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No.EDN-HE(21)B(15)38/2018-WIFS
Directorate of Higher Education
Himachal Pradesh, Shimla-1
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To Dated Shimla-1 the August, 2018

1. All the Principals,
Government/ Pvt. Degree/ Skt. Colleges in,
Himachal Pradesh
2. All the Deputy Directors of Higher Education,
Himachal Pradesh

Subject:- Regarding Caller Tune/ Ringtone of Poshan Abhiyaan.

This is with reference to the letter No.15-1/2018-NNM-Phase-II-16381 dated 01-08-2018, received from the Director, Women and Child Development, Himachal Pradesh, wherein it has been informed that during the 2nd meeting of the National Council on India's Nutrition Challenges under Poshan Abhiyaan held on 24-07-2018, the caller tune/ ringtone of POSHAN Abhiyaan has been released by the Vice Chairman of Niti Aayog. The same can be downloaded from POSHAN Abhiyaan website under the link-Media->Ringtone/ Callertune on www.icds-wcd.nic.in/nnm/home.htm.

In view of aforementioned position, you are directed to popularize the use of caller tune/ ringtone of POSHAN Abhiyaan amongst all the Educational Institutions (Government as well as Private) and also all the employees under your administrative control.

Similarly, Principals of Government/ Pvt. Degree/ Skt. Colleges in the State are also directed to take appropriate action in the matter accordingly as mentioned hereinabove.



Director of Higher Education,
Himachal Pradesh
Shimla-1 the August, 2018

Endst. No. Even Dated
Copy for information and necessary action is forwarded to:-

1. The Director, Women & Child Development, Himachal Pradesh, Shimla-1, w.r.t. above mentioned letter number and date.
2. Technical Officer, IT Cell, with the direction to upload the same on the Departmental website.
3. Guard file.

Director of Higher Education,
Himachal Pradesh

06 SEP 2018

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