

**PA/47/2018-CPMU(e-62268)**  
**Government of India**  
**Ministry of Women and Child Development**  
\*\*\*\*\*

3rd Floor, Jeevan Vihar Building,  
Sansad Marg, New Delhi -110001  
Dated 30<sup>th</sup> January, 2019

To

The Principal Secretaries/Secretaries, Department of Social Welfare/Women & Child Development,  
all States/UTs of India

Subject:- Guidelines for Incentive Awards under POSHAN *Abhiyaan* the PM's Overarching Scheme  
for Holistic Nourishment.

Sir/Madam,

Please refer to this Ministry's letter of even No. dated 18.12.2017 and 26.02.2018 forwarding therewith the Administrative Approval and Administrative Guidelines for implementation of POSHAN *Abhiyaan* (National Nutrition Mission).

2. As per Para 4.6 of the Administrative Guidelines dated 26.02.2018, there is a provision of Performance Incentive under POSHAN *Abhiyaan* and it was mentioned that a separate guidelines on this component will be issued by the MWCD.
3. In this regard, the detailed guidelines for Incentive Awards under POSHAN *Abhiyaan* is forwarded herewith for implementation.
4. There will be no separate Anganwadi Awards from 2018-2019 onwards.
5. Nominations for Incentive Awards for Financial Year 2018-19 may be submitted by 30<sup>th</sup> April, 2019 on [cpmu.poshan-mwcd@gov.in](mailto:cpmu.poshan-mwcd@gov.in).

Yours sincerely,

  
(Sanjiv Gajraj)

Executive Director, POSHAN *Abhiyaan*  
Tel. 011-23368202

Enclosure: As above

Copy to

Director and Nodal Officer, In-charge of Angwanwadi Services and POSHAN *Abhiyaan* of all  
States/UTs of India

Copy also

1. Adviser, NITI Aayog
2. Joint Secretary, Ministry of Health & Family Welfare
3. Director, ICDS
4. Ms. Mohini Kak, The World Bank

# Guidelines for Incentive Awards as part of POSHAN Abhiyaan

## 1. Objective

- 1.1 The guidelines are being framed in pursuance of the administrative approval of the NNM/7/2017-WBP dated 26 February 2018 .
- 1.2 The Objective of these Guidelines is to define the framework for the Award of Incentives at the State/UT Level and to reward the field functionaries engaged in the implementation of the POSHAN Abhiyaan.
- 1.3 There will be no separate Anganwadi Awards from 2018-2019 onwards.

## 2. Grouping of States/UTs

- 2.1 The 36 States/UTs have been grouped into 4 Groups based on the population; number of Anganwadis; geographical location and administrative setup.
- 2.2 The grouping of States/UTs is given at **Annexure I**.

## 3. Category of Awards

### 3.1 **National Awards**

The following Awards will be given at National Level. **Annexure II**

Si. No.	Category	Awards	Total No. of Awards
<b>Excellence Awards at State level (to be awarded at National Level)</b>			
1.	ICDS- CAS Implementation	2 from Group I,II,III and 1 from group IV	7Awards
2.	Capacity Building (ILA) , Convergence and Behavioral Change & Community Mobilization		7 Awards
3.	Overall Excellence in Implementation		7 Awards
<b>Field Level Leadership Awards (at National Level)</b>			
4.	Best District (Only for Group I,II,III)	1 per State	29 Awards
5.	Block (Best Block in each State/UT)	1 per State/UT	36 Awards

6.	AAAA & LS (AWW, AWH, ASHA, ANM & LS) (2 award per State/UTs in group I,II,III & 1 award per State/UTs in group iv))	29*2=58 7*1=7	65 Awards
<b>State Level Awards</b>			
7.	Best 3 Districts (Other than National Award winner District )		Only for Group I & II
8	Best 2 Districts (Other than National Award winner District)		Only for Group III
9.	Best 10 Blocks (Other than National Award winner District)		Only for Group I & II
10	Best 5 Blocks (Other than National Award winner District)		Only for Group III
11.	Best field teams 1 per Block (Other than National Award winner Field team.)		All States/UTs

\* The award will be given to only those projects which have rolled out POSHAN Abhiyaan as per score cards prepared based on format given at Annexure Table 1: Category of Awards

3.2 MoW&CD may at its discretion finalize non-incentive Awards, to recognize the efforts of participating Line Ministries, Multilaterals and Partners supporting POSHAN Abhiyaan. All such awards will be brought before the Selection Committee.

#### 4. Periodicity of Awards

4.1 The National and State Level Awards will be given based on performance each. For beginning FY 2018-19 for implementation of POSHAN Abhiyaan. **The Award criteria will** primarily take into consideration the **rollout and implementation of POSHAN Abhiyaan**. The **performance of all districts** notified as part of POSHAN Abhiyaan will be considered towards the Awards.

#### 5. Evaluation Criteria and Citation Format for the Awards

(National Awards)

5.1 **Common Application Software (CAS) Implementation Award:** This award will take into consideration the progress made in procurement of smartphones, SIM cards & Data Plans, and Growth Monitoring Devices; configuration of smartphones for roll-out of CAS; training of master trainers and field functionaries on the software; this will be followed by the roll-out of (CAS) in the State/UT. Details of evaluation criteria and citation format are given at **Annexure III**.

5.2 **Capacity Building, Convergence and Behavioural Change & Community Mobilisation Award:**

### 5.2.1 **Capacity Building (ILA)**

Training of field functionaries and supervisory staff through the Incremental Learning Approach (ILA) is an essential component of the Mission, ensuring their empowerment and professional competence. This will take into consideration the establishment of SRG, DRG & BRG. This will be followed by the number of modules covered as part of the training at these three levels, including the number of individuals trained. Details of evaluation criteria and citation format are given at ***Annexure IV***.

### 5.2.2 **Convergence**

Along with this POSHAN Abhiyaan focuses on achieving convergence at all levels. Accordingly, States/UTs were required to formulate respective Convergence Action Plans. This Award will look at implementation of Convergence Action Plan and holding of quarterly meetings at State, district and block levels. Details of evaluation criteria and citation format are given at ***Annexure V***.

5.2.3 **Behavioural Change & Community Mobilisation Award**: The goals of the Mission can only be achieved through the involvement of beneficiaries, their families and the society. This Award will focus on the allotment of funds to districts for conduct of Community Based events (CBE) and the number of CBE & VHSND conducted at district level. Details of evaluation criteria and citation format are given at ***Annexure VI***.

5.3 **Overall Excellence in Implementation of POSHAN Abhiyaan**: This award, in addition to accounting for the above four Component based Awards, will also focus on setting up of SPMU; hiring of manpower at District & Block level; utilization of funds allotted and State level budget contribution, wherever applicable. Details of evaluation criteria and citation format are given at ***Annexure VII***.

***The States/UT will carryout selection based on the defined criteria and forward the final awardee along with the qualifying citations of each set of awards. (State/UT will send only 1 final awardee citation each under all 3 category.)***

5.4 **Field Level Leadership Awards**: These would be team Awards given at the district, block and field levels, to recognize outstanding work done by the cutting-edge leadership as well as field functionaries in implementing the Mission components and achieving Convergence.

5.4.1 **District Level Leadership & Convergence Award**: This would be a team award at district level and the team of DC/DM, DPO/DSWO, Chief District Medical Officer (CDMO/CMO), Head of Rural Development of District etc. will be nominated for these awards. The qualifying act of the citation will include roll-out of POSHAN Abhiyaan Components, leadership initiatives towards achieving convergence, innovation, interventions, awareness campaigns, use of technology etc. ***(State will send only 1 final awardee citation) Annexure VIII.***

5.4.2 **Block Level Leadership & Convergence Award**: This would be a team award at block level and the team of CDPO, MO I/C, Incharge of Rural Development of Block etc.

will be nominated for these awards. The qualifying act of the citation will include roll-out of POSHAN Abhiyaan Components, leadership initiatives towards achieving convergence, innovation, interventions, awareness campaigns, use of technology etc. **(State/UT will send only 1 final awardee citation) Annexure IX.**

**The States/UT will carryout selection based on the defined criteria and forward the list of final awardees along with the qualifying citations of each set of awards .**

5.4.3 **AAAA&LS (AWW, AWH, ASHA, ANM) Convergence Award:** As part of convergence it is essential that the field functionaries at ground level AAAA&LS (AWW, AWH, ASHA, ANM&LS) synergise their efforts during various activities like counselling during home visits (including visits carried out as part of HBNC & HBYC), CBE and VHSND. To acknowledge this aspect and send a message on the importance of this field level synergy, a total of 65 set of AAAA&LS will be awarded from across the Country at the National Level in Delhi. Details of evaluation criteria and citation format are given at **Annexure X. Based on the criteria the States/UTs will carry out evaluation within the State and names of the final set as per no. of district given in (Annexure IIA) of AAAA&LS nominations for award will be forwarded. Each State will forward the 2 citation and UTs will forward 1 citation.**

## 6 . Evaluation Criteria and Citation Format for the Awards

### **State Level Awards:**

6.1 **District Level Leadership & Convergence Award:** This would be a team award at district level and the team of DC/DM, DPO/DSWO, Chief District Medical Officer (CDMO/CMO), Head of Rural Development of District etc. will be nominated for these awards. The qualifying act of the citation will include roll-out of POSHAN Abhiyaan Components, leadership initiatives towards achieving convergence, innovation, interventions, awareness campaigns, use of technology etc.

6.2 **Block Level Leadership & Convergence Award:** This would be a team award at block level and the team of CDPO, MO I/C, Incharge of Rural Development of Block etc. will be nominated for these awards. The qualifying act of the citation will include roll-out of POSHAN Abhiyaan Components, leadership initiatives towards achieving convergence, innovation, interventions, awareness campaigns, use of technology etc.

6.3 **Best Field Team Award at Block Level (comprising AAAA and Lady Supervisor):** As part of convergence it is essential that the field functionaries at ground level AAAA&LS (AWW, AWH, ASHA, ANM&LS) synergise their efforts during various activities like counselling during home visits (including visits carried out as part of HBNC & HBYC), CBE, VHSND and message delivery. To acknowledge this aspect in each block and send a message on the importance of this field level synergy,

a set of AAA&LS will be awarded in all the Blocks across all districts based on performance.

The set of AAA&LS will have to obtain a **minimum score of 50** to be eligible for the Award. **Incase NOT even a single set of AAA&LS is able to obtain the required qualification score in a Block, NO Awards will be given in that Block.** Details of evaluation criteria and citation format are given at **Annexure XIII**. Based on the criteria the States/UTs will carry out evaluation within each Block and names of the best set of AAA&LS will be intimated to MoW&CD in the given timeframe. These Incentive Awards will be managed and distributed at the State Level in manner similar to what is being followed at the National level. **Only the list of awardees along with the score cards will be forwarded by States/UTs to MoW&CD, no citations will be forwarded.** The required funds based on the number of awards shall be transferred to the States/UTs.

## **.7. Award Committees**

7.1 **Constitution of Shortlisting Committee at State/UT Level** : State/UT may constitute a Selection Committee or use the Convergence Committee constituted under POSHAN Abhiyaan at their discretion to shortlist/select the awardees . **Based on the committee's recommendation, the State Department of WCD/SW will forward the list of Awardees for National Awards to the nodal person in Department of WCD,GOI. The committee will also recommend the State level Awardees to the respective State Government Departments.**

7.2 **Constitution of Selection and Confirming Committee at National Level:** The following Committees will be formed to finalise the Awards at the National Level.

7.2.1 A Screening Committee under Mission Director will be formed at the national level. This committee will ensure that all the nomination received from States/UTs are as per format and meet all the qualification criteria. **Annexure XII.**

7.2.2 Selection Committee under Secretary, WCD will be formed to finalize the Awards. **Annexure XIII.**

## **8. Administrative/General Instructions**

8.1 **Mode of Submission:** Citations in the given format, will be forwarded through email and hard copy of the citations duly sealed will also be forwarded, to the following address.

Executive Director,

CPMU, POSHAN Abhiyaan  
3<sup>rd</sup> Floor, Jeevan Vihar Building  
Parliament Street, New Delhi – 110001

*Email id. Cpmu.poshan-mwcd@gov.in*

8.2 The Citations will be forwarded **through proper channel**. Department of **W&CD/Social Welfare will be the nodal Department** for forwarding all the citations at State as well district level. Department of W&CD/Social Welfare will also consult the department of Health for deciding the AAAA & LS award. All Citations either through email or by post **should be sent under a forwarding letter from Department of W&CD/Social Welfare. Citations forwarded directly through email without a covering letter will NOT be considered for the Awards.**

8.3 **Format for Submission:** Category wise format for Citation is given at paragraph above. The format of the citation has been prepared in a manner that it will help the States/UTs, as well as, CPMU to monitor and evaluate the progress of the Mission. **It is mandatory for all States/UTs to report as per the formats by the due date.** Wherever possible citations to be supported by photographic evidence with date time stamp. Soft copy of the citations being forwarded through **email will be in word and pdf formats only. All photographs to be attached with the citation will be duly annotated and compiled in a pdf format.**

8.4 **The last date for receipt of citation will be communicated sepretely.**

9. **Use of Award Money:** The States/UTs may use the award money (given for the purpose of State level Award) towards any gap filling or innovations.

Annexure I

Grouping of States/UTs

<b>Group I</b>	<b>Group II</b>	<b>Group III</b>	<b>Group IV</b>
Bihar	Andhra Pradesh	Assam	A & N Islands
Chhattisgarh	Gujarat	Arunachal Pradesh	Chandigarh
Jharkhand	Karnataka	Jammu & Kashmir	Dadra & N Haveli
Uttar Pradesh	Kerala	Manipur	Daman & Diu
Punjab	Tamil Nadu	Meghalaya	Goa
Haryana	Telangana	Mizoram	Lakshadweep
Madhya Pradesh	Maharashtra	Nagaland	Puducherry
Rajasthan	West Bengal	Sikkim	
Delhi	Odisha	Tripura	
		Himachal Pradesh	
		Uttarakhand	
<b>9 States/UTs</b>	<b>9 States/UTs</b>	<b>11 States /UTs</b>	<b>7 States/UTs</b>



**Details of Awards & Incentives**

Si No.	Category of Award	No. of Awards	Total No. of Awards	Award Money in Crore/ Trophy								Total (in Crore)
				Group I		Group II		Group III		Group IV		
				1 <sup>st</sup>	2 <sup>nd</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	1 <sup>st</sup>		
<b>I. Excellence Award to States/UTs (to be awarded at National Level)</b>												
1.	ICDS-CAS Implementation	2 from Group I,II, III and 1 from Group IV	7 Awards	1.0	0.5	1.0	0.5	1.0	0.5	1.0		5.5
2.	Capacity Building (ILA) , Convergence and Behavioral Change & Community Mobilisation		7Awards	1.0	0.5	1.0	0.5	1.0	0.5	1.0		5.5
3	Overall Excellence in Implementation		7 Awards	1.5	0.75	1.5	0.75	1.5	0.75	1.5		8.25
<b>Total Award Money</b>												<b>19.25 Cr.</b>
<b>II. Field Level Leadership &amp; Convergence Awards (to be awarded at National Level)</b>												
4.	District Level Leadership & Convergence Award	1 from Group I,II,III	29	Only Certificate and Medal. No Monetary Incentives								Refer Annexure III
5.	Block Level Leadership & Convergence Award	1 from Group I,II,III,IV	36	Only Certificate and Medal. No Monetary Incentives								Refer Annexure IV
6.	AAAA & LS (AWW, AWH, ASHA, ANM & LS) Convergence Award	2 for Group I,II,III & 1 for Group IV	2*29 =58 1*7 =7 58+7=65	Rs. 2.5 Lakh Each (65 * 2.5 =								<b>1.63 Cr.(approx)</b>

	2 for each group I,II,III & 1 for each group iv)				
<b>III. Field Level Team Awards (to be awarded at State/UT Level)</b>					
7.	Best 3 Districts	Only for Group I & II		Only Certificate and Medal. No Monetary Incentives	
8.	Best 2 Districts	Only for Group III		Only Certificate and Medal. No Monetary Incentives	
9.	Best 10 Blocks	Only for Group I& II		Only Certificate and Medal. No Monetary Incentives	
10.	Best 5 Blocks	Only for Group III		Only Certificate and Medal. No Monetary Incentives	
11.	Best Team Award (comprising AAAA and Lady Supervisor)	1 per Block/ICDS Project	7022	Rs. 0.50 lakh	<b>35.11 Cr.</b>

**Details of AAAA & LS (AWW, AWH, ASHA, ANM & LS) Convergence Award Awards**

	<b>State Name</b>	<b>No. of Awards</b>	<b>No. of Citations</b>
1	Chandigarh	1	1
2	Dadra & Nagar Haveli	1	1
3	Lakshadweep	1	1
4	Goa	1	1
5	Daman & Diu	1	1
6	A & N Islands	1	1
7	Puducherry	1	1
8	Sikkim	2	2
9	Mizoram	2	2
10	Tripura	2	2
11	NCT Of Delhi	2	2
12	Meghalaya	2	2
13	Nagaland	2	2
14	Himachal Pradesh	2	2
15	Andhra Pradesh	2	2
16	Uttarakhand	2	2
17	Kerala	2	2
18	Manipur	2	2
19	Arunachal Pradesh	2	2
20	Haryana	2	2
21	Punjab	2	2
22	Jammu & Kashmir	2	2
23	West Bengal	2	2

24	Jharkhand	2	2
25	Chhattisgarh	2	2
26	Orissa	2	2
27	Karnataka	2	2
28	Telangana	2	2
29	Tamil Nadu	2	2
30	Rajasthan	2	2
31	Gujarat	2	2
32	Assam	2	2
33	Maharashtra	2	2
34	Bihar	2	2
35	Madhya Pradesh	2	2
36	Uttar Pradesh	2	2
	<b>Total</b>	<b>65</b>	<b>65</b>

**Excellence Awards at State/UT Level (to be awarded at National Level)**

**Award: Implementation of CAS**

**Criteria & Weightage**

<b>Si. No.</b>	<b>Criteria</b>	<b>Weight in %</b>
1.	Placement of Order for procurement of Smartphones	10
2.	Placement of Order for procurement of GMDs	10
3.	Delivery of Smartphones	10
4.	Delivery of GMDs	10
5.	Configuration of Smartphones with ICDS CAS	10
6.	Training of master trainers and field functionaries on CAS	20
7.	Data entry and use of CAS	20
8.	Duration of use of CAS	10

**Format for Citation: Implementation of CAS**

1.	Name of the State	
2.	Liasioning Officer for the Award Name: Phone No:	
3.	Summary for Nomination	
a.	Has Order for procurement of Smartphones been placed?	<i>Yes/No</i>
b.	Has Order for procurement of GMDs been placed?	<i>Yes/No</i>
c.	No. of Smartphones procured (incase serial a is yes)	<i>Fill the numbers</i>
d.	No. of GMDs procured (incase serial b is yes)	<i>Fill the numbers</i>
e.	Details of CAS roll-out	<i>As per attached format</i>



**Excellence Awards at State/UT Level (to be awarded at National Level)****Award: Implementation of Capacity Building and Convergence Action Plan****Criteria & Weightage**

<b>Si. No.</b>	<b>Criteria</b>	<b>Weight in %</b>
1.	Formalising SRG, DRG, BRG	5
2.	First Trimester Training at SRG	5
3.	First Trimester Training at DRG	5
4.	First Trimester Training at BRG	10
5.	Second Trimester Training at SRG	5
6.	Second Trimester Training at DRG	5
7.	Second Trimester Training at BRG	10
8.	Third Trimester Training at SRG	5
9.	Third Trimester Training at DRG	5
10.	Third Trimester Training at BRG	10
11.	Fourth Trimester Training at SRG	10
12.	Fourth Trimester Training at DRG	10
13.	Fourth Trimester Training at BRG	15



**Format for Citation/Report: Capacity Building (ILA)**

1.	Name of the State	
2.	Liasioning Officer for the Award Name: Phone No:	
3.	Summary of Reasons for Nomination	
a.	Have the SRG, DRG and BRG been formalised?	<i>Yes/No</i>
b.	Has ILA training commenced in the State/UTs?	<i>Yes/No</i>
c.	In case serial b. is yes, no. of districts in which training has been conducted.	<i>Fill the numbers</i>
d.	Attach report of training at SRG, DRG and BRG as per the format given below	<b><i>Mandatory for all States/UTs to forward this report. NIL report is also required.</i></b>
e.	Has e-ILA training been initiated	<i>Yes/No</i>
f.	How many number of officials at District, Block and field functionaries (LS, AWW & AWH) have cleared e-ILA Modules	<i>State/UT to attach a separate report based on the number of modules viz-a-viz officials and field functionaries qualified</i>

**SRG Training Report**

Name of State _____ Period Covered: <u>Group I to IV</u> From <u>March 2018</u> To <u>February 2019</u>				
<b>Si.</b>	<b>SRG Training</b>			
<b>No.</b>	<b>Date From</b>	<b>Date To</b>	<b>Nos. Trained</b>	<b>Modules Covered</b>
<b>1<sup>st</sup> Trimester</b>				
<b>2<sup>nd</sup> Trimester</b>				
<b>3rd Trimester</b>				
<b>4<sup>th</sup> Trimester</b>				



**Award: Implementation of Convergence Action Plan**

**Criteria & Weightage**

<b>Si. No.</b>	<b>Criteria</b>	<b>Weight in %</b>
1.	Preparation and dissemination of CAP to Districts and Blocks	20
2.	CAP Meeting Held at State Level	20
3.	CAP Meeting Held at District Level	30
4.	CAP Meeting Held at Block Level	30

**Format for Citation: Convergence Action Plan**

1.	Name of the State	
2.	Liasioning Officer for the Award Name: Phone No:	
3.	Summary for Nomination	
a.	Has the Convergence Action Plan been formalized at the State/UT level? If yes, has the plan been implemented at District/Block level.	(Y/N). Copy of the plan to be attached alongwith the issuing O.M. with date of issue.
b.	CAP Meetings Held at State Level	Details to be submitted as per attached format. <b>Mandatory for all States/UTs to forward this report. NIL report is also required.</b>
c.	CAP Meetings Held at District Level	
d.	CAP Meetings Held at Block Level	

**Report: State Level CAP Meetings**

Name of State _____ Period Covered: <u>Group I to IV</u> From <u>March 2018</u> To <u>February 2019</u>				
Si. No.	CAP Meeting			
	Quarter and Year	Date of Meeting	Departments which participated/attended	Remarks
	Month from ___ to _____			
	Month from ___ to _____			
	Month from ___ to _____			
	Month from ___ to _____			

**Report : District Level CAP Meetings**

State: \_\_\_\_\_ No. of Districts in Phase I &amp; II \_\_\_\_\_ Total No. of Anganwadis: \_\_\_\_\_

District Level CAP Meetings									
Si. No.	Name of District	Quarter: Month from ___ to _____		Quarter: Month from ___ to _____		Quarter: Month from ___ to _____		Quarter: Month from ___ to _____	
		Date of Meeting	Departments which participated/attended	Date of Meeting	Departments which participated/attended	Date of Meeting	Departments which participated/attended	Date of Meeting	Departments which participated / attended

**Report : Block Level CAP Meetings**

State: \_\_\_\_\_ No. of Districts in Phase I &amp; II \_\_\_\_\_ Total No. of Anganwadis: \_\_\_\_\_

Block Level CAP Meetings						
Si. No.	Name of District	No. of Blocks	Quarter: Month from ___ to _____	Quarter: Month from ___ to _____	Quarter: Month from ___ to _____	Quarter: Month from ___ to _____
			No. of Blocks in which Meeting Held	No. of Blocks in which Meeting Held	No. of Blocks in which Meeting Held	No. of Blocks in which Meeting Held

**Excellence Awards at State/UT Level (to be awarded at National Level)****Award: Behavioural Change & Community Mobilisation****Criteria & Weightage**

<b>Si. No.</b>	<b>Criteria</b>	<b>Weight in %</b>
1.	Issue of Community Mobilisation Plan based on Jan Andolan Guidelines	10
2.	Conduct of CBEs	25
3.	Conduct of VHSNDs	25
4.	Initiatives at Village Level (involvement of SHGs and Gram Panchayats etc.)	20
5.	Performance During PoshanMaah (to be centrally collated at MWCD)	10
6.	Other initiatives towards Behavioural Change & Community Mobilisation	10



**Format for Citation: Behavioural Change & Community Mobilisation**

1.	Name of the State	
2.	Liasioning Officer for the Award Name: Phone No:	
3.	Summary of Reasons for Nomination	
a.	Has Community Mobilisation Plan based on Jan Andolan Guidelines been issued ?	<i>(Y/N). Copy of the plan to be attached alongwith the issuing letter with date of issue.</i>
b.	Details of Conduct of CBE & VHSND	<i>Details to be submitted as per attached format. <b>Mandatory for all States/UTs to forward this report. NIL report is also required.</b></i>
c.	Initiatives at Village Level (involvement of SHGs and Gram Panchayats etc.)	<i>Quantified details with numbers to be attached</i>
d.	Any other initiatives towards Behavioural Change & Community Mobilisation	<i>In not more than 300 words. May be quantified through facts and figures</i>

*Note: Citation may be substantiated with pictures and field level reports*



**Excellence Awards at State/UT Level**

**Award: Overall Excellence in Implementation**

**Criteria & Weightage**

<b>Si. No.</b>	<b>Criteria</b>	<b>Weight in %</b>
1.	Procurement and Rollout of CAS	15
2.	Implementation of Capacity Building	15
3.	Behavioural Change & Community Mobilisation	15
4.	Implementation of Convergence Action Plan	15
5.	Setting up of SPMU	15
6.	Hiring of support Staff at State, District, Block Level	15
7.	Utilisation of allotted Funds & Contribution from States	10

**Format for Citation: Overall Excellence in Implementation**

1.	Name of the State	
	No. of Distircts Covered in Phase I & II	
2.	Liasioning Officer for the Award Name: Phone No:	
3.	<b>Summary for Nomination: Manpower</b>	
a.	Has SPMU been Established?	(Y/N).
b.	No. of JPCs appointed	
c.	Details of staff appointed at SPMU (consultants, project associate etc.)	
d.	Details of hiring of staff at District & Block Levels.	<i>Details to be submitted as per attached format. <b>Mandatory for all States/UTs to forward this report. NIL report is also required.</b></i>
4.	<b>Summary for Nomination: Fund Allocation</b>	
a.	Allotment of Funds in FY 2017-18	
b.	Allotment of Funds in FY 2018-19	
c.	Total allotment (a+b)	
d.	Total Funds utilized by the State/UT (FY 2017-18 & FY 2018-19)	
e.	State contribution of funds (based on the % contribution to be made by State, if applicable)	

**Report: District and Block Level Hiring**

State: \_\_\_\_\_ No. of Districts in Phase I & II \_\_\_\_\_

Si. No.	Name of District	District Level Hiring		Block Level Hiring (figures only)		
		Coordinator	Assistant	No. of Blocks in District	Coordinators	Assistants
		<i>y/n</i>	<i>y/n</i>	<i>Nos.</i>	<i>Nos.</i>	<i>Nos.</i>

**Field Level Leadership Awards (To be given at National Level)**

**Best District Level Leadership Award**

The Group I,II, III will forward name of one selected District along with the citations. A committee for selection of the awardees will be formalized at the State level for the selection process. The following criteria and weightage will be taken into consideration for the selection.

**Criteria & Weightage**

<b>Si. No.</b>	<b>Criteria/Indicators</b>	<b>Weight in %</b>
1.	No. of CAP Meetings held at District Level	20
2.	% CBE & VHSND conducted with Convergence	15
3.	% Awareness Campaigns conducted using different platforms on Nutrition in the District	15
4.	% Immunization	15
5.	% Malnourished children referred to NRC against identified	20
6.	Any Special Achievement (eg. Reducing number of malnourished children, impact on complementary feeding through counselling, anemia eradication etc. in their area of responsibility)	15

**Format for Citation: Best District Award**

1.	Name of the DM/DC, DPO, MO i/c, Dept. of RD etc.	
3.	Contact Address: Tel No.	
4.	Work Location State: District:	
5.	Brief Bio with Photo	
6.	<p>Summary of Reasons for Nomination (Qualifying Act, not more than 300 words)</p> <p>Refer Criteria (Highlight one or more)</p> <ol style="list-style-type: none"> <li>a. Leadership in multi-sector mobilization &amp; Awareness Campaigns.</li> <li>b. convergent programming--CAP Meetings</li> <li>c. Innovation</li> <li>d. Interventions- Immunization, deworming, diarrhea management</li> <li>e. Use of technology – ICDS-CAS</li> <li>f. Any other leadership based qualifying act.</li> </ol>	

**Field Level Leadership Awards (To be given at National Level)**

**Best Block Award**

The State/UTs (Group I,II,III,IV) will forward the one Selected block along with the citations. A committee for selection of the awardees will be formalized at the State level for the selection process. The following criteria and weightage will be taken into consideration for the selection.

**Criteria & Weightage**

<b>Si. No.</b>	<b>Criteria/Indicators</b>	<b>Weight in %</b>
1.	No. of CAP Meetings held at Block Level	20
2.	% CBE & VHSND conducted with Convergence	15
3.	% Awareness Campaigns conducted using different platforms on Nutrition in the Block	15
4.	% immunization	15
5.	% malnourished children referred to NRC against identified	20
6.	Any Special Achievement (eg. Reducing number of malnourished children, impact on complementary feeding through counselling, anemia eradication etc. in their area of responsibility)	15



**Format for Citation: Best Block Award**

1.	Name of the CDPO, MO i/c, Dept. of RD etc.	
3.	Contact Address: Tel No.	
4.	Work Location State: District:	
5.	Brief Bio with Photo	
6.	<p>Summary of Reasons for Nomination (Qualifying Act, not more than 300 words)</p> <p>Refer Criteria (Highlight one or more)</p> <ol style="list-style-type: none"> <li>a. Leadership in multi-sector mobilization &amp; Awareness Campaigns.</li> <li>b. convergent programming--CAP Meetings</li> <li>c. Innovation</li> <li>d. Interventions- Immunization, deworming, diarrhea management</li> <li>e. Use of technology – ICDS-CAS</li> <li>f. Any other leadership based qualifying act.</li> </ol>	

## Field Level Leadership Awards

### AAAA&LS (AWW, ASHA, ANM, AWH & Lady Supervisor) Award

The Group I,II,III will forward 2 citation and Group IV wilkl forward 1 citation along with the details of selected **set of Awardees ( as per Annexure IIA )** along with their citations . A committee for selection of the awardees will be formalized at the State level for the selection process. The following criteria and weightage will be taken into consideration for the selection. The States/UTs shall use the data out of ICDS-CAS/ICDS-MIS (wherever feasible) for evaluating the performance of nominated AAAA teams and forwarding the same to MoW&CD for National level Award. These Awards can also be picked-up from the Team Awards finalized for AAAA&LS at the Block Level.

The marks obtained by the nominated set of AAAA will be intimated as part of the citation, as included in the format.

#### Criteria & Weightage

Si. No.	Criteria/Indicators	Weight in %
1.	% of Home Visits carried out	20
2.	% CBE conducted with Convergence	15
3.	% VHSND conducted with Convergence	15
4.	% immunization	15
5.	% malnourished children referred to NRC against identified	20
6.	Any Special Achievement (eg. Reducing number of malnourished children, impact on complementary feeding through counselling, anemia eradication etc. in their area of responsibility)	15



g.	Average Number of Days AWC opened in a Month	
h.	Special Achievement	

*Annexure XI*

**State Level Team Awards (To be given at State Level)**

- a. **Best 3 Districts from Group I & II (Other than National Awardee) : Trophy**
- b. **Best 2 Districts from Group III (Other than National Awardee) : Trophy**
- c. **Best 10 Blocks from Group I & II (Other than National Awardee) : Trophy**
- d. **Best 5 Blocks from Group III (Other than National Awardee) : Trophy**
- e. **Best 1 per Block Team Award AAAA&LS (AWW, ASHA, ANM, AWH& Lady Supervisor) : Cash Incentive**

1. These Awards **will be given at State/UT Level**. However, the Awards will be finalized along with the other Awards.
2. These **Citations will not be forwarded to MoW&CD** and will be used to select awardees at the State/UT level. However, **a Block wise list of the Awardees (only total marks obtained) will be forwarded by the States/UTs to MoW&CD.**
4. The set of AAAA&LS will have to obtain a **minimum score of 50 to be eligible for the Award. Incase NOT even a single set of AAAA&LS is able to obtain the required qualification score in a Block, NO Awards will be given in that Block.**

**Criteria & Weightage**

<b>Si. No.</b>	<b>Criteria/Indicators</b>	<b>Weight in %</b>
1.	% of Home Visits carried out	20
2.	% CBE conducted with Convergence	15
3.	% VHSND conducted with Convergence	15
4.	% immunization	15
5.	% malnourished children referred to NRC against identified	20
6.	Any Special Achievement (eg. Reducing number of malnourished children, impact on complementary feeding through counselling, anemia eradication etc. in their area of responsibility)	15

1.	<b>Name of the AAAA&amp;LS</b> a. AWW b. ASHA c. ANM d. AWH e. LS	
2.	<b>Contact of the AAA</b> Address:&Tel No. a ... b ... c ...	
3.	<b>Work Location</b> State: District: Block: Gram Panchayat: Village:	
4.	<b>Brief Bio with Photo of AAAA&amp;LS</b> a. ... b. ... c. ...	
5.	<b>Summary for Nomination</b>	
a.	Qualifying Act, not more than 300 words	<i>Justification for selection of the AAAA&amp;LS awardees</i>
	<b>Criteria</b>	<b>Marks Obtained</b>
b.	Home Visits carried out by AAA	
c.	CBE conducted with Convergence	
d.	VHSND conducted with Convergence	
e.	Immunization	
f.	Malnourished children referred to NRC	
g.	Average Number of Days AWC opened in a Month	
h.	Special Achievement	

**Screening Committee**

1.	JS MoW&CD & Mission Director POSHAN Abhiyaan	<b>Chairperson</b>
2.	Advisor (H&N), NITI Aayog	Member
3.	AS/JS MoH&FW	Member
4.	AS/JS MoDW&S	Member
5.	AS/JS MoPR&RD	Member
6.	AS/JS MoI&B	Member
7.	AS/JS MoHRD	Member
8.	AS/JS MoTA	Member
9.	AS/JS MoMA	Member
10.	AS/JS MoSJ&E	Member
11.	<b>Executive Director POSHAN Abhiyaan</b>	<b>Convener</b>

**Selection Committee: State/UT Level Awards**

1.	<b>Member (H&amp;N), NITI Aayog</b>	<b>Chairman</b>
2.	Secretary MoW&CD	Member
3.	Secretary MoH&FW	Member
4.	Secretary MoDW&S	Member
5.	Secretary MoPR&RD	Member
6.	Secretary MoI&B	Member
7.	Secretary MoHRD	Member
8.	Secretary MoTA	Member
9.	Secretary MoMA	Member
10.	Secretary MoSJ&E	Member
11.	<b>JS MoW&amp;CD &amp; Mission Director POSHAN Abhiyaan</b>	<b>Convener</b>