

F. No. PA/105/2023-CPMU (e-106235)
Government of India
Ministry of Women & Child Development
Poshan Abhiyaan

3rd Floor, Jeevan Vihar Building
 Sansad Marg, New Delhi – 110001
 Date: 16th May 2025

To

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

Subject: Procurement of smartphones centrally as per the existing guidelines or through implementation of Bring Your Own Device (BYOD) policy-regarding.

Sir / Madam,

This is to inform that as per Para 4.5 of the approved guidelines of Saksham Anganwadi & Poshan 2.0 dated 1st August 2022, States / UTs are required to purchase smartphones for field functionaries as per the existing guidelines.

2. This Ministry has received representations from various States / UTs regarding the implementation of a *Bring Your Own Device (BYOD)* policy for field functionaries, where the field functionaries (viz; Anganwadi workers, Supervisors and Block Coordinators) may be allowed to bring their own smartphones for the scheme work and are provided funds for purchase of such smartphones as per the existing cost norms.

3. The matter has been examined and it has been decided that States / UTs can also opt for BYOD policy. Thus, henceforth States/UTs are free to either continue to procure smartphones centrally as per the existing guidelines or implement BYOD policy.

4. The implementation of BYOD by States / UTs shall, however, be subject to the following conditions:

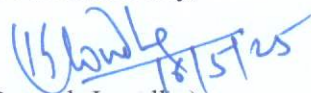
- a. Mandatory implementation of Mobile Device Management (MDM) for the security of the Poshan Tracker application.
- b. Smartphones must run only on the latest Android Operating System version and must meet the minimum specifications of smartphones as outlined in the Ministry's letter dated 28th March 2023 as amended from time to time (copy enclosed).
- c. The provision for 2% buffer stock of smartphones will not be available for States/UTs that opt for BYOD policy.

5. The Central Government will continue to allocate its share of funds for smartphones every four years, as per the existing replacement guidelines (refer letter No. PA/293/2022-CPMU dated 29th March 2023, copy enclosed), regardless of whether States / UTs choose centralized procurement or adopt the BYOD policy.

6. This letter is issued with the approval of the Competent Authority.

Encl: As above

Yours faithfully,



(Dr Deepak Londhe)

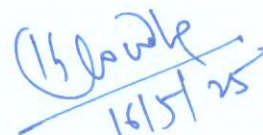
Research Officer, Poshan Abhiyaan

Copy to:

1. The Directors / Director in-charge, Department of Women and Child Development / Social Welfare of all States / UTs.

Copy for kind information to:

1. PS to Hon'ble Minister, M/o WCD, Government of India.
2. PS to Hon'ble Minister of State, M/o WCD, Government of India.
3. PSO to Secretary, M/o WCD, Government of India
4. PPS to AS (GB), M/o WCD, Government of India
5. PPS to Joint Secretary (Poshan), M/o WCD, Government of India
6. PS to Director (Poshan), M/o WCD, Government of India.



F. No. PA/293/2022-CPMU (e-102529)

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 – 110001

Dated: 28th March, 2023

To,

The Principal Secretaries/ Secretaries, Department of Social Welfare/ Women and Child Development, all States/UTs.

Subject: Specifications of Smart phone under POSHAN Abhiyaan – regarding.

Sir/Madam,

In continuation of this Ministry's letter dated 13.01.2021 and 02.02.2021 on the above mentioned subject and with reference to the operational guidelines of Saksham Anganwadi and Mission Poshan 2.0 dated 01.08.2022, I am directed to forward herewith the revised minimum technical specifications of Smart phones (**Copy enclosed**). **These devices are required to be procured through Government e-Marketplace (GeM) as per Rule 149 of GFR and applicable CVC guidelines.**

2. One of the major activity under POSHAN Abhiyaan is to leverage technology for monitoring and improved service delivery for beneficiaries including Adolescent Girls, Pregnant Women, Lactating Mothers and Children (0 to 6 years). The ICT enabled mobile application 'Poshan Tracker' is one such technology intervention to enable efficient service delivery by Anganwadi Workers (AWWs). Accordingly, all AWWs are to be equipped with a Smart phone for capture of data.

3. In this connection, all States/ UTs are requested to take necessary action for procurement/ replacement of Smart phone and ensure availability of the same at each Anganwadi Centre.

This issues with the approval of the Competent Authority.

Enclosure: as above.

Yours sincerely,



(Reshma Reghunathan Nair)

Deputy Secretary to the Government of India

Email: reshma.nair@gov.in

Tel: 011-23070494

Copy for information to:

1. Sr. PPS to Secretary, MWCD
2. Sr. PPS to Additional Secretary (ADR) MWCD

Revised Minimum Technical Specifications of Smart phone under POSHAN Abhiyaan**1. Operating System:**

- Android Operating System version 11 or above

2. Screen size:

- 6" or more

3. Device RAM size:

- 4 GB or higher

4. Internal Storage:

- 64 GB or higher

5. Battery:

- Minimum 4800 mAh battery or above
- Expected battery life that can last an entire day

6. Connectivity:

- Supports 2G, 3G, 4G, Wi-Fi connectivity / may support 5G
- Supports Bluetooth

7. Unicode

- Supports Unicode for regional languages script rendering in fonts for English and all regional languages of India

8. SIM card:

- SIM card compatible

9. Image capture:

- Geotag supported Camera

10. Speaker:

- Hands-free Speaker with adjustable loudspeaker volume

11. File format supported for recording:

- Image (.JPEG/.JPG/.PNG)
- Audio (.mp3)
- Video (.mp4)

12. File format supported for playing:

- Image (.JPEG/.JPG/.PNG)
- Audio (.mp3)
- Video (.mp4)

13. Availability:

- Available State/UT wide at District level
- Special check for availability in remote deployment

14. Accessories:

- Battery Charger (Power Adaptor)
- Data Cable
- Dust Proof Pouch
- Mobile Case
- Screen Protector (Screen Guard)

15. Warranty:

- Device Warranty: 2 Year
- Battery Warranty: 2 Year

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General Clauses:

1. All Smart phones to be mandatorily purchased on Government e-Marketplace (GeM) as per rule 149 of General Financial Rule (GFR).
2. There should be provision of Annual Maintenance Contract (AMC)/ Extended Warranty, beyond 2 years of Standard Device Warranty.
3. All device manufacturer/OEM must ensure the availability of spare parts (related to procured Smart phone) from the date of delivery.
4. It is suggested that presence of Service Centres all over the State/UT or having Pan India presence to ensure that good quality OEMs are selected.
5. Free upgradation to latest Android Operating System during the mentioned warranty period of the Smartphone.

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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 – 110001
 Dated: 29th March, 2023

To,
 The Principal Secretaries/ Secretaries, Department of Social Welfare/ Women and Child Development, all States/UTs.

Subject: Replacement policy of Smart phones under POSHAN Abhiyaan –regarding.

Sir/Madam,

Kind reference to this Ministry's letter of even number dated 28th March, 2023 regarding revised minimum technical specifications of Smart phones under POSHAN Abhiyaan.

2. In this regard, I am directed to request States/UTs to work out their requirement for replacement of Smart phones. The Smart phone devices beyond four (04) years may be eligible for replacement, as per the policy.

3. I am further directed to state that the requirement, in this regard, may also be shared with Ministry at the earliest, to assist in working out the fund requirement/ cost implications of the same. The details, may be shared, as per the table attached in **Annexure-1 (copy enclosed)**.

Enclosure: as above.

Yours sincerely,



29/3/2023

(Reshma Reghunathan Nair)
 Deputy Secretary to the Government of India
 Email: reshma.nair@gov.in
 Tel: 011-23070494

Copy to:

1. Sr. PPS to Secretary, MWCD
2. Sr. PPS to Additional Secretary (ADR), MWCD

Annexure-1**Details of Smart phone devices for replacement under POSHAN Abhiyaan**

State/UT Name: _____

Number of operational Anganwadi Centres (AWCs)	
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Item	Number of Smartphones available at AWC (A)	Date of Procurement *	Number of Functional Smartphones (B)	Number of eligible Smartphone to be replaced as per replacement policy (A-B)	Total cost as per Guidelines
Smartphone					

* Date of Procurement means the date of delivery of Smartphone devices to the States/UTs