Government of India
Ministry of Women and Child Development

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Significant Achievements of Two Years
2014-2016
Hon'ble Prime Minister and Hon'ble Minister, WCD with Nari Shakti Puraskar Awardees
Significant Achievements of Two Years
2014-2016
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MESSAGE

As India comes of age, we are beginning to experience the benefits of a demographic dividend – with a large productive workforce and much fewer dependents. How well we can use this opportunity is dependent on our ability to equip our children and empower our women to contribute to and benefit from this progress. The Ministry of Women and Child Development is running a range of schemes and programmes to enable the equitable development of millions in our country.

This booklet of Significant Achievements (2014-16) brings together the initiatives of our Ministry to combat the complex problems affecting the women and children of our country. It provides a brief overview of the thinking and direction of the Ministry and is aimed at better informing the public of the available schemes/programmes for their benefits, encouraging their engagement.

I hope this booklet will be useful for many as a quick reference to the wide range of work being undertaken by the Ministry of Women and Child Development.

(Smt. Maneka Sanjay Gandhi)
MESSAGE

As we embark on the path of the goals of sustainable development, gender equality, women empowerment and development of children continue to be cornerstone of such development. This Ministry in the recent years has undertaken a number of initiatives in form of legislative and programmatic information with the single-minded focus of putting issues related to women and children on the high priority list of the development and governance agenda.

I am glad that the Ministry has brought out the new edition of significant achievements of two years 2014-2016 booklet, containing the relevant information relating to women and children in a concise manner. I would like to compliment the entire team of Media unit in the Ministry for bringing out this booklet and wish them all success in their endeavour.

(Krishna Raj)

MINISTER OF STATE
MINISTRY OF WOMEN & CHILD DEVELOPMENT
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NEW DELHI-110001
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BBBP is one of the flagship programmes of the Government to address the declining Child Sex Ratio and related issues of disempowerment of women on a life-cycle continuum. This programme was launched in 100 critical districts with the lowest child sex ratio on 22nd January, 2015 at Panipat by the Hon’ble Prime Minister. The scheme has been received well and has been successful in establishing the improvement in Child Sex Ratio as a national agenda. With the criticality of the issue, this initiative has been expanded to 61 additional districts across the 11 States/UTs.

The specific objectives of the scheme include preventing gender biased sex selective elimination; ensuring survival and protection of the girl child and ensuring education and participation of the girl child. It is a tri-ministerial, convergent effort of the Ministries of Women and Child Development, Health & Family Welfare and Human Resource Development, with a focus on awareness and advocacy campaign to change mindsets, enforcement of Pre-Conception & Pre Natal Diagnostic Techniques (PC&PNDT) Act, enabling girl child’s education and multi-sectoral action in select 100 + 61 districts.

BBBP involves an extensive community outreach for change of mind set, promoting 100% institutional deliveries, village level record of births and encouraging celebration of girl child. A massive advocacy campaign has been carried out across the country, including Radio Spots and jingles on 140 radio stations across the country, TV spots on 139 TV
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BBBP involves an extensive community outreach for change of mindset, promoting 100% institutional deliveries, village level record of births and encouraging celebration of girl child. A massive advocacy campaign has been carried out across the country, including Radio Spots and jingles on 140 radio stations across the country, TV spots on 139 TV channels, 4.5 crore people reached through mass SMS campaign, 12.4 lakh people engaged through mobile exhibition vans, 8756 field publicity programmes organised, 90 lakh people reached through IVR on 139 railway enquiry number and social media especially YouTube BBBP Channel since the launch of Programme.

Since its inception in January 2015, this programme has resulted in hundreds of local level innovative initiatives to promote the girl child. Some of these district/state level initiatives include installing digital Guddi Gudda Display Boards in offices and public places in Jalgaon district, Maharashtra; multi-sectoral interventions by Cuddalore district, Tamil Nadu which include dedicating special day on value of girl child, linking Sukanya Samriddhi Accounts with birth of girl child and felicitating parents, plantation drives symbolizing nurturing and care for girl child, prevention of child marriages; a social assistance scheme titled “Ladli Beti” for new born girl child born on or after 01st April 2015 by Jammu and Kashmir; cash reward of Rs. 1 lakh for whistle blowers informing about illegal sex selection announced by Haryana; Shaurya Dals and Har Ghar Dastak initiative in Madhya Pradesh, holding Special Gram Sabhas and Mahila Sabhas on child sex ratio in BBBP districts of Assam, Andhra Pradesh, Madhya Pradesh, Himachal Pradesh, Tamil Nadu and Tripura; local champions and brand ambassadors identified in Gomati district, Tripura, Jhunjhunu district, Rajasthan; “Ambassador of Girl Child” launched by Nagaland; recognizing girl achievers in the community in Sikkim, Andhra Pradesh and Tripura.
With concerted efforts at national, state and district levels, the preliminary reports for 100 districts indicate that for the time period between April-March 2014-15 & 2015-16, an increasing trend in Sex Ratio at Birth (SRB) is visible in 58% of the BBBP districts; 69 districts have reported progress in the first trimester registration against the reported ANC registrations and status of institutional deliveries have improved in 80 districts against the total reported deliveries in comparison to the previous year.

**Panic Button on Mobile Phones**

The Ministry of Women and Child Development had taken up the issue of installation of physical panic button on mobile phones as one of the initiatives since June 2014. It was observed that in order to provide safety to women in distress situation, it is important to enable them to send out a distress signal to a family member or the police authorities so that they can be rescued. Based on extensive stakeholder consultations initiated by WCD Ministry, the “Panic Button and Global Positioning System in Mobile Phone Handsets Rules 2016” have been notified by the Department of Telecommunications.

Under these rules, with effect from 1.01.2017, all new feature phones will have the facility of panic button configured to the numeric key 5 or 9 and all smart phones will have the panic button configured to three times short pressing of the on-off button. Further, from 1.1.2018, all new mobile phones will be required to have the facility of identifying the location through satellite based GPS.
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### Rashtriya Mahila Kosh

RMK provides micro credit to poor women, mainly for income generating activities, through intermediary organizations (IMO), which includes Sec 25 Companies, NGOs among others.

### Mahila e-Haat

The Ministry of Women & Child Development launched “Mahila e-Haat”, a unique direct online digital marketing platform for women entrepreneurs/SHGs/NGOs in March 2016. This can become a game changer initiative as it can become a catalyst in strengthening women entrepreneurship.

This initiative endeavours at meeting aspirations and needs of women entrepreneurs as also providing a marketing platform by leveraging technology. It also aims at financial inclusion and economic empowerment of women.

The USP of Mahila e-Haat is facilitating direct contact between the vendor and buyer. It is easy to access as the entire business of e-Haat can be handled through a mobile. The vendor can be approached by the buyer physically, telephonically and by email, as all products made/manufactured/sold by women entrepreneurs/
SHGs/NGOs are showcased on the portal. On this portal, bulk and customised orders can also be undertaken.

Women need to be majorly involved in the value chain and have to be 18 years of age to display their products/services. No illegal or contraband goods can be displayed. The vendors are allowed to price their products and charge accordingly from the buyers.

The unique features of Mahila E-haat not available on other e-commerce portals are (a) Sharing of contact details of vendors b) E-learning services (c) Pitara (Hamari Baat) conversations (d) Services.

**At a glance - Mahila e-Haat:**

- Mahila e-Haat received the SKOCH GOLD Award on 9th September 2016. It was also adjudged as one of the “Top 100 Projects in India” for the year 2016 and was awarded ‘SKOCH Order-of-Merit’ Award.
- Mahila e-Haat is a bilingual portal.
- Mahila e-Haat portal has received over 14.50 lakh visitors/hits.
- Women entrepreneurs/SHGs/NGOs from 21 states are showcasing approximately 1500 products/services. Today, there are 23000 SHGs with 3 lakh beneficiaries directly and indirectly. A 130% increase since launch (169 contact points on the portal).
- Women entrepreneurs/SHGs/NGOs as vendors on Mahila e-Haat portal in 6 months have transacted business of over Rs. 16 lakh.
- Portal launched by taking on board 10,000 SHGs with 1.25 lakh beneficiaries.
• The application for registration of trademark ‘Mahila e-Haat’ name and style has been duly filed. Examination report of the trademark authority is awaited.

• Major PSUs, IRCTC, Nationalised Banks like SBI, CBI, etc have given a link to Mahila e-Haat on their websites increasing visibility.

**Shelter Home for Widows at Vrindavan, UP**

It is the largest ever such facility being established or funded by the Government. The Home, which will have a capacity to house 1000 women, is being constructed on 1.424 hectare of land at an estimated cost of 57 Crore (including cost of the land) at Vrindavan. The design of the Home has been prepared in consultation with HelpAge India and is ‘old age’ friendly. The Home is close to completion and consists ground plus three floors with the facilities of ramp, lifts and supply of adequate electricity, water and other amenities for meeting the requirement of senior citizens and persons with special challenges.

**Village Convergence & Facilitation Service**

Village Convergence & Facilitation Service (VCFS) is a new initiative to institutionalize community service and outreach. The initiative is aimed at creating awareness through dedicated Village Coordinators who facilitate convergence on women’s issues and work in close coordination with the Gram Panchayats and other sub-committees to address issues pertaining to education, health, nutritional needs, legal rights, safety and security of
women. VCFS also facilitates access to schemes/programmes being implemented by Central/State Government for “women in need’ such as BBBP, Jan Dhan Yojna etc. This will help to educate women about government schemes and their benefits as well as how to avail them. Initially launched in 100 Gender critical districts, it has now been extended to more than 300 districts.

One-Stop Centres

Popularly known by the name of Sakhi, the One-Stop Centre (OSC) Scheme which is being implemented across the country since 1st April, 2015 aims to facilitate women affected by violence. These Centres facilitate access to an integrated range of services, including medical aid, police assistance, legal aid/case management, psychosocial counseling and temporary shelter to women affected by violence. The OSC will be integrated with 181 and other existing helplines.

Initially, one Centre per state was sanctioned in 2015. The first Centre was inaugurated at Raipur, Chhattisgarh on 16th July, 2015. So far 19 such Centres have been operational catering to the needs of women affected by violence. 150 new Centres are proposed to be established in 2016-17 utilizing the Nirbhaya Fund in the second phase. It is hoped to cover every district in a phased manner. The Scheme is implemented through the State/UT Government. The Management Committee (MC) headed by District Collector is responsible for the day to day operation of the OSC.
Universalisation of Women Helpline

The Scheme of Universalisation of Women Helpline is being implemented since 1st April, 2016, intended to provide 24 hours emergency and non-emergency response to women affected by violence through referral (linking with appropriate authority such as police, One-Stop Centre, hospital) and information about women related government schemes programmes across the country through a single uniform number (181). Women Helpline (WHL) will be integrated with One Stop Centre Scheme (OSC). Women affected by violence and in need of redressal services will be referred to OSC through WHL. The scheme envisages that the States/UTs will utilise or augment their existing women helplines through a dedicated single national number. The Department of Telecommunication, Government of India, has allocated short code 181 to all States/UTs which is being used by some States/UTs such as Delhi, Chandigarh, Chhattisgarh as Women Helpline. Under this Scheme, States/UTs need to adopt this short code 181 as Women Helpline (WHL). So far, women helplines have been operational in 17 States/UTs.
Although 33% posts of heads of Gram Panchayats have been reserved for women, they are unable to exercise real authority for betterment of villages due to lack of training and continued dominance/interference by their husbands etc. In order to empower these women at grass root level, WCD has initiated a massive programme to train over 2 lakh women heads of Panchayats. The training has been started from May 2016 onwards in partnership with the Ministry of Rural Development. This initiative is expected to be a game-changer for women in the country as a trained and empowered woman Sarpanch will be able to bring about political transformation in its true sense.

The training modules covering all aspects of village level management, including basic knowledge of government schemes, social issues and their resolution, management of panchayat finances, village infrastructure etc. This scheme is being implemented in collaboration with the Ministry of Panchayati Raj. More than 50% panchayats in several states now have women heads while 33% reservation for women in panchayats is mandated by law.
Steps to Implement ‘Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013’

In order to sensitize different organisations as well as to standardize the procedures for implementation of Sexual Harassment of Women at Workplace Act, a Handbook prepared in consultation with stakeholders and experts has been sent to all Central Government Ministries/Departments, State Governments and Business Chambers. The handbook is to provide basic understanding of Sexual Harassment at places of work (also available on www.wcd.nic.in). The Handbook was released on 7th December, 2015.

The Ministry has recommended mandatory disclosure of the constitution of Internal Complaints Committee by Companies in their annual report under the Sexual Harassment of Women at Workplace Act. The Ministries/Departments in Government of India have also been advised to ensure the compliance of the Act. The Ministry has also advised all States/UTs to ensure effective implementation of the Act.
33% Reservation for women in police force

The Ministry has taken up vigorously the matter with State Chief Ministers/Administrators of States/UTs to strengthen gender sensitivity in police force so as to improve the overall police responsiveness to gender sensitive cases by advising States/UTs to increase the representation of women in the police force. Through a Cabinet decision, the UTs have been mandated to undertake this reservation. The Ministry of Home Affairs has also issued an advisory dated 04.09.2009 to all State Governments to increase representation of women in police to 33% of the total strength. So far 8 States/UTs have reported to have reserved posts for women at different levels of their police force. Most of the other States have agreed to start working on this.

Mahila Police Volunteers

WCD Ministry in collaboration with the Ministry of Home Affairs has envisaged engagements of Mahila Police Volunteers (MPVs) in States/UTs who will act as a link between police and community and facilitate women in distress. Guidelines of Mahila Police Volunteers have been developed in collaboration with Bureau of Police Research and Development (BPR&D), Ministry of Home Affairs. An MPV will serve as a public-police interface in order to fight crimes against women. The broad mandate of MPVs is to report incidences of violence against women such as domestic violence, child marriage, dowry harassment and violence faced by women in public spaces. They shall be
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### Gender Champions

To sensitize young students on gender equality issues, the initiative of Gender Champions has been introduced from the school level itself. The initiative has been conceptualized to be implemented through educational institutions for sensitizing young students and for creating awareness on laws, legislations, legal rights and life skills education.

The Gender Champion Guidelines developed by WCD Ministry are being operationalized in collaboration with the Ministry of Human Resource Development. In order to give identity, a Badge for Gender Champions has been finalized through crowd sourcing. A Training Module for Gender Champions has been developed for adoption by educational institutes. The UGC has issued notifications to Colleges and Universities to appoint Champions and submit an implementation report. This initiative has been envisaged with an aim to make young students gender sensitive and create positive social norms that value girls and their rights.
Women of India Exhibitions

The Initiative was started in November 2014 to link producers of organic products directly to the market. Two such exhibitions have already been held in Delhi, many more such exhibitions are proposed to be organised in centres outside Delhi. Women of India Exhibitions are being held to provide a platform so that women entrepreneurs and artisans especially from rural India get an opportunity to exhibit and sell their products. Such an exhibition would give the much needed window to all such women who are working incognito across the country.

Regulation of Matrimonial websites

In view of the increasing number of crimes committed against women on account of information shared on the matrimonial websites; it was decided in consultation with Department of Electronics and Information Technology (DeITY), Ministry of Home Affairs (MHA) and service providers to look into the issue and to put in place a regulatory framework in order to check this misuse. The Ministry has already carried out extensive work for the preparation of the due diligence guidelines for the matrimonial websites and prepared a concept paper detailing extent of the problem, existing safeguards, existing legal remedies etc. which has been circulated to stakeholders concerned. Based on extensive stakeholders consultation initiated by WCD Ministry, an advisory on functioning of Matrimonial website was issued by DeITY on 6th June, 2016.
Extending Maternity Leave duration

The WCD Ministry has been working to extend the maternity leave period for working women to seven months to enable them to provide exclusive breastfeeding to children for six months after child birth and complementary foods thereafter to help reduce incidence of malnutrition. The Ministry of Labour & Employment has considered and carried out suitable amendments in the Act, which are as follows:

1. Enhancement of maternity leave under Maternity Benefit Act, 1961, from existing 12 weeks to 26 weeks.
2. Extension of maternity benefit to adopting mothers and commissioning mothers.
3. Establishment of crèche facility within the office/factory premises.

In the last session of the parliament, the Bill in this regard was passed by Rajya Sabha only; hence it will be re-introduced during the Winter Session of 2016.

Mandatory Mention of Widows’ Name on Death Certificates

To ensure that a widow is facilitated to get all her entitlements after the death of her husband, WCD Ministry is working with the office of the Registrar General of India as well as the State Governments to ensure that the name of the widow is compulsorily mentioned in the death certificate of her husband.
Legislation on Trafficking

Ministry of Women and Child Development has drafted a comprehensive legislation on trafficking - “Trafficking of Persons (Prevention, Protection and Rehabilitation) Bill, 2016” to cover all aspects of trafficking. The draft Bill proposes to tackle different aspects of trafficking by creating a strong legal, economic and social environment by putting in place dedicated institutional mechanisms at District, State and Central Level.

National Policy for Women, 2016

The draft National Policy for Women, 2016, has been released by the Minister, WCD which is under finalization. The policy has been revised after 15 years and is expected to guide Government action on women’s issues over the next 15-20 years. The policy looks into the entire life-cycle continuum of women’s issues and encompasses a wide spectrum ranging from discrimination against women to the expectations of new emerging inspirational woman. The policy aims to create sustainable socio-economic, political empowerment for women to claim their rights and entitlements, control over resources and formulation of strategic choices in realization of the principles of gender equality and justice. The policy is being finalized after consultation with all stakeholders, including NGOs, civil society, Women’s Rights Groups among other so that the final policy documents articulate the vision of women empowerment in our country for the next 15-20 years.
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The Juvenile Justice (Care and Protection of Children) Model Rules, 2016 (JJ Model Rules, 2016) have been notified and published in the Gazette of India, thereby repealing the Juvenile Justice (Care and Protection of Children) Rules, 2007 (JJ Rules, 2007) vide G.S.R. 898 dated 21.09.2016. The JJ Model Rules, 2016, that repeal the earlier JJ Rules, 2007, are based on the philosophy that children need to be reformed and reintegrated into society. The Rules are appreciative of the developmental needs of children and therefore best interest of the child along with child-friendly procedures is incorporated across the provisions and is the primary consideration.

The JJ Model Rules, 2016, prescribe detailed child friendly procedures for the Police, Juvenile Justice Board and Children’s Court. Some of these procedures include: no child to be sent to jail or lock-up, child not to be handcuffed, child to be provided appropriate medical assistance, parent/guardian to be informed about legal aid, etc. The Juvenile Justice Board and the Children’s Court are required to put the child at ease and to encourage him/her to state the facts and circumstances without any fear, after understanding the questions in a language understood by the child.

Various new forms have been added in the JJ Model Rules, 2016, to review the progress of children in Juvenile Justice System and ensure adequate rehabilitation and restoration services for them. Some of the new forms included in JJ Model Rules, 2016, are Case Monitoring Sheet, detailed individual child care plan, application for registration of Child Care Institutions, certificate for registration, quarterly report by Juvenile Justice Board/Child Welfare Committee, etc. Further monitoring provisions have been strengthened.
**Steps taken on Missing/Trafficked/Runaway Children**

i) **Khoya-Paya Portal:** In order to bring citizen participation for protecting children, a new citizen based portal Khoya-Paya has been launched in June, 2015 which enables posting of information of missing or sighted children. It also provides facility for matching the two databases. More than 4700 users had registered on the portal (as on 23 September 2016) and nearly 6000 cases of missing/sighted children have been reported.

ii) **MOU with Railways:** The WCD Ministry has framed path-breaking Special Operating Procedures (SOPs) to be implemented with the help of Railways for rescue and rehabilitation of runaway, abandoned, kidnapped, trafficked children via railways. 20 main Railway stations which are origin/source/destination/transit stations from where children have been trafficked, have been equipped with facilities for rescue, rehabilitation, restoration of missing children. Additional 15 stations have been approved for providing similar facilities and 1000 stations across the country will be covered. The SOPs for the same were issued in March, 2015.

The railway stations will have NGOs/ Child-Help Groups/ Childline Units working with them who will work towards restoration of children to their parents/ guardians or their rehabilitation in the absence of the former.
Awareness campaign via posters in railway coaches was launched in November, 2015. One lakh posters have been put in trains in the first phase and so far have saved thousands of abducted/runaway children. All 55000 coaches to be covered with 2.25 lakh posters during 2016-17. The Posters caution the passengers about the children around them who may need protection are being put in all trains of the country. Kiosks with Child Helpline have been set up at the 20 railway stations where the identified children are brought for temporary stay before they are restored to their parents or are sent to a children's home. Continuous announcements are made for passengers to keep a lookout for such children.

iii) **Expansion of CHILDLINE:** Childline is a nation-wide initiative for rescuing and assisting children in distress conditions. In the last two years, Childline (1098) has been extended to 402 cities and will be expanded to another 100 cities soon. With the expanded reach, CHILDLINE has been able to help lakhs of children and restore them to their families.
POCSO e-Box

POCSO e-box launched in August 2016 is a simple and easy to use facility for children or any adult to register complaints of child sexual abuse or harassment. It is a direct online reporting mechanism where each complaint is handled with sensitivity and anonymity to provide optimum protection to these children.

Comprehensive Adoption Reforms

Legal adoption through CARA and CARINGS only.

1. Registering online with the Central Adoptions Resource Authority (CARA) is mandatory to adopt a child from anywhere in India.
2. The Central Adoption Resource Information & Guidance System (CARINGS) is the only official portal of CARA for legal adoption process.
3. Visit www.cara.nic.in
4. Under Section 80 & 81 of the Juvenile Justice (Care & Protection of Children) Act, 2015, any person or agency who indulges in illegal adoption shall be punished.
5. By adopting a child illegally, you may unintentionally become part of a child trafficking network.
6. Adoption is a socio-legal process and there is no role of touts/middlemen in adoption as they may mislead you to adopt a child illegally.
**Expanding Anganwadi Infrastructure**

During 2015-16, WCD Ministry approved construction of 29,941 Anganwadi Centre (AWC) buildings under MGNREGS in convergence with ICDS for 10 States, viz. Andhra Pradesh, Assam, Chhattisgarh, Jharkhand, Madhya Pradesh, Maharashtra, Odisha, Rajasthan, Telangana & Uttar Pradesh. Funds released for construction of these AWC buildings during 2015-16 was Rs. 18,264.62 lakh. It is proposed to construct 4 lakh AWC buildings across the country in four years @ 1 lakh AWC per year, which are likely to be completed by 2019. Further, Rs. 74,007 lakh has been released during 2016-17 towards the construction of 59,619 AWC buildings for which labour budget is available with States/UTs. A private sector company has also joined this initiative under their CSR activities in construction of 4,000 model AWCs.

**National Nutrition Mission**

National Nutrition Mission (NNM) is proposed to achieve improvement in nutritional status of children (0-6 years), adolescent girls and pregnant & lactating mothers in a time bound manner over a period of three years with the objectives of preventing & reducing under-nutrition in children (0-3 years); reducing the prevalence of anaemia among young children (6-59 months); reducing the prevalence of anaemia among women and adolescent girls (15-49 years) and reducing low birth weight. The proposed NNM would provide for real time IT based monitoring of beneficiaries and service delivery besides bringing grass root level convergence of interventions of MWCD, MoHFW, MDWS, MoRD & PRIs etc.
Direct Benefit Transfer of Anganwadi Worker Remuneration

A system for Direct Benefit Transfer of Anganwadi Worker Remuneration has started from April, 2016, in some States/UTs to ensure efficiency in delivery process, greater inclusion, particularly, financial inclusion, de-duplication & reduction of fraud/curbing leakages. All States/UTs will be covered under this gradually. In the National Conference of State/UT Secretaries held on 13.07.2016, remaining States/UTs have assured to implement the Direct Benefit Transfer of honorarium of ICDS functionaries (AWWs/AWHs) by December, 2016. This will benefit as well as motivate about 27 lakhs women workers engaged in implementing the ICDS Scheme.

ICDS Systems Strengthening and Nutrition Improvement Project (ISSNIP)

MWCD, with a view to bridge the gaps in the ICDS Service Delivery, is implementing International Development Association (IDA) assisted ICDS Systems Strengthening and Nutrition Improvement Project (ISSNIP), in 162 high burden districts of 8 States in the country covering 3.68 lakh Aanganwadi Centers. The Project was restructured on 29th September, 2015, with a major impetus on ICT solution for better service delivery in ICDS and behaviour change for nutritional outcomes.

The major achievements of ISSNIP are as follows:

1. Entering a Memorandum of Cooperation (MoC) with the Bill & Melinda Gates Foundation: The Ministry signed an MoC on 20th May, 2016, with Gates Foundation to provide technical support at the National and State level for strengthening the delivery of nutrition goals.
The Government has a significant focus on improving the health and lives of women and children in India, by strengthening nutrition programs in order to promote their holistic development. In sync with this focus, the four priority areas of work as part of this MoC include:

a) Development and deployment of ICT solutions for improving and strengthening ICDS Service Delivery System.

b) Support MWCD in developing a shared national communications campaign for maternal and child nutrition among target populations.

c) Technical Support Unit at the national and state level for strengthening their capacities to deliver nutrition especially during pre-conception, pregnancy and first two years of life.

d) Technical support and Knowledge management support to strengthen human resource capabilities at various levels in order to deliver effective nutrition interventions.

2. Launching ICT-enabled Real Time Monitoring (ICT-RTM) of ICDS: ISSNIP includes ICT-enabled Real Time Monitoring (ICT-RTM) of ICDS as a core activity. ICT-RTM are to be driven by a customized Common Application Software (ICDS-CAS), customized Common Application Software developed by Bill and Melinda Gates Foundation (BMGF). ICT-RTM was launched by MWCD on 25th May, 2016. ICT-RTM would specifically help strengthen the ICDS capacity to deliver nutrition services.

3. Communities Based Events: Communities based events are organised on monthly basis on all the 3.68 lakh Aanganwadis across 8 ISSNIP States. It aims to bring change
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3. Communities Based Events: Communities based events are organised on monthly basis on all the 3.68 lakh Aanganwadis across 8 ISSNIP States. It aims to bring change in nutrition behaviour of community for better nutritional outcomes. The main events include the Godh Bharai- the commemoration of motherhood to identify the pregnancy and bring under focus of ICDS and Annaprasan- the initiation of complementary feeding for children attaining 6 months of age.

4. Capacity Building of ICDS functionaries in Incremental Learning Approach: This activity involves the capacity building and strengthening of ICDS functionaries in a cascade manner through which the front line functionaries and workers are trained in identified thematic areas on a monthly basis. ISSNIP has till now conducted trainings in 6 modules in 5 States viz. Andhra Pradesh, Bihar, Chhattisgarh, Madhya Pradesh and Maharashtra and in 3 modules in States of Jharkhand, Rajasthan and Uttar Pradesh.

**Scheme for Adolescent Girls**

Scheme for Adolescent Girls, Sabla, a Centrally-sponsored scheme introduced in the year 2010-11 on a pilot basis is being implemented in 205 districts selected from all the States/UTs. Sabla aims at the all-round development of adolescent girls of 11-18 years (with a focus on all out-of-school adolescent girls) by making them ‘self reliant’ by improving their health and nutrition status, promoting awareness about health, hygiene, nutrition, Adolescent Reproductive and Sexual Health, family and child care and facilitating access to public services through various interventions such as guidance & counselling and imparting vocational training for girls aged 16 and above. It also aims towards mainstreaming out of school adolescent girls into formal/non formal education.

The scheme has two major components viz. Nutrition and Non Nutrition Component. Under the Nutrition component of the scheme, the out of school adolescent girls in the age
group of 11-14 years and all girls in the age group of 14-18 years attending Anganwadi centres are provided Supplementary Nutrition in the form of Take Home Ration or Hot Cooked Meals. Under the Non-Nutrition Component, out of school adolescent girls of 11-18 years are being provided services including - IFA supplementation, health check-up & referral services, nutrition & health education, counselling/guidance on family welfare, ARSH, life skill education, guidance on accessing public services and vocational training (only 16-18 year old adolescent girls). The scheme also aims at mainstreaming out of school adolescent girls to school system.

The scheme is implemented through the State Governments/UT Administrations with the cost shared between Centre and States/Union Territories (with legislations) in the ratio of 50:50 for nutrition and 60:40 for rest of the components. For North Eastern States and three Himalayan States, the share for Centre and State is in the ratio of 90:10 and 100% of financial assistance will be provided for Union Territories. From the year 2015-16, in view of higher devolution of resources under the Fourteenth Finance Commission awarded to States, the States would need to contribute more as State share under the scheme.

**Junk Food Guidelines**

Junk Food Guidelines have been developed and forwarded to MHRD and MoHFW for implementation. MHRD has requested all CBSE affiliated schools to follow the Guidelines. MHRD has been requested to issue an advisory to all the States/UTs accordingly. It has also been suggested in the guidelines that vendors/street vendors should not be permitted to sell Junk Food during school timings in a vicinity of 200 meters from any school. The guidelines also provide a list of suitable food items to be offered in the school canteen.
National Plan of Action for Children

The National Plan of Action for Children 2016 is being drafted to guide the action of the Government to address the issues relating to children.

Engagement on Social Media

The Ministry is active on social media platforms of Facebook, Twitter and YouTube with followers numbering in lakhs. Social media is being used as a medium to spread awareness among the general public on issues concerning women and children, aiding positive attitude and behaviour change. This medium is also being leveraged to disseminate information on the various schemes and programmes of the government so as to increase citizen engagement. In response to harassment of women in cyber space, the Ministry recently launched a campaign wherein such complaints could be made directly to the social media handles of the Ministry, with assured responses. The Ministry is also running a grievance redressal cell which registers and responds to direct complaints via email from women and children across the country.

Implementation of e-Office

The Ministry has implemented the paperless e-office system in order to improve efficiency and effectiveness of Government responses. More than 12,000 files and other documents were digitized in 2015. This has resulted in drastic reduction in purchase of stationery items, resulted in savings, improved efficiency and brought about transparency.