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GOVERNMENT OF JAMMU AND KASHMIR
STATE MISSION DIRECTORATE, ICDS, J&K

Auqaf Building Near JK Bank, Shaheed Gunj, Srinagar/ Hajj House 3rd Floor Rail Head, Jammu.

Subject: - Release of funds for POSHAN Abhiyaan under Integrated Child Development Services (ICDS) during the year 2018-19.

Reference: -i) F.No.NNM/11/2017-WBP Dated: - 04.09.2018

ii) Order No.pdaswd1/SWD/Plg/budget/2018-2019/9/17 Dated 04.09.2018

ORDER NO: 80 -SMD of 2019
D A T E D: 23 - 01- 2019

Sanction is hereby accorded to release of funds to the tune of **Rs. 71.235 lakh (Seventy One Lakh, Twenty Three Thousand and Five Hundred Only)** in favour of CDPOs of District Ramban, Reasi, Kathua, Rajouri, Doda, Baramulla, Kupwara, Budgam and Kargil as Grant-in-Aid under POSHAN Abhiyaan under ICDS during current financial year 2018-19 for conduct of **Community Based Events (CBEs) at AWC level** as per **Annexure-A** and strictly as per the guidelines of the scheme.

The Release of funds is subject to following conditions:-

1. All financial rules/orders and instructions issued by the Government from time to time shall be observed while incurring the expenditure against allocated amounts.
2. That the funds are utilized exclusively for the purpose for which these are released and as per the guidelines of the scheme and as per the contents of the letter under reference.
3. That all the codal formalities are observed before incurring the expenditure.
4. That no diversion/reappropriation of funds is allowed in any case without prior approval of the competent authority.
5. That utilization certificates of funds so released are to be furnished quarterly.
6. **That the amount is drawn and paid to AWWs through DBT for conduct of the CBEs on the production of the requisite details of expenditure.**
7. The DDOs will ensure that the expenditure be restricted to the extent of funds released.
8. **The abstract of GOI Guidelines is enclosed with the order for incurring the expenditure on conduct of CBEs.**

The Expenditure on this account is debitible to the following head.

Demand No	18-Social Welfare Department.
Major Head	2236-Nutrition.
Sub-Major Head	02-Social Welfare
Minor Head	101-Child Welfare
Group Head	0031-Centrally Sponsored Scheme (CSS).
Sub Head	1815-Nutrition
Detailed Head	028-Grant-in-Aid

Vir JI Hangloo

State Mission Director
ICDS, J&K, Jammu

No: SMD/ICDS/NNM-1/2018/ 2942-66

Dated: 23-01-2019

Copy to the following for information and necessary action:-

1. Secretary to Government, Social Welfare Department, Civil Secretariat, J&K, Jammu.
2. Principal Accountant General, J&K, Srinagar/Jammu.
3. District Programme Officer ICDS Ramban/ Reasi/ Doda/ Rajouri/ Kathua/Kargil/ Baramulla/ Budgam/ Kupwara
4. Deputy Director ICDS Jammu/Kashmir.
5. Accounts Officer, SMD ICDS J&K for information & necessary action.
6. District Treasury Officers ___ Concerned.
7. In charge Website.
8. Office Order File.

ANNEXURE - A

District	ICDS Project	No. of AWCs sanctioned	No. of AWCs functional	Funds released (in lakhs)	Total	Remarks
1	2	3	4	6	7	8
Doda	CDPO Doda	170	168	0.84	0.84	
	CDPO Bagwah	160	160	0.8	0.8	
	CDPO Assar	106	106	0.53	0.53	
	CDPO Marmat	103	103	0.515	0.515	
	CDPO Bhaderwah	194	193	0.965	0.965	
	CDPO Gundana	109	109	0.545	0.545	
	CDPO Thathri	249	248	1.24	1.24	
	CDPO Gandoh	310	310	1.55	1.55	
	Total	1401	1397	6.985	6.985	
Kathua	CDPO Hiranagar	211	211	1.055	1.055	
	CDPO Kathua	269	269	1.345	1.345	
	CDPO Basohli	208	208	1.04	1.04	
	CDPO Barnoti	267	267	1.335	1.335	
	CDPO Duggan	79	79	0.395	0.395	
	CDPO Lohi Malhar	164	163	0.815	0.815	
	CDPO Bani	124	124	0.62	0.62	
	CDPO Billawar	320	320	1.6	1.6	
	Total	1642	1641	8.205	8.205	
Rajouri	CDPO Rajouri	280	279	1.395	1.395	
	CDPO Budhal	317	317	1.585	1.585	
	CDPO Kalakote	213	211	1.055	1.055	
	CDPO Manjakote	200	199	0.995	0.995	
	CDPO Darhal	286	285	1.425	1.425	
	CDPO Nowshera	211	211	1.055	1.055	
	CDPO Sunderbani	165	164	0.82	0.82	
	Total	1672	1666	8.33	8.33	
Ramban	CDPO Ramban	225	225	1.125	1.125	
	CDPO Gool	171	171	1.71	1.71	
	CDPO Ramsoo	206	206	1.03	1.03	
	CDPO Banihal	201	201	1.005	1.005	
	Total	803	803	4.87	4.87	
Reasi	CDPO Reasi	215	214	1.07	1.07	
	CDPO Pouni	175	175	0.875	0.875	
	CDPO Arnas	207	200	2	26.15	
	CDPO Mahore	371	371	3.71	48.33	
	Total	968	960	7.655	76.425	
Budgam	CDPO Budgam	267	261	1.305	1.305	
	CDPO Beerwah	185	184	0.92	0.92	
	CDPO B.K.Pora	248	243	1.215	1.215	
	CDPO Chadoora	208	204	1.02	1.02	
	CDPO Khag	143	143	0.715	0.715	
	CDPO Khansahib	251	245	1.225	1.225	
	CDPO Nagam	197	195	0.975	0.975	

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	CDPO Narbal	190	187	0.935	0.935
	Total	1689	1662	8.31	8.31
Kupwara	CDPO Kupwara	322	322	1.61	1.61
	CDPO Trehgam	278	278	1.39	1.39
	CDPO Kralpora	212	212	1.06	1.06
	CDPO Ramhal	186	186	0.93	0.93
	CDPO Rajwar	234	234	1.17	1.17
	CDPO Langate	305	305	1.525	1.525
	CDPO Sogam	224	224	1.12	1.12
	CDPO Wawoor	156	156	0.78	0.78
	CDPO Kalaroose	152	152	0.76	0.76
	CDPO Tangdar	130	130	0.65	0.65
	CDPO Teetwal	121	121	0.605	0.605
	Total	2320	2320	11.6	11.6
Baramulla	CDPO Uri	303	294	1.47	1.47
	CDPO Boniyar	156	151	0.755	0.755
	CDPO Narvaw	291	290	1.45	1.45
	CDPO Rohama	192	191	0.955	0.955
	CDPO Rafiabad	187	186	0.93	0.93
	CDPO Sopore	217	210	1.05	1.05
	CDPO Zaingeer	214	209	1.045	1.045
	CDPO Wagoora	196	195	0.975	0.975
	CDPO Pattan	151	147	0.735	0.735
	CDPO Tangmarg	172	169	0.845	0.845
	CDPO Kunzer	183	179	0.895	0.895
	CDPO Singhpora	164	161	0.805	0.805
	Total	2426	2382	11.91	11.91
Kargil	CDPO Kargil	184	180	0.9	0.9
	CDPO Shargole	70	70	0.35	0.35
	CDPO Drass	69	68	0.34	0.34
	CDPO Sankoo	164	158	0.79	0.79
	CDPO Taisuru	63	60	0.3	0.3
	CDPO Shaker Chiktan	72	71	0.355	0.355
	CDPO Zanskar	70	67	0.335	0.335
	Total	692	674	3.37	3.37
	G.Total=	13613	13505	71.235	71.235

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Chapter

3

Operational guidelines for organising community-based events

This operational guideline is provided to organise the event in a systematic manner across all AWCs. This may be suitably adapted by the States to the local and cultural context. It provides a forum wherein community support can be mobilised to motivate and enable pregnant women and mothers to practice the behaviour being recommended.

3.1 Number of participants

The number of participants in the event may be kept within 10-20 persons to ensure effective organisation and management of the event.

- ❶ Extra care may be taken to include members of the marginalised families (SC/ST).

3.2 Periodicity, venue and duration

- ❶ Any one event based on the themes given may be organised in a month on a fixed day of the week.
- ❷ However, if need be, two different events may also be organised in a month preferably on two different days.
- ❸ If at one Anganwadi the number of participants is less, two Anganwadis can jointly organise the event.
- ❹ The Suposhan Diwas may be organized once a quarter in collaboration with the panchayat.
- ❺ Venue can be preferably at the Anganwadi Centre or any other place available in the community such as Mahila Mandal Bhawan, Panchayat Ghar/Bhawan, Choupal etc.
- ❻ Duration can be one hour to one and a half hour with flexible timing, convenient for the community to participate.

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3.3 Providing name to the event

The events may be given special names as done in the States of Madhya Pradesh and Gujarat as Mangal Diwas and Mamata Diwas respectively.

3.4 Planning

1 Prior preparations (at least 2-3 days in advance)

- List all pregnant women/mothers of children less than 2 years of age in the community
- Invite all listed pregnant women, mothers of children less than 2 years of age in the community, their husbands and mothers-in-law
- AWW, ASHA, ANM and ICDS Supervisor as facilitators/resource person

Also invite:

- PRI members, community leaders, VHSNC members
- Members of SHGs and other local committee/women
- Adolescent girls
- Posters, flipcharts or other visual aids relevant to the event may be displayed in the AWC

2 Preparation on the day of the event

- Clean the AWC/or place of event and ensure adequate space for participants
- Arrange and keep the following ready:
 - Functional weighing scale
 - Contact details of ambulance services
 - IFA tablets
 - Diverse food samples (vegetables and fruits, pulses, cereal, millets) if available, for demonstration
 - Relevant IEC material for counseling
 - Mat for sitting and safe drinking water
 - Tea and refreshments for the participants
 - Read through the guidance of key messages to be delivered during the event to refresh memory

3 Key activities during the event

- Welcome all participants
- Bless the pregnant women and their families for a safe pregnancy (perform relevant traditional ritual) if the event is around maternal nutrition, and bless the child if the event is around complementary feeding

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- Explain the reasons for celebrating this event and communicate key messages that the women and family members need to remember and practice
 - Provide package of contact details of ambulance services, IFA tablets, if the event is focused on maternal nutrition
 - Carry out food demonstration if the event is focused on complementary feeding
 - Weigh and record the weight of all pregnant women; weigh and record the weight of all children
 - Show CAS videos related to the theme
- 4 Engaging participants**
- Ask the target women and their families if they recall the messages provided
 - Advise the husbands and mothers-in-law on their specific roles in supporting the women in practicing the recommended behaviours
- 5 Wrap up**
- Seek commitment from participants to follow the advice
 - Inform participants about the next celebratory event
 - Take attendance and record in relevant register/format
 - Close the event with traditional song and offer tea/snacks to participants
- 6 Remember to follow up in the next week**
- Visit the pregnant women and lactating mothers at their homes the following week to reinforce the messages and ascertain if the advice is being followed

3.5 Financial provision

- ① An amount of INR 250/- per event has been kept for this activity
- ② States may ensure giving flexibility in utilising this amount by the AWWs
- ③ The item-wise expenditure may likely vary from event to event
- ④ Resources may also be mobilised from panchayat/local bodies in meeting expenditures towards specific items as may be required for organising the events

Table 1: Indicative Distribution of Amount Indicative Items

	Cost in Rs.
Expenditure towards items needed related to the rituals of the event	Rs. 100.00
Refreshments —tea/snacks	Rs. 125.00
Any other incidental cost	Rs. 25.00
Total	Rs. 250.00

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