



સંકલિત બાળ વિકાસ સેવા યોજના  
મહિલા અને બાળ વિકાસ વિભાગ  
ગુજરાત સરકાર



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ગુજરાત સરકાર



સત્યમેવ જયતે  
ગુજરાત સરકાર



ગુજરાત પોષણ અભિયાન ૨૦૨૦-૨૨  
સાતી સુપોષિત ગુજરાતનું નિર્માણ કરીએ



**POSHAN  
Abhiyaan**  
PM's Overarching  
Scheme for Holistic  
Nourishment

સહી પોષણ - દેશ રોશન

# *Supplementary Nutrition Program Supply Chain Management*

**Manisha Chandra, IAS**  
**Secretary**

**Women and Child Development Department**  
**Govt. of Gujarat**

# Outline of Supplementary Nutrition Program

6 months to 3 years children	3 to 6 years children	Pregnant and Lactating Women	Adolescent Girls
<ul style="list-style-type: none"> <li>• Take Home Ration (THR)- Balshakti</li> <li>• “Doodh Sanjeevani Yojna”: 100ml Fortified Flavoured milk five days a week</li> </ul>	<ul style="list-style-type: none"> <li>• Morning Snacks</li> <li>• Hot Cooked Meal</li> <li>• “Doodh Sanjeevani Yojna”: 100ml Fortified Flavoured milk five days a week under</li> <li>• Fruit- twice a week</li> <li>• Third Meal – Laddu</li> <li>• Tithi Bhojan</li> <li>• THR –Balshakti- for SUW</li> </ul>	<ul style="list-style-type: none"> <li>• THR - Matrushakti</li> <li>• Doodh Sanjeevani Yojna - 200ml Fortified Flavoured Milk twice a week</li> <li>• Spot Feeding Program – One full meal</li> </ul>	<ul style="list-style-type: none"> <li>• THR- Purnashakti</li> </ul>

# Supply Chain Management System

Responsibility

Transparency

Sensitivity

Efficiency

➤ Digital India

➤ Digital platform for Supply Chain Management for:

➤ Take Home Ration

➤ Hot Cooked Meal

➤ Features of good Governance addressed



***“PuShTI”***

***(Poshan Umbrella for Supply Chain  
through Tech-Innovation)***

***Take Home Ration (THR)  
Delivery Management System***

# THR Packets & Packaging




## Packaging and Quantity of Take Home Ration

Sr. No	Type of Beneficiaries	Quantity per day (gm)	Quantity per month (kg)	Nos of Packets (500 gm each packet)
1	6M-3Y of Normal children	125	3.5	7 packet
2	6M-3Y of SUW children	185	5.0	10 packet
3	3Y- 6Y of SUW children	72	2.0	4 packets
4	Adolescent girls, pregnant and lactating mothers	145	4.0	4 packets

# Process flow (THR)



1. AWW-  
Generates demand



2. Supervisor-  
Compiles and  
submits



3. CDPO- Verifies and  
uploads online



4. PO- Online  
verification &  
approval

8. THR Plant-  
Produces, tests &  
packages

7. Dairies- Provide  
raw material &  
quantity


6. GCMMF- Online  
allocation &  
issuance of work  
order

5. SPO- Online  
approval & issuance  
of work order

9. Transporter-  
Loading & transport



10. AWC- Door step  
delivery

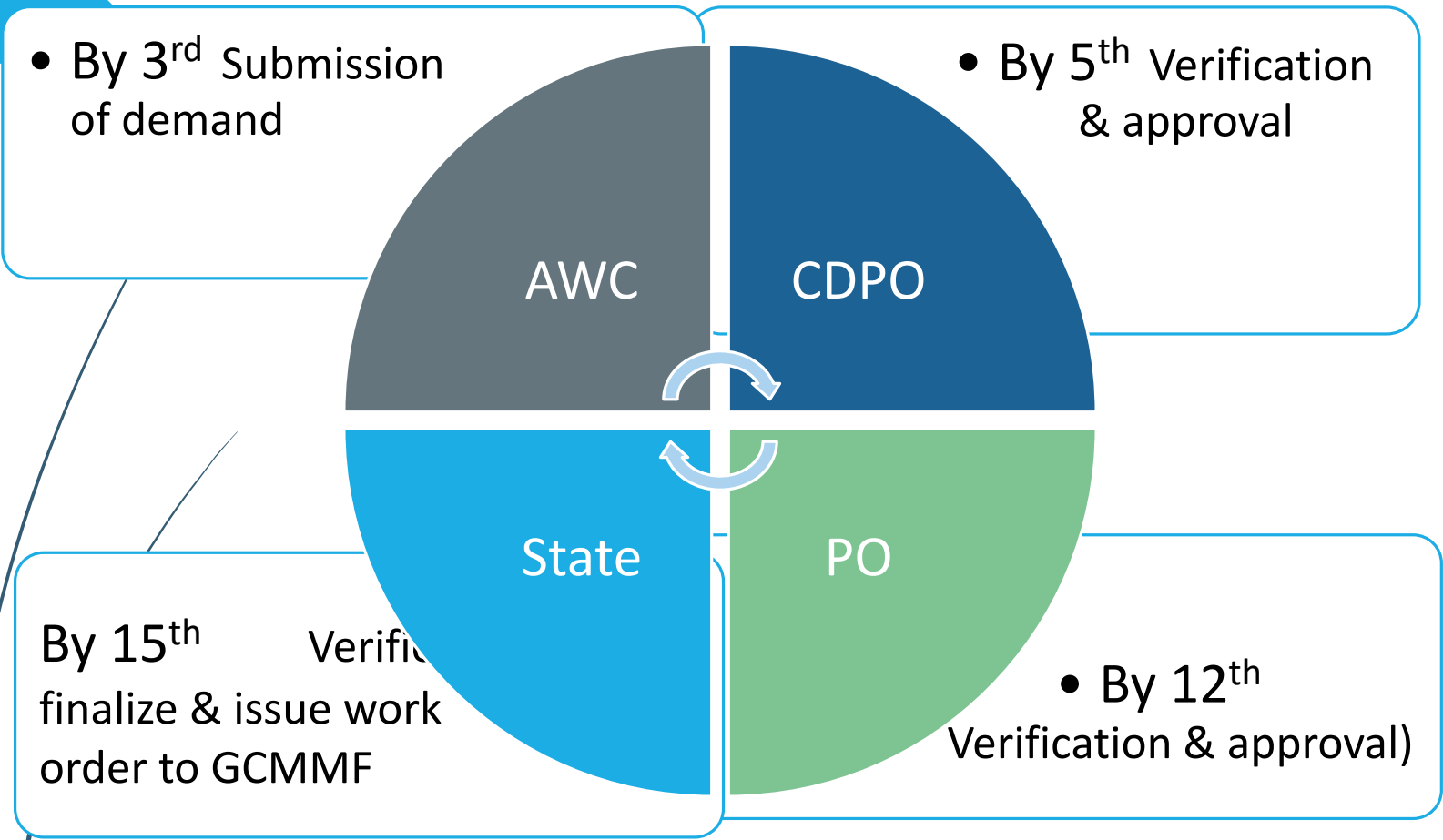


11. AWW/AWH-  
Receives THR  
through OTP/ Image



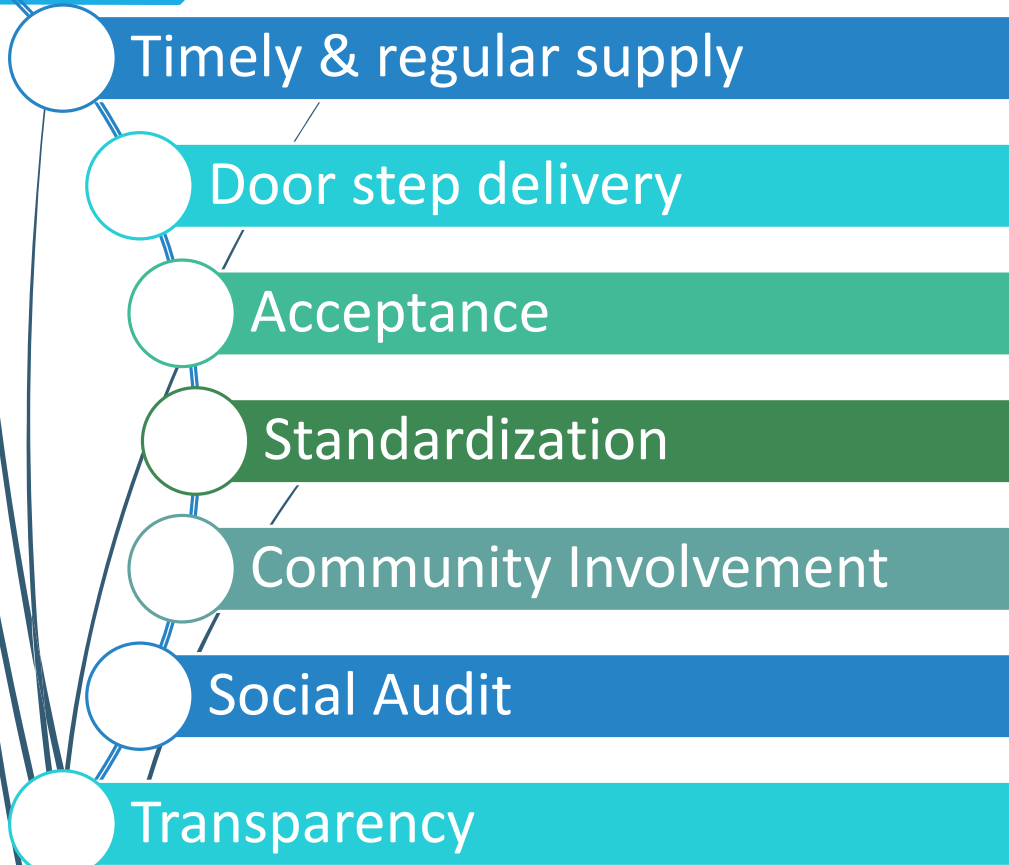
12. AWW distributes  
THR to beneficiaries

# Process cycle



- ➔ By 17<sup>th</sup> day of the next month, GCMMF supplies THR to all AWCs
- ➔ On 4<sup>th</sup> Tuesday (Annavitaran Diwas) of each month, THR distributed to beneficiaries

# Benefits



**Quality, Safety, In-time availability and Nutritional entitlements are the other benefits**

- 37.73 lakh beneficiaries covered (every month)
- 18000 MT supplies p.m.
- Total 1,22,542 MT THR produced and distributed
  - **Balshakti**- 54022 MT
  - **Purna Shakti**- 42308 MT
  - **Matru Shakti**- 26212 MT
- Rs.646.13/-Crore expenditure was incurred



# Replicability/ Scalability

This system is replicable/ scalable in view of similar type of

Setup

Administrative set up of ICDS

Beneficiaries

Nature of the beneficiaries and delivery point

Local need

Android based App is more user friendly in terms of the literacy of the transporter/ driver

Stakeholders

Web User interface is available for all the relevant stakeholders

# Online Portal and Live tracking (wcd.gipl.in)

MDO\* Monthly Distribution Order- December

Level\* State

Search

THR Live

BAGS

100%

BAL SHAKTI

100%

MATRU SHAKTI

100%

PURNA SHAKTI

AWCs

100%

BAL SHAKTI

100%

MATRU SHAKTI

100%

PURNA SHAKTI

THR LIVE

1	District:	Aravalli	Taluka:	Bhiloda	Block:	BHILODA-1
	Seja:	Vankaner	Village:	takatuka	Aanganwadi:	24685031122 - Vankaner-2
	Agency Name:	Amul	Contract:	THR Contract	Received By:	DARJI NIRUBEN CHUNILAL - 7600563965
	Delivery By:	BABU BHAJ on 06/02/2020 15:54:24	Delivery Status:	<input checked="" type="checkbox"/> Done	Authentication Status:	BY OTP on 06/02/2020 15:54:24
	MDO Name:	Monthly Distribution Order THR- February 2020				

Item	Item Qty	Batch No
1) બાલ શક્તિ(૫૦૦ ગ્રામ પેકેટ)	4 બેગ	BBB0261, BBB0305, BBB0311
2) માતૃ શક્તિ(૧ કિગ્રા પેકેટ)	2 બેગ	BBB0251, BBB0292, BBB0315
3) પૂર્ણ શક્તિ(૧ કિગ્રા પેકેટ)	4 બેગ	BBB0251, BBB0292, BBB0293, BBB0315

# Online Portal and Live tracking

## THR Distribution Details Districtwise

[Export to Excel](#)

Sr No.	District		આંગણવાડી					બાલ શક્તિ (૫૦૦ ગ્રામ પેકેટ)			માતૃ શક્તિ (૧ કિગ્રા પેકેટ)			પૂર્ણ શક્તિ (૧ કિગ્રા પેકેટ)			PO અપ્રુવલ સ્ટેટસ	
	કોડ	નામ	કુલ	શેડ્યુલ કરેલ	ડિલિવરી કરેલ	ડિલિવરી OTP	ડિલિવરી ઇમેજ	ડિલિવરી %	ફાળવેલ જથ્થો	શેડ્યુલ કરેલ	ડિલિવરી કરેલ જથ્થો	ફાળવેલ જથ્થો	શેડ્યુલ કરેલ	ડિલિવરી કરેલ જથ્થો	ફાળવેલ જથ્થો	શેડ્યુલ કરેલ		ડિલિવરી કરેલ જથ્થો
1	474	Ahmadabad Rural	1527	1527	1527	1335	192	100%	22856 બેગ	22856 બેગ	22856 બેગ	11073 બેગ	11073 બેગ	11073 બેગ	18731 બેગ	18731 બેગ	18731 બેગ	<a href="#">View Certificate</a>
2	474	Ahmadabad Urban	2096	2096	2096	2041	55	100%	30102 બેગ	30102 બેગ	30102 બેગ	14342 બેગ	14342 બેગ	14342 બેગ	24522 બેગ	24522 બેગ	24522 બેગ	<a href="#">View Certificate</a>
3	480	Amreli	1308	1308	1308	1157	151	100%	10951 બેગ	10951 બેગ	10951 બેગ	6005 બેગ	6005 બેગ	6005 બેગ	10849 બેગ	10849 બેગ	10849 બેગ	<a href="#">View Certificate</a>
4	482	Anand	1915	1915	1915	1447	468	100%	23580 બેગ	23580 બેગ	23580 બેગ	11540 બેગ	11540 બેગ	11540 બેગ	17443 બેગ	17443 બેગ	17443 બેગ	<a href="#">View Certificate</a>
5	685	Aravalli	1433	1433	1433	857	576	100%	13312 બેગ	13312 બેગ	13312 બેગ	6496 બેગ	6496 બેગ	6496 બેગ	8562 બેગ	8562 બેગ	8562 બેગ	<a href="#">View Certificate</a>
6	469	Banaskantha	3336	3336	3336	2793	543	100%	47808 બેગ	47808 બેગ	47808 બેગ	21701 બેગ	21701 બેગ	21701 બેગ	43262 બેગ	43262 બેગ	43262 બેગ	<a href="#">View Certificate</a>
7	488	Bharuch	1362	1362	1362	990	372	100%	14809 બેગ	14809 બેગ	14809 બેગ	7439 બેગ	7439 બેગ	7439 બેગ	9889 બેગ	9889 બેગ	9889 બેગ	<a href="#">View Certificate</a>
8	481	Bhavnagar Rural	1555	1555	1555	1091	464	100%	19047 બેગ	19047 બેગ	19047 બેગ	9572 બેગ	9572 બેગ	9572 બેગ	15646 બેગ	15646 બેગ	15646 બેગ	<a href="#">View Certificate</a>



# Key glimpses



*Inauguration of THR Plant at Anand by Hon. PM*



*Inauguration of THR Plant at Banas Dairy by Hon. CM*



*THR Plant-Amul, Anand*

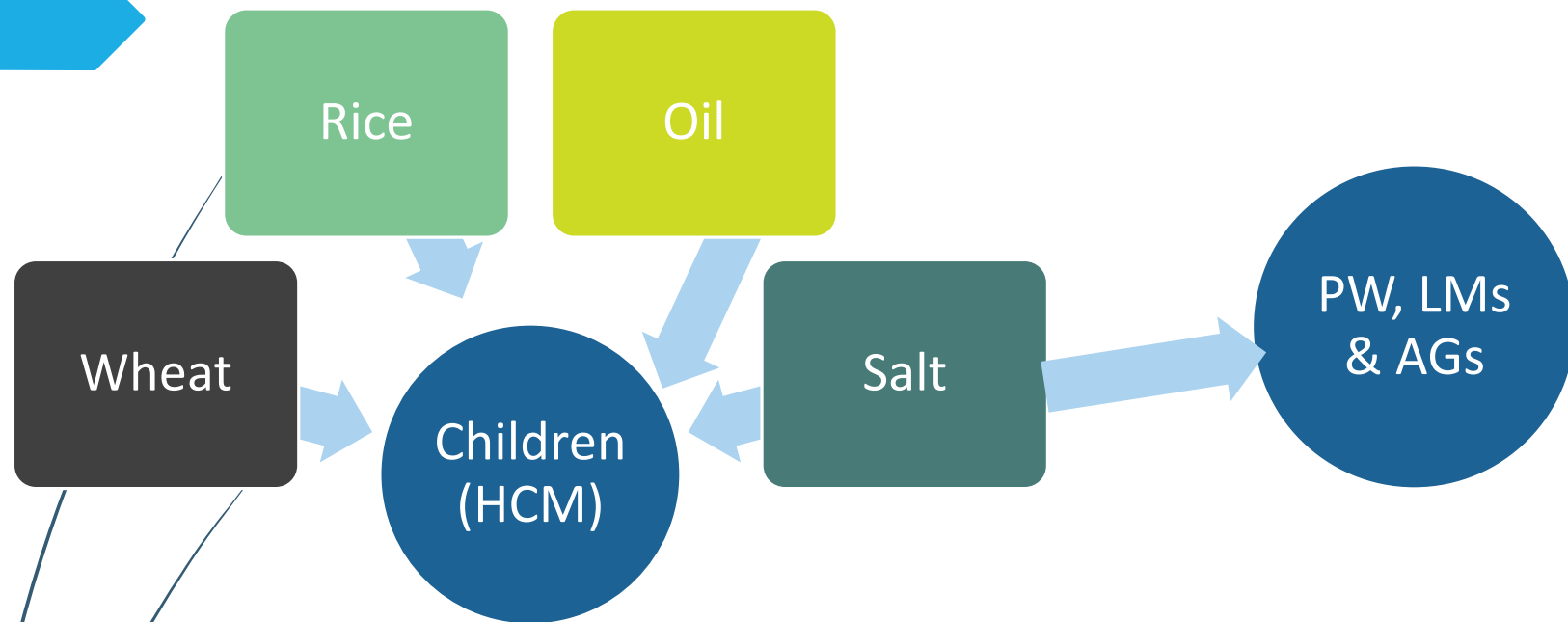




*“e-Ration”*

*Hot Cooked Meal (HCM)  
Commodity Management System*


# Food commodities procured through GSCSC




**Packaging and Quantity of Food commodities per child for HCM**

Sr. No	Food commodities	Quantity per day (in gm)	Quantity per month (in gm)	Packaging (in kg)
1	Wheat	50	1250	50
2	Rice	30	750	50
3	Oil	13	325	15


# Process flow (HCM)



1. AWW-  
Generates demand



2. Supervisor-  
Compiles and  
submits



3. CDPO- Verifies and  
uploads online



4. PO- Online verifies  
& approves

8. GSCSC- Supplies  
ration from  
warehouses to FPS

7. GSCSC- Supplies  
ration at GSCSC  
Warehouses


6. GSCSC- Purchases  
& allocates

5. SPO- Online  
approval & issuance  
of work order


9. Transporter-  
Loading & transport



10. Fair Price Shop-  
Receives & issues  
Ration



11. AWW / AWH  
receives Raw Ration  
through Aadhaar  
from FPS



12. AWW serves  
HCM to children





# Uniqueness of e-Ration System of HCM

Distribution of all commodities at once

Timely supply of correct quantity

Aadhaar enabled Ration Card of AWW/ AWH

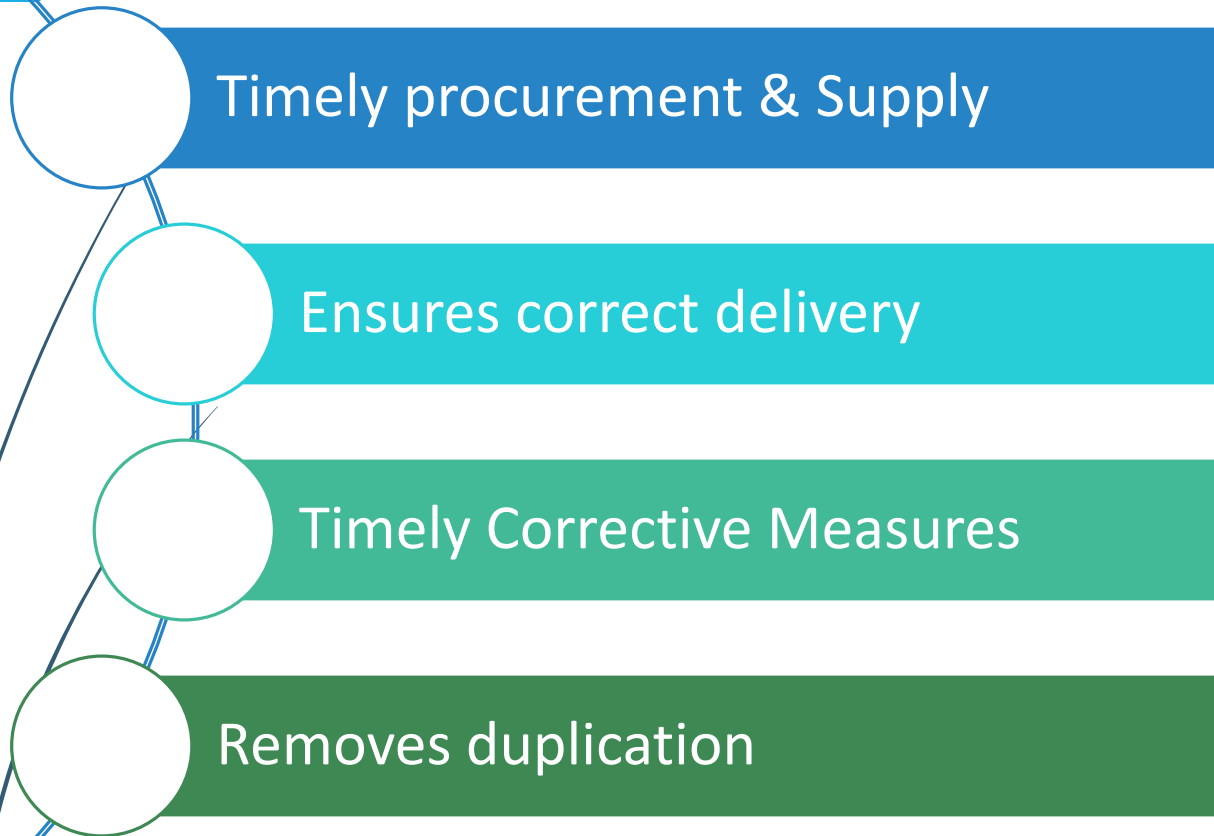
Integrated with PDS Portal

Tracking of commodity from warehouse to FPS

Tracking of AWC wise lifting of stock



# Benefits



33.55 lakh beneficiaries covered every month

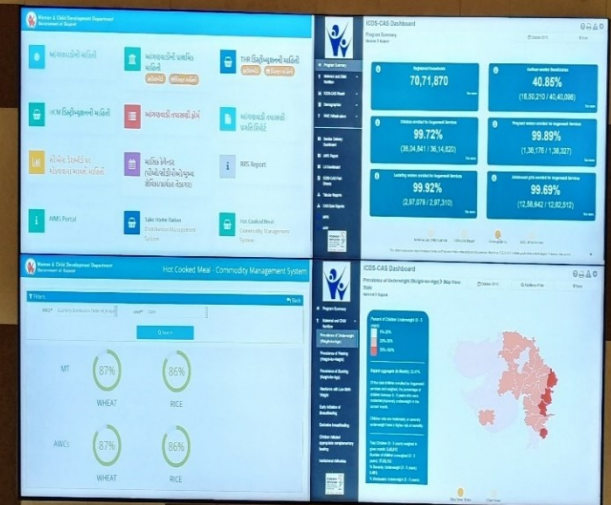
- Children (for HCM)- 12.25 Lakh
- PW & LM (Salt)- 6.64 Lakh
- Adolescent Girls (Salt) - 14.66 Lakh

# Effective Monitoring through State Management Center



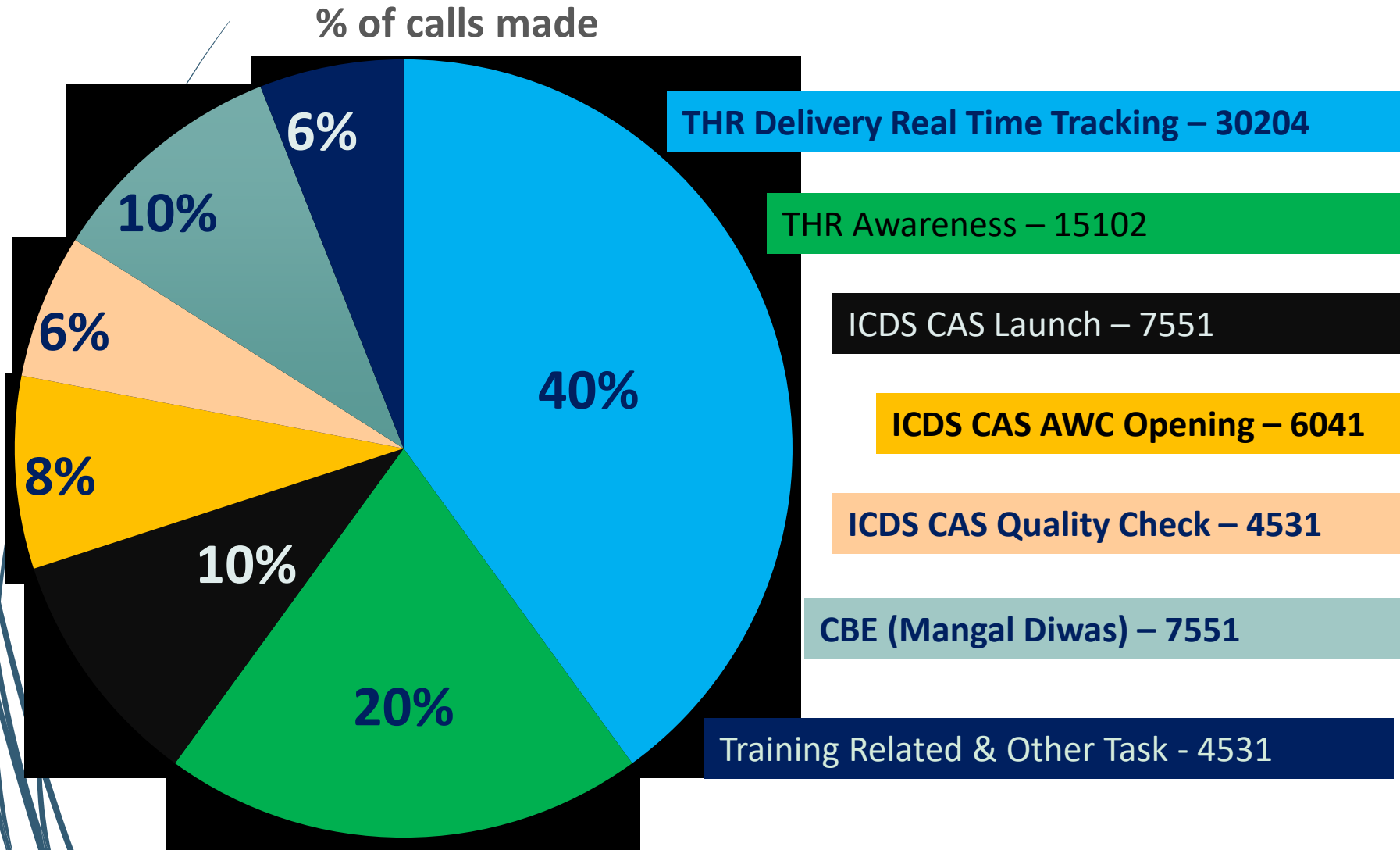
Monitoring of supply chain of THR & e-Ration system through SMC

## State Management Center-WCD Gujarat



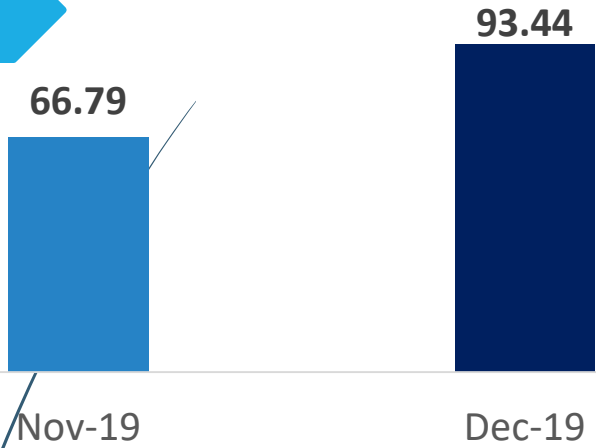
Inaugurated by Hon. CM  
on 7<sup>th</sup> October, 2019

# Tracking of THR & e-Ration through SMC

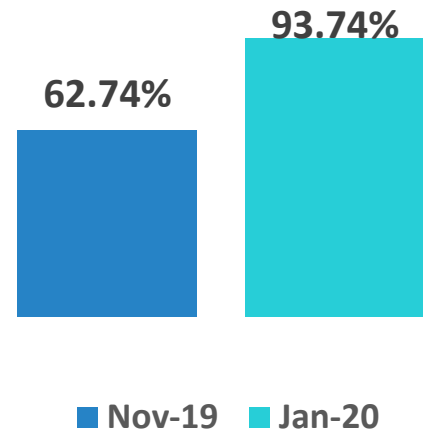


# Progress achieved in important Indicators

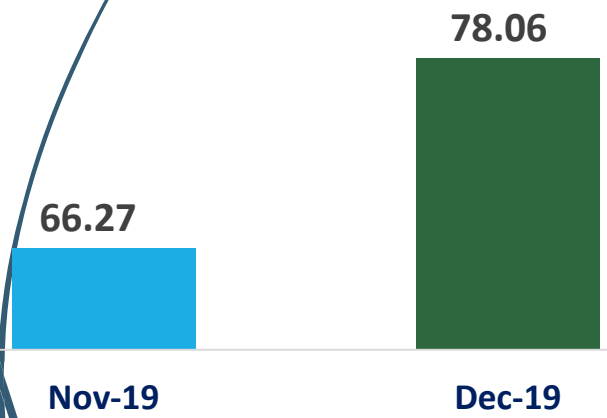
Fig in %



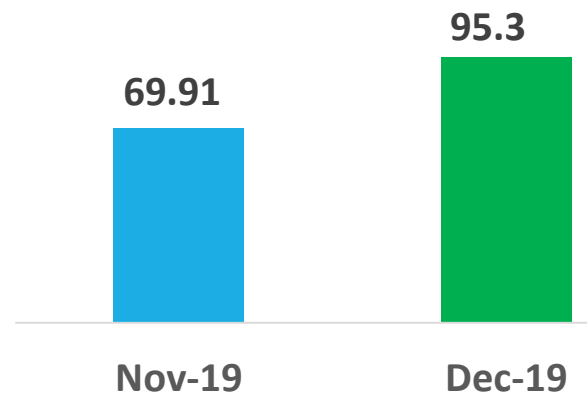
Home Visits



Growth Monitoring



THR Distribution



AWC Opening (21+ days)

# Way Forward

Linking payment process

More user friendly Portal & App design

Automated alerts to AWWs and Supervisors

Alerts to LS, CDPO and PO for complete lifting of food grains by AWWs.

Optimum use of SMC for monitoring and follow-up





**Thank you,  
Team WCD Gujarat**