



## ABSTRACT

Social Welfare and Women Empowerment Department – Anganwadi Services - Announcement made by the Hon'ble Minister (SW-WE) - Sanction of expenditure to conduct Awareness Campaigns on Hand washing and Cleanliness to combat Anaemia in 20 Districts of Tamil Nadu at a cost of Rs.4.75 crore under Flexi fund of POSHAN Abhiyaan for the year 2022-2023 – Orders – Issued.

Social Welfare and Women Empowerment (SW-7(1)) Department

G.O.(D) No.111

Dated:27.06.2022

திருவள்ளூர்வராண்டு 2053

சுபகிருது, ஆணி 13

Read:

- 1 Announcement made by the Hon'ble Minister for SW-WE on the floor of the Tamil Nadu Legislative Assembly on 21.04.2022.
- 2 From the Director cum Mission Director, Integrated Child Development Services letter Roc. No.3077/IEC/2022, dated: 11.05.2022.

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## ORDER:

The Hon'ble Minister for Social Welfare - Women Empowerment has made the following announcement while moving the demand for grant of this Department on the floor of the Tamil Nadu Legislative Assembly on 21.04.2022:-

இரத்த சோகையைத் தடுக்க 19 மாவட்டங்களில் தன் சுத்தம், குடற்புழு நீக்கம், கை கழுவுதல் உள்ளிட்ட விரிவான தீவிர விழிப்புணர்வு இயக்கத்தை 4.75 கோடி ரூபாய் செலவினத்தில் நடத்தப்படும்.

2. In the letter second read above, the Director cum Mission Director, Integrated Child Development Services has stated that since as per NFHS-5 data, children in the age group of 6-59 months are anaemic in 20 composite districts viz., Thiruvallur, Virudhunagar, Myladurai Nagapattinam, Ranipet, Vellore, Tiruppathur, Ariyalur, Tiruvannamalai, Cuddalore, Thanjavur, Namakkal, Chengalpet, Kancheepuram, Perambalur, Pudukottai, Karur, Kallakurichi, Villupuram and Trichirappalli which are having high value of Anaemia than the State average of 57.4%, awareness Campaigns on Hand washing and Cleanliness to combat Anaemia in the above districts of Tamil Nadu may be carried out at a cost of Rs.4.75 crore under Flexi fund of POSHAN Abhiyaan.

3. The Director cum Mission Director, Integrated Child Development Services has therefore requested to sanction a sum of Rs.4,75,00,000/- in the sharing pattern of 80:20 between the Central Government and State Government under Flexi Fund of Poshan Abhiyaan towards carrying out the following activities for awareness Campaign on Hand washing and Cleanliness to combat Anaemia in 20 Districts of Tamil Nadu:-

Sl. No.	Activities	Amount (Rs.)
1	Short films / Video on Washing at the rate of Rs.15,00,000/- for production cost and Rs.50,00,000/- for Telecasting cost	65,00,000
2	<u>Audio Jingles</u> Production cost at the rate of Rs.25,000/- (25,000/- x 5 Nos) and Rs.30,00,000/- for Broadcasting cost in FM Radios.	31,25,000
3	A set of Posters in 4 Nos. at the rate of Rs.25 for 26198 ICDS centres only (Rs.25/- x 4 x 26198)	26,20,000
4	Intensive Door to Door campaign by Community Resource Person at the rate of Rs.100/- per CRPs for Training cost and Teaching learning kit each. (Rs.100/-x3950 CRPS = Rs.3,95,000/- (Rs.100/-x 3950 CRPS= Rs.3,95,000/-  IEC campaign cost at the rate of Rs.1000/- per CRPS for honorarium for 3 months (Rs.1000x3x3950 CRPS = Rs.1,18,50,000)	1,26,40,000
5	Street Plays / Boomalattam through village artist at 209 Blocks Rs.15,67,500/- for Street Plays / Bommalattam at the rate of Rs.7,500/-per block and Rs.5,22,500/- for miscellaneous expenses like stage, electricity, audio visual equipments and documentation at the rate of Rs.2500/-	20,90,000
6	Mobile Van / Auto Campaign at District level (Rs.10,00,000/- per district x 20 districts)	2,00,00,000
7	Baseline and Endline Study to assess the awareness levels of community by 10 respondents in 2 panchayats per block	5,00,000
8	Miscellaneous	25,000
	<b>TOTAL</b>	<b>4,75,00,000</b>

4. After careful examination of the proposal of the Director cum Mission Director, Integrated Child Development Services, the Government issue following orders:-

- i. Sanction is accorded for a total sum of Rs.4,75,00,000/- (Rupees Four Crore and Seventy Five lakh only) in the sharing pattern of 80:20 between the Central Government and State Government (80% of Central Government share being

Rs.3,80,00,000/- 20% of State Government share being Rs.95,00,000/-) to carryout the activities for awareness Campaign on Hand washing and Cleanliness to combat Anaemia in 20 Districts of Tamil Nadu under Flexi Fund of Poshan Abhiyaan for the year 2022-2023 as detailed at paragraph-3 above subject to the condition that the guidelines issued by the Government of India and schematic norms should be followed scrupulously.

- ii. The Director cum Mission Director is authorized to distribute the funds to the District Programme Officers / Child Development Project Officers concerned to carry out the activities.

5. The expenditure sanctioned in para-4(i) above shall be debitable under the following heads of account:-

"2236-Nutrition-02-Distribution of Nutritious food and beverages-101- Special Nutrition Programme - Schemes shared between State and Centre"	
UG - National Nutrition Mission (NNM) 308 Advertising and Publicity -01. Advertisement charges (IFHRMS DPC 2236 02 101 UG 30801)	Rs.3,80,00,000/-
UL - National Nutrition Mission (NNM) State share 308 Advertising and Publicity 01. Advertisement charges (IFHRMS DPC 2236 02 101 UL 30801)	Rs.95,00,000/-

6. Necessary additional funds of Rs.4,75,00,000/- will be provided in RE/FMA 2022-2023. Pending provision of such funds, the Director cum Mission Director, Integrated Child Development Services is authorized to draw and disburse the amount sanctioned in para 4(i) above to the Single Nodal Bank Account of the National Nutrition Mission as per the details given below:-

- i. Central Scheme Code : 3975
- ii. State Scheme Code : TN 138
- iii. Name of Single Nodal Agency (SNA) : National Nutrition Mission
- iv. Unique ID assigned to SNA : ICDS.TN
- v. Single Nodal Bank Account Details:  
Name of Bank / Branch : Indian Bank  
Dr. Ambedhkar Law  
College Campus,  
Tharamani
- vi. IFSC Code : IDIB000T130
- v. Bank Account No. : 7106357010

However, the above expenditure shall be brought to the notice of the Legislative Assembly by specific inclusion in the Supplementary Estimate 2022-2023. The Director cum Mission Director, Integrated Child Development Services is directed to send necessary proposal for inclusion of this expenditure in RE/FMA 2022-2023 and also send necessary draft explanatory note for specific inclusion of this expenditure in the Supplementary Estimate 2022-2023 to Finance (BG-1/SW) Department at an appropriate time without fail.

7. This order issues with the concurrence of Finance Department vide its U.O.No.30574/Fin(SW)/2022, dated 27.06.2022 with Additional Sanction Ledger No.0497 (Four hundred and ninety seven) IFHRMS (ASL No.2022060497).

(BY ORDER OF THE GOVERNOR)

SHAMBHU KALLOLIKAR,  
ADDITIONAL CHIEF SECRETARY TO GOVERNMENT

To

The Director cum Mission Director,  
Integrated Child Development Services, Chennai – 600 113.  
The Accountant General, Chennai - 600 018. (By name).  
The Accountant General (Audit-I/II), Chennai - 600 018.  
All the Pay and Accounts Officers.  
The Resident Audit Officer, Secretariat, Chennai - 600 009.  
All the District Collectors.  
All the District Project Officers/District Treasury Officers  
(through the Director cum Mission Director, Integrated Child Development Services,  
Chennai - 600 113).

Copy to:-

The Special Personal Assistant to the Hon'ble Minister for Finance and Human Resources Management, Chennai-600 009.  
The Special Personal Assistant to the Hon'ble Minister for Social Welfare - Women Empowerment, Chennai - 600 009.  
The Personal Assistant to the Additional Chief Secretary to Government, Social Welfare and Women Empowerment Department, Chennai - 600 009.  
The Finance (SW/BG-I,II/W&M-I/BGM) Department, Chennai - 600 009.  
The Resident Audit Officer, Secretariat, Chennai - 600 009 (through the Social Welfare and Women Empowerment (SW-2) Department).  
The Social Welfare and Women Empowerment (SW2) Department, Chennai - 600 009.  
Stock file/Spare copy.

// forwarded by order //

*S. Narayana Theerthan*  
Section Officer 28/06/22

*28/6/22*