

Government of Odisha

Department of Women & Child Development

No. WCD-ICDS-N-SCHM-0032-2023/ 463

/WCD, Dt. 05/01/2024

From

Nityananda Barik, OAS

Additional Secretary to Govt.

To

All Collectors

Sub: Guidelines for observation of Kishori Mela under Mukhyamantri Sampurna Pushti Yojana(MSPY).

Madam/Sir,

In inviting a reference to the subject cited above, I am directed to enclose herewith the detailed guideline for observation of Kishori Mela under Mukhyamantri Sampurna Pushti Yojana(MSPY) for implementation in the districts.

Therefore, you are requested to issue suitable instructions to all ICDS functionaries of your district to follow the guidelines scrupulously and ensure smooth implementation of the same.

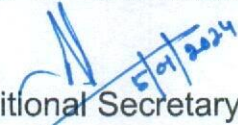
Yours faithfully,


Additional Secretary to Govt.

Memo No. 464

/WCD, Date. 05/01/2024


Copy forwarded to PS to Hon'ble Minister, W & CD for kind information of Hon'ble Minister, W & CD.


Additional Secretary to Govt.

Memo No. 465

/WCD, Date. 05/01/2024

Copy forwarded to PS to Principal Secretary, W & CD Department for kind information of Principal Secretary, W & CD Department.


Additional Secretary to Govt.



Memo No. 466

WCD, Date. 05/01/2024

Copy forwarded to OSD to Director, ICDS & SW for kind information of Director, ICDS & SW.


Additional Secretary to Govt.

Memo No. 467

WCD, Date. 05/01/2024

Copy forwarded to all DSWOs/ all CDPOs for information and necessary action.


Additional Secretary to Govt.

Guidelines for observation of Kishori Mela

1. In line with the Department's fixed day approach, every Saturday is observed as *Kishori Diwas*. Adolescent girls visit AWCs every Saturday for their nutrition supplements i.e., an egg and weekly dose of IFA tablet, discussion on Kishori resources, life skill education and a host of other activities.

2. In order to make *Kishori Diwas* more interesting and eventful, any of the Saturdays in the month of January maybe be celebrated as '**Kishori Mela**' wherein there can be more participation and activities.

3. The key objective of observing **Kishori Mela** is:

- i. To reach out to the adolescent girls with varied health & nutrition services
- ii. Create community level nutrition champions who with proper stimulus and motivation, may be effectively used as protagonists.
- iii. Act as a platform for showcasing the talent of the girls. Their potential needs to be tapped and leveraged for propagating and taking ahead the messages to their own peer groups as well as to key stakeholders.

4. **Kishori Mela is to be organized at the Gram Panchayat level** with participation of all adolescents 15-19 years, in consultation with the CDPOs and with the participation of all members of the Panchayati Raj Institutions and local representatives.

5. **Celebration of Kishori Mela would require the following:**

a) **Preparation of Micro Plans:**

CDPOs are to develop micro plan and fix date for celebration of Kishori Mela in the Gram Panchayat covering the adolescent girls & boys of various AWCs for their project in consultation with Medical Officer, Sector Supervisors, ANMs and AWWs and members of the Panchayat.

The micro plan should have detailed planning in terms of venue, arrangements, invitations, participation of adolescents etc. For maximum participation and presence of ANM & GP members, each sector may plan to complete the event within any one of the 4 Saturdays of the month. Supervisors shall be responsible for planning the events for her sector along with the GP members and the AWWs and overall supervision of Kishori Melas held in the sector.

b) **Coordination with other Departments namely, H&FW, PR & DW, S&ME, STSC Dev, Skill Development, Sports & Youth, and Mission Shakti:**

For this purpose, a meeting at the level of District Collector or his nominee would be required to resolve any difficulties or inter-departmental issues.

6. Modalities of Kishori Mela

- a. Each event to be attended by *maximum 100 girls & boys and minimum 50 girls/boys*. In case of any GP having more number of adolescents, more than one such event may be planned.
- b. Since the events are being planned at the GP level, appropriate venue suitable for accommodating around 150 persons is to be finalized. The options maybe picked from Mission Shakti Gruha, Rajiv Gandhi Seva Kendra, Gram Panchayat meeting halls, Schools or any other whichever is deemed to be safe & suitable.
- c. The venue must have adequate toilet & drinking water facilities.
- d. Presence of ANM, ASHA, GP members, JC/MC members must be ensured at each event. Presence of a Medical Officer would also be highly preferable. CDPOs shall be responsible for ensuring the same through necessary coordination.

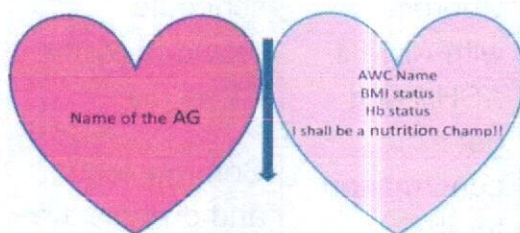
7. The following activities may be undertaken during the event:

- a. Administration of weekly IFA tablet and egg
- b. Screening of nutritionally at-risk adolescent girls (BMI checkup)
- c. Screening for anaemia status (haemoglobin testing)
- d. Counselling and referrals. The One Stop Centre Counsellors & State Social Welfare Board Counsellors maybe roped in for the purpose alongwith Health Counsellors
- e. IEC/SBCC activities through Tiki mausi and Kishori resources
- f. Identification of girls & boys for linkage with skill development programmes
- g. Cultural Programmes/ Speaking events/ Exhibitions by both adolescent girls & boys
- h. Boys & men to be encouraged to come forward, support & participate in the event. This is highly desirable under the Departments initiative of roping in men & boys to come forward to fight against malnutrition (**# menstreaming**)
- i. The event shall also be utilized for generation of Aadhaar numbers/ opening of bank accounts/ generation of birth certificates.

8. Girls with BMI<18.5 and/or HB< 10gm/dl are considered to be nutritionally 'at

risk' and shall be provided with a pink slip. These girls shall be constantly monitored and followed up every week to improve their nutritional status and be felicitated by the CDPO/Supervisor during Kishori Diwas on improvement.

Sample "Pink Flag"



9. It would be useful to follow up & track the status of these girls. Hence the following information should be collected regarding them:

- Name of the girl
- Aadhaar Number
- Father's Name
- Mother's name
- Phone Number

10. The entire event needs to be documented. Sakhi/Saheli may be given the responsibility of maintaining the photographs, records and registers. Photographs of each event needs to be shared with the Department.

11. DSWOs/BDOs/CDPOs and other district level officials shall also be present in the event to motivate the girls.

12. Roles & responsibilities:

Roles & Responsibilities of functionaries				
Sakhi/Saheli/Sakha Bandhu	AWW	Supervisor	CDPO	DSWO
Support in planning and execution of the entire event Support the AWW in	Discuss and plan the entire event with adolescent	Discuss & plan for Kishori Mela with AWWs atleast one month prior to	Overall responsibility to get the Kishori Mela organized in	Communicate the guidelines to the CDPOs and ensure

<p>organizing the event, mobilize the participation of girls & boys</p> <p>Support the AWW in BMI checkups</p> <p>Display of IEC materials</p> <p>Promote TIKI mausi, KISHORI resources, plan & participate different edutainment programmes etc.</p> <p>Prepare the 'pink slips' for handing over to concerned at risk girls</p> <p>Follow them up to ensure better nutrition intake and behaviours.</p> <p>Sakha Bandhu to actively participate and mobilize active participation of boys in the event</p> <p>Document the event.</p>	<p>girls & boys atleast one month prior to the event</p> <p>Coordinate with ANM & ASHA and get a confirmation for their presence</p> <p>During the sector meeting, AWWs to discuss on the dates and planned arrangements for finalization. AWWs of tagged AWCs to plan together.</p> <p>Invite and coordinate with JC/MC members, WSHG members and ensure their presence during the event.</p> <p>Maintain record of BMI checks, HB tests,</p>	<p>the event</p> <p>Chalk out the entire plan for all AWCs as per schedule provided by the GPs.</p> <p>Communicate and discuss the entire plan of the sector with the CDPO and Sarpanch for organizing efficiently.</p> <p>Coordinate with GP level officials/members for their support in terms of participation, sponsorship for some event etc.</p> <p>Document the entire event and share with CDPO for onward transmission</p> <p>Ensure that there is persistent reduction in the number of at risk girls in her sector.</p>	<p>the project area in coordination with the Sarpanch & Supervisor</p> <p>Tag one Supervisor & one AWW as Nodal Persons under each GP for the event</p> <p>Timely disbursement of funds allocated for the event</p> <p>Coordinate with block level officials and seek the support of Health Dept. for requisite services and presence of Medical Officer during the event.</p> <p>Ensure documentation of the entire event and share with DSWO for onward transmission.</p> <p>Ensure that</p>	<p>smooth organization of the event in the entire district with proper planning.</p> <p>Ensure coordination meeting under leadership of the Collector for successful organization of Kishori Melas in the district</p> <p>Coordinate with the CDMO and seek his support for the event in terms of presence of Medical Officers, ANMs & ASHAs during the event with requisite testing equipment/ tools, medicines, IEC materials etc.</p> <p>Share reports</p>
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	referrals etc.		there is persistent reduction in the number of at risk girls in her project.	& photographs of the event with State & related platforms
			Timely submission of UCs to DSWOs	Timely submission of UCs to the Department

13. Budgetary provision:

The budgetary provision for organizing 'Kishori Mela' is Rs 1,00,000/- per project per year which comes to Rs.5,000/- per GP approximately under MSPY. This may be utilized for different arrangements. In addition, the district may provide additional funds from other schemes/ institutions in convergence mode.

UC for the same needs to be submitted by the DSWO to the Department after completion of the event.

NB: This is also applicable for the areas covered under NAC/Municipalities.