

F. No. 29/24/2017-WBP
Government of India
Ministry of Women and Child Development

3rd Floor Jeevan Vihar Building, New Delhi
Dated the 10th May, 2019

To

The Principal Secretaries/Secretaries, Department of Social Welfare/Women & Child Development,
All States and UTs.

Subject: NOC from Election Commission of India from Model Code of Conduct (MCC) Angle regarding Implementation of Centrally Sponsored POSHAN Abhiyaan PM's Overarching Scheme for Holistic Nourishment (erstwhile National Nutrition Mission) in the States/UTs.

Sir/Madam,

The undersigned is directed to inform you that MoWCD has again taken up the matter with Election Commission of India (copy of letter of even No. dated 22.04.2019 enclosed) stating that POSHAN Abhiyaan is an ongoing scheme, MCC may not be applicable and States/UTs can roll out the scheme during MCC also as per the scheme guidelines and continue the process for procurement of devices etc through GeM portal.

2. Election Commission of India has vide letter No. 437/6/GC/ECI/LET/FUNCT/MCC/2019 dated 29.04.2019 (copy enclosed) asked certain details regarding note on POSHAN Abhiyaan including the fund/budget allocated and work completed from 8.03.2018 till date. The information was shared with ECI vide letter dated 1st May, 2019 (copy enclosed) with the request to give necessary clearance immediately.

3. Election Commission of India has vide letter No. 437/6/GC/ECI/LET/FUNCT/MCC/2019/533 dated 04.05.2019 (copy enclosed) given no objection from MCC angle, subject to the condition that no undue publicity shall be done in this regard by anyone anywhere to attain political mileage through it.

4. States/UTs are therefore advised to continue the process of implementation of all the activities of POSHAN Abhiyaan and also continue the process for procurement of devices etc through GeM portal.

Yours faithfully,


(Sanjiv Gajraj)

Executive Director

Tel. 011-23368202

Email : sanjiv.gajraj@gov.in

Encl. As above

F. No. 29/24/2017-WBP
Government of India
Ministry of Women and Child Development

Shastri Bhawan, New Delhi - 1
Dated: 22nd April, 2019

To

The Deputy Election Commissioner
Election Commission of India
Nirvachan Sadan, Ashok Road
New Delhi – 110 001.

Subject: Implementation of Centrally Sponsored POSHAN Abhiyaan **PM's Overarching Scheme for Holistic Nourishment** (erstwhile National Nutrition Mission) – regarding.

Sir,

The undersigned is directed to inform you that POSHAN Abhiyaan was formally launched on 8th March, 2018. POSHAN Abhiyaan aims to reduce mal-nutrition from the country in a phased manner, through the life cycle concept, by adopting a synergized and result oriented approach. The Abhiyaan ensure mechanisms for timely service delivery and a robust monitoring as well as intervention infrastructure. Target of Mission is to bring down stunting of the children in the age group of 0-6 years from 38.4% to 25% by the year 2022.

2. One of the activities under the Abhiyaan is implementation of ICDS-Common Application Software under which all the States/UTs have to procure Smart Phones, Power Bank and Growth Monitoring Devices {Infantometer, Stadiometer, Weighing Scale (Infant) and Weighing Scale (Mother and Child)}. States/UTs have to also do other activities like organising Community Based Events, Incremental Learning training, Convergence Action Plan meeting, IEC & Advocacy etc.

3. Since POSHAN Abhiyaan is a beneficiary oriented scheme and the beneficiaries are among the most vulnerable sections of the society therefore, it becomes necessary that the activities related to the scheme are implemented in a unhindered manner so that benefits reach timely to the end beneficiary as time is perhaps the most important factor for the achieving the objective of the Scheme.

4. The States/UTs are at various stages of implementation of the schemes. Some of the States/UTs have stopped the process of procurement due to Model Code of Conduct.

5. Election Commission of India has given the permission to State of Madhya Pradesh vide letter dated 29.03.2019 (copy enclosed) for procurement of Smart-phones.
6. Since this is an ongoing Scheme, it is felt that the MCC may not be applicable and States/UTs can roll out the Scheme during MCC also as per the Scheme guidelines.
7. It is, therefore, requested to kindly clarify that the Model Code of Conduct for Lok Sabha Election 2019 will not be applicable for unhindered implementation of activities for the ongoing POSHAN Abhiyaan in the States/UTs and States/UTs may continue the process for procurement of devices etc. through GeM portal for continued roll-out of ICDS-CAS and regular Growth Monitoring.

Yours faithfully,

[Handwritten Signature]
22/4/2019

(Dr. Rajesh Kumar)

Joint Secretary to the Government of India

Tel. No.: 011 – 2338 7683

E-mail: rajesh.kr62@gov.in

358978/2019/CONST



भारत निर्वाचन आयोग सचिवालय
SECRETARIAT OF THE ELECTION COMMISSION OF INDIA
निर्वाचन सदन, अशोक रोड, नई दिल्ली-110001
Nirvachan Sadan, Ashoka Road, New Delhi-110001.

No. 437/6/CG/ECI/LET/FUNCT/MCC/2019

Dated: 29th April, 2019

To

Secretary,
Government of India,
Ministry of Women and Child Development,
Shastri Bhawan,
New Delhi-110001.

(Kind attn. :- Dr. Rajesh Kumar, Joint Secretary)

Subject: - Implementation of centrally sponsored POSHAN Abhiyaan PM's Overarching Scheme for Holistic Nourishment (erstwhile National Nutrition Mission) - regarding.

Sir/Madam,

I am directed to refer to letter No. 29/24/2017-WBP dated 22nd April, 2019 on the subject cited, and to request you to provide details regarding the fund/budget allocated and work already completed in the phases starting from 08.03.2018 till date.

Yours faithfully,

(AJAY KUMAR)
SECRETARY

F. No. 29/24/2017-WBP
Government of India
Ministry of Women and Child Development

Shastri Bhawan, New Delhi - 110001
Dated the 1st May, 2019

To

The Secretary,
Election Commission of India,
(Attention : Shri Ajoy Kumar)
Nirvachan Sadan, Ashok Road,
New Delhi-110001

Subject: Implementation of Centrally Sponsored POSHAN Abhiyaan PM's Overarching Scheme for Holistic Nourishment (erstwhile National Nutrition Mission) – regarding.

Sir,

The undersigned is directed to refer to this Ministry's letter of even No. dated 22.04.2019 and your letter No. 437/6/GC/ECI/LET/FUNCT/MCC/2019 dated 29.04.2019 (copies enclosed) on the above mentioned subject.

2. As desired, a details note on POSHAN Abhiyaan including the fund/budget allocated and work completed from 8.03.2018 till date is enclosed herewith.
3. It is therefore, requested to give necessary clearance immediately.

Yours faithfully,



(Sanjiv Gajraj)

Executive Director

Tel. 011-23368202

Email : sanjiv.gajraj@gov.in

Encl. As above

Details on POSHAN Abhiyaan

Background:

1. It is a known fact that under nutrition is an outcome of not one but multiple detrimental factors. These factors play their role in helping sustain this continuous burden of under nutrition; leading to our inability to achieve our desired human resource potential, generation after another. In order to achieve its true potential and play the role as a global superpower India will need to focus on eradication of malnutrition so as to ensure that the coming generations are healthy, enabling higher intellectual potential, leading to enhanced work productivity.

2. On 8th March, 2018; Hon'ble Prime Minister launched **POSHAN Abhiyaan – PM's Overarching Scheme for Holistic Nourishment (National Nutrition Mission)** from Jhunjhunu in Rajasthan. Overall budget is ₹ 9046 Crore. To ensure a holistic approach, all 36 States/UTs and districts have been covered. More than 10 crore people will be benefitted by this programme.

Goals:

3. The goals of POSHAN Abhiyaan are to achieve improvement in nutritional status of Children from 0-6 years, Adolescent Girls, Pregnant Women and Lactating Mothers in a time bound manner during the three years with fixed targets as under:

Sl.No	Objective	Target
1.	Prevent and reduce Stunting in children (0- 6 years)	By 6% @ 2% p.a.
2.	Prevent and reduce under-nutrition (underweight prevalence) in children (0-6 years)	By 6% @ 2% p.a.
3.	Reduce the prevalence of anemia among young Children(6-59 months)	By 9% @ 3% p.a.
4.	Reduce the prevalence of anemia among Women and Adolescent Girls in the age group of 15-49 years.	By 9% @ 3% p.a.
5.	Reduce Low Birth Weight (LBW).	By 6% @ 2% p.a.

4. The Abhiyaan aims to reduce mal-nutrition from the Country in a phased manner, through the life cycle concept, by adopting a synergised and result oriented approach. The Abhiyaan will ensure mechanisms for timely service delivery and a robust monitoring as well as intervention infrastructure. Target is to bring down stunting of the children in the age group of 0-6 years from 38.4% to 25% by the year 2022.

5. Details regarding the fund/budget allocated, expenditure is at Annexure.

Convergence:

6. Different Ministries/Departments at the Centre and States/UTs deal with varied interventions required for reduction of malnutrition in a stand-alone manner. POSHAN Abhiyaan

ensure convergence of various programmes i.e. Anganwadi Services, Pradhan Mantri Matru Vandana Yojana, Scheme for Adolescent Girls of Ministry of Women & Child Development; Janani Suraksha Yojana (JSY), National Health Mission (NHM) of MoH&FW; Swachh Bharat Mission of Ministry of Drinking Water & Sanitation (DW&S); Public Distribution System (PDS) of Ministry of Consumer Affairs, Food & Public Distribution (CAF&PD); Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) of Ministry of Rural Development (MoRD); Drinking Water & Sanitation with Ministry of Panchayati Raj; Ministry of Tribal Affairs and Urban Local Bodies through Ministry of Urban Development.

7. Ministry of Women and Child Development is the nodal Ministry for anchoring overall implementation; as described above, the vision is for all aligned Ministries to work together for addressing under nutrition. Never before has so many programs been pulled together for addressing under nutrition at national level in India. The Prime Minister reviews the progress every six months and similar review is expected at state level; and this process will be augmented by nutrition specific review in every district by the District Magistrate on a quarterly basis. Every state/district develops its Convergence Action Plan which includes their specific constraints and bottlenecks and what can they address in short, mid or long term. The Chief Secretary need to chair the Convergence Action Plan (CAP) meeting on quarterly basis. DC/DMs also need to take CAP meeting on quarterly basis.

Technology (ICDS- Common Application Software):

8. The Abhiyaan empowers the frontline functionaries i.e. anganwadi workers and Lady Supervisors by providing them with smartphones. The software application, ICDS-Common application Software especially developed for this purpose enables data capture, ensures assigned service delivery and prompts for interventions wherever required. This data is then available in near real time to the supervisory staff from Block, District, State to National level through a Dashboard, for monitoring. The procurement and distribution of mobile devices is a part of the project. The application is aimed to augment system strengthening in ICDS service delivery and looks at improving the nutrition outcomes through effective monitoring and timely intervention. CAS replaces ~8.2 kg of paper registers with 173 gms of smartphone. It enables growth monitoring of children with the help of auto plotting of growth chart on the mobile application; Auto-generates task list and home visit scheduler for enabling AWW to focus on the beneficiaries based on priority. System generated SMS alerts are sent to beneficiaries and government officials. It is aimed to improve the ICDS service delivery and also enable the Mission to effectively plan and take fact-based decision making. Predictive Analytics & Big Data Analytics are being used to uncover hidden patterns, correlations and insights. Coverage and Roll-out of ICDS-CAS as on 30th April, 2019 is as under: -

- (a) States/UT: 18
- (b) Districts: 131
- (c) Anganwadi Centres: 2,32,495

9. States/UTs are at various stage of procurement of smart phones. As on date only 3.89 lakh smart phones procured out of 15.30 lakh. Due to model code of conduct some States/UTs have stopped the process of procurement.

Community Mobilization, Behavioral Change and Jan Andolan:

10. **Community Mobilization and Behavioral Change** is another important component of the Abhiyaan. The Abhiyaan is focusing on converting the agenda of improving nutrition into a Jan Andolan through involvement of Panchayati Raj Institutions/Villages Organizations/SHGs/volunteers etc. and ensuring wide public participation. Accordingly, inter-Ministerial Guidelines on Jan Andolan have been developed and released, to build consensus, achieve convergence and synergise efforts towards achieving the desired Goals. States/UTs to carry out IEC activities on regular basis for which funds to the tune of Rs. 19.00 lakh per district per year has been already allotted to the States/UTs.

11. **Organization of Community Based Events (CBEs):** In order to strengthen processes for community engagement, empowerment of beneficiaries and increased social accountability of ICDS, the POSHAN Abhiyaan provides for the organization of Community Based Events (CBEs) twice in a month on a fixed day of a week by each Anganwadi Centre. The processes under this component also encompass outreach visits by Anganwadi Worker to prioritized households to promote Infant and Young Child Feeding (IYCF) practices; development of well-researched designed and tested communication plan & IEC materials and intensive Mass Media Campaign on Nutrition. Detailed Guidelines on conduct of CBE have been issued. Most of the States/UTs are conducting the CBEs regularly as per the guidelines.

12. **Rashtriya Poshan Maah:** September 2018 was celebrated as the Rashtriya Poshan Maah across the Country. A Dashboard to monitor all activities during the month was developed. Approximately 25 crore people had participated and more than 22 lakh activities were conducted across India.

13. **Poshan Pakhwada:** Poshan Pakhwada on the lines of Poshan Maah was celebrated across the Country as part of Jan Andolan under POSHAN Abhiyaan from 08th to 22nd March, 2019.

Capacity Building:

14. The Abhiyaan focuses on building the capacity of front-line ICDS functionaries in effective and consistent service delivery by using Incremental Learning Approach (ILA). Under ILA, functionaries are being trained on thematic modules following the cascade of training of State Resource Group (SRG), District Resource Groups (DRGs) and Block Resource Groups (BRGs). Total 21 ILA modules have been provided to the States/UTs. States/UTs have started rolling out ILA Modules. A digital version of ILA has also been developed. The frontline functionaries can learn using a mobile application and the progress can be monitored on the dashboard. ILA training are conducted regularly as per the guidelines.

Incentives:

15. There are performance based incentives linked at various levels. Anganwadi workers for minimum service delivery; team based incentives for Anganwadi workers, ASHA and ANM for achieving targets together; and for States and UTs.

Flexi Funds:

16. There is also a provision of Flexi Funds. 7% of total allocation to States/UTs under the scheme to be utilized towards Flexi activities. States/UTs are at various stage for finalisation of Flexi Funds.

Innovations:

17. States/UTs may choose any innovation pilot and scale it up as per requirement and progress. The norms for allocation of funds to States/UTs under the Innovation activities is @ ₹ 27.85 Lakhs per district for the entire duration of the project i.e. upto March, 2020. Most of the States/UTs have not yet prepared the innovation pilot.

Partnerships:

18. **MoC with BMGF** : A Memorandum of Cooperation (MoC) with the Bill & Melinda Gates Foundation signed on 20th May, 2016 for providing technical support for roll-out and development of ICDS-CAS and technical support on nutrition at the National and State level. The MoC was signed initially be for a period of three years upto 20 May, 2019. There was provision to extend the MoC for another two years. With mutual consent the MoC has been extended upto 20 May, 2021.

19. **MoU with TATA Trusts**: An MoU signed with Tata Trusts to deploy Swasth Bharat Preraks (SBP) across all Districts. As on date 310 Preraks are deployed on ground.

20. **MoA with NASSCOM Foundation**: MoA for technical as well administrative support for implementation and roll-out at State/UT level has been signed.

Financial:

21. The cost sharing ratio of POSHAN Abhiyaan for Government of India, States & Union Territories is as per the following Table:

Category	Funds from World Bank	Central Government	States/UTs	Actual Cost sharing ratio Between Centre and States/UTs
For activities to be carried out at Central level	50%	50%	00	100:0
For States/UTs with legislature	50%	30%	20%	80:20
For NER and Himalayan States	50%	45%	5%	95:05
For UTs without legislature	50%	50%	00	100:0

- (a) Total Outlay of the Scheme is 9046.17 Crore.
- (b) First tranche of Loan for \$ 200 Million sanctioned by World Bank out of \$ 350 Million.
- (c) Total funds released to States/UT in FY 2017-18 and 2018-19 ₹3,13,747.15 lakh.
- (d) Funds utilized by States/UTs ₹ 50341.04 lakh.
- (e) Status of Fund Released and Expenditure under POSHAN Abhiyaan is attached.

Status of Fund Release and Expenditure under POSHAN Abhiyaan

as on 29.04.2019

Sl. No.	State/UT	Central Share Release			Utilization			Amount rupees in lakhs		State/UT	
		2017-18	2018-19	Total	Central Share	% Expenditure	State Share	% Expenditure	Overall		IUFRR/UC Month
1	Andhra Pradesh	1284.63	8604.68	9889.31	4617.67	46.69	923.53	37.35	5541.20	23 January 2019	Andhra Pradesh
2	Bihar	6724.06	15001.67	21725.73	5380.00	24.76	3586.67	66.04	8966.67	31 March 2019	Bihar
3	Chhattisgarh	965.45	9629.51	10594.96	1550.93	14.64	371.76	14.04	1922.69	email intimation	Chhattisgarh
4	Goa	238.07	197.78	435.85	0.00	0.00	0.00	0.00	0.00	31 March 2019	Goa
5	Gujarat	3036.66	11228.03	14264.69	2199.95	15.42	549.99	15.42	2749.94	28 February 2019	Gujarat
6	Haryana	400.97	5992.46	6393.43	387.64	6.06	77.53	4.85	465.17	31 March 2019	Haryana
7	Jharkhand	1555.35	5110.45	6665.80	0.00	0.00	0.00	0.00	0.00	NR	Jharkhand
8	Karnataka	3351.05	9870.89	13221.94	0.00	0.00	0.00	0.00	0.00	NR	Karnataka
9	Kerala	1273.37	6491.91	7765.28	137.73	1.77	34.45	1.77	172.23	31 March 2019	Kerala
10	Madhya Pradesh	3441.49	15894.17	19335.66	5516.17	28.53	1379.04	28.53	6895.21	31 March 2019	Madhya Pradesh
11	Maharashtra	2572.31	20989.28	23561.59	11557.19	49.05	2855.24	48.47	14412.43	31 March 2019	Maharashtra
12	Odisha	4600.46	10571.65	15172.11	0.00	0.00	0.00	0.00	0.00	NR	Odisha
13	Punjab	819.51	6090.33	6909.84	33.46	0.48	22.31	1.29	55.77	28 February 2019	Punjab
14	Rajasthan	2045.73	9680.99	11726.72	1854.92	15.82	0.00	0.00	1854.92	31 January 2019	Rajasthan
15	Tamil Nadu	1340.51	12210.93	13551.44	794.30	5.86	198.57	5.86	992.87	28 February 2019	Tamil Nadu
16	Telangana	1736.94	8595.70	10332.64	2897.82	28.05	0.00	0.00	2897.82	31 March 2019	Telangana
17	Uttar Pradesh	8440.60	29582.87	38023.47	5969.76	15.70	1492.44	15.70	7462.20	31 December 2018	Uttar Pradesh
18	West Bengal	5545.27	19294.11	24839.38	0.00	0.00	0.00	0.00	0.00	NR	West Bengal
19	Himachal Pradesh	1557.26	4153.15	5710.41	875.38	15.33	102.31	34.04	977.69	31 January 2019	Himachal Pradesh
20	Jammu & Kashmir	388.59	8343.52	8732.11	103.11	1.18	0.00	0.00	103.11	31 December 2018	Jammu & Kashmir
21	Uttarakhand	1866.25	4301.57	6167.82	1030.42	16.71	114.49	35.27	1144.92	31 March 2019	Uttarakhand
22	Arunachal Pradesh	52.93	2663.35	2716.28	168.12	6.19	0.00	0.00	168.12	31 January 2019	Arunachal Pradesh
23	Assam	2298.27	15492.36	17790.63	785.58	4.42	0.00	0.00	785.58	31 March 2019	Assam
24	Manipur	340.46	3865.37	4205.83	160.00	3.80	0.00	0.00	160.00	30 November 2018	Manipur
25	Meghalaya	462.98	1713.27	2176.25	1512.60	69.50	0.00	0.00	1512.60	31 December 2018	Meghalaya
26	Mizoram	119.38	957.65	1077.03	689.84	64.05	42.73	75.38	732.57	31 March 2019	Mizoram
27	Nagaland	163.74	1251.97	1415.71	811.06	57.29	90.12	120.95	901.18	31 March 2019	Nagaland
28	Sikkim	98.59	328.47	427.06	157.16	36.80	0.00	0.00	157.16	31 March 2019	Sikkim
29	Tripura	277.91	3695.72	3973.63	606.01	15.25	31.90	15.25	637.91	31 March 2019	Tripura
30	Delhi	945.95	2206.88	3152.83	140.45	4.45	12.47	1.58	152.92	31 March 2019	Delhi
31	Puducherry	39.24	393.70	432.94	104.34	24.10	26.08	24.10	130.42	31 March 2019	Puducherry
32	Andaman & Nicobar	100.22	316.67	416.89	109.27	26.21	0.00	0.00	109.27	31 March 2019	Andaman & Nicobar
34	Dadra & Nagar Haveli	108.83	129.32	238.15	85.75	36.01	0.00	0.00	85.75	31 December 2018	Dadra & Nagar Haveli
35	Daman & Diu (UT)	42.06	155.60	197.66	49.90	25.25	0.00	0.00	49.90	31 January 2019	Daman & Diu (UT)
36	Lakshadweep	60.00	138.90	198.90	54.45	27.38	0.00	0.00	54.45	30 November 2018	Lakshadweep
33	Chandigarh	158.88	148.30	307.18	133.21	43.37	0.00	0.00	133.21	31 March 2019	Chandigarh
	TOTAL	58295.09	255144.88	313439.97	50341.04	16.06	11911.63	16.06	62252.67		

not reported

not required

IUFRR/UC Received up to March, 2019

zero expenditure and reporting

3600

269.90

328.60

359274/2019/CONST

358978/2019/CONST



भारत निर्वाचन आयोग सचिवालय
SECRETARIAT OF THE ELECTION COMMISSION OF INDIA
निर्वाचन सदन, अशोक रोड, नई दिल्ली-110001
Nirvachan Sadan, Ashoka Road, New Delhi-110001.

No. 437/6/CG/ECI/LET/FUNCT/MCC/2019

Dated: 29th April, 2019

To

Secretary,
Government of India,
Ministry of Women and Child Development,
Shastri Bhawan,
New Delhi-110001.

(Kind attn. :- Dr. Rajesh Kumar, Joint Secretary)

Subject: - Implementation of centrally sponsored POSHAN Abhiyaan PM's Overarching Scheme for Holistic Nourishment (erstwhile National Nutrition Mission) - regarding.

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SECRETARY

355533/2019/O/O JS(RK)

F. No. 29/24/2017-WBP
Government of India
Ministry of Women and Child Development

Shastri Bhawan, New Delhi - 1
Dated: 22nd April, 2019

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Election Commission of India
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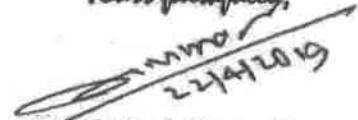
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6. Since this is an ongoing Scheme, it is felt that the MCC may not be applicable and States/UTs can roll out the Scheme during MCC also as per the Scheme guidelines.
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Yours faithfully,


22/4/2019

(Dr. Rajesh Kumar)

Joint Secretary to the Government of India

Tel. No.: 011 – 2338 7683

E-mail: rajesh.kr62@gov.in

361361(1)/2019/O/O US(GEN ADMIN)



भारत निर्वाचन आयोग सचिवालय
SECRETARIAT OF THE ELECTION COMMISSION OF INDIA
 निर्वाचन सदन, अशोक रोड, नई दिल्ली-110001
 Nirvachan Sadan, Ashoka Road, New Delhi-110001.

No. 437/6/CG/ECI/ LET/FUNCT/MCC/2019 | 533

Dated: 4th May, 2019

To

Secretary, ✓
 Government of India,
 Ministry of Women and Child Development,
 Shastri Bhawan,
 New Delhi-110001.

(Kind attn. :- Sh. Sanjiv Gajraj, Executive Director)

Subject: - Implementation of centrally sponsored POSHAN Abhiyaan PM's Overarching Scheme for Holistic Nourishment (erstwhile National Nutrition Mission) - regarding.

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Yours faithfully,

(AJAY KUMAR)
SECRETARY