

F. No. NNM/7/2017-WBP
Government of India
Ministry of Women & Child Development

Shastri Bhawan, New Delhi,
Dated the 18th December, 2017

To

The Chief Secretaries of all States/UTs

Subject: Administrative Approval for setting up of National Nutrition Mission (NNM) – regarding

Sir/Madam,

I am directed to inform that Government of India has approved setting-up of National Nutrition Mission (NNM) with a three year budget of ₹9046.17 crore commencing from 2017-18. The approval is accorded for the following:

- i. Constitution of a National Council on India's Nutritional Challenges under the Chairpersonship of Vice-Chairperson, NITI Aayog;
- ii. Funding total cost of the proposal for setting up of NNM from Government Source (50% i.e. ₹4523.08 crore) and International Bank for Re-construction and Development (IBRD) or other Multi-lateral Development Banks (MDBs) (50% i.e. ₹4523.08 crore). Government of India (GoI) share will be about ₹2849.54 crore during period of three years;
- iii. In-principle approval for taking a loan ₹4523.08 crore from the IBRD or other MDBs;
- iv. Roll out of NNM in a phased manner as indicated in para-6 below;
- v. Subsuming ICDS Systems Strengthening & Nutrition Improvement Project (ISSNIP) into NNM;
- vi. Since functions of the new NNM, are cutting across line Ministries/Departments, the Mission is authorized and empowered to carry out these functions for bringing out effective results through Executive Committee, an Apex body for nutrition related activities at the National level under the Chairpersonship of Secretary, MWCD;
- vii. Mission aims to bring down stunting of the children in the age group of 0-6 years from 38.4% to 25% at National level [Mission 25] by the year 2022;
- viii. Carrying out such modifications in operational modalities by the Ministry of Women & Child Development as may be warranted, from time to time, for effective implementation of the above Schemes.

2. NNM is to ensure convergence with various programmes i.e. Anganwadi Services Scheme, Pradhan Mantri Matru Vandana Yojana (PMMVY) and Scheme for Adolescent Girls of this Ministry; Janani Suraksha Yojana (JSY) and National Health Mission (NHM) of MoH&FW; Swachh Bharat Mission of Ministry of Drinking Water & Sanitation (DW&S); Public Distribution System (PDS) of Ministry of Consumer Affairs, Food & Public Distribution (CAF&PD); Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) of Ministry of Rural Development (MoRD); Drinking Water & Toilets with Ministry of Panchayati Raj and Urban Local Bodies through Ministry of Urban Development. Mapping of various schemes contribution towards addressing malnutrition shall form basis of the Convergence Action Plan. The Convergent Action Plans shall consist of:

- i. District Convergence Plan (DCP) with a sub-component at the Block level called Block Convergence Plan (BCP). All the BCPs will converge into DCPs.
- ii. State/UT Convergence Plan.

3. For monitoring, convergence among line Ministries/Departments, a 'Technical Unit' shall be set-up under NITI Aayog.

3.1 The Mission intends to annually incentivize those States/UTs which achieve the goal in improving the nutrition status of targeted beneficiaries. The performance will be assessed on the basis of the reduction in the level of under nutrition and related parameters. States/UTs which are incentivized shall in turn incentivize the better performing Districts/Block/Gram Panchayats who have contributed in improving the indicators out of the incentive amount sanctioned by the centre.

3.2 A corpus fund of ₹150.00 crore shall be created at National level and the interest income accrued therefrom shall be used for giving cash awards @ ₹1.50 lakh per team comprising Anganwadi Workers (AWWs), Accredited Social Health Activists (ASHAs), Auxillary Nurse Midwife (ANM) who have participated as a team in achieving the targeted goals and contributed significantly in reducing under-nutrition and anaemia. The awards will be given annually on the recommendations of the States/UTs and finalized by a team to be constituted by MWCD. Detailed guidelines will be issued subsequently.

3.3 To encourage AWWs to adopt ICT-RTM, an incentive fund of ₹500/- shall be provided for each AWW per month. This incentive fund will be linked to achievement of certain milestone/targets like, correct entry of data, carrying out house visits etc., at the AWW level.

4. Goals of NNM:

4.1 The goals of NNM are to achieve improvement in nutritional status of Children from 0-6 years, Pregnant Women and Lactating Mothers in a time bound manner during the next three years beginning 2017-18 with fixed targets as under:

S.No	Objective	Target
1.	Prevent and reduce stunting in children (0- 6 years)	By 6% @ 2% p.a.
2	Prevent and reduce under-nutrition (underweight prevalence) in children (0-6 years)	By 6% @ 2% p.a.
3	Reduce the prevalence of anemia among young Children(6-59 months)	By 9% @ 3% p.a.
4	Reduce the prevalence of anemia among Women and Adolescent Girls in the age group of 15-49 years.	By 9% @ 3% p.a.
5	Reduce Low Birth Weight (LBW).	By 6% @ 2% p.a.

4.2 The Mission aims to reduce mal-nourishment from the Country in a phased manner, through the life cycle concept, by adopting a synergised and result oriented approach. The Mission will ensure mechanisms for timely service delivery and a robust monitoring as well as intervention infrastructure. Target of Mission is to bring down stunting of the children in the age group of 0-6 years from 38.4% to 25% by the year 2022.

5. Roll out of NNM:

5.1 All States and Union Territories are to be covered in a phased manner, as per details given below:

Year	Districts to be covered.
2017-18	315 Districts* as per Annexure

2018-19	235 Districts (Districts list will be sent in due course).
2019-20	Remaining Districts of States/UTs.

* The information in respect of 3 Districts not listed in Annexure shall be intimated in due course.

6.1 The total cost of the NNM as GoI share for a period of three years commencing from 2017-18 will be ₹2849.54 crore. The financial implications along with proposed source of funding are given in the following table:

(₹ in crore)		
Year	Amount	GOI share without EAP
2017-18	2602.75	819.87
2018-19	3526.08	1110.71
2019-20	2917.34	918.96
Total	9046.17	2849.54
GOI Share	2849.54	

6.2. The National Nutrition Mission would be an Externally Aided Project. This will be funded by Government Budgetary Support (50%) and 50% by IBRD or other MDB. Government budgetary support would be 60:40 between Centre and States/UTs with legislature, 90:10 for NER and Himalayan States and 100% for UTs without legislature. The cost sharing ratio for IBRD or other MDB, Government of India, States & Union Territories will be as per the following Table :

Category	Funds from IBRD/MDB	Central Government	States/UTs
(1)	(2)	(3)	(4)
For activities to be carried out at Central level	50%	50%	00
For States/UTs with legislature	50%	30%	20%
For NER and Himalayan States	50%	45%	5%
For UTs without legislature	50%	50%	00

subject to the approval of the fund by the competent authority.

6.3 The expenditure by the States/UTs shall be done as per schematic norms of NNM and all the devices shall be procured through GeM.

6.4 The actual funding from IBRD or other MDBs will follow the extant procedure, as prescribed by Department of Economic Affairs.

7. The Mission envisages mainly the following activities :

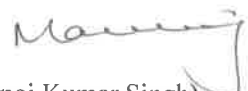
- To monitor service delivery through ICT based real-time monitoring system, Common Application Software (CAS) and IT-related assistance shall be provided to the field functionaries.
- All AWWs will be equipped with a smart phone for capture of data and Lady Supervisors with a tablet. These devices will be procured at State/UT level and pre-loaded with the application software. SIM Cards and data connectivity plan for the devices will be procured at State/UT level.
- In order to ensure accurate records of weight and height of all beneficiaries which include, pregnant women, lactating mothers, new born babies and children upto 6 years; Growth Monitoring Devices shall be procured for AWCs. The Growth Monitoring Devices will include Infantometer, Stadiometer, Weighing Scales (infant) and Weighing Scales (mother & child). AWW will record the weight every month and height/length every 3 months through the software application to track underweight, stunting and wasting.

- iv. To encourage AWWs to adopt ICT-RTM, an incentive fund of ₹500/- will be provided to each AWW per month. This incentive fund will be linked to achievement of certain milestone/targets like, correct entry of data, carrying out house visits etc., at the AWW level.
- v. In order to ensure regular monitoring and review of all the sectoral programmes, especially those directly affecting malnutrition and to provide knowledge management on nutrition actions, there will be a single unified technical set-up, namely a National Nutrition Resource Centre – Central Project Monitoring Unit (NNRC-CPMU) at Centre level and similarly State Nutrition Resource Centre (SNRC) - State Project Monitoring Unit (SPMU) shall be set up in all States/UTs.
- vi. The Mission will focus on converting the agenda of improving nutrition into a Jan Andolan through wide participation. Community Mobilisation, Awareness Advocacy and IEC through Panchayati Raj Institution, Mother Committees, Self Help Groups, Social Mobilisation campaign, Use of Media (including social media), Village contact drives, voluntary action etc. shall be taken up through: (a) Community Based Events (CBE) for Critical milestones in the 1000 days period; (b) Information Education & Communication (IEC) and advocacy to support nutrition behavior change; (c) Jan Andolan through wide public participation.
- vii. Capacity enhancement of frontline functionaries will be done through 'Incremental Learning Approach' (ILA).
- viii. Development and implementation of innovations and pilots under the convergent nutrition action is to be undertaken to achieve one or more desirable nutritional results. The successful pilots may be taken up later-on for scaling up in similar contextual specificities on a broader platform.
- ix. Community based management of Severely Acute Malnourished (SAM) children without medical complications will be done as per the guidelines (the guidelines will be issued separately).
- x. There are also provision for (i) Nutrition Surveillance System and (ii) Flexi Fund.

8. Restructured ICDS Systems Strengthening & Nutrition Improvement Project (ISSNIP) (Phase-I) is currently under implementation in 162 districts of eight States. ISSNIP (Phase-I) would be implemented up to 30th June, 2018 to allow all States to achieve the agreed Disbursement Linked Indicator (DLI) targets. ISSNIP will be subsumed into NNM so that gross budgetary support and external aid can be dovetailed and utilized together in an integrated manner. The ISSNIP States who have completed activities under ISSNIP should immediately start activities covered under NNM. The States whose DLI of ISSNIP is incomplete should complete the remaining DLIs within extended period of ISSNIP i.e. upto 30.06.2018.

9. States/UTs are requested to take necessary action to immediately roll out the National Nutrition Mission. States/UTs are also requested to nominate nodal officers for implementation of the Mission and States/UTs are also requested to check the list of the ICDS projects and Anganwadi Centres to be covered under NNM in the selected districts and intimate the correct position to the Ministry.

Yours sincerely,



(Manoj Kumar Singh)

Director

Ph: 23386553

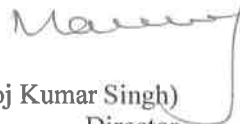
mksingh.ofb@nic.in

Copy to:

1. CEO, NITI Aayog
2. Secretary, Ministry of Health & Family Welfare,
3. Secretary, Drinking Water & Sanitation,
4. Secretary, Department of Food & Public Distribution,
5. Secretary, Rural Development;
6. Secretary, Panchayati Raj,
7. Secretary, Urban Development,
8. Secretary, Department of Expenditure,
9. Secretary, Department of Economic Affairs,
10. Secretary, Ministry of Housing and Urban Affairs,
11. Secretary, Ministry of Tribal Affairs,
12. Secretary, Ministry of New and Renewable Energy,
13. Secretary, Ministry of Minority Affairs,
14. Secretary, Department of Social Justice & Empowerment,
15. Secretary, Department of School Education and Literacy,
16. Secretary, Ministry of Electronics and Information Technology.
- 17-52 Principal Secretaries/ Secretaries, Department of Social Welfare / Women & Child Development, All States/ UTs of India

Copy for information to:

1. PS to Minister, WCD
2. PS to MoS, WCD
3. PPS to secretary, MWCD
4. PS to JS(RK)
5. PS to Project Director, WB


(Manoj Kumar Singh)
Director
Ph: 23386553
mksingh.ofb@nic.in

Annexure

List of 315 Districts selected to be covered under National Nutrition Mission in 2017-18:

State Name	Sl.No	District Name	No. of Project	No. of AWC*
Andaman & Nicobar Islands	1	North & Middle Andaman	2	269
		Total	2	269
Andhra Pradesh	1	Kurnool	16	3550
	2	Anantapur	17	5127
	3	Vizianagaram	17	4951
	4	Y.S.R.(Cuddapah)	15	3471
	5	Chittoor	21	4746
	6	Visakhapatnam	25	4951
	7	West Godavari	28	3889
	8	Prakasam	21	4236
	9	Srikakulam	18	4190
	10	East Godavari	28	3889
	Total		206	43000
Assam	1	Barpeta	10	2986
	2	Darrang	6	2163
	3	Dhubri	14	2956
	4	Goalpara	7	2491
	5	Karimganj	7	1570
	Total		44	12166
Bihar	1	Sitamarhi	18	3852
	2	Nalanda	20	2654
	3	Kaimur	11	1346
	4	Vaishali	17	3007
	5	Sheohar	5	597
	6	Gaya	25	3722
	7	Purnia	15	2893
	8	Jehanabad	7	999
	9	Madhubani	21	3784
	10	Madhepura	13	2083
	11	Lakhisarai	6	1010
	12	Arwal	5	587
	13	Khagaria	7	1481

	14	Banka	11	1846	
	15	Katihar	16	2856	
	16	Samastipur	20	3852	
	17	Darbhangha	19	3461	
	18	Rohtas	20	2740	
	19	Araria	9	2156	
	20	Nawada	14	2233	
	21	Aurangabad	11	2135	
	22	Supaul	11	1976	
	23	Muzaffarpur	17	4006	
	24	PurbaChamparan	28	4613	
	25	Kishanganj	7	1748	
	26	Bhagalpur	17	2400	
	27	Munger	10	1364	
	28	Sheikhpura	6	579	
	29	Saran	21	3590	
	30	Jamui	10	1661	
	31	Begusarai	18	2568	
	32	Saharsa	11	1687	
	33	Buxar	10	1529	
	34	PashchimChamparan	17	3392	
	35	Bhojpur	15	2174	
	36	Patna	23	4462	
	37	Gopalganj	14	2435	
	Total			525	89478
	Chandigarh	1	Chandigarh	3	500
		Total		3	500
	Chhattisgarh	1	Bastar	9	1968
		2	Bijapur	6	1159
		3	Dantewada	8	1071
		4	Durg	8	1481
		5	Jashpur	17	4301
		6	Kanker	8	2066
		7	Korba	10	2529
		8	Mahasamund	6	1683
9		Narayanpur	4	554	
10		Raipur	8	1851	
11		Rajnandgaon	12	2903	

	12	Karwardha	-	1617
	Total		96	23183
Dadar & Nagar Haveli	1	Dadar & Nagar Haveli	2	303
		Total	2	303
Daman & Diu (UT)	1	Diu	1	40
		Total	1	40
Goa	1	North Goa	6	707
	2	South Goa	5	551
		Total	11	1258
Gujarat	1	Anand	13	1993
	2	Bhavnagar	14	1698
	3	Dang	2	440
	4	Dohad	19	3057
	5	Kheda	12	1979
	6	Narmada	6	952
	7	SabarKantha	11	1921
	8	Surendranagar	11	1355
	9	Vadodara	12	2002
	10	Valsad	12	1899
		Total	112	17296
Haryana	1	Mewat	7	1150
	2	Panipat	6	1045
		Total	13	2195
Himachal Pradesh	1	Chamba	7	1494
	2	Hamirpur	6	1351
	3	Shimla	11	2154
	4	Solan	5	1281
		Total	29	6280
Jammu & Kashmir	1	Udhampur	7	1480
		Total	7	1480
Jharkhand	1	Chatra	6	1124
	2	Deoghar	10	1567

	3	Dhanbad	8	2230
	4	Dumka	10	2057
	5	Garhwa	9	1330
	6	Giridih	14	2431
	7	Godda	9	1791
	8	Gumla	11	1667
	9	Hazaribagh	13	1770
	10	Jamtara	6	1184
	11	Koderma	5	749
	12	Latehar	7	771
	13	Pakur	6	1167
	14	Palamu	14	2595
	15	Sahebganj	9	1644
	16	SaraikelaKharsawan	9	1370
	17	West Singhbhum	16	2330
	18	Lohardaga	5	749
		Total	167	28526

Karnataka	1	Bagalkot	6	2221
	2	Ballari	8	2395
	3	Bidar	5	1893
	4	Davangere	6	2112
	5	Haveri	7	1918
	6	Koppal	5	1849
	7	Yadgir	4	1387
	8	Bijapur	-	2289
	9	Gulbarga	-	3098
		Total	41	13775
Kerala	1	Kannur	21	2504
	2	Malappuram	29	3808
	3	Wayanad	8	874
		Total	58	7186
Lakshadweep	1	Lakshadweep	9	107
		Total	9	107

Madhya Pradesh	1	Sheopur	6	1226
	2	Barwani	8	1784
	3	Datia	9	2413

	4	Sidhi	7	1903
	5	Alirajpur	6	2228
	6	Shivpuri	9	2408
	7	Shajapur	10	1807
	8	Morena	11	2607
	9	Bhind	10	2451
	10	Bhopal	10	1871
	11	Ratlam	10	2124
	12	Dindori	7	1913
	13	Raisen	7	1858
	14	Jhabua	6	2706
	15	Katni	7	1710
	16	East Nimar	8	1682
	17	Guna	6	1660
	18	Damoh	8	1742
	19	Gwalior	10	1458
	20	Chhatarpur	13	2059
	21	Dhar	16	3858
	22	Ashoknagar	5	1089
	23	Panna	6	1492
	24	Umaria	4	763
	25	Vidisha	9	2371
	26	Indore	15	1839
	27	Rajgarh	10	2456
	28	Neemuch	6	1112
	29	Jabalpur	13	2483
	30	Ujjain	14	2127
	31	Mandsaur	9	1735
	32	Chhindwara	14	3057
	33	Khargone(West Nimar)	11	2294
	34	Burhanpur	6	815
	35	Tikamgarh	8	1778
	36	Dewas	9	1860
	37	Singrauli	6	1551
	Total		329	72290

Maharashtra	1	Ahmednagar	23	5354
	2	Amravati	17	3312
	3	Beed	15	3089
	4	Buldhana	15	3308

	5	Chandrapur	17	2596	
	6	Dhule	11	2282	
	7	Gadchiroli	13	2626	
	8	Gondia	10	1819	
	9	Hingoli	7	975	
	10	Jalgaon	21	3054	
	11	Jalna	13	3700	
	12	Mumbai	33	4115	
	13	Nagpur	19	3555	
	14	Nanded	19	4118	
	15	Nandurbar	12	2392	
	16	Nashik	29	5909	
	17	Osmanabad	11	2024	
	18	Parbhani	12	1652	
	19	Sangli	14	3109	
	20	Wardha	10	1568	
	21	Washim	7	1170	
	22	Yavatmal	17	2865	
	Total		345	64592	
	Manipur	1	Chandel	5	968
		2	Tamenglong	5	651
Total		10	1619		
Meghalaya	1	East Khasi Hills	9	1288	
	2	RiBhoi	3	519	
	3	East Jaintia Hills	2	231	
	4	West Jaintia Hills			
	5	West Khasi Hills	2	241	
	Total		16	2279	
Mizoram	1	Lawngtlai	4	302	
	2	Saiha	2	126	
	Total		6	428	
Nagaland	1	Kiphire	3	204	
	2	Tuensang	8	463	
	Total		11	667	
NCT of Delhi	1	North West	27	3088	
	2	West	18	1735	

	Total		45	4823
	1	Subarnapur	-	1539
	2	Nabarangapur	10	2207
	3	Malkangiri	7	1266
	4	Kendujhar	14	3257
	5	Balangir	14	2650
	6	Rayagada	11	1947
	7	Mayurbhanj	26	4706
	8	Baudh	3	717
	9	Koraput	15	3264
	10	Sambalpur	10	1844
	11	Bargarh	13	2899
	Total		123	24757
	1	Yanam	0	9
	Total		0	0
	1	Faridkot	-	540
	2	Ludhiana	16	2414
	3	Mansa	5	802
	4	Muktsar	-	842
	Total		21	3216

	1	Ajmer	11	1937
	2	Alwar	15	3380
	3	Banswara	9	2085
	4	Baran	8	1615
	5	Barmer	16	3528
	6	Chittorgarh	12	1758
	7	Churu	9	1661
	8	Dausa	7	1342
	9	Dholpur	5	1027
	10	Dungarpur	8	2096
	11	Jaipur	20	4215
	12	Jalore	8	1597
	13	Jhunjhunu	9	1569
	14	Jodhpur	11	2494

	15	Karauli	6	1302
	16	Kota	6	1277
	17	Pali	11	1817
	18	Pratapgarh	6	1224
	19	Rajsamand	8	1152
	20	Sirohi	6	867
	21	Tonk	7	1474
	22	Udaipur	14	3142
	23	Bharatpur	10	1985
	24	SawaiMadhopur	7	1102
	Total		229	45646
Sikkim	1	West District	2	316
		Total	2	316
Tamil Nadu	1	Ariyalur	6	774
	2	Dindigul	15	2035
	3	The Nilgiris	4	486
	4	Villupuram	23	2940
	Total		48	6235
Telangana	1	Adilabad	18	4012
	2	Hyderabad	5	940
	3	Mahabubnagar	20	4916
	Total		43	9868

Tripura	1	Dhalai	6	1282
	Total		6	1282
Uttar Pradesh	1	Agra	16	2978
	2	Aligarh	13	3039
	3	Allahabad	22	4499
	4	Ambedkar Nagar	10	2550
	5	Amroha	7	1430
	6	Auraiya	8	1787
	7	Azamgarh	23	5588
	8	Baghpat	7	1335
	9	Bahraich	15	3094
	10	Balrampur	10	1879
	11	Banda	9	1708
	12	Barabanki	16	3052

	13	Bareilly	16	2857
	14	Basti	15	2700
	15	Sant Ravidas Nagar	7	1483
	16	Bijnor	13	3235
	17	Budaun	16	2937
	18	Bulandshahr	16	3958
	19	Chandauli	10	1823
	20	Chitrakoot	6	959
	21	Etah	9	1864
	22	Etawah	9	1564
	23	Faizabad	12	2378
	24	Farrukhabad	8	1752
	25	Fatehpur	14	2910
	26	Firozabad	11	2540
	27	Ghaziabad	5	1372
	28	Ghazipur	17	4847
	29	Gonda	17	3095
	30	Gorakhpur	21	4213
	31	Hamirpur	8	1500
	32	Hardoi	20	3845
	33	Hathras	8	1711
	34	Jalaun	10	1777
	35	Jaunpur	22	5323
	36	Jhansi	9	1381
	37	Kannauj	9	1617
	38	Kanpur Nagar	12	2134
Uttar Pradesh	39	Kanshiram nagar	7	2446
	40	Kaushambi	9	1777
	41	Kheri	16	3503
	42	Kushi Nagar	15	4134
	43	Lucknow	10	2716
	44	Maharajganj	13	3135
	45	Mahoba	5	881
	46	Mainpuri	10	1789
	47	Mau	10	2587
	48	Meerut	13	2076
	49	Mirzapur	14	2681
	50	Moradabad	9	2742
	51	Muzaffarnagar	10	2320
	52	Pilibhit	8	1944
	53	Rae Bareli	22	3305
	54	Rampur	8	2700

	55	Sant K Nagar	10	1767
	56	Shahjahanpur	16	2912
	57	Shravasti	6	925
	58	Siddharth Nagar	15	3114
	59	Sitapur	20	4275
	60	Sonbhadra	9	1825
	61	Sultanpur	14	2549
	62	Unnao	17	3352
	63	Varanasi	9	3945
	Total		771	164114
Uttarakhand	1	Chamoli	9	1078
	2	Haridwar	11	3181
	3	Udam Singh Nagar	10	2387
	4	Uttar Kashi	6	1052
	Total		36	7698
West Bengal	1	Birbhum	24	4776
	2	Dinajpur Uttar	18	3737
	3	Howrah	22	4287
	4	Maldah	26	5584
	5	Murshidabad	43	8493
	6	Purulia	23	4843
	Total		156	31720
Grand Total	312 Districts #		3523	686975

* No. of AWCs as per RRS portal, States/UTs are requested to intimate the correct number of ICDS Projects and AWCs

The information in respect of 3 Districts not listed in Annexure shall be intimated in due course.