

# Agenda of MDM Awareness Mela 2013

(Venue: Unit – IX Boys High School, Date: 5<sup>th</sup> December, 2013)

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## 1. Background:

As you aware that India is struggling with serious malnutrition problem despite the decades of efforts and government good intentions. It is also reported that India is home to the world's largest food insecure population, where more than 200 million people who are hungry, (*India State Hunger Index (ISHI)*) said, adding that the country's poor performance is driven by its high levels of child under-nutrition and poor calorie count. "*Its rates of child malnutrition are higher than most countries in Sub-Saharan Africa,*" it noted The situation is especially alarming in the states of Bihar, Orissa, Madhya Pradesh, Rajasthan and Uttar Pradesh. Nutrition experts viewed that the reasons of high prevalence of malnutrition's are an inadequate access to food, poor feeding practices, lack of food supplements in schools, health and hygiene education programmes and poor childcare practices in India. Thus, the impact of health and nutritional status on education is well established. In fact, Malnutrition limits the capacity to learn by drastically affecting the motor, sensory, cognitive, social and emotional development of children. Research also suggests that learning is limited if children are hungry at school. Vitamin, calcium and iron deficiency affects functioning of the brain. Iodine deficiency, in particular, can leads to mental retardation of children. Around 74% of children under the age of three and around 95% of adolescent girls suffer from anemia caused by iron deficiency, which has serious impacts on learning capacity (UNICEF, 2004). Alderman et al (1997) found that an improvement in nutrition improves enrolment and cognitive development.

To reduce malnutrition and to provide nutritional inputs to the children of age group 0 to 14 years, two important nutritional supplementary programmes like Integrated Child Development Scheme (ICDS), and Mid-day Meal programme have been functioning since the decades back. Mid-May Meal progarmme is one of the largest feeding programme covering nearly 11 crore children of the age group 6 to 14 years in India. Providing free Mid-Day Meal to elementary school children is central to the country's endeavor to meet the goal of universalisation of elementary education which focuses to effectively alleviate classroom hunger; enhance enrolment and improves daily attendance particularly girls and children from poorer sections: helping children concentrate on classroom activities, helps to reduce dropout rate: curbs teacher absenteeism: narrows social distances; generate employment opportunities; & mobilizes mothers for effective participation. Despite the huge advantages of the progarmme, MDM programme has been experienced with consecutive occurrences of tragedies in which number innocent children had lost their life. The reasons have been reflected in the areas of irresponsibility of Cook-cum-helper, lack of awareness of stakeholders, improper supervision & monitoring, poor mental attitude, lack of hygienic practices and lack of personal hygiene.

To understand the significance and create consciousness among the masses on MDM, State project Management Unit (SPMU), Mid-Day Meal in association with OPEPA under School & Mass Education Department, Government of Odisha is committed to organize the “**Madhayana Bhojan Awareness Mela – 2013**” along with “**SURAVI**” at Unit-IX Boys High School, Bhubaneswar on 5<sup>th</sup> December, 2013.

## 2. About the Program:

Madhyan Bhojan Mela is an effective approach to create awareness on MDM among different stakeholder. To take forward the program ahead, it has been planned to organize competitions in different categories viz: Art, Craft, Song, Dance/Drama and Debate at Block, District and State Level. Children were participated enormously in different activities up to district level and winners were selected and also awarded at that point. Now state level mela is going to be organized on 5<sup>th</sup> December in which district level winners will take part in the competitions and their excellent performance will be rewarded. Best cultural activities will be also agreed to create more sensation about MDM. It is also planned to felicitate the best contributions who have promoted the programme excellently in different areas.

## 3. Objectives of Madhayana Bhojana Awareness Mela - 2013:

The main objectives of organizing this Mela are as follows

1. To understand the significance and advantages of MDM programme,
2. Sharing the best experience on MDM
3. Sharing the Quality and Safety issues of MDM
4. To understand the health and hygiene aspects of MDM
5. Sharing the knowledge of taking precautionary measures on MDM
6. Create a sense of responsibility among the stakeholders

4. **Date:** 5<sup>th</sup> December 2013

5. **Venue:** Govt. Boys High School, Unit-IX, Bhubaneswar, Odisha

## 6. Participants:

- |  |                     |
|--|---------------------|
| • 2 nos. of participants in each category<br>(i.e. 2 nos. @5 categories from 30 districts) | 300 participant     |
| • 2 nos. of teachers for escort students per district                                      | 60 teachers         |
| • DEO/ DPC/ BEO from each district   | <u>90 Officials</u> |
| <b>Total</b>   | <b>450 nos.</b>     |

## 7. Categories of Competition:

- |        |          |           |         |                |
|--------|----------|-----------|---------|----------------|
| 1. Art | 2. Craft | 3. Debate | 4. Song | 5. Dance/Drama |
|--------|----------|-----------|---------|----------------|

## 8. Expected Outcomes

- 1 Increase awareness on MDM
- 2 Increase more participations in MDM
- 3 Restoring the faith of community
- 4 Development of Health and hygienic practices
- 5 Effective community participation on MDM
- 6 Committed to irregular supply of MDM

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