



Mission Directorate

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

Letter No. OSH & FWS/1997

Date: 22.02.2021

From

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.

- Advocacy event to share about the contribution of ASHAs for addressing health issues at community level.
- Strengthen interface between ASHAs and Govt. functionaries from different line departments like H & FW, W& CD, RWSS, PRI etc.
- To educate and update them on key issues related to ASHA programme Implementation.

Activities: The following activities are to be organised on the occasion of ASHA Convention.

- Sharing of experience by ASHAs - Achievement, Case study, Challenges & Innovations.
- Interface meeting with govt. functionaries from different sectors and ASHAs.
- Felicitate best performing ASHAs.
- Exhibition of stalls on different health related activities and social determinants of health with best practices.
- Quiz competition among ASHAs on different health programmes and health issues.
- Cultural programme performance by ASHAs.
- Any other such activities that will motivate ASHAs to perform better at community level.

ASHA convention will be of one day duration and non-residential in nature. The convention will be organised by the DPMU at the district headquarter with the support from other stakeholders and line departments. A detailed agenda of the convention is to be prepared and followed for the day's programme enlisting the activities mentioned above. Date of convention need to be shared with CPRC, Mission Director, NHM well in advance for the participation of state level officials in the programme and provide input for the programme.

Preparatory meeting:

A pre-convention preparatory meeting is to be held at district level to finalise the strategy for organising ASHA convention. A committee is to be formed under the chairmanship of CDM & PHO-cum-District Mission Director involving ADPHO (FW), DPM, DMRCH and Asst. Manager ASHA/GKS to work out plan of action for undertaking preparatory activities. Functionaries from other line department like W & CD, RWSS, PRI etc. should be involved in the ASHA convention for the better convergence of ASHA programme. The DPMU will take the lead role and overall responsibility for organising the convention ceremonially and successfully.

Timeline:

ASHA convention will be organised throughout the state during the month of February and March, 2021. The date of convention must be finalised in consultation with CPRC, Mission Directorate, NHM so that a representative will attend the ASHA convention at the district level.

Award to best performing ASHAs:

To acknowledge and appraise the contribution of ASHAs in effective implementation of activities at community level, the best performing ASHAs of the district will be awarded on the occasion of district level ASHA convention. Awards in form of cash prize, momentum and commendation certificate are to be given to the best performing ASHAs as part of felicitation.

Budget Provision:

The expenditure for organising ASHA Convention at district level will be met from the approved budget vide FMR Code 3.1.3.3 of the PIP 2020-21.

Out of the approved budget of Rs. 1,00,000/- (Felicitation of best performing ASHAs with Award at district level ASHA Convention), an amount of Rs. 70,000 may be spent for organising the convention and rest amount of Rs. 30,000/- for giving award to best performing ASHAs of the district. Funds may also be mobilised from the following heads / sources to meet the required expenditure for the purpose.

- A. Any additional expenditure to carry out the activity may be met out of the available fund of district and block level.
- B. IEC funds available may be used for the purpose.
- C. Other departments may be requested to provide support the programme.

Further, as it is decided to organise ASHA & GKS convention jointly at district level to create a common forum for both ASHA and GKS members to acknowledge and appraise their contribution, the budget approved for both activities will be utilised to organise the programme smoothly. The activity is to be organised in a brand name as "SWASTHYA SEBARE GOSTI SAHABHAGITA".

Documentation & Reporting:

ASHA Convention and felicitation of best performing ASHA should be documented properly with video and still photographs with a brief note. The Asst. Manager, ASHA / GKS is responsible for preparing the documentation of the entire activity.

The document of organising ASHA convention along with case study of giving award to best performing ASHAs should be shared with CPRC, Mission Directorate, NHM for documentation and publicity at the state and national level.



Mission Director
NHM, Odisha

Gaon Kalyan Samiti (GKS) Convention

*Platform for experience sharing and better inter-sectoral convergence
(Guideline)*

Introduction:

Gaon Kalyan Samiti (GKS) plays an important role at community level to address issues related to health and other social determinants of health. Annual untied fund is being placed to each GKS to initiate and undertake various need based activities to improve health, sanitation & nutritional standard of the local community as per the approved Village Health Plan. It is important to sensitize GKS members for effective implementation of GKS activity and promote maximum utilization of available health care services. A number of capacity building training programme of GKS office bearers, GP Sarpanch & other members have been organized to motivate & encourage for undertaking various innovations/exemplary activities in a convergence manner at the field level. The VISHWAS- (Village based initiative to Synergise Health, Water and Sanitation) activity for Swachhta & Swasthya has been integrated with GKS & GP to improve sanitation & nutritional standard of the community. Gaon Swasthya Samikhya (GSS) is also being implemented in 15 districts to improve right health seeking behaviour through community action.

In order to provide a larger forum for peer learning and experience sharing with representation of GKS, it has been decided that district level GKS Convention for the year 2020-21 will be organized jointly with ASHA Convention in a brand name i.e. "SWASTHYA SEBARE GOSTI SAHA BHAGITA" instead of block level Convention. This forum is also intended to create a platform to felicitate best performing GKS for their outstanding contribution in improving health, sanitation and nutritional standard of the community.

Objectives:

- To provide a platform for GKS members to share and learn from each other's experience of activity implementation.
- To provide a platform for the GKS President (Ward Member), Convener (AWW), Facilitator (ASHA), other active members of GKS & GP Sarpanch to sensitize them on their role and responsibility for effective functioning of GKS at the community level.
- Orient the participants on the importance & process of Village Health Plan of GKS & GP Health Plan.
- To provide a platform to the best performing GKS members for sharing their experiences, innovation & challenges of GKS activity implementation at village level.
- Develop better inter-sectoral convergence with line Departments to promote better health care situation at the community level.
- To enhance understanding of the participants regarding community issues through experience sharing.
- Focus on VISHWAS activity implementation- "Village based Initiative to Synergise Health, Water & Sanitation- "Swachhta and Swasthya".

- Advocacy event to share about the contribution of GKS for addressing health issues at the community level to inspire and motivate GKS for better performance.
- Discussion on the indicators of Sustha Gaon & Sustha Panchayat Puraskar.
- To promote GSS & PRACHESTA-HWC activity as part of convention.

Activities:

The following activities will be organized as part of the convention at the district level.

- Sharing of experiences by the members of best performing GKS-challenges, innovations.
- Demonstration and exhibition of best practices and innovative activities undertaken at the village level.
- Interface meeting of government functionaries from health, ICDS, RD and PR of GKS.
- Exhibition stalls and IEC activities on different Govt programmes related to health, nutrition, water & sanitation and inter developmental activities.
- Quiz competition, cultural programmes, screening of video films of health and related issues.
- Sharing of experiences of the progress of the GSS and PRACHESTA-HWC in 15 GSS districts.

Participants:

As the COVID-19 pandemic situation is still going on, the number of participants to be decided as per the size of the venue at the district level in order to accommodate the number of participants as per the COVID-19 restrictions.

- Selected GKS president (ward member), Convener (AWW) & Facilitator (ASHA) & other members of GKS.
- Selected GP Sarpanch & BNVs/Volunteers of GSS programme.
- Officials of the line departments for better inter-sectoral convergence.

GKS Convention- District level:

It has been decided, District level GKS convention will be organized at the district level instead of block level convention. This will be one day duration and non residential in nature. District Health Administration will take the overall responsibility for organizing the activity with the support of other line departments like, ICDS, RD, PR & other stakeholders. Other departments may be requested to put up exhibition stalls, activity corners and other IEC activities as part of the programme at the district level. A detailed agenda with facilitating person will be prepared for conducting the activities of GKS convention.

President, Zilla Parisad, Collector and District Magistrate and other dignitaries may be requested to inaugurate the Programme. Govt. functionaries from the other line departments may be requested to participate in the programme and provide input for effective implementation of the programme.

Preparatory meeting and activity:

A pre-convention meeting needs to be organized at the district level to finalize the strategy and modalities for organizing district level convention. A committee is to be formed under the chairmanship of CDM & PHO-cum-District Mission Director, ADMO (FW), DSWO, District Panchayat Officer, Programme Officer, ICDS, DPM, Asst. Manager GKS/ASHA, DPHCO/ADPHCO to work out the plan of action for undertaking preparatory activities. Functionaries from the other line departments like W & CD, RD & PR etc. should be involved in the GKS convention for better convergence of GKS programme. Wide publicity is to be made on the activity. The DPMU is to take the overall responsibility for organizing district level GKS convention along with ASHA convention. Considering the present COVID-19 pandemic situation, GKS convention for the year 2020-21 should be organized following the restrictions of the COVID-19 guideline.

Timeline:

District level GKS Convention will be organized jointly with ASHA Convention in the name i.e. "SWASTHYA SEBARE GOSTI SAHA BHAGITA" during the month of February & March, 2021 as per the guideline. The districts must plan well in advance to organize the Convention and the date of Convention must be communicated to CPRC, Mission Directorate, NHM so that representatives from the Mission Directorate will attend both of the convention.

Budget:

The expenditure towards organizing district level GKS convention will be met out budget head 3.3.4 of NHM PIP 2020-21. Funds and resources may be mobilized from ICDS, RWSS and other line departments to organize the programme.

Reporting:

The activities of the District level GKS convention must be documented (video and still photography) properly with a brief note and shared with the CPRC, Mission Directorate, NHM for future reference. A detailed report on the GKS convention needs to be prepared by the Asst. Manager GKS & QA /ASHA (where Asst. Manager GKS & QA not in position) within 15 days of the completion of the activity.



Mission Director,
NHM, Odisha