



Mission Directorate

National Health Mission, Odisha
Department of Health & Family Welfare,
Government of Odisha

Letter No. OSH & FWS/1997

Date: 22.02.2021

From 104/17
Shalini Pandit, IAS
Mission Director, NHM, Odisha

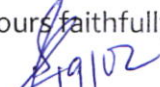
To
All CDM & PHO-cum-District Mission Directors

Sub: Guidelines for organizing ASHA & GKS convention at district level.

Madam / Sir,

In inviting a reference to the subject cited above this is to inform you that, as approved in PIP 2020-21, ASHA & GKS Convention will be organized at district level to acknowledge and appraise the contribution of ASHAs & GKSs in improvement of health situation at community level. It is decided that, the ASHA & GKS convention will be organized jointly in the brand name as '**SWATHYA SEBARE GOSTHI SAHABHAGITA**' at district level. The activity is intended to create a platform for peer learning, experience sharing and to felicitate best performing ASHA & GKS to sustain their motivation to continue with good work. As ASHA & GKS convention will be organized jointly at district level and there will be participation of ASHA & GKS with representative from each block, the number of participants in the convention should be limited within 200 considering the present COVID-19 situation and the restrictions. The exact number of participants will depend upon the size of the venue. The venue should be sanitized properly before the entry of participants and thermal screening of all the participants should be done at the entry point of the venue along with the provision of hand sanitization. All participants should be asked to wear mask and maintain physical distancing during the programme. The activity is to be conducted during the month of February and March, 2021 following the COVID-19 guidelines. The detailed guidelines for organizing ASHA & GKS Convention at district level is attached along with this letter for your reference.

You are therefore, requested to take necessary steps for organizing ASHA & GKS convention jointly at district level adhering to the process mentioned in the guidelines. The date of convention must be shared with CPRC, Mission Directorate well in advance for participation of state level officials in the programme.


Yours faithfully

Mission Director
NHM, Odisha

Encl: As above

Memo No. 1998

Date. 22.02.2021

Copy forwarded to all DPMUs for information with an instruction to organize ASHA & GKS Convention jointly at district level during the month of February and March, 2021.


Joint Director, Technical
NHM, Odisha

ASHA CONVENTION (2020-21)
(Platform for experience sharing and peer learning)

Background:

ASHAs are working at the community level to act as an interface between community and public health care system and to support for health and wellbeing of the people. It is their facilitation support, commitment, contribution and dedication which have helped the health system to achieve the desired results. The achievement of the health indicators is dependent upon the motivated action played by ASHAs at community level. As prime motivator and facilitator, they mobilise the community to effectively utilize the health services at the time of need and promoting right health seeking behaviour by the people. Notable contribution of ASHAs has resulted in the improvement of health indicators and promoting healthy life among the people. Such outstanding efforts and contributions of ASHAs need to be acknowledged and appreciated to encourage them to continue with the good work and further to act with a spirit of motivation for others to perform better. A number of capacity building programmes have been taken up to enable ASHAs to perform better in their respective field areas and various support provisions like uniform, award, bi-cycle, identity card and diary are being provided to them to keep their motivation. One of the important ways of capacity building and to sustain their motivation is to create and provide a platform for facilitation peer learning process and experience sharing. ASHA convention is expected to provide such a platform for the ASHAs and thereby enhance their knowledge and competency to accomplish the assigned activities at community level through cross learning process.

Further, to acknowledge and appraise the contribution of ASHAs in facilitating health service delivery at community level and to keep up their motivation for better performance best performing ASHAs of the district will be awarded on the occasion of district level convention. Like previous years, ASHA convention will be organised during the year 2020-21 at the district level with participation of representative ASHAs from each block of the district. Considering the present COVID-19 situation, the ASHA convention during 2020-21 should be organised following the restrictions of COVID-19.

Objectives:

The following are the key objectives of organising ASHA Convention at district level.

- To create a platform for ASHAs to share and learn from each other's experience of activity implementation.
- To enhance their existing knowledge and understanding on the programme through peer learning process.
- To acknowledge the contribution of ASHAs in promoting healthy life and life style in the community.
- Inspire and motivate ASHAs for their better performance by felicitating for their outstanding performance.