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Government of India
Ministry of Rural Development
Department of Rural Development
Rural Livelihoods Division

7th Floor, NDCC II Building
Jai Singh Marg, New Delhi
Dated: 4th January, 2023

To,

The Chief Executive Officer/State Mission Director
State Rural Livelihoods Mission
All States and Union Territories

Subject: Sharing of guidance note on development of Immersion Sites under FNHW

Sir/Madam

I am directed to share the approved guidance note on development of immersion sites under the component of Food Nutrition Health and WASH (FNHW) of DAY-NRLM. The State Rural Livelihoods Missions have been advised to develop 2 Blocks in every District (covered under FNHW intensive implementation till March, 2023 and planned for intensive implementation in 2023-24) covering all the community institutions up-to the Self-Help Group (SHG) level as an immersion site during the Financial Year 2023-24. You are requested to plan and budget this activity in the Annual Action Plan for the financial year 2023-24.

Yours faithfully,

Enclosure: As mentioned above



(H.R. Meena)
Deputy Secretary to Govt. of India

Guidance Note on Developing Food Nutrition Health and WASH (FNHW) Immersion Sites

1. Context

Food, Nutrition Health and WASH (FNHW) Immersion sites refers to the selected sites that demonstrate all the aspects and elements required for integration of FNHW in the community institutions. More specifically, this will require the immersion sites to intensively implement all FNHW activities as per the National guidelines and state operational strategy developed by the State/Union Territory Rural Livelihoods Mission (SRLM).

The purpose of developing immersion sites is to demonstrate the feasibility and scalability of FNHW operational plans in the state, provide learnings and give options for other geographies across the state, to be scalable. These learnings will be in the form of requirement of human resource, building capacities, identifying FNHW indicators and data collection, convergence with other verticals of SRLMs and also with other related line departments at the block and lower levels, initiating and strengthening of FNHW enterprises and inclusion of dedicated FNHW budget etc. And most importantly, building capacity of the community institutions in identifying and addressing issues related to FNHW and representation in community forums like Village Health Sanitation & Nutrition Committees and Gram Sabha etc. It is expected that by intensifying FNHW interventions, SRLM would be able to make substantial contribution to improving the health and nutrition status of the community. The contribution may be captured by conducting baseline and endline studies at the site.

During the Financial Year 2022-23, all SRLMs were advised to develop a minimum of 10 CLFs as an immersion site in their Annual Action Plans, the North-Eastern states and North Western states however, had to develop a minimum of 5 CLFs as immersion sites.

As SRLMs have progressed in the implementation of FNHW activities, in next the Financial Year i.e. 2023-24, now every SRLM is advised to develop 2 Blocks in every District (that are covered under FNHW intensive implementation till March, 2023 and planned for intensive implementation in 2023-24) covering all the community institutions up-to the Self-Help Group (SHG) level as an immersion sites. Also, SRLMs are advised to saturate all the community institutions that are existing in the blocks where CLFs are already developed as an immersion sites under FNHW component during FY 2022-23 on a priority basis and include these block for immersion site development during FY 2023-24. SRLMs are advised to refer to the Advisory issued on 5th November, 2020 on developing state operational strategy, activity matrix, state operational strategy and visioning 3 FNHW module of model Cluster Level Federation (CLF) for activities to be rolled out under the FNHW component.

2. FNHW activities in immersion sites

The SRLMs shall select the blocks for developing them as immersion sites based on the readiness of the block in terms of maturity of the CLF, human resource in place, established mechanisms for convergence, reviews and monitoring, among others. Preferably, a block with model CLF shall be considered for developing as an immersion site. All the activities envisaged under the state operational strategy shall be implemented in the immersion sites. Adequate resource pool, capacity building of staff and cadre, processes etc. shall be effectively put in place in these immersion sites. The developed resources and experience gained in the immersion sites can be utilized for



scaling up of the interventions. Immersion sites can be used as model sites for exposure visits by the newly initiated areas.

Below is the list of activities that shall be undertaken in all the immersion sites, although the SRLMs may not limit to these activities and may added or adapt based on state specific operational strategy in consultation with the National Mission Management Unit (NMMU).

i. **Preparatory Activities**

- Orientation of members of state core committee and FNHW state operational strategy developed/revisited for any required amendments. Detailed Action Plan shall be developed for the districts, blocks, CLFs, Village Organization (VOs) and SHGs.
- Adequate resource pool (Resource Persons at district, block, Gram Panchayat, CLF, VO) on FNHW shall be developed in each block at all levels. They shall be trained using FNHW resource materials, as per the NMMU guidelines.
- FNHW Community Resource Persons (CRPs) and FNHW cadre including Social Action Committee at CLF and VO level shall be in place.
- Roles and responsibilities of each stakeholder shall be clearly defined from district to SHG level.

ii. **Implementation Activities**

A. System Strengthening:

- The policies for state/district/block resource persons and engagement of Community Resource Person (CRP) and cadre shall be in place.
- The FNHW deliverables shall be added in the district and block manager's job profile.
- All the resource material i.e SBCC material and Standard Operating Procedures (SOP) of VHSND participation, conducting community-based events, planning and review formats etc shall be adapted and shared with the staff/CRP/cadre.
- Training on FNHW including on the community level committees, convergence forums like Village Health Sanitation and Nutrition Committees, Gram Sabha etc shall be conducted for district and block managers, coordinators, all CLF and VO Social Action Committee and EC members.
- The FNHW indicators shall be regularly monitored and Monthly Progress Report (MPRs) at all levels shall be submitted by 7th of every month.
- Review meetings shall be held at district, block, CLF and VO level as planned.
- Documentation of efforts, progress, best practices, initiatives shall be done.

B. Social Behaviour Change Communication (SBCC):

- At least 80% of SHGs under the block shall be conducting discussion on identified FNHW related issues in at least one monthly group meeting, as per state operational strategy.
- SBCC interventions shall be conducted as per activity plan at the CLF, VO and SHG level. SBCC activities can be in the form of community-based events, campaigns (a multiactivity intervention), home-visits, peer counselling, Ratri Chaupals, etc. (refer to the activity matrix mentioned in the Advisory issued on 5th Nov, 2020 from the NMMU and state operational strategy).
- In addition, activities under POSHAN Abhiyaan, campaigns like COVID-19, Yoga day etc shall be observed.



- FNHW resource materials provided by national level shall be used for session roll out in the SHG monthly FNHW meetings. The SOPs shall be used for operationalization of interventions. The toolkit shared by the NMMU shall be adapted and printed.
- Awareness on rights and entitlements related services such as PDS, THR, etc shall be imparted to all the SHG members and members shall be encouraged to avail their rights and entitlements.
- FNHW related information shall be displayed at CLF, VO offices and at Community Managed Training Centres, such as on importance of diet diversity, food groups, hygiene and sanitation related issues, dietary advice for diabetes, hypertension etc. Community Managed Training Centres are serving nutritious meals including millets, moringa etc

C. Convergence:

- Existing platforms for convergence with other relevant department functionaries shall be identified and participate/conduct meetings regularly and discuss community level issues and follow up. The issues requiring higher order interventions shall be discussed in the state core committee meeting.
- CLF / VO and SHG members shall have clear role in supporting Village Health Sanitation and Nutrition Day (VHSND) and is being practiced. For example their role could be in participation in planning meetings, mobilization of eligible members and their family members to attend VHSND, provide space for check-ups, share community level issues with FLW, if any etc.
- Efforts shall be made to enhance participation of ASHA and/or AWW in VO meetings with FNHW agenda.
- Models of integrated Agri Nutrition Garden, Livestock rearing and SBCC for promoting diet diversity, FNHW enterprises and gender aspects implemented in the immersion sites.
- Agri Nutrition Gardens are being promoted and an effort shall be made to saturate all SHG household with a nutrition garden, and/or livestock rearing, as per the space available along with the Farm Livelihoods team.
- Active participation in POSHAN Abhiyaan activities i.e POSHAN Maah and POSHAN Pakhwada, COVID related activities, other Abhiyaans like Yoga Day, Health Mela etc and timely reporting on the same on dashboard.
- Active participation of CRP, SHG leader and members in Village Health Sanitation and Nutrition Committees, Jan Arogya Samiti, Gram Sabha, if functional. Action plan developed in all CLFs as per the Visioning 3 module under model CLFs and shall participate in VPRP and VRP.

D. FNHW Enterprises:

- At least one type of FNHW Enterprise shall be established in the immersion site, at any level – CLF, VO or SHG along with the Non-Farm Livelihoods team.
- Possibility of convergence with line departments e.g. Department of Women and Child Development, Department of Health, Department of Drinking Water and Sanitation shall be explored to engage in activities with provision of incentives to the SHG members. Joint Advisory issued by M/oRD, M/oWCD and M/o HFW issued in 2018 shall be referred.

3. Monitoring & Evaluation activities

- i. Data on identified FNHW indicators shall be collected on a regular basis. Data transmission chain from ground to state level should be clearly established while ensuring its completeness and validity.

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- ii. Mechanisms to review all activities at each level shall be in place and reviews need to be conducted regularly. The Standard Operating Procedure developed shall be referred for this purpose.
- iii. A baseline study shall be conducted to assess the impact of the interventions as per the state identified areas along with indicators on food security at the household level, diet diversity/adequacy for women and children. A midline and endline study shall be conducted in the consecutive years.

4. Resources available for SBCC and Operationalizing:

- i. To support implementation of these activities, FNHW resource toolkit is available which includes SBC materials on selected FNHW themes, and Standard Operating Procedures on selected operational issues.
- ii. Immersion sites shall make use of these materials and select from them based on the SBC activities listed in their plan. For example, if the CLF decides that Home Visits are required to deal with a particular issue, counselling card is to be used as an IEC tool for this activity.
- iii. The FNHW SBC and Operational materials can be accessed through this link, shared earlier also –

<https://drive.google.com/drive/folders/1XatGnZX80oLC2WvCxZzQxTo6grQJQTvx>

5. Checklist for developing an immersion site:

- i. Revisited state operational strategy with clear plans for developing immersion sites.
- ii. Staff and cadre trained and deployed at all levels. Training of staff and cadre (CLF-VO EC/SAC, CRP, cadre – VOA/Health Activist/CM/AW- as per the state structure) as per the NMMU module and resource material completed.
- iii. All the resource material required for SBCC, SOPs for VHSND, CBE etc adapted, shared with the community institutions for reference.
- iv. All the activities as per the national guideline and state operational strategy (Intensive implementation) covering key strategies i.e System Strengthening, SBCC, Convergence and FNHW enterprises implemented from District to HH level. In addition, activities under POSHAN Abhiyaan, campaigns like COVID-19, Yoga day etc observed.
- v. Models of integrated Agri nutrition Garden, Livestock rearing and SBCC for promoting diet diversity, FNHW enterprises and gender aspects implemented in the immersion sites.
- vi. Action plan developed in all CLFs as per the Visioning 3 module under model CLFs.
- vii. Participation of ASHA and/or AWW in VO meetings with FNHW agenda.
- viii. Review of activities i.e plan vs achievements at all levels, formats for planning and review shared for quality data collection and timely submission i.e submission of Monthly Progress reports by 1st week of every month.
- ix. Participation of SHG members (CRP/SAC) in convergence forums like VHSNC, Gram Sabha, VPRP and VRP.
- x. A baseline study shall be conducted to assess the impact of the interventions as per the state identified areas along with food security at the household level, diet diversity/adequacy indicators for women and children. A midline and endline study shall be conducted in the consecutive years.

