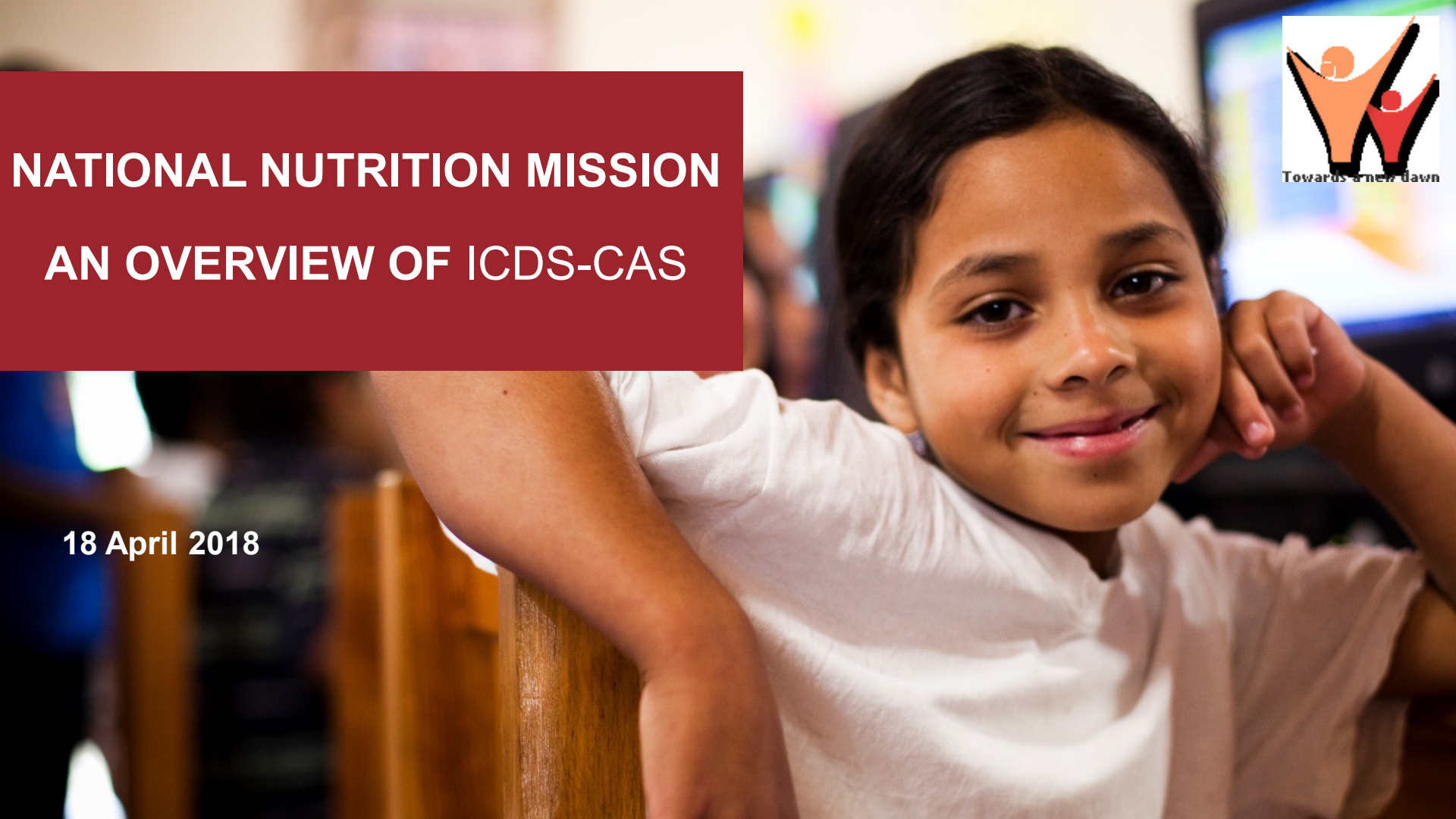# NATIONAL NUTRITION MISSION

AN OVERVIEW OF ICDS-CAS

18 April 2018

About ICDS-CAS

'ICT intervention to strengthen the Service Delivery System as well as the mechanism for Real Time Monitoring (RTM) for nutritional outcomes'
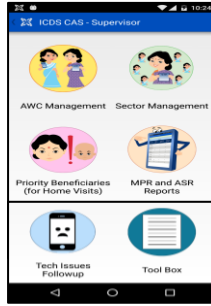
ICDS-CAS | KEY OBJECTIVES

1

Location Mapping (GPS)

- Total Population
- Identify Target Groups
- Infrastructure, LGD
- Field Functionaries
- AWCs Functioning

2

Mobile Phone to AWW and Tablets to Supervisor

- Reduce drudgery
- Enhance efficiency
- Eliminate paper registers

3

Six Tier Real Time Reporting System

Online real time reporting system with drill down capability upto AWCs through Sectors, Blocks, Districts, States & MWCD

4

Convergence and Collaboration

Creating synergy between AWW & ASHA/ANM

5

Name and Aadhar-based tracking of beneficiaries

- Name and Aadhaar based tracking of beneficiaries
- Identification of severely malnourished and under-nourished
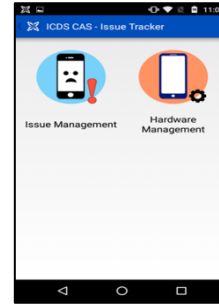
ICDS-CAS | KEY COMPONENTS

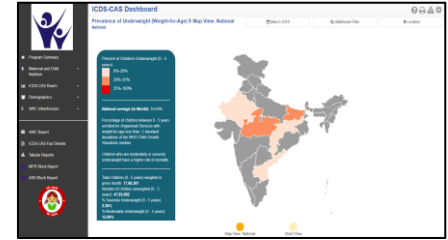|	
1 Aanganwadi App (Ground Level)	**2** First Level Supervision (Lady Supervisor)
3 Tech Support (Issue Tracker)	**4** Multi-Layer Supervision Dashboard

Real Time Data
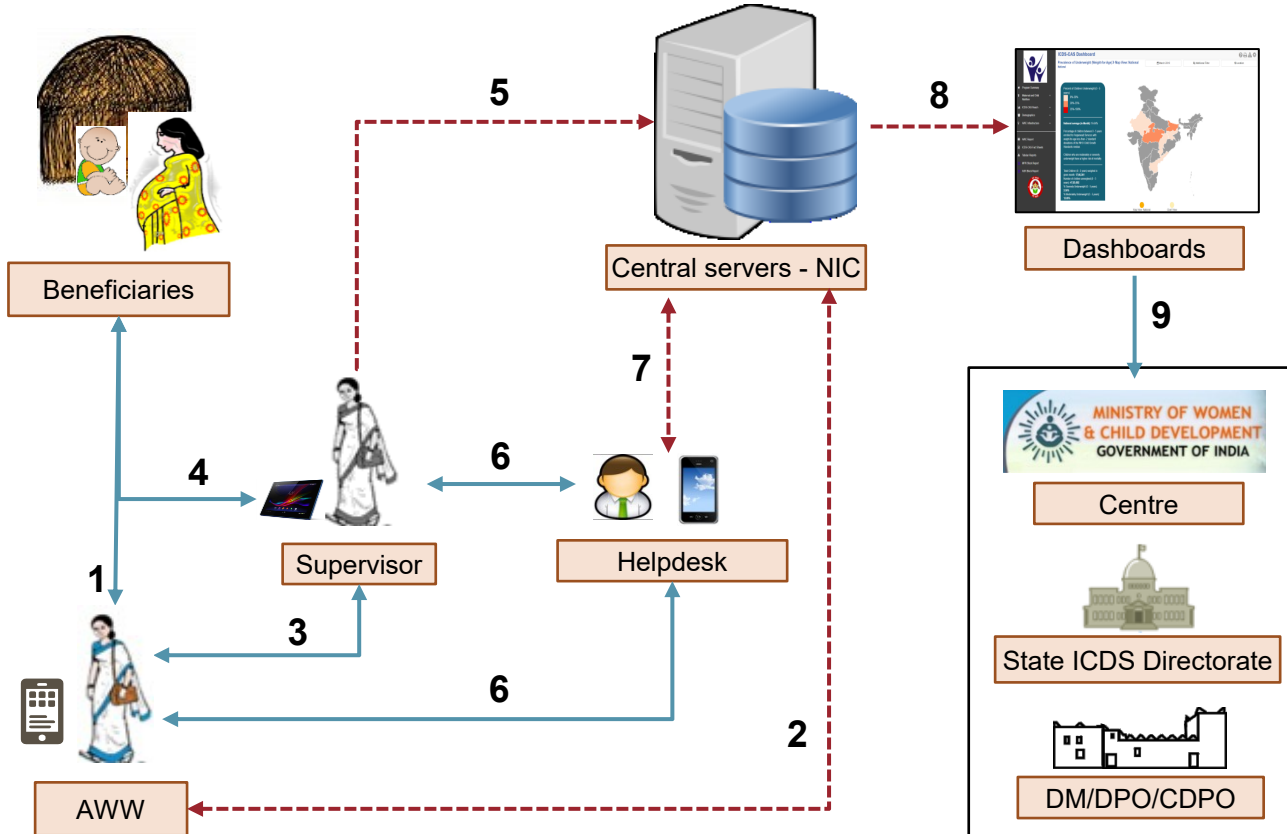
Offline-Online

Multilingual

Multimedia Tools

GPS Tagging

User Centric Design

ICDS-CAS | WORKFLOW

Legend: Interactions, Data flow

Diagram labels: Beneficiaries, Central servers - NIC, Dashboards, Supervisor, Helpdesk, AWW, Centre, MINISTRY OF WOMEN & CHILD DEVELOPMENT GOVERNMENT OF INDIA, State ICDS Directorate, DM/DPO/CDPO

Flow numbers on diagram: 1, 2, 3, 4, 5, 6, 6, 7, 8, 9

Process Flow

1. AWW interacts and provides service to a beneficiary
2. Data Fed by AWW is synced to the server
3. Supervisor interacts with AWW
4. Supervisor interacts with beneficiary
5. Supervisor syncs data onto the sever
6. Helpdesk interactions for issue resolution
7. Helpdesk syncs troubleshooting information
8. Generation of dashboard reports using data entered
9. Stakeholders access reports at various administrative levels

ICDS-CAS | SALIENT FEATURES

1. 8 modules enabling complete automation of AWW workflow

2. Digitization of 10 out of 11 AWW paper based registers

3. Aadhaar ID based tracking of beneficiaries

4. Single source of data entry

5. Auto-generation of daily task list and beneficiary due lists

6. Readily available growth monitoring status of beneficiaries

7. Automation of reporting needs including monthly progress

8. Consolidated data view on central dashboard

9. Multi-lingual and audio video job aid tools

10. Supervisory function enabled through LS application

11. SMS to beneficiaries, AWWs and LS for reminders and awareness
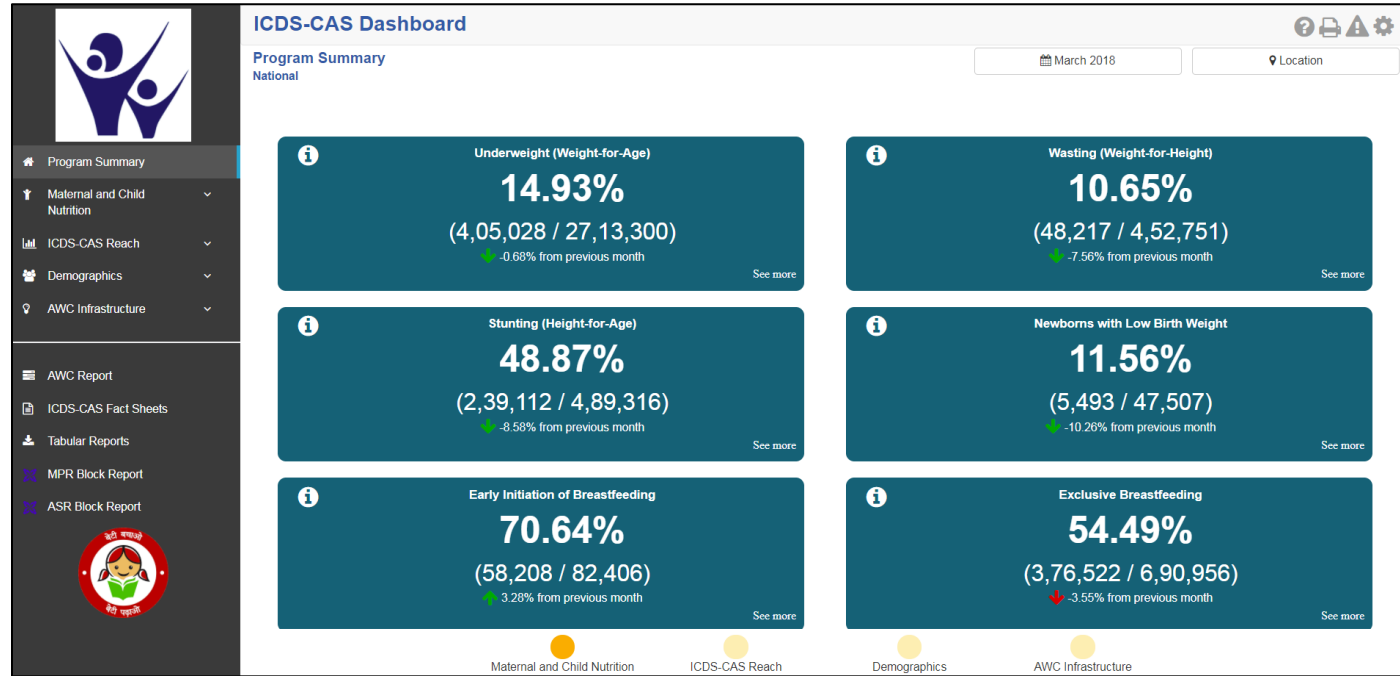
12. 5-stage cascading model of training implemented for sustainable learning

ICDS-CAS | AWW APPLICATION

ICDS-CAS DASHBOARD | PROGRAM SUMMARY

- Key performance indicators
- Customized for a user's role and administrative level

FOCUS ON BENEFICIARY OUTREACH

SMS to Beneficiaries on nutritional indicators and advising on next steps

Follow-up monitoring visits by LS, CDPOs

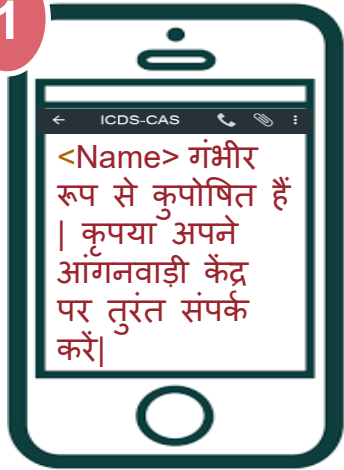Beneficiary counselling through embedded videos in CAS

National Call Centre to be launched in April 2018

SMS INDICATORS

1

ICDS-CAS

<Name> गंभीर रूप से कुपोषित हैं | कृपया अपने आंगनवाड़ी केंद्र पर तुरंत संपर्क करें|

2 'Weight of your kid has not increased in the last month. Please contact your AWW for necessary advice'

3 'Weight of your kid has decreased in the last month. Please contact your AWW for necessary advice'

4 'Feeding your newborn your milk right in the first hour of birth is extremely important for your child. Please ensure that your child is fed your milk within the first hour of birth.'

5 'Feeding your child on exclusively on your milk for first 6 months of the birth is sufficient for physical and brain development and immunity of your child. Please ensure that the child is breastfed as many times as the child demands during this period.'

6 'Brain development of the child starts right from conception and complete dosage of IFA tablets by 'you' plays a key role in this development. In you feel any discomfort or uneasiness, do not get worried. Symptoms of black stool, nausea, etc. are common due to IFA tablet intake. Please consult your nearest AWC / ANM / ASHA for necessary advice.'

7 'The national De-worming campaign is on <10th February / 10th August>. Please consult your nearest AWC and ensure that your <ward/child> takes the requisite De-worming dosage on <10th February / 10th August>'

10

FOCUS ON SENSITIVE GOVERNANCE

Involvement of Senior State officials in outcome monitoring resulting in increased awareness and sensitization amongst State officials

Regular communication & follow-up with States for tracking beneficiaries based on data

Periodic progress indicators and reports have been initiated for States to take action

Efforts to reach-out to Front Line Workforce through multiple mediums such as multi-media videos, trainings, etc.
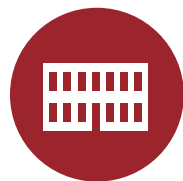
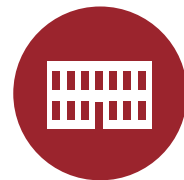Removal of paper registers by a smartphone
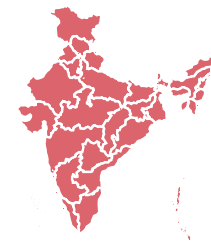
CURRENT ROLLOUT STATUS AND TARGET FOR NNM

55 Districts
(6 States)

315 Districts

+235 Districts

All 700+ Districts

| Current | 2018 | 2019 | 2020 |

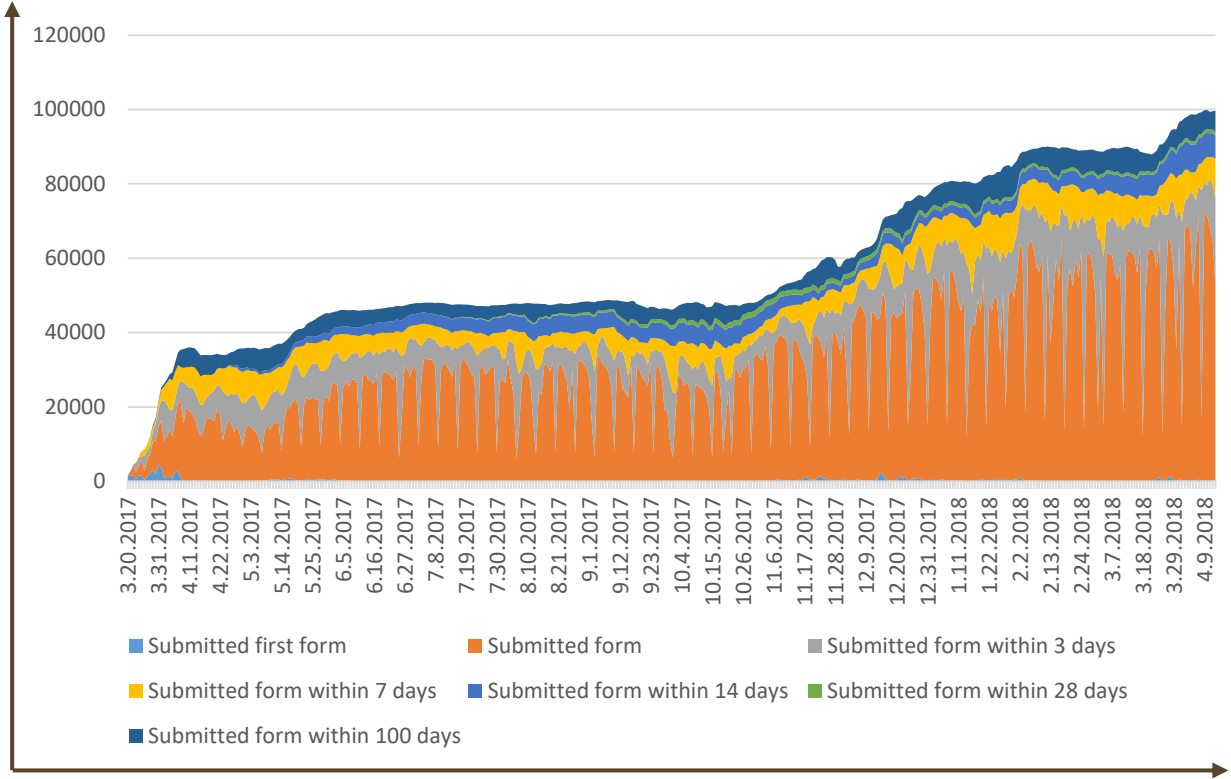**105,000+ AWWs** using ICDS-CAS in 6 States

90+ lakh beneficiaries covered under ICDS-CAS

~750 technical personnel on-board

UPTAKE IS VERY PROMISING!!

High level of ***acceptance*** and ***consistently*** *high usage* of CAS at ***Bottom of Pyramid*** users (FLWs) across first 10 months

Legend:
- Submitted first form
- Submitted form
- Submitted form within 3 days
- Submitted form within 7 days
- Submitted form within 14 days
- Submitted form within 28 days
- Submitted form within 100 days

(Sudden drops indicate off-period for AWCs)

A RECAP

- **A long distance travelled…a bigger journey awaits!!!**
  - ✓ *0 to 100k users in about a year*
  - ✓ *100k to 1.4 Mn in next 2 years*
- **Challenges remain**
  - ✓ Connectivity in remote areas
  - ✓ Refresher training on a regular basis
  - ✓ Hardware related issues such as battery life, mobile service centers, etc.
- **A system is as good as data going into it**
  - ✓ Focus on Data Quality
- Potential improvements in the application in terms of workflow, functionalities, etc.