



BY HAND

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

29 June 2012

Tmt Meenakshi Rajagopal, IAS
Principal Secretary/Spl. Commissioner
Directorate of ICDS
Govt. of Tamil Nadu
1, Pammal Nallathambi Street
Periyar Nagar, Tharamani
CHENNAI 600 113

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

Madam,

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 Tamil language* (with State Govt. logo inserted on cover pages) are herewith being dispatched to you, for use in printing the same at the State level. The State-specific formats in **Tamil language** have been designed and finalized based on the translation of the English formats by the State Govt. Officials who were deputed to the regional translation workshop held at NIPCCD Regional Centre, Bengaluru during **Sept-2011**. The translated formats were subsequently validated by the same Officials in Delhi during **January 2012**. Final corrections and cross-checking of all entries in the **Tamil formats** with the English versions as well as adaptation of one of the AWC Registers (Reg.3: *Supplementary Food Distribution*) as per the State-specific requirement (Ref. GoTN letter no. 6608/M&E/2011, dated 27.4.2012) were since completed with full support of the State Officials during the last few months.

3. The set of sample registers in English attached with this letter, 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 soft versions in Tamil provided in the

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.

enclosed CD along with the attached print specifications (these need to be revised as per State adaptations in respect of Reg. 3 and Reg. 10).

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. These formats are currently in English; they are required to be translated in Tamil by the State Govt. and shared with us at the earliest for due verification. It may be noted that no change in these formats (except that for State-adaptation of Reg. 3 & 10) is allowed as these are being used by the NIC for developing a common web-enabled MIS software for all States/UTs. In case of any additional State specific requirement in the MPRs/ASRs, the same should be first referred to us for vetting and after due concurrence of the Gol, additional pages may be added to the formats to cover the State-specific requirements. It is suggested that bulk printing of these formats may 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). It should not be left to AWWs to photocopy and use MPR formats, as is the reported practice

in many States currently. Also, as will be detailed in the *manual of instructions* that will follow, AWWs need not fill out the MPR in duplicate; thus, budgeting for 12 copies of MPR per AWC per year should suffice. Until these formats are translated and verified by Gol, English versions may be used as dummies for the purpose of tendering with the proviso that soft versions of these formats in **Tamil** will be made available to the printer before start of the actual printing of the registers.

6. Manual of Instructions: This is being finalized and will be issued shortly. We will remain in touch with you about the printing and use of the manual of instructions by the AWWs and their Supervisors.

7. It is requested that the receipt of this letter and of all documents listed in the Annex may kindly be acknowledged. You are also requested to share a detailed printing and distribution plan with this Ministry at the earliest. As discussed during the 2-day stock-taking meeting with the State Nodal Officers held on **28-29 June 2012** in New Delhi, the whole process of printing and distribution of the AWC Registers is to be expedited at the earliest keeping in view of the full-roll out of revised MIS by **December 2012**. Parallel actions on training of State-level Master Trainers (SLMTs) and other functionaries will be taken up in the meanwhile, for which separate communication is being sent.

8. For any further 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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(Dr. Saroj Kr. Adhikari)

Asstt. Director (M & E)

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, and a Data Transfer Sheet, for reference during production;
- (ii) Hard copies of formats of AWC and Block Monthly Progress Reports (MPRs) and AWC and Block Annual Status Reports (ASRs) in English (*with State Govt. logo inserted on cover pages*);
- (iii) Hard copies of technical specifications for printing of AWC Registers and related materials (in English);
- (iv) 2 copies of CD containing softcopies as detailed below:
 - a) **Folder-1:** "AWC Registers (Tamil) – Print-ready"
 - b) **Folder-2:** "AWC Registers (Tamil) – 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 (Pdf)