

SPEED POST

No.1-9/2012-CDI
Government of India
Ministry of Women & Child Development

Shastri Bhavan, New Delhi
Dated: 09/01 January, 2014

To,

1. The Chief Secretary of the State of Chhattisgarh, Madhya Pradesh, Mizoram, Rajasthan and NCT of Delhi.
2. The Secretary In-charge of ICDS in the State of Chhattisgarh, Madhya Pradesh, Mizoram, Rajasthan and NCT of Delhi.

Subject: Strengthening and Restructuring of Integrated Child Development Services (ICDS) Scheme – approval of staffing structure and Terms of Reference for engagement of Consultants/outsourced personnel under the ICDS Mission – regarding.

Sir/Madam,

In continuation to this Ministry's letter No. 1-8/2012-CDI dated 22nd October 2012, 26th December 2012, 11th February, 2013, 11th March, 2013 on the above mentioned subject, I am directed to convey the approval of staffing structure for Consultants/outsourced personnel for the State/UT ICDS Mission Directorate in all the States/Union Territories; District ICDS Mission Society, Project ICDS Committee under 400 districts selected for roll out of restructured and strengthened ICDS Scheme during 2012-13 and 2013-14.

2. The staffing structure for consultants/outsourced personnel for Block ICDS Resource Centres in 10% of ICDS Projects under 400 districts selected for roll out of restructured and strengthened ICDS Scheme during 2012-13 and 2013-14 is also hereby conveyed.
3. Details of consultants/outsourced personnel approved for State/UT ICDS Mission Directorates are given at Annexure-I.
4. Details of consultants/outsourced personnel approved for District ICDS Mission Society are given at Annexure-II.
5. Details of consultants/outsourced personnel approved for Project ICDS Committee are given at Annexure-III.
6. Details of consultants/outsourced personnel approved for Block ICDS Resource Centres in 10% of ICDS Projects under 400 districts selected for roll out



of restructured and strengthened ICDS Scheme during 2012-13 and 2013-14 are given at Annexure-IV.

7. All the personnel approved for State/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 State ICDS Mission Directorate, District ICDS Mission Society, Project ICDS Committee and Block ICDS Resource Centres are at Annexure-V and Annexure-VI.
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 sanction of 2 posts of Joint Director, one each for State ICDS Cell in the State of Mizoram and NCT of Delhi is also hereby conveyed. These posts are to be filled by respective States as per their recruitment rules, pay scale etc.
12. The sanction of 1 post of Director for State ICDS Cell in the State of NCT of Delhi is also hereby conveyed.
13. The posts/consultants/outsourced personnel approved vide this sanction letter will be over and above the posts already sanctioned for State ICDS Cells, District ICDS Cells and for ICDS Projects.
14. These posts have been approved by the 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 [Except in the State of Chhattisgarh, Madhya Pradesh, Mizoram, Rajasthan and NCT of Delhi].
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.

Copy also to:

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



(H.K. Pattanaik)

Under Secretary to the Government of India

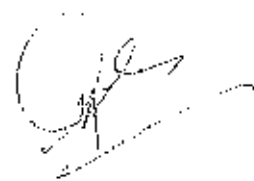
Details of personnel sanctioned for State/UT ICDS Mission Directorates

Sl. No.	Name of the State	Details of personnel under each State/UT ICDS Mission Directorate
1.	Chhattisgarh	Program Manager – 4(Four)
2.	Madhya Pradesh	Sr. Consultant/Consultant – 10(Ten)
3.	Rajasthan	Data Entry Operator – 2 (Two)
		For each State ICDS Mission Directorate
4.	Mizoram	Program Manager – 3(Three)
5.	Delhi	Sr. Consultant/Consultant – 5(Five)
		Data Entry Operator – 2 (Two)
		For each State ICDS Mission Directorate



Details of personnel sanctioned for District ICDS Mission Society

Name of the Districts	Details of personnel under each District ICDS Mission Society
1	2
<p>200 High Burden Districts selected for roll out of restructured and strengthened ICDS Scheme vide Ministry of Women & Child Development letter No. 1-8/2012-CDI dated 22.10.2012 and 26.12.2012.</p> <p>200 Districts selected for roll out of restructured and strengthened ICDS Scheme vide Ministry of Women & Child Development letter No. 1-8/2012-CDI dated 11.2.2013 and 11.3.2013.</p>	<p>District Coordinator – 5 (Five) Data Entry Operator – 1 (One)</p> <p>For each District as mentioned in Column No. 1.</p>



Details of personnel sanctioned for Project ICDS Committee

Name of the ICDS Projects	Details of personnel under each Project ICDS Committee
1	2
<p>ICDS Projects under 200 High Burden Districts selected for roll out of restructured and strengthened ICDS Scheme vide Ministry of Women & Child Development letter No. 1-8/2012-CDI dated 22.10.2012 and 26.12.2012.</p> <p>ICDS Projects under 200 Districts selected for roll out of restructured and strengthened ICDS Scheme vide Ministry of Women & Child Development letter No. 1-8/2012-CDI dated 11.2.2013 and 11.3.2013.</p>	<p>M&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>



Details of personnel for Block ICDS Resource Centre in 10% of ICDS Projects under 400 districts selected for roll out of restructured and strengthened ICDS Scheme during 2012-13 and 2013-14

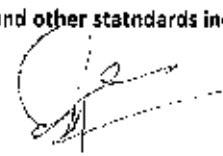
Name of the ICDS Projects	Details of personnel under each Block ICDS Resource Centre
1	2
<p>10% of ICDS Projects under 200 High Burden Districts selected for roll out of restructured and strengthened ICDS Scheme vide Ministry of Women & Child Development letter No. 1-8/2012-CDI dated 22.10.2012 and 26.12.2012.</p> <p>10% of ICDS Projects under 200 Districts selected for roll out of restructured and strengthened ICDS Scheme vide Ministry of Women & Child Development letter No. 1-8/2012-CDI dated 11.2.2013 and 11.3.2013.</p> <p>[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]</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>

APPROVED STAFF FOR ENGAGEMENT UNDER ICDS MISSION

Sl. No.	Designation	Salary per month (Fixed)	Staff Per Unit (Approved)	Remarks / Domain of Experts*
STATE LEVEL				
LARGE STATES				
1	Program Manager	80,000	4	Health & Nutrition, ECCE, Training-Advocacy & IEC, M&E
2	Sr. Consultant	70,000	10	Policy & Planning, Grievance Redressal, IYCF, Health services, Nutrition, ECCE, Training, Advocacy & IEC, M&E, MIS
3	Data entry operator	15,000	2	One specifically to assist the M&E and Training - Advocacy & IEC vertical, one to assist other verticals
TOTAL-A			16	
SMALL STATES				
4	Program Manager	80,000	3	Health - Nutrition & ECCE, Training-Advocacy & IEC, M&E
5	Sr. Consultant	70,000	5	Policy - Planning & Grievance Redressal, Health services & Nutrition, ECCE, Training - Advocacy & IEC, M&E & MIS
6	Data entry operator	15,000	2	One specifically to assist the M&E and Training - Advocacy & IEC vertical, one to assist other verticals
TOTAL-B			10	
UNION TERRITORIES				
7	Program Manager	80,000	1	Individuals capable enough to deal in all capacities and manage the operations of ICDS Mission
8	Sr. Consultant	70,000	1	
9	Consultant	50,000	1	
TOTAL-C			3	
DISTRICT LEVEL				
10	District Coordinator	35,000	5	Nutrition & Health, ECCE, Training - Advocacy & IEC, M&E, Policy-Planning & Grievance Redressal
11	Data entry operator	15,000	1	To assist all data entry activities at district level
TOTAL-D			6	
BLOCK LEVEL				
PROJECT ICDS COMMITTEE				
12	M&E and Nutrition Surveillance Coordinator	35,000	1	Positions for all blocks
13	Nutrition & Health Mobilizer	25,000	1	
14	ECCE Coordinator	35,000	1	
TOTAL-E			3	
BLOCK ICDS RESOURCE CENTRE				
15	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
16	Para Counsellor	25,000	1	
17	Outreach worker cum Helpline operator	15,000	1	
TOTAL-F			3	

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
1	Programme Manager	Post graduate in relevant field with at least 8 years experience in a managerial position in social sector/ govt. flagship programmes/ International Agencies etc. Knowledge of National Flagship schemes preferably ICDS and/or NRHM would be desirable Age should not exceed 40 years	<ul style="list-style-type: none"> • Leadership and supervisory skill • Good communication skill • Good computer skill • Work with people at different levels • Influencing and analytical skill • Team building capacity 	<ul style="list-style-type: none"> • Technical Support to ICDS Mission in relevant areas • Support preparation of APPs specially focusing on programmatic components and convergence issues • Monitor programme implementation and provide handholding support in relevant areas related to convergence in ICDS • Preparation of manuals, guidelines, reports, notes as customized • Review of programmes and provide feedback • Technical guidance for pilots/innovations in ICDS specially in high burden blocks • Capacity building and training support for specialized areas like management of underweight, IYCF, maternal counseling • Documentation of best practices • Maintain reports and records • Any other as desired by SEPC.
2	Sr. Consultant	PhD/Masters in relevant field with at least 8-10 years working experience in community based interventions / flagship programmes Knowledge of National Flagship schemes preferably ICDS and/or NRHM would be desirable Experience in handling large scale programmes with community level work	<ul style="list-style-type: none"> • Proven ability to lead teams, work with people at different levels • Excellent computer skills • Able to complete target as per timeline • Fluent in local language and English good communication skill • Ability to work under pressure and challenging environment 	<ul style="list-style-type: none"> • Support roll out of strengthened and restructured ICDS • Support preparation of APP • Monitoring of programme • Customize manuals guidelines etc • Roll out of pilots and innovations • Documentation • Any other as desired by SEPC.



Sl. No.	Positions	Qualification & experience	Competencies and skills	Key Responsibilities
3	Consultant	Age should not exceed 40 years Masters/ Post-graduate in relevant field with at least 3 years experience of working in Government flagship programme/ International agencies. Knowledge of National flagship schemes preferably ICDS and/or NRHM would be desirable Age should not exceed 35 years	<ul style="list-style-type: none"> • Excellent computer skills • Able to solve problems and able to provide guidance to field Level staff and functionaries • Fluent in local language and English good communication skill • Ability to work under pressure and challenging environment 	<ul style="list-style-type: none"> • Support roll out of strengthened and restructured ICDS • Handholding support to districts and blocks • Monitoring of programme • Customize manuals guidelines etc • Documentation • Support preparation of APIP • To assist Programme Manager / Sr. Consultant. • Any other as desired by SEPC.
4	Data Entry Operator	Graduate in any discipline with diploma in computer and at least one year relevant experience. Age should not exceed 35 years <u>For retired personnel:</u> Age limit : 60-62 years. Experience : 3-5 years in the relevant field.	<ul style="list-style-type: none"> • Excellent computer skills , presentation skills • Manage data base intelligently • Able to coordinate and work with a team 	<ul style="list-style-type: none"> • To assist the Programme Manager and Project Associate in feeding, retrieving, dissemination and programming of data relating to the fields assigned to each functionary. • Maintain data base for different programme component. • Provide data on performance of the Programme at State level. • Support to ICDS Mission.
District level Positions				
1	District Coordinator	Masters in relevant field / MPH / MSW with at least 2 years of relevant experience of implementation of health and nutrition education programmes Knowledge of National flagship schemes preferably ICDS and/or NRHM would be desirable	<ul style="list-style-type: none"> • Computer skills – able to make presentation, keep records and document • Good Communication skill in English and local language both spoken and written • Negotiation and influencing skills and leadership qualities • Troubleshooting and Problem solving skill 	<ul style="list-style-type: none"> • Support to ICDS Mission at the district level • Support preparation of district action plans • Provide guidance for roll out of the new operational guidelines on the redesigned service package. • Orientation and Capacity building of block level functionaries and mobilizers

Sl. No.	Positions	Qualification & experience	Competencies and skills	Key Responsibilities
2	Data Entry Operator	Graduate in any discipline with diploma in computer and at least one year relevant experience. Age should not exceed 35 years For retired personnel: Age limit : 60-62 years. Experience : 3-5 years in the relevant field.	<ul style="list-style-type: none"> • Excellent computer skills , presentation skills • Manage data base intelligently • Able to coordinate and work with a team 	<ul style="list-style-type: none"> • Coordinate and participate in convergent activities at the district / block / village level • Facilitate convergent action and work closely with NRHM, TSC, MNREGA etc • Monitoring of programme • Document best practices. • Any other as desired by SEPC.
Block Level Positions				
1	Nutrition and health Mobilizers	Graduate in any stream preferably nutrition with at least 1 year experience of community mobilization. Knowledge of National flagship schemes preferably ICDS and/or NRHM would be desirable. Age should not be more than 30 years For retired personnel: Age limit : 60-62 years. Experience : 3-5 years in the relevant field.	<ul style="list-style-type: none"> • Excellent communication skill in local language • Dynamic, social motivated and result oriented • Computer skills • Problem solving skill 	<ul style="list-style-type: none"> • Work closely with ICDS and health functionaries • Support frontline workers and supervisors of health and ICDS in mobilizing communities for behavioural change • Ensure implementation of ICF, IMS Act • Participate and facilitate convergent action – VHND, meetings of VHSNC, Sneha Shikshas. • Provide support to VHSNC for village level Plans • Provide support in capacity building at the block / village level / community level • Monitor health and nutrition activities/ and services at the community level • Any other as desired by SEPC.



Sl. No.	Positions	Qualification & experience	Competencies and skills	Key Responsibilities
2	ECCE coordinator	Graduate in any stream preferably Education/ Child Development/ Sociology/ Social Work/ ECCE. At least 2 years working experience in child education /child development. Knowledge of National flagship schemes preferably ICDS and/or NRHM would be desirable Age should not exceed 30 years <u>For retired personnel:</u> Age limit : 60-62 years. Experience : 3-5 years in the relevant field.	<ul style="list-style-type: none"> • Good communication skill in local language • Dynamic, social motivated and result oriented • Computer skills • Problem solving skill 	<ul style="list-style-type: none"> • Support implementation of ECCE activities under ICDS Mission as per the new guidelines • Monitoring of the programme and data management at block level • Ensure and participate in ECCE convergent activities • Assist in preparation of block level plans • Any other as desired by SEPC.
2	M&E and Nutrition Surveillance coordinator	Graduate in any stream with an experience of at least 2 years working in M&E/ Nutrition surveillance/ relevant field. Knowledge of National flagship schemes preferably ICDS and/or NRHM would be desirable Age should not exceed 35 years <u>For retired personnel:</u> Age limit : 60-62 years. Experience : 3-5 years in the relevant field.	<ul style="list-style-type: none"> • Good communication skill in local language • Dynamic, social motivated and result oriented • Computer skills • Problem solving skill 	<ul style="list-style-type: none"> • Support implementation of the M&E and nutrition surveillance activities under ICDS Mission as per the new guidelines • Monitoring of the programme and data management at block level • Ensure and participate in nutrition centric convergent activities • Assist in preparation of block level plans • Any other as desired by SEPC

Block ICDS Resource Centre

Sl. No.	Positions	Qualification & experience	Competences and skills	Key Responsibilities
1	Counselor	Post Graduate in Nutrition/ Social Work/ Psychology/ Social Science with minimum 3 years of experience in related field. Knowledge of National flagship schemes preferably ICDS and/or NRHM would be desirable. Age should not be more than 40 years For retired personnel: Age limit : 60-62 years. Experience : 3-5 years in the relevant field.	<ul style="list-style-type: none"> • Excellent communication skill in local language • Dynamic, social motivated and result oriented • Computer skills • Problem solving skill 	<ul style="list-style-type: none"> • To Counsel on IYCF practices, • To provide guidance on home based child care. • Community based new born care. • Any other as desired by SEPC.
2	Para Counsellor	Graduate/ Post graduate in Social Work/ Psychology/ Social Science/ Nutrition with minimum 3 years of experience in related field. Knowledge of National flagship schemes preferably ICDS and/or NRHM would be desirable. Age should not be more than 40 years For retired personnel: Age limit : 60-62 years. Experience : 3-5 years in the relevant field.	<ul style="list-style-type: none"> • Excellent communication skill in local language • Dynamic, social motivated and result oriented • Computer skills • Problem solving skill 	<ul style="list-style-type: none"> • To assist Counselor in his/ her day to day work and provide counseling on IYCF and nutrition practices. • Any other as desired by SEPC.
3.	Outreach worker cum Helpline operator	Graduate in Sociology/Social Work/ Psychology/ Social Science/ Nutrition with minimum 2 years of experience in related field.	<ul style="list-style-type: none"> • Dynamic, social motivated and result oriented • Computer skills • Problem solving skill 	<ul style="list-style-type: none"> • To provide counseling to families/beneficiaries on IYCF & Nutrition practice. • To operate the nutrition help line at BIRCC



Sl. No.	Positions	Qualification & experience	Competencies and skills	Key Responsibilities
		Knowledge of National flagship schemes preferably ICDS and/or NRHM would be desirable. Age should not be more than 40 years For retired personnel: Age limit : 60-62 years. Experience : 3-5 years in the relevant field.		

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

