



No. 4-1/2012-ME
Government of India
Ministry of Women and Child Development
(ICDS M & E Unit)

First Floor, Janpath Hotel
Janpath, New Delhi 110 001

Dated: 12th November 2012

Dr. K. M. Abraham, IAS
Principal Secretary
Department of Social Welfare
Government of Kerala
Secretariat (Annex)
Thiruvananthapuram - 695 001
KERALA

Subject: Revised MIS in ICDS Programme: Design and production of AWC Registers in local language – Release of print-ready formats in Malayalam language and Instructions for Printing - Regarding

Sir,

I am directed to refer to this Ministry's **28 March 2012** guidelines on introduction and roll-out of the revised Management Information System (MIS) in ICDS Programme and to enclose the documents as listed in *Annex-1* for your information and necessary actions.

2. As mentioned in the aforesaid guidelines, and as listed in the Annex, *print-ready soft versions¹ of the formats of the AWC Registers in Malayalam* (with State Govt. logo inserted on cover pages) are herewith being dispatched to you, for use in printing at the State level. The State-specific formats in Malayalam have been designed and finalized based on a series of consultations with the State Govt. Officials starting with the initial translation of the English formats by the State Govt. during January- February 2012. However, due to some design problems, translation errors and also problem in the language fonts, a number of revisions had to be made during the last few months. The translated formats were cross-checked and corrected a number of times by the Joint Director (ICDS) (Dr. P. Prathapan) from Directorate of Social Welfare, during this whole process. Final correction and validation were completed on **6 November 2012** with full support received from the Joint Director.

3. A set of sample printed registers in English was earlier handed over to the State Govt. during the **28-29 June 2012** meeting on revised MIS in New Delhi. Kindly note that the sample registers are meant to guide the print and production quality; however, the contents of the sample registers (in respect of number of copies per format in each register) are not to be copied as such. For the purpose of printing and production, please use the print-ready

¹ The print-ready formats contained in the attached CD are organized in sub-folders; each sub-folder containing all formats required for one register. In each sub-folder, the print-ready formats are supplied as separate files for each page, to make it convenient for the printer to use.

soft versions in **Malayalam** provided in the enclosed CD along with the attached print specifications. It may be noted that in no way these formats should be redesigned or modified.

4. Production of AWC Registers: It is proposed that a quality control body consisting of senior government officials may be created at the State Directorate to oversee the entire process, from drafting the contract to final quality checks before release of the registers. It is suggested that the said quality control body may take the following key actions:

- i. *Estimate the actual requirement of number of registers to be printed keeping in view the Gol-sanctioned and operational AWCs/projects as on date, adding a small contingency as appropriate for replacement and reference purposes at various levels in the State.*
Note: Registers 2, 3 & 4 need to be replenished every year since they are designed to last one year. All other registers are designed to last at least 5 years. This is detailed in the supplied printing instructions.
- ii. *Before finalizing the contract, ensure that the vendors have fully understood the expected quality and quantity of production, and have examined the sample set of registers before bidding on the tender.*
- iii. *Insist on preparation of dummy registers before the bulk production is initiated and ensure that these are correctly formulated before endorsing full-scale production.*
- iv. *Evolve a detailed plan for delivery of the appropriate number of sets of registers and related materials to each block. The plan would necessarily include delivery timelines, and plans for safe storage until the registers are distributed along with training of AWWs, over the next few months. The transport of registers up to the block level may be integrated in the contract/s for printing and production; else, an alternative mechanism will need to be set up. The execution of these plans will require close communication and coordination with district and block level Officials.*
- v. *Ensure batch-wise quality checks by drawing some samples of finished products at the point of production, as well as from products delivered to blocks. This is important to ensure that products received by the AWWs are of the same quality as those approved at the State level.*
- vi. *Do not permit any modification of the State-specific print-ready formats provided in the enclosed CD, at any stage.*

5. Production of Booklets of Monthly Progress Reports (MPRs) and Annual Status Reports (ASRs): These reporting formats have been designed based on the revised AWC Registers and keeping in view the basic data needs at various levels of programme implementation. The English formats (attached with the letter) are required to be translated in Malayalam by the State Govt. It may be noted that no change in these formats is allowed as these are being used for developing a common web-enabled MIS software for all States/UTs, through NIC. In case of any additional State specific requirement in the MPRs/ASRs, the same may be first referred to us for vetting and after due concurrence of the GoI, additional pages may be added to the formats to cover the State-specific requirements. It is suggested that bulk printing of these formats may also be taken up along with the production of the new AWC Registers based on estimated requirements. It is recommended that at present, sufficient numbers be produced (*as both-sides printed centre-stapled booklets*) to last one year (for instance, AWC MPR @ 12 copies per AWC).

6. *Printing of User's Manual:* English version of the instructions manual for use by the AWWs and their Supervisors are under finalization and will be issued shortly. This manual will also need to be translated in Malayalam and also printed in bulk along with the set of AWC Registers and MPRs/ASRs.

7. It is requested that the receipt of this letter and of all documents listed in the Annex-1 may kindly be acknowledged immediately. You are also requested to share a detailed printing and distribution plan with us at the earliest. All necessary steps may be taken to expedite the process of printing and distribution of the AWC Registers to the blocks (*not to the AWWs, unless training plan finalized*) in a time-bound manner. Parallel actions on training of the State-level Master Trainers (SLMTs) and other functionaries will be taken up in the meanwhile, for which separate communication has been sent (please refer to 28 Aug 2012 guidelines of Gol, attached herewith).

8. For clarification on any of the above including print specifications, the undersigned may be contacted.

Yours sincerely,



(Dr. Saroj Kr. Adhikari)

Asstt. Director (M & E)

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Encl: As per Annex-1

Copy for necessary information and action to:

Ms M. S. Jaya, IAS, Director, Directorate of Social Welfare, Govt. of Kerala, 5th floor, Vikash Bhawan, Thiruvananthapuram – 695 012

Annex-1
List of Documents

- (i) Hard copies of a sample set of 11 AWC Registers in English (*color-coded*), along with a booklet of calendar-based tools for the AWW, for reference during production [*Handed over to the State Govt. Officer (Dr. P. Prathapan, Joint Director) on 29 June 2012 in New Delhi*]
- (ii) Formats of AWC and Project Monthly Progress Reports (MPRs) and Annual Status Reports (ASRs) in English; (***to be translated in Malayalam***)
- (iii) Data Transfer Sheet (English)
- (iv) Technical specifications for printing of all registers and related materials (English)
- (v) 2 copies of CD containing softcopies as detailed below:
 - a) **Folder-1:** "AWC Registers (***Malayalam***) – For printing"
 - b) **Folder-2:** "AWC Registers (***Malayalam***) – For Reference"
 - c) **Folder-3:** "AWC Registers (English) – For Reference"
 - d) **Folder-4:** "Report Formats (English)" [*Formats of AWC & Block MPRs/ASRs*]
 - e) Print Specifications (English)
 - f) Copy of 28 March 2012 Guidelines
 - g) Copy of 28 Aug 2012 Guidelines for Induction training
 - h) Copy of the letter dated 28 August 2012 regarding induction training