



## ABSTRACT

Social Welfare and Women Empowerment Department – Anganwadi Services - Announcement made by the Hon'ble Minister (SW-WE) - Sanction of expenditure to procure the items for awareness creation on first 1000 days of child's life in maternity hospitals, ICDS offices and Anganwadi centres – Orders – Issued.

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

G.O.(D) No.112

Dated:27.06.2022

திருவள்ளூர்வராண்டு 2053

சுபகிருது, ஆனி 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 Leter Roc No. 3307/IEC/2022, dated:02.05.2022.

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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:-

மகப்பேறு மருத்துவமனைகள் மற்றும் ஒருங்கிணைந்த குழந்தை வளர்ச்சித் திட்ட மையங்களில், குழந்தைகளின் முதல் 1000 நாட்கள் குறித்த விழிப்புணர்வை 1.74 கோடி ரூபாய் செலவினத்தில் ஏற்படுத்தப்படும்.

2. In the letter second read above, the Director cum Mission Director, Integrated Child Development Services has stated that in order to create awareness and for the benefit of pregnant mothers, a board depicting the importance of first 1000 days of a child's life may be displayed through print materials like wall posters and Hand folders with messages related to nutrition, health and education of mothers and children may also be printed and distributed for the use of target population in all the maternity

hospitals and all District & Block offices of ICDS. The Director cum Mission Director, Integrated Child Development Services has therefore requested to sanction a sum of Rs.1.74 crore in the sharing pattern of 80:20 between the Central Government and State Government towards the procurement and supply of the following items for awareness creation on the first 1000 days of a child's life in maternity hospitals, ICDS Offices and ICDS centres:-

S. No	Item	Specification	No. of Quantity	Amount Rs.
1	Foam Board (Rs.350/- per board) (3972 x Rs.350/-)	Multi colour laminated 3 mm thick Foam board Size 2" X 3" Feet	Hospitals - 3500	13,90,200
			ICDS - 472	
			Total - 3972	
2	Wall Poster (Rs.100/- per poster) (54439 x Rs.100)	Size A3 size 130 GSM Indian Art paper, Glossy lamination (Back side full gumming)	ICDS centres - 54439	54,43,900
3	Hand Folders for Hospitals (Rs.3/- X 1000 No's each hospital X 20,000 No's ICDS Offices)	80 GSM Indian Art paper Multi colour A4- size Folder	Hospitals - 35,00,000	1,05,60,000
			ICDS - 20,000	
			Total - 35,20,000	
Total				1,73,94,100

3. 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.1,74,00,000/- (Rupees one crore and seventy four lakhs only) in the sharing pattern of 80:20 between the Central Government and State Government (80% of Central Government share being Rs.1,39,20,000/- 20% of State Government share being Rs.34,80,000/-) towards procurement of the items as indicated in paragraph-2 above under Poshan Abhiyaan for the year 2022-2023 by following Tamil Nadu Transparency in Tenders Act, 1998 and Rules, 2000 wherever applicable subject to the condition that the guidelines issued by the Government of India and schematic norms should be followed scrupulously. The Social media shall also be utilised in addition to measures / activities suggested above.
- 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 as mentioned at paragraph-2 above.

iii. The Director cum Mission Director, Integrated Child Development Services is permitted to utilize the amount as per the requirement within overall budget.

4. The expenditure sanctioned in para-3(i) above shall be debited under the following heads of account:-

"2236- Nutrition-02-Distribution of Nutritious Food and Beverages-101-Special Nutrition Programmes-Schemes shared between State and Centre" –	
UG National Nutrition Mission (NNM) 371 - Printing Charges -01- Printing charges (IFHRMS DPC 2236 02 101 UG 37101)	Rs.1,39,20,000/-
UL - National Nutrition Mission (NNM) – State share 371 - Printing Charges -01 Printing charges (IFHRMS DPC 2236 02 101 UL 37101)	Rs. 34,80,000/-

5. Necessary additional funds of Rs.1,74,00,000/- 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 3(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 Legislature by specific inclusion in the Supplementary Estimates 2022-2023. The Director cum Mission Director, Integrated Child Development Services shall send necessary draft explanatory

note for specific inclusion in the Supplementary Estimates 2022-2023 to the Government in Finance (SW/BG-I) Department at an appropriate time without fail.

6. This order issues with the concurrence of Finance Department vide its U.O.No.30572/Fin(SW)/2022, dated 27.06.2022 with Additional Sanction Ledger No.0496 (Four hundred and ninety six) (IFHRMS ASL No.2022 06 0496).

(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/BGM/W&M-I) 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. Navaneetharishman  
Section Officer 28/06/2022

28/6/22