



## ABSTRACT

Social Welfare and Nutritious Meal Programme Department – Integrated Child Development Services Scheme - Organization of monthly Early Childhood Care and Education (ECCE) Day at all Anganwadi Centres at the cost of ₹544.39 lakh for the year 2014-2015 – Sanction – Orders - Issued.

Social Welfare and Nutritious Meal Programme(SW-7(1) Department

G.O.(Ms) No.04

Dated:08.01.2015

திருவள்ளூர்வாராண்டு 2045

ஜய, மார்கழி 24

Read:

- 1 Letter received from Government of India, Ministry of Women and Child Development No.1-8/2012-CD-I, Dated 22.10.2012.
- 2 Letter received from Government of India, Ministry of Women and Child Development No.1-6/2013/ECCE, Dated 05.08.2013.
- 3 Administrative approval of APIP, Government of India, Letter No.4-16/2013-CD-II, Dated 20.5.2014.
- 4 Letter received from Government of India, Ministry of Women and Child Development No.4-1/2012-CD-II, Dated 23.5.2014.
- 5 Letter received from the Director, Integrated Child Development Services Scheme Roc.No.7942/Trg/2014, Dated 11.6.2014.

+++++

## ORDER

In the letter 1<sup>st</sup> read above, Government of India have evolved a broad framework for implementation of Integrated Child Development Services Scheme in the "Mission Mode" by strengthening and restructuring of Integrated Child Development Services Scheme. The Anganwadi Centre will be repositioned as a "Vibrant Early Childhood Development Centre" to become the first village outpost for health, nutrition and to ensure holistic physical, psychosocial, cognitive and emotional development of children under 6 years of age in nurturing, protective, child friendly and gender sensitive family, community, programme and policy environments with greater emphasis on children under 3 and promotion of optimal early childhood care, development & learning including maternal care.

2. In the Letter 2<sup>nd</sup> read above, Government of India have formulated the National Early Childhood Care and Education (ECCE) Policy and guidelines to add impetus to the quality of ECCE services. In addition, drafts for the National ECCE Curriculum and Quality Standards for ECCE were shared with States and based on



pilots, curriculum for full year have been initiated and are being developed. In order to actualize the concept of making Anganwadi Centres a 'Vibrant ECD Centre' it has been decided to organize 'Fixed Monthly ECCE Day' every month beginning from 19 August 2013, under Integrated Child Development Services Scheme at Anganwadi Centres. Further, Government of India have stated that where Restructured and Strengthened Integrated Child Development Services Scheme has been rolled out, the funds for this scheme could be met from the provision of ₹1,000 per Anganwadi Centre per annum kept for 'Fixed Monthly Village ECCE Day' in the sharing pattern of 75:25 between Government of India and State.

3. Guidelines on the organization of Early Childhood Care and Education (ECCE) Day inclusive of the Objectives, Suggestive activities to be conducted on the fixed monthly ECCE Day, Who will be involved in the organization of the fixed monthly Early Childhood Care and Education (ECCE) Day, Issues to be discussed with parents on fixed monthly ECCE Day, Role of Anganwadi Workers/Anganwadi Helpers in holding fixed monthly ECCE Day, Role of Members of Panchayat Raj Institutions /Urban Local Bodies in holding fixed monthly ECCE Day, Role of Child Development Project Officer/Supervisor in holding fixed monthly ECCE Day, Supervisory and Monitoring arrangements for organisation of fixed monthly ECCE Day, Expected outcomes of fixed monthly ECCE Day are detailed in the Annexure – II to this order.

4. In the letter 3<sup>rd</sup> read above, Government of India have also conveyed the administrative approval for ₹760.09 crore inclusive of ₹408.29 lakh as 75% of Government of India share towards the organization of Early Childhood Care and Education (ECCE) day at 54,439 Anganwadi Centres during 2014-2015.

5. In the letter 4<sup>th</sup> read above, Government of India have released a sum of ₹261.51 crore under General Integrated Child Development Services Scheme for the year 2014-2015.

6. In the letter 5<sup>th</sup> read above based on the guidelines and release from Government of India, the Director, Integrated Child Development Services Scheme has sent proposal for sanction of expenditure of ₹544.39 lakh towards the organization of fixed monthly Early Childhood Care and Education (ECCE) Day at all Anganwadi Centres for the year 2014-2015 under Integrated Child Development Services Scheme. The Director, Integrated Child Development Services Scheme has also send the justification for conducting Early Childhood Care and Education (ECCE) day which are detailed in the following paras.

7. The first six years of life are critical years of human life since the rate of development in these years is more rapid than at any other stage of development. Various researches on brain-development also inform us about the significance of early years for brain development.

8. Early Childhood Care and Education (ECCE) refers to programmes and provisions for children from prenatal to six years of age, which cater to the needs of a child in all domains of development i.e. physical, motor, language, cognitive, socio-emotional and creative and aesthetic appreciation and ensure synergy with health and nutrition aspects. This would cover developmental priorities for each sub stage within the continuum i.e. care, early stimulation/interaction needs for children below 3 years



and developmentally appropriate preschool education for 3 to 6 year old with a more structured and planned school readiness component for 5 to 6 year old. The Director, Integrated Child Development Services Scheme has sent the details of activities for the organisation of ECCE day at every Anganwadi Centre/village on 19<sup>th</sup> of every month by inviting participants such as parents, grand parents, elderly persons in the family etc. as approved by Government of India which are detailed below:

- ❖ Conducting exhibitions (activity corner, toy Corner, play materials display, creative work done by children etc.)
- ❖ Demonstration of home based stimulation activities for under 3 children.
- ❖ Demonstration of theme based activities.
- ❖ Organising rally by School/Anganwadi Centres older children, cultural activities
- ❖ Organising games for parents and care givers
- ❖ Conducting competitions for parents and care givers for preparation of low cost/ no cost stimulation toy with locally available materials
- ❖ Conducting "KOLAM EXERCISE" to make the parents and care givers to understand the Neurons and the Networking of the Brain
- ❖ Linkage with Primary Education
- ❖ Preparation of Information Education Communication materials, focussing on traditional Child Care practices which were passed from generation to another.

9. The Director, Integrated Child Development Services Scheme has also furnished the District wise Budget Details for ₹544.39 lakh towards Conducting ECCE Day for 12 Months at all Anganwadi Centres for the year 2014-2015 and requested the Government to issue necessary orders.

10. After careful examination Government issues the following orders:-

- i. Accord sanction for a sum of ₹544.39 lakh (Rupees Five crore forty four lakh and thirty nine thousand only) (Government of India's share 75% ₹408.29 lakh and 25% of State share ₹136.10 lakh) towards the organization of monthly Early Childhood Care and Education (ECCE) Day at all Anganwadi Centres @ ₹1,000 per centre per annum as detailed in Annexure – I to this order.
- ii. The Director, Integrated Child Development Services Scheme is permitted to organize the monthly Early Childhood Care and Education (ECCE) Day in 54,439 Anganwadi Centres under restructured pattern of Integrated Child Development Services Scheme.



- iii. The District Project Officers are authorized to draw the amount in advance and incur the expenditure as indicated in the Annexure-I under Article-99 of Tamil Nadu Financial Code Volume-I for organizing the above said programme and adjust the same later on at the Pay and Accounts Office/ Treasury Office concerned soon after the programme is completed.
- iv. Pay and Accounts Officer/Treasury Officer concerned are advised to honour the bill as and when presented by the District Project Officers, Integrated Child Development Services Scheme, if it is otherwise found in order.
- v. The Director, Integrated Child Development Services Scheme is permitted to redistribute the funds if required within the Districts within overall Budget Allocation as per the Government of India Guidelines.
- vi. The Director, Integrated Child Development Services Scheme is requested to send necessary Utilisation Certificate to the Government in time.

11. The above expenditure shall be debited under the following Head of account:

"2236- Nutrition-02-Distribution of Nutritious Food and Beverages-101-Special Nutrition Programmes-Schemes in the Twelfth Five Year Plan-III-Centrally sponsored-UE- Strengthening and restructuring of Integrated Child Development Services Scheme-72.00-Training." (D.P. Code 2236-02-101-UE-7207).

12. The expenditure sanctioned at para 10(i) above shall constitute an item of "New Instrument of Service" and approval of the Legislature shall be obtained in due course of time by inclusion in the Supplementary Estimates for the year 2014-2015. Pending approval of the Legislature, the required expenditure shall initially be met by drawal of an advance from the Contingency Fund. Orders regarding this will be issued by the Finance (BG-I) Department separately. The Director, Integrated Child Development Services Scheme shall apply to the Government in Finance (BG-1) Department in prescribed format along with a copy of this order for sanction of required amount out of the total sanction made in the Government Order, as an advance from the Contingency Fund. The Director, Integrated Child Development Services Scheme shall also send necessary draft explanatory notes for inclusion of the above expenditure in the Supplementary Estimates for the year 2014-2015 to Finance (SW) Department without fail. The Director, Integrated Child Development Services Scheme may ensure the exact required amount that can be spent before the closing of Financial Year, i.e. 31.03.2015.

13. This order issues with the concurrence of Finance Department vide its U.O. No.64850/Fin(SW)/2014, Dated 06.01.2015 and Additional Sanction Ledger No.2086 (Two thousand and eighty six).

(BY ORDER OF THE GOVERNOR)

P.M. BASHEER AHAMED  
Secretary to Government

To

The Director, Integrated Child Development Services Scheme, Chennai-600 113.

✓ The Pay and Accounts Officer (South), Chennai-600 035.

The Accountant General, Chennai-600 018 (by name)

The Accountant General (Audit I / II), Chennai-600 018

The Resident Audit Officer, Secretariat, Chennai-600 009

Copy to:

The Hon'ble Chief Minister's Office, Secretariat, Chennai 600 009.

The Senior Personal Assistant to Hon'ble Minister for Social Welfare and Nutritious Meal Programme, Chennai-600 009

The Private Secretary to Secretary to Government (Social Welfare and Nutritious Meal Programme Department) Chennai-600 009.

The Finance (SW/BG-I,II) Department, Secretariat, Chennai – 600 009.

The Resident Audit Officer, (through Social Welfare and Nutritious Meal Programme (SW2) Department)

The Social Welfare and Nutritious Meal Programme (SW2) Department,  
Chennai – 600 009.

Stock file / Spare Copy.

// Forwarded By Order //

RL: Shudayoshi  
09/01/2  
Section Officer

8/2

 $\frac{1}{2}$



## Annexure – I

to G.O.(Ms) No.04, Social Welfare and Nutritious Meal Programme (SW7-1)  
Department, Dated 08.01.2015.

## Budget details for organising monthly ECCE day at Anganwadi Centres

Sl. No	District	Total Number of Projects	Total No of Anganwadi Centres	Cost towards conduction of camp @ ₹1000/AWC/ Annum ₹in lakh
1	Ariyalur	6	774	7.74
2	Chennai	12	1342	13.42
3	Coimbatore	18	1688	16.88
4	Cuddalore	14	2033	20.33
5	Dharmapuri	8	1321	13.21
6	Dindigul	15	2031	20.31
7	Erode	15	2080	20.80
8	Kancheepuram	15	2351	23.51
9	Kanyakumari	10	1401	14.01
10	Karur	8	1096	10.96
11	Krishnagiri	10	1796	17.96
12	Madurai	17	2042	20.42
13	Nagapattinam	12	1325	13.25
14	Namakkal	16	1598	15.98
15	Nilgiris	4	490	4.90
16	Perambalur	4	467	4.67
17	Pudukottai	13	1811	18.11
18	Ramnad	11	1495	14.95
19	Salem	22	2696	26.96
20	Sivagangai	12	1552	15.52
21	Thanjavur	16	1731	17.31
22	Theni	9	1080	10.80
23	Tirunelveli	21	2562	25.62
24	Tiruppur	14	1509	15.09
25	Tiruvannamalai	19	2102	21.02
26	Tiruvarur	10	1260	12.60
27	Tiruvallur	16	2085	20.85
28	Tuticorin	13	1509	15.09
29	Trichy	16	1808	18.08
30	Vellore	23	2992	29.92
31	Villupuram	23	2927	29.27
32	Virudhunagar	12	1485	14.85
	Total	434	54439	544.39

75% of Government of India's share	₹408.29 lakh
25% of State Government's share	₹136.10 lakh
Total	₹544.39 lakh

P.M. BASHEER AHAMED  
Secretary to Government

// Forwarded By Order //

R.L. Shundararaj  
09/01/2015  
Section Officer

9/1/15

2/3

## Annexure – II

to G.O.(Ms) No.04, Social Welfare and Nutritious Meal Programme (SW7-1)  
Department, Dated 08.01.2015.

### Guidelines on the organization of monthly ECCE Day at all Anganwadi Centres as approved by Government of India.

#### Objectives

- To enlighten the parents and community about age and developmentally appropriate early child care and education practices
- Facilitate active participation of parents and community by creating opportunities for parents to contribute human and material support to the Anganwadi Centres.
- Inform parents and community to get them well versed with the non-formal play and activity based method of learning.
- Inform parents about the progress of their child on growth, development and learning milestones.

#### Suggestive Activities to be conducted on the Fixed Monthly ECCE Day

Following list of suggestive activities to be organized on the Fixed Monthly Early Childhood Care and Education (ECCE) Day. The Supervisor and Anganwadi Workers may shortlist the activities for each Early Childhood Care and Education (ECCE) Day and ensure that all the activities are organized as per the indicative time plan. The activities of the Fixed Monthly Early Childhood Care and Education (ECCE) Day should be organized with active involvement of the community members.

Activity to be organized on Fixed Monthly ECCE Day		
A. Monthly	B. Bi-Monthly	C. Half-Yearly
Display of work of all the children from the daily activities of the curriculum (Art and craft work, models, worksheets etc.)	Presentations such as dance, drama, rhyme recitation, role play etc. by groups of children. (Ensure participation of all children attending the Anganwadi Centres)	Sports Day. (Ensure participation of all children attending the Anganwadi Centres)
Demonstration of activities of children for parents and community and explaining the rationale for conducting the activities.	Group activities for parents and children availing home based ECCE services.	Participation of all young children and parents/community in fun activities such as Bal Mela/Diwali/Local Festival Fairs, exhibits etc.,



Parent –Anganwadi Workers interaction and sharing of child assessment and taking feedback.	Development of play and learning material through parent and community participation	Child friendly paintings on Anganwadi Centres walls.
Display of Advocacy Material on ECCE (Charts/Audio-Visual).	Development of play material through participation of local artisans/crafts persons.	
Talks for the parents on topics listed in the "Issues to be Discussed with Parents".		
Involve Community for awards and incentives to children/Anganwadi Workers/Anganwadi Helpers		
Toy Bank/Activity Bank/ Book Bank: Creating a corner where parents can donate toys, games, books, puppets and other play and learning material		
Collation of local cultural stories, rhymes, songs, games, drawings, art forms for activity bank		
Setting up 'Activity Corners' at the Anganwadi Centres for block and manipulative play, art and craft, language, nature and science etc.		

The activities enlisted in column 'A' are to be organized every month.

The activities enlisted in Column 'B' are to be organized in addition to activities of Column 'A' once every two months.

The activities enlisted in Column 'C' are to be organized in addition to activities of Column 'A' and Column 'B' once every six months.

Who will be involved in the organization of the Fixed Monthly ECCE Day

- Anganwadi Workers
- Anganwadi Helpers



- Creche Worker, Additional Anganwadi Worker and link Worker (if they are working in Anganwadi Centres) and any teacher/worker for other programmes for Pre-School Education/Early Childhood Care and Education (ECCE).
- Panchayat Raj Institutions Members/members of Anganwadi Level Monitoring and Support Committee
- Members of Community Based Organisation (Village Education Committee, Mother's (Parent's) Committee, Village Resource Groups)
- Local NGOs working in relevant field
- Primary school teachers, Preraks of Literacy Mission, nursery teacher/trained ECCE persons of the community
- Grand Parents, especially Grand Mothers, Elderly Citizens etc
- Local artisans, Craft persons and Folk artists
- Traditional/community leaders
- Office-bearers of Mahila Mandals
- Office bearers of Youth Clubs/Nehru Uuva Kendras
- Health functionaries (ANM/LHV)/ ASHA (as considered / necessary)
- Sakhi/Saheli of 'Sabla'/Kishori Shakti Yojana
- Any other as appropriate

#### Issues to be discussed with parents on Fixed Monthly ECCE Day

Orientation sessions and workshops may be organized to build the capacities of parents and community as they are the prime caregivers during early childhood. A topic from the following suggested list may be identified respectively for each Fixed Monthly Early Childhood Care and Education (ECCE) Day.

- Importance of early childhood
- Significance of non-formal preschool education and ECCE
- Growth and developmental milestones during early years; developmental delays; early signs of disability
- Early Stimulation
- Care giving at home
- Importance of play
- Good habit formation
- Role of community and parents in ECCE
- Preparing children for school
- Developing a mechanism in consultation with community for involving mothers and the older girls in performing various tasks at the Anganwadi (such as, preparation and distribution of food, organizing outdoor activities for children, etc.)

- Involvement of Mother's Group and Parents Group in teaching songs, nursery rhymes, stories, organizing group games, cooking food, distribution of the food etc., in the Anganwadi.
- Other issues may be identified based upon the needs of the community.

#### Role of Anganwadi Workers/Anganwadi Helpers in holding Fixed Monthly ECCE Day

- Arrangement of venue (preferably Panchayat Ghar) if space at AWC is not adequate.
- Providing advance information to the locality about venue and timings of ECCE Day.
- Make a list of all children below 6 years of age, preferably also record the number of children receiving pre-school education from other sources in the community.
- Provide supplementary nutrition to the children.
- Prepare a list of activities identified for Fixed Monthly ECCE Day.
- Decide and organize thematic events for children and conduct activities.
- Arrange and display Pre-School Education material.
- Form positive rapport with parents/caregivers/guardian and to convince them
- Coordinate with Child Development Project Officer and Supervisor
- Demonstrate through role model (a child of that AWC) to motivate parents.
- Use Mother and Child Protection Card, IPC Tool Kit and other relevant tools.
- Prepare a report on the celebration so that further improvements can be done.
- Ensure that all the children participate in the Fixed Monthly Early Childhood Care and Education (ECCE) Day activities.
- Invite the parents of children attending the Anganwadi Centre, parents other young children in the community and other community members.
- Encourage grandparents especially grandmother to attend and participate in the Early Childhood Care and Education (ECCE) Day.
- Invite teachers from nearby primary school to be part of celebration to facilitate smooth transition of children from Anganwadi Centre to primary school
- Cross learn from best practices in the cluster/project



- Maintain record

#### Role of Members of Panchayat Raj Institutions /Urban Local Bodies in Holding Fixed Monthly ECCE Day

- Ensure that members of community based organizations are available to support the session.
- Ensure participation of school teacher and all Panchayat Raj Institutions members
- Ensure availability of clean drinking water, proper sanitation and other measures for smooth organization of ECCE Day.

#### Role of Child Development Project Officer/Supervisor in Holding Fixed Monthly ECCE Day

- Ensure sanction of required budget on time to each Anganwadi Centre.
- Ensure timely supply of required amount of Pre-School Education Kit, activity booklet, assessment card etc
- Ensure proper arrangement of folk artisans and audio visual aid if required
- Ensure alternative arrangement in case Anganwadi Worker is on leave.
- Ensure alternative arrangement for space if it is not sufficient at Anganwadi Centre.

#### Supervisory and Monitoring Arrangements for Organisation of Fixed Monthly ECCE Day

In view of the importance of holding Early Childhood Care and Education (ECCE) Day, it is suggested that the status of holding ECCE Day has to be reviewed in all programmes of Integrated Child Development Services Scheme review meetings to be held at State, District Block and Anganwadi Centres level. This review has to be made during holding of State, District and Block Level monitoring and review meeting of Integrated Child Development Services Scheme and during holding meetings of Anganwadi Level Monitoring and Support Committee (ALMSC).

#### Expected Outcomes of Fixed Monthly ECCE Day

The organization of the Fixed Monthly Early Childhood Care and Education (ECCE) Day on a regular basis as per the guidelines will result in achievement of the following outcomes:-

- Generating awareness in the community about importance of Early Childhood Care and Education (ECCE)

- Enrolment of all children including girls in Anganwadi Centres
- Awareness regarding locally and less expensive materials available for play activities for children under 6 years of age.
- Greater emphasis on parental role in making Early Childhood Care and Education (ECCE) more useful for their children.
- Keeping the parents informed about child progress of child assessment card and Early Childhood Care and Education (ECCE) activity booklet.

Generating awareness in the community about role of local artisans in preparation of inexpensive Pre School Education Material of indigenous origin made from locally available resources.

P.M. BASHEER AHAMED  
Secretary to Government

// Forwarded By Order //

R.L. Shudavshi  
09/01/2015  
Section Officer  
9/1/15

3/3