

Government of Odisha

Department of Women & Child Development

No. **PT1-WCD-PA-SCHM-0005-2021-14295**/WCD, Date. **25-08-2022**

From

Sovan Sahoo

Deputy Secretary to Govt.

To

All DSWOs

Sub:- Incentive Guideline for AWWs and AWHs under POSHAN Abhiyaan

Madam/Sir,

With reference to the subject cited above, I am directed to intimate that, reports on Home Visit are not assessed on Poshan Tracker due to various technical issues of data stabilization.

Therefore, you are requested to adopt the criterion as mentioned in the MWCD letter dated 23.06.2022(copy of the MWCD letter dated 23.06.2022 enclosed for ready reference) for incentivising AWWs for the duration of 6 months i.e. 01.11.2021 to 30.04.2022.

Yours faithfully,



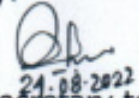
Deputy Secretary to Govt.

Memo No. **14296**

/WCD.,

Dt. **25-08-2022**

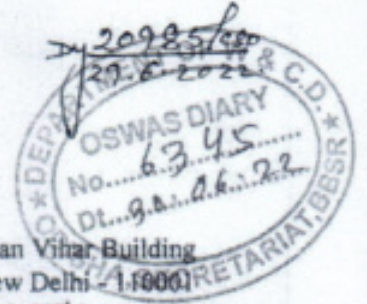
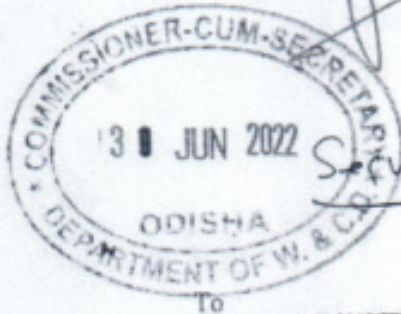
Copy forwarded to PS to Commissioner-cum-Secretary to Govt., W & CD Department and Steno to Director, ICDS & SW for kind information of the Commissioner-cum-Secretary and Director ICDS & SW respectively.



Deputy Secretary to Govt.

✓ FO 531 334 245/4347
R. No. PA/29/2018-CPMU (e-60552)

भारत सरकार
Government of India
महिला एवं बाल विकास मंत्रालय
Ministry of Women & Child Development (MWCD)
पोषण अभियान
POSHAN Abhiyaan



Secretary, WCD

3rd Floor, Jeevan Vihar Building
Sansad Marg, New Delhi - 110001

OSD to Chief Secretary
G.A. & F.G. Department

Dated: 23rd June, 2022

To
The Chief Secretaries/ Administrators of all States /UTs.

Subject: Incentive Guideline for Anganwadi Workers (AWWs) and Anganwadi Helpers (AWHs) under POSHAN Abhiyaan.

Sir/Madam,

With reference to the Ministry's letter of even no. dated 01.11.2021 regarding Incentive to AWWs and AWHs, undersigned is directed to inform that reports on Home Visit could not accurately be captured on Poshan Tracker due to inter alia, technical issues of data stabilization. Therefore, it has been decided that for the duration of 6 Months from 01.11.2021 to 30.04.2022, following criterion may be adopted by States/UTs for incentivising AWWs-

Home Visits:

- a. AWW to complete 4 visits per day:
 - Pregnant mother - 1
 - Lactating mother - 1
 - Children under 2 years - 225 working days * 4 = 100 visits per AWW per month
- b. These visits should have been planned as per the guidance provided in the Home Visit planner of the ICDS. (Copy of planner enclosed).
- c. These visits should be certified by the LS.
- d. Of these required home visits, if she undertakes at least 60 percent, she will be eligible for the incentive.

Growth Monitoring:

Criteria remain the same as per the guidelines issued on 01.11.2021. However, States/UTs may verify the same through alternate data source including MPR, physical registers maintained etc.

2. The above may be treated as interim guidelines for the period **01.11.2021 to 30.04.2022 only.**

This issues with the approval of Competent Authority.

Encl. as above.

D S. Poshan

Yours sincerely,

(Reshma Reghunathan Nair)
Deputy Secretary to the Government of India
Tel: 011 - 2307 0494, 2336 8202
Email: reshma.nair@gov.in

ICDS POSHAN

Copy to:

Additional Chief Secretaries/ Principal Secretaries/ Secretaries, Department of Social Welfare/ Women and Child Development in all States/ UTs

Copy for information to:

1. Sr. PPS to Secretary, MWCD
2. PPS to Additional Secretary & Financial Advisor, MWCD
3. Sr. PPS to Additional Secretary (Poshan), MWCD
4. Under Secretary (Poshan), MWCD
5. Office Copy/ Guard File.

Reshma
23/06/2022

(Reshma Reghunathan Nair)
Deputy Secretary to the Government of India



Integrated Child Development Services

Register 8

Home Visits Planner

| | Name | Code |
|----------------------|-------------|-------------|
| District | | |
| ICDS Project (Block) | | |
| Sector | | |
| Village/Ward | | |
| Anganwadi Centre | | |
| Anganwadi Worker | | |
| Anganwadi Helper | | |



**Ministry of Women & Child Development
Government of India**

Checklist of Messages for Age-appropriate Home Visits

| S.no. | Contact Period | Messages / Points for discussion with mother and family |
|-------|--|---|
| A | 4th-6th Month of pregnancy: (these can be contacts at ANC or elsewhere) | <ol style="list-style-type: none"> 1. Counseling for IFA – dosage depending on the anemia status (100 or 200 tablets total) 2. Ensuring IT – two doses 3. Taking care of the immunization card and MFP card 4. Eating more - Increasing quantity and frequency of meals; use fortified salt 5. Taking more rest - 8 hours at night; 2 hours during the day 6. Saving for delivery 7. Avoid supplementary food from ANC 8. Antenatal check up regularly (during YONE) |
| B | 7th-9th Month of pregnancy: (will require at least 2 home visits to meet family) | <ol style="list-style-type: none"> 1. Counseling IFA, IT if not yet completed 2. Taking care of the immunization card and MFP card 3. Eating more - increasing quantity and frequency of meals; 4. Taking more rest - 8 hours at night; 2 hours during the day 5. Saving for delivery 6. Having atleast 1 Antenatal checkups (during NND), including blood pressure 7. Ensuring that the family has a clear plan for institutional delivery (Identify institution, save money, arrange for transportation, identify person to accompany) 8. Preparing for possibility of home delivery (Identify SBA, keep ready SDC/blade and thread, clean cloth) 9. Completion of preparations for possible emergency (Identify appropriate institution, blood donor, phone numbers) 10. Readiness for immediate newborn care (Early and exclusive breastfeeding, immediate skin-to-skin care, delayed bathing, not applying anything to cord) 11. Readiness for family planning: spacing (IUD) or limiting (TL) after delivery, or by husband (NS) <p>If a daughter-in-law is going to her mother's place to deliver (usually by 7th to 9th month), ensure that she gets all necessary services and counseling, as well as updated immunization cards, before leaving the village. This should include preparation for institutional delivery, clean home delivery, postnatal care (including neonatal care) and possible emergency.</p> |
| C | Day of Delivery: (Ensure that this visit happens. If possible, presence from the time labor pains begin will help ensure birth according to plan - including clean, warmth and breastfeeding. If not able to be present at the time of birth, try and visit at the earliest possible after birth. In case of institutional births, visit the home at the earliest possible after the mother and baby return home from the hospital) | <ol style="list-style-type: none"> 1. Immediate and exclusive breastfeeding (avoid pre-lacteal feeds) 2. Personal hygiene/cleanliness to prevent infection (personal, handling, hand-washing, cord-care) 3. BCG and OPV-0 4. Counseling for recognition of maternal complications - bleeding and fever 5. Checking whether the baby is a small newborn: <ol style="list-style-type: none"> a. Birth more than 1 month before the expected date, OR b. Birth weight less than 2 kg, OR c. Weak feeding right from the time of birth 6. If baby is small, counseling for special efforts at cleanliness, warmth and breastfeeding, including skin-to-skin care 7. Counseling for early detection of sickness in newborn (deterioration of vigor of feeding and activity) and immediate referral to hospital |

Checklist of Messages for Age-appropriate Home Visits

| S.no. | Contact Period | Messages / Points for discussion with mother and family |
|-------|--|--|
| D | First Week after birth: (at least two more visits after the day of birth, many more if it is a weak newborn) | <ol style="list-style-type: none"> 1. Counseling for continued feeding, warmth, cleanliness 2. Counseling for early detection of sick newborn (deterioration of vigor of feeding and activity) and immediate referral to hospital 3. Counseling for recognition and referral of maternal complications - fever, foul discharge, fresh bleeding 4. Help manage weak babies: <ol style="list-style-type: none"> a. Frequent visits - twice a day until feeding is well established b. Make efforts at cleanliness, feeding, warmth, including skin-to-skin care c. Expressed breast milk as needed |
| E | 8-30 days after birth: (several visits necessary if the baby is a weak newborn; else, three visits may suffice) | <ol style="list-style-type: none"> 1. Counseling for continued feeding, warmth, cleanliness 2. Counseling for early detection of sick newborn (as before) 3. Identifying and managing breastfeeding problems 4. Immunization 5. Help manage weak babies (as before) 6. Counseling for birth spacing (provide the list of choices and refer to the ANC) |
| F | Between age 1-5 months: (may not need long home visits, except in cases where the family resists EBF or immunization) | <ol style="list-style-type: none"> 1. Counseling and support for exclusive Breastfeeding until 6 months 2. Immunization 3. Monthly weighing at ANC 4. Counseling for birth spacing (provide the list of choices and refer to the ANC) 5. If a woman is using a spacing method, provide supplies. 6. Complementary feeding on completion of 6 months. |
| G | Between age 6-8 months: (home visits - at least once a month - necessary to ensure hands-on demonstration of feeding practices, and problem solving with the family) | <ol style="list-style-type: none"> 1. Appropriate complementary feeding: <ol style="list-style-type: none"> a. gradual initiation, b. feeding semisolid like rice, khichdi or dal, c. feeding from a separate bowl, d. at least 2-3 feeds per day, a total of at least 2 small portions (200 grams) of semi-solids per day. e. Add ghee or oil. f. Continue breast feeding, particularly at night g. Responsive feeding: understand signals, sit with child to feed h. Increase feeding after illness 2. Readies vaccines, Vitamin A at 9 months 3. Monthly weighing and supplementary food from ANC 4. Identify families needing special support (food insufficiency, gender discrimination, poor caring skills of caretakers) 5. Counseling for birth spacing (provide the list of choices and refer to the ANC) |
| H | Between 9- 24 months: (2- 3 home visits or more, to ensure increasing quantity of complementary feeding, completion of immunization, emphasis on family planning) | <ol style="list-style-type: none"> 1. Counsel for periodic IFA after 12 months 2. Continued attention to: <ol style="list-style-type: none"> a. Appropriate complementary feeding (As before, but increase to 3-4 times a day, to give a total of at least 3 small portions or 300 grams per day, increasing to about 500 grams per day by 18 months) b. Increased feeding after illness c. Timely completion of immunization, Vitamin A 3. Monthly weighing 4. Identify families needing special support (food insufficiency, gender discrimination, poor caring skills of caretakers) |

F. No. PA/29/2018-CPMU (e-60552)

भारत सरकार
Government of India
महिला एवं बाल विकास मंत्रालय
Ministry of Women & Child Development (MWCD)
पोषण अभियान
POSHAN Abhiyaan

3rd Floor, Jeevan Vihar Building
Sansad Marg, New Delhi – 110 001
Dated 01.11.2021

To

The Chief Secretaries / Administrators of all States / UTs.

Subject: Incentive Guideline for Anganwadi Workers (AWWs) and Anganwadi Helpers (AWHs) under POSHAN Abhiyaan, PM's Overarching Scheme for Holistic Nourishment.

Sir/Madam,

This is in continuation to this Ministry's letter of even no. dated 27.09.2018 for provision of Incentive to AWWs and AWHs for distribution of THR, Growth Monitoring & usage of Poshan Tracker under POSHAN Abhiyaan.

2. With the development of the ICT Platform 'Poshan Tracker' and keeping in view the challenging circumstances during COVID-19, revised guidelines for provision of performance based incentive to *Anganwadi Workers (AWWs)* and *Anganwadi Helpers (AWHs)* on monthly basis are attached.

3. The primary objective of providing monthly performance-based incentives is as follows:

- (i) to promote regular growth monitoring of children,
- (ii) to encourage and sustain the use of the 'Poshan Tracker' by the AWWs for improved monitoring and management of services by regular inputting of data; and
- (iii) to focus on service delivery during the first 1000-days of the child.

4. All States/UTs where the Poshan Tracker has already been rolled out are requested to start implementing the Incentive guideline.

This issues with the approval of the Competent Authority.

Yours sincerely,

Encl: as above

A. Tripathi
01/11/2021
(Anita Tripathi)
Director

- 2 -

Copy to:

Principal Secretaries/ Secretaries, Department of Social Welfare / Women & Child Development in all States/UTs of India

Copy for information to:

1. PPS to Secretary, MWCD
2. PPS to Additional Secretary & Financial Adviser, MWCD
3. PPS to Joint Secretary (Poshan), MWCD
4. Under Secretary (Poshan), MWCD
5. Office Copy / Guard File.

Anita Tripathi
01/11/2021
(Anita Tripathi)
Director

Guidelines for Performance Incentives under POSHAN Abhiyaan

Monthly Incentives for Anganwadi Workers and Anganwadi Helpers

1. Background

POSHAN Abhiyaan aims to reduce malnutrition, through a life-cycle concept, adopting a synergized and result oriented approach. POSHAN Abhiyaan intends to achieve its goals through its components which are ICT Application, Behavioural Change - Jan Andolan, Training and Capacity Building, Convergence, Incentives, Innovations and Grievance Redressal.

One of the major activities under the POSHAN Abhiyaan is to leverage technology for monitoring and improved service delivery for beneficiaries including Pregnant Women, Lactating Mothers and Children (0-6 years). In this direction, a robust ICT platform namely, 'Poshan Tracker' has been developed by this Ministry to ensure real time monitoring of provisioning supplementary nutrition for improving nutritional status of beneficiaries and providing real time information for prompt supervisions and management of services. Vide letter no. PA/175/2019-CPMU (e-74091) dated 15.12.2020, State/ UTs were informed that the Ministry has taken up the development of comprehensive application for addressing all the ICT requirements under POSHAN Abhiyaan. It was further informed that the application is being reviewed and in the meanwhile States/ UTs were requested to leverage the physical register/ RRS for reporting on service delivery provided under Anganwadi Services. Vide letter no. NNM/21/2018-ISSNIP (e-45748) dated 13.01.2021, all States/UTs were requested to advise all Anganwadi Workers (AWWs) to download the new Poshan Tracker App on their phones and ensure that the progress is completed expeditiously. This Ministry vide letter no. PA/29/2018-CPMU-Part(2)(C-91308) dated 05.03.2021 informed to all States/ UTs that guidelines on performance incentives will be framed in due course. However, all AWWs must download the Poshan Tracker App by 15.03.2021 as incentives (in due course) will be linked to downloading of App and expeditious inputting of data. This Ministry's vide letter no. PA/85/2020-CPMU (e-85941) dated 11.09.2020, States/UTs were requested to provide cooked food & THR either at the AWCs (when the State/UT Governments declare it safe to operate) or delivered at home, based on the prevailing local situation, while adhering to health and safety protocols as per the guidelines of MoHFW.

As mentioned above, one of the key program elements of the POSHAN Abhiyaan is incentivizing *Anganwadi Workers (AWWs)* and *Anganwadi Helpers (AWHs)* monthly for optimal delivery of nutrition and health services and supporting behaviour change during pregnancy until the child is two years of age. The primary objective of these monthly performance incentives is as under (i) to promote regular growth monitoring of children (ii) to encourage and sustain the use of the 'Poshan Tracker' by the AWWs for improved monitoring and management of services by regular inputting of data; and (iii) to focus on service delivery during the first 1000-days of the child.

These guidelines focuses on the monthly incentive criteria and the process of determining and providing incentives to AWWs and AWHs.

2. Incentive Criteria and Process of Assessment

Eligibility:

Due to unforeseen circumstances during COVID-19 pandemic & phased development of Poshan Tracker application, different incentive criteria have been provided for incentivizing AWWs/AWHs for the period (i) from 01.04.2021 to 31.10.2021 and (ii) 01.11.2021 onwards.

2.1 Monthly Incentive Criteria for AWWs and AWHs:

2.1.1 For the period from 01.04.2021 to 31.10.2021

AWWs

- (i) Downloading of Poshan Tracker application and feeding of beneficiary data on the application.
- (ii) Distribution of THR to the eligible beneficiaries through Home Visit.

AWHs

- (i) Providing assistance to AWW for distribution of THR during pandemic/ providing any other support services to the beneficiaries during COVID-19.

2.1.2 For the period from 01.11.2021 onwards

AWWs

- (i) **Growth monitoring:** The growth measurement Length/Height & weight is essential for all children to obtain their status as Normal, Underweight, SAM, MAM, Stunted and Wasted. The measurement should be done for at least 80% of children in 0-6 age group every month. Any child which is not measured in a particular month has to be compulsorily measured next month.
- (ii) **Home visits:** Completing at least 60 percent of home visits to pregnant women, lactating mothers and children upto two years of age as per the home visit scheduler.

The above outlined criteria are the basic minimum milestones linked to essential services for pregnant women, lactating mothers and children under two years of age that are expected to be delivered by the AWW. The achievement of these criteria will be determined through the 'Poshan Tracker' application.

AWHs

- (i) **Opening the AWC*:** Opening the AWC for at least 21 days in the month.

*(*The achievement of this criteria will be determined on the basis of Anganwadi Centre (AWC) open and attendance of children reported on the Poshan Tracker application.)*

2.2 Process for payment of the monthly performance incentive:

2.2.1 Monthly performance incentive for the period from 01.04.2021 to 31.10.2021 will be processed after assessment by the ICDS Supervisors/CDPO as per the vetted record / report / information available.

2.2.2 However, from 01.11.2021 onwards, the below mentioned processes will be followed for processing the monthly performance incentives for AWWs and AWHs:

- The report listing all AWWs and AWHs who have met the incentive criteria will be auto-generated through the Poshan Tracker at the end of every month. This information will be accessible at the Block, District and State level (The Poshan Tracker is being updated to include this provision).
- This auto-generated report will be available to the ICDS Supervisor and the CDPO through the Poshan Tracker dashboard.
- The ICDS Supervisor/CDPO will authorize payment to the listed AWWs and AWHs by sending the signed report to the appropriate authority to release payments (as per State systems)
- The payment will be made through Direct Beneficiary Transfer (DBT), preferably by the 15th of the next month.

2.3 Amount of Incentive:

- If the AWW achieves the above performance criteria, she will receive Rs.500/- (Rupees Five Hundred only).
- Similarly, if the AWH achieves the laid-out performance criteria, she will receive Rs.250/- (Rupees Two Hundred Fifty only).