

PA/29/2018-CPMU
Government of India
Ministry of Women and Child Development

3rd Floor, Jeevan Vihar Building,
Sansad Marg, New Delhi -110001
Dated 27th September, 2018

To,

The Chief Secretaries of all States/UTs.

Subject: - Incentive Guidelines for Anganwadi Workers (AWW) and Anganwadi Helpers (AWH) under POSHAN *Abhiyaan*, PM's Overarching Scheme for Holistic Nourishment

Sir/Madam,

Please refer to this Ministry's letter of even No. dated 18.12.2017 (Para 3.3) and 26.02.2018 (Para 4.6.2.3) regarding Administrative Approval and Administrative Guidelines for provision of Incentive to AWW and AWH for implementing ICDS-CAS under POSHAN *Abhiyaan*.

2. As per Para 4.6.2.3 of the Administrative Guidelines dated 26.02.2018, there is a provision for Incentive to AWW to implement ICDS-CAS under POSHAN *Abhiyaan* and it was mentioned that a separate implementation guideline on this component will be issued by the MWCD.
3. Accordingly, detailed guidelines for Performance Incentive to Anganwadi *Workers* (AWWs) and *Anganwadi Helpers* (AWHs) on monthly basis, for implementing ICDS-CAS has been prepared by Ministry of Women and Child Development and attached.
4. The primary objective of these monthly performance incentives is twofold;
 - i. To encourage and sustain the use of the ICDS Common Application Software (ICDS-CAS) by the AWWs for improved monitoring and management of services.
 - ii. To facilitate a focus on service delivery during the 1000-day window.
5. These guidelines focus on the monthly incentive criteria and the process of determining and providing incentives to AWWs and AWHs.
6. States/UTs where ICDS-CAS which have already been rolled out is requested to start implementing the incentive guidelines.

Yours sincerely,


(Aditya Chopra)

Executive Director POSHAN *Abhiyaan*

Copy to

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

**Guidelines for Performance Incentives under the POSHAN *Abhiyaan*
Monthly Incentives for Anganwadi Workers and Anganwadi Helpers**

1. Background

POSHAN *Abhiyaan* aims to reduce malnutrition, through a life-cycle concept, adopting a synergized and result oriented approach. The target of the mission is to bring down stunting in children 0-6 years of age from 38.4% to 25% by the year 2022. It also aims to reduce anemia among women and adolescent girls in the age group of 15-49 years and reduce low birth weight.

POSHAN *Abhiyaan* intends to achieve its goals by focusing on capacity building of workers on nutrition counselling of pregnant women and mothers of children up to two years of age; community mobilization and behavior change communication; providing performance based incentives for community nutrition and health workers and states; initiating an IT enabled citizen engagement and grievance redress system; and scaling up mobile based information technology tools for improved monitoring and management of services to facilitate better outreach to beneficiaries during the critical 1000 day window for nutrition impact. In addition, POSHAN *Abhiyaan* introduces a focused approach to multi-sectoral actions for improved nutrition outcome. It introduces a system of developing and monitoring convergent action plans for nutrition from the state till the block level, with an emphasis on innovations to promote multi-sectoral convergence.

As mentioned above, one of the key program elements of the POSHAN *Abhiyaan* is incentivizing *Anganwadi Workers (AWWs)* and *Anganwadi Helpers (AWHs)* monthly for optimal delivery of nutrition and health services and supporting behavior change during pregnancy until the child is two years of age. The primary objective of these monthly performance incentives is two fold (i) to encourage and sustain the use of the ICDS Common Application Software (ICDS-CAS) by the AWWs for improved monitoring and management of services; and (ii) to facilitate a focus on service delivery during the 1000-day window.

These guidelines focuses on the monthly incentive criteria and the process of determining and providing incentives to AWWs and AWHs.

2. Incentive Criteria and Process of Assessment

2.1. Monthly Incentive Criteria for AWWs:

Monthly performance-based incentives will be given to the AWWs based on the following criteria:

- **Growth monitoring:** Growth monitoring (weight-for-age) of at least 60 percent of children under two years of age registered at the AWC in the month.
- **Home visits:** Completing at least 60 percent of home visits to pregnant women and children up to two years of age as per the home visit scheduler for the month.

The above outlined criteria are the basic minimum milestones linked to essential services for pregnant and lactating women and children under two years of age that are expected to be delivered by the AWW. The achievement of these criteria will be determined through the ICDS-CAS.

2.2. Monthly Incentive Criteria for AWH:

Monthly performance-based incentive will be given to the AW helper based on the following criteria:

- **Opening the AWC:** Opening the AWC for at least 21 days in the month

The achievement of this criteria will be determined on the basis of a picture of the AWC, open and with children present, uploaded on the ICDS-CAS

2.3. Eligibility for receiving the incentive:

- The AWW must have received full training on the ICDS-CAS application.
- The AWW should have filled all beneficiary data in the application.
- The AWW should be reporting using the ICDS-CAS application for at least a month.

2.4. Process for payment of the monthly performance incentive:

- A report listing all AWWs and AWHs who have met the incentive criteria will be auto-generated through the ICDS-CAS at the end of every month. This information will be accessible at the block, district and state level (The ICDS-CAS is being updated to include this provision).
- This auto-generated report will be available to the ICDS Supervisor and the CDPO through the ICDS-CAS dashboard
- The ICDS Supervisor/CDPO will authorize payment to the listed AWWs and AWHs by sending the signed report to the appropriate authority to release payments (as per State systems)
- The payment will be made through Direct Beneficiary Transfer (DBT), preferably by the 15th of the next month

2.5. Amount of Incentive:

- If the AWW achieves both the performance criteria, she will receive INR 500/-
- If the AWH achieves the laid-out performance criteria, she will receive INR 250/-