

F.No.NNM/54/2017-CPMU  
Government of India  
Ministry of Women & Child Development

Jeevan Vihar Building,  
New Delhi - 110001  
Dated 18<sup>th</sup> June, 2018

To,

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

Subject: Specifications for printing of Incremental Learning Approach (ILA) Modules and its Takeaways under POSHAN Abhiyaan— regarding

Sir/Madam,

Please refer to this Ministry's letter no. NNM/7/2017-WBP dated 18th December, 2017 vide which administrative approval for setting-up of National Nutrition Mission (NNM) was conveyed to all the States and UTs.

2. One of the key activities under POSHAN Abhiyaan is Incremental Learning Approach (ILA).The Guidelines for Incremental Learning Approach under POSHAN Abhiyaan has already been shared with States/UTs vide letter of even no dated 25.01.2018 (also available on POSHAN Abhiyaan website), Google drive and pen drive with open files also shared).
3. States/UTs were requested to prepare the local version of 21 ILA Modules (except Hindi & English) in their local language and take necessary action for starting Incremental Learning Session as per Guidelines. Some of the States have requested for specifications of modules.
4. Specification for printing ILA modules are as below:
  - i. A4 size, multi colour, viro binding, Matt laminated and 140-150 GSM paper may be used for printing of ILA modules.
  - ii. States/UTs may decide on the type of binding suitable for modules.
5. Specification for printing ILA takeaways are as below (any of the following 2 specification can be used) :
  - i. Specification 1-Paper size: A2, Art Glossy 80 gsm, both side multi colour printing (4 colour) and 4 fold (approximate unit cost – INR 3.5/-)
  - ii. Specification 2- Paper size: A3, Art Glossy 100 gsm, both side multi colour printing (4 colour) and 4 fold (approximate unit cost – INR 2.5/-)
6. States/UTs are requested to follow the specifications, and take necessary action to complete printing and roll-out of ILA immediately.

Yours sincerely,

  
(Sunil Kumar Choudhary)

Project Manager, POSHAN Abhiyaan