



मनोज झालानी
Manoj Jhalani

अपर सचिव एवं मिशन निदेशक (रा.स्वा.मि.)
Additional Secretary & Mission Director (NHM)



भारत सरकार
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
निर्माण भवन, नई दिल्ली - 110011
GOVERNMENT OF INDIA
MINISTRY OF HEALTH & FAMILY WELFARE
NIRMAN BHAVAN, NEW DELHI - 110011

D.O. No. Z. 25020/3/2019-RBSK
Dated the: 8th July, 2019

Dear colleague,

There has been a felt need to nurture the cognitive capital of country through enabling all young children, to attain their fullest potential by ensuring their right to good health, good nutrition, and access to stimulating, loving and protective care in a nature-friendly environment. To make every child achieve their fullest potential, States / UTs had implemented various initiatives to reach every pregnant women and mothers of young children.

MoHFW through Early childhood development (ECD) initiative will try to complement existing initiatives by reaching out to every pregnant mother and parents of every child upto the age of 2 years through ECD Call Centre. These ECD Call Centres would focus on the first 1000 days of the child which consist of 270 days during pregnancy and the first 730 days or first 2 years after birth.

Under ECD call centre initiative, Ministry proposes to set up a call centre to provide information and counselling to parents, which will enable them to provide nurturing care to their children to ensure their optimal development. The information would be provided by trained resources in the field of early childhood development, which adds the credibility of the advices.

In view of this, a guiding note has been prepared that explains some key aspects of setting up and operationalization of ECD call centre. This document has broadly following three sections, Concept of ECD Call centre, Section, Model RFP and Technical Guidelines to assist ECD Call centre.

States / UTs are requested to go through these documents carefully and operationalization ECD call centres at the earliest. States / UTs may also customise the model RFP as per their requirements and prevailing procurement policies.

I thank Dr Arun Singh, National Consultant (RBSK) and officials of MMP Cell in preparing this guiding note, model RFP and technical guidelines. I would be grateful to users for providing their valuable suggestions for further improvement of these documents.

With regards,

Yours Sincerely,

(Manoj Jhalani)

Special Chief Secretary/Addl. Chief Secretary/Principal Secretary (Health & Family Welfare)- All States/UTs

स्वच्छ भारत—स्वस्थ भारत

Telefax : 23063687, 23063693 E-mail : manoj.jhalani@nic.in