



### 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 ₹7,93,38,680 for the year 2014-2015 – Sanction – Orders Issued.

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

G.O.(D) No.60

Dated: 21.04.2015.

திருவள்ளூர்வாராண்டு 2046

மன்மத, சித்திரை 8

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.124, Social Welfare and Nutritious Meal Programme (SW-7(1) Department, Dated 11.12.2013.
4. Government of India, Ministry of Women and Child Development Letter No. 4-16/2014-CD-II, Dated 20.05.2014.
5. Government of India, Ministry of Women and Child Development, Letter F.No.4-1/2012-CD-II, Dated 23.05.2014, 12.09.2014 and 29.09.2014.
6. The Director, Integrated Child Development Services Scheme, Roc.No.5000/C/2012, Dated 12.08.2014 and 11.9.2014.

+++++

### 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 G.O 3<sup>rd</sup> read above, orders have been issued for a sum of ₹5,44,39,000 towards the implementation of Information Education Communication activities for the year 2013-2014.

4. In the letter 4<sup>th</sup> read above, Government of India have conveyed the administrative approval for ₹760.09 crore inclusive of ₹709.25 lakh as per the revised sharing pattern towards the implementation of Information Education Communication activities for the year 2014-2015.

5. In the letter 5<sup>th</sup> read above, Government of India have released a sum of ₹559.13 crore as Grants-in-aid under General Integrated Child Development Services Scheme for the year 2014-2015.

6. In the letter 6<sup>th</sup> read above, the Director, Integrated Child Development Services Scheme has sent proposal stating that Information, Education and Communication activities of the Integrated Child Development Services Scheme 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 Information Education Communication 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. Identifying and promoting specific behaviors that are desirable are usually the purpose of Information Education Communication efforts. 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. The Director, Integrated Child Development Services Scheme has proposed the following Information, Education and Communication (IEC) activities at State, District and Anganwadi Centres Level as mentioned against each item/activity as detailed below. The Director, Integrated Child Development Services Scheme has therefore requested the Government to issue necessary orders.



S. No	Name of the Activity	Amount proposed in ₹
1	Printing of Bi-Monthly Newsletter	25,20,000
2	a. Advertisement on Auto Tops and sides in 31 districts b. Advertisement on Auto Tops and sides in Chennai district	46,50,000
3	a. Conducting Dramas on ICDS at Sector level b. Training to the Drama troops and printing of Booklet about ICDS messages	89,55,000
4	Advertisement in local Trains at Chennai	34,77,280
5	Giving Advertisement in the T.V channels and Doorharshan Kendra	50,00,000
6	Conducting Exhibitions at Districts, State and National level	5,00,000
7	Printing and Supply of Flip chart/Calendars consisting of 12 sheets	54,43,900
8	Printing and Supply of 5 Mini Posters	55,00,000
9	Conducting Samuthaya valaikappu i. Lunch for 40 beneficiaries with minimum 5 varieties of rice at the rate of ₹15 each. ₹15 X 5 varieties X 40 beneficiaries = ₹3,000 ii. Bangles 1 dozen at the rate of ₹25 per dozen for 40 beneficiaries: ₹1,000 iii. For banners, Publicity and Booklet about the ante natal and post natal care, Infant and Young Child Feeding Practices, Immunization, Child development etc. : ₹2,000 iv. Flower/Fruits: ₹2,000 v. Documentation: ₹1,000 vi. Other miscellaneous charges: ₹1,000 (Total 10,000 x 1,783 sectors)	1,78,30,000
10	Various IEC Programmes for creation of awareness Campaigns at District Level.	32,00,000
11	Various IEC Programmes for creation of awareness Campaigns at Project Level.	2,17,00,000
	Total	7,93,38,680

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

- i. Accord sanction for a sum of ₹7,93,38,680 (Rupees Seven crore ninety three lakh thirty eight thousand six hundred and eighty only) to carry out Information, Education and Communication activities for the year 2014-2015 in the sharing pattern of 90:10 and 75:25 between Government of India and State (Government of India share - ₹7,09,24,812, State share - ₹84,13,868)
- ii. The Director, Integrated Child Development Services Scheme is authorized to draw and incur the above expenditure 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 2014-2015 by 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 requested to submit the Utilization Certificate in time.

8. The expenditure sanctioned in para 7(i) above shall be debited under the following Heads of Account:

S. No	Name of the activity	Expenditure involved ₹	Head of Account
1	Printing of Bi-Monthly Newsletter The Newsletter will be printed at State Head quarters by calling Tenders and will be supplied to all Districts, projects and AWCs. 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. It also includes Success stories, articles and letters received from the grass root level, AWWs, CDPOs, DPOs	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)



<p>and other officers. The public feed back 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>		
<p>2</p> <p>a. Advertisement on Auto Tops and sides in 31 districts</p> <p>To create awareness and to bring positive behavior change among the community, the ICDS services and the key project messages will be printed on the Top and Side of the Autos.</p> <p>In 31 districts except Chennai, 100 autos for one district – for 31 districts 3,100 Autos will be utilised.</p>	46,50,000	<p>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 01 – Advertisement Charges (DPC:2236 02 101 SF 0811)</p>
<p>b. Advertisement on Auto Tops and sides in Chennai district</p> <p>Since the moving population in Chennai is high, 375 Autos may be utilised in Chennai district</p>	5,62,500	
<p>3</p> <p>a. Conducting Dramas on ICDS at Sector level</p> <p>₹4,000 per Drama X 1783 Sectors + ₹1,000 for arrangements like stage, electricity, lighting, mike, handbills, publicity and other petty expenses to DPOs/CDPOs</p> <p>(₹4,000+₹1,000 = ₹5,000 X 1783 Sector =</p>	89,55,000	<p>2236 Nutrition -02 Distribution of Nutritious Food and Beverages - 101 Special Nutrition Programme -</p>

	<p>₹89,15,000 )  b) ₹40,000 to Directorate of ICDS for giving training to the Drama troops and printing of Booklet about ICDS messages</p> <p>(₹5,000 X 1783 Programme)  ₹8915000 + ₹40,000 =  ₹89,55,000</p> <p>To disseminate the project services utilizing the Folk media is a key strategy in IEC activities.</p> <p>Experienced Drama Troops will be identified and orientation about ICDS services will be given to them.</p> <p>The troops will go to the sectors and perform the program with the guidance of the concerned DPOs and CDPOs.</p>		<p>Schemes in the Twelfth Five year plan -III centrally sponsored- SF Integrated Child Development Services Scheme-III 08 Advertising and Publicity 01 Advertisement Charges (DPC:2236 02 101 SF 0811)</p>
4	<p>Advertisement in local Trains at Chennai</p> <p>The messages about the services of ICDS will be printed on outside of the Trains. This messages will be disseminated easily to the moving population and awareness about the Ante natal, Post natal and Child care will be created.</p>	34,77,280	<p>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-III 08 Advertising and Publicity 01- Advertisement Charges (DPC:2236 02 101 SF 0811)</p>
5	<p>Giving Advertisement in the T.V channels and Doorharshan Kendra</p> <p>A Film and Spots on Integrated Child Development Services Scheme has been already produced. This may be given for advertisement in</p>	50,00,000	<p>2236 Nutrition -02 Distribution of</p>



	the T.V channels to create awareness.			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 01 - Advertisement Charges (DPC:2236 02 101 SF 0811)
6	Conducting Exhibitions at Districts, State and National level  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 Nutrition practices.	5,00,000		
7	Printing and Supply of Flip chart/Calendars consisting of 12 sheets  It is an effective tool for the anganwadi workers for educate Integrated Child Development services. It consists of 12 sheets that can be turned like a calendar and is easily transportable. Each sheet conveys 12 different messages with relevant colourful photographs	54,43,900		
8	Printing and Supply of 5 Mini Posters  Posters on Five themes with relevant photos will be printed and supplied to all DPOs, CDPOs and Anganwadi Centres to create awareness among public	55,00,000		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)
9	Conducting Samuthaya valaikappu  i. Lunch for 40 beneficiaries with minimum 5 varieties of rice at the rate of ₹15	178,30,000		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

	<p>each. ₹15 X 5 varieties X 40 beneficiaries = ₹3,000</p> <p>ii. Bangles 1 dozen at the rate of ₹25 per dozen for 40 beneficiaries: ₹1,000</p> <p>iii. For banners, Publicity and Booklet about the ante natal and post natal care, Infant and Young Child Feeding Practices, Immunization, Child development etc. : ₹2,000</p> <p>iv. Flower/Fruits: ₹2,000</p> <p>v. Documentation: ₹1,000</p> <p>vi. Other miscellaneous charges: ₹1,000</p> <p>(Total ₹10,000 X1,783 Sectors)</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.1783 programme throughout the State. The care givers will also participate in this programme.</p>		<p>Services Scheme Phase-III 72.00 Training (DPC:2236 02 101 SF 7207)</p>
10	<p>Various IEC Programmes for creation of awareness Campaigns. Drives for the promotion of Infant and Young Child Feeding practices like counseling, health and hygiene education etc., at District level.</p>	32,00,000	<p>2236 – Nutrition -02-Distribution of Nutritious food and Beverages –</p>



11	Various IEC Programmes for creation of awareness Campaigns Drives for the promotion of Infant and Young Child Feeding practices like counseling, health and hygiene education etc., at Project level.	2,17,00,000	101 – Special Nutrition Programme – Schemes in the Twelfth Five Year Plan – VI – Shared between State and Centre UE Strengthening and restructuring of Integrated Child Development Services Scheme 72-00 Training (DPC 2236-02-101-UE-7207)
	Total	7,93,38,680	

9. The expenditure sanctioned in Para 7(i) above shall constitute an item of "New Instrument of Service" and approval of the Legislature shall be obtained in due course of time by an inclusion in the Supplementary Estimates for the year 2015-2016. Pending approval of Legislature, the expenditure shall initially be met by draw of an advance from the contingency fund. Orders regarding this will be issued by the Finance (BG-1) Department separately. The Director, Integrated Child Development Services Scheme shall apply to the Government in Finance (BG-1) Department in prescribed format along with a copy of this order for sanction of an advance from the Contingency Fund. The Director, Integrated Child Development Services Scheme shall also send necessary draft explanatory notes for inclusion of the above expenditure in the Supplementary Estimates for the year 2015-2016 to Finance (SW) Department without fail.

10. This order issues with the concurrence of Finance (SW) Department vide its U.O.No.21194/Fin(SW)/2015, Dated 20.04.2015 and Additional Sanction Ledger No. 100 (One Hundred).

(BY ORDER OF THE GOVERNOR)

P.M. BASHHEER AHAMED  
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-1.  
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/I) Department, Chennai 600 009.  
The Planning, Development and Special Initiatives Department,  
Chennai 600 009.  
The Social Welfare and Nutritious Meal Programme (SW-2) Department,  
Chennai – 600 009.  
The Resident Audit Officer,  
(through Social Welfare and Nutritious Meal Programme (SW2) Department)  
Stock file / Spare copy.

//forwarded by order //

R.L. Srinivasan  
Section Officer.  
21/04/2015

*[Signature]*  
21/04/2015