

F. No. PA/22/2021-CPMU (e-91231)
भारत सरकार
Government of India
महिला एवं बाल विकास मंत्रालय
Ministry of Women & Child Development (MWCD)

Shastri Bhawan, New Delhi - 110 001
Dated: 10th April, 2023

To

The Chief Secretary / Administrator
All States/UTs

Subject: Monitoring last-mile delivery of Supplementary Nutrition through Poshan Tracker – regarding.

Sir/ Madam,

The undersigned is directed to refer to the Streamlined Guidelines issued by this Ministry on 13th January 2021. As you are aware, under the Supplementary Nutrition Programme (SNP) of Anganwadi Services and the POSHAN Abhiyaan, there is need to ensure that entitlements reach the intended beneficiaries in a time-bound manner as per quality and nutritional standards for the achievement of nutritional goals.

2. As you are aware, around 13.9 lakh AWCs have started using the ICT Application. 9.9 Crore beneficiaries have been registered under Poshan Tracker (as in February 2023). More than 90% of beneficiaries registered on the Poshan Tracker have been successfully Aadhaar verified.

3. In the above background, to help the nutrition mission to scale efficiently and to enable documentation of positive impact, the receipt of Supplementary Nutrition by Aadhaar – verified beneficiaries, viz., pregnant women and lactating mothers, children up to the age of 6 years, SAM children and adolescent girls (14-18 years) through QR Code and SMS alert/OTP, must be tracked. Through serialised QR Codes, field functionaries and beneficiaries should be able to access information on the supply chain for each ingredient in Take Home Ration (not raw ration) prepared using locally available ingredients as well as information specific to each related batch, which can also help to address concerns about the origin/quality of the nutrition provided and track last-mile receipt at the level of a beneficiary.

4. Poshan Tracker has developed an SMS based alert system for last mile tracking of THR (not raw ration) distribution based on verified Aadhaar and mobile number. Through the SMS based alert, a beneficiary will receive confirmation alert through Poshan Tracker on her registered mobile number on delivery of THR.

5. States/ UTs are to ensure last-mile tracking through QR Code in the delivery of Supplementary Nutrition to Anganwadi Centres, in compliance with Streamlined Guidelines dated 13th January 2021. QR code shall facilitate tracking of delivery of THR upto the Anganwadi Centre by the State Government and Anganwadi worker.

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6. The Anganwadi worker and the beneficiaries through their mobile devices would be able to scan the QR code to check for details such as composition of the THR delivered, date of manufacture, nutrition content and other relevant details.

7. I am further directed to state that QR coding of THR and SMS alert to the beneficiaries for last mile tracking will be mandatory for supply of THR under Mission Poshan 2.0. States/UTs are directed to implement the QR coding of THR and send their compliance report to the Ministry immediately.

Yours sincerely,



(Reshma Reghunathan Nair)

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Copy to:

The Principal Secretaries/ Secretaries of Department of WCD/ SW of all States/UTs

Copy for kind information to:

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