



सत्यमेव जयते

डा. राजेश कुमार
Dr. RAJESH KUMAR
संयुक्त सचिव एवं मिशन निदेशक
Joint Secretary & Mission Director

D.O. No. PA/42/2018-CPMU

Dear

As you are aware, September 2018 was celebrated as Poshan Maah across the country with the aim to sensitize the length and breadth of the country regarding the malaise of malnutrition and also to make people aware of interventions available to tackle the ill effects.

2. Poshan Maah witnessed a plethora of events and festivities at field level which accounted for more than 22 lakh activities leading to participation of 25 crore plus individuals across the Country. The real time dashboard enabled monitoring of the progress and generated a healthy competition between the States/UTs. One of the most encouraging outcomes of the Poshan Maah has been the success attained in achieving convergence at all levels. The month logged 4.8 lakh converged activities across Ministries and 32% of all activities (22 lakh plus) were carried out by and among field functionaries (AWWs, ASHA, ANM, SHGs).

3. To recognize and acknowledge the efforts of field functionaries, ground level leadership and State/UT level efforts, an Award Ceremony was organized on 10th October, 2018. A total of 206 awards were given during the ceremony held at Ashok Hotel, New Delhi. Line Ministries which supported and contributed whole heartedly during the Poshan Maah, by promoting various schemes and other initiatives to sensitize the public, were also felicitated. The occasion was graced by Dr. Rajiv Kumar, Vice-Chairman, NITI Aayog and Dr. Vinod Paul, Member NITI Aayog.

4. During the Award Ceremony five booklets were released on the under-mentioned subjects by the Vice-Chairman:

- i. Rashtriya Poshan Maah – A Communique.
- ii. Social Story #Poshan Maah.
- iii. Pradhan Mantri Matru Vandana Yojana – Progress Report.
- iv. Tata Trusts: Report on POSHAN Abhiyaan and Poshan Maah.
- v. Poshan Maah Story by Department of Social Welfare, Bihar.

5. A copy of the booklets is forwarded herewith for your perusal. Along with the booklets, a film capturing the spirit of Poshan Maah, compiled during the month was also released. The booklets and the film are a testimony of the efforts which have been put-in by one and all, from the field functionaries to the converging Ministries, towards making of a *Suposhit Bharat*.

6. A copy of the Minutes of the review meeting of POSHAN Abhiyaan held on 10th October, 2018 is also forwarded herewith for information and necessary action.

With regards.

Yours sincerely,

(Dr. Rajesh Kumar)

1. Dr. Shrikar Keshav Pardeshi, JS to PM, Prime Minister's Office, South Block, New Delhi.
2. Shri Rajender Kumar, Director, Prime Minister's Office, South Block, New Delhi.
3. Dr Hiren Joshi, OSD(IT), Prime Minister's Office, South Block, New Delhi.
4. Mr Alok Kumar, Adviser, NITI Aayog, Sansad Marg, New Delhi.
5. Ms. Deepika Srivastava, Senior Consultant, NITI Aayog, Sansad Marg, New Delhi.
6. All Principal Secretaries of Department of WCD of 36 States/UTs.

**Minutes of the POSHAN Abhiyaan Review Meeting held on
10th October, 2018 at Hotel Ashok, New Delhi**

After the successful completion of Poshan Maah Awards Ceremony, **Dr. Rajesh Kumar, Joint Secretary & Mission Director, POSHAN Abhiyaan**, chaired the POSHAN Abhiyaan Review Meeting with all State/UT representatives on 10th October, 2018 at Ashok Hotel, New Delhi. Representatives from World Bank, UNICEF, CARE and BMGF- Dimagi and all other relevant stakeholders were also in attendance. Key Schemes of MoWCD like Scheme for Anganwadi Services, Pradhan Mantri Matru Vandana Yojana (PMMVY) and Adolescent Girls and were also reviewed during the said meeting.

2. Joint Secretary & Mission Director, POSHAN Abhiyaan congratulated all States/UTs for the high level of participation displayed during Poshan Maah and encouraged all to continue the enthusiasm at field level.

3. Respective State/UT representatives were called upon to provide progress on the roll-out of POSHAN Abhiyaan. For the review, all States/UTs were provided with a common power point template by the MoWCD on 29th September, 2018 for uniformity in presentation purpose.

4. Shri Ram, CARE-India made a brief presentation highlighting upon steps to be followed for enhancing the preparedness to undertake ICDS-CAS trainings by States/UTs.

5. Shri Kanishka Katara, BMGF-Dimagi provided finer points to be followed for an effective roll-out of ICDS-CAS.

6. Ms. Mohini Kak, World Bank Group deliberated upon results based fund allocation by the World Bank to Government of India.

7. Based on the review, States/UTs were requested to take immediate action on the following key points:

I. POSHAN Abhiyaan

(a) **Accuracy of AWC (Anganwadi Centre) Code:** States/UTs to check the AWC code and ensure accuracy of codes. This process needs to be initiated at the earliest and completed latest by 5th November, 2018.

[Action: All States/UTs]

(b) **Translation of ICDS-CAS Application:** Mission Director, POSHAN Abhiyaan informed all present that translations of application for ICDS-CAS roll-out in Gujarati, Odia, Kannada version needs to be expedited and the process should be completed latest by last week of October, 2018. Incorporating Urdu version in ICDS-CAS was also discussed and Software Development Agency was requested to chalk out the feasibility and modalities of incorporating Urdu language in CAS.

[Action: All, States/UTs and BMGF-Dimagi]

(c) **Roll-out Plan for ICDS-CAS:** Based on the information provided by States/UTs, roll-out status of ICDS- CAS is detailed below-

Sr. No	Name of the State/UT	Mobile phones procured
i	Uttar Pradesh	46077
ii	Rajasthan	10930
iii	Chhattisgarh	18536
iv	Tamil Nadu	6000
v	Jammu and Kashmir	777
vi	Dadra Nagar Haveli	315
vii	Mizoram	1598
Total		84223

(d) **Discontinuance of Registers:** Mission Director, POSHAN Abhiyaan urged States like Andhra Pradesh, Bihar, and Rajasthan to discontinue registers in the districts from 01.11.2018 where ICDS- CAS is in usage for more than three months.

[Action: All States/UTs]

(e) **Deployment of Training Team by CARE India:** CARE India needs to closely work with States/UTs by deploying training teams based on the roll-out plan proposed by various States/UTs. CARE team to start training with effect from 15th November onwards in all the States which are ready for ICDS- CAS rollout.

[Action: All States/UTs and CARE-India]

(f) **Procurement:** Need to expedite the process of procuring Growth Monitoring Devices and Smart Phones for quick roll-out of ICDS-CAS.

(g) **CBE and VHSND:** Mission Director, POSHAN Abhiyaan stressed upon the effective implementation of ILA and requested States/UTs to conduct of CBE and VHSND regularly and efficiently every month.

[Action: All States/UTs]

II. **Scheme for Adolescent Girls**

(a) Ensure effective implementation and timely submission of SoE/UC under the scheme to facilitate MWCD to release funds in time.

(b) Ensure 100% Aadhaar seeding of the registered beneficiaries under SAG.

(c) Need to issue Notification w.r.t revised rates of nutrition, if not already notified and send a copy of the Notification to the Ministry.

- (d) Need to contribute adequate amount as State share for implementation of the Scheme.

[Action: All States/UTs]

III. PMMVY

A presentation was made by Mr Sumanthra, CDFI and following key points were discussed:

(a) National and state specific figures on the enrolments and payments, during which the State/UT specific status were discussed. Attention was also drawn to the PMMVY one-year progress report Sep 2017 – Aug 2018 which was circulated earlier in the day. It was requested that States/UTs lagging behind in the enrolments to focus on increasing the pace of enrolments.

(b) It was highlighted that PMMVY-CAS system has been providing reports for proactive follow-up of beneficiaries who were already enrolled and are due for their second and third instalments. The officers were requested to sensitize the field and monitoring units on the effective use of this data. In particular, the CDPO-wise data of Field Functionaries who have not even enrolled a single beneficiary is also being shared and these should be followed up closely to ensure maximum outreach of the scheme.

(c) Status on transfer of State's share of funds to PMMVY was discussed with a request to comply at the earliest. Joint Secretary observed that this would enable further release of the central share of funds to the States who have complied.

(d) All the States/UTs with less expenditure were requested to utilize the fund for disbursement of maternity benefit to the eligible beneficiaries.

(e) Joint Secretary requested the States/UTs to submit the UC (for the year 2017-18). UTs of Daman & Diu and States of Jharkhand, Kerala, Manipur, Sikkim, Tamil Nadu and Telangana were requested to share the same at the earliest.

(f) For utilization of the Flexi-Funds that have been provisioned, it was suggested to all the States/UTs that the same could be made use of as per the prescribed guidelines. It was observed that State Level Sanctioning Committee at the State/UT level be formed and meeting may be held to utilize the funds.

(g) The States/UTs were requested to take immediate action on the following actionable points:

- (i) Intensify IEC Drive and Conduct capacity building and revision sessions
- (ii) Reduce ineligibility count
- (iii) Special Drive to reduce number of:
 - Field Functionaries with zero enrolments.
 - Applications in Correction queue.
 - 2nd and 3rd instalments due & other pendency.

(iv) Periodic State/UT and District level review of performance of Districts and Field Functionaries.

(h) It was also pointed out that provision to include the data of those beneficiaries who have availed benefits under JSY has also been made in the PMMVY-CAS system as it was necessary to comprehensively monitor the benefits being awarded towards maternity benefit. It was requested that the field functionaries be sensitized to collect this data and incorporate this as part of the third instalment application form.

(i) With regard to JSY, States/UTs have been requested to urgently furnish the data related to this in a prescribed format.

(j) Other matters where States/UTs were asked to comply included the following: -

- i. UC/ Annual Statement of Expenditure for 2017-18
- ii. Financial Proposals for 2018-19
- iii. Transfer of unspent balance under old MBP, where applicable.

[Action: All States/UTs]

IV. Anganwadi Services

(a) **Construction/Up-gradation of AWC Buildings:** SoEs/UCs with physical progress report are still pending for the grants released for construction/upgradation of AWC buildings during 2013-14 and 2014-15 for some of the States/UTs. SoEs/UCs for 2nd instalment of grants are also pending for some States/UTs. Hence required to be expedited.

(b) **Construction of AWC Buildings in Convergence with MNREGS:** Most of the States/UTs have not submitted the SoEs/UCs with physical progress report for the grants released for construction of AWC buildings in Convergence with MNREGS during 2015-16 and 2016-17. This is required to be done at the earliest.

(c) **Aadhaar Enrolment Kits:** Funds have been released to all States/UTs for the purchase of Aadhaar Enrolment Kits during 2017-18 with the condition that 3 sets of Aadhaar Enrolment Kits may be purchased by all States/UTs by 31.3.2018. States/UTs have been asked to submit SoEs/UCs by 30.4.2018. Even after the lapse of 10 months, none of the State/UT has submitted the SoE/UC to the Ministry. All were requested to purchase the Aadhaar Enrolment Kits.

(d) **Construction of Toilets and Providing Drinking Water Facilities:** Funds have been released to all States/UTs for the construction of Toilets and Providing Drinking Water Facilities during 2018-19 under **Swachhata Action Plan**. States/UTs were requested to complete the construction of Toilets in AWCs by 31.3.2018 and to submit UCs by 30.4.2018. Even after the lapse of 10 months, none of the State/UT has submitted the UC to the Ministry. All States/UTs were requested to complete the construction of toilets by 30.11.2018 and submit UCs by 31.12.2018.

(e) **Anganwadi Services (General):** Most of the States/UTs have not submitted SoEs/UCs the grants released to them under Anganwadi Services (General) as per revised format [one for 8 months i.e. from 01.4.2017 to 30.11.2017 & other for 4 months i.e. from

01.12.2017 to 31.03.2018]. States/UTs were requested to provide SoEs/UCs for the same so that grants under AS (General) may be released in time.

(f) All of the States were requested to expedite the Aadhar data enrolment of the beneficiaries under DBT on boarding schemes.

[Action: All States/UTs]

Meeting ended with Vote of Thanks by the Executive Director, POSHAN Abhiyaan.