ABSTRACT


Social Welfare and Nutritious Meal Programme (SW-7(2) Department


Read:

1 G.O.(Ms) No. 22, Planning Development and Special Initiative (ST.2 & E) Department, Dated 27.02.2016.


3 Letter (Ms) No.72, Social Welfare and Nutritious Meal Programme Department, Dated 23.09.2016.

ORDER:-

In the Government Order 1st read above, orders have been issued towards the implementation of the scheme Improving School preparedness and Child Health outcomes through Integrated Child Development Services Scheme @ the total cost of ₹ 956.57 lakh under TANII. A sum of ₹ 542.00 lakh has been allocated to M/s J-PAL (Abdul Latif Jameel - Poverty Action Lab) and ₹ 414.57 lakh has been allocated to Integrated Child Development Services Scheme as intervention cost.

2. In the letter 2nd read above, the Director, Integrated Child Development Services Scheme has sent proposal to the tune of ₹ 364.85 lakh to implement the following activities for the period of 2 years.
<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Description</th>
<th>Funds required for 12 months (₹ in lakh)</th>
<th>Funds required for 12 months (₹ in lakh)</th>
<th>Total for 24 months (₹ in lakh)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Strengthening of Preschool Readiness in 200 Anganwadi Centres by placing ECCE Facilitator @ ₹ 4,000 per month for 24 months (Dec, 2016 – Dec, 2018). Including training to Facilitators and printing of registers for their use. Annexure –I.</td>
<td>99.7</td>
<td>96.3</td>
<td>196</td>
</tr>
<tr>
<td>2</td>
<td>Performance Based Incentive to 100 Anganwadi Workers @ ₹ 1,500 per AWW per month ₹ 18,000 per annum for 2 years including One day orientation training on the proposed activities for 1 batch at State level and 10 batches at District level (Nov, 2016 – Nov, 2018) Annexure – II.</td>
<td>21.25</td>
<td>18.00</td>
<td>39.25</td>
</tr>
<tr>
<td>3</td>
<td>Flat increase to Anganwadi Workers in 100 Anganwadi Centres @ ₹ 1,500 per month for 24 months (Nov, 2016 – Nov, 2018) Annexure – III.</td>
<td>18.00</td>
<td>18.00</td>
<td>36.00</td>
</tr>
<tr>
<td>4</td>
<td>Provision of Milk to 2500 children in the age group of 2-5+ years for 2 years on pilot basis in 100 Anganwadi Centres Annexure – IV.</td>
<td>46.80</td>
<td>46.80</td>
<td>93.60</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>185.75</strong></td>
<td><strong>179.1</strong></td>
<td><strong>364.85</strong></td>
</tr>
</tbody>
</table>

3. The additional cost involved in MIS intervention will be added later in the Project. In this context, by adopting requisite statistical procedures, 800 Anganwadi Centres, have been chosen in the districts of Chennai, Kancheepuram, Karur, Virudhunagar and Tiruchirappalli. The details of number of Anganwadi Centres and the activities designed are as follows:

<table>
<thead>
<tr>
<th>S.No</th>
<th>Type of Interventions</th>
<th>No of Anganwadi Centres</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hiring of ECCE Facilitators to strengthen ECCE component of ICDS</td>
<td>200</td>
</tr>
<tr>
<td>2</td>
<td>Performance Based Incentive</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>Fixed Pay / Flat increase to Anganwadi</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>Additional Nutritional Input (provision of milk)</td>
<td>100</td>
</tr>
<tr>
<td>5</td>
<td>MIS Real Time monitoring</td>
<td>100</td>
</tr>
<tr>
<td>6</td>
<td>Control Group</td>
<td>200</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>800</strong></td>
</tr>
</tbody>
</table>
The project will be implemented for a period of 2 years with effect from the date of implementation of the Project.

4. In view of the above, the Director, Integrated Child Development Services Scheme has requested the Government to issue necessary orders to implement the following activities:

i. The Director cum Mission Director may be permitted to implement the project as detailed in the Annexure I to IV for the project period of two years with effect from the implementation of the scheme in coordination with J-Pal, and to sanction funds to the tune of ₹ 364.85 lakh.

ii. The Director cum Mission Director may be permitted to place the Early Childhood Care and Education (ECCE) Facilitators in 200 Anganwadi Centres, to provide performance based incentive to Anganwadi Workers in 100 Anganwadi Centres, to provide flat increase in the honorarium of ₹ 1,500 per month to Anganwadi Workers in 100 Anganwadi Centres for a period of two years as per the proposed criteria and guidelines detailed in Annexure – I to III.

iii. The Director, Integrated Child Development Services Scheme may be permitted to provide milk to the 3159 children (approx) @ 20 gm skim milk powder per child per day to be diluted in 150 ml of water on 6 days in a week (Annexure – IV).

iv. The Director cum Mission Director may be permitted to procure and distribute milk in powder form through Tamil Nadu Cooperative Milk Producers Federation Limited (Aavin).

v. The Director cum Mission Director may be authorized to draw and disburse the expenditure detailed in the Annexure I to IV to the District Project Officers concerned towards the contractual payment to 200 Early Childhood Care and Education (ECCE) Facilitators, performance based incentive to 100 Anganwadi Workers, flat increase in honorarium to 100 Anganwadi Workers and to provide milk to the Anganwadi Children in 100 Anganwadi Centres.

5. After careful examination, in the letter 3rd read above, the Government accept the proposal of the Director, Integrated Child Development Services Scheme and permit him to incur the expenditure of ₹ 218.57 lakh (Rupees two crore eighteen lakh and fifty seven thousand only) towards the implementation of the approved scheme “Improving School preparedness and Child Health outcomes” through Integrated Child Development Services Scheme for the year 2016-2017 based on the G.O. first read above.

6. In continuation of this, Government permit the Director, Integrated Child Development Services Scheme to implement the above scheme with following guidelines:-
i. The Director, Integrated Child Development Services Scheme is permitted to implement the scheme "Improving School preparedness and Child Health outcomes" as detailed in the Annexure I to IV for the project period of one year at the cost of ₹218.57 lakh with effect from the implementation of the scheme in coordination with J- Pal in the Districts of Chennai, Kancheepuram, Karur, Virudhunagar and Tiruchirappalli.

ii. The Director, Integrated Child Development Services Scheme is permitted to place the Early Childhood Care and Education (ECCE) Facilitators in 200 Anganwadi Centres, to provide performance based incentive to Anganwadi Workers in 100 Anganwadi Centres, to provide flat increase of honorarium to Anganwadi Workers in 100 Anganwadi Centres for a period of one year as per the proposed criteria and guidelines detailed in Annexure – I to III.

iii. The Director, Integrated Child Development Services Scheme is permitted to provide milk to the 3159 children (approx) @ 20 gm skim milk powder per child per day to be diluted in 150 ml of water on 6 days in a week (Annexure – IV).

iv. The Director, Integrated Child Development Services Scheme is permitted to procure and distribute milk in powder form through Tamil Nadu Cooperative Milk Producers Federation Limited (Aavin).

v. The Director, Integrated Child Development Services Scheme is permitted to utilise the funds of ₹218.57 lakh available under the following head of accounts:-

<table>
<thead>
<tr>
<th></th>
<th>₹ in thousand</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>01 Salaries – 09 – Honorarium – (2236-02-101-JQ-0194)</td>
</tr>
<tr>
<td>2.</td>
<td>71 – Printing (2236 – 02- 101-JQ-7106)</td>
</tr>
<tr>
<td>3.</td>
<td>72 – Training (2236 – 02-101-JQ-7204)</td>
</tr>
<tr>
<td>4.</td>
<td>67 – 09-others (2236- 02-101-JQ – 6796)</td>
</tr>
<tr>
<td></td>
<td>Total</td>
</tr>
</tbody>
</table>

vi. The Director, Integrated Child Development Services Scheme is requested to send necessary proposal for implementation of the scheme for second year i.e. 2017-2018 for inclusion of appropriation of funds in B.E. 2017-2018 to Finance Department at appropriate time without fail.

7. The Director, Integrated Child Development Services Scheme shall send necessary Utilization Certificate to Government within the time.

(BY ORDER OF THE GOVERNOR)

K. MANIVASAN
Secretary to Government

To
The Director (FAC)
Integrated Child Development Services Scheme,
Tharamani, Chennai-600 113
The Member Secretary, State Planning Commission,
Chepauk, Chennai-600 005.
The Pay and Accounts Officer (South), Chennai-600 035
The Accountant General, (Audit I/II), Chennai-600018 (By name)
The Accountant General, (A&E), Chennai-600 018 (By name)
J-PAL South Asia, Institute for Financial Management and Research, Buhari Tower,
Thousand light, Chennai-600 006.

Copy to
The Planning Development and Special Initiatives Department, Chennai-600 009.
The Principal Private Secretary to Secretary to Government, Social Welfare and
Nutritious Meal Programme Department,
Chennai-600 009.
The Finance (SW) Department, Chennai -600 009
Stock file/Spare copy

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Section Officer.
ANNEXURE - I

to G.O.(2D) No.27, Social Welfare and Nutritious Meal Programme (SW-7(2)) Department, Dated 14.10.2016.

I. Strengthening of Preschool Activities through ICDS

Exclusively engaging Early Childhood Care and Education Facilitators to strengthen the ECCE services in ICDS package and strengthening School Readiness Initiative viz. towards ensuring smooth transition towards enrolment into Primary Education at 200 Anganwadi Centres.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Activity</th>
<th>Funds required for 12 months (₹ in lakh)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Honorarium to ECCE (Facilitator) 200 ECCE (Facilitator) x ₹ 4,000 / month x 12 months</td>
<td>96.00</td>
</tr>
<tr>
<td>2.</td>
<td>Training for 200 ECCE Facilitators (6 days) cost per batch – ₹ 70,000 cost for 5 batches (40 per batch)</td>
<td>3.50</td>
</tr>
<tr>
<td>3.</td>
<td>Attendance Register &amp; Diary Maintenance on day to day ECCE activities</td>
<td>0.971</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100.471</td>
</tr>
</tbody>
</table>

II. Criteria for selection of Early Childhood Care and Education (ECCE) Facilitators:

1. **Gender**: Female
2. **Age Limit**: Completed 18 years and not more than 35 years.
3. **Education Qualification**: 10th pass.
4. **Residency**: The candidate should be resident of the same hamlet. If no eligible/suitable candidate from the same hamlet is available, the candidates from the neighboring hamlets of the same panchayats of the Anganwadi Centre shall be considered. The following documents shall be considered for the proof of residence 1). Voter ID 2). Panchayat / Municipality/ Corporation Tax Receipt 3) Ration Card.
In respect of Anganwadi Centres in the municipality/corporation area, the candidate residing in the same ward shall be considered. If no eligible/suitable candidate from the same ward is available, the candidates from the nearby ward shall be considered.

Since this is a short term – 2 year Project, procedure of following Communal Rotation in selection of Early Childhood Care and Education (ECCE) Facilitator need not be followed.

5. **Selection Process:** The Selection Committee for hiring Early Childhood Care and Education (ECCE) Facilitators is as follows:

   **For all Districts except Chennai**
   1. District Project Officer
   2. Deputy Director (Health Services)
   3. Child Development Project Officer (concerned)
   4. District Coordinator of SSA (ECCE)

   **Selection Committee for Chennai:**
   1. Deputy Director (ICDS)
   2. State Coordinator of SSA (ECCE)
   3. District Project Officer
   4. Child Development Project Officer (concerned)

6. **Method of Recruitment:** The District Collectors of Kancheepuram, Karur, Tiruchy and Virudhunagar will call for applications for hiring the Early Childhood Care and Education (ECCE) Facilitator for the identified AWCs, indicating the eligibility criteria through press release. The Director cum Mission Director, Integrated Child Development Services Department/ District Project Officer Chennai, will call for applications in respect of hiring Early Childhood Care and Education (ECCE) Facilitator pertaining to Chennai District.

7. **Appointing Authority:** The District Collector concerned is the appointing authority for hiring the Early Childhood Care and Education (ECCE) Facilitators except Chennai District. The Director cum Mission Director is the appointing authority for Chennai District.

The Early Childhood Care and Education (ECCE) Facilitators will be hired purely on a temporary basis for the study period of **two years only** and on completion of the project, their services will be automatically terminated.
Early Childhood Care and Education (ECCE) Facilitator should not claim permanency/any seniority or preferential posting or promotion or any other benefits in due course of time.

8. **Mode of payment:**

Monthly payment to Early Childhood Care and Education (ECCE) Facilitators is to be made through direct bank transfer by the CDPOs concerned.

K. MANIVASAN,
Secretary to Government

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Section Officer.
ANNEXURE-II

to G.O.(2D) No.27, Social Welfare and Nutritious Meal Programme (SW-7(2))
Department, Dated 14.10.2016.

Performance based incentive to Existing 100 Anganwadi Workers

The Performance based incentive for Anganwadi workers will depend on
improvements in nutrition for children in her AWC. Nutrition will be measured
as the weight-for-age ratio for each child. The performance incentive
payments will be determined as follows:

a. At baseline done by J-PAL, every child’s weight-for-age ratio will be
measured. Children will then be classified into comparison groups with
similar weight-for-age ratios.

b. Weight-for-age ratios will be measured again every six months by J-PAL.
Each child’s improvement will be assigned a score for the six month
period equal to his or her percentile in the comparison group.

c. Each Anganwadi worker will be assigned a total score equal to a
weighted average of scores for children in her Anganwadi center. In
calculating this average, the percentile improvement scores will be
weighted according to the initial weight-for-age ratio of each child, with
weights of five for children with initial weight-for-age z-scores below -3
four for scores between -2 and -3, three for scores between -1 and -2, two
for scores between zero and -1, one for scores between 0 and 1, and
zero for scores above 1.

d. Each Anganwadi worker will receive an incentive that is proportional to
her total score for the six month period. The level of the incentives will be
set so that the average bonus is equal to 20 percent of Anganwadi worker
pay over the six month period. This means the average incentive will
equal ₹7,500 x 0.2 x 6 = ₹9,000 per six month period. The mode of
payment will be done through ECS.

<table>
<thead>
<tr>
<th>S. No</th>
<th>Activity</th>
<th>Funds required for the first 12 months (₹ in lakh)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Incentive to 100 existing AWW based on Performance at ₹18,000 / Annum x 100 AWW</td>
<td>18.00</td>
</tr>
<tr>
<td></td>
<td>One day orientation training on activities in 1 batch at state level and 10 batches at District level</td>
<td>3.25</td>
</tr>
<tr>
<td>---</td>
<td>-------------------------------------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>21.25</strong></td>
</tr>
</tbody>
</table>

K. MANIVASAN,
Secretary to Government

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Section Officer.
ANNEXURE-III

to G.O.(2D) No.27, Social Welfare and Nutritious Meal Programme (SW-7(2)
Department, Dated 14.10.2016.

Flat increase in remuneration to Anganwadi Workers in 100 Anganwadi Centres:

a. The DPO/ CDPO would maintain separate account

b. The line list of 100 Anganwadi Workers and monthly remuneration should be maintained.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Funds required for 12 months (₹ in lakh)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flat Increase in remuneration of AWW in 100 AWCs x ₹ 1,500 x 12 months</td>
<td>18.00</td>
</tr>
</tbody>
</table>

Mode of Payment: The flat increase to the Anganwadi Worker will be paid along with the monthly salary, through ECS on monthly basis.

K. MANIVASAN,
Secretary to Government

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Section Officer.
ANNEXURE-IV

to G.O.(2D) No.27, Social Welfare and Nutritious Meal Programme (SW-7(2))
Department, Dated 14.10.2016.

Provision of Additional Supplementary Nutrition in the form of Milk to ICDS
beneficiaries in the age group of 2-5+ years on pilot basis in 100 Anganwadi
Centres

The pre-school children in the age group of 2-5+ years are provided with
Nutritious Meal / Variety meal. The children in the age group of 2-3 years are
provided weaning food as Take Home Ration. In order to study the impact on the
nutritional status of children between 2 to 5+ years who come and stay in the centre
from 8.00 a.m. to 3.30 p.m. may be provided @ 150 ml milk per day per child on 6
days in a week in the 100 Anganwadi Centres as part of the study.

It is proposed to provide whole milk powder due to logistics reason. The
powder form of Milk will be procured from the Tamilnadu Co-op Milk Producers”
Federation Limited, (Aavin) so as to dilute 20 gm skim milk powder diluted in 150 ml
hot water to each children @ ₹ 8 per day including cost for sugar/
transportation/vessel/fuel and Register.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of the project Component</th>
<th>Year 1 (₹ in lakh)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Milk to 3159 children in the age group of 2 to 5+ years in 100 AWCs in the Morning Hours at 9.30 AM @ 150 ml per child for 6 days in a week. (₹ 8 per 150 ml x 6 days a week x 52 weeks x 3159 Children)</td>
<td>78.849</td>
</tr>
</tbody>
</table>

Total Project cost: 78.849

K. MANIVASAN,
Secretary to Government

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Section Officer.