

Government of Odisha

Department of Women & Child Development

No. WCD-ICDS-N-SCHM-0030-2023/ 24558

/WCD, Dt. 07/11/2023

From

Nityananda Barik, OAS

Additional Secretary to Govt.

To

All Collectors

Sub: Guidelines for organizing folk shows on MSPY, Nutrition, IYCF, Mamata, Advika & Child Marriage


Madam/Sir,

In inviting a reference to the subject cited above, I am directed to enclose herewith the guidelines for organizing folk shows on Mukhyamantri Sampurna Pushti Yojana (MSPY), Nutrition, IYCF, Mamata, Advika & Child Marriage at Annexure-1 for your information and necessary action.

In this present phase, Rs 40.56 lakhs is being released to the districts as per the attached statement. The folk shows are to be organized during the time period December, 2023 to February, 2024.

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

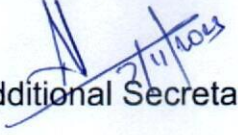
Yours faithfully,


Additional Secretary to Govt.

Memo No. 24559

/WCD, Date. 07/11/2023

Copy forwarded to all DSWOs for information and necessary action.


Additional Secretary to Govt.



District wise budget

Folk shows at Project level through ZKSS				
Sl.No	Name of District	No of Projects	No of shows @ 5 shows per project	Budget @ Rs 2400/- per show, In Lakh
1	Angul	8	40	0.96
2	Balangir	14	70	1.68
3	Balasore	15	75	1.8
4	Bargarh	13	65	1.56
5	Boudh	3	15	0.36
6	Bhadrak	8	40	0.96
7	Cuttack	16	80	1.92
8	Deogarh	3	15	0.36
9	Dhenkanal	8	40	0.96
10	Gajapati	7	35	0.84
11	Ganjam	24	120	2.88
12	Jagatsinghpur	8	40	0.96
13	Jajpur	11	55	1.32

14	Jharsuguda	7	35	0.84
15	Kalahandi	14	70	1.68
16	Kandhamal	12	60	1.44
17	Kendrapara	9	45	1.08
18	Keonjhar	14	70	1.68
19	Khordha	13	65	1.56
20	Koraput	15	75	1.8
21	Malkangiri	7	35	0.84
22	Mayurbhanj	26	130	3.12
23	Nabarangpur	10	50	1.2
24	Nayagarh	8	40	0.96
25	Nuapada	5	25	0.6
26	Puri	12	60	1.44
27	Rayagada	11	55	1.32
28	Sambalpur	10	50	1.2
29	Subarnapur	6	30	0.72
30	Sundargarh	21	105	2.52
	Total	338	1690	40.56

Folk Shows on MSPY, Nutrition, IYCF, Mamata, Advika & Child Marriage

1. Introduction: Folk shows are an effective medium to generate mass awareness and promote positive behavior among people. It is observed that folk media shows have larger impact in disseminating messages on health and nutrition and other interventions in media dark areas where penetration of other mediums is not very encouraging.

2. Background: Under nutrition is a leading cause of morbidity among young children. For children under the age of two, under nutrition can be life-threatening and can weaken a child's immune system and make him or her more susceptible to illnesses such as pneumonia, diarrhea and malaria. Consequences of under nutrition are often irreversible and are particularly severe for infants and children under the age of two.

Poor nutrition during adolescence affects the health and nutritional status of adolescents. During pregnancy, under nutrition can have a negative impact on the healthy growth and development of a child. Babies who are malnourished in the womb have a higher risk of dying in infancy and are more likely to face lifelong cognitive and physical deficits and chronic health problems. The recently launched State strategy for improving the nutrition indicators "Mukhyamantri Sampurna Pushti Yojana (MSPY)" has provisions for providing additional nutrition to children under 6 years of age, Adolescent Girls (15-19 years), Pregnant Women & Lactating Mothers. It becomes imperative to create awareness in the community on the benefits provided under MSPY and on other nutrition related issues which would help in making the people aware on their entitlements and improve their health seeking behavior.

3. Theme of Folk Shows:

- Messages on entitlements under MSPY
- Nutrition messaging for Pregnant Women & Lactating Mothers, Adolescent Girls(15-19 years)

4. Objective:

- To generate mass awareness and promote positive behaviors around health and nutrition among adolescents, pregnant women & lactating mothers
- To promote the messages on IYCF
- To generate awareness on the entitlements under MSPY
- To generate awareness on MAMATA scheme, ADVIKA and Child marriage

5. Target Audience:

- Adolescent boys and girls
- Pregnant women, Lactating mothers, other beneficiaries under ICDS

- Care givers, Service providers
- Members from the Community, SHGs, Jaanch Committee, Mothers Committee

AWWs shall oversee the folk shows and street plays, in consultation with Sector Supervisors. Adolescent girls and boys, Women SHG members shall actively assist the AWW in mobilizing the community members to attend the event at the designated place. The AWW will also ensure timely communication of details such as day, date of the event (preferably a holiday), time, and venue (preferably at the AWC) to all community members for these activities, which can be scheduled according to the Action Plan finalized by the DSWO.

6. Message to be disseminated is enclosed at Annexure-2.

7. Unit cost of folk Show: Rs 2400/- per show

8. Fund flow:

Funds allocated for the necessary arrangements of these awareness generation activities will be released to the DSWOs, which shall be then released directly to the Zilla Kala Sanskruti Sangha (ZKSS) in DBT mode for the facilitation and organization of the folk theatre and street plays.

9. Location of Folk Shows:

- Folk shows are to be conducted in prominent locations in the Project level having huge gathering of people.
- The folk shows may be planned on weekly haat days, local festivals and during the time when people would be available in the community.

10. Identification of Agency at the district level

- DSWOs shall engage with ZKSS for organizing the folk shows, street plays at the ICDS Project level with the approval of Collector.
- DSWO's are required to prepare a detailed plan of action for the district with date and responsibility after receipt of Project wise names of the locations for the shows from the CDPOs.
- DSWO to request Zilla Kala Sanskruti Sangha (ZKSS) of the district to nominate the names of troupes for the folk shows to be conducted at the Project level. A GP wise list of troupes with suggested areas for performance should be maintained so that the events may be organised at short notice on whichever theme has to be covered.
- The troupes may be asked to prepare the script in local language, tribal and other local dialects and prepare for the folk show in order to cater to the local needs and for ensuring maximum coverage.
- Different types of local folk dance forms such as Daskathia, Pala, Ghodanacha,

Ghumura may be considered for disseminating the messages in the community.

- Messages on MSPY, nutrition and IYCF and are to be shared with ZKSS for dissemination of messages in the community.

11. Monitoring at District and Project level:

- DSWOs are required to prepare a list of all areas in consultation with the CDPOs, where the folk shows are to be conducted and communicate the same to ZKSS with a copy to CDPOs.
- ZKSS to conduct the shows and submit activity completion report, Project wise to CDPOs with counter signature of the Supervisor and AWW for each show conducted in the project. **Photographs of each performance in presence of the community must mandatorily be included in the report.**
- Supervisors and AWWs to be present in all the folk shows conducted within their service areas at the GP level and certify the folk show conducted as per the plan in her area.
- CDPOs are required to visit at least 20% of the folk shows conducted in the project and prepare a report based on the report received from ZKSS along with countersignature of the Supervisor and AWWs for each show conducted at the Project level.
- DSWOs to visit at least 15% of the folk shows conducted in the district.
- DSWOs to release funds to ZKSS after compilation of all project wise information and observing all formalities i.e. certification of GP wise information by respective Supervisors and block wise information by CDPO.
- ZKSS may be asked to document the folk shows conducted and submit soft copy of the same in the office of the CDPO and DSWO.

12. Reporting and Documentation

At the sector level, respective Supervisors will oversee and document the events At the Project level, CDPOs shall supervise and document the folk theatre and street plays. Reports with photographs and videos, covering participating members and capturing community meeting discussions, will be forwarded by the DSWO to the Department.

Key Messages:

I. Mukhyamantri Sampurna Pushti Yojana:

Beneficiaries under the strategy:

- Adolescent girls (15-19 years)
- Pregnant Women and Lactating mothers
- Severely underweight children (SUW) & children with Moderate Acute Malnutrition (MAM) in the under 6 years category
- Children with Severe Acute Malnutrition (SAM) and in the under 5 year's category.

Key components of MSPY:

1. **Adolescent Girls Nutrition:** Enhanced nutrition support for all adolescent girls aged 15-19 years across the entire state.
 - a. In the 10 Aspirational districts (Gajapati, Kalahandi, Kandhamal, Dhenkanal, Bolangir, Koraput, Malkangiri, Nabarangpur, Nuapada, Rayagada), coverage will be limited to girls aged 18-19 years.
 - b. Kishori Melas will be organized at the ICDS project level, serving as platforms for screening nutritionally at-risk adolescent girls. Additionally, these events will include anaemia screening and other Information, Education, Communication (IEC) and Social and Behaviour Change Communication (SBCC) activities.
 - c. **Entitlements:** 16 Eggs, Roasted Chana - 1.5 kg, and Paushtik Bhel – 1 kg
 - d. **Other services:** Other services such as IFA supplementation, Adwika sessions, counselling sessions will continue at AWC
2. **Maternal Nutrition:** Pregnant women and lactating mothers will receive Take Home Ration (THR) in the form of nutrient-rich food products across the entire state. Entitlements under MSPY would be over and above to their entitlements under Supplementary Nutrition Programme.
 - a. **Entitlements:** – Til Ladoo- 25 pcs, Roasted Chana – 1 kg, Paushtik Bhel – 750 g and Dates – 500 g
 - b. **Other services:** Other services such as ANC check-up during Mamata Diwas, Immunisation, and IFA and Calcium supplementation will continue at AWC.
3. **Purna Aahara for children (6months-5years):** Purna Aahara, a community-based approach to managing children with Severe Acute Malnutrition (SAM).
 - a. **Entitlements** Supply of Augmented THR (3 kg/month) along with 30 eggs per month

- b. Duration of coverage: 112 days from the date of enrolment
- c. Parents and care givers are to be requested to get growth monitoring of their children done at AWCs and take special care of the children.
- 4. **Nutrition for SUW & MAM children (6m-3years):** In order to give a renewed push to improvement on child nutrition outcomes, focus is being given on the nutrition of Severely Underweight Weight children and children with Moderately Acute Malnutrition (MAM).
 - a. **Duration of coverage:** 75 days from the date of enrolment. After graduating to normal category, the child will continue to get THR under the SNP Programme
 - b. **Entitlements:** Fortified THR-3.6 kg, Besan Atta Premix-1 kg, Banana-16 pcs (4/week) and Eggs-20 pcs
 - c. **Other services:** Growth monitoring at AWCs, home visits of AWWs counseling sessions will continue at AWCS
- 5. **Nutrition for SUW & MAM children (3years-6 years):**
 - a. **Duration of coverage:** 75 days from the date of enrolment. After graduating to normal category, the child will continue to get regular THR under the SNP Programme
 - b. **Entitlements:** Hot Cooked Meals under regular SNP, Besan Atta Premix- 900 gms, Banana- 16 pcs (4/week) and Eggs- 5 pcs
 - c. **Other services:** Growth monitoring at AWCs, home visits of AWWs, counselling sessions will continue at AWCs

II. Adolescent Care:

- a. Adolescents are the future of the country. Take care of adolescent girls by giving them adequate education, nutrition and freedom to let them choose their own career.
- b. Do not get your daughter married off before the age of 18 years. She needs to develop physically and mentally before marriage and pregnancy.
- c. All adolescent girls must be given to consume locally available food, vegetables, fruits and food rich in iron for good health and nutrition.
- d. Ensure that your adolescent daughter visits the AWC every Saturday to get her weekly dose of IFA tablet. All school going girls must consume IFA at the schools every week.
- e. Adolescents must be given Albendazole supplementation, twice in a year at AWCs.
- f. Adolescent girls must use sanitary napkins during their menstrual cycles to ensure cleanliness and hygiene. Health Department is providing Khushi Sanitary napkins for school going girls.

III. Nutrition and care during pregnancy:

- a. Pregnant women must visit AWC for early registration of pregnancy and also for registration of MAMATA if she is eligible.
- b. Pregnant woman should attend Mamata Diwas observed every month at AWCs for health checkup, weight monitoring and haemoglobin tests. This will be beneficial for the health of both the mother and the child.
- c. Pregnant women must ensure to take 4 ANC checkups with 2 TTs. She must visit the AWC for regular counselling sessions and receiving THR (Eggs, Chhatua, and Laddoo).
- d. All pregnant women should consume, eggs, Chhatua provided under SNP through the AWCs.
- e. The pregnant woman should not miss her daily dose of IFA tablet and calcium tablets and mark the consumption in the MCP Card. She must take her deworming tablet during pregnancy being given at the AWC.
- f. Pregnant women must consume adequate diverse food, vegetables and fruits in right quantity and frequency. She must also take adequate rest and avoid hard/heavy work.

IV. Dietary Diversity:

- a. Promoting consumption of locally available vegetables, fruits and other food items for improving nutritional status.
- b. Inclusion of millets and millet based products in the diets of beneficiaries under ICDS
- c. Promoting Mo Upakari Bagicha (kitchen gardens) at AWCs as it will help in improving the quality of diet for children (3-6 years)
- d. Promoting Mo Upakari Bagicha (kitchen gardens) at households of pregnant women, malnourished children.

V. IYCF:

- a. Start early initiation of breast feeding within one hour of birth of the child. Colostrum feeding acts as the first immunity booster and also helps in better bonding between the mother and the child.
- b. The child must get exclusive breast feeding for the first six months. Any other feed (including water or other liquids) must be completely avoided.
- c. Breast feeding must be continued even when the child is sick. Increase the frequency of feeding after sickness for catch up growth.
- d. Initiate complementary feeding (semi solid food) for the child after the child completes 6 months of age at the AWC. The food must be age appropriate, adequate in quantity, hygienically prepared and must be given at regular

frequencies. However, breast feeding must continue with regular complementary feeding till the child is 2 years of age.

- e. The quantity of food must increase as the child grows. Also feed the child with the THR (Chhatua, dry ration, eggs) being provided at the AWC after the child is 6 months of age.
- f. Take the child for regular immunization at the AWC and get it filled up in the MCP Card by the ANM didi.
- g. Administer regular weekly dose of IFA syrup to the child. This will save the child from anemia. ASHA didi will support you more on this.
- h. You must ensure that your child gets Vitamin A doses twice every year.
- i. Give your child albendazole tablets for deworming. Contact AWC worker for the same.

VI. MAMATA:

- a. The pregnant and lactating women of 19 years of age or above for their first two live births, except all govt. / public sector undertakings (central and state) employees and their wives, will be eligible to get benefits under the scheme.
- b. This two live birth norm is relaxed for Particularly Vulnerable Tribal Group (PVTG) pregnant women. They can get benefits for any no. of pregnancy. But they must not be less than 19 years or working in any Govt or PSUs.
- c. The women receive Rs 5000/- in 2 instalments directly to their bank accounts.
- d. Pregnancy must be registered within 04 months of Pregnancy at the AWC. For late registration, she will not get first instalment of amount Rs 3000.
- e. For any more information or grievance related to MAMATA, Beneficiary can call to 181 Helpline number directly.
- f. Beneficiary should keep their bank account active, KYC complied always for successful fund transfer to their bank account.

VII. ADVIKA:

ADVIKA is a unique initiative of the state aiming to educate and empower all adolescent girls and boys to understand the importance of health, nutrition and life skills to voice their opinions. It is a common and coordinated platform for linking all government schemes targeted towards adolescents. Saturdays are observed as 'Kishori Diwas'.

On this day the Anganwadi Worker engages with adolescent girls & boys where life skill education is imparted to empower and enable them play to play a proactive role in the community. Thus capacitating them to deal with various issues and challenges of daily life with confidence. Linkage of ADVIKA with skill development will create opportunities for economic empowerment.

- a. To empower our children, encourage them to attend ADVIKA sessions held every Saturday across all Anganwadi Centres in the state, making them accessible to all adolescents' girls & boys between 10-19 years of age.
- b. These sessions offer comprehensive life skill education, equipping adolescents with essential 21st-century life skills which shall aid in their holistic growth.
- c. Encourage the girls to attend the Adwika sessions at the AWCs for attending the thematic sessions.
- d. Adolescent Girls (15-19 yrs) would be provided with eggs under MSPY and they would be encouraged to consume those alongwith IFA tablets.
- e. Topics like good nutrition, mental health awareness, and adverse outcomes of early/child marriage, online safety and promoting responsible internet use among adolescents, self-awareness and decision-making skills are taught at the AWCs.
- f. ADVIKA empowers adolescents to become change-makers who work towards gender equality and lead the path to mobilize the society against various social evils like child marriage, child labour, child trafficking etc.

VIII. CHILD MARRIAGE:

Preventing child marriage is crucial for the well-being and future prospects of young girls and boys.

- a. "Every child deserves a childhood!" Child marriage robs children of their dreams and opportunities and harms physical and emotional health. Say NO to child marriage and let children be children." Stand up against this harmful practice."
- b. "Education is the key to breaking the cycle of child marriage. Let's ensure every child gets a chance to learn and grow. "Empower our children with knowledge and choices, not early marriages. Say YES to their future."
- c. "Families, support your children's dreams and aspirations, not child marriage. Their future is in your hands." "Child marriage perpetuates poverty. Invest in education, not early unions."
- d. "Girls belong in school, not married off young. Let's educate and empower our girls."
- e. "Boys and girls alike deserve the chance to grow, learn, and explore their potential. "Child marriage is a violation of human rights. Together, we can end this harmful practice."
- f. The Prohibition of Child Marriage Act, 2006 criminalizes child marriage under section 11 with rigorous imprisonment, which may extend to 2 years, or with fine up to Rs.1 Lakh, or both.
- g. Any incidence of child marriage may be reported to the AWW at the village level and the CDPO at the project level.