



ABSTRACT

Social Welfare and Nutritious Meal Programme Department - Anganwadi Services – Setting up of National Nutrition Mission in Tamilnadu – Implementation of various activities under National Nutrition Mission in 5 districts during 2017-2018 and remaining districts in the subsequent years – Administrative approval and financial sanction of ₹16.33 crore - Orders – Issued.

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

G.O.(MS) No.39

Dated:08.05.2018

திருவள்ளூர்வராண்டு 2049

விளம்பி, சித்திரை 25

Read:

- 1 Government of India, Ministry of Women and Child Development Letter F.No.NNM/7/2017-WBP, Dated 18.12.2017.
- 2 Government of India, Ministry of Women and Child Development Letter F.No.WBP-27/1/2017-WBP Dated 29.12.2017
- 3 Government of India, Ministry of Women and Child Development Letter F.No.NNM/11/2017-WBP, Dated 30.12.2017.
- 4 Government of India, Ministry of Women and Child Development Letter F.No.NNM/31/2018-WBP, Dated 16.02.2018.
- 5 The Director, Integrated Child Development Services Scheme Letter Roc.No.2483/E1/2018, Dated 05.03.2018.

+++++

ORDER:

In the letters first and second read above, Government of India have rolled out towards setting up of National Nutrition Mission (NNM) across the country with three year budget of ₹9046.17 crore from 2017-2018 onwards. Government of India have identified 5 districts viz., Ariyalur, Dindigul, The Nilgiris, Villupuram and Chennai in Tamilnadu for 2017-2018, towards the implementation of National Nutrition Mission with financial sanction and other relevant activities to be carried out during 2017-2018 and subsequent years for which remaining districts to be rolled out under National Nutrition Mission. Government of India have also stated that the National Nutrition Mission would be an Externally Aided project which will be funded by Government Budgetary Support 50% and 50% by International Bank for Reconstruction and Development (IBRD) or other Multi-lateral Development Banks (MDBs). The Government Budgetary Support would be 60:40 between Central and State Governments with legislature.

2. In the letter third read above, Government of India have sanctioned a sum of ₹ 980.01 lakh as its 60% share towards the implementation of National Nutrition Mission (NNM) in the Districts of Ariyalur, Dindigul, The Nilgiris, Villupuram and Chennai in Tamilnadu for 2017-2018.

3. In the Letter fourth read above, Government of India, have communicated various actions to be taken at the State level in respect of National Nutrition Mission as per the deliberations had during the Video Conference held on 15.2.2018 towards sensitization. Government of India have also released the Guidelines towards the broad implementation of National Nutrition Mission activities such as procurement of necessary devices, formation of relevant committees, preparation of convergence action plan / creation of Help Desks at all levels, roles and responsibilities of committees, community based events, Human resources on contractual basis, Training Capacity Building, Monitoring mechanism inclusive of Nutrition Surveillance System, Social Surveys and Audit, Jan Andolan, Opening of New Head of Account for National Nutrition Mission (NNM) and other activities if any to be carried out with effect from 2017-2018 onwards. Further, Government of India have launched the National Nutrition Mission on 08.03.2018 by the Hon'ble Prime Minister of India across the country towards the implementation for 2017-2018 in the identified districts.

4. Based on the Government of India's Guidelines, the Director, Integrated Child Development Services Scheme has sent necessary proposals stating that, setting up State Project Management Unit (SPMU), District Level Help Desk (DLHD), Block level Help Desk (BLHD), State Convergence Plan Committee, District Convergence Plan Committee and Block Convergence Plan Committee is vital for successful implementation of National Nutrition Mission (NNM). In this regard, it is informed that in Tamilnadu, National Nutrition Mission has to be implemented in 5 selected Districts namely Ariyalur, Dindugal, The Nilgiris, Villupuram and Chennai having 64 Blocks as per the formation of Greater Chennai comprising totally 8,042 Anganwadi Centres during 2017-2018.

5. The District Project Officers of the identified 5 districts have been instructed to map the Local Government Directory (LGD) code and the 11 digit Anganwadi Centre code as instructed by Government of India. The Joint Director (Schemes) of Department of ICDS has been nominated as the Nodal Officer for National Nutrition Mission. Further, the Director, Integrated Child Development Services Scheme has informed that as per Government of India Guidelines the State Project Management Unit (SPMU), District Level Help Desk (DLHD) and Block level Help Desk (BLHD) has to be set up as detailed in the Annexure - I.

6. Hence, the Director, Integrated Child Development Services Scheme has requested the Government to issue necessary orders in this regard in order to achieve synergy of all interventions towards effectively target malnutrition, convergent action plans at State, District and Block levels.

7. After careful examination of the proposal of the Director, Integrated Child Development Services Scheme, Government issues the following orders towards carrying out all activities emphasized in the Government of India Guidelines in the five

identified districts of Tamilnadu viz. Ariyalur, Dindugal, The Nilgiris, Villupuram and Chennai towards the implementation of National Nutrition Mission for 2017-2018 and subsequent years for which remaining districts to be rolled out under National Nutrition Mission.

- i. Administrative approval is accorded towards the roll out of the National Nutrition Mission in 5 districts (Ariyalur, Dindugal, The Nilgiris, Villupuram and Chennai) of Tamilnadu during 2017-2018.
- ii. Approval is accorded towards the activities to be carried out by the Director, Integrated Child Development Services Scheme under National Nutrition Mission (NNM) as envisaged in the Government of India Guidelines such as procurement of necessary devices, formation of relevant committees, preparation of convergence action plan / creation of Help Desks, roles and responsibilities of committees etc., community based events, Human resources on contractual basis, Training Capacity Building, Monitoring mechanism inclusive of Nutrition Surveillance System, Social Surveys and Audit, Jan Andolan, utilisation of 7% as flexi funds at the total allocation under National Nutrition Mission, and other activities if any to be carried out with effect from 2017-2018 onwards in Tamilnadu.
- iii. Accord financial sanction of ₹16.33 crore (Rupees Sixteen crore thirty three lakh only) for 2017-2018 towards the implementation of National Nutrition Mission in the identified 5 districts (Ariyalur, Dindugal, The Nilgiris, Villupuram and Chennai) as per Government of India sanction in the sharing pattern of 60:40 (60% Government of India share = ₹9.80 crore and 40% State share = ₹6.53 crore). This amount sanctioned for purchase of Smart Phone and Growth Monitoring Devices as detailed in Annexure-V to this order.
- iv. Approval is accorded towards the setting up of State Project Management Unit (SPMU), District Level Help Desk (DLHD) and Block Level Help Desk (BLHD) as detailed in the Annexure I.
- v. Approval is accorded towards constituting State Convergence Plan Committee (SCPC), District Convergence Plan Committee (DCPC) and Block Convergence Plan Committee (BCPC) as per Annexure II, III and IV.
- vi. The Director, Integrated Child Development Services Scheme is requested to procure necessary equipments/accessories in respect of implementing the National Nutrition Mission through GeM portal with specifications prescribed by Government of India scrupulously.
- vii. The Director, Integrated Child Development Services Scheme is instructed to submit the necessary Utilisation Certificate to Government within time.

8. The expenditure sanctioned in para 7(iii) above shall be debited under the following New Head of Account:-

"2236-Nutrition-02-Distribution of Nutritious foods and beverages – 101 – Special Nutrition Programmes – Schemes shared between State and Centre – UG – National Nutrition Mission – 19 Machinery and Equipments – 01 purchase". (DPC.2236-02-101-UG-1914).

9. The Director, Integrated Child Development Services Scheme is the Estimating, Reconciling and Controlling authority of the above new head of account. The Pay and Accounts Officer / Treasury Officer concerned are directed to open the above new head of account in their books.

10. The expenditure sanctioned in para 7(iii) above shall constitute an item of "New Service" and the approval of the Legislature shall be obtained in due course of time by an inclusion in the Supplementary Estimates for the year 2018-2019. Pending approval of the Legislature, the expenditure may initially be met by drawal of an advance from the Contingency Fund. The Director, Integrated Child Development Services Scheme is directed to calculate the actual amount required for the period upto next Supplementary Estimates and apply for sanction of the same as advance from the Contingency Fund to Finance (BG-I) Department directly in Form 'A' appended to the Contingency Fund Rules, 1963 along with a copy of this order. The Director, Integrated Child Development Services Scheme shall also send necessary draft explanatory notes for inclusion of this expenditure in the Supplementary Estimates for the year 2018-2019 to Finance (BG-I/SW) at the appropriate time without fail.

11. This orders issues with the concurrence of Finance (SW) Department vide its U.O. No.20900/Fin(SW)/2018, Dated. 07.05.2018 and Additional Sanction Ledger No.211 (Two hundred and eleven).

(BY ORDER OF THE GOVERNOR)

K.MANIVASAN
Principal Secretary to Government

To
The Director,
Integrated Child Development Services Scheme,
Chennai 600 113.
The Commissioner of Social Welfare,
Panagal Building, Saidapet, Chennai – 600 015
All District Collectors/District Programme Officers,
Integrated Child Development Services Scheme
All Treasury Officers concerned
All Pay and Accounts Officers concerned
All Departments of Secretariat, Chennai 600 009

Copy to
The Office of the Hon'ble Chief Minister, Secretariat, Chennai 600 009
The Special Personal Assistant to Hon'ble Minister (SW&NMP), 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/BG-II/BGM/BC), Chennai 600 009.

The Social Welfare and Nutritious Meal Programme (SW-2) Department,
Chennai 600 009

The Resident Audit Officer, Secretariat, Chennai 600 009

The Resident Audit Officer, Secretariat, Chennai 9 (through the Social Welfare and
Nutritious Meal Programme (SW-2) Department) Chennai 600 009.

Stock File/Spare Copy

// forwarded by order //

Rt. Shindayhi
09/05/2018

Section Officer.

~~09/05/2018~~
09/05/18

ANNEXURE – I

to G.O.(MS) No.39, Social Welfare and Nutritious Meal Programme (SW-7(1))
Department, Dated 08.05.2018.

State Project Management Unit (SPMU)

Position		No. in each State/UT	Mode of Recruitment	
State Project Director		1	Government*	
Joint Project Coordinator		1*	On deputation**	
Specialists		5	Contractual***	
I.	Planning, Monitoring & Evaluation			1
II.	Health & Nutrition			1
III.	Financial Management			1
IV.	Capacity Building & Behaviour Change Communication			1
V.	Procurement	1		
Accountant		1*		
Project Associates		1*		
Secretarial Assistant/DEO		2		
Office Messenger/Peons		2		
Total		13		

*1 per 10 Districts. The number of posts will be increased when the scheme is extended to other districts.

District Level Help Desk (DLHD) and Block level Help Desk (BLHD)

Level	Name of the Post	Number of Post Approved by Government of India	Mode of Recruitment
District	District Coordinator	1 per district	Contractual***
	District project Assistant	1 per district	
Block	Block Coordinator	1 per block	
	Block project Assistant	1 per block	

*The Director, Integrated Child Development Services Scheme shall be the State Project Director.

**The Commissioner, Social Welfare and Nutritious Meal Programme Department shall depute an officer in the cadre of Joint Director to work as Joint Project Coordinator.

***The State Project Director shall be the appointing authority for all the contractual posts sanctioned in the Government order.

K.MANIVASAN,
Principal Secretary to Government

// forwarded by order //

R.L. Shudakarhi
09/05/2018
Section Officer
09/05/18

ANNEXURE – II

to G.O.(MS) No.39, Social Welfare and Nutritious Meal Programme (SW-7(1))
Department, Dated 08.05.2018.

State Convergence Plan Committee (SCPC)

Sl.No.	Designation	Status in the State Convergence Plan Committee
1.	Principal Secretary to Government, Social Welfare and Nutritious Meal Programme Department	Chairperson
2.	Additional Chief Secretary to Government, Finance Department or representative	Member
3.	Additional Chief Secretary to Government, Rural Development and Panchayat Raj Department or representative	Member
4.	Principal Secretary to Government, Health and Family Welfare Department or representative	Member
5.	Principal Secretary to Government, School Education Department or representative	Member
6.	Principal Secretary to Government, Cooperation, Food and Consumer Protection Department or representative	Member
7.	Principal Secretary to Government, Planning, Development and Special Initiatives Department or representative	Member
8.	Principal Secretary to Government, Municipal Administration and Water Supply Department or representative	Member
9.	Mission Director, National Health Mission, Tamil Nadu	Member
10.	Deputy Technical Adviser, Food and Nutrition Board	Member
11.	State Representative National Institute of Public Co-operation and Child Development	Member
12.	Representative from Indian Council for Child Welfare (ICCW)	Member
13.	Director cum Mission Director, Integrated Child Development Services Scheme (ICDS)	Member-Secretary

Role of State / UT Convergence Committee

- a. Consolidate and examine the requirements given in District Plans received from various Districts.
- b. Segregate the item-wise requirements and seek the financial commitment before inclusion in the SCP.
- c. On the basis of examination, determine the final requirement and prepare a State/UT Convergence Plan.
- d. Indicate the roll-out plan, assign responsibilities of each department to avoid any over-lapping or consequent shifting of responsibility.
- e. To submit the SCP for inclusion in State/UT APIP for approval by State/UT EPC before submission to the MWCD. The components which are to be funded from the State/UT budget need to be segregated and clearly mentioned in the APIP.
- f. Ensure timely issue of sanction by each Department.
- g. Prepare guidelines for release of funds for convergent actions directly to the District Collector/DM.

K.MANIVASAN,
Principal Secretary to Government

// forwarded by order //

R.L. Shudhan
09/05/2018
Section Officer

Section Officer
09/05/2018

ANNEXURE - III

to G.O.(MS) No.39, Social Welfare and Nutritious Meal Programme (SW-7(1))
Department, Dated 08.05.2018.

District Convergence Plan (DCPC)

The District Convergence Plan Committee shall consist of the following:

Sl. No.	Designation	Status in the District Convergence Plan (DCPC)
1.	Commissioner, Corporation of Chennai / District Collector	Chairperson
2.	District Panchayat Chairperson	Member
3.	Project Director District Rural Development Agencies	Member
4.	All Sub Collector / Revenue Divisional Officers of the District	Member
5.	All Municipal Commissioners in the District	Member
6.	Project Director, Hill Area Development Project (HADP) in case of the Nilgiris	Member
7.	Joint Director / Deputy Director (Health)	Member
8.	City Medical Officer of Municipal Corporations	Member
9.	District Family Welfare Officer	Member
10.	District Elementary Education Officer	Member
11.	District Social Welfare Officer	Member
12.	District Supply Officer	Member
13.	Executive Engineer, TWAD	Member
14.	Assistant Director, Town Panchayat	Member
15.	Any two Child Development Project Officers nominated by District Project Officer	Member
16.	Field Representative from Food and Nutrition Board	Member
17.	District Project Officer, ICDS	Member-Secretary

Role of Committee

- a. Examine the need assessment made by the BCP for essential interventions at the Village/Anganwadi Centre level and the availability of resources.

- b. Consolidate requirement of interventions at the District level.
- c. Considering the need, each line Department to prepare their action plan at the District level for delivering the interventions relating to them.
- d. Take inputs from PRI members including on the extent of community participation, etc.
- e. Submit the consolidated District Convergence Plan to the State Government for approval and for earmarking the financial provisions.
- f. Wherever required, the DCP Committee may make physical inspections to assess the need projected.

K.MANIVASAN,
Principal Secretary to Government

// forwarded by order //

RI. Shudayam
09/05/2018
Section Officer
09/05/2018

ANNEXURE – IV

to G.O.(MS) No.39, Social Welfare and Nutritious Meal Programme (SW-7(1))
Department, Dated 08.05.2018.

Block Convergence Plan (DCPC)

The Block Convergence Plan Committee shall consist of the following:-

Sl.No.	Designation	Status in the Block Convergence Plan Committee
1	Sub Collector/Revenue Divisional Officer	Chairperson
2	Block Development Officer (BDO)	Vice Chairperson
3	Municipal Commissioner / Executive Officer, Town Panchayat concerned	Member
4	Block Medical Officer, Health Department	Member
5	Assistant Elementary Education Officer	Member
6	Designated Officer (Food Safety and Drug Administration Department)	Member
7	Taluk Supply Officer	Member
8	Two Supervisors Grade I /II, ICDS (to be nominated by CDPO)	Member
9	Extension Officer (Social Welfare)	Member
10	Child Development Project Officer,	Member-Secretary

Role of Committee

- a. Need assessment of essential interventions at the Village/Anganwadi Centre level i.e. water, sanitation, food, health interventions, immunization, Ante Natal Care / Post Natal Care, Vitamin-A, IFA, De-worming tablets, functioning of VHSNC, etc. and the availability of resources.
- b. The assessment at the Village level will be done by Anganwadi Worker and Supervisor in association with PRI representative under the supervision of concerned CDPO/DPO would submit the inputs to the area SDM.
- c. Consolidate and assess requirement of interventions at the block level.
- d. Considering the need, each line Department at the block level to propose their action plan at the Block level for inclusion in the DCP.
- e. Involve PRI members actively in the assessing the need and seek their suggestions.

- f. Submit the Block Convergence Plan to the District authorities for inclusion in the DCP and approval of DM.

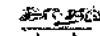
Role of Panchayat Raj Institutions:-

- a. It is important for any field based programme to involve the community and the Panchayat Raj institutions. For preparing the Convergence Action Plans, the role of PRIs is very important. For this purpose, it is necessary that PRIs are not only active in their areas but are also aware about the Government programmes and their benefits.
- b. Wherever PRIs are not active, an action plan for their capacity building should be included in CAP. Their training can be imparted through SIRDs wherein 5 to 8 Master Trainers can be trained who, in turn, can train the PRI members. Also, National Institute of Public Cooperation and Child Development (NIPCCD) can prepare 4-5 training modules for On-line training of PRI members as well as field functionaries. These modules can be developed regional languages to enhance the reach and effectiveness.

K.MANIVASAN,
Principal Secretary to Government

// forwarded by order //

RT. Shudashan
09/05/2018
Section Officer


es/les/119

ANNEXURE – V

to G.O.(MS) No.39, Social Welfare and Nutritious Meal Programme (SW-7(1))
Department, Dated 08.05.2018.

A. Smart Phone to Anganwadi Workers

Name of the District	Device	No. of Device for AWWs	Amount @ ₹ 10,000 per device
Ariyalur	Smart Phone with accessories	774	77,40,000
Dindigul		2,035	2,03,50,000
The Nilgiris		486	48,60,000
Villupuram		2,941	2,94,10,000
Chennai		1,806	1,80,60,000
Total		8,042	8,04,20,000

B. Smart Phone to Supervisors

Name of the District	Device	No. of Device for Supervisors	Amount @ ₹ 10,000 per device
Ariyalur	Smart Phone with accessories instead of Tablets	22	2,20,000
Dindigul		62	6,20,000
The Nilgiris		19	1,90,000
Villupuram		102	10,20,000
Chennai		72	7,20,000
Total		277	27,70,000

C. Growth Monitoring Devices to Anganwadi Centres

Name of the District	Device	No. of Device for AWCs	Amount @ ₹ 10,000 per device
Ariyalur	Growth Monitoring Devices	774	77,40,000
Dindigul		2035	2,03,50,000
The Nilgiris		486	48,60,000
Villupuram		2941	2,94,10,000
Chennai		1775	1,77,50,000
Total		8011*	8,01,10,000

Abstract

A	Smart Phone to Anganwadi Workers	₹ 8,04,20,000
B	Smart Phone to Supervisors	₹ 27,70,000
C	Growth Monitoring Devices to Anganwadi Centres	₹ 8,01,10,000
	Total	₹ 16,33,00,000

* In case of any savings during the procurement through GEM, the savings Amount shall be utilized for the procurement of growth monitoring device (Not exceeding 8042 units).

K.MANIVASAN,
Principal Secretary to Government

// forwarded by order //

Rt. Shridhar
09/05/2018
Section Officer
09/05/18