

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

SCHOOL OF CONTINUING EDUCATION
(Discipline of Nutritional Sciences)

Date: 09.09.2024

POSHAN Abhiyan a flagship programme of the GOI, Ministry of Women and Child Development was launched by Hon'ble Prime Minister on 8th March, 2018 endeavors to improve nutrition outcomes through strategies of Social & Behaviour Change Communication (SBCC) and Community Mobilization.

In order to strengthen the efforts made by the Government to address malnutrition and for involving masses, *Poshan Maah* (1st to 30th September) and *Pakhwada* (21st March to 4th April) are celebrated every year by the Ministry of Women and Child Development (MWCD). In pursuance of 'Building Suposhit Bharat Together' and to celebrate *Poshan Maah*, theme based activities are conducted across the country throughout the month of September. For this year's *Poshan Maah* the following key themes relevant to nutrition have been announced by the Ministry of Women & Child Development:

- (i) Anaemia
- (ii) Growth monitoring
- (iii) Complementary Feeding
- (iv) *Ek Ped Maa ke Naam*

Like last two years the Discipline of Nutritional Sciences is planning to celebrate '*Rashtriya Poshan Maah*' by organizing following activities on specific themes announced by the Ministry of Women & Child Development.

1. **Educational Game/ Comic Strip:** Focusing on the theme of **Anaemia and Growth Monitoring**. This activity will be open to students of IGNOU (with interest in nutrition and health enrolled at IGNOU for the past five years).
2. **Nutrient Dense Recipe Competition:** Focusing on the theme of **Complementary feeding**. This activity will be open to all staff, faculty and students (with interest in nutrition and health enrolled at IGNOU for the past five years). There are two categories in this competition:
 - a) **Low cost Complementary feeding Recipe (6- 12 months)**
 - b) **Supplementary food for Children (2-5 years)**
3. **Plantation Drive:** Focusing on the theme of '**Ek Ped Maa Ke Naam**'. This activity will be open to faculty and staff of School of Continuing Education.

Entries are invited for the above mentioned competitions. The details instructions related to competitions are attached at Annexure-1

The detailed guidelines for Development of Educational games are given below:

1. **Eligibility Criterion:** This activity will be open to students of IGNOU (with interest in nutrition and health enrolled at IGNOU for the past five years)
2. **Medium:** English or Hindi
3. The topic of game and theme should be clearly mentioned at the top.
4. Clearly define age category, how to play and general rules if any.
5. While the primary goal is education, educational game should be interactive and also be enjoyable.
6. The educational game should be original and relevant to the theme.
7. Learners name, enrolment number and Regional Centre should be clearly mentioned on the right hand corner.
8. Assessment will be based on both creativity and effective conveying of theme messages.

The detailed guidelines for Comic Strip Competition are given below:

1. **Eligibility Criterion:** This activity will be open to students of IGNOU (with interest in nutrition and health enrolled at IGNOU for the past five years).
2. **Medium:** English or Hindi
3. **Steps for making Comic strip:**
 - a. Decide the theme. Create your characters that will make your comic engaging.
 - b. Outline the beginning, middle, and end of your story. Make sure it has a clear message about selected theme.
 - c. Write the dialogue and narration for each panel. Keep it simple and to the point. Make sure it's educational but also entertaining.
 - d. Sketch out each scene. You can use digital tools or draw by hand. Focus on:
 - Clear and expressive characters
 - Simple backgrounds that don't distract from the message
 - Visual elements that support the story
 - e. Color your comic to make it more appealing. Use bright, engaging colors that attract attention.
4. Learners name, enrolment number and Regional Centre should be clearly mentioned on the right hand corner.
5. Assessment will be based on both creativity and effective conveying of theme messages.

The detailed guidelines for Nutrient Dense Recipe Competition are given below:

4. There are two categories in this competition:
 - c) **Low cost Complementary feeding Recipe (6- 12 months)**
 - d) **Supplementary food for Children (2-5 years)**
2. **Eligibility Criterion:** This activity will be open to all staff, faculty and students (with interest in nutrition and health enrolled at IGNOU for the past five years).
3. A detailed recipe card should be submitted along with recipe providing information about Name of recipe, number of serving, size of serving, ingredients used, method of Preparation, Cost calculation for one serving, Nutritive value and photograph of recipe.

4. Emphasis should be on providing complementary/ supplementary food from locally available and seasonal foods.
5. Learners name, enrolment number and Regional Centre should be clearly mentioned on the recipe card.
6. Participants are encouraged to submit the complementary/ supplementary food along with the recipe card, if possible. The complementary/ supplementary food so developed may be showcased during an exhibition scheduled in October.

Plantation Drive: Planting a perennial tree with nutritional value to protect your environment.

Submission Guidelines

1. The participants can submit their entries to below address latest by 25th September, 2024.

Discipline of Nutritional Science,
School of Continuing Education,
Block-G, Zakir Hussain Bhawan,
Indira Gandhi National Open University,
Maidan Garhi, New Delhi-110068

2. Please submit a copy of your IGNOU Student I.D card along with the Educational game/Comic strip.
3. All the participants will be given E-certificates.
4. First, Second and Third Ranks will be notified on IGNOU website.
5. Decision taken by the organizing team will be the final decision.
6. The Educational game/Comic strip should not be copied from anywhere and should be your original work.
7. For any query participants may Email at: **nutritionalsciencesignou@gmail.com**

Faculty of Nutritional Sciences

Prof Deeksha Kapur
Dr Shalini Kushwaha
Dr Ankita Gupta
Dr Namrata Singh