



ABSTRACT



Announcement – Extend the existing 102 call centre with additional 10 seats for Early Childhood Development / Mothering helpline activities through the Project Director, Tamil Nadu Health Systems Project – Sanctioned – Orders - Issued.

Health and Family Welfare (EAP II-1) Department

G.O(Ms) No.430

Dated :27.10.2020
Sarvari, Aippasi - 11
Thiruvalluvar Aandu 2051

Read:

From the Mission Director, National Health Mission letter Ref.No. 1139/P7/NHM/2019, dated 15.11.2019 and 11.12.2019

ORDER:

The Hon'ble Minister for Health has made an announcement on the Floor of Assembly for the year 2019-20 as follows:-

“தமிழகத்தில் புதிய முயற்சியாக பச்சிளம் குழந்தை வளப்பு பற்றி தாய்மார்களுக்கு தெளிவுபடுத்துவதற்காக சென்னையில் கட்டணமில்லா ஒருங்கிணைந்த ஆலோசனை உதவி மையம் (Mothering Help Line) 131 கோடி ரூபாய் செலவில் நிறுவப்படும்”.

2. In the letter read above, the Mission Director, National Health Mission has stated that, maternal and Child Health activities like JSSK drop back and PICME are being covered under 102 call centre. Hence, it is proposed that, call centre for Early Childhood Development / Mothering helpline will function under the purview of 102 call centre. Further, he has stated that, establishment of call centre for Early Childhood Development / Mothering helpline was included in PIP 2019-20 and approved by Government of India in RoP 2019 – 20. He has further stated that, the following services shall be provided in the above helpline.

- Educating beneficiaries about good practices in maternal and child care and the benefits they can avail from Government Schemes and Programs.
- Providing information and reminders at regular intervals regarding Do's and Don'ts.
- Validate the records of beneficiaries from PICME / MCTS.
- Providing them with a facility where they call an expert and consult him / her.
- Follow up of SNCU discharge / Home Based Young child Care (HBYC).

3. Further, the Mission Director, National Health Mission has stated that, the present active functioning of 102 call centre is from 8 a.m. to 5 p.m. Since the call centre for Early Childhood Development / Mothering helpline proposes to provide extended scope services covering the 1000 days which is from conception upto

3 years of age, additional Human Resource is required. On increasing the number of seats, the call centre will be made to function from 8 AM to 8 PM in two shifts. Hence, he has requested the Government to permit him to extend the existing 102 call centre with additional 10 seats for Early Childhood Development/Mothering helpline activities with the Human Resource detailed below:

Name of the post	No of staff	Expenditure		Qualification	Mode of Recruitment
		Cost per month	Per year		
Health Advisory Officer	10	14000x10 =1,40,000	1,40,000x12 =16.8 lakh	GNM- Staff Nurse	Outsourcing

The Mission Director, National Health Mission has also pointed out that, the placement is to be made in the nomenclature of Health Advisory Officers only, and not as Staff Nurse. Hence, the question of referring 2:1 ratio as per G.O(Ms)No.400, Health and Family Welfare Department, dated: 16.12.2014 i.e. one post regular and 2 post contract Staff Nurses does not arise.

4. The Mission Director, National Health Mission has also furnished the budget involved in this proposals as follows:-

Sl.No.	Activity	Cost (in Rs.)
1.	Cost of Establishment of Call Centre	
	a) Cost for additional 10 seater unit	30,00,000
	b) Cost for call center HR (revised)	16,80,000
	c) Training for the HR	25,000
2.	Software cost	10,00,000
3.	Call cost	1,00,000
	Total	58,05,000

He has stated that the above proposal has been approved in 38th EC meeting held on 25.11.2019 and also approved in RoP 2019-2020 at a cost of Rs.131 lakhs and requested the Government to issue necessary orders in this regard.

5. The Government after careful consideration have decided to accept the proposal of the Mission Director, National Health Mission and accordingly issue the following orders:

- The Mission Director, National Health Mission is permitted to extend the Early Childhood Development / Mothering helpline activities in the year 2019-20 as approved in RoP 2019-20 -FMR 18.5.
- The Mission Director, National Health Mission is permitted to extend the existing 102 call centre with additional 10 seats for Early Childhood Development / Mothering helpline activities with the following Human Resource.

141

Type of Resource / Staff	No. of Resource / Staff	Salary per person per month	Expenditure		Qualification	Mode of recruitment	Appointing authority
			Cost per month	Cost per year			
Health Advisory Officer	10	14,000/-	1,40,000	16,80,000	GNM Nursing - Staff nurse	Outsourcing on contract basis	Project Director, Tamil Nadu Health Systems Project

(iii) The Mission Director, National Health Mission is permitted to utilize the funds approved in RoP 2019-20 for the above activity through Project Director, Tamil Nadu Health Systems Project as per existing rates of 102 call centre.

6. This order issues with the concurrence of Finance Department vide its U.O.No.3510/FS/P/Health-I/2020, dated:21.10.2020

(BY ORDER OF THE GOVERNOR)

J.RADHAKRISHNAN
PRINCIPAL SECRETARY TO GOVERNMENT

To

The Mission Director, National Health Mission, Chennai- 6.

The Project Director, Tamil Nadu Health Systems Project, Chennai - 6

Copy to

The Special Personal Assistant to Hon'ble Minister (Health and Family Welfare), Chennai - 9

The Finance (Health-I) Department, Chennai - 600 009.

The Health and Family Welfare (Data Cell) Department, Chennai - 9.

Stock File / Spare Copy

//Forwarded by Order//

[Signature]
SECTION OFFICER

[Signature]
27/10/2020

21/10/2020

