



ABSTRACT

Social Welfare and Women Empowerment Department- Anganwadi Services - Permission to carryout Information, Education and Communication and Jan Andolan activities (Poshan Maah/Pakhwada) at State level, District level, Block level and Sector level under the POSHAN Abhiyaan during the year 2023-2024 - Granted - Orders - Issued.

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

G.O.(D) No. 164

Dated: 27-10-2023

திருவள்ளூர்வராண்டு 2054

சோபகிருது, ஐப்பசி - 10

Read:-

1. From the Government of India, Ministry of Women and Child Development, Letter No.11/4/2021-CD-I (e-95706), dated 01.08.2022.
2. G.O. (D) No.58, Social Welfare and Women Empowerment Department, dated 30.03.2023.
3. From the Under Secretary to Government of India, Ministry of Women and Child Development, Letter No.CD-II-14/2/2023-CD-II (e105674), dated 01.08.2023.
4. From the Director cum Mission Director, Integrated Child Development Services, Letter Roc No.6760/NNM-Jan Andolan/2023, dated 14.09.2023.

ORDER:

In the letter first read above, the Government of India has approved a sum of Rs.5.00 lakh per district per year for Information, Education and Communication activities and Rs.5.00 lakh per district per year for Jan Andolan activities (POSHAN Maah and POSHAN Pakhwada) under the POSHAN Abhiyaan.

2. In the Government order second read above, orders have been issued sanctioning a sum of Rs.3,80,00,000/- in the sharing pattern of 60:40 between the Central Government and State Government towards carrying out Information Education and Communication and Jan Andolan activities at State level, District level, Block level and Sector level under Poshan Abhiyaan for the year 2022-2023.

3. In the letter third read above, the Government of India has approved a sum of Rs.11261.42 lakh as its 60% share towards

implementation Poshan Abhiyaan during the year 2023-2024 in the administrative approval of Annual Programme Implementation Plan for Mission Saksham Anganwadi and Poshan 2.0 for the year 2023-2024.

4. In the letter fourth read above, the Director cum Mission Director, Integrated Child Development Services has stated that necessary funds of RS.3,80,00,000/- has already been parked in to Single Nodal Agency account of Poshan Abhiyaan.

5. The Director cum Mission Director, Integrated Child Development Services has requested permission to carry out Information Education and Communication/Jan Andalon activities under the POSHAN Abhiyaan during the year 2023-2024 as detailed below:-

Sl. No	Name of the activity	Amount in Rs.
(1)	(2)	(3)
State level activities		
1	Advertising key messages on nutrition and health in leading print media about nutrition and health messages following the Department of Information and Public Relations (DIPR) rate.	5,00,000
2	Advertising key messages on nutrition and health in leading television channels following the Department of Information and Public Relations (DIPR) rate.	10,00,000
3	Advertising key messages on nutrition and health in All India Radio and FM's based on the rate card fixed by the All India Radio and Department of Information and Public Relations, Chennai.	6,50,000
4	Floating key messages on nutrition and health in Social media	25,00,000
5	Conducting 10 regional Social and Behaviour Change Communication workshops to instill knowledge on communication skills on nutrition and health among field functionaries (10 workshops x 1.5 lakhs =15,00,000)	15,00,000
6	Award for best creative on Child's first 1000 days. Students of Visual Communication will be involved in the competition to come out with visual creatives. The winners will be awarded with cash award First prize Rs. 1,00,000/-, Second prize Rs. 50,000/- and Third prize Rs. 25,000/- and Rs. 50,000 for organizing selection and awarding event at State level.	2,25,000
	Sub Total	63,75,000

District, Block and Sector level activities		
7	Wall paintings or flex banner to showcase the services rendered by the Integrated Child Development Services will be displayed in all Anganwadi Centres for the welfare of general public. (Rs.250/-x 54439 AWCS = 1,36,09,750/-)	1,36,09,750
8	The malnutrition free panchayath will be awarded with Rs. 10,000/- cash award. The District Collector will felicitate the awardee, the selected Village President, on 26 January, 2024. (Rs.10,000 x 38 Districts = 3,80,000)	3,80,000
9	A booklet containing Nutrition, Health and services of Integrated Child Development Services messages will be printed and distributed to all Village President of all villages. Revenue (20,000 Booklet x Rs.50 = 10,00,000)	10,00,000
10	Celebration of Rashtriya Poshan Maah (District Level Rs.50000x38 =19,00,000/- Block level Rs.10000x434=43,40,000/- Sector level Rs.2500x1782=44,55,000/- Total Rs.1,06,95,000/- Plus additional fund for Chennai = 1,00,000/-)	1,07,95,000
11	Celebration of POSHAN Pakhwada (District level Rs.25000x38 = 9,50,000/- Block level Rs.5000x434= 21,70,000/- Sector level Rs.1500x1782=26,73,000/- Total Rs. 57,93,000/- Plus additional fund for Chennai= 47, 250/-)	58,40,250
	Sub Total	3,16,25,000
	Grant Total	3,80,00,000
	Rupees three crore and eighty lakh only	

6. After careful examination of the request of the Director cum Mission Director, Integrated Child Development Services, the Government issue orders as follows:-

- i. Permission is accorded to the Director cum Mission Director, Integrated Child Development Services towards carryout Information Education and Communication and Jan Andalon activities (Poshan Maah/ Pakhwada) under the Poshan Abhiyaan during the year 2023-2024 as indicated in paragraph-5 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, Integrated Child Development Service is authorized to divert and utilize the funds in full, to carry

out other Information Education and Communication activities as per Government of India norms within the overall budget limit.

6. This order issues with the concurrence of Finance Department vide its U.O. No.e5711939/Fin(SW)/2023, dated 21.10.2023.

(BY ORDER OF THE GOVERNOR)

SHUNCHONNGAM JATAK CHIRU
PRINCIPAL SECRETARY TO GOVERNMENT

To

The Director cum Mission Director,
Integrated Child Development Services, Chennai -600 113.
The Resident Audit Officer, Secretariat, Chennai-600 009.
The Accountant General (A&E), Chennai-600 018.
The Accountant General (Audit I /II), Chennai -600 018.
All the Pay and Accounts Officers
All the District Programme 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 (Social Welfare -
Women Empowerment), Chennai-600 009.
The Principal Private Secretary to the Principal Secretary to Government,
Social Welfare and Women Empowerment Department, Chennai - 600
009.
The Finance (SW) Department, Chennai-600 009.
The Social Welfare and Women Empowerment (SW-2) Department,
Chennai-600 009.
Stock File/Spare Copy.

// forwarded by order //


Section Officer



Social Welfare and Women
Empowerment Department,
Secretariat, Chennai - 9.
Phone:044-25665555
e-mail-caoswnmp@tn.gov.in

Letter No.5711939/SW-7(1)/2023 dated 27-10-2023

From
Thiru. Shunchonngam Jatak Chiru, I.A.S.,
Principal Secretary to Government.

To
The Director cum Mission Director,
Integrated Child Development Services,
Chennai - 113 (w.e).

Madam,

Sub: Social Welfare and Women Empowerment
Department - Anganwadi Services -
Information Education and Communication
and Jan Andolan activities under the POSHAN
Abhiyaan for the year 2023-2024 -
Requested to focus the below State average
districts - Regarding.

Ref: 1. Your Letter Roc No.6760/NNM-Jan
Andolan/2023, dated 14.09.2023.
2. G.O.(D) No.164 Social Welfare and Women
Empowerment Department, dated 27-10-
2023

In continuation of the order cited, I am directed to request you to
carry out awareness activities especially in the districts where nutritional
parameters are below the State average.

Yours faithfully,

for Principal Secretary to Government