

No.1-8/2012-CDI  
Government of India  
Ministry of Women & Child Development  
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Shastri Bhavan, New Delhi  
Dated: 17 January, 2014

To,

1. The Chief Secretary of all the States/UTs.
2. The Secretary in-charge of ICDS in all the States/UTs.

Subject: Strengthening and Restructuring of Integrated Child Development Services (ICDS) Scheme – roll out of Phase-III and approval of staffing structure, Terms of Reference for Consultants/outsourced personnel under ICDS Mission – regarding.

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Sir/Madam,

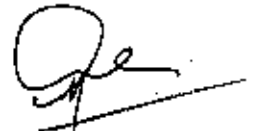
I am directed to refer to this Ministry's letters of even number dated 22.10.2012, 26.12.2012, 11.2.2013 and 11.3.2013 conveying the administrative approval of Government of India to the roll-out of Strengthened and Restructured Integrated Child Development Services (ICDS) Scheme in 200 districts each during the years 2012-13 and 2013-14 (total 400 Districts).

2. In accordance with Para 5(iii) of this Ministry's letter No. 1-8/2012-CDI dated 22.10.2012 and 26.12.2012, the undersigned is directed to convey the administrative approval of Government of India to the roll out of Strengthened and Restructured Integrated Child Development Services (ICDS) Scheme **in the third phase during the year 2014-15, beginning 01.4.2014, in all the remaining uncovered districts of the country.**

3. Other provisions and terms and conditions contained in the aforesaid letters dated 22.10.2012 and 26.12.2012 remain unchanged.

4. The approval of staffing structure for Consultants/outsourced personnel for the District ICDS Mission Society, Project ICDS Committee and Block ICDS Resource Centres in 10% of ICDS Projects in **remaining uncovered districts hereby selected** for roll out of Strengthened and Restructured ICDS Scheme during 2014-15, beginning 01.4.2014, is also conveyed.

5. Details of consultants/outsourced personnel approved for District ICDS Mission Society and Project ICDS Committee are given at **Annexure-I and Annexure-II.**



6. Details of consultants/outsourced personnel approved for Block ICDS Resource Centres in 10% of ICDS Projects under the **remaining uncovered districts hereby selected** for roll out of Strengthened and Restructured ICDS Scheme during 2014-15, beginning 01.4.2014 are given at **Annexure-III.**

7. All the personnel approved for District/Project/Block level units vide this letter except Data Entry Operators will be engaged by the respective State Governments/UT Administrations strictly as per the provisions of GFR 2005 regarding engagement of Consultants.

8. The positions of Data Entry Operators will be outsourced by the respective State authorities as per the provisions of GFR 2005 regarding outsourcing of services.

9. Details indicating approved personnel for engagement under ICDS Mission and Terms of Reference for engagement of Consultants/outsourced personnel for the District ICDS Mission Society, Project ICDS Committee and Block ICDS Resource Centres are at **Annexure-IV and Annexure-V.**

10. The States may engage the consultants/outsourced personnel for the State/UT ICDS Mission Directorate, District ICDS Mission Society, Project ICDS Committee and Block ICDS Resource Centres on the basis of these Terms of Reference.

11. The posts/consultants/outsourced personnel approved vide this sanction letter will be over and above the posts already sanctioned for District ICDS Cells and for ICDS Projects.

12. This issues with the approval of Ministry of Finance, Department of Expenditure vide their I.D. No. 151665/E.Coord.I/2013 dated 14/15.10.2013.

Yours faithfully,



(H.K. Pattanaik)

Under Secretary to the Government of India

Copy to:

1. Prime Minister's Office, New Delhi (Kind Attn. Ms. Anu Garg, Joint Secretary).
2. Cabinet Secretariat, New Delhi w.r.t. their OM No. CCEA/20/2012(i) dated 1.10.2012.
3. Secretary, Planning Commission, New Delhi.
4. Secretary (Expenditure), New Delhi.
5. Secretaries of all line Ministries.
6. Sr. Advisor, WCD, Planning Commission, New Delhi.
7. Advisor (PAMD), Planning Commission, New Delhi.
8. JS(FA, MWCD).
9. Director (ICDS) in all the States/UTs.
10. Director (PF-II), D/o Expenditure, New Delhi.
11. All Bureau Head in MWCD.
12. Director, NIPCCD, Hauz Khas, New Delhi.
13. All Directors/DS in MWCD.
14. JTA, FNB, New Delhi.
15. PAO, MWCD, New Delhi.
16. SO (Cash), MWCD.
17. File No. 1-9/2012-CDI.

Copy also to:

1. PS to MOS(IC) WCD.
2. PS to Secretary, MWCD.
3. PS to JS(S), MWCD.
4. DS(IFD), MWCD.
5. All Under Secretaries/SOs in CD Bureau.



Details of personnel sanctioned for District ICDS Mission Society

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Name of the Districts	Details of personnel under each District ICDS Mission Society
1	2
<p>Remaining uncovered Districts hereby selected for roll out of Strengthened and Restructured ICDS Scheme during the year 2014-15, beginning 01.4.2014.</p>	<p>District Coordinator – 5 (Five) Data Entry Operator – 1 (One)</p> <p>For each District as mentioned in Column No. 1.</p>

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Details of personnel sanctioned for Project ICDS Committee

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Name of the ICDS Projects	Details of personnel under each Project ICDS Committee
1	2
<p>ICDS Projects under remaining uncovered Districts hereby selected for roll out of Strengthened and Restructured ICDS Scheme during the year 2014-15, beginning 01.4.2014.</p>	<p>M&amp;E and Nutrition Surveillance Coordinator -1(One)            Nutrition Health Mobilizer -1(One)            ECCE Coordinator -1(One)</p> <p>For each ICDS Project as mentioned in Column No. 1.</p>



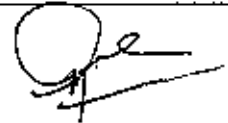
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**Details of personnel for Block ICDS Resource Centre in 10% of ICDS Projects under remaining uncovered Districts hereby selected for roll out of Strengthened and Restructured ICDS Scheme during the year 2014-15, beginning 01.4.2014.**

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Name of the ICDS Projects	Details of personnel under each Block ICDS Resource Centre
1	2
<p>10% of ICDS Projects under remaining uncovered Districts hereby selected for roll out of Strengthened and Restructured ICDS Scheme during the year 2014-15, beginning 01.4.2014.</p> <p><b>[State Governments/UT Administrations may provide the list of ICDS Projects under which they have established the Block ICDS Resource Centre in their State/UT, to this Ministry]</b></p>	<p>Counsellor -1(One)            Para Counsellor – 1(One)            Outreach Worker-cum-Helpline Operator – 1 (One)</p> <p>For each ICDS Project as mentioned in Column No. 1.</p>

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## APPROVED STAFF FOR ENGAGEMENT UNDER ICDS MISSION

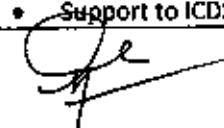
Sl. No.	Designation	Salary per month (Fixed)	Staff Per Unit (Approved)	Remarks / Domain of Experts*
<b>TOTAL-C</b>			<b>#REF!</b>	
<b>DISTRICT LEVEL</b>				
1	District Coordinator	35,000	5	Nutrition & Health, ECCE, Training - Advocacy & IEC, M&E, Policy-Planning & Grievance Redressal
2	Data entry operator	15,000	1	To assist all data entry activities at district level
<b>TOTAL-D</b>			<b>6</b>	
<b>BLOCK LEVEL</b>				
<b>PROJECT ICDS COMMITTEE</b>				
3	M&E and Nutrition Surveillance Coordinator	35,000	1	Positions for all blocks
4	Nutrition & Health Mobilizer	25,000	1	
5	ECCE Coordinator	35,000	1	
<b>TOTAL-E</b>			<b>3</b>	
<b>BLOCK ICDS RESOURCE CENTRE</b>				
6	Counsellor	30,000	1	One position per block in only 10% of the total blocks per State as per the roll out plan of the restructured ICDS
7	Para Counsellor	25,000	1	
8	Outreach worker cum Helpline operator	15,000	1	
<b>TOTAL-F</b>			<b>3</b>	

NOTE: Recruitment against each position should be according to the ToR issued by GoI and domain as indicated in the table above.

States/ UTs to draft specific Job description for each position complying the age, qualification, salary and other standards indicated in the generic ToR enclosed.

## TERMS OF REFERENCE FOR ENGAGEMENT OF CONTRACTUAL STAFF UNDER ICDS MISSION

Sl. No.	Positions	Qualification & experience	Competencies and skills	Key Responsibilities
<b>District level Positions</b>				
1	District Coordinator	<p>Masters in relevant field / MPH / MSW with at least 2 years of relevant experience of implementation of health and nutrition , education programmes</p> <p>Knowledge of National flagship schemes preferably ICDS and/or NRHM would be desirable</p> <p>Age should not exceed 35 years.</p> <p><b>For retired personnel:</b> Age limit : 60-62 years. Experience : 3-5 years in the relevant field.</p>	<ul style="list-style-type: none"> <li>• Computer skills – able to make presentation, keep records and document</li> <li>• Good Communication skill in English and local language both spoken and written</li> <li>• Negotiation and influencing skills and leadership qualities</li> <li>• Troubleshooting and Problem solving skill</li> </ul>	<ul style="list-style-type: none"> <li>• Support to ICDS Mission at the district level</li> <li>• Support preparation of district action plans</li> <li>• Provide guidance for roll out of the new operational guidelines on the redesigned service package.</li> <li>• Orientation and Capacity building of block level functionaries and mobilizers</li> <li>• Coordinate and participate on convergent activities at the district / block / village level</li> <li>• Facilitate convergent action and work closely with NRHM, TSC, MNREGA etc</li> <li>• Monitoring of programme</li> <li>• Document best practices.</li> <li>• Any other as desired by SEPC.</li> </ul>
2	Data Entry Operator	<p>Graduate in any discipline with diploma in computer and at least one year relevant experience.</p> <p>Age should not exceed 35 years</p> <p><b>For retired personnel:</b> Age limit : 60-62 years. Experience : 3-5 years in the relevant field.</p>	<ul style="list-style-type: none"> <li>• Excellent computer skills , presentation skills</li> <li>• Manage data base intelligently</li> <li>• Able to coordinate and work with a team</li> </ul>	<ul style="list-style-type: none"> <li>• To assist the Programme Manager and Project Associate in feeding, retrieving, dissemination and programming of data relating to the fields assigned to each functionary.</li> <li>• Maintain data base for different programme component.</li> <li>• Provide data on performance of the Programme at District Level.</li> <li>• Support to ICDS Mission.</li> </ul>





Sl. No.	Positions	Qualification & experience	Competencies and skills	Key Responsibilities
<b>Block Level Positions</b>				
1	Nutrition and health Mobilizers	<p>Graduate in any stream preferably nutrition with at least 1 year experience of community mobilization.</p> <p>Knowledge of National flagship schemes preferably ICDS and/or NRHM would be desirable.</p> <p>Age should not be more than 30 years</p> <p><b>For retired personnel:</b> Age limit : 60-62 years. Experience : 3-5 years in the relevant field.</p>	<ul style="list-style-type: none"> <li>• Excellent communication skill in local language</li> <li>• Dynamic, social motivated and result oriented</li> <li>• Computer skills</li> <li>• Problem solving skill</li> </ul>	<ul style="list-style-type: none"> <li>• Work closely with ICDS and health functionaries</li> <li>• Support frontline workers and supervisors of health and ICDS in mobilizing communities for behavioural change</li> <li>• Ensure implementation of IYCF, IMS Act</li> <li>• Participate and facilitate convergent action - VHND, meetings of VHSNC, Sneha Shivirs.</li> <li>• Provide support to VHSNC for village level Plans</li> <li>• Provide support in capacity building at the block / village level / community level</li> <li>• Monitor health and nutrition activities/ and services at the community level</li> <li>• Any other as desired by SEPC.</li> </ul>
2	ECCE coordinator	<p>Graduate in any stream preferably Education/ Child Development/ Sociology/ Social Work/ ECCE. At least 2 years working experience in child education /child development.</p> <p>Knowledge of National flagship schemes preferably ICDS and/or NRHM would be desirable</p> <p>Age should not exceed 30 years</p> <p><b>For retired personnel:</b> Age limit : 60-62 years. Experience : 3-5 years in the relevant field.</p>	<ul style="list-style-type: none"> <li>• Good communication skill in local language</li> <li>• Dynamic, social motivated and result oriented</li> <li>• Computer skills</li> <li>• Problem solving skill</li> </ul>	<ul style="list-style-type: none"> <li>• Support implementation of ECCE activities under ICDS Mission as per the new guidelines</li> <li>• Monitoring of the programme and data management at block level</li> <li>• Ensure and participate in ECCE convergent activities</li> <li>• Assist in preparation of block level plans</li> <li>• Any other as desired by SEPC.</li> </ul>
2	M&E and Nutrition	Graduate in any stream with an	<ul style="list-style-type: none"> <li>• Good communication skill in local language</li> </ul>	<ul style="list-style-type: none"> <li>• Support implementation of the M&amp;E</li> </ul>

Sl. No.	Positions	Qualification & experience	Competencies and skills	Key Responsibilities
	Surveillance coordinator	<p>experience of at least 2 years working in M&amp;E/ Nutrition surveillance/ relevant field.</p> <p>Knowledge of National flagship schemes preferably ICDS and/or NRHM would be desirable</p> <p>Age should not exceed 35 years</p> <p><b>For retired personnel:</b> Age limit : 60-62 years. Experience : 3-5 years in the relevant field.</p>	<ul style="list-style-type: none"> <li>• Dynamic, social motivated and result oriented</li> <li>• Computer skills</li> <li>• Problem solving skill</li> </ul>	<p>and nutrition surveillance activities under ICDS Mission as per the new guidelines</p> <ul style="list-style-type: none"> <li>• Monitoring of the programme and data management at block level</li> <li>• Ensure and participate in nutrition centric convergent activities</li> <li>• Assist in preparation of block level plans</li> <li>• Any other as desired by SEPC.</li> </ul>
<b>Block ICDS Resource Centre</b>				
1	Counsellor	<p>Post Graduate in Nutrition/ Social Work/ Psychology/ Social Science with minimum 3 years of experience in related field.</p> <p>Knowledge of National flagship schemes preferably ICDS and/or NRHM would be desirable.</p> <p>Age should not be more than 40 years</p> <p><b>For retired personnel:</b> Age limit : 60-62 years. Experience : 3-5 years in the relevant field.</p>	<ul style="list-style-type: none"> <li>• Excellent communication skill in local language</li> <li>• Dynamic, social motivated and result oriented</li> <li>• Computer skills</li> <li>• Problem solving skill</li> </ul>	<ul style="list-style-type: none"> <li>• To Counsel on IYCF practices,</li> <li>• To provide guidance on home based child care.</li> <li>• Community based new born care.</li> <li>• Any other as desired by SEPC.</li> </ul>
2.	Para Counsellor	<p>Graduate/ Post graduate in Social Work/ Psychology/ Social Science/ Nutrition with minimum 3 years of experience in related field.</p> <p>Knowledge of National flagship schemes preferably ICDS and/or</p>	<ul style="list-style-type: none"> <li>• Excellent communication skill in local language</li> <li>• Dynamic, social motivated and result oriented</li> <li>• Computer skills</li> <li>• Problem solving skill</li> </ul>	<ul style="list-style-type: none"> <li>• To assist Counsellor in his/ her day to day work and provide counselling on IYCF and nutrition practices.</li> <li>• Any other as desired by SEPC.</li> </ul>

Sl. No.	Positions	Qualification & experience	Competencies and skills	Key Responsibilities
		<p>NRHM would be desirable.</p> <p>Age should not be more than 40 years</p> <p><b>For retired personnel:</b> Age limit : 60-62 years. Experience : 3-5 years in the relevant field.</p>		
3.	Outreach worker cum Helpline operator	<p>Graduate in Sociology/Social Work/ Psychology/ Social Science/ Nutrition with minimum 2 years of experience in related field.</p> <p>Knowledge of National flagship schemes preferably ICDS and/or NRHM would be desirable.</p> <p>Age should not be more than 40 years</p> <p><b>For retired personnel:</b> Age limit : 60-62 years. Experience : 3-5 years in the relevant field.</p>	<ul style="list-style-type: none"> <li>• Dynamic, social motivated and result oriented</li> <li>• Computer skills</li> <li>• Problem solving skill</li> </ul>	<ul style="list-style-type: none"> <li>• To provide counseling to families/beneficiaries on IYCF &amp; Nutrition practice.</li> <li>• To operate the nutrition help line at BIRC.</li> </ul>

**NOTE:**

- Above ToRs would be generic (minimum required pre-conditions to apply) for all thematic positions at respective levels
- Thematic area wise ToRs for staff approved at State level and below would be prepared by States in synchronization with the details mentioned above

