



## ABSTRACT

Social Welfare and Nutritious Meal Programme Department – Integrated Child Development Services Scheme – Various Programmes under Information, Education and Communication (IEC) activities at the cost of ₹5,44,38,900 for the year 2015-2016 – Sanction – Orders - Issued.

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Social Welfare and Nutritious Meal Program (SW-7(1) Department

G.O.(D) No.51

Dated: 29.02.2016

திருவள்ளூர்வராண்டு 2047

மன்மத, மாசி 17

Read:

1. Government of India, Ministry of Human Resource Development Letter No.1-2(iii)/2000-CD-1, Dated 10.08.2000.
2. Government of India, Ministry of Women and Child Development, Letter No.1-8/2012-CD-1, Dated 22.10.2012.
3. G.O. (D) No.60, Social Welfare and Nutritious Meal Programme (SW-7(1) Department, Dated 21.04.2015.
4. Letter received from Government of India, Ministry of Women and Child Development, F.Nos.4-2/2015-CD-II, Dated 28.05.2015, 11.06.2015 and 29.07.2015.
5. The Director, Integrated Child Development Services Scheme, Roc.No.10583/IEC/2015, Dated 02.09.2015.
6. Letter received from Government of India, Ministry of Women and Child Development D.O.No.CD-II-14/57/2015-CD-II, Dated 16.11.2015 and 17.11.2015.
7. From the Government of India, Ministry of Women and Child Development Letter No. CD-II-14/23/2015-CD-II, Dated 29.12.2015.

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### ORDER:

In the letter 1<sup>st</sup> read above, Government of India have issued guidelines, for carrying out the Information, Education and Communication (IEC) and Community Mobilization activities under the Integrated Child Development Services Scheme aimed at sustainable behaviour and attitudinal change of the society for holistic development of young children. The Government of India have also emphasized the need to educate different target groups and the public at large so as to create awareness and bring positive behaviour change in various health and nutrition practices among individuals, families and the community.

2. In the letter 2<sup>nd</sup> read above, Government of India have evolved Broad Frame Work to strengthen and restructure the Integrated Child Development Services Scheme

in MISSION MODE and conveyed the revised sharing pattern of various schemes under General Integrated Child Development Services Scheme. The revised cost and sharing pattern of Information Education Communication activities are as detailed below:-

Component IEC	Existing Rate in ₹	Revised Rate in ₹	Sharing Pattern
District	Nil	1,00,000	75:25
Project	50,000	50,000	90:10
Anganwadi Centres /Mini Anganwadi Centres	1,000	1,000	90:10

3. In the Government Order 3<sup>rd</sup> read above, orders have been issued for a sum of ₹ 7,93,38,680 towards the implementation of various programme under Information Education Communication activities for the year 2014-2015 in the sharing pattern of 75:25 and 90:10.

4. In the letters 4<sup>th</sup> read above, Government of India have released a sum of ₹ 358.19 crore as Grants-in-aid to Tamilnadu under General Integrated Child Development Services Scheme for the year 2015-2016.

5. In the letters 6<sup>th</sup> read above, Government of India have stated and modified the existing sharing ratio for all components of Integrated Child Development Services Scheme, except Supplementary Nutrition (SNP), as 60:40 between Centre and States cost sharing ratio for Supplementary Nutrition Programme will remain unchanged/same at 50:50. Accordingly, the revised APIP of 2015-2016 for ₹ 1411.00 crore under Integrated Child Development Services Scheme approved by the Chairperson/Chief Secretary of State Empowered Programme Committee has also been sent to Government of India on 15.12.2015 inclusive of ₹ 793.39 lakh to carry out IEC activities under restructured pattern of Integrated Child Development Services Scheme.

6. In the letter 5<sup>th</sup> read above, the Director, Integrated Child Development Services Scheme has sent proposal stating that Information, Education and Communication activities of the ICDS aim to create awareness, change attitude and bring about positive behavior change and there by contributing towards reduction of malnutrition in the community. The main objective of IEC is to bring about desirable behavioral changes in the household maternal, child care and feeding practices and to mobilize community participation and support for project activities. The purpose of IEC efforts to identify and promot specific behaviors that are desirable. Behaviors are usually affected by many factors including the most urgent needs of the target population and the risks people perceive in continuing their current behaviors or in changing to different behaviors. Therefore, in order to create awareness and for buildup image of Integrated Child Development Services Scheme programme, to stimulate demand for Integrated Child Development Scheme services, to affect and sustain positive behavioral and attitudinal changes in child caring, nutrition and health practices and muster and sustain community participation, the following IEC activities are proposed for the current financial year 2015-2016 for implementing at State, District, Project and Anganwadi level.

Sl. No	Name of the activity	Amount in ₹
1	<p>Conducting Samuthaya valaikappu Programme for one day at Sector Level  ₹ 10,000 per programme x 1782 Sector = ₹ 1,78,20,000</p> <p>a. Lunch for 40 beneficiaries with minimum 5 varieties of rice at the rate of ₹ 15 each.  ₹ 15 X 5 varieties X 40 beneficiaries = ₹ 3000</p> <p>b. Bangles 1 dozen at the rate of ₹ 25 per dozen for 40 beneficiaries = ₹ 1000</p> <p>c. Printing of Booklet on ante natal and post natal care, Infant and Young Child Feeding Practices, immunization, Child development  ₹ 20 X 40nos = ₹ 800</p> <p>d. For Banners, Publicity etc.  = ₹ 1000</p> <p>e. Flower/Fruits = ₹ 2000</p> <p>f. Documentation ₹ 1000</p> <p>g. Other miscellaneous charges like gifts for the winners in the Quiz programme = ₹ 1200</p> <p>To create awareness among the Pregnant mothers about the ante natal and post natal care, Infant and Young Child Feeding Practices, immunization, Child development etc.. this Samuthaya valaikappu programme will be conducted in a grand manner for the Pregnant mothers at sector level i.e. 1782 programme throughout the State. The care givers will also participate in this programme.</p> <p>The following activities will be carried out</p> <ul style="list-style-type: none"> <li>• Health Check up</li> <li>• Referral of High risk mothers</li> <li>• Health and Nutrition education by Medical experts</li> <li>• Orientation on IYCF</li> <li>• Quiz programme on Health &amp; Nutrition</li> <li>• Demonstration on preparation of nutritive food</li> <li>• Exhibition etc.</li> </ul>	1,78,20,000
2	<p>Area specific need based target oriented IEC Campaign along with Counseling session for parents and caregivers at Project level  ₹ 4000 per project x 434 projects = ₹ 17,36,000</p>	17,36,000

	<p>The area specific need like Exclusive breast feeding / Nutrition awarness /Gender disparity/Female Infanticide/ Diarrhoea Management will be found and Various IEC activities will be carried out to create Awareness on the concern issue.</p> <p>Need based, area specific, target oriented IEC Campaign will be conducted.</p> <p>The IEC Campaign will include</p> <ul style="list-style-type: none"> <li>- Procession</li> <li>- Quiz Programme</li> <li>- Essay competition</li> <li>- Orientation / Awareness Meeting</li> <li>- Health check up</li> <li>- Exhibition</li> </ul>	
3	<p>Conducting of "<i>Parambariya unavu Thiruvizha</i>" ₹ 50,000 per programme X 4 programmes X 32 Districts.</p> <ul style="list-style-type: none"> <li>• District Collector and important Officials should be invited.</li> <li>• Venue should be fixed at free of cost.</li> <li>• Stalls for ICDS and other line department participants should be arranged.</li> <li>• Prizes for the winners in the Cooking competition, Quiz programme, Essay competition should be distributed.</li> <li>• Guest speakers on Food safety, importance of Millets, Healthy food, Healthy Life Style, Methods for cultivating vegetables in the Kitchen garden etc. should be organized.</li> <li>• Printing and distribution of booklets / folders on the importance of Healthy foods, Millets &amp; Nutritive recipes</li> <li>• Any other related activities to this programme may be well planned and conducted.</li> <li>• This programme will be organized in 4 places of each district.</li> <li>• One at district headquarter and the other 3 programmes in 3 different places of each district.</li> <li>• Each programme will be conducted for 3 days. The timing will be 3.00 p.m to 8.00 p.m. This may exceed according to the need.</li> <li>• The line departments like Food and Nutrition Board, . Agriculture, Horticulture, Health department, Food Safety officials, KVKs Home science colleges, Self Help Groups,</li> </ul>	64,00,000

	<p>NGOs will be involved and stalls of their department will be organized in this festival.</p> <ul style="list-style-type: none"> <li>• During this festival preparation of low cost nutritive traditional recipes, cooking demonstration, cooking competition, Quiz programme, Essay competition will be conducted.</li> </ul>	
4	<p>Production of <i>Advertisement film</i> on 6 major services of ICDS at a cost of ₹2 lakh per subject/ theme.</p> <p>This includes shooting, editing, model charges, post production and music and other incidental charges ₹3 lakh, like lyric writing, consultation fees for Ad agencies ₹2 lakh X 6 films + ₹3 lakh (Incidental Charges)</p> <ul style="list-style-type: none"> <li>➤ Six jingles both in video and audio format will be produced.</li> <li>➤ The script will be about the 6 major services of ICDS</li> <li>➤ 6 different jingles/cookies will be produced and the same will be telecasted through Mass Media since it plays a major role in the behavior change of community.</li> </ul>	15,00,000
5	<p>Charges for Telecasting the jingles/cookies in different T.V Channels</p> <p>The Produced jingles/cookies will be telecasted in the leading Television Channels, Arasu Cable TV and in the local cable Televisions.</p>	50,00,000
6	<p>Printing of Bi-Monthly Newsletter "Chittukuruvi Sedhitheriyuma" by the Directorate of ICDS.</p> <p>Six issues for one year, each issue 60,000 copies at the rate of ₹7.00 per copy (60,000 copies x ₹7.00 X 6 issues = ₹25,20,000)</p> <p>The Newsletter will be printed at State Head quarters by calling Tenders and will be supplied to all Districts, Projects and AWCs.</p> <ul style="list-style-type: none"> <li>• The main purpose of the News letter is to disseminate information on Project objectives, activities and various Health and Nutrition messages to the Field workers and the community.</li> </ul>	25,20,000

	<ul style="list-style-type: none"> <li>It also includes Success stories, articles and letters received from the grass root level workers, CDPOs, DPOs and other officers. The public feedback will also be included. The Newsletter will be published periodically and distributed to all the field functionaries of the Project to enrich their knowledge and skill and to create awareness among the community.</li> </ul>	
7	<p>Printing and Supply of Flip chart/Calendars consisting of 12 sheets (54,439 center X ₹ 100)</p> <p>It is an effective tool for the anganwadi workers to educate about ICDS services. It consists of 12 sheets that can be turned like a calendar. It is easily transportable.</p> <p>Each sheet conveys 12 different messages with relevant colourful photographs.</p>	54,43,900
8	<p>Conducting Exhibitions at Districts, State and National level</p> <p>This amount will be utilized to organize and conduct exhibitions in the districts during various festival occasions where there will be large gatherings, to create awareness among the public on Health and Nutrition practices. Exhibitions will be organised at State and National level also.</p>	5,10,000
9	<p>Printing and Supply of 4 Posters on 4 different Themes (₹ 25 per poster X 4 posters X 59,490 Copies = ₹ 59,49,000)</p> <p>Posters on Five themes on ICDS with relevant photos will be printed and supplied to all DPOs, CDPOs and AWCs to create awareness among Public.</p>	59,49,000
10	<p>Printing of booklet/pamphlets on ICDS (about Latest Information and Guidelines) @ ₹ 75 per book</p> <p>1. 54439 AWC = 54,439 2. 1782 Sector = 1782 3. 434 CDPOs = 434 4. 32 DPOs = 32 5. Directorate = 113 Total = 56800 X ₹ 75 = 42,60,000</p> <p>A hand book on ICDS is highly essential to all</p>	42,60,000

	anganwadi centres and to the field staff. This book will be a guide book for the field staff. It will contain various latest information about ICDS. It will be printed in art board with multi colour.	
11	<p>Printing and Supply of folders on 5 themes of ICDS.</p> <p>The cost will be ₹ 11 per folder for 5 Folders = ₹ 55 X 60000 copies = ₹ 33,00,000 including for the usage of Directorate</p> <p>Folders are very attractive and handy and as the contents of the folder are designed in simple language, the scheme messages which are communicated are easily understood by the readers. The amount to be sanctioned to each project district as per and the purchase will be made by the respective DPOs duly following the state norms.</p>	33,00,000
12	<p>Conducting various IEC programmes, Campaigns and drives at Sector / AWC level for the promotion of Infant and Young Child Feeding practices like counseling, Nutrition and Health education, Celebration of weeks like Breast feeding Week, National Nutrition Week and days like Global Hand Washing Day etc. (₹ 50,000 X 434 Projects)</p> <p>The expenditure includes</p> <ol style="list-style-type: none"> <li>1. Banner</li> <li>2. Advertisement and Publicity</li> <li>3. Guest fees for the orientation session</li> <li>4. Awareness Meeting for the mothers</li> <li>5. Distribution of printed materials like folders, notice etc.</li> <li>6. Gifts for the winners of various competition</li> <li>7. Photos and written documentation</li> <li>8. Miscellaneous</li> </ol> <p>In all Projects at sector level once in 2 months various IEC programme like Breast feeding Week, National Nutrition Week, Iodine Deficiency Day, Global Hand washing Day etc. will be conducted in coordination with line departments, NGOs and PRI members etc.,</p> <ul style="list-style-type: none"> <li>• Procession</li> <li>• Orientation by eminent personalities of the concern subject</li> <li>• Cultural programme highlighting ICDS key messages.</li> <li>• Exhibition</li> </ul>	2,17,00,000

	<ul style="list-style-type: none"> <li>• Cooking competition / Demonstration</li> <li>• Quiz programme</li> <li>• Well baby show (Healthy Baby show)</li> <li>• Essay competition</li> </ul>	
13	<p>Conducting various IEC programmes, Campaigns and drives every month at District level for the promotion of Infant and Young Child Feeding practices like counseling, Nutrition and Health education, Celebration of various weeks like Breast feeding Week, National Nutrition Week and days like Global Hand Washing Day etc., (₹ 1,00,000 X 32 Districts)</p> <p>The expenditure includes</p> <ol style="list-style-type: none"> <li>1. Banner</li> <li>2. Advertisement and Publicity</li> <li>3. Guest fees for the orientation session</li> <li>4. Distribution of printed materials like folders, notice etc.</li> <li>5. Gifts for the winners of various competition</li> <li>6. Photos and written documentation</li> <li>7. Miscellaneous</li> </ol> <p>At District level, every month a theme will be focused and various IEC activities will be carried out in coordination with line departments, NGOs and PRI members etc., Activities to be carried out in all the programme</p> <ul style="list-style-type: none"> <li>• Procession</li> <li>• Orientation by eminent personalities of the concerned subject</li> <li>• Cultural programme highlighting ICDS key messages.</li> <li>• Exhibition</li> <li>• Cooking competition / Demonstration</li> <li>• Quiz programme</li> <li>• Well baby show (Healthy Baby show)</li> <li>• Essay competition</li> </ul>	32,00,000

7. The Government of India in its reference seventh read above, communicated APIP for 2015-2016 in respect of Integrated Child Development Services Scheme (General) at an outlay of ₹ 57984.46 lakh including a sum of ₹ 544.39 lakh for IEC

8. After careful examination Government issues the following orders:-

- i. Accord sanction for a sum of ₹ 5,44,38,900 (Rupees five crore forty four lakh thirty eight thousand and nine hundred only) towards the implementation of Information Education Communication activities in District, Project and Anganwadi Centre level in the sharing pattern of 60:40 for the year



2015-2016. (Government of India share ₹ 3,26,63,340 State share ₹ 2,17,75,560).

- ii. the Director, Integrated Child Development Services Scheme is permitted to draw and incur the expenditure sanctioned in para 8(i) above as advance under Article 99 of Tamil Nadu Financial Code Volume I to carryout the Information Education Communication activities under Integrated Child Development Services Scheme for the year 2015-2016 following Tamilnadu Transparency in Tenders Act, 1998 and Rules, 2000.
- iii. The Director, Integrated Child Development Services Scheme is authorized to delegate the powers to the District Programme Officers concerned to draw and incur the amount according to the necessity under Article 99 of Tamil Nadu Financial Code Volume I.
- iv. the Director, Integrated Child Development Services Scheme is authorized to divert and utilize the fund in full to carryout the other IEC activities as per Government of India norms within the overall budget limit in case of any surrender.
- v. The Director, Integrated Child Development Services Scheme is requested to send necessary Utilisation Certificate to the Government in time.
- vi. The Director, Integrated Child Development Services Scheme is requested to obtain the reimbursement of Government of India share funds.

9. The expenditure sanctioned in para 8(i) above shall be debited under the following Heads of Account:

Sl. No	Name of the activity	Amount in ₹	Head of A/c
1	Conducting Samuthaya valaikappu Programme for one day at Sector Level ₹ 10,000 per programme x 1782 Sector = ₹ 1,78,20,000	1,78,20,000	2236 Nutrition -02 Distribution of Nutritious Food and Beverages 101 Special Nutrition Programmes -Schemes in the Twelfth Five year plan -III centrally sponsored -SF Integrated Child Development Services Scheme Phase-III 72.00 Training (DPC:2236 02 .101 SF 7207)
2	Area specific need based target oriented IEC Campaign along with Counseling session for parents and caregivers at Project level ₹ 4000 per project x 434 projects = ₹ 17,36,000	17,36,000	
3	Conducting "Parambariya unavu Thiruvizha" ₹ 50,000 per programme X 4 programmes X 32 Districts.	64,00,000	2236 Nutrition -02 Distribution of Nutritious Food and Beverages - 101 Special Nutrition Programmes -Schemes

4	Production of Advertisement film on 6 major services of ICDS at a cost of ₹ 2 lakh per subject/ theme.	15,00,000	in the Twelfth Five year plan -III centrally sponsored-SF Integrated Child Development Services Scheme Phase-III 08 Advertising and Publicity 01 - Advertisement Charges (DPC:2236 02 101 SF 0811)
5	Charges for Telecasting the jingles/cookies in different T.V Channels	50,00,000	
6	Printing of Bi-Monthly Newsletter "Chittukkuruvi Sedhitheriyuma" by the Directorate of ICDS. Six issues for one year, each issue 60,000 copies at the rate of ₹7.00 per copy (60,000 copies x ₹7.00 X 6 issues = ₹25,20,000)	25,20,000	2236 Nutrition -02 Distribution of Nutritious Food and Beverages - 101 Special Nutrition Programmes -Schemes in the Twelfth Five year plan- III centrally sponsored -SF Integrated Child Development Services Scheme Phase-III 07-00 Publications (DPC:2236 02 101 SF 0704)
7	Printing and Supply of Flip chart/Calendars consisting of 12 sheets (54,439 center X ₹100)	54,43,900	2236 Nutrition- 02 Distribution of Nutritious Food and Beverages - 101 Special Nutrition Programmes - Schemes in the Twelfth Five year plan III centrally sponsored -SF Integrated Child Development Services Scheme Phase-III 24.00 Materials and Supplies (DPC:2236 02 101 SF 2408)
8	Conducting Exhibitions at Districts, State and National level	5,10,000	2236 Nutrition -02 Distribution of Nutritious Food and Beverages - 101 Special Nutrition Programme -Schemes in the Twelfth Five year plan -III centrally sponsored-SF Integrated Child Development Services

			Scheme Phase-III 08 Advertising and publicity 02 Exhibition (DPC:2236 02 101 SF 0820)
9	Printing and Supply of 4 Posters on 4 different Themes (₹ 25 per poster X 4 posters X 59,490 Copies = ₹ 59,49,000)	59,49,000	2236 Nutrition- 02 Distribution of Nutritious Food and Beverages - 101 Special Nutrition Programme - Schemes in the Twelfth Five year plan III centrally sponsored -SF Integrated Child Development Services Scheme Phase-III 24.00 Materials and Supplies (DPC:2236 02 101 SF 2408)
10	Printing of booklet/pamphlets on ICDS (about Latest Information and Guidelines) @ ₹ 75 per book	42,60,000	
11	Printing and Supply of folders on 5 themes of ICDS. The cost will be ₹ 11 per folder for 5 Folders = ₹ 55 X 60000 copies = ₹ 33,00,000 including for the usage of Directorate	33,00,000	

10. Necessary additional funds are provided in FMA 2015-2016.

11. This order issues with the concurrence of Finance (SW) Department vide its U.O.No.10676/Fin(SW)/2015, Dated 18.02.2016.

(BY ORDER OF THE GOVERNOR)

P. SIVASANKARAN  
Principal Secretary to Government

To  
The Director (FAC)  
Integrated Child Development Services Scheme, Chennai - 600 113.  
The District Programme Officers (concerned)  
(through the Director, Integrated Child Development Services Scheme,  
Chennai - 600 113)  
The Accountant General, Chennai - 600 018 (by name)  
The Accountant General (Audit I/II), Chennai - 600 018  
The Resident Audit Officer, Secretariat, Chennai - 600 009  
All Pay and Accounts Officers/ All Treasury Officers  
Copy to  
The Secretary to Government of India,  
Ministry of Women and Child Development  
Shastri Bhavan, New Delhi -110 001.  
The Hon'ble Chief Minister's Office, Chennai - 600 009  
The Senior Personal Assistant to Hon'ble Minister for

Social Welfare and Nutritious Meal Programme, Chennai - 600 009.  
The Finance (SW/ BG.I/II) Department, Chennai - 600 009.  
The Planning, Development and Special Initiatives Department,  
Chennai - 600 009.  
The Resident Audit Officer,  
(through Social Welfare and Nutritious Meal Programme (SW-2) Department)  
Chennai - 600 009.  
The Social Welfare and Nutritious Meal Programme (SW-2) Department,  
Chennai - 600 009.  
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RL. Sridharan  
29/02/2016  
Section Officer  
29/2/2016