

**MISSION DIRECTOR NATIONAL RURAL HEALTH MISSION, J&K**

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Principal, Govt. Medical College,
Jammu.Principal, Govt. Medical College,
Srinagar.Director, SKIMS, Soura,
Srinagar.

No: NRHM/J&K/SHS/1695-1706

Dated: 26/07/2013

Sub: Release of funds under Base Flexipool on account of World Breast Feeding Awareness Week
1st -7th August, 2013.

Sir,

As approved by the Chairman Executive Committee State Health Society, NRHM, J&K, sanction is hereby accorded to the release of Grant-in-Aid of **Rs. 38,600.00 (Rupees Thirty Eight Thousands Six Hundred only)** for organizing the **World Breast Feeding Awareness Week 1st -7th August, 2013.**

Accordingly the sanctioned funds are hereby electronically transferred to the bank accounts of following Implementing Agencies through e-transfer.

| S No. | Implementing Agencies | Total Target | Amount released @ Rs.3600/- per Target |
|-------|---------------------------------|--------------|---|
| 1 | Govt. Medical College, Jammu | 5 | 17,500.00 |
| 2 | Govt. Medical College, Srinagar | 5 | 17,500.00 |
| 3 | SKIMS Soura, Srinagar | 1 | 3,600.00 |
| Total | | 11 | 38,600.00 |

The guidelines/activities which are propose to be carried out during the Breast Feeding Week are enclosed as annexure "A".

The Grant-in-Aid released is subject to following conditions:

1. That the sanctioned funds is exclusively meant for organizing the **World Breast Feeding Awareness Week 1st -7th August, 2013.**
2. That the funds be strictly utilized after observing all formalities required under rules and guidelines of MOH & FW, GOI.
3. That the statement of Expenditure and Utilization certificate is sent to the State Health Society immediately after completion of activity.
4. That the physical achievements in terms of number of events organized during the World Breast Feeding Awareness Week 1st -7th August, 2013 is sent to State Health Society.
5. That the proper record of Cash Books, Ledgers, Assets Register and other relevant records is maintained for check of any visiting team from Central/State Government.
6. That the account of the grantee shall be opened to the inspection by the sanctioning authority and Audit both by the Comptroller and Auditor General of India under the provision of CAG (DPC) Act 1971 and internal Audit by Principal Accounts Office of the ministry of Health & Family Welfare, Government of India, whenever the grantee is called upon to do so.

Enclosure: As stated above.

Yours sincerely

Mission Director
NRHM, J&K

Copy for the information to the:-

1. Director Health Services, Jammu/ Kashmir.
2. Joint Director (P&S) NRHM, J&K.
3. FA & CAO, State Health Society J&K.
4. Special Assistant to the Hon'ble Minister of State (Independent Charges) Health for kind information of the Hon'ble Minister.
5. Divisional Nodal Officer, NRHM, Jammu/Kashmir Division.
6. Private Secretary to the Commissioner/Secretary to Govt. Health & Medical Education Deptt, Civil Secretariat, Srinagar for the information of the Commissioner Secretary.
7. Office file & I/C website nrhmjk.

Annexure "A"

The following activities are proposed to be conducted during the Breast Feeding Week (BFW) at District/ Block / Medical College Level.

1. Organize a rally in the community for building awareness among people regarding IYCF practices & about support mothers need to breastfeed. Services of Medical officers, Staff Nurses, LHV's and ANMs posted at the delivery points is to be utilized for communication and counseling of women.
2. Display of Banners/ Posters & other IEC material on IYCF Practices during BFW.
3. Organise a local meeting in hospital/ health centre and show the "Lalitpur video to all concerned to share best practice model of systematic action taken in District Lalitpur (UP) through creating and sustaining a mother support group network across all villages.
<http://www.youtube.com/watch?v=2eCJOjOeCo>
4. Involve local schools and colleges and conduct drawing/painting/debate competition.
5. At State Level Advertisements shall be issued in leading Newspapers for creating awareness among masses regarding IYCF Practices.

The financial guideline for conducting activities during BFW as per the permissibility of Rs 3600 per activity to be conducted is given below:

| S No. | Activity | Budget (in Rs) |
|-------|---|----------------|
| 1 | Banners, Posters & other IEC material | 1000 |
| 2 | Refreshments for Participants (school children/ ASHAs/ Mothers etc) @ Rs 25 per participant (Approx 50) | 1250 |
| 3 | Logistics (Audio System/ Projectors etc) | 800 |
| 4 | Over Head | 550 |
| | Total | 3600 |