



ABSTRACT

Social Welfare and Nutritious Meal Programme Department – Integrated Child Development Services Scheme – Implementation of Various Programmes under Information, Education and Communication (IEC) activities at the cost of ₹2,58,50,000 for the year 2016-2017 – Sanction – Orders - Issued.

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

G.O.(Ms) No.18

Dated: 08.03.2017

திருவள்ளூர்வராண்டு 2048

துன்முகி, மாசி 24

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. Government of India, Ministry of Women and Child Development Letter D.O.F.No.CD-II-14/57/2015-CD-II, Dated 16.11.2015 and 17.11.2015.
4. G.O.(Ms) No.51, Social Welfare and Nutritious Meal Programme Department, Dated 29.02.2016.
5. Government of India, Ministry of Women and Child Development Letter No.CD-II-14/57/2015-CD-II, Dated 27.04.2016.
6. Government of India, Ministry of Women and Child Development Letter No.CD-II-14/22/2015-CD.II, Dated 14.06.2016.
7. Letters received from the Government of India, Ministry of Women and Child Development No. CD-II-14/99/2015-CD-II Dated.22.04.2016, 26.05.2016, 22.07.2016 and 05.08.2016.
8. Letter received from Director, Integrated Child Development Services Scheme Roc.No.10679/IEC/2016, Dated 21.09.2016.

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ORDER:

In the letter 1st read above, the 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 2nd read above, the 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. Government of India have also revised the existing norms /unit cost/ sharing pattern of the schemes.

3. In the letters 3rd read above, the Government of India have modified the existing sharing ratio for all components of Integrated Child Development Services Scheme, except Supplementary Nutrition Programme (SNP), as 60:40 between Centre and States. Cost sharing ratio for Supplementary Nutrition Programme will remain unchanged/same at 50:50.

4. In the Government Order 4th read above, orders have been issued for a sum of ₹5,44,38,900 towards the implementation of various programme under Information Education Communication activities under Integrated Child Development Services Scheme for the year 2015-2016 in the sharing pattern of 60:40.

5. In the letter 5th read above, Government of India have conveyed administrative approval in Annual Programme Implementation Plan for a sum of ₹109365.14 lakh in the sharing pattern of 60:40 during 2016-2017 excluding Information, Education and Communication (IEC).

6. In the letter 6th read above, the Government of India have permitted the States to utilise the savings if any under general ICDS towards Monitoring and Evaluation (M&E), Administrative Expenses (Contingency) and Information, Education and Communication (IEC) as per norms of the Scheme, within the approved ceiling under ICDS (General) in APIP 2016-2017. However, no additional fund beyond the APIP approval would be provided for the purpose.

7. In the letters 7th read above, the Government of India have released a sum of ₹155.32 crore of Grants in Aid under the General Integrated Child Development Services Scheme component towards the continuous implementation of ICDS programme for the year 2016-2017 and the same has been credited into Government Account.

8. In the letter 8th read above, the Director, Integrated Child Development Services Scheme has sent proposal stating that as per the Financial performance of the schemes under General ICDS, there is savings under salary component to the tune of ₹5.46 crore per month. Hence, for the last four months of this financial year there is savings to the tune of ₹21.84 crore, due to vacancy of staff at Anganwadi centre level. In order to create awareness and build up the image of Integrated Child Development Services Scheme, to stimulate demand for Integrated Child Development Services Scheme, to sustain positive behavioural, attitudinal changes in child caring, nutrition and health practices and muster and sustain community participation, for the current financial year 2016-2017 the following IEC activities is proposed to the tune of ₹2,85,80,475 or ₹2.86 crore towards implementation at National, State, District, Project and Anganwadi level.

Sl. No	Name of the activity	Amount in ₹	Head of Account	Purpose of activity
1	<p>Conducting Samuthaya Valaikappu Programme for one day at Sector Level $\text{₹ } 10,000 \text{ per programme} \times 1,782 \text{ Sector} = \text{₹ } 1,78,20,000$</p> <p>a. Lunch for 40 beneficiaries with minimum 5 varieties of rice at the rate of ₹ 15 each. $\text{₹ } 15 \times 5 \text{ varieties} \times 40 \text{ beneficiaries} = \text{₹ } 3,000$</p> <p>b. Bangles 1 dozen at the rate of ₹ 25 per dozen for 40 beneficiaries = ₹ 1,000</p> <p>c. For Banners, Publicity and Booklet about the antenatal and postnatal care, IYCF practices, Immunisation, Child Development etc. ₹ 2,000</p> <p>d. Flower/Fruits = ₹ 2,000</p> <p>e. Documentation - ₹ 1,000</p> <p>f. Other miscellaneous charges = ₹ 1,000</p>	1,78,20,000	2236-02-101 SF-7207 Training	<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. 1,782 programme throughout the State. The care givers will also participate in this programme.</p>
2	<p>Printing of Bi-Monthly Newsletter "Chittukkuruvi Sedhitheriyuma?" by the Directorate of ICDS by calling Tenders.</p> <p>Six issues for one year, each issue 60,000 copies at the rate of ₹ 10.00 per copy (60,000 copies x ₹ 10.00 X</p>	36,00,000	2236-02-101-SF-0704 Publication	<p>The Newsletter will be printed at State Head quarters by calling Tenders and will be supplied to all Districts, Projects and AWCs.</p> <p>* The main purpose of the News letter is</p>

	6 issues = ₹ 36,00,000)			<p>to disseminate information on Project objectives, activities, and various Health and Nutrition messages to the Field workers and the community.</p> <p>◆ 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.</p> <p>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.</p>
3	Conducting Exhibitions at Districts, State and National Level	10,00,000	2236-02-101-SF-0820 Advertisement Charges.	<p>This amount will be utilized to conduct exhibitions in the districts during various festival occasions where there will be large gatherings, to create awareness among the public on Health and</p>

				Nutrition practices.
4	Printing of Exhibition Material – Dangler Kit in Corrugated Sheet with 8 Boards. These 8 boards will be connected with Nylon Ropes and supplied in a Rexene Carry bag which will be useful to carry easily anywhere to display in local exhibition. ₹ 800 per copy X 470 copies (434 blocks + 32 districts + 4 for Directorate)	3,76,000	2236-02-101-SF-0724 Materials & Supplies	Exhibition on Integrated Child Development Services Scheme activities is being conducted in all districts during local festivals and celebrations. This dangler kit will be very useful during these exhibitions since this kit is foldable and very easy to carry by the field level employees.
5	Broadcasting of Radio Jingles in All India Radio	57,84,475	2236-02-101-SF-0801. Advertisement Charges	Jingles regarding Integrated Child Development Services Scheme activities and messages are broadcasted towards creating awareness on Integrated Child Development Services Scheme activities.
	Total	2,85,80,475		

9. After careful examination the Government issue the following orders:-

- i. Sanction is accorded for a sum of ₹ 2,58,50,000 (Rupees two crore fifty eight lakh and fifty thousand 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 2016-2017. (Government of India share ₹1,55,10,000 and State share ₹1,03,40,000) as detailed in para 10 below.
- ii. The Director, Integrated Child Development Services Scheme is permitted to draw and incur the expenditure sanctioned in para 9(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 2016-2017 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 Information, Education and Communication (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.

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

Sl. No	Name of the activity	Amount in ₹	Head of Account
1	Conducting Samuthaya Valaikappu Programme for one day at Sector Level ₹ 10,000 per programme x 1,782 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 Training (DPC:2236 02 101 SF 7207)
2	Printing of Bi-Monthly Newsletter "Chittukuruvi 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 Publications (DPC:2236 02 101 SF 0704)
3	Conducting Exhibitions at Districts, State and National level and for Printing of	5,10,000	2236 Nutrition -02 Distribution of Nutritious Food and Beverages -101

	Exhibition Material.		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)
4	Boardcasting of Radio Jingles in All India Radio.	50,00,000	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 08 Advertising and Publicity 01 - Advertisement Charges (DPC:2236 02 101 SF 0811)
	Total	2,58,50,000	

11. Necessary additional funds will be provided in Final Modified Appropriation 2016-2017 to meet the expenditure sanctioned in para 9(i) above by way of re-appropriation as below:-

(in lakh)

Head of account	Re-appropriation from the Head of Account (R.E 2016-2017)	Balance amount available in R.E 2016-2017 for Re-appropriation	Re-appropriation to the Head of account FMA 2016-2017
2236-02-101-SF 24 00	1800.00	₹ 222.07999 (₹ 1800.00 - ₹ 1577.92001)	
2236-02-101-SF 07 00			3.60
2236-02-101-SF 08 01			47.95
2236-02-101-SF 08 02			00.10
2236-02-101-SF 72 00			27.72
Total	1800.00		79.37

Pending provision of such funds, the Director, Integrated Child Development Services Scheme is authorized to draw and disburse the amount. The Director, Integrated Child Development Services Scheme is also requested to include the re-appropriation of funds under the relevant head of account in FMA 2016-2017 proposals to be submitted to Government in Finance (SW) Department without fail.

12. This order issues with the concurrence of Finance (SW) Department vide its U.O.No.6846/Fin(SW)/2017, Dated 28.02.2017 and with Additional Sanction Ledger No.2220 (Two thousand two hundred and twenty only).

(BY ORDER OF THE GOVERNOR)

K.MANIVASAN

Principal Secretary to Government

To

The Director,
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 Private Secretary to Principal Secretary to Government,
Social Welfare and Nutritious Meal Programme Department,
Chennai-600 009.

The Finance (SW/ BG.I/II) (BG.M) 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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// forwarded by order //

E. Raju
9/3/17

Section Officer.

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8/3/2017