

राजस्थान सरकार
आयुक्तालय
मिड-डे मील योजना
(Mid Day Meal Scheme)



क्रमांक-एफ4(4)/प्रा.शि./एमडीएम/भा.स.सू./रिपोर्ट/2013-14 325

दिनांक : 11/9/20

जिला शिक्षा अधिकारी
माध्यमिक /प्रारम्भिक शिक्षा
जिला समस्त

विषय :- माननीय प्रधानमंत्री महोदय की घोषणा अनुसार सितम्बर माह को पोषण माह के रूप में मनाने बाबत।
संदर्भ :- भारत सरकार के पत्र क्र.14-5/2015-MDM-1-2(EE.5), 31-8-20.

उपर्युक्त विषयान्तर्गत संदर्भित पत्र द्वारा सितम्बर माह को पोषण माह के रूप में कोविड-19 की गार्डललाईन अनुसार मनाये जाने हेतु निर्देशित किया गया। सितम्बर माह को पोषण माह मनाये जाने के लिए जिला स्तर/ब्लॉक स्तर पर जन आन्दोलन की तरह विभिन्न गतिविधियां सम्पादित कराये जाने के निर्देश प्रदान किये जाते हैं :-


1. e-quiz from 1st September, 2020 Onwords.
- 2- A meme making competition.

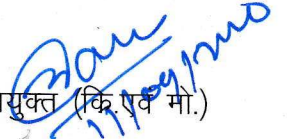
अतः इस संबंध में उपरोक्त बिन्दु अनुसार एवं संलग्न परिशिष्ट में दिये गये बिन्दु के अनुसार गतिविधियां आयोजित कराई जावें। आपके जिले में आयोजित गतिविधियों की फोटोग्राफ्स विभाग को भिजवाया जाना सुनिश्चित करें।

संलग्न उपरोक्तनुसार

प्रतिलिपि - निम्नांकित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित है :-

1. जिला कलेक्टर जिला समस्त।


11/09/2020
आयुक्त
(मिड डे मील)


उपायुक्त (कि.एव.मो.)

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Annexure

MyGov competitions for Poshan Abhiyan:

On the occasion of celebrating the Poshan Abhiyan month in September, 2020, the Department of School Education and Literacy in collaboration with Ministry of Women and Child Development has decided to conduct two online competitions for school going children through MyGov platforms follows:

1. Food and Nutrition Quiz:

This quiz is based around facts of Indian food and nutrition. The aim of this quiz is "learning with fun". The quiz is based on indigenous and traditional foods, link of climatic conditions and festivals to food and nutrition, the names of the same food in different parts of India, spices grown and used in different parts of India and their benefits, etc. It attempts to bring out the unity in diversity of the food and nutrition of India. The theme therefore has a major element of *Ek Bharat Shreshtha Bharat* in it. This competition will start on My Gov from 1st September, 2020 and will continue till 30th September, 2020. The Quiz can be accessed at the link (mygov.in/campaigns) Participants who get all answers right shall automatically receive an online certificate from Director NCERT through this My Gov platform.

2. Meme-making competition on Food and nutrition

An image-based meme portrays a particular concept or idea in a funny or humourous way. The portrayal through a single image and consisting of very few and carefully selected words, is able to spread the message very effectively through social media. Meme making is very popular with school going children, and they express many ideas and feelings through them. Therefore, from 5th to 20th September, 2020, a meme-making competition on Food and Nutrition will also be held for school going children. This competition will also be held through MyGov. An example of a meme is given below:



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Participants can upload their memes on the link (mygov.in/campaigns) on any of the following sub-themes:

- a. Bunk Junk food
- b. Food items in my grocery list
- c. My lunch box menu
- d. My conversation with Fruits
- e. Veggies on my table
- f. Recipe for growth
- g. May Poshan be with you
- h. Hamareyjigri dost – vitamins, iron, calcium...
- i. The food of my state
- j. Any other theme that is related to food and nutrition

Selection of best memes will first be done at the state/UT level by the SCERTs. Top 5 best memes from each state/UT will be then sent to NCERT for deciding the final winners. National level winners will be given a certificate issued jointly by Department of School Education and Literacy and NCERT.

All entries in regional languages that are selected by SCERT for forward transmission to NCERT may be translated into English/Hindi by the state/UT before submission for national level selection.

3. **Registration Process**

For entering the above two competitions, the following **mandatory information** will be required from the participants on My Gov

- a. Name of participant
- b. Studying in class
- c. Age
- d. Name of school
- e. Address of school
- f. State/UT in which school is located
- g. Mobile number of self/parent/guardian

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