

**No. CDN/45/2024-Coordination (e-117281)**  
**Government of India**  
**Ministry of Women and Child Development**

Shastri Bhawan, New Delhi  
Dated: 29<sup>th</sup> November, 2024

**OFFICE MEMORANDUM**

**Subject: Pankhudi - Corporate Social Responsibility of Ministry of Women & Child Development**

The undersigned is directed to inform that Ministry of Women & Child Development has developed a Corporate Social Responsibility policy titled 'Pankhudi' to facilitate collaboration with organizations/individuals/corporates under CSR for carrying out different activities as enumerated under the three missions namely Mission Saksham Anganwadi & Poshan 2.0, Mission Shakti and Mission Vatsalaya.

2. On the pattern of 'Vidyanjali' portal implemented by Ministry of Education, a portal would be developed by Ministry of Women & Child Development to facilitate registration of potential contributors and for identification and approval of projects under CSR.

3. The activities under which CSR contributions can be utilised by the Ministry are detailed at **Annexure**.

4. The policy document is available on the Ministry's website at <https://wcd.gov.in/>

5. The approving authorities for projects under CSR are detailed below –

| S.No | Project                                                                                                                                | Approving Authority                                       |
|------|----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| 1.   | Projects within a District                                                                                                             | District Magistrate                                       |
| 2.   | Projects spread across more than one district within a State                                                                           | Principal Secretary/ Secretary of WCD Department of State |
| 3.   | Projects concerning more than one State or umbrella agreements with organisation like FICCI/CII/ASSOCHAM or any corporate organisation | Ministry of Women & Child Development                     |

6. This issues with the approval of Competent Authority.

**Encl: As above**

  
(U.S. Mehta)  
Under Secretary to the Government of India  
Tel No.011-23380010  
E-mail id: udayshankar.mehta13@nic.in

To

1. The Secretaries, All Ministries/ Departments
2. The Chief Secretaries, All States/UTs
3. The Addl. Chief Secretaries/ Principal Secretaries/ Secretaries of WCD Department of all States/ UTs

Copy to - 1.JS (IT) - with a request to develop a portal for its implementation

2.STD (NIC) with a request to upload the CSR document on the website of the  
Ministry of WCD.

Copy for information to:

1.Sr.PPS to Secretary, WCD

2.PS to HMWCD

### Activities to be covered under CSR policy of MWCD

CSR contributions can be utilised for the varied activities under the three missions namely – Mission Saksham Anganwadi & Poshan 2.0, Mission Shakti & Mission Vatsalya. Some of the areas, for illustration purpose are mentioned below:-

#### i. Infrastructure For AWCs-

- a. Basic Civil Infrastructure- Additional rooms for AWC, Toilets for Girls/Boys/ Divyang children, Toilets for staff, Drinking Water Facility, Overhead Water Tank, Playground with Equipment, Ramps/ Barrier-Free Access, Functional Kitchen and dining facilities, Rainwater Harvesting Structures, etc.
  - b. Basic Electrical Infrastructure- Ceiling Fans, Tube Light with Fitting, Exhaust fan for Kitchen / Toilets, Solar Panel / Electrical Equipment, Generator / Inverter Sets, Cooking equipment, etc.
  - c. Office Need- Desks, Chairs, Tables, Cabinets, Stationary, etc.
  - d. Educational Needs- White Boards/ Green Boards, Tables, Chairs / Benches, Stationery, Cupboards, Braille / Large Font Textbooks, Early Childhood Care and Education (ECCE)/ Building and Learning Aid (BALA) material, etc.
  - e. Digital Infrastructure- LED Monitor/ Equipment, Smart learning devices, Wi- Fi/ Internet Connectivity and Related Equipment, Computers, Printers, etc.
  - f. ECCE Equipment: Toys and games (including physical and digital toys/games), Swing sets for outdoor playgrounds, Balls, Racquets, Bats, etc.
  - g. Infrastructure for POSHAN Vatika: Gardening Equipment, Food/Plant seeds, other resources.
- ii. **Health and Safety aids-** First Aid Kit, Water Purifier, Disinfectants & Sanitizers, Masks, Infrared Thermometer, Hand Wash Facilities, Hearing Aids, Wheelchair, Fire Extinguisher, etc.
  - iii. **Maintenance&Repairs-** Electrical Fixture Change, Fans Regulators Change, Generator Repair /Maintenance, Painting (per sq.ft.), Pumps /Motors Repair, LED Equipment maintenance and repair, Smart learning devices maintenance, Wi-Fi Maintenance, etc.
  - iv. **Outreach Infrastructure-** Posters, Sign boards, Display boards with information about MoWCD schemes, Information Education Communication (IEC) through posters on road transport (trucks, buses, auto rickshaws, etc.)and hoardings on petrol pumps, IEC at block/village level to provide information, facilitating radio/ television advertisements about MoWCD schemes and helpline number, facilitating nukkad natak and street plays, etc.
  - v. **Transport Facilities-** Pick and drop services for adolescent girls to and from training centres, pick and drop for Anganwadi Workers (AWWs) and Anganwadi Helpers (AWHs) to facilitate home visits, etc.
  - vi. **Poshan Maah and Poshan Pakhwada-** This includes facilitating activities for Poshan Maah and Poshan Pakhwada through outreach, providing resources like halls, grounds tools and materials for the event, etc.
  - vii. **Providing nutritious food through Take Home Rations (THR) and Hot Cooked Meals (HCM)-** This includes making provision of nutritious food based on local tastes and diets, providing diverse and nutritious food by providing raw rations that can be prepared at AWC or fresh prepared rations.

- viii. **Vocational training/ On-the-job training-** This includes vocational training for jobs in local industries for adolescent girls, on-the-job training, setting up classes for vocational training etc.
- ix. **Women's Safety-** This includes working in convergence with State/ UT Authorities to conduct safety audits, set up streetlights in dimly lit areas, setting up display boards with helpline numbers, etc.
- x. **Facilitating Training for Anganwadi functionaries-** This includes providing specialised and supplementary training for Anganwadi Workers (AWWs)/ Anganwadi Helpers(AWHs).This also includes providing resources like halls, training materials and kits to support the training activities being conducted and accommodation for non-local attendees.
- xi. **Facilitating setting up of camps-** This includes helping the authorities set up camps for improving linkages that may be required to be set up from time to time.
- xii. **Adoption of AWC/OSC/CCIs-** Contributors can adopt AWCs/OSC/CCI.
- xiii. **Strengthening Private Sponsorship component under Mission Vatsalya Scheme:**  
As per Mission Vatsalya Scheme guidelines there is provision of Sponsorship assistance through Private Aided Sponsorships through which interested sponsors (individuals/institutions/company/banks/industrial units/trusts etc.) can provide assistance in kind and through financial support to one or two children of an institution or a family and assistance in kind and through financial support may be provided to CCI itself for the purposes of strengthening of infrastructure facilities, improvement of service quality, to extend skill development and vocational training opportunities, extend sports facilities and training, coaching classes, medical assistance and facilities, support for library and computer lab, etc. The District Magistrate have to take measures to encourage individuals or Public/Private Sector Organizations to sponsor a child or a group of children or an Institution.
- xiv. The corporate houses under CSR can donate to National Children's Fund (NCF) under MWCD. NCF utilizes its funds for children affected by natural calamities, disasters, distress or are in difficult circumstances. Currently the Fund is providing financial assistance in the form of scholarship to meritorious students studying in Classes IX, X, XI, & XII living in Child Care Institutions for ensuring quality education for their development.
- xv. **SANKALP:HEW:**
  - a. Infrastructure
    - Provision of office furniture such as laptop, printer, smart board, projector, generator for HEW offices at district level.
    - Health and Safety aids- First Aid Kit, Water Purifier, Disinfectants & Sanitizers, Masks, Infrared Thermometer, Hand Wash Facilities, Hearing Aids, Wheelchair, Fire Extinguisher, etc.
    - Maintenance & Repairs- Electrical Fixture Change, Fans Regulators Change, Generator Repair / Maintenance, Painting (per sq. ft.), Pumps / Motors Repair, LED Equipment maintenance and repair, Smart learning devices maintenance, Wi-Fi Maintenance, etc.
    - Transport Facilities- Pick and drop services for women coming to DHEW for any training/activities.
    - Women's Safety- This includes working in convergence with State/ UT Authorities to place CCTVs/street lights in the approach road to HEW offices.
    - Any other items decided by State/UTs.

b. Activities

- Organizing vocational and sensitization trainings aligned to women's safety and empowerment in coordination with SANKALP:HEW.
- Facilitating setting up of camps- This includes helping the authorities set up camps for improving linkages with different women-related that may be required to be set up from time to time.

xvi. **Palna:**

a. Infrastructure

- Building additional rooms, toilets, play-area in Anganwadi-cum-creche (AWCC)
- Provision of toys, stationary, learning materials, audio-visual systems for child development for AWCC and standalone creches.
- Establishing model creches/day-care centres for children near to the employment hubs, training centres
- Supporting Anganwadi-cum-creches for turning them into model creches in remote areas such as mining areas, areas near forest based product processing centres etc.
- Provision of aids/devices for children with disability.
- Operationalization of creches/day-care centres for community within the premise/nearby hospitals, commercial hubs, IT hubs, residential areas, etc. for supporting working mothers and those aspiring to join the workforce.
- Any other items as decided by State/UT.

b. Activities

- Curating projects for training and developing care work professionals in different fields such as child-care, geriatric care, care for disabled etc.
- Conducting activities for children on basic numeracy and foundational learning.

xvii. **Pradhan Mantri Matru Vandana Yojana:**

a. Activities

- Conducting awareness camps, registration camps for awareness generation on scheme.

\*\*\*\*\*