

भारत सरकार
GOVERNMENT OF INDIA
सूचना और प्रसारण मंत्रालय
MINISTRY OF INFORMATION & BROADCASTING
'ए' विंग, शास्त्री भवन, नई दिल्ली - 110 001
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ADVISORY

तारीख: 6th सितंबर 2022
Date: 6th September 2022

Hon'ble Prime Minister, Shri Narendra Modi has launched Poshan Abhiyaan-2022 aiming to make India malnutrition free by 2022. The tagline of this year Poshan Campaign is 'Sahi Poshan Desh Roshan'.

The Poshan Abhiyaan is aimed to improve nutrition outcomes for children, adolescents, pregnant women and lactating mother. Government wants to associate a large number of people with Poshan Abhiyaan to turn it into a mass campaign (Jan Andolan).

Community Radio Stations can play very important role 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



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To
All Operational Community Radio Stations