

Government of Odisha
Department of Women & Child Development

No. WCD-PA-SCHM-0019-2025- 20508 /WCD., Dt. 13.8.2025

From

N.C. Jyoti Ranjan Nayak, OAS (SAG)
Additional Secretary to Government

To

The DSWOs

Sub: Sharing of Standard Operating Procedure (SOP) for organization of sensitization programme on Responsive Parenting at AWCs

Madam / Sir,

In inviting a reference to the subject cited above, I am directed to enclose herewith the Standard Operating Procedure (SOP) for organization of sensitization programme on Responsive Parenting at AWCs meant for the children in the age group of 0-3 years under the State Sector Scheme "Aama Kuni Pilaa" during the upcoming ECCE Day i.e. on 19th August, 2025 positively.

In this connection, **funds @ Rs 150/- per AWC**, as sanctioned vide this Department's Sanction Order No. 13557 dated 03.06.2025 (copy enclosed) shall be utilized as detailed in the SOP.

You are also requested to submit the event details strictly as per the reporting format provided in the SOP along with good quality photographs of the event reflecting participation of parents and care givers, to this Department by 31st August 2025 positively.

Yours faithfully,

Additional Secretary to Government

Memo No. 20509 WCD

Date: 13.8.2025

Copy forwarded to the CDPOs for information and necessary action. They are requested to ensure successfulness of the event in their respective ICDS Projects.

Additional Secretary to Government

ମାତା-ପିତା ଓ ଯତ୍ନ ପ୍ରଦାନକାରୀଙ୍କ ବୈଠକ ଆୟୋଜନ ନିମନ୍ତେ କାର୍ଯ୍ୟକ୍ରମ ପରିଚାଳନା ପତ୍ର

ଏହି କାର୍ଯ୍ୟକ୍ରମଟି ସମସ୍ତ ଅଙ୍ଗନବାଡ଼ିକେନ୍ଦ୍ରରେ ଏକ ନିର୍ଦ୍ଧାରିତ ଦିନରେ (୧୯ ଅଗଷ୍ଟ ୨୦୨୫) ପାଳନ କରାଯିବ। ଅଙ୍ଗନବାଡ଼ିକର୍ମୀ-ମାନେ ଏହି କାର୍ଯ୍ୟକ୍ରମ ସମ୍ପର୍କରେ ଗୋଷ୍ଠୀ ସ୍ତରରେ ସମସ୍ତଙ୍କୁ ଜଣାଇବା ସହିତ ତା'ର ପ୍ରଚାର ପ୍ରସାର କରିବେ ଏବଂ ତିନି ବର୍ଷରୁ କମ୍ ବୟସର ଶିଶୁମାନଙ୍କର ମା-ବାପା, ଜେଜେବାପା-ଜେଜେମା ଓ ଅନ୍ୟାନ୍ୟ ଯତ୍ନ ପ୍ରଦାନକାରୀଙ୍କ ଅଂଶଗ୍ରହଣ ସୁନିଶ୍ଚିତ କରିବେ। ଅଂଶଗ୍ରହଣକାରୀଙ୍କୁ ଉତ୍ସାହିତ କରିବା ନିମନ୍ତେ ସଭାରେ ସିଡିପିଓ , ସରପଞ୍ଚ, ଖାର୍ଡ ସଦସ୍ୟ ଏବଂ ଅନ୍ୟାନ୍ୟ ପ୍ରଭାବଶାଳୀ ବ୍ୟକ୍ତି ବିଶେଷଙ୍କୁ ନିମନ୍ତ୍ରଣ କରାଯିବ । ଗୋଷ୍ଠୀର ସଦସ୍ୟ ଏବଂ ସ୍ୱୟଂ ସହାୟକ ଗୋଷ୍ଠୀ ସଦସ୍ୟମାନେ ବୈଠକରେ ଉପସ୍ଥିତ ମା, ବାପା, ଯତ୍ନ ପ୍ରଦାନକାରୀଙ୍କୁ ବୈଠକର ସାମିଲ କରିବାରେ ସହଯୋଗ କରିବା ସହିତ ଉତ୍ସାହ ପ୍ରଦାନ କରିବେ ।

ଉଦ୍ଦେଶ୍ୟ: ପିତା-ମାତା ଏବଂ ଯତ୍ନ ପ୍ରଦାନକାରୀଙ୍କୁ ପ୍ରାରମ୍ଭିକ ବର୍ଷଗୁଡ଼ିକରେ ଶିଶୁଙ୍କର ସର୍ବାଙ୍ଗୀନ ବିକାଶରେ ଦାୟିତ୍ୱପୂର୍ଣ୍ଣ ଯତ୍ନ ଓ ସେମାନଙ୍କର ମହତ୍ୱପୂର୍ଣ୍ଣ ଭୂମିକା ବିଷୟରେ ସଚେତନ କରିବା ।

ପ୍ରସ୍ତୁତି / ପଦକ୍ଷେପ:

- ଏକ ଉପଯୋଗୀ ସ୍ଥାନ ବାଛନ୍ତୁ (ଅଙ୍ଗନବାଡ଼ି କେନ୍ଦ୍ର, ଗୋଷ୍ଠୀ କେନ୍ଦ୍ର, କିମ୍ବା ବିଦ୍ୟାଳୟ ପରିସର)।
- ସମ୍ମିଳନୀର ତାରିଖ, ସମୟ, ଏବଂ ଉଦ୍ଦେଶ୍ୟ ସମ୍ପର୍କରେ ସ୍ପଷ୍ଟ ସୂଚନା ତିଆରି କରନ୍ତୁ ଏବଂ ଗୋଷ୍ଠୀ ସ୍ତରରେ କୌଣସି ସ୍ଥାନରେ ସମସ୍ତଙ୍କୁ ଜଣାଇବା ନିମନ୍ତେ ପ୍ରଦର୍ଶନ କରନ୍ତୁ।
- ବୈଠକକୁ ଆକର୍ଷଣୀୟ କରିବା ପାଇଁ ବିଭିନ୍ନ IEC (ସୂଚନା, ଶିକ୍ଷା, ଯୋଗାଯୋଗ) ସଚିତ୍ର ସାମଗ୍ରୀ, ଭିଡିଓ, ଲେଖା, ଆଦି ବ୍ୟବହାର କରନ୍ତୁ।
- ମାତା ପିତା ଏବଂ ଅନ୍ୟ ଯତ୍ନ ପ୍ରଦାନକାରୀମାନେ ଅଧିକାରୁ ଅଧିକା ଅଂଶ ଗ୍ରହଣ କରିବା ପାଇଁ ASHA, ANM ଏବଂ ସ୍ଥାନୀୟ ଗୋଷ୍ଠୀ ସ୍ତରୀୟ କର୍ମୀଙ୍କ ସହିତ ସମନ୍ୱୟ ରଖନ୍ତୁ।

କାର୍ଯ୍ୟକ୍ରମ :

କ୍ରମିକ ସଂଖ୍ୟା	କାର୍ଯ୍ୟ	ଅଂଶଗ୍ରହଣକାରୀ	ସଂଚାଳକ
1	ସ୍ଥାନ ଓ ପରିଚୟ: ବୈଠକର ଉଦ୍ଦେଶ୍ୟ ଓ ଶିଶୁମାନଙ୍କ ପ୍ରାରମ୍ଭିକ ବର୍ଷ ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ କାହିଁକି — ଏହା ବିଷୟରେ ସଂକ୍ଷିପ୍ତ ପରିଚୟ	୦-୩ ବର୍ଷର ଶିଶୁଙ୍କର ଅଭିଭାବକ, ସେବା ଦାତା ଏବଂ ପ୍ରଭାବଶାଳୀ ବ୍ୟକ୍ତି ବିଶେଷ(social influencer)	AWW/LS (ଅଙ୍ଗନବାଡ଼ି କର୍ମୀ / ସୁପରଭାଇକର)

	ଦିଅନ୍ତୁ		
2	<p>ମୁଖ୍ୟ ବାର୍ତ୍ତା</p> <p>(i) ଜଳରୁ ୩ ବର୍ଷ ଶିଶୁର ମସ୍ତିଷ୍କ ର ବିକାଶ, ଶିକ୍ଷା ଓ ଜୀବନର ମାନ ସ୍ଥିରତା ପାଇଁ ଏହି ସମୟ ଅତ୍ୟନ୍ତ ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ। ଏହି ସମୟରେ ମାନସିକ, ବୌଦ୍ଧିକ ବିକାଶ ସର୍ବାଧିକ ଓ ଦ୍ରୁତ ଗତିରେ ହୋଇଥାଏ।</p> <p>(ii) ପ୍ରଧାନ ତତ୍ତ୍ୱ (Key factors): ସ୍ୱର୍ଗ ବା କ୍ଷୁଧା, କଥା ହେବା, ପ୍ରେମ ଓ ଖେଳ।</p> <p>(iii) ଅଗ୍ରଗତି ପାଇଁ ଅଭିଭାବକ ଓ ଅନ୍ୟାନ୍ୟ ସେବା ଦାତାଙ୍କର ଭୂମିକା।</p> <p>(iv) ଗହ୍ମ, ଗୀତ, ପହେଲି (riddles) ଇତ୍ୟାଦି ଦ୍ୱାରା ଶିଶୁଙ୍କର ଉତ୍ସାହ ବୃଦ୍ଧି।</p> <p>(v) ସମସ୍ତ ପ୍ରକାର ସୂଚନା ଶିକ୍ଷା ଓ ଯୋଗାଯୋଗର ଥିବା ତଥ୍ୟ ସମ୍ବଳିତ ସାମଗ୍ରୀ /ସଚିତ୍ର ଦେଖାଇ ତା'ର ବ୍ୟବହାର , ଉଦ୍ଦେଶ୍ୟକୁ ପ୍ରାଞ୍ଜଳ ଭାବରେ ବୁଝାଇବେ</p>	ଅଭିଭାବକ, ସେବା ପ୍ରଦାନକାରୀ, ପ୍ରଭାବଶାଳୀ ବ୍ୟକ୍ତି ବିଶେଷ	CDPO/LS ଓ ଅନ୍ୟାନ୍ୟ ଅତିଥିମାନେ
3	କମ ମୂଲ୍ୟ / ନିଶୁଳ ଖେଳନା ପ୍ରଦର୍ଶନ ଓ	ଅଭିଭାବକ, ସେବାଦାତା	ଅଜ୍ଞାନବାଡ଼ି କର୍ମୀ /

	ବନାଇବା ଘରେ ବ୍ୟବହାର ହେଉଥିବା ବସ୍ତୁ ଗୁଡ଼ିକକୁ ଖେଳନା ରୂପେ କିପରି ବ୍ୟବହାର କରାଯାଇପାରିବ — ଏହା ପ୍ରଦର୍ଶନ କରନ୍ତୁ।		ମହିଳା ସୁପରଭାଇଜର
4	ଉଦୟାପନ ଓ ଧନ୍ୟବାଦ ଅଂଶଗ୍ରହଣକାରୀଙ୍କୁ ଧନ୍ୟବାଦ ଓ ବୈଠକର ସମାପ୍ତି।	ସମସ୍ତ ଅଂଶଗ୍ରହଣକାରୀ	ଅଜ୍ଞାନବାଡ଼ି କର୍ମୀ

ବଜେଟ୍: ଗୋଟିଏ ବୈଠକ ଆୟୋଜନ କରିବା ପାଇଁ ଅଜ୍ଞାନବାଡ଼ି କେନ୍ଦ୍ର ପିଛା ଟଙ୍କା ୧୫୦/- ପ୍ରଦାନ କରାଯିବ। ଏହିପରି ଗୋଟିଏ ବୈଠକ ନିର୍ଦ୍ଧାରିତ ଦିନରେ ଆୟୋଜନ କରାଯିବ। ଏହି ଅର୍ଥକୁ କେନ୍ଦ୍ର ସ୍ତରରେ କାର୍ଯ୍ୟକ୍ରମ ଆୟୋଜନ ଏବଂ ଅଂଶଗ୍ରହଣକାରୀଙ୍କ ପାଇଁ ଜଳଖିଆର ବ୍ୟବସ୍ଥା ପାଇଁ ବ୍ୟବହାର କରାଯିବ।

ବିବରଣୀ ପ୍ରଦାନ : ଜିଲ୍ଲା କର୍ତ୍ତୃପକ୍ଷଙ୍କୁ ନିମ୍ନଲିଖିତ ଫର୍ମାଟ୍ ବ୍ୟବହାର କରି ରିପୋର୍ଟ ଦାଖଲ କରିବାକୁ ପଡ଼ିବ ।

ଜିଲ୍ଲାର ନାମ :			କାର୍ଯ୍ୟକ୍ରମ ତାରିଖ :			
କ୍ରମିକ ସଂଖ୍ୟା	ମୋଟ କେନ୍ଦ୍ର ସଂଖ୍ୟା	କାର୍ଯ୍ୟକ୍ରମ କରିଥିବା କେନ୍ଦ୍ର ସଂଖ୍ୟା	ଅଂଶଗ୍ରହଣକାରୀଙ୍କ ବିବରଣୀ			
			ବାପା	ମାଆ	ଯତ୍ନ ପ୍ରଦାନକାରୀ	ସରକାରୀ କର୍ମଚାରୀ/ ପଞ୍ଚାୟତ ସ୍ତରୀୟ ସଦସ୍ୟ / SHG ସଦସ୍ୟ ଏବଂ ଅନ୍ୟାନ୍ୟ ସଦସ୍ୟ

GOVERNMENT OF ODISHA
WOMEN & CHILD DEVELOPMENT AND MISSION SHAKTI

No. 202571310808 / Dt. 03/06/2025

File No. WCD-PA-SCHM-0019-2025

Issue No. 13557

Date - 03.06.2025

To,

The Accountant General (A&E), Odisha , Bhubaneswar.

Sub:

Sanction of funds for "Organizing sensitization program on responsive parenting and contingency under the Scheme Aama Kuni Pilaa" during the year 2025 - 2026.

Sir/Madam,

I am directed to convey the sanction of the Governor to an expenditure of Rs. 13123600 (One Crore Thirty One Lakh Twenty Three Thousand Six Hundred Only./-) as per the statement enclosed at Annexure-I for Organizing sensitization program on responsive parenting and contingency under the Scheme Aama Kuni Pilaa during the year 2025 - 2026.

The charge is debitable to 36--Demand Number for Department of Woman & Child Development and Mission Shakti - 2235-SOCIAL SECURITY AND WELFARE-02-102-CHILD WELFARE-3706-Aama Kuni Pilaa-20002-049-Other Revenue Expenditure-21-SSS-1-Voted-2-District Sector in the budget estimate for the year 2025 - 2026. No diversion of funds from one primary unit to other shall be made without prior approval of DEPARTMENT OF WOMAN AND CHILD DEVELOPMENT

The Drawing and Disbursing officer (DDO) and the Drawing Treasury for the funds sanctioned herein shall be as per the details mentioned in Annexure-I.

The Financial Rules, Procedures and formalities should be strictly followed while incurring expenditure.

This has been concurred in by W & CD Deptt..

Signature
FA-cum-Special Secretary to Govt., Department of
Woman and Child Development and Mission Shakti

Specific Terms and Conditions:

No specific terms & conditions specified

Signature valid

Annexure - I

Sl. No	Drawing treasury	DDO Code	DDO Designation	Amount (In Rs.)	Remarks
1	Cuttack District Treasury	CTCWCD011	District Social Welfare Officer Cuttack	591450	
2	Deogarh District Treasury	DGRWCD004	District Social Welfare Officer Deogarh	145000	
3	Dhenkanal District Treasury	DKLWCD009	District Social Welfare Officer Dhenkanal	383450	
4	Gajapati District treasury	GJPWCD007	District Social Welfare Officer Paralakhemundi	411450	
5	Ganjam District Treasury	GJMWCD013	District Social Welfare Officer Chhatrapur	904300	
6	Jagatsinghpur District Treasury	JSPWCD009	District Social Welfare Officer Jagatsinghpur	322250	
7	Jajpur District Treasury	JPRWCD010	District Social Welfare Officer Jajpur	488900	
8	Jharsuguda District Treasury	JSDWCD008	District Social Welfare Officer Jharsuguda	190050	
9	Kalahandi District Treasury	KLDWCD015	District Social Welfare Officer Bhawanipatna	436550	
10	Phulbani District Treasury	PLBWCD013	District Social Welfare Officer Kandhamal Phulbani	399700	
11	Kendrapara District Treasury	KPDWCD008	District Social Welfare Officer Kendrapara	377050	
12	Keonjhar District Treasury	KJRWCD014	District Social Welfare Officer Keonjhar	584150	
13	Khurda Special Treasury	KHDWCD004	District Social Welfare Officer, Khurda	458100	
14	Koraput District Treasury	KPTWCD013	District Social Welfare Officer Koraput	594550	
15	Malkangiri District Treasury	MKGWCD008	District Social Welfare Officer Malkangiri	243600	
16	Mayurbhanj District Treasury	MBJWCD028	District Social Welfare Officer Baripada	912950	
17	Nabrangpur District Treasury	NRGWCD011	District Social Welfare Officer Nabarangpur	409500	
18	Nayagarh District Treasury	NGRWCD005	District Social Welfare Officer Nayagarh	287600	
19	Nuapada District Treasury	NPRWCD006	District Social Welfare Officer Nuapada	246200	
20	Puri District Treasury	PRIWCD012	District Social Welfare Officer Puri	459850	
21	Rayagada District Treasury	RGDWCD012	District Social Welfare Officer Rayagada	378050	
22	Sambalpur District Treasury	SBPWCD011	District Social Welfare Officer Sambalpur	342900	
23	Subarnapur District Treasury	SNPWCD007	District Social Welfare Officer, Subarnapur	273400	
24	Sundargarh District Treasury	SNGWCD016	District Social Welfare Officer Sundargarh	702850	
25	Angul Dist Treasury	ANGWCD008	District Social Welfare Officer Angul	303350	
26	Bolangir District Treasury	BLGWCD015	District Social Welfare Officer Bolangir	496250	
27	Balasore District Treasury	BLSWCD009	District Social Welfare Officer Balasore	723000	
28	Bargarh District Treasury	BGRWCD013	District Social Welfare Officer Baragarh	507850	
29	Bhadrak District Treasury	BDKWCD007	District Social Welfare Officer Bhadrak	415250	
30	Boudh District Treasury	BDHWCD004	District Social Welfare Officer Boudh	134050	

Total:

131230 Signature valid

Memo Number 13558 , Date 03.06.2025

Copy forwarded to SR. AUDIT OFFICER, CLASS-IA CENTRAL AUDIT GROUP, O/O THE PRINCIPAL ACCOUNTANT GENERAL (CIVIL AUDIT), ODISHA for information and necessary action.

FA-cum-Special Secretary to Govt.,
Department of Woman and Child Development
and Mission Shakti

Memo Number 13559 , Date 03.06.2025

Copy forwarded to DIRECTOR, TREASURY & INSPECTION, ODISHA, BHUBANESWAR for information and necessary action.



FA-cum-Special Secretary to Govt.,
Department of Woman and Child Development
and Mission Shakti

Memo Number 13560 , Date 03.06.2025

Copy forwarded to BHUBANESWAR SPECIAL TREASURY NO II OLA CAMPUS for information and necessary action.

FA-cum-Special Secretary to Govt.,
Department of Woman and Child Development
and Mission Shakti

Memo Number 13561 , Date 03.06.2025

Copy forwarded to P & C DEPTT./FINANCE DEPTT. (SS-III BRANCH) for information and necessary action.

FA-cum-Special Secretary to Govt.,
Department of Woman and Child Development
and Mission Shakti

Memo Number 13562 , Date 03.06.2025

Copy forwarded to ACCOUNTS SECTION/PLAN SECTION/BUDGET SECTION/AUDIT AND EXPENDITURE SECTION for information and necessary action.

FA-cum-Special Secretary to Govt.,
Department of Woman and Child Development
and Mission Shakti

Memo Number 13563 , Date 03.06.2025

Copy forwarded to DDO-CUM-UNDER SECRETARY TO GOVT. for information and necessary action.

FA-cum-Special Secretary to Govt. Signature valid

Memo Number 13564 , Date 03.06.2025

Copy forwarded to ALL COLLECTORS for information and necessary action.

FA-cum-Special Secretary to Govt.,
Department of Woman and Child Development
and Mission Shakti

Memo Number 13565 , Date 03.06.2025

Copy forwarded to ALL DSWOS for information and necessary action. A sum of Rs 1,31,23,600/- now sanctioned will be utilized by the AWCs and Projects and at district level as annexed-1. Modalities for utilizing the funds will be shared shortly.



FA-cum-Special Secretary to Govt.,
Department of Woman and Child Development
and Mission Shakti

Signature valid

Fund released under the State Sector Scheme: Aama kuni Pilaa for the FY 2025-26

SI No	District	AWCs sanctioned	Fund released for organizing sensitization programme on responsive parenting @Rs 150/- per AWC	No of Blocks/Projects	Fund released for districts@Rs 10,000/- per District	Fund release for Project@Rs 5000/- per Project	Total Fund released to the District
1	Angul	1689	253350	8	10000	40000	303350
2	Balangir	2775	416250	14	10000	70000	496250
3	Balesore	4220	633000	16	10000	80000	723000
4	Bargarh	2919	437850	12	10000	60000	507850
5	Bhadrak	2435	365250	8	10000	40000	415250
6	Boudh	727	109050	3	10000	15000	134050
7	Cuttack	3343	501450	16	10000	80000	591450
8	Deogarh	800	120000	3	10000	15000	145000
9	Dhenkanal	2223	333450	8	10000	40000	383450
10	Gajapati	2443	366450	7	10000	35000	411450
11	Ganjam	5162	774300	24	10000	120000	904300
12	Jagatsinghpur	1815	272250	8	10000	40000	322250
13	Jajapur	2826	423900	11	10000	55000	488900
14	Jharsuguda	967	145050	7	10000	35000	190050
15	Kalahandi	2377	356550	14	10000	70000	436550
16	Kandhamal	2198	329700	12	10000	60000	399700
17	Kendrapara	2147	322050	9	10000	45000	377050
18	Keonjhar	3361	504150	14	10000	70000	584150
19	Khordha	2554	383100	13	10000	65000	458100
20	Koraput	3397	509550	15	10000	75000	594550
21	Malkangiri	1324	198600	7	10000	35000	243600
22	Mayurbhanj	5153	772950	26	10000	130000	912950
23	Nabarangpur	2330	349500	10	10000	50000	409500
24	Nayagarh	1584	237600	8	10000	40000	287600
25	Nuapada	1408	211200	5	10000	25000	246200
26	Puri	2599	389850	12	10000	60000	459850
27	Rayagada	2087	313050	11	10000	55000	378050
28	Sambalpur	1886	282900	10	10000	50000	342900
29	Subarnapur	1556	233400	6	10000	30000	273400
30	Sundergarh	3919	587850	21	10000	105000	702850
	Total	74224	11133600	338	300000	1690000	13123600