

# Components of POSHAN Abhiyaan

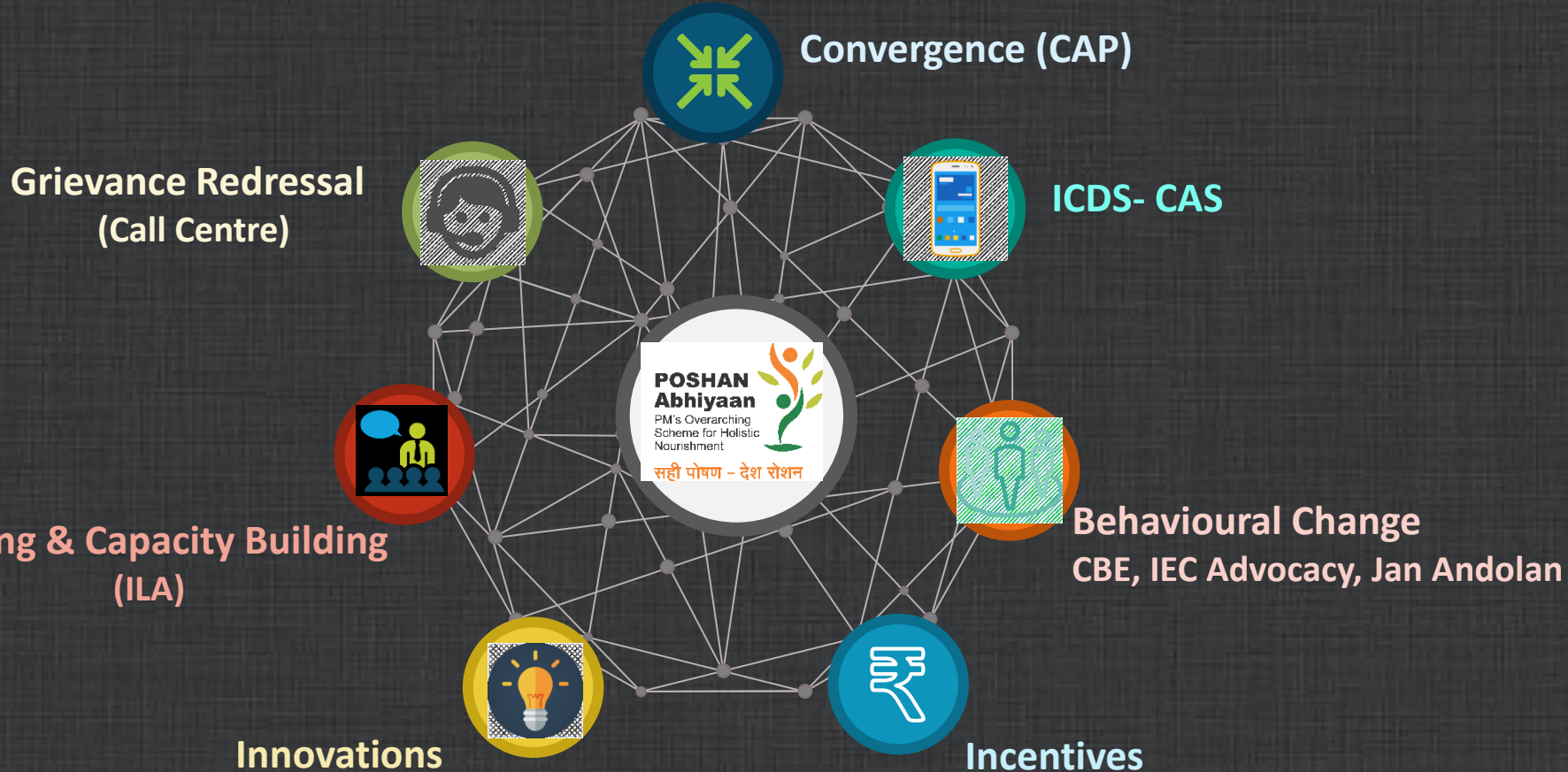
**POSHAN  
Abhiyaan**

PM's Overarching  
Scheme for Holistic  
Nourishment

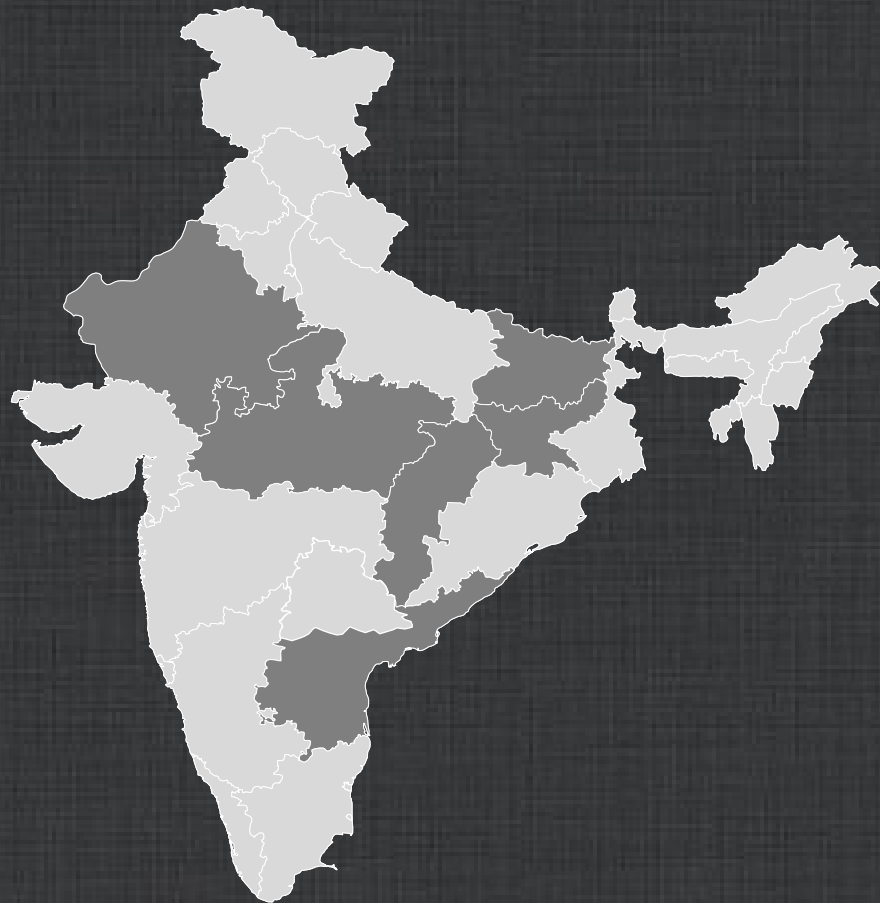
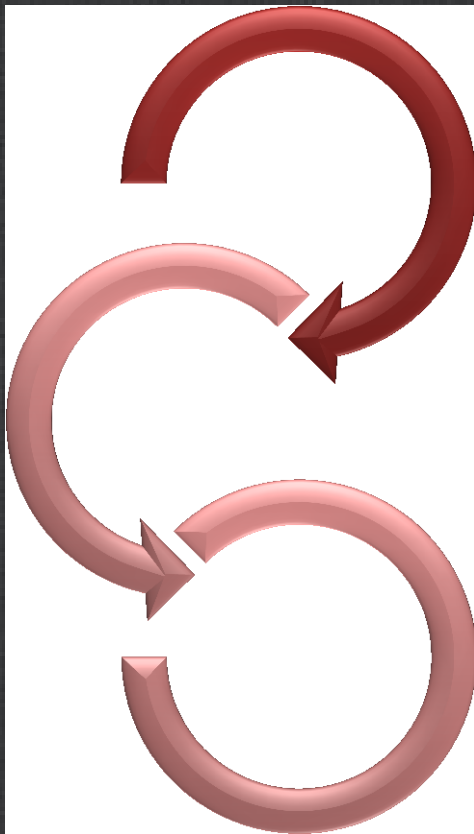


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# POSHAN Abhiyaan Components



# POSHAN Abhiyaan: Present Reach (ICDS-CAS\*)



# ICDS-CAS

- The Mobile Application Automates & Digitises the entire Work Flow of the AWW.
- Removing the need to maintain physical records/registers.
- Increasing efficiency and Delivery of Services.

Works in Offline Mode

Multi Lingual/Regional Language

Automation of 10 AWC Registers

Alerts for Service Delivery – Dues List

Nutrition Indicators for respective Catchment Area

SMS Alerts to Beneficiaries and AWWs



Mobile Application


Growth Monitoring: Weight For Age:

Age (Months): 12, 24, 36, 48, 60


Weight (kg): 2.0, 4.0, 6.0, 8.0, 10.0, 12.0, 14.0, 16.0, 18.0, 20.0, 22.0, 24.0

Weight: 9.9 kg  
Age: 36 months


Labels: Pre School Education, Maternal and Child Nutrition, Demographics, AWC Infrastructure, Beneficiary Details




Water, Sanitation and Hygiene




Demographics



Maternal and Child Nutrition



Interventions



Behavior Change

## ICDS-CAS Dashboard

Fact Sheets > Nutrition Indicators

Month: Month Additional Filters: Additional Filters

Indicators	Dec-2017	Jan-2018	Feb-2018	National
<b>Nutrition Status of Children</b>				
Weighing Efficiency (Children <5 weighed)	36.36%	36.55%	40.95%	38.08%
Total number of un-weighed children (0-5 Years)	34,75,706	38,85,062	38,47,487	--
Children from 0 - 5 years who are severely underweight (weight-for-age)	3.00 %	2.50 %	2.36 %	2.59 %
<b>Child Feeding Indicators</b>				
Percentage of children who were put to the breast within one hour of birth.	56.36%	61.16%	71.12%	71.12%
Infants 0-6 months of age who are fed exclusively with breast milk.	55.93%	54.90%	53.58%	53.56%
Children from 6 - 24 months complementary feeding	70.53%	71.79%	76.04%	75.98%
<b>Nutrition Status of Pregnant Women</b>				
Women eating an extra meal during pregnancy	76.83%	76.22%	77.52%	77.39%
Pregnant women in 3rd trimester counselled on immediate and exclusive breastfeeding during home visit	57.29%	56.01 %	58.08 %	57.91%

Dashboard

# ICDS-CAS

## Training

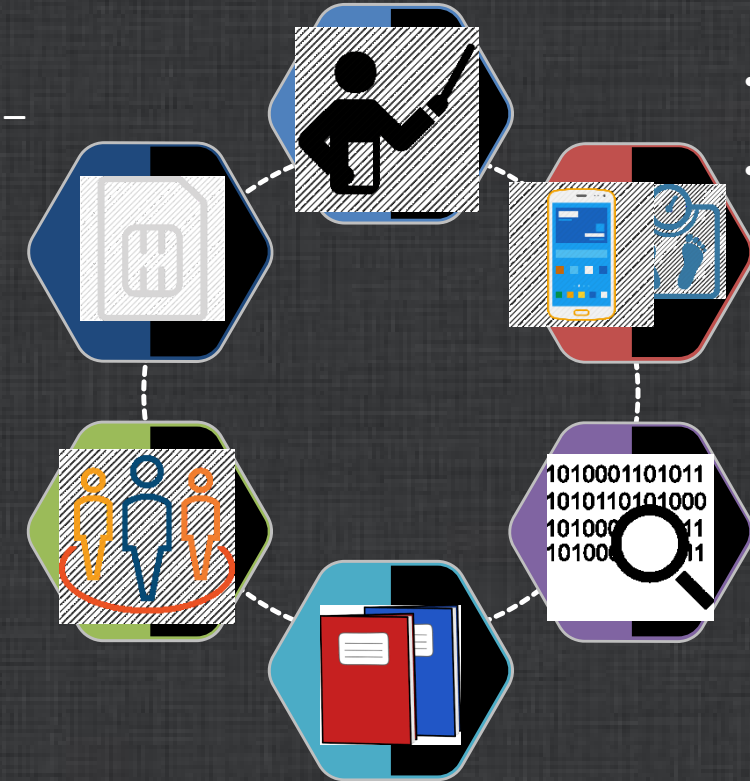
- Training of Master Trainers.
- Across 44 Locations. From 6<sup>th</sup> – 9<sup>th</sup> March 2018

## Data Plans

- Procurement of SIM Cards.
- Data Plan for AWWs and LS.

## Training of LS and AWWs

- Training of AWWs and LS by Master Trainers



## Procurement of Devices through GeM

## Procurement of Devices

- Smartphones & Tablets – 1 per AWW & LS
- Growth Monitoring Devices – 1 set per AWC-Stadiometer, Infantometer, Weighing Scale (Infant+Mother & Child)

## 11 Digit and LGD Codes

- Preparation of 11 Digit Code.
- LGD Code at Village Level.

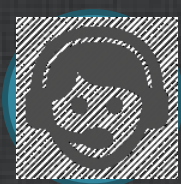
## Discontinuation of Registers

10 of the 11 AWC registers to be discontinued on stabilization of Data Entry by AWWs.

# ICT-RTM: Financial Norms

Device	Maximum Unit Cost (₹)	Scale
Smart Phone including battery bank, phone cover and screen guard	₹ 10,000/-	1 per AWW (additional 5%)
Tablet	₹ 10,000/-	1 per Lady Supervisor (additional 5%)
Growth Monitoring Devices- 4 Nos. (Stadiometer, Infantometer, Weighing Scale (Mother& Child) and Weighing Scale (Infant))	₹ 10,000/-	1 set per AWC
Internet Connectivity for AWWs (4G)	₹ 200/-	Per month per AWW
Internet Connectivity for LSs (4G)	₹ 200/-	Per month per LS
Maintenance of Smartphones/ Tablets (10%), after expiry of warranty period on case to case basis	₹ 1000/-	Onetime
Training Cost for Master Trainers AWWs on ICT RTM -Onetime	₹ 1000/-	Per AWW/Master Trainer, for entire duration of training





# Call Centre

- **Centralised Call Centre being established.**
- **For Grievance Redressal and Interventions.**
- **Incoming Toll Free number.**
- **Through NICSI.**
- **Awaiting Financial Vetting.**

# Incremental Learning Approach



## Guidelines

Implementation Guidelines already Issued, need to be translated at State Level.

## Training Modules

All 21 ILA Modules available on NNM Website.  
Translation & Printing to be carried out at State Level.



## Training

- Nominate Master Trainers.
- Prepare Micro Training Schedule.

## e-ILA

- ILA modules for training on Mobile App.
- Web based application for evaluation.





# ILA: Financial Norms

Cost Norm	Cost ₹
<b>State SRG</b> <ul style="list-style-type: none"><li>• Cost Includes: Venue, Food/refreshment and TA</li><li>• Frequency: 2 days every quarter</li></ul>	1,50,000/-
<b>District Level DRG</b> <ul style="list-style-type: none"><li>• Cost Includes: Food/Refreshment and TA</li><li>• Frequency 2 days every quarter</li></ul>	30,000/-
<b>Block Level BRG per Module</b> <ul style="list-style-type: none"><li>• Cost Includes: Refreshment and Printing</li><li>• Attendance: 8-10 people</li><li>• Frequency: 1 day per Module/month</li></ul>	4,000/-
<b>Sector Level per Theme</b> <ul style="list-style-type: none"><li>• Cost Includes: TA (₹ 50/-), Refreshment (₹ 20/-) and Printing (₹ 5/-) total @ 75 per AWW</li><li>• Frequency: 1 per Theme/month</li></ul>	1,500/-

# Community Mobilization and Behaviour Change Communication (BCC)



# Innovation, Incentives, Flexi-Funds

## Flexi -Funds

- Provided at State Level.
- To cater for regional peculiarities.
- Provides flexibility to States.

## Innovations

Based on experience and identification of Gaps, funds earmarked for development and implementation of innovations.

## Incentives

### State Level

- Annually.
- Based on achievement of goals.
- Scaled as per population size.

### Cash Award to Frontline Functionaries

- Annually.
- Corpus of ₹ 150 Crore.
- Performance based.
- Includes AWWs, LS, ASHA, ANM

### AWWs for ICT-RTM

- Monthly - ₹ 500/-.
- Performance based.

# Administrative Financial Norms: State Level

## Non-Recurring

Sl. No.	Item	Unit Cost (in ₹ Lakhs)
1.	Office Equipment (Computers, Printers, Scanners etc.)	12.00 (lump sum)
2.	Office Furniture (Table, Chair etc.)	3.00 (lump sum)

## Recurring

3.	Rent	1.00 per month per State/UT
4.	Travel #	1.00 per month per State/UT
5.	Office Administration (Electricity, Telephone, Internet, Water, Stationery, Hiring of vehicles etc.)	3.00 per month per State/UT
6.	Operations Research	50.00 annual per State/UT

# Ensure that there is no duplication of Travelling Allowance at District/State levels

# Documents Available on Website

Link :<http://icds-wcd.nic.in/nnm/home.htm>

## Document

### Notifications

- OM for Constitution of National Council on India's Nutrition Challenges
- OM for Constitution of Executive Committee of NNM

### Guidelines

- Guidelines for implementation of Incremental Learning Approach
- Guidelines for organizing Community Based Events

### Release of Funds

- Financial Year 2017-18 - All 36 States/UTs

### ICT-RTM

- All Guidelines and Training Manuals (10)

### ILA

- Guidelines for Incremental Learning Approach. 21 ILA Modules

### CBE

- Letter to States/UTs - Guidelines for organizing CBE

### Procurement

- Specifications of Smart phone, Tablet and Power bank under NNM
- Specifications of Growth Monitoring Devices under NNM

### NNM Districts

- List of 315 Districts in 36 States/UTs covered in Phase-I

### Vacancies

- Vacancy Circular for filling up of various posts in the NNRC-CPMU

### About NNM

- Press Release

### Project Management Team

- NNRC-CPMU

### Administrative Approval & Guidelines

- Administrative Approval for setting up of POSHAN Abhiyaan. Administrative Guidelines.
- Manpower Norms.

# Thank You

**POSHAN  
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PM's Overarching  
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