GOVERNMENT OF KERALA

Abstract

Social Welfare Department - Pradhan Mantri Gramodaya Yojana - 'Take Home Ration Strategy' (THRS) - Introduction of as a pilot scheme in select ICDS blocks as alternate scheme to the defunct 'Milk and Hand Shake' scheme - Sanction accorded - Orders issued.

SOCIAL WELFARE (B) DEPARTMENT

GO (Ms) No. 54/2004/SWD. Dated, Thiruvananthapuram - 30-7-2004

Read: 1. GO(MS) 24/01/SWD dt. 6-11-2001
2. GO(MS) 19/02/SWD dt. 18-7-2002.

ORDER

1. Government of India have introduced a new initiative in the form of Pradhan Mantri’s Gramodaya Yojana (PMGY) during 2000-2001 in order to achieve the objectives of sustainable human development at the village level. The PMGY envisages allocations for Additional Central Assistance (ACA) for selected basic minimum services in order to focus on certain priority areas including Nutrition. The allocation under Nutrition component of PMGY, which is essentially meant as an additionality for providing the complete nutritional requirements to all below poverty line (BPL) children in the age group of 6 months to 3 years only, is to be made under the Supplementary Nutrition Programme component of ICDS. The minimum allocation for Nutrition Component is 15% of the Additional Central Assistance for PMGY.

2. As per G.O(Rt) 24/01/SWD dt. 6-11-01, Government have accorded administrative sanction to implement the scheme on the specific condition that the scheme should be implemented through the Local Bodies limiting the expenditure within the budget allocation.

3. As per G.O(Ms) 19/02/SWD dt. 18-7-2002, Government have accorded sanction for the implementation of the scheme, “A cup of milk and hand shake” under PMGY, to provide supply of milk to children between 6 months and 6 years of which the expenditure for the feeding for the children between 3 and 6 years was to be met from the State fund. The Scheme envisaged supply of 200 ml toned or raw milk @Rs.2.40 and Rs.2.20 respectively, the cost of which was agreed to by “MILMA” at an annual expenditure of Rs.21.97 crores.

4. Director of Social Welfare, as per his letter no. ICDS/B4-30719/2003 dt. 30-9-2003 and 8-1-04, had pointed out that milk is not provided as a nutrition component under PMGY in any other state and that the scheme only envisages the supply of roasted, coarsely ground cereal, pulse, oilseed based take home food supplement to provide about 300 calories and 10 gms. of protein/day to all B.P.L children in the age group of 6 months - 36 months and that the energy content of 200 ml milk is only 122 calories and 7 gms of protein which is well below the norms laid by the Government of India for the above. Further only those children also were brought to the Anganwadi Centres could be supplied with milk and the chances of wastage /spoilage and spillage of milk was also very high..
5. The Hon'ble Supreme Court also in their order dt. 28-11-01 in WP(C) 196/01 had, inter-alia, directed that the ICDS scheme should be implemented fully in all the states and through each Anganwadi Centre, a nutritional diet of 300 calories is to be ensured to every child up to 6 years with 8 to 10 grms of protein.

6. PMGY programme is thus primarily meant as an additional programme for bridging to a large extent, the under provisioning of funds for supplementary feeding exclusively for the 0 to 3 years (ie, 6 months to 36 months) age group.

7. Under the revised programme, named 'Take Home Ration Strategy' (THRS), supplementary food - solid food mix consisting of roasted, ground, cereal (rice, wheat, rava, ragi etc.), pulses, oil seeds and sugar (i) fortified with micronutrient, specially vitamin-A, B-complex, Iron and Zinc (ii) low in bulk (consistency) and (iii) high in nutrient density will be provided in powdered and dry form, properly packaged in good quality low density poly ethylene (LDPE) pouch of good guage has to be provided in 1 kg packets that can be conveniently taken home, preserved and administered to the child according to the requirement 2-3 times a day, by adding boiled milk or water, over a period of ten days. The health and growth parameters of the child is to be measured once in two weeks at the Anganwadi Centre using the Health Cards.

8. The constituents of the food mix selected in consultation with the Central Food and Nutrition Board will be as follows:-

- Cereals (rice/wheat/rava/ragi etc) - 60 gm
- Pulses (green gram, Bengal gram etc.) - 20 gm
- Ground nut etc - 10 gm
- Sugar - 10 gm
- Total - 100 gm

The above food mix will contain 370 Kg calories energy, 13.9 gms of protein and other micronutrients.

9. Random quality control check up of the THRS packets will be done using the services of Government Analytical Labs.

10. Supervision of the programme will be done (a) at the District level by the District Social Welfare Officer/ Programme Officer (b) at the Project level by the Child Development Project Officer/ Assistantant Child Development Project Officer and (c) at the Sector level by the ICDS Supervisor

11. The expenditure involved will be met from the grant given to Local Bodies and from the ACA received from Government of India.

12. The Grama Panchayats will bear two third of the cost involved for feeding in Anganwadi Centres and the Block Panchayat will bear the remaining one third of the cost as per the existing guidelines for the above.

13. The ICDS Supervisor will be responsible for collecting the amount from the Grama Panchayat and the Block Panchayat on a monthly basis and remitting it to the Child Development Project Officer who will arrange the regular payment of amount to the supplier.

14. In order to make a first hand assessment of the general acceptability of the product on a state wide basis, it is now decided to implement the above scheme as a pilot project by selecting two sets of three ICDS Blocks - one each in Thiruvananthapuram, Ernakulam and Kozhikode Districts to be entrusted with the implementation of the pilot scheme in the first set of three ICDS Blocks - Thiruvananthapuram, Ernakulam and Kozhikode One of the known suppliers of Tamil Nadu or Karnataka with a good track record and who has been duly qualified through competitive tender will be selected after inviting limited quotations and will be
entrusted with the supply of the food material in the first set of three ICDS blocks– one each in Thiruvananthapuram, Ernakulam and Kozhikode Districts on an experimental basis for an initial period of two months at the rate to be fixed with the approval of a Committee constituted for the purpose under the chairpersonship of the Secretary (Social Welfare) and consisting of a representative each of the Finance, Planning and Local Self Government Departments. with a view to keep down the cost. (13) In the second set of three blocks, again, one each in Thiruvananthapuram, Ernakulam and Kozhikode districts, the supply of materials on an experimental basis will be entrusted to the 'Kudumbasree' for an initial period of two months, the rates of which will be fixed through negotiations.

16. After the above selection of Blocks (3+3) in consultation with the 'Kudumbasree', Director of Social Welfare will communicate the names of the Blocks to the Secretary (Planning), Secretary (LSGD) and to the Secretary (Social Welfare). Secretary (Local Self Government) will issue necessary instructions regarding the payment of funds to the Grama Panchayats and Block Panchayats concerned for this project.

17. The evaluation of the implementation of the scheme will be made by the Committee after one month and thereafter will take early action to finalise the procedural formalities for a state wide implementation of the scheme.

By order of the Governor

LIDA JACOB
Secretary

To

The Director of Social Welfare, Thiruvananthapuram.
District Social Welfare Officer/Thiruvananthapuram/Ernakulam/Kozhikode.
The Advisor (Health), Government of India, Planning Commission, Yogana Bhavan, New Delhi-110001(with covering letter)
The Secretary, Department of Women and Child Development, Government of India, Shastri Bhavan, New Delhi(with covering letter)
Assistant Technical Advisor, Food and Nutrition Board, Department of Women and Child Development, Government of India, TC26/30, Panavila Junction, Thiruvananthapuram-1 (with covering letter)
District Collector, Thiruvananthapuram/Ernakulam/Kozhikode
The Accountant General (A&E/Audit), Thiruvananthapuram
Executive Director, Kudumbasree, Vazhuthacaud, Thiruvananthapuram.
Director of Panchayats, Director of Municipal Administration Planning & Economic Affairs Dept.
Finance Department(vide L.O. 56444/Dev.2/04/Fin dt. 5-7-04)
Local Self Government Department.

Copy to:  
Private Secretary to Minister (Industries and Social Welfare)  
Private Secretary to Minister (Finance and Excise)  
Private Secretary to Minister(LSG)  
Additional Secretary to Chief Secretary.
PA to Secretary (Social Welfare), CA to Additional Secretary (Social Welfare)  
Under Secretary –II, Social Welfare (A&C) Department  
The disposal leading to GO(MS) 19/02/SWD dt. 18-7-02)
S.F, O.C

Approved for issue

Section Office