



PuShTI

"Poshan umbrella for Supply chain through Tech Innovation"

Micro-nutrient fortified three products fulfilling the Recommended Dietary Allowances (RDA) requirements have been specially developed with the inputs from the experts through the GCMMF, the owner of world-renowned AMUL viz., BalShakti for children, PurnaShakti for adolescent girls and MatruShakti for Pregnant and lactating women.

Leveraging the advantages of IT, the Department designed and developed PuShTi, an online solution for efficient handling of all SNP procurement. Reliability, precision, accuracy, transparency, involvement of all stakeholders, accountability and efficiency are its hallmarks.

The system follows a bottom up approach of demand assessment, which facilitates an accurate calculation of THR & food-grains required at each AWC based on the number of beneficiaries availing these services. The monthly demand of THR stock and food grains for HCM is generated online at the Block Level to be collated and approved at the district and further reporting to the state government. There is a system-imposed deadline within which each stakeholder has to assess, verify, approve and forward its demand to the next higher level of ICDS hierarchy.

State Program Officer (SPO) places the order with GCMMF, who prepare a production schedule for the three dairy unions- AMUL, SUMUL AND BANAS for production of THR. The production and packaging are done in fully automated specially commissioned plants for production of ICDS-THR. Strict adherence and compliance to all quality assurance norms are ensured. Random samples drawn from THR batch are sent for analysis to the Food & Drug Laboratories of Government of Gujarat.



THR is distributed on time to beneficiaries on the basis of an advanced distribution schedule generated online by the dairies and intimated to all the stakeholders. Entire distribution process is monitored online. The supply of THR to the anganwadis is through fair price shops.

The entire supply chain, closely monitored at the State Management Centre (SMC) ensures just in time availability of the take home ration and food-grains. The system is

demand driven instead of supply driven. Delivery is being done at the AWC in case of THR and lifting by AWW/ AWH from FPS for HCM. There is 360-degree involvement of all the stakeholders. The web based portal and user friendly Android based App offer a unique solution. The quality in the entire State is uniform and standardised. Active involvement of village community and delivery of THR in their presence ensures social audit.



This is a sustainable process and institution to ensure timely, accurate and quality fulfilment of the entitlements of the beneficiaries and ensures fulfilment of four basic principles of governance, namely - Transparency, Sensitivity Progressiveness and Decisiveness. It also facilitates timely payments to the supplier.

An end-to-end solution it ensures exact demand of the THR for each AWCs based on the actual number of beneficiaries. The system incorporates online approval of the monthly demand, sharing the demand with the supplier & facilitating production and transportation schedule till the AWCs.

The delivery is sent to AWW/ AWH through the System generated SMS. Actual delivery takes place through a system generated OTP sent to the AWW/ AWH, who shares the same with the delivery person. In case of the network unavailability in certain remote areas, the delivery takes place through GPS based receipt signed by AWW/ AWH uploaded on the system. The certificate of satisfactory delivery is digitally submitted by the CDPO & PO. Based on which the payment is done to the supplier.



The unique application of digital technology in supply chain management offered following tangible benefits-

- a) Strict compliance to the statutory obligations of supplementary nutrition.
- b) Saves time, efforts and resources through a system approach.
- c) Timely information support in monitoring and corrective planning.
- d) Timely and regular availability of supplementary nutrition to the beneficiaries.
- e) Each grain for HCM and THR is accounted for and tracked right from the godown/ plant till AWC.