

INDIRA GANDHI NATIONAL OPEN UNIVERSITY
SCHOOL OF CONTINUING EDUCATION
(Discipline of Nutritional Sciences)

POSHAN Abhyan a flagship programme of the GOI, Ministry of Women and Child Development, endeavors to improve nutritional outcomes in pregnant women, lactating mothers, adolescent girls and children under the year of 6 years, in a holistic manner.

In pursuance of this objective, the Rashtriya Poshan Maah is celebrated from 1st to 30th September each year. Addressing malnutrition in a holistic manner, through life style approach, the focus of Poshan Maah this year is to carry out activities specific to creating awareness regarding the following themes thus supporting the Prime Ministers vision of “SUPOSHIT BHARAT”. Further the Government of India has proposed to celebrate the Year 2023 as International year of Millets (IYM2023) leading to sensitizing, creating awareness among stakeholders about health and nutritional benefits of millets.

1. **Poster Making and Slogan Writing Competition** focusing on the following themes. 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).
 - Role of millets in eradicating malnutrition
 - Role of millets for prevention of lifestyle diseases
 - Breast feeding
 - Complementary feeding
 - Tribal focused nutrition sensitization – on millet/local food/traditional foods for anaemia
 - Anaemia and its prevention
2. Product Development – Going beyond Boundaries - Focusing Millets, open to all IGNOU students enrolled for MSc DFSM Programme.
3. Exhibition cum food fair organized on campus to sensitize community on benefits of millets and other nutrition issues
4. Anaemia camp - Screening, detecting and creating awareness among adolescent girls and women in the reproductive age group on campus and in area in and around IGNOU regarding Anaemia .

The detailed guidelines for participation in each of the activity are as under:

A. Poster Making Competition - Guidelines

1. Eligibility Criterion: This competition is open for all faculty, staff, students (with interest in nutrition and health enrolled at IGNOU for the past five years). Each participant can send only one entry.
2. Medium: English or Hindi
3. The Poster should be on a white sheet of A2 size- 16.5” x 23.4”. The theme/topic of poster (as mentioned above) should be clearly mentioned at the top.

4. Faculty and staff participating in the activity may clearly mention their name, school/division and contact number on the entry. Learners name, enrolment number and Regional Centre should be clearly mentioned on the right hand corner.
5. The poster should be original and relevant to the theme.
6. It can be either handmade or computer assisted.
7. Assessment will be based on both creativity and effective conveying of theme messages.

B. Slogan Writing Competition - Guidelines

1. Eligibility Criterion: This competition is open for all faculty, staff, students (with interest in nutrition and health enrolled at IGNOU for the past five years). Each participant can send only one entry.
2. Medium: English or Hindi
3. Learners name, enrolment number and Regional Centre should be clearly mentioned on the right hand corner.
4. Faculty and staff participating in the activity may clearly mention their name, school/division and contact number on the entry.
5. Slogan should be concise and not more than 20-25 words.
6. Slogan should be neatly handwritten / typed on a white A4 sheet.
7. The slogan should be legible and relevant to the theme
8. Assessment will be based on both creativity and effective conveying of theme messages.

Submission Guidelines for Poster and Slogan

1. The participants can submit their entries for either or both poster and slogan competition.
2. Participant should clearly indicate the category in which they plan to send their entry (Poster or Slogan writing). Send the entry at nutritionalsciencesignou@gmail.com latest by 30th September, 2023 in Jpg format.
3. For students: Please upload a copy of your IGNOU Student I.D card along with the poster / slogan.
4. All the participants will be given E-certificates.
5. First, Second and Third Ranks will be notified on IGNOU website.
6. Decision taken by the organizing team will be the final decision.
7. The poster/ slogan should not be copied from anywhere and should be original work.

C. Guidelines for Product Development



Master of Science (Food and Nutrition) MSc.(DFSM) Programme students may participate in this activity. Participants would be required to develop a product with focus on millets and other functional foods.

The product development should follow a scientific process of development based on a standardized recipe. The steps involved in developing the product should be documented and presented in a form of a scrap book.

Scrapbooking is a method of compiling, preserving, presenting and arranging content/procedure/activity/recipe in the form of a book. The scrapbook will help construct representations of the product you develop for showcasing. A typical A4 size scrap book may be developed. Typical things in the scrapbook may include photographs, printed media, artwork etc.. You may decorate the Scrapbook with catchy drawings, pictures of the product and written descriptions as convenient.

The format of the scrap book may include:

Front page: The title “**Product Development – Going Beyond Boundaries- Focusing Millets**”

Page 2: Menu: name of the Item Developed and Pictorial description of the product developed (Coloured format)

Page 3: Introduction

(You may present 2 -3 page write-up on product development as a venture, its importance, pre-requisites, relevance , factors influencing product development, health benefits, consumer acceptability, shelf life , costing etc. etc. to present a background for this activity)

Page 4: Rationale

Give the (Guiding factor, objective behind developing the product you have planned for the entry. You may highlight the clientele for whom this product may be beneficial for, nutritive aspects (give the complete nutritive contribution of the product), health benefits, properties (like glycemic index, gluten free etc) of the ingredients you are using for the product as applicable)

Page 5: Development of the product.

Highlight the ingredients, recipe, method of preparation, pre-preparation methods used, tools and equipments used, serving size etc.. Present a write-up and illustrate, present pictures, or art work to show case your skills

Page 6 Resources Required

Here you may highlight the monetary, man-power, machine facility, food cost etc incurred. Present a costing for the product.

Page 7: Shelf Life

A brief description of how long the product can be stored in room temperature, refrigerator etc without getting spoiled.

Last page: Future plans for commercial venture , if any including packaging considerations.

Guidelines given are not exhaustive. These are only pointers to help you critically think and present your skills. Do not forget to include your name, Enrolment Number, Regional centre and Contact Email and Phone number.

Deadline for submission of scrapbook entry is 9th October 2023. All the participants should submit the hard copy of the scrapbook at the following address.:

Poshan Maah 2023

Block G, Room 101

SOCE, IGNOU, Maidan Garhi , New Delhi 110068.

All participants will be given E-certificates for participation in Poshan Maah. Within each competitive activity, first, second and third ranks will be notified. For any query participants may Email at: nutritionalsciencesignou@gmail.com

Participants are encouraged to submit the physical product developed along with the scrap book , if possible. The product so developed may be showcased during an exhibition scheduled in October.

Discipline of Nutrition Sciences Faculty

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