



Government of West Bengal
Directorate of ICDS
 Shaishali Complex, 1st and 2nd Floor
 Salt Lake City, Kolkata – 700064

Memo No. 641 (23)/ICDM-Dte

Date: 15/03/2022

To

The District Magistrate(s)

Jalpaiguri / Kalimpong / Alipurduar / Coochbehar / Uttar Dinajpur / Dakshin Dinajpur / Malda /
 Murshidabad / Birbhum / Bankura / Purulia / Paschim Medinipur / Purba Medinipur / Jhargram /
 Purba Bardhaman / Paschim Bardhaman / Howrah / Hooghly / Nadia / North 24 Parganas / South 24
 Parganas

The Additional Director of ICDS**West Bengal**

West Bengal

**Sub: Performance-based incentives for AWWs and AWHs
 in POSHAN Tracker**

Madam / Sir,

With reference to above, this is to inform you that beneficiary registration in POSHAN Tracker application by the AWWs is going on throughout the state and now, it is expected that necessary entry in the POSHAN Tracker has to be started simultaneously by the AWWs without any further delay.

In this context, we would like to inform you that as per guideline issued by Ministry of Women and Child Development, Government of India, there is a provision of performance-based incentive to the AWWs and AWHs; i.e.,

(a) For the AWWs:

- (i) Growth Monitoring: The measurement of length/height and weight of children for at least 80% of children in 0-6 age group every month
- (ii) Home Visits: Completing at least 60% of home visits to pregnant women, lactating mothers and children up to two years of age as per the home visit scheduler.

(b) For the AWHs: Opening the AWCs for at least 21 days in a month.

If the AWW achieves the above performance criteria, she will receive Rs. 500/- (Rupees five hundred only) and if the AWH achieves the laid-out performance criteria, she will receive Rs. 250/- (Rupees two hundred and fifty only). The guideline is attached herewith for your kind perusal.

For the 3rd Qt. of 2021-22, 12 AWWs from the districts of North 24 Parganas, Howrah and Jhargram have been considered eligible for the incentive.

The daily entry done in POSHAN Tracker should be monitored by CDPOs/DPO and yourself through auto-generated report from POSHAN Tracker dashboard.

You are requested to communicate the message to the ICDS functionaries of your district to promote regular entry of data on POSHAN Tracker application with clear direction to start the entries at the earliest.

Encl: As Stated Above

RB
Director of ICDS
West Bengal

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Copy forwarded for information and necessary action to:

1. The Principal Secretary, Department of WCD & SW, Government of West Bengal

RB
Director of ICDS
West Bengal