

# AHANA 22 September 2021

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## REGULAR CLUB E-BULLETIN OF ROTARY CLUB OF CALCUTTA JADAVPUR

RI PRESIDENT: RTN. SHEKHAR MEHTA ::

DISTRICT GOVERNOR: RTN. PRABIR CHATTERJEE



On the 12th September, 2021, few representatives of NASI, Dr. Chitra Mandal (also a Rotarian), Mr. Sandip Sen, Dr. Hemanta Majumdar and Dr. Amit Ghosh visited the school, and checked the construction of the Rain water harvesting. Also present on behalf of the Rotary Club of Calcutta Jadavpur, were Rtn (Dr.) Aditi Nag Chaudhuri (Past President), Rtn. Pausali Paul (Secretary), PP Rtn Dibyendu Chakravorty, Rtn Sikha Mukherjee and Rtn Madhumita Mitra (also Principal of the school).

### SPECIAL FEATURE ARTICLE-I

#### Project: Rain water harvesting



**Rtn. Madhumita Mitra**  
Member, RCCJ

The Rain water harvesting project is one of the many initiatives of 'Cleaning up the environment' and keeping our environment eco friendly, taken up by Rotary Club of Calcutta Jadavpur, along with schools, so as to sensitize our next generation.

This project has been done in St. Ninian's High School for Girls, 30 B. T. Road, Kolkata 700002. Though there is enough of tap water (from Tala), but the harvested rain water would be used in 10 toilets used by 170 children and 5 bathrooms used by 14 hostel children, trying to curb the use of filtered drinking water in flushing of toilets and bathing.

The project was funded by the National Academy of Sciences, India (NASI), Kolkata Chapter. The school authorities have given a letter of appreciation to both NASI and the Rotary.



❖ **Rtn. Sambhu Narayan Banerjee**  
- 29<sup>th</sup> September

❖ **Rtn. (Dr.) Krishnendu Das** - 29<sup>th</sup> September

❖ **Rtn. Alope Ghosh** - 1<sup>st</sup> October

❖ **Ann. Sephali Chakraborty (W/O Rtn. Swapan Chakraborty)** - 3<sup>rd</sup> October

❖ **Ann. Manika Kar (W/O Rtn. Sambhu Nath Kar)**  
- 6<sup>th</sup> October



## SPECIAL FEATURE ARTICLE-II

### Project: Blood Donation (Jibondaan)



**Rtn. Partha Sarathi Sarkar**  
Director, Public Image, RCCJ

Mega blood donation camps **जीवनदान** was initiated by Rotary district 3291 in association with Rotaract district 3291 on 4th September in different centres of the district. The day was observed as Rotary day of service & more than 100 clubs jointly participated in the program & over 680 rotarians, rotaractors and non rotarians donated blood in spite of huge rejections due to vaccination issue as per ICMR protocol. There were three major centres in the City at Rotary Sadan, Prakash Bhavan and the venue of Rotary club of East Calcutta (by rotaractors).

The event was launched at Rotary Sadan by DG Prabir Chatterjee, Mr. Debasis Kumar (MLA), Mr. Subhankar Bhattacharjee (Deputy Commissioner of Kolkata Police, Reserve Force), and Dr. Arnab Gupta (Director, SGCCRI). There were 62 donors & 27 rejections.

The event at Rotary Sadan was jointly organised by Rotary Club of Calcutta, Rotary club of Calcutta Jadavpur & Rotary Club of Calcutta Tollygunge.

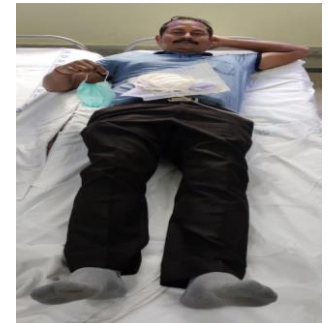
From our club Rtn Prasenjit, Rtn (Dr.) Mainak, Rtn Manasij, Rtn Anirban, Rtn Manab and Rtn Nabagopal donated blood. Rtn Koyeli & Rtn Madhumita could not donate due to issue related to blood pressure. It was an overwhelming response from Rotarians & Rotaractors all over the district, particularly from our club.

The blood was collected by SGCCRI blood bank efficiently & dedicated to the children suffering from leukaemia.

During the paediatric cancer awareness month, participation of our club members definitely made **जीवन दान**, a great success.

## Project: Blood Donation

### Some Glimpses



## SPECIAL FEATURE ARTICLE-III

### Paediatric Cancer awareness Programme



Rtn. (Dr.) Mainak Sengupta  
Chair, Youth Service, RCCJ

On 15th September 2021, members of RCCJ joined hands with the members of Rotaract Club of Jadavpur Greens and Rotaract Club of Jadavpur to donate masks and sanitisers to the paediatric unit of Institute of Child Health, Kolkata, as a part of Paediatric Cancer Awareness Program. Rtn. Partha Sarathi Sarkar, Rtn. Mainak Sengupta from RCCJ; Rotaractors Rupsa Ganguli and Krish Mukhopadhyay from Rotaract Club of Jadavpur Greens and Rotaractor Ankit Vaidya from Rotaract Club of Jadavpur were present in the event. This was the first time that the members of these 3 clubs came together for a project. While RCCJ donated 120 washable 2ply masks, the Rotaractors from each club donated a jar of 5 litres of sanitiser each.



# PEDIATRIC CANCER

**1 in 300** BOYS  
&  
**1 in 333** GIRLS  
ARE AFFECTED WITH  
PEDIATRIC CANCER.

**1 in 5**  
KIDS DIAGNOSED  
WON'T SURVIVE.

**46 KIDS**  
WILL BE TOLD THEY  
HAVE CANCER  
IN THE US TODAY.

CANCER IS THE  
**#1 KILLER**  
OF KIDS UNDER 14.  
IT KILLS MORE KIDS  
THAN AIDS, ASTHMA,  
JUVENILE DIABETES,  
CONGENITAL ANOMALIES,  
& CYSTIC FIBROSIS  
COMBINED.

**50,000**  
KIDS ARE FIGHTING  
IN HOSPITALS.

AND YET SADLY,  
**ONLY 4%**  
OF THE NATIONAL  
CANCER INSTITUTE'S  
BUDGET IS USED FOR  
PEDIATRIC FUNDING.  
THIS NEEDS TO  
**CHANGE.....**

**500,000**  
KIDS ARE FIGHTING  
GLOBALLY.

Source: JRF, PAC2 & CureSearch

# BE AWARE:



There is a  
"can" in cancer  
because we can  
beat it.



**MINUTES OF THE 2060th CLUB MEETING OF RC CALCUTTA  
JADAVPUR HELD ONLINE, WEDNESDAY, 8th AUGUST  
2021 AT 7:00 PM**

Past President Rtn. (Dr) Aditi Nag Chaudhuri called the 2060<sup>th</sup> meeting of Rotary Club of Calcutta Jadavpur (RCCJ) to order.

The National Anthem was led by Rtn. Madhumita Mitra.

Then Past President Rtn. (Dr) Aditi Nag Chaudhuri announced:

- That on 31st August, Rtn. Sambhunath Kar, in collaboration with Ramakrishna Mission arranged a cloth distribution in SIHAS where 121 poor children were given new clothes in the morning and senior citizens of their families were given new clothes in the same evening. PP Rtn (Dr.) Partha Pratim Roy participated in the event.

On September 1st, a blood donation camp was arranged at the same location in collaboration with Bankura Medical College.

- That on 4<sup>th</sup> September, a mega blood donation camp, named *Jibondaan* was arranged at Rotary Sadan along with two other venues. This was an initiative of District 3291 where 109 clubs participated. A large amount of blood (681 units) was collected on that day. Pediatric Cancer patients of SGCCRI were the key beneficiaries of this drive. At SGCCRI, a few operations, pending for lack of blood supply, could be commenced immediately with the availability of this supply. PP Rtn. Partha Sarkar was in charge of this project from RCCJ and from RID 3291. Every year the blood donation drives are conceptualized and finalized by him as a representative of RCCJ. This year the following members donated blood from the club: Rtn Prasenjit Chatterjee, Rtn (Dr.) Mainak Sengupta, Rtn Manab Paul, Rtn Anirban Sarkar, Rtn Manasij Bandyopadhyay and Rtn Naba Gopal Bhattacharya.

- That in the evening of 4th September, lady members of RCCJ met online using Zoom platform to discuss about Cervical Cancer to the young girls of class VI of the government schools of West Bengal. Rtn. (Dr.) Soma Banerjee gave a speech covering different angles of the prospect. It was decided that she would talk to the Director of SSKM hospital and request him to fix an appointment with the Chief Minister where PP Aditi Nag Chaudhuri would accompany her and convince the CM to introduce free vaccine for all girl students of class VI in Government Schools. Club members who

attended the meeting are: PP Rtn (Dr) Aditi Nag Chaudhuri, Secretary Rtn Pausali Paul, PP Chitra Mandal, Rtn Sikha Mukherjee, Rtn Sonia Gupta, Rtn Paromita Das Dutta, Rtn Madhumita Mitra and Rtn Koyeli Dutt.

- That on 6th September, PP Aditi Nag Chaudhuri along with Director, Youth Service, Rtn. (Dr.) Mainak Sengupta and Secretary, Rtn. Pausali Paul met Rtr Sukrit (members of Rotaract Club of Jadavpur), and Rtr Krish and Rtr Rupsa (members of Rotaract Club of Jadavpur Greens) to discuss their work plans. Rotaract Club of Jadavpur Greens has plans to help the artisans of Kumartuli and Potuapara in this crisis period. They also have plans to give new clothes to the underprivileged children of the neighborhoods before puja. All sorts of help were promised to them from the members of RCCJ present in the meeting. Rotaract Club of Jadavpur came up with a huge plan to help the young children along with their mothers to cultivate Mangroves in areas of Sunderbans where it is waning. They were expecting a grant from American Consulate to be materialized soon. That a Board meeting would be conducted on 11<sup>th</sup> September with the previous Board Members for approval of accounts of Year 2020-21. The meeting would be held over Zoom platform.
- That there would be a 2-day project in Dwaranda, Santiniketan on 18th and 19th September 2021. On 18th, an awareness program on Cervical Cancer, Pediatric Cancer, Menstrual Hygiene and Medical camp (for checking height, weight, blood sugar and blood pressure) would be held. On 19<sup>th</sup> September, Literacy Day would be observed by conducting hand writing competition, seeds distribution and Yoga for the girl children of classes 5 to 10. Nutrition camp would also be organized on both the days.
- That Annual General Meeting would be held on 22nd September at Calcutta Rowing Club following the regular club meeting (RCM).

The club business was conducted by Secretary, Rtn. Pausali Paul. She, on behalf of the members of RCCJ, wished PP Rtn. Partha Pratim Roy for his upcoming birthday on 12<sup>th</sup> September. She also wished Rtn. Dr. Chitra Mandal for her upcoming birthday on 15<sup>th</sup> September.

- Minutes of 2059<sup>th</sup> meeting was confirmed. The meeting ended with thanks to everyone attending the meeting.

## SPECIAL FEATURE ARTICLE-IV

### Poshan Abhiyaan and Poshan Maah



**Rtn. Paromita Das Dutta**  
**Director, Community Service (Medical), RCCJ**

On the occasion of International Women's Day on March 8, 2018, PM Narendra Modi launched The Prime Minister's Overarching Scheme for Holistic Nutrition or POSHAN Abhiyaan which is also known as National Nutrition Mission. It is Government's flagship programme to improve nutritional outcomes for children, pregnant women and lactating mothers.

It was launched in 2018 by the Government of India with the aim of tackling the malnutrition problem prevalent in India.

- The chief objective of the mission is to reduce the level of under-nutrition and also enhance the nutritional status of children in the country.
- The mission is a multi-ministerial initiative and aims at removing malnutrition from the country by 2022.
- Poshan Abhiyaan is India's flagship scheme to improve the nutritional outcomes of adolescents, children, pregnant women and lactating mothers.
- The mission leverages technology and convergence between various modules and departments.
- The term 'Poshan' in the name of the programme stands for 'Prime Minister's Overarching Scheme for Holistic Nutrition.
- The programme has specific targets for reducing stunting, anaemia, under-nutrition and low birth weight.
- According to 'Mission 25 by 2020', the National Nutrition Mission aimed to achieve a reduction in stunting from 38.4% to 25% by 2022.
- The mission also encompasses mapping of various other schemes related to malnutrition and enabling synergies through ICT-based real-time monitoring system, robust convergence between the schemes, incentivizing states and UTs for meeting the set targets, and optimizing Anganwadi centers' functioning, apart from conducting social audits.
  - These other schemes include the Pradhan Mantri Matru Vandana Yojana (PMMVY), Janani Suraksha Yojana, Scheme for Adolescent Girls (SAG), Swachh Bharat Abhiyaan, PDS, National Health Mission, etc.
  - For Anganwadi centres, the mission envisages the following:
    - Giving incentives to Anganwadi Workers (AWWs) for using IT-based tools.
    - Elimination of registers used by AWWs.
    - Measuring the height of children at Anganwadi centres.
- Another component of the mission is the gradual scaling up of the interventions under the World Bank assisted Integrated Child Development Services (ICDS) Systems.
- The implementing agency is the Ministry of Women and Child Development, GOI.
- The NITI Aayog also plays a pivotal role in the mission. The National Council on India's Nutritional Challenges, which has been set up under the Poshan Abhiyaan, has the Vice Chairperson of NITI Aayog as its Chairperson.
  - The council is also called the National Council on Nutrition or NCN.
  - The NCN offers policy directions to address nutritional challenges and review programmes for the same.
  - It is a national-level coordination and convergence body on nutrition.

## Specific Targets of Poshan Abhiyaan

The Poshan Abhiyaan aims at achieving the following:

1. Reduce stunting by 2% annually.
2. Reduce under-nutrition by 2% annually.
3. Reduce anaemia by 3% annually.
4. Reduce low birth weight by 2% annually.

## Impact of Covid-19 on Malnutrition

- Covid-19 is pushing millions into poverty, reducing incomes of many more and disproportionately affecting the economically disadvantaged, who are also most vulnerable to malnutrition and food insecurities.
- Also, pandemic-prompted lockdowns disrupted essential services — such as supplementary feeding under Anganwadi centres, mid-day meals, immunization, and micro-nutrient supplementation which exacerbated malnutrition.

## Poshan Maah

In order to ensure community mobilization and bolster people's participation, every year, the month of September is celebrated as POSHAN Maah across the country.

This month highlights the importance and role of the right nutrition for the human body. A balanced diet with a combination of essential nutrients and calories is pivotal for the smooth working and growth of the human body.

During the Poshan Maah, activities related to nutrition awareness will be carried out across the country up to the grass root levels. The implementing departments and agencies like women and child development department through Anganwadi workers and health and family welfare department through ASHA, ANM, will carry out the activities and spread the message of holistic nutrition throughout the month to ensure a healthier future for women and children

## Themes And Activities For Poshan Maah 2021

Each Year, a unique theme is chosen to celebrate the Poshan Maah. This year, as India celebrates the Azadi Ka Amrit Mahotsav, to ensure speedy & intensive outreach, the entire month of September, has been subdivided into weekly themes for a focused and assimilated approach towards improving Holistic Nutrition.

The Ministry of Women and Child Development has planned a series of activities throughout the month with four weekly themes.

1. The first theme is Plantation Activity as "Poshan Vatika" to be observed from 1<sup>st</sup> to 7<sup>th</sup> September.
2. The second theme is Yoga and AYUSH for nutrition to be observed from 8<sup>th</sup> to 15<sup>th</sup> September.
3. The third theme has been decided as Distribution of 'Regional Nutrition Kit' to Anganwadi beneficiaries of High Burdened Districts to be observed from 16<sup>th</sup> to 23<sup>rd</sup> September.
4. Lastly, the fourth theme is 'Identification of SAM (Severely Acute Malnourished) children and distribution of nutritious food' to be observed from 24<sup>th</sup> to 30<sup>th</sup> September.

