



SNP & Supply Chain Management Model

- Initiatives from Odisha

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ICDS in ODISHA

Particulars	Scale of implementation	
Total number of ICDS Projects	338	
No of Projects in Scheduled areas	118	
Total number of Anganwadi Centers	72587	
	No. of Main AWCs	62171
	No of Mini AWCs	10416
Women SHGs engaged in THR production & Supply	671	

Coverage

- 45.78 Lakh beneficiaries covered under SNP
- Children (6 m to 6 years): 18.04 Lakhs
 - Children (3 years to 6 years): 20.24 Lakhs
 - Pregnant & Lactating Women: 7.50 Lakhs



Introduction- Decentralized SNP model, 2011

Following orders of Hon'ble Supreme Court, SNP decentralized in April, 2011.

- Procurement of ingredients of HCM by AWWs, Rice by OSCSC
- Joint account of Ward Member and AWW for HCM.
- Procurement of ingredients of THR by SHGs, wheat from FCI

Appreciated of Hon'ble Supreme Court.
Other States advised to adopt the model.

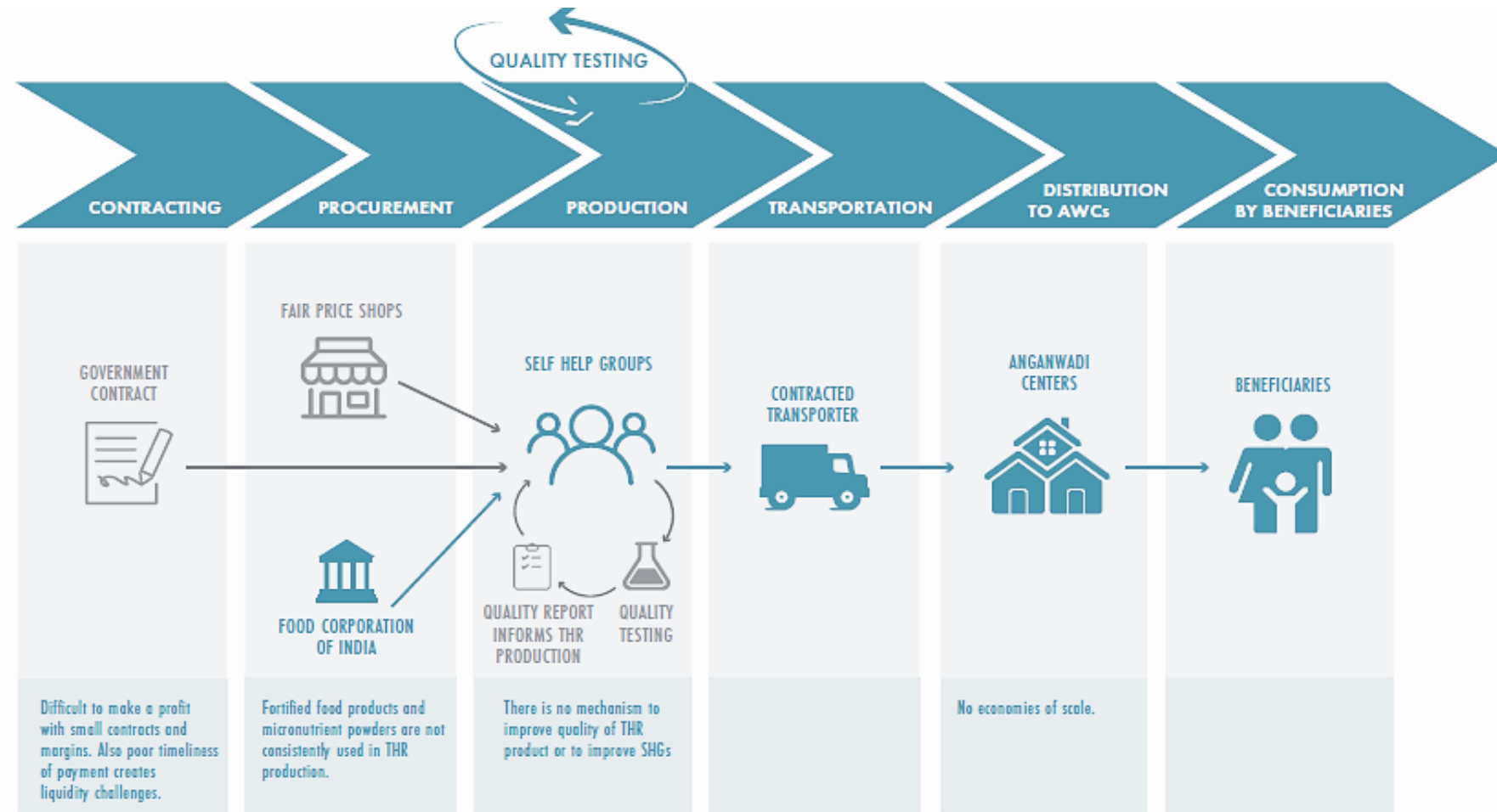


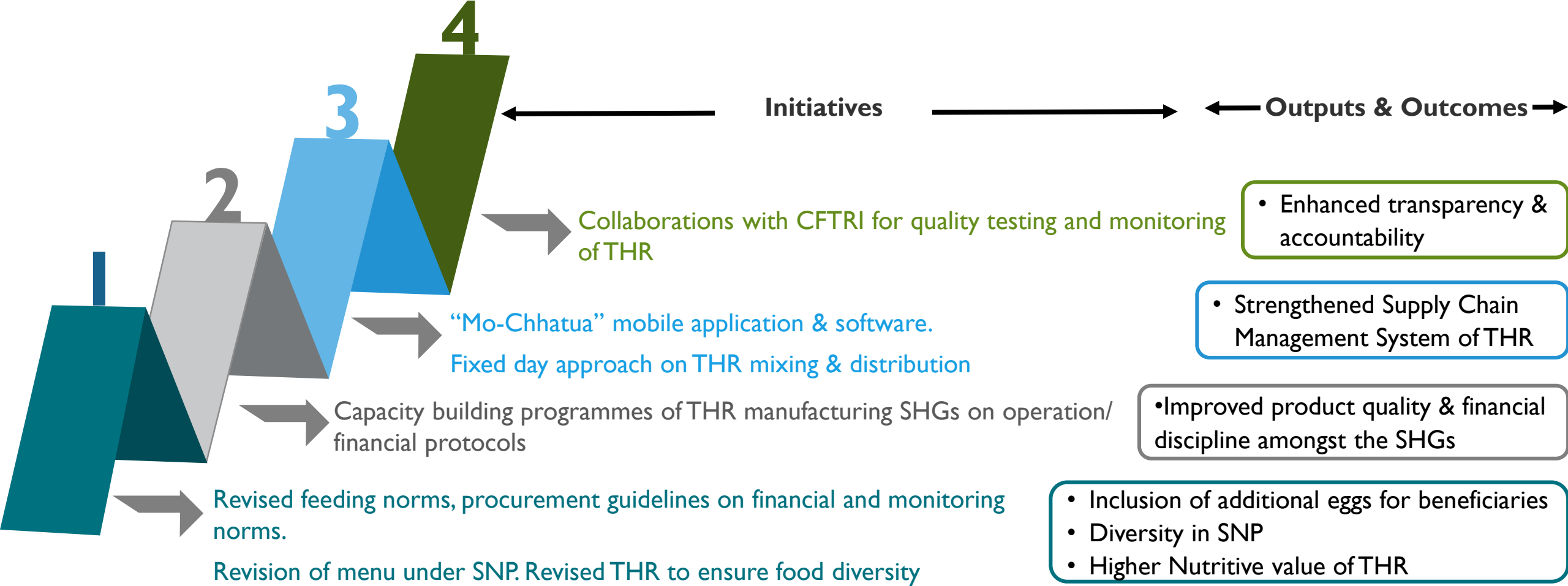
Fig.-: THR Production & Distribution in the Decentralized SHG Model

Nutrition Initiatives

- Odisha Nutrition Action Plan (ONAP)- multi sectoral plan for nutrition
- Targeted approach for H2R areas
- Odisha Millets Mission- Millets as morning snacks for dietary diversity
- Fish based nutrition getting piloted
- Kitchen gardens in AWCs
- 210 creches in PVTG & hard to reach areas
- Pada Pushti Karyakram piloted in Rayagada to cater to U3s
- Complementary feeding campaign
- Resources from DMF, OMBADC, CSR, SFC, CFC



Initiatives for improving THR



NFHS-4 suggests that >80% households receive THR
 (Refer Annexure I for details)

Need for strengthening existing THR strategy

“NFHS-4 shows that THR reaches to majority of household and decentralized model had shown result ”

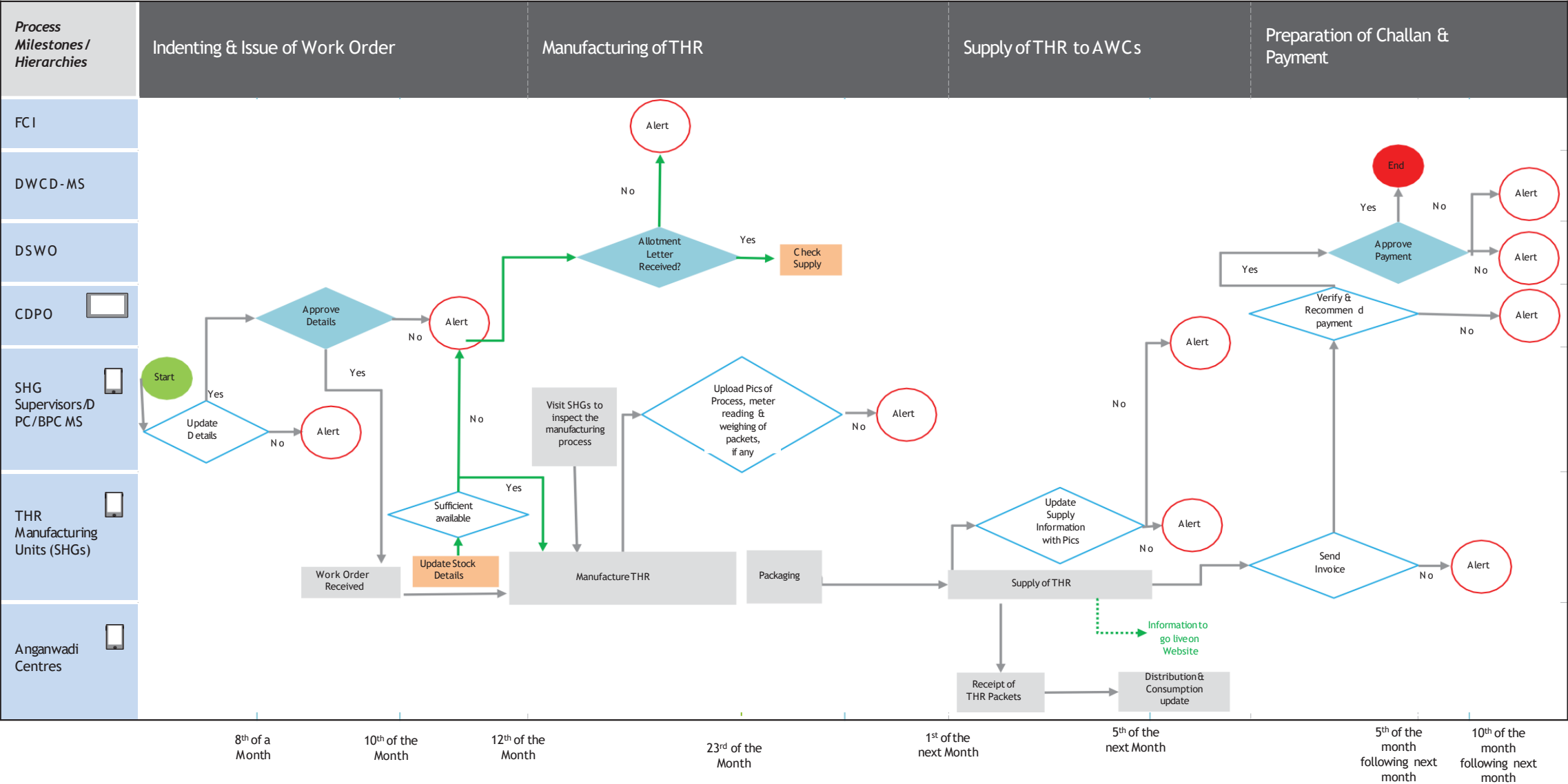
Addressing issues:

- Standardization of raw materials
- Consumption by targeted beneficiaries in households
- Enhancing quality of THR
- Optimal usage of machines at THR units
- Supply chain management as per timeline
- Strengthening of State Public Health Laboratory



Mo Chhatua – for enhancing Quality and Consumption

“A four fold strategy to improve THR quality and supply chain management”



Supply Chain Management model of THR

“An approach to improve quality and timeliness in THR production”



Collaboration with
Central Food Technological
Research Institute (CFTRI)
for
quality testing and monitoring
of Take Home Ration (THR)

At the level of SHG

Mentoring of
Self Help Groups (SHG)
and SHG federations
for THR production



THR quality testing
in collaboration
with CFTRI

Lab Testing facilities
at regional and
sub-regional level

At the level of testing
labs

"Mo Chhatua" -
Web and App
based
online MIS



Supply Chain Management model of THR

“Mo-Chhatua” – Information captured

Information captured :

- 1) Photographs taken while producing THR (Fixed day approach)
- 2) Capturing electric meter reading for assessing quantity of THR produced

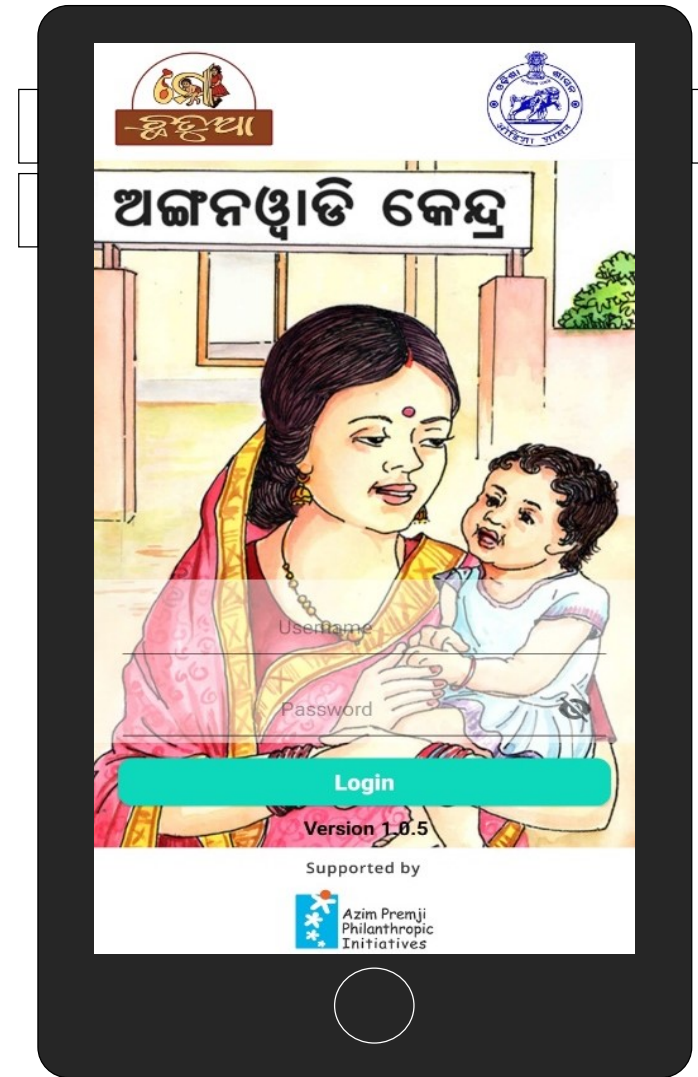
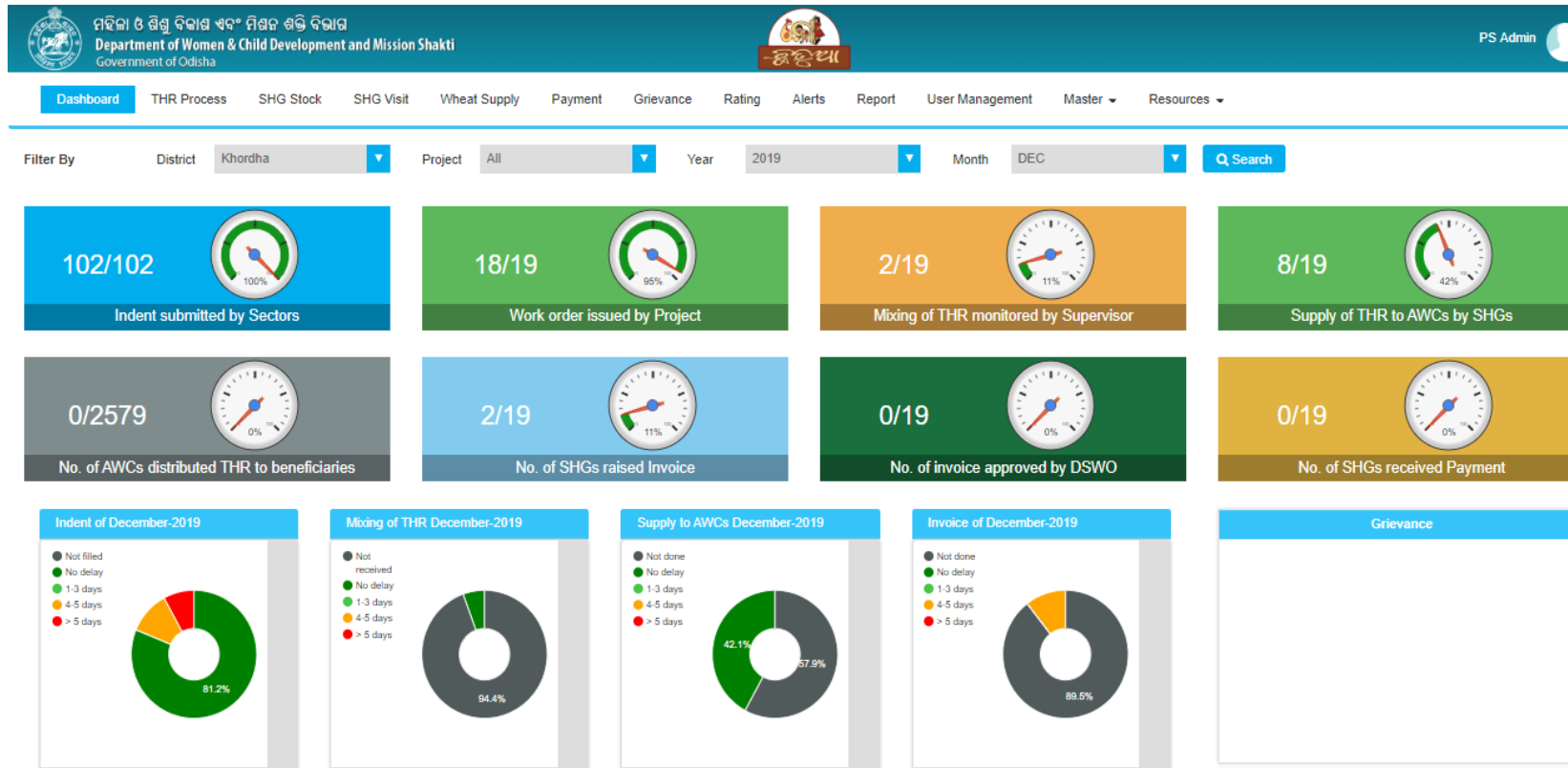
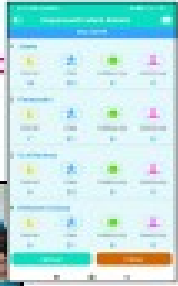


Fig. Mo-Chhatua Dashboard & Mobile Application

Supply Chain Management model of THR

“Mo-Chhatua” - Process flow

Lady Supervisors updating indent list through Mo Chhatua App



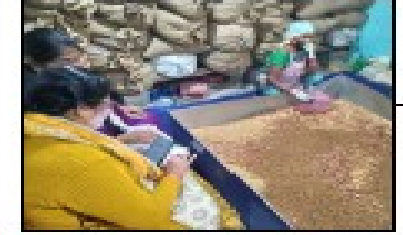
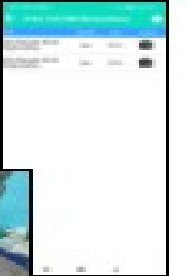
CDPO approving the indent and creating work order



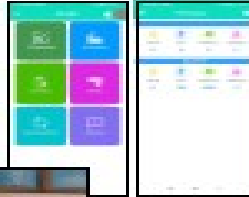
SHG Members observing work order on Mo Chhatua App



Mixing status on 23rd day of every month and inspection by Supervisors



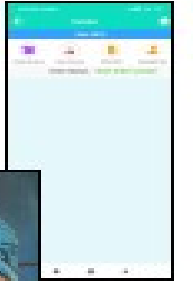
THR received at AWC and distributed



"Mo Chhatua" - Web and App based online MIS



Raising Invoice and Payment approval



Supply Chain Management model of THR

“Mo-Chhatua” –Way forward

- Scale up of the model in the state after piloting in Khurda district
- Scoping study by CFTRI to facilitate:
 - Raw material standardization
 - Menu diversification
 - Identification of regional labs for testing of THR
- Training of all ICDS functionaries and SHGs on the application undergoing.
- Roll out of online THR & Supply chain management system
- Improved MIS & decision making

Thank You