



ABSTRACT

Social Welfare and Nutritious Meal Programme Department – Integrated Child Development Services Scheme – Various Programmes under Information, Education and Communication activities for 2010-11 – Sanction of expenditure of Rs.5,43,87,285/- – Orders - Issued.

Social Welfare and Nutritious Meal Programme (SW7(1)) Department

G.O.(D) No.5

Dated:19.01.2011
Thiruvalluvar Aandu 2042
Thai 5

Read:

- 1 Government of India Letter No.1-2(iii)/2000-CD-I, Ministry of Human Resource Development, Department of Women and Child Development, New Delhi, Dated 10.08.2000.
- 2 From the Government of India, Ministry of Women and Child Development Letter No.F.14-1/2008-CD-I, dated 18.11.2008.
- 3 From the Principal Secretary / Special Commissioner, Integrated Child Development Services Scheme Roc.No.7296/C1/2010, dated 28.06.2010.

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ORDER :

The Government of India have issued guidelines, in their letter first read above for carrying out the Information, Education and Communication activities under the Integrated Child Development Services Scheme aimed at sustainable behaviour and attitudinal changes of the society for holistic development of young children, adolescent girls and women. 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. The Government of India in the letter second read above have revised the financial norms for IEC activities from Rs.25,000/- per Project per annum to Rs.1000/- per annum per operational Anganwadi Centre (Child Centre). The

Government of India have also revised the cost sharing ratio between Centre and States as follows to be effective from 2009-2010:-

- (i) 90:10 for all components including Supplementary Nutrition Programme for North East and
- (ii) 50:50 for Supplementary Nutrition Programme and 90:10 for all other components for all States other than North East.

3. In order to create awareness and build up image of ICDS Programme, to stimulate demand for ICDS services, to create and sustain positive behavioural and attitudinal changes in child care, nutrition and health practices, to muster and sustain community participation, the Principal Secretary / Special Commissioner, ICDS has proposed the following IEC activities at State, District and Project level:-

Sl. No.	Items	Rs.
1.	Printing and supply of 5 issues of "Chittukkuruvi Sedhi Theriyuma?" Bi-monthly news letter, each issue consisting of 60,000 copies by calling quotations at the rate of Rs.6/- per copy for the year 2010-2011.	Rs.18,00,000/-
2.	Conducting Exhibitions At State, District and Block level on occasions like Kodai vizha, Indira Vizha, Silver Beach festival, Karthigai Deepam etc., to create awareness among the public on health and Nutrition aspects thereby contributing towards reduction of malnutrition (For State level Exhibition - Rs. 4,50,000/- and For District level Exhibition - Rs. 50,000/-).	Rs.5,00,000/-
3.	Area specific, need based, target oriented IEC activities like conducting of workshops, Group meetings, Village level camps on child care, nutrition and health behaviour, preparation of low cost IEC materials. The Activities to be carried out by District Programme Officers. (Rs.4000/- per Project x 434 Projects) (Annexure - I)	Rs.17,36,000/-
4.	Counselling session for parents and caregivers. The activities shall be carried out by respective District Programme Officer as per State Rules and norms. 54439 centres X Rs.100/- (Annexure II)	Rs. 54,43,900/-

5.	<p>Providing Height and weight charts to Anganwadi Centres in the following districts. The charts shall contain Tamil alphabets as an important tool for pre-school education and enable the parents to measure the height and weight of children and assess early childhood care and development. These charts shall be given to the districts where they have not been supplied during 2008-2009 and 2009-2010.</p> <table border="1" data-bbox="235 451 631 762"> <tr> <td>Cuddalore</td> <td>2033</td> </tr> <tr> <td>Nagapattinam</td> <td>1325</td> </tr> <tr> <td>Thanjavur</td> <td>1731</td> </tr> <tr> <td>Thoothukudi</td> <td>1509</td> </tr> <tr> <td>Madurai</td> <td>2042</td> </tr> <tr> <td>Perambalur</td> <td>1241</td> </tr> <tr> <td>Karur</td> <td>1096</td> </tr> <tr> <td>Total</td> <td>10977</td> </tr> </table> <p>The Printing activity will be carried out by respective District Programme Officer. (10977 centres x Rs.500/-) (Annexure III)</p>	Cuddalore	2033	Nagapattinam	1325	Thanjavur	1731	Thoothukudi	1509	Madurai	2042	Perambalur	1241	Karur	1096	Total	10977	Rs.54,88,500/-
Cuddalore	2033																	
Nagapattinam	1325																	
Thanjavur	1731																	
Thoothukudi	1509																	
Madurai	2042																	
Perambalur	1241																	
Karur	1096																	
Total	10977																	
6.	<p>Mobile Exhibition booth, designed as ready to fit synthetic booths in different sizes for use during exhibitions, stalls, kiosks, and make shift displays that can be used during Mass Contact Programme conducted by the District Collectors and other programmes. (33 X Rs.15000/-) For 31 District offices and 2 for the Commissionerate of ICDS. The purchases will be made by respective District Programme Officer. In respect of Commissionerate, the purchase will be made by District Programme Officer, Chennai. (Annexure IV)</p>	Rs. 4,95,000/-																
7.	<p>Folders with scheme messages printed on them in simple language. The printing and supply shall be carried out by the District Programme Officer of the respective districts. (54439 centres X 5 themes X Rs.10 per theme) (Annexure V)</p>	Rs.27,21,950/-																
8.	<p>Flip books as a tool to aid the grass root level field functionaries for giving education to mothers, caregivers during house visits, group meetings and individual contacts. The Production and supply shall be carried out by the District Programme Officers. (54439 centres X Rs.300/- per centre) (Annexure VI)</p>	Rs.1,63,31,700/-																

9.	Counselling card as a tool to aid the grass root level field functionaries for giving counselling to mothers, caregivers during house visits and individual contacts using the cards. The Production and supply shall be carried out by the District Programme Officers. (54439 centres X Rs.60/- per card) (Annexure VII)	Rs.32,66,340/-
10.	Mini posters for display and disseminating messages to the target audience for creating awareness among public and thereby create demand for ICDS services. The Production and supply shall be carried out by the District Programme Officers. (54439 centres X 5 themes X Rs. 20/-per theme) (Annexure VIII)	Rs.54,43,900/-
11.	Square hanger (containing photographs and messages for display in the Centres). The Production and supply shall be carried out by the District Programme Officers. (54439 centres X Rs.21 X 5 themes) (Annexure IX)	Rs.57,16,095/-
12.	Flip chart/Calendars (for the use of Anganwadi Workers for lecturing and propagating IEC messages, conveying different messages with photographs and messages (12 sheets in each) (54439 centres X Rs.100/-) (Annexure X)	Rs. 54,43,900/-
	Total	Rs.5,43,87,285/-

4. The Government have examined the proposal of the Principal Secretary / Special Commissioner, Integrated Child Development Services Scheme and accept it. Accordingly, the Government sanction a sum of Rs.5,43,87,285/- (Rupees Five crore forty three lakhs eighty seven thousand two hundred and eighty five only) to carry out Information, Education and Communication activities for the year 2010-2011 as indicated at para 3 above with sharing pattern of 90:10 between Government of India and State. Out of the above sanction, a sum of Rs.54,38,729/- shall be borne by the State Government and remaining 90% amount of Rs.4,89,48,556/- shall be reimbursed from Government of India.

5. The expenditure sanctioned in para 4 above shall be debited under the following heads of accounts:

(i) The expenditure in respect of Sl.No.1 of para 3 above shall be debited under the following head of account:

“2236-Nutrition - 02 Distribution of Nutritious food and beverages – 101 Special Nutrition Programme – Schemes in the Eleventh Five Year Plan – III Centrally Sponsored - SF – Integrated Child Development Services Scheme – Phase III - 07 – Publication (D.P.Code:2236-02-101-SF-0704).

The above expenditure shall be incurred within the Budget provision available under the above head of account in BE 2010-11.

(ii)The expenditure in respect of Sl.No.2 of para 3 above shall be debited under the following head of account:

“2236-Nutrition - 02 Distribution of Nutritious food and beverages – 101 Special Nutrition Programme – Schemes in the Eleventh Five Year Plan – III Centrally Sponsored - SF – Integrated Child Development Services Scheme – Phase III - 08 Advertising and publicity - 02 Exhibition (D.P.Code: 2236-02-101-SF-0820)

by way of re-appropriation of funds of Rs.2,00,000/- under the head of account “2236-02-101-SF-0811 Advertisement charges in BE 2010-11” and the balance amount of Rs.3,00,000/- shall be met from the savings available in the Budget Estimate 2010-2011 under Demand No.45. The Principal Secretary / Special Commissioner, ICDS is directed to include this item of expenditure under the detailed head 08.02 Exhibition and to surrender the same under the relevant head of accounts while sending the RE/FMA 2010-2011 proposals to Government in Finance Department, without fail.

(iii) The expenditure in respect of Sl.Nos 3 and 4 of para 3 above shall be debited under the following head of account:

“2236-Nutrition - 02 Distribution of Nutritious food and beverages – 101 Special Nutrition Programme – Schemes in the Eleventh Five Year Plan – III Centrally Sponsored - SF – Integrated Child Development Services Scheme – Phase III - 72 Training (D.P.Code.2236-02-101-SF-7207).

The above expenditure shall be incurred within the Budget provision available under the above head of account in BE 2010-11.

(iv) The expenditure in respect of Sl.Nos 5 to 12 of para 3 above shall be debited under the following head of account:

"2236-Nutrition - 02 Distribution of Nutritious food and beverages – 101 Special Nutrition Programme – Schemes in the Eleventh Five Year Plan – III Centrally Sponsored SF – Integrated Child Development Services Scheme – Phase III - 24 Materials and Supplies (D.P.Code: 2236-02-101-SF-2408).

6. Necessary additional funds over and above the Budget provisions made in B.E.2010-2011 under the head of account 2236-02-101-SF-24 Materials and Supplies will be provided in RE / FMA 2010-2011. Pending provision of above additional funds in RE / FMA 2010-2011, the Principal Secretary / Special Commissioner, ICDS is authorized to incur the above expenditure sanctioned in para 5 (iv) above in respect of Sl.Nos. 5-12 on para 3 above. The above expenditure shall be brought to the notice of the Legislature by specific inclusion in the Final Supplementary Estimates for the year 2010-11. The Principal Secretary / Special Commissioner, ICDS is directed to include the above expenditure, while sending proposal for RE / FMA 2010-11 and Final Supplementary Estimates for 2010-2011 to Government in Finance Department, without fail.

7. The Principal Secretary / Special Commissioner, Integrated Child Development Services Scheme is directed to follow the tender procedure as per the provisions of the Tamil Nadu Transparency in Tender Act 1998 and Tender Rules 2000.

8. The Principal Secretary / Special Commissioner, Integrated Child Development Services Scheme is authorized to draw the amount sanctioned in para - 4 above in respect of Sl.No. 1 & 2 on para 3 above as advance under Article 99 of TNFC Volume – I and to incur the expenditure thereon and settle the advance with the Pay and Accounts Officer concerned by submitting the vouchers, bills etc., as per existing rules in force.

9. The District Programme Officers concerned are authorized to draw the amount sanctioned in para 4 above in respect of Sl.Nos. 3 to 12 on para 3 above as per Annexure I - XI of this order, under Article 99 of TNFC Volume – I and to incur the expenditure intended for their district and settle the same with Pay and Accounts Officers / Treasury Officers concerned by submitting vouchers, bills etc., as per existing rules in force. If there is any failure in settling the advance, responsibility shall be fixed on the officer, who draws the advance and disciplinary action shall be initiated.

10. The Principal Secretary / Special Commissioner, Integrated Child Development Services Scheme is requested to take action to send the Utilisation Certificate for the year 2009-10 and directed to take action to get the reimbursement of 90% of the amount sanctioned in para 4 above from the Government of India without fail and also to send the Utilisation Certificate for the amount sanctioned in para 4.

11) This order issues with the concurrence of Finance (SW) Department vide its U.O.No.12/JS(GR)/11, dated.19.01.2011 and Additional Sanction Ledger No.1854 (One thousand eight hundred and fifty four)

(By Order of the Governor)

Mohan Pyare
Principal Secretary to Government

To
The Principal Secretary / Special Commissioner,
Integrated Child Development Services Scheme
Chennai – 113.
The Accountant General,
Chennai-18 (by name)
The Accountant General (Audit I/II)
Chennai – 18
The Resident Audit Officer,
Secretariat, Chennai-9
All Pay and Accounts Officers/
All Treasury Officers
The Secretary to Government of India
Ministry of Women and Child Development
Shastri Bhavan, New Delhi-1.

Copy to
The District Programme Officers (concerned)
(Through the Principal Secretary / Special Commissioner,
Integrated Child Development Services Scheme
Chennai-113)
The Senior Personal Assistant to Hon'ble Minister for Social Welfare,
Chennai-9.
The Finance (SW) / BG.I & II) Department,
Chennai – 9.
The Planning, Development and Special Initiatives Department,
Chennai-9.
Stock file / Spare copy.

// Forwarded By Order //

U. R. Srinivasan
20.1.2011
Section Officer
[Signature]
20/01/2011

ANNEXURE I**(G.O.(D) No. 5, Social Welfare and Nutritious Meal Programme
Department, Dated.19.01.2011)****(Area Specific, need based, target oriented IEC Activities)**

S.No.	NAME OF THE DISTRICT	No of Blocks	Amount @ Rs.4000/- per Block
1	Chennai	12	48000.00
2	Coimbatore	18	72000.00
3	Cuddalore	14	56000.00
4	Dharmapuri	8	32000.00
5	Krishnagiri	10	40000.00
6	Dindigul	15	60000.00
7	Erode	15	60000.00
8	Kancheepuram	15	60000.00
9	Kanyakumari	10	40000.00
10	Karur	8	32000.00
11	Madurai	17	68000.00
12	Nagapattinam	12	48000.00
13	Namakkal	16	64000.00
14	Perambalur	10	40000.00
15	Pudukkottai	13	52000.00
16	Ramanathapuram	11	44000.00
17	Salem	22	88000.00
18	Sivagangai	12	48000.00
19	Thanjavur	16	64000.00
20	The Nilgiris	4	16000.00
21	Theni	9	36000.00
22	Thiruvallur	16	64000.00
23	Tiruvannamalai	19	76000.00
24	Thiruvarur	10	40000.00
25	Thoothukudi	13	52000.00
26	Tiruchirapalli	16	64000.00
27	Tirunelveli	21	84000.00
28	Vellore	23	92000.00
29	Villupuram	23	92000.00
30	Virudhunagar	12	48000.00
31	Tiruppur	14	56000.00
	TOTAL	434	1736000.00

(Rupees Seventeen Lakhs Thirty Six thousand only)

Mohan Pyare
Principal Secretary to Government

// forwarded by order //

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20.1.2011

Section Officer.

(Handwritten Signature)
20/01/2011

"2236-Nutrition - 02 Distribution of Nutritious food and beverages – 101 Special Nutrition Programme – Schemes in the Eleventh Five Year Plan – III Centrally Sponsored SF – Integrated Child Development Services Scheme – Phase III - 24 Materials and Supplies (D.P.Code: 2236-02-101-SF-2408).

6. Necessary additional funds over and above the Budget provisions made in B.E.2010-2011 under the head of account 2236-02-101-SF-24 Materials and Supplies will be provided in RE / FMA 2010-2011. Pending provision of above additional funds in RE / FMA 2010-2011, the Principal Secretary / Special Commissioner, ICDS is authorized to incur the above expenditure sanctioned in para 5 (iv) above in respect of Sl.Nos. 5-12 on para 3 above. The above expenditure shall be brought to the notice of the Legislature by specific inclusion in the Final Supplementary Estimates for the year 2010-11. The Principal Secretary / Special Commissioner, ICDS is directed to include the above expenditure, while sending proposal for RE / FMA 2010-11 and Final Supplementary Estimates for 2010-2011 to Government in Finance Department, without fail.

7. The Principal Secretary / Special Commissioner, Integrated Child Development Services Scheme is directed to follow the tender procedure as per the provisions of the Tamil Nadu Transparency in Tender Act 1998 and Tender Rules 2000.

8. The Principal Secretary / Special Commissioner, Integrated Child Development Services Scheme is authorized to draw the amount sanctioned in para - 4 above in respect of Sl.No. 1 & 2 on para 3 above as advance under Article 99 of TNFC Volume – I and to incur the expenditure thereon and settle the advance with the Pay and Accounts Officer concerned by submitting the vouchers, bills etc., as per existing rules in force.

9. The District Programme Officers concerned are authorized to draw the amount sanctioned in para 4 above in respect of Sl.Nos. 3 to 12 on para 3 above as per Annexure I - XI of this order, under Article 99 of TNFC Volume – I and to incur the expenditure intended for their district and settle the same with Pay and Accounts Officers / Treasury Officers concerned by submitting vouchers, bills etc., as per existing rules in force. If there is any failure in settling the advance, responsibility shall be fixed on the officer, who draws the advance and disciplinary action shall be initiated.

10. The Principal Secretary / Special Commissioner, Integrated Child Development Services Scheme is requested to take action to send the Utilisation Certificate for the year 2009-10 and directed to take action to get the reimbursement of 90% of the amount sanctioned in para 4 above from the Government of India without fail and also to send the Utilisation Certificate for the amount sanctioned in para 4.

ANNEXURE II**(G.O.(D) No.5, Social Welfare and Nutritious Meal Programme Department,
Dated.19.01.2011)****(Counselling session for parents and caregivers)**

S. No.	NAME OF THE DISTRICT	Main centres	Mini centres	Total Centres	Amount @ Rs.100/- per centre Rs.
1	Chennai	1190	152	1342	134200.00
2	Coimbatore	1483	205	1688	168800.00
3	Cuddalore	1890	143	2033	203300.00
4	Dharmapuri	1078	243	1321	132100.00
5	Krishnagiri	1289	507	1796	179600.00
6	Dindigul	1917	114	2031	203100.00
7	Erode	1978	102	2080	208000.00
8	Kancheepuram	2155	196	2351	235100.00
9	Kanyakumari	1367	34	1401	140100.00
10	Karur	785	311	1096	109600.00
11	Madurai	1928	114	2042	204200.00
12	Nagapattinam	1150	175	1325	132500.00
13	Namakkal	1569	29	1598	159800.00
14	Perambalur	1097	144	1241	124100.00
15	Pudukkottai	1652	159	1811	181100.00
16	Ramanathapuram	1229	266	1495	149500.00
17	Salem	2543	153	2696	269600.00
18	Sivagangai	1155	397	1552	155200.00
19	Thanjavur	1618	113	1731	173100.00
20	The Nilgiris	443	47	490	49000.00
21	Theni	1058	22	1080	108000.00
22	Thiruvallur	2050	35	2085	208500.00
23	Tiruvannamalai	1861	241	2102	210200.00
24	Thiruvarur	1127	133	1260	126000.00
25	Thoothukudi	1428	81	1509	150900.00
26	Tiruchirapalli	1652	156	1808	180800.00
27	Tirunelveli	2304	258	2562	256200.00
28	Vellore	2955	37	2992	299200.00
29	Villupuram	2787	140	2927	292700.00
30	Virudhunagar	1423	62	1485	148500.00
31	Tiruppur	1338	171	1509	150900.00
	TOTAL	49499	4940	54439	5443900.00

(Rupees Fifty Four Lakhs Forty Three thousand Nine hundred only)

Mohan Pyare
Principal Secretary to Government

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(Signature)
20.1.2011
Section Officer.

(Signature)
20/01/2011

ANNEXURE III					
(G.O.(D) No.5, Social Welfare and Nutritious Meal Programme Department, Dated.19.01.2011)					
Providing Height and weight charts					
S.No.	NAME OF THE DISTRICT	Main centres	Mini centres	Total Centres	Amount @ Rs.500/- per centre Rs.
1	Cuddalore	1890	143	2033	1016500.00
2	Karur	785	311	1096	548000.00
3	Madurai	1928	114	2042	1021000.00
4	Nagapattinam	1150	175	1325	662500.00
5	Perambalur	1097	144	1241	620500.00
6	Thanjavur	1618	113	1731	865500.00
7	Thoothukudi	1428	81	1509	754500.00
	TOTAL	9896	1081	10977	5488500.00
(Rupees Fifty Four Lakhs Eighty Eight thousand Five hundred only)					

Mohan Pyare
Principal Secretary to Government

// forwarded by order //

(Signature)
20.1.2011
Section Officer
(Signature)
20/1/2011

ANNEXURE IV			
(G.O.(D) No.5, Social Welfare and Nutritious Meal Programme Department, Dated.19.01.2011)			
(Mobile Exhibition Booths)			
S.No.	Name of the District	Number of Mobile booths	Amount @ Rs.15000/- per District
1	Chennai	1	15000.00
2	Coimbatore	1	15000.00
3	Cuddalore	1	15000.00
4	Dharmapuri	1	15000.00
5	Krishnagiri	1	15000.00
6	Dindigul	1	15000.00
7	Erode	1	15000.00
8	Kancheepuram	1	15000.00
9	Kanyakumari	1	15000.00
10	Karur	1	15000.00
11	Madurai	1	15000.00
12	Nagapattinam	1	15000.00
13	Namakkal	1	15000.00
14	Perambalur	1	15000.00
15	Pudukkottai	1	15000.00
16	Ramanathapuram	1	15000.00
17	Salem	1	15000.00
18	Sivagangai	1	15000.00
19	Thanjavur	1	15000.00
20	The Nilgiris	1	15000.00
21	Theni	1	15000.00
22	Thiruvallur	1	15000.00
23	Tiruvannamalai	1	15000.00
24	Thiruvarur	1	15000.00
25	Thoothukudi	1	15000.00
26	Tiruchirapalli	1	15000.00
27	Tirunelveli	1	15000.00
28	Vellore	1	15000.00
29	Villupuram	1	15000.00
30	Virudhunagar	1	15000.00
31	Tiruppur	1	15000.00
32	Commissionerate of ICDS	2	30000.00
	TOTAL	33	495000.00
(Rupees Four Lakhs Ninty Five thousand only)			

Mohan Pyare
Principal Secretary to Government

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20-1-2011
Section Officer.

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20/1/2011

ANNEXURE V					
(G.O.(D) No.5, Social Welfare and Nutritious Meal Programme Department, Dated.19.01.2011)					
(Printing and Supply of Folders with Scheme messages)					
S.No.	NAME OF THE DISTRICT	Main centres	Mini centres	Total Centres	Amount @ Rs.10/- per folder for 5 folders per centre Rs.
1	Chennai	1190	152	1342	67100.00
2	Coimbatore	1483	205	1688	84400.00
3	Cuddalore	1890	143	2033	101650.00
4	Dharmapuri	1078	243	1321	66050.00
5	Krishnagiri	1289	507	1796	89800.00
6	Dindigul	1917	114	2031	101550.00
7	Erode	1978	102	2080	104000.00
8	Kancheepuram	2155	196	2351	117550.00
9	Kanyakumari	1367	34	1401	70050.00
10	Karur	785	311	1096	54800.00
11	Madurai	1928	114	2042	102100.00
12	Nagapattinam	1150	175	1325	66250.00
13	Namakkal	1569	29	1598	79900.00
14	Perambalur	1097	144	1241	62050.00
15	Pudukkottai	1652	159	1811	90550.00
16	Ramanathapuram	1229	266	1495	74750.00
17	Salem	2543	153	2696	134800.00
18	Sivagangai	1155	397	1552	77600.00
19	Thanjavur	1618	113	1731	86550.00
20	The Nilgiris	443	47	490	24500.00
21	Theni	1058	22	1080	54000.00
22	Thiruvallur	2050	35	2085	104250.00
23	Tiruvannamalai	1861	241	2102	105100.00
24	Thiruvarur	1127	133	1260	63000.00
25	Thoothukudi	1428	81	1509	75450.00
26	Tiruchirapalli	1652	156	1808	90400.00
27	Tirunelveli	2304	258	2562	128100.00
28	Vellore	2955	37	2992	149600.00
29	Villupuram	2787	140	2927	146350.00
30	Virudhunagar	1423	62	1485	74250.00
31	Tiruppur	1338	171	1509	75450.00
	TOTAL	49499	4940	54439	2721950.00

(Rupees Twenty Seven Lakhs Twenty One thousand Nine hundred and Fifty only)

Mohan Pyare
Principal Secretary to Government

// forwarded by order //

(Signature)
20-1-2011
Section Officer.
(Signature)
20/01/2011

ANNEXURE VI

(G.O.(D) No.5, Social Welfare and Nutritious Meal Programme Department,
Dated.19.01.2011)

(Supply of Flip Books)

S.No.	NAME OF THE DISTRICT	Main centres	Mini centres	Total Centres	Amount @ Rs.300/- per centre Rs.
1	Chennai	1190	152	1342	402600.00
2	Coimbatore	1483	205	1688	506400.00
3	Cuddalore	1890	143	2033	609900.00
4	Dharmapuri	1078	243	1321	396300.00
5	Krishnagiri	1289	507	1796	538800.00
6	Dindigul	1917	114	2031	609300.00
7	Erode	1978	102	2080	624000.00
8	Kancheepuram	2155	196	2351	705300.00
9	Kanyakumari	1367	34	1401	420300.00
10	Karur	785	311	1096	328800.00
11	Madurai	1928	114	2042	612600.00
12	Nagapattinam	1150	175	1325	397500.00
13	Namakkal	1569	29	1598	479400.00
14	Perambalur	1097	144	1241	372300.00
15	Pudukkottai	1652	159	1811	543300.00
16	Ramanathapuram	1229	266	1495	448500.00
17	Salem	2543	153	2696	808800.00
18	Sivagangai	1155	397	1552	465600.00
19	Thanjavur	1618	113	1731	519300.00
20	The Nilgiris	443	47	490	147000.00
21	Theni	1058	22	1080	324000.00
22	Thiruvallur	2050	35	2085	625500.00
23	Tiruvannamalai	1861	241	2102	630600.00
24	Thiruvarur	1127	133	1260	378000.00
25	Thoothukudi	1428	81	1509	452700.00
26	Tiruchirapalli	1652	156	1808	542400.00
27	Tirunelveli	2304	258	2562	768600.00
28	Vellore	2955	37	2992	897600.00
29	Villupuram	2787	140	2927	878100.00
30	Virudhunagar	1423	62	1485	445500.00
31	Tiruppur	1338	171	1509	452700.00
	TOTAL	49499	4940	54439	16331700.00

(Rupees One Crore Sixty Three Lakhs Thirty One thousand Seven hundred only)

Mohan Pyare
Principal Secretary to Government

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U. P. G. S. S. S.
20-1-2011
Section Officer
[Signature]
20/1/2011

ANNEXURE VII					
(G.O.(D) No.5, Social Welfare and Nutritious Meal Programme Department, Dated.19.01.2011)					
(Supply of Counselling card)					
S.No.	NAME OF THE DISTRICT	Main centres	Mini centres	Total Centres	Amount @ Rs.60/- per centre Rs.
1	Chennai	1190	152	1342	80520.00
2	Coimbatore	1483	205	1688	101280.00
3	Cuddalore	1890	143	2033	121980.00
4	Dharmapuri	1078	243	1321	79260.00
5	Krishnagiri	1289	507	1796	107760.00
6	Dindigul	1917	114	2031	121860.00
7	Erode	1978	102	2080	124800.00
8	Kancheepuram	2155	196	2351	141060.00
9	Kanyakumari	1367	34	1401	84060.00
10	Karur	785	311	1096	65760.00
11	Madurai	1928	114	2042	122520.00
12	Nagapattinam	1150	175	1325	79500.00
13	Namakkal	1569	29	1598	95880.00
14	Perambalur	1097	144	1241	74460.00
15	Pudukkottai	1652	159	1811	108660.00
16	Ramanathapuram	1229	266	1495	89700.00
17	Salem	2543	153	2696	161760.00
18	Sivagangai	1155	397	1552	93120.00
19	Thanjavur	1618	113	1731	103860.00
20	The Nilgiris	443	47	490	29400.00
21	Theni	1058	22	1080	64800.00
22	Thiruvallur	2050	35	2085	125100.00
23	Tiruvannamalai	1861	241	2102	126120.00
24	Thiruvarur	1127	133	1260	75600.00
25	Thoothukudi	1428	81	1509	90540.00
26	Tiruchirapalli	1652	156	1808	108480.00
27	Tirunelveli	2304	258	2562	153720.00
28	Vellore	2955	37	2992	179520.00
29	Villupuram	2787	140	2927	175620.00
30	Virudhunagar	1423	62	1485	89100.00
31	Tiruppur	1338	171	1509	90540.00
	TOTAL	49499	4940	54439	3266340.00
(Rupees Thirty Two Lakhs Sixty Six thousand Three hundred and Forty only)					

Mohan Pyare
Principal Secretary to Government

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(Signature)
20.1.2011
Section Officer
(Signature)
20/01/2011

ANNEXURE VIII

(G.O.(D) No.5, Social Welfare and Nutritious Meal Programme Department,
Dated.19.01.2011)

(Printing & Supply of Mini Posters)

S.No.	NAME OF THE DISTRICT	Main centres	Mini centres	Total Centres	Amount @ Rs.20/-per theme for 5 themes per centre Rs.
1	Chennai	1190	152	1342	134200.00
2	Coimbatore	1483	205	1688	168800.00
3	Cuddalore	1890	143	2033	203300.00
4	Dharmapuri	1078	243	1321	132100.00
5	Krishnagiri	1289	507	1796	179600.00
6	Dindigul	1917	114	2031	203100.00
7	Erode	1978	102	2080	208000.00
8	Kancheepuram	2155	196	2351	235100.00
9	Kanyakumari	1367	34	1401	140100.00
10	Karur	785	311	1096	109600.00
11	Madurai	1928	114	2042	204200.00
12	Nagapattinam	1150	175	1325	132500.00
13	Namakkal	1569	29	1598	159800.00
14	Perambalur	1097	144	1241	124100.00
15	Pudukkottai	1652	159	1811	181100.00
16	Ramanathapuram	1229	266	1495	149500.00
17	Salem	2543	153	2696	269600.00
18	Sivagangai	1155	397	1552	155200.00
19	Thanjavur	1618	113	1731	173100.00
20	The Nilgiris	443	47	490	49000.00
21	Theni	1058	22	1080	108000.00
22	Thiruvallur	2050	35	2085	208500.00
23	Tiruvannamalai	1861	241	2102	210200.00
24	Thiruvarur	1127	133	1260	126000.00
25	Thoothukudi	1428	81	1509	150900.00
26	Tiruchirapalli	1652	156	1808	180800.00
27	Tirunelveli	2304	258	2562	256200.00
28	Vellore	2955	37	2992	299200.00
29	Villupuram	2787	140	2927	292700.00
30	Virudhunagar	1423	62	1485	148500.00
31	Tiruppur	1338	171	1509	150900.00
	TOTAL	49499	4940	54439	5443900.00
(Rupees Fifty Four Lakhs Forty Three thousand Nine hundred only)					

Mohan Pyare
Principal Secretary to Government,

// forwarded by order //

Section Officer.

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20-1-2011

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20/01/2011

ANNEXURE IX					
(G.O.(D) No.5, Social Welfare and Nutritious Meal Programme Department, Dated.19.01.2011)					
(Supply of Square Hangers)					
S.No.	NAME OF THE DISTRICT	Main centres	Mini centres	Total Centres	Amount @ Rs.21/- per theme for 5 themes per centre Rs.
1	Chennai	1190	152	1342	140910.00
2	Coimbatore	1483	205	1688	177240.00
3	Cuddalore	1890	143	2033	213465.00
4	Dharmapuri	1078	243	1321	138705.00
5	Krishnagiri	1289	507	1796	188580.00
6	Dindigul	1917	114	2031	213255.00
7	Erode	1978	102	2080	218400.00
8	Kancheepuram	2155	196	2351	246855.00
9	Kanyakumari	1367	34	1401	147105.00
10	Karur	785	311	1096	115080.00
11	Madurai	1928	114	2042	214410.00
12	Nagapattinam	1150	175	1325	139125.00
13	Namakkal	1569	29	1598	167790.00
14	Perambalur	1097	144	1241	130305.00
15	Pudukkottai	1652	159	1811	190155.00
16	Ramanathapuram	1229	266	1495	156975.00
17	Salem	2543	153	2696	283080.00
18	Sivagangai	1155	397	1552	162960.00
19	Thanjavur	1618	113	1731	181755.00
20	The Nilgiris	443	47	490	51450.00
21	Theni	1058	22	1080	113400.00
22	Thiruvallur	2050	35	2085	218925.00
23	Tiruvannamalai	1861	241	2102	220710.00
24	Thiruvarur	1127	133	1260	132300.00
25	Thoothukudi	1428	81	1509	158445.00
26	Tiruchirapalli	1652	156	1808	189840.00
27	Tirunelveli	2304	258	2562	269010.00
28	Vellore	2955	37	2992	314160.00
29	Villupuram	2787	140	2927	307335.00
30	Virudhunagar	1423	62	1485	155925.00
31	Tiruppur	1338	171	1509	158445.00
	TOTAL	49499	4940	54439	5716095.00

(Rupees Fifty Seven Lakhs Sixteen thousand Ninty Five only)

Mohan Pyare
Principal Secretary to Government

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20-1-2011
Section Officer

ANNEXURE X					
(G.O.(D) No. 5, Social Welfare and Nutritious Meal Programme Dept, Dated.19.01.2011)					
(Flip Chart / Calendars)					
S.No.	NAME OF THE DISTRICT	Main centres	Mini centres	Total Centres	Amount @ Rs.100/- per centre Rs.
1	Chennai	1190	152	1342	134200.00
2	Coimbatore	1483	205	1688	168800.00
3	Cuddalore	1890	143	2033	203300.00
4	Dharmapuri	1078	243	1321	132100.00
5	Krishnagiri	1289	507	1796	179600.00
6	Dindigul	1917	114	2031	203100.00
7	Erode	1978	102	2080	208000.00
8	Kancheepuram	2155	196	2351	235100.00
9	Kanyakumari	1367	34	1401	140100.00
10	Karur	785	311	1096	109600.00
11	Madurai	1928	114	2042	204200.00
12	Nagapattinam	1150	175	1325	132500.00
13	Namakkal	1569	29	1598	159800.00
14	Perambalur	1097	144	1241	124100.00
15	Pudukkottai	1652	159	1811	181100.00
16	Ramanathapuram	1229	266	1495	149500.00
17	Salem	2543	153	2696	269600.00
18	Sivagangai	1155	397	1552	155200.00
19	Thanjavur	1618	113	1731	173100.00
20	The Nilgiris	443	47	490	49000.00
21	Theni	1058	22	1080	108000.00
22	Thiruvallur	2050	35	2085	208500.00
23	Tiruvannamalai	1861	241	2102	210200.00
24	Thiruvarur	1127	133	1260	126000.00
25	Thoothukudi	1428	81	1509	150900.00
26	Tiruchirapalli	1652	156	1808	180800.00
27	Tirunelveli	2304	258	2562	256200.00
28	Vellore	2955	37	2992	299200.00
29	Villupuram	2787	140	2927	292700.00
30	Virudhunagar	1423	62	1485	148500.00
31	Tiruppur	1338	171	1509	150900.00
	TOTAL	49499	4940	54439	5443900.00
(Rupees Fifty Four Lakhs Forty Three thousand Nine hundred only)					

Mohan Pyare
Principal Secretary to Government

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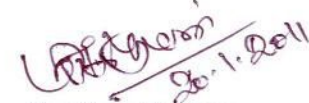
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20.1.2011
Section Officer.

Annexure XI
ABSTRACT
IEC Activities for the year 2010-11 under ICDS

Sl. No.	Items																	
1.	Printing and supply of 5 issues of "Chittukkuruvi Sedhi Theriyuma?" Bi-monthly news letter, each issue consisting of 60,000 copies.	Rs.18,00,000/-																
2.	Conducting Exhibitions At State, District and Block level.	Rs.5,00,000/-																
3.	Area specific, need based, target oriented IEC activities. (Annexure – I)	Rs.17,36,000/-																
4.	Counselling session for parents and caregivers. (Annexure II)	Rs. 54,43,900/-																
5.	Providing Height and weight charts to AWCs centres in the districts.	Rs.54,88,500/-																
	<table border="1"> <tbody> <tr> <td>Cuddalore</td> <td>2033</td> </tr> <tr> <td>Nagapattinam</td> <td>1325</td> </tr> <tr> <td>Thanjavur</td> <td>1731</td> </tr> <tr> <td>Thoothukudi</td> <td>1509</td> </tr> <tr> <td>Madurai</td> <td>2042</td> </tr> <tr> <td>Perambalur</td> <td>1241</td> </tr> <tr> <td>Karur</td> <td>1096</td> </tr> <tr> <td>Total</td> <td>10977</td> </tr> </tbody> </table>	Cuddalore	2033	Nagapattinam	1325	Thanjavur	1731	Thoothukudi	1509	Madurai	2042	Perambalur	1241	Karur	1096	Total	10977	
Cuddalore	2033																	
Nagapattinam	1325																	
Thanjavur	1731																	
Thoothukudi	1509																	
Madurai	2042																	
Perambalur	1241																	
Karur	1096																	
Total	10977																	
	(Annexure III)																	
6.	Purchase of Mobile Exhibition booth. (Annexure IV)	Rs. 4,95,000/-																
7.	Printing and Supply of Folders. (Annexure V)	Rs.27,21,950/-																
8.	Supply of Flip books. (Annexure VI)	Rs.1,63,31,700/-																
9.	Printing of Counselling cards. (Annexre VII)	Rs.32,66,340/-																
10.	Printing and Supply of Mini posters. (Annexure VIII)	Rs.54,43,900/-																
11.	Square hanger (containing photographs and messages for display in the Centres) (Annexure IX)	Rs.57,16,095/-																
12.	Flip chart/Calendars. (Annexure X)	Rs. 54,43,900/-																
	Total	Rs.5,43,87,285/-																

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Principal Secretary to Government

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 20-1-2011
 20/01/2011