



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 ₹7,55,20,950 for the year 2017-2018 – Sanction – Orders - Issued.

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

G.O.(Ms) No.18

Dated: 22.02.2018

திருவள்ளூர்வராண்டு 2049

ஹேவிளம்பி, மாசி 10

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 D.O.F.No.CD-II-14/57/2015-CD-II, Dated 16.11.2015 and 17.11.2015.
3. G.O.(Ms) No.18, Social Welfare and Nutritious Meal Programme (SW-7) Department, Dated 08.03.2017.
4. Letter received from Government of India, Ministry of Women and Child Development No.CD-II-14/2/2017-CD-II, Dated 17.07.2017
5. Government of India, Ministry of Women and Child Development, Letter No.CD-II-14/4/2017, Dated: 01.05.2017, 30.06.2017, 31.07.2017, 27.09.2017 and 29.12.2017.
6. Letter received from Director, Integrated Child Development Services Scheme Roc.No.2241/IEC/2017, Dated 10.08.2017.

+++++

ORDER:

In the letter 1st 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 2nd read above, 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.

3. In the Government Order 3rd read above, orders have been issued for a sum of ₹2,58,50,000 towards the implementation of various programme under Information Education Communication activities under Integrated Child Development Services Scheme for the year 2016-2017 in the sharing pattern of 60:40.

4. In the letter 4th read above, Government of India have approved Annual Programme Implementation Plan 2017-2018 for a sum of ₹43,202.90 lakh inclusive of ₹761.39 lakh towards the Component of Information, Education and Communication (IEC) in the sharing pattern of 60:40.

5. In the letters 5th read above, Government of India have released a sum of ₹262.40 crore as Grants in Aid under the General Integrated Child Development Services Scheme component towards the continuous implementation of ICDS programme for the year 2017-2018 and the same has been credited into Government Account.

6. The Director, Integrated Child Development Services Scheme has sent revised proposal stating that in order to create awareness and build up the image of Integrated Child Development Services Scheme programme, to stimulate demand for Integrated Child Development Services Scheme to sustain positive behavioural, attitudinal changes in child caring, nutrition, health practices, muster and sustain community participation, activities are also conducted to propagate Infant and Young Child Feeding practices among Ante Natal / Post Natal mothers and care givers. For the current financial year 2017-2018 the following IEC activities is proposed to the tune of ₹7,55,20,950 towards the implementation at National, State, District, Project and Anganwadi level.

Sl. No	Name of the activity	Amount in ₹	Head of A/c	Purpose of activity
1.	<p>Conducting Samuthaya valaikappu Programme at Sector Level @ ₹10,000 per programme x 1,782 Sector = ₹1,78,20,000</p> <p>a) Lunch for 40 beneficiaries with minimum 5 varieties of rice at the rate of ₹15 each. $\text{₹15} \times 5 \text{ varieties} \times 40 \text{ beneficiaries} = \text{₹3000}$</p> <p>b) Bangles 1 dozen at the rate of ₹25 per dozen for 40 beneficiaries = ₹1000</p> <p>c) For banners, Publicity and Booklet about the</p>	1,78,20,000	2236-02-101-UE 7207 Training	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., Samuthaya valaikappu programme will be conducted in a grand manner for the Pregnent mothers at sector level i.e.1782 programme throughout the State. The care givers will also participate in this programme.

	<p>ante natal and post natal care, Infant and Young Child Feeding Practices, immunization, Child development etc., = ₹ 2000</p> <p>d) Flower/Fruits ₹ 2000</p> <p>e) Documentation ₹ 1000</p> <p>f) Other miscellaneous charges ₹ 1000</p>			
2.	<p>Conducting one day Workshop for the Newly Married Couples on Planned Parenthood and Infant and Young Child Feeding Practices at Block level. (₹ 100 per individual. 30 Couple = 60 Participants X ₹ 100 = ₹ 6000 per programme X 434 blocks = ₹ 26,04,000)</p>	26,04,000	2236-02-101 UE 7207 Training	<p>This one day workshop will be conducted at block level to create awareness on planned parenthood and Infant and Young Child Feeding Nutrition and health Practices. Funds will be utilised towards refreshments to the participants and other incidental charges.</p>
3.	<p>Printing and supply of Exhibition Material - Dangler Kit in Corrugated Sheet with 8 Boards. ₹ 800 per set X 2252 copies = ₹ 18,01,600</p> <p>(1782 sectors + 434 Blocks + 32 Districts + 4 Directorate = 2252 copies)</p>	18,01,600	2236-02-101- UE-2408 Materials and Supplies	<p>Dangler Kit with 8 different messages on ICDS activities will be printed on corrugated sheets. This multipurpose kit is foldable can be carried easily and utilised while conducting local exhibitions and workshops.</p>
4.	<p>Wall Painting (4 x 3 feet) message about supplementary food (Take Home Ration) for 54,439 anganwadi centres @ ₹ 450 per centre = ₹ 2,44,97,550</p>	2,44,97,550	2236-02-101- SF-08-11 Advertisement Charges	<p>The concept of supplementary food/ Take home ration to 6 months to 3 year children and Ante Natal/ Post Natal Mothers is being implemented in the Anganwadi centres so as to create awareness among the beneficiaries on Take</p>

				Home Ration, complete details regarding Take Home Ration will be painted on the wall outside all the AWCs.
5.	Conducting Exhibitions at Districts, State and National level.	5,10,000	2236-02-101-SF-08-20 Advertisement Charges.	This amount will be utilized for conducting exhibitions to create awareness among the public on Health and Nutrition practices in the State level and district level celebrations. This fund is also utilised towards participating in National level exhibitions conducted by MWCD, GOI.
6.	Production of Radio Jingles towards broadcasting in FM Radio channels. Radio Jingles 20 Nos. @ ₹ 25,000 each Jingle. Production cost includes:- <ol style="list-style-type: none"> 1. Lyricist Remuneration. 2. Vocalist charges. 3. Music Composition charges. 4. Recording Studio Charges. 5. Other production expenses. (₹ 25,000) 6. Broadcasting of Radio jingles in FM Radio channels all over Tamilnadu. (₹ 30,00,000) 	5,00,000	2236-02-101-SF-08-11 Advertisement Charges.	Radio Jingles with catchy tunes depicting ICDS scheme activities will be produced utilising experts in the field of music and the jingles which will be broadcasted in various FM channels towards sensitising the public on health and nutritional benefits of ICDS scheme.
		30,00,000		

7.	<p>Printing of Monthly Newsletter "Chittukkuruvi Sedhitheriyuma?" by the Directorate of ICDS by calling Tenders. Six issues for one year, each issue 60,000 copies at ₹7.00 per copy. (60,000 copies per issue X 6 issues x ₹7.00 = ₹25,20,000)</p>	25,20,000	2236-02-101 SF-0704 Publication	<p>The Newsletter will be prepared and 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"> ◆ The main purpose of the News letter is to disseminate messages on Project objectives, activities, and various Health and Nutrition messages to the Field workers and the community. ◆ 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 ICDS Project to enrich their knowledge and skill and to create awareness among the community.
8.	<p>Slim Frame LED Indoor Signage for Exhibition purposes. 4 feet x 3 feet size . Displaying 10 different themes on ICDS scheme.</p>	2,00,000	2236-02-101- SF-2408 Materials and Supplies	<p>LED signage displays will be prepared on various ICDS themes and they will be used at the Exhibitions conducted at State level functions and workshops and at the All India Trade fair at Island Grounds, Chennai.</p>

9.	Printing and supply of 4 Posters on 4 different themes on ICDS activities. (₹ 25 per poster x 4 Posters X 56,800 copies = ₹ 56,80,000)	56,80,000	2236-02-101-SF-2408 Materials and Supplies	Colourful Posters with slogans and messages on various ICDS activities will be prepared, printed and supplied to all AWCs and offices towards creating awareness on health and nutrition.
10	Printing and supply of Laminated Stickers (6 inches by 30 inches) on two themes (AN/PN care and Adolescent Girls Hygiene) @ ₹ 20 each sticker. 10 stickers to each Anganwadi centre.(5 copies on AN/PN care and 5 copies on Adolescent Girl Hygiene) ₹ 20 x 10 copies = ₹ 200 Per centre. Total ₹ 200 x 54,439 centres = ₹ 1,08,87,800.	1,08,87,800	2236-02-101-SF-2408 Materials and Supplies	Laminated water proof Stickers depicting messages on health and nutritional aspects of AN/PN Mothers and about Adolescent girls hygiene care / practices will be printed and supplied to all the centres. Anganwadi workers will display the above stickers on the main door of the residences of AN/PN mothers and Adolescent girls in their locality to create awareness on health, nutrition and Hygiene.
11	Printing and supply of Flip chart /Calendar (₹ 100 per Flip chart x 55,000 copies = ₹ 55,00,000)	55,00,000	2236-02-101-SF-2408 Materials and Supplies	Flip charts with 12 monthly sheets depicting pictorial message of scheme activities that can be also used as calendar.
	Total	7,55,20,950		

7. After careful examination, Government issue the following orders:-

- i. Sanction is accorded for a sum of ₹ 7,55,20,950 (Rupees seven crore fifty five lakh twenty thousand nine hundred and fifty only) towards the implementation of Information Education Communication activities in the State, District, Project and Anganwadi Centre level in the sharing pattern of 60:40 for the year 2017-2018. (Government of India share ₹4,53,12,570 and State share ₹3,02,08,380) as detailed in para 6 above.
- ii. The Director, Integrated Child Development Services Scheme is permitted to draw and incur the expenditure sanctioned in para 7(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 2017-2018 following Tamilnadu Transparency in Tenders Act, 1998 and Rules, 2000 subject to condition that appropriate procurement procedures should be followed.

- iii. The Director, Integrated Child Development Services Scheme is authorized to delegate the powers to the District Programme Officers concerned to draw the advance 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 savings.
- v. The Director, Integrated Child Development Services Scheme is requested to send necessary Utilisation Certificate to the Government in time.

8. The expenditure sanctioned in para 7(i) above shall be debited as per the heads of account detailed below:

Head of Account	Amount Provided in BE 2017-2018 ₹	Amount required ₹	Additional amount required (Re-appropriation from which head of account) ₹
"2236 – Nutrition – 02 Distribution of Nutritious Food & Beverages – 101-Special Nutrition Programme – Schemes shared between State and Centre – UE Strengthening and Restructuring of Integrated Child Development Scheme – 72 – Training" (DPC 2236 02 101 UE 7207)	1,34,81,000	2,04,24,000	69,43,000 (By re-appropriation from 2236-02-101-SI-7201)
"2236 – Nutrition – 02 Distribution of Nutritious Food & Beverages – 101-Special Nutrition Programme – Schemes shared between State and Centre – UE Strengthening and Restructuring of Integrated Child Development Scheme – 24 – Materials and Supplies" (DPC 2236 02 101 UE 2408)	1,000	18,01,600	18,00,600 (By re-appropriation from 2236-02-101-SI-7201)

<p>"2236 – Nutrition – 02 Distribution of Nutritious Food & Beverages – 101-Special Nutrition Programme – Central Sector Schemes – SF Integrated Child Development Scheme – Phase III – 08 Advertising and Publicity -01 – Advertisement charges" (DPC 2236 02 101 SF 0811)</p>	10,00,000	2,79,97,550	2,69,97,550 (By re-appropriation from 2236-02-101-UC-2135)
<p>"2236 – Nutrition – 02 Distribution of Nutritious Food & Beverages – 101-Special Nutrition Programme – Central Sector Schemes – SF Integrated Child Development Scheme – Phase III – 08 Advertising and Publicity - 02 – Exhibition" (DPC 2236 02 101 SF 0820)</p>	5,10,000	5,10,000	-
<p>"2236 – Nutrition – 02 Distribution of Nutritious Food & Beverages – 101-Special Nutrition Programme – Central Sector Schemes – SF Integrated Child Development Scheme – Phase III – 07 – Publications" (DPC 2236 02 101 SF 0704)</p>	21,60,000	25,20,000	3,60,000 (By re-appropriation from 2236-02-101-SF-2408)
<p>"2236 – Nutrition – 02 Distribution of Nutritious Food & Beverages – 101-Special Nutrition Programme – Central Sector Schemes – SF Integrated Child Development Scheme – Phase III – 24 – Materials and Supplies" (DPC 2236 02 101 SF 2408)</p>	18,00,00,000	2,22,67,800	-
Total	19,71,52,000	7,55,20,950	3,61,01,150

9. Necessary additional funds will be provided in Final Modified Appropriation 2017-2018 to meet the expenditure sanctioned in para 7 above by way of re-appropriation. Pending provision of such funds, the Director of Integrated Child Development Services Scheme is authorized to draw and disburse the amount. The Director of Integrated Child Development Services Scheme is also requested to include the expenditure while sending the proposal for FMA 2017-2018 to Government in Finance (SW) Department without fail.

10. This order issues with the concurrence of Finance (SW) Department vide its U.O.No.6215/Fin(SW)/2018, Dated 21.02.2018 with Additional Sanction Ledger No.2770 (Two thousand seven hundred and seventy).

(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 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.
Stock file / Spare copy.

// forwarded by order //

R.L. Shudayyhi
22/02/2018
Section Officer.
S.S.
22-2-18