

Proceeding of EFC meeting held on 26.08.2025 under chairpersonship of Principal Secretary, Finance Department in FD Conference Hall for appraisal & approval of new State Sector Scheme "Aame Padhiba Aama Bhashare" of W&CD Department

Participants:

1. Principal Secretary, Finance Department
2. Principal Secretary, W&CD Department
3. List of other participants is enclosed at Annexure-I

Introduction:

At the outset, Director, ICDS & Social Welfare, W&CD Department gave a presentation on the proposed new State Sector Scheme "Aame Padhiba Aama Bhashare", a Mother Tongue-Based Early Learning Initiative in 21 tribal languages in alignment with National Education Policy (NEP)-2020 recommendations.

This initiative aims at strengthening the use of mother tongue in 21 indigenous languages to propagate and practice mother tongue based early learning which shall be beneficial for the young children aged 3 to 6 years belonging to tribal population in Odisha and subsequently, lay robust foundation for future knowledge acquisition and learning.

It has been established by studies conducted by UNICEF, UNESCO and Rutu Foundation that children with multilingual exposure from early childhood show better learning outcomes. National Achievement Survey (NAS), 2021 demonstrated that children who are restricted from using their mother tongue in early learning perform poorly compared to others.

Odisha is the only State in the country to introduce mother tongue-based education in Anganwadis and has the highest attendance in Anganwadi Centres (Annual Status of Education Report). Therefore, Odisha is uniquely placed to leverage this opportunity of ensuring multilingual exposure and mother tongue-based learning during the early childhood years.

The reasons for limited success of the MTEL programme initially rolled out during 2013 are discussed during the presentation, which are as follows-

1. Lack of Scalable and Sustainable MTELP+ Models
2. Irregular and Inadequate Refresher Training
3. Limited Expert Feedback Loops
4. Neglect of Linguistic Diversity in Anganwadis & lack of structured approach
5. Inadequate Teaching-Learning Materials (TLMs)
6. Weak Supportive Supervision Structures
7. Low Awareness and Involvement of Parents

Proposal:

The cost estimate of the proposed scheme as presented by WCD Department is Rs. 149.36 crore for the period from 2025-26 to 2029-30. Out of this Rs. 55.63 cr. is towards cost of human resources and Rs. 74.05 cr. is towards cost of IEC/BCC/Social Media campaign.



The scheme implementation plan is proposed as follows-

- a. Baseline Study: Assess current status of Mother Tongue Language implementation in the field.
- b. Development/Sourcing of Materials: Create stakeholder-friendly audio-visual materials in indigenous languages; Develop language and tribe-specific reference pictures, stories, and rhymes for children aged 3-6 years.
- c. Community Involvement: Develop IEC materials highlighting the importance and use of MT-based learning; Orient and involve community leaders to share culture and language-specific stories, rhymes, games, and activities with children.
- d. Capacity Building for AWWs: Provide regular special training to AWWs and helpers on MTL implementation.
- e. Monitoring and Supervision: Form an Advisory Committee with experts from SCSTRTI, Multi Lingual Education, SCERT, DIET, School & Mass Education Dept., and other field specialists; Hire human resources at state, district, and project levels for baseline surveys, monitoring, reporting, and ongoing support for MT-based transactions.
- f. Collaboration with NGOs and Philanthropic institutions like UNICEF, PIRAMAL foundation, Rocket Learning and other similar organisations for pilot studies, gap analysis, support to field workers and impact analysis.

Decision taken:

After detailed discussion on the proposals, the Committee approved the scheme “**Aame Padhiba Aama Bhashare**” for the period from FY 2025-26 to 2029-30 with following general observations:

1. The proposed scheme is to be implemented as a **pilot programme in the first year through the NGO partners and after measuring the progress and following proper evaluation, decision is to be taken for scaling further.**
2. Payment of incentives to community leaders under IEC was not agreed upon.
3. The total project cost for 5 years is estimated at **Rs.63.88 crore**. Component wise details is attached at Annexure-A.
4. Based on the learnings of the pilot intervention, number of Human Resources required shall be assessed & a detailed proposal will be sent to FD for concurrence.
5. UNICEF, Piramal Foundation and Rocket Learning to provide the manpower support.

(Action By- W & CD Department/ UNICEF/ Piramal Foundation/ Rocket Learning/ others

Timeline- Within a month after due Government approval)

6. The curriculum shall include both “Odia” and “Tribal language” (with the tribal language text on one side and its exact Odia translation on the other side) for easier understanding and smooth classroom transaction by the Anganwadi workers.
- Instead of Alchiki script, curriculum is to be in Odia script for Santhali language, as in case of other languages for easier understanding.

- The course content to be designed in a more pictorial manner and should be inspired from 'Barna Bodha' (developed for primary schools), ensuring accessibility for learners, AWWs and parents. The School & Mass Education (S&ME) Department to share books for classes 1 to 5 for reference.
- Folklore, stories, rhymes, songs, riddles etc. in both Odia and the tribal language to be developed in coordination with ST & SC Development, M & BCW Department (SCSTRTI) and DIET. Additional learning materials to be designed for parents to encourage home-based support.

(Action By- W & CD Department/ S & ME Department/
ST & SC Development, M & BCW Department
(SCSTRTI)/ DIET

Timeline- Within 03 months after Government approval)

7. Capacity building of AWWs and development of resource materials:

- Capacity building of AWWs to be emphasized upon, as it is essential to make them understand the importance of Mother Tongue-Based transaction. MLE teachers to be involved in the process, for extending handholding support to the AWWs.
- Funds from SCSTRTI can be channelized for development of resource material & training purpose. ATLC to be involved in conducting the training programmes and resource material development.

(Action By- W & CD Department/ S & ME Department/
ST & SC Development, M & BCW Department
(SCSTRTI)

Timeline- Within 03 months after Government approval)

8. The DPR is to be revised focusing on the educational benefits and learning outcomes.

(Action By- W & CD Department

Timeline- Immediate)

9. A State Level Coordination Committee would be formed under the Principal Secretary to Government, Women and Child Development Department, to ensure proper coordination and convergence with the Line Departments.

(Action By- W & CD Department

Timeline- Within a week after Government approval)

10. UNICEF & PIRAMAL Foundation will start the Pilot intervention in Six tribal Districts (Keonjhar, Mayurbhanj, Koraput, Malkanagiri, Nawarangpur & Gajapati).


(Sanjeeb Kumar Mishra, IAS)
Principal Secretary
Finance Department

(Annexure-A)

Budget for Aame Padhiba Aama Bhasare for FY 2025-26 to FY 2029-30

Year Wise component cost

Sl No	Components	2025-26	2026-27	2027-28	2028-29	2029-30	Total
Non-Recurring							
1	Developing Resource Material on Local language	11,50,000	2,25,50,000	1,00,00,000	-	-	3,37,00,000
2	Programme monitoring	-	90,00,000	15,00,000	15,00,000	15,00,000	1,35,00,000
Sub-Total		11,50,000	3,15,50,000	1,15,00,000	15,00,000	15,00,000	4,72,00,000
Recurring							
3	Training and capacity building	31,00,000	3,60,00,000	3,60,00,000	3,60,00,000	-	11,11,00,000
4	Programme monitoring	-	37,00,000	32,00,000	22,00,000	30,00,000	1,21,00,000
5	Human resource for programme implementation	-	9,94,80,000	9,94,80,000	9,94,80,000	9,94,80,000	39,79,20,000
6	IEC/BCC/ Social media campaign	74,80,000	1,50,00,000	1,20,00,000	1,00,00,000	30,00,000	4,74,80,000
Sub-Total		1,05,80,000	15,41,80,000	15,06,80,000	14,76,80,000	10,54,80,000	56,86,00,000
Total cost for Implementation		1,17,30,000	18,57,30,000	16,21,80,000	14,91,80,000	10,69,80,000	61,58,00,000
7	Contingency	10,00,000	70,00,000	60,00,000	60,00,000	30,00,000	2,30,00,000
Grand Total		1,27,30,000	19,27,30,000	16,81,80,000	15,51,80,000	10,99,80,000	63,88,00,000



List of other Participants

1. Smt. Monisha Banerjee, IAS, Director, ICDS & Social Welfare, Women and Child Development Department
2. Shri Suresh Ch. Tripathy, Special Secretary to Government, Finance Department
3. Smt. Ellora Mohanty, FA-cum-Special Secretary to Government, Women and Child Development Department
4. Smt. Banita Dash, FA-cum-Additional Secretary to Government, ST & SC Development, M&BC Welfare Department
5. Smt. Madhusmita Samal, Additional Secretary to Government, Planning and Convergence Department
6. Shri Ramesh Ch. Ghadei, AFA-cum-Deputy Secretary, School and Mass Education Department
7. Shri N.C. Jyotiranjana Nayak, OAS, Additional Secretary to Government, Women and Child Development Department
8. Ms. Gomathi Sankara Krishnan, Piramal Foundation
9. Pabitra Saha, UNICEF
10. Officials and Consultant from the State ECCE Team

