

No. 15-63/2022-POSHAN Maah-
Directorate of Women & Child Development
Himachal Pradesh.

To,

All District Programme Officers
in Himachal Pradesh.

Dated: 22/9/22 Shimla-1.

Subject: - Regarding "Lohe ki kadhai" Campaign. A Movement to Combat Anemia.

Memo:

Kindly refer to this office letter of even no 15-63/2022-POSHAN Maah 7435-7466 dated 19-09-2022 on the subject cited above.

In view of the above, the revised guidelines of Lohe ki kadhai Campaign and the criteria for the selection of awards is placed at annexure A. Further, you are directed to instruct the field officers and field functionaries to initiate the appropriate actions and coordinate with the relevant stake holders so that we can witness the active community participation of the campaign.

(Ekta Kapta)

Additional Director
Women & Child Development
Himachal Pradesh.



I. Context :

Anaemia is a significant public health challenge in India. It has devastating effects on health, physical and mental productivity affecting quality of life, particularly among adolescent girls, women and children. Prevalence of anaemia is more than 50 percent in the children in the age group below 5 years, adolescent girls and women. As Prevention and control of anaemia is one of the key strategy. Therefore, the Department of Social Justice & Empowerment, Directorate of Women & Child Development has taken an initiative for organizing a ‘Lohe ki kadhai’ Campaign across the State from 21st September, 2022 to 5th October, 2022 on social media viz Facebook.

II. Objective of the competition:

It is to generate awareness about iron and its benefits. The Ministry of Ayush, Govt. of India in its Ayush Dietary Advisory for Kuposhan Mukh Bharat has also conveyed that:

- Traditional household food-processing, preparation methods, utensils (Iron kadhahi/ tawa) may enhance the bioavailability of micronutrients in plant-based diets.
- Foods cooked in non-iron utensil have less iron content as compared to food cooked in iron utensil. Regular intake of food cooked in iron utensil increases appreciable amount of iron content and preferably food items except garlic, pepper, egg and sour food items etc should be cooked in iron utensils.
- Food substances like- Nimboo (lemon), Mosambi (Sweet lemon), Santara (Oranges), etc increases the iron absorption.
- The link of the Ayush Dietary Advisory for Kuposhan Mukh Bharat is <https://main.avush.gov.in/ayush-dietary-advisory-for-kuposhan-mukt-bharat>.

III. Operational guidelines of Lohe ki kadhahi’ Campaign:

- Awareness competition on cooking in Lohe ki kadhahi and its benefits across the State from 21st September, 2022 to 5th October, 2022.
- One minute video on cooking in Lohe Ki kadhahi with health benefits of cooking in households in iron pots will be recorded & shared by the participant in the Facebook Page of DPO/CDPO of WCD.

- The videos will be tagged by the DPO/CDPO to WCD Facebook link <https://www.facebook.com/WCDHimachalPradesh>.
- The best 20 videos will be given award of Rs. 1000/- to each.
- Awards will be given to those participants who have recorded the videos in the household located in the jurisdiction of Himachal Pradesh.
- During other IEC activities conducted during POSHAN Maah, Lohe ki Kadhai campaign shall be propagated.
- Efforts will be made by the field functionaries during IEC camps, Poshan mela's etc. to install kiosk of iron utensils on discounted rates by the vendors of these items.
- WCD officers and field functionaries can also share videos for awareness generation, however, they will not be part of the competition.

IV. Criteria for judging the video:

Criteria	Description	Marks
Relevance to the theme	The video readily explain the theme and its benefit.	4
Originality and creativity	The work must be original and creative, the participants has artistically woven their interpretation of the given theme.	2
Adherence to Time	60 seconds	1
Audience Impact	Measure of the audience impression on the videos viz likes etc.	3
	Total	10