children would lead to sustained community mobilisation and awareness among general public. With this concept, the MoWCD launched the “**Swastha Balak Spardha**” for children in the age group of 0 to 5 years.

## OBJECTIVES OF THE EVENT

- To bring focus on the “Swastha Balak- Healthy Child”
- To identify healthy children in age group of 6m-3 years and 3-5 years
- To generate awareness and conduct campaigns for growth measurement of children under 5 years
- To bring in more focus on healthy children than on children with malnutrition
- To promote Breastfeeding and Complementary feeding practices
- To promote counselling regarding importance of diet diversity and age appropriate feeding
- To promote concept of peer educator (mother-to-mother/ family/ community)
- To generate a spirit of competitiveness for good health and nutrition

## CONTOURS OF THE EVENT

### 1) TARGET GROUP:

- Primary Beneficiary: Children (6m-3 years and 3-5 years)
- Secondary: Care-givers (Parents, Other Family Members, Other local persons)

### 2) EVALUATION TEAM:

1. ICDS Staff (Block Official(CDPO), Supervisor
2. AWW/AWH
3. Local PRI Representative / Ward Members
4. Health Staff( PHC-MP/ ANM/ ASHA)
5. Local School Teachers



## IDENTIFYING A HEALTHY CHILD

### MARKS BASED SELECTION CRITERIA

SL.NO	CRITERIA	MARKS
1	MONTHLY GROWTH MONITORING	5
2	PERSONAL HYGIENE OF CHILD (CLEAN HANDS AND NAILS, HAIRCUT, DRESS, HAND WASH, DIARRHOEA FREE STATUS)	10
3	NUTRITION STATUS – CONSTANTLY IN THE “NORMAL” OR MIGRATION FROM MALNOURISHED TO “NORMAL”	10
4A	PROVISION OF HCM AND ATTENDANCE FOR 3-5 YEAR OLD CHILDREN	10
4B	PROVISION AND CONSUMPTION OF THR FOR 6M-3 YEAR OLD CHILDREN	
5	TIMELY VACCINATION SERVICES	10
6	DE-WORMING	5
TOTAL		50

### RECOGNITION

1. Ranking of children – 1st, 2nd and 3rd
2. Distribution of Certificate to Winning Child and Parent (especially mothers, to encourage spirit of positive competition) and reward like indigenous toys, hygiene kit, water bottle, fruit basket etc.
3. Small gifts like nutrition kit/ hygiene kit to all participating children