

**F. No. PA/29/2018-CPMU (e-60552)**  
**भारत सरकार**  
**Government of India**  
**महिला एवं बाल विकास मंत्रालय**  
**Ministry of Women & Child Development (MWCD)**  
**पोषण अभियान**  
**POSHAN Abhiyaan**  
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3<sup>rd</sup> Floor, Jeevan Vihar Building  
Sansad Marg, New Delhi – 110 001  
Dated 01.11.2021

To

The Chief Secretaries / Administrators of all States / UTs.

**Subject: Incentive Guideline for Anganwadi Workers (AWWs) and Anganwadi Helpers (AWHs) under POSHAN Abhiyaan, PM's Overarching Scheme for Holistic Nourishment.**

Sir/Madam,

This is in continuation to this Ministry's letter of even no. dated 27.09.2018 for provision of Incentive to AWWs and AWHs for distribution of THR, Growth Monitoring & usage of Poshan Tracker under POSHAN Abhiyaan.

2. With the development of the ICT Platform 'Poshan Tracker' and keeping in view the challenging circumstances during COVID-19, revised guidelines for provision of performance based incentive to *Anganwadi Workers (AWWs)* and *Anganwadi Helpers (AWHs)* on monthly basis are attached.

3. The primary objective of providing monthly performance-based incentives is as follows:

- (i) to promote regular growth monitoring of children,
- (ii) to encourage and sustain the use of the 'Poshan Tracker' by the AWWs for improved monitoring and management of services by regular inputting of data; and
- (iii) to focus on service delivery during the first 1000-days of the child.

4. All States/UTs where the Poshan Tracker has already been rolled out are requested to start implementing the Incentive guideline.

This issues with the approval of the Competent Authority.

Yours sincerely,

**Encl:** as above

  
(Anita Tripathi)  
Director

Copy to:

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

Copy for information to:

1. PPS to Secretary, MWCD
2. PPS to Additional Secretary & Financial Adviser, MWCD
3. PPS to Joint Secretary (Poshan), MWCD
4. Under Secretary (Poshan), MWCD
5. Office Copy / Guard File.

  
01/11/2021  
(Anita Tripathi)  
Director

# Guidelines for Performance Incentives under 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. POSHAN Abhiyaan intends to achieve its goals through its components which are ICT Application, Behavioural Change - Jan Andolan, Training and Capacity Building, Convergence, Incentives, Innovations and Grievance Redressal.

One of the major activities under the POSHAN Abhiyaan is to leverage technology for monitoring and improved service delivery for beneficiaries including Pregnant Women, Lactating Mothers and Children (0-6 years). In this direction, a robust ICT platform namely, 'Poshan Tracker' has been developed by this Ministry to ensure real time monitoring of provisioning supplementary nutrition for improving nutritional status of beneficiaries and providing real time information for prompt supervisions and management of services. Vide letter no. PA/175/2019-CPMU (e-74091) dated 15.12.2020, State/ UTs were informed that the Ministry has taken up the development of comprehensive application for addressing all the ICT requirements under POSHAN Abhiyaan. It was further informed that the application is being reviewed and in the meanwhile States/ UTs were requested to leverage the physical register/ RRS for reporting on service delivery provided under Anganwadi Services. Vide letter no. NNM/21/2018-ISSNIP (e-45748) dated 13.01.2021, all States/UTs were requested to advise all Anganwadi Workers (AWWs) to download the new Poshan Tracker App on their phones and ensure that the progress is completed expeditiously. This Ministry vide letter no. PA/29/2018-CPMU-Part(2)(C-91308) dated 05.03.2021 informed to all States/ UTs that guidelines on performance incentives will be framed in due course. However, all AWWs must download the Poshan Tracker App by 15.03.2021 as incentives (in due course) will be linked to downloading of App and expeditious inputting of data. This Ministry's vide letter no. PA/85/2020-CPMU (e-85941) dated 11.09.2020, States/UTs were requested to provide cooked food & THR either at the AWCs (when the State/UT Governments declare it safe to operate) or delivered at home, based on the prevailing local situation, while adhering to health and safety protocols as per the guidelines of MoHFW.

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 behaviour change during pregnancy until the child is two years of age. The primary objective of these monthly performance incentives is as under (i) to promote regular growth monitoring of children (ii) to encourage and sustain the use of the 'Poshan Tracker' by the AWWs for improved monitoring and management of services by regular inputting of data; and (iii) to focus on service delivery during the first 1000-days of the child.

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

### Eligibility:

Due to unforeseen circumstances during COVID-19 pandemic & phased development of Poshan Tracker application, different incentive criteria have been provided for incentivizing AWWs/AWHs for the period (i) from 01.04.2021 to 31.10.2021 and (ii) 01.11.2021 onwards.

### 2.1 Monthly Incentive Criteria for AWWs and AWHs:

#### 2.1.1 For the period from 01.04.2021 to 31.10.2021

##### AWWs

- (i) Downloading of Poshan Tracker application and feeding of beneficiary data on the application.
- (ii) Distribution of THR to the eligible beneficiaries through Home Visit.

##### AWHs

- (i) Providing assistance to AWW for distribution of THR during pandemic/ providing any other support services to the beneficiaries during COVID-19.

#### 2.1.2 For the period from 01.11.2021 onwards

##### AWWs

- (i) **Growth monitoring:** The growth measurement Length/Height & weight is essential for all children to obtain their status as Normal, Underweight, SAM, MAM, Stunted and Wasted. The measurement should be done for at least 80% of children in 0-6 age group every month. Any child which is not measured in a particular month has to be compulsorily measured next month.
- (ii) **Home visits:** Completing at least 60 percent of home visits to pregnant women, lactating mothers and children upto two years of age as per the home visit scheduler.

**The above outlined criteria are the basic minimum milestones linked to essential services for pregnant women, lactating mothers 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 'Poshan Tracker' application.**

##### AWHs

- (i) **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 Anganwadi Centre (AWC) open and attendance of children reported on the Poshan Tracker application.)*

## **2.2 Process for payment of the monthly performance incentive:**

**2.2.1** Monthly performance incentive for the period from 01.04.2021 to 31.10.2021 will be processed after assessment by the ICDS Supervisors/CDPO as per the vetted record / report / information available.

**2.2.2** However, from 01.11.2021 onwards, the below mentioned processes will be followed for processing the monthly performance incentives for AWWs and AWHs:

- The report listing all AWWs and AWHs who have met the incentive criteria will be auto-generated through the Poshan Tracker at the end of every month. This information will be accessible at the Block, District and State level (The Poshan Tracker is being updated to include this provision).
- This auto-generated report will be available to the ICDS Supervisor and the CDPO through the Poshan Tracker 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 15<sup>th</sup> of the next month.

## **2.3 Amount of Incentive:**

- If the AWW achieves the above performance criteria, she will receive Rs.500/- (Rupees Five Hundred only).
- Similarly, if the AWH achieves the laid-out performance criteria, she will receive Rs.250/- (Rupees Two Hundred Fifty only).