

U-16/9/2022-PMU-CRS
Government of India
Ministry of Information and Broadcasting

116, A Wing, Shastri Bhawan, New Delhi
Dated the 11th March, 2024

ADVISORY

The Ministry of Women, Child and Development is celebrating Poshan Pakhwada from 9th to 23rd March, 2024 around the following themes:-

- a) Poshan Bhi Padhai Bhi (PBPB)- a pathbreaking ECCE program to ensure that India has the world's largest, universal, high-quality preschool network.
- b) Traditional and Local dietary practices focused sensitization around nutrition.
- c) Health of pregnant women & IYCF (Infant and Young Child Feeding Practices).

2. The role of Community Radio Stations(CRS) is very crucial in dissemination of information at the grass-roots level. Therefore, all operational Community Radio Stations are hereby advised to:

- (i). Continuously broadcast messages related to health and nutrition.
- (ii). Broadcast nutrition based messages.
- (iii). Regular coverage of activities organized by states, districts and blocks.
- (iv). Regular interviews/discussions with district level health officials.

3. In addition to the above, CRSs can also take up any other focus areas which can support to this important campaign.

To

All operational Community Radios in India


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