



Guideline for selection and role of ASHAs in Urban areas

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Introduction

ASHA (Accredited Social Health Activist) have been selected and positioned in rural areas of Odisha as a part of NRHM framework to facilitate the public health activities as well as MCH services. Effective implementation of ASHA under NRHM has brought significant improvement in the community involvement process for identifying health related issues, disseminating message, planning and service delivery in rural Odisha.

ASHA as trained community health volunteer complement the work of ANM/AWW in the field and act as an interface between the community and public health system. Considering the importance and contribution of ASHA in rural areas, the program was extended to few cities/towns in the state under NRHM. Keeping the experience in both rural and urban areas, Govt. of Odisha is planning to replicate the same model in NUHM proposed cities/towns. The above cities/towns will be covered under selection and engagement of ASHAs.

List of the cities/towns under selection of ASHA

SI	District	SI	Name of the cities/towns
1	Khordha	1	Bhubaneswar
		2	Khordha
		3	Jatani
2	Cuttack	4	Cuttack
		5	Choudwar
3	Sundargarh	6	Sundargarh
		7	Rourkela
		8	Rajgangpur
4	Ganjam	9	Berhampur
		10	Chhatrapur
5	Puri	11	Puri
6	Sambalpur	12	Sambalpur
7	Balasore	13	Balasore
8	Bhadrak	14	Bhadrak
9	Mayurbhanj	15	Baripada

10	Bolangir	16	Bolangir
11	Jharsuguda	17	Jharsuguda
		18	Brajarajnaragar
12	Koraput	19	Koraput
		20	Sunabeda
		21	Jeypore
13	Baragarh	22	Baragarh
14	Raygada	23	Raygada
15	Kalahandi	24	Bhawanipatna
16	Jagatsinghpur	25	Jagatsinghpur
		26	Paradip
17	Dhenkanal	27	Dhenkanal
18	Keonjhar	28	Keonjhar
		29	Barbil
19	Jajpur	30	Jajpur
		31	Byasanagar
20	Kendrapara	32	Kendrapara
21	Gajapati	33	Paralakhemundi
22	Angul	34	Angul
23	Kandhamal	35	Phulabani
24	Nawarangpur	36	Nawarangpur
25	Malkanagiri	37	Malkangiri
26	Deogarh	38	Deogarh
27	Sonepur	39	Sonepur
28	Boudh	40	Boudh
29	Nayagarh	41	Nayagarh
30	Nuapada	42	Nuapada
Total		42 cites/towns	

Unit for selection of ASHA

ASHAs shall be selected only in *slum areas* of the above mentioned cities/towns

- a. One ASHA shall be selected as per the main Anganwadi Centre exists in the city/towns
- b. In case of non-existence of the AWC in the cities/towns, ASHA shall be selected from slum areas having *200-300 households*.

- c. Any slums having less than 100 households within 1 km will be tagged with nearby slum(s) for selection of ASHA.
- d. Another ASHA shall be selected if the slum having more than 300 households.

Mapping for calculation of ASHA requirement

To decide the number of ASHAs to be selected in the slums, the respective district/city needs to conduct a mapping exercise as per the format given below.

Name of the city/ town:

District:

<i>Name of the ward</i>	<i>Name of the slum</i>	<i>Slum Population</i>	<i>Number of households</i>	<i>No. of AWC in the area</i>	<i>No. of ASHAs to be selected as per the norm.</i>	<i>Place of position/ land mark(slum) of ASHA</i>	<i>Description of area</i>	<i>ASHA in position</i>	<i>Gap/ vacancy</i>

- Slum population could be collected from the office of the respective urban local bodies.
- Total number of ASHAs to be selected in the city/town will be finalized based on the above mapping.
- Assistant Manager, ASHA/GKS or City Program Manager, NUHM will prepare the above format in consultation with the Slum Improvement Officer/Executive Officer of the respective urban local bodies and CDPO(urban/ district head quarter block) & NGOs implementing the Urban Slum Health Project under NRHM.
- The city level selection committee will approve the mapping list.

Eligibility criteria for selection of ASHA

For the selection of the ASHA the following criteria is to be followed:

- i) ASHA must be a woman (married/widow/divorced) and resident/ordinary residing in the slum/nearby slum(s) in last six months.
- ii) She must be in the age group of 25 to 45 years as on the advertisement date.
- iii) Minimum educational qualification for selection of ASHA shall be HSC pass.
- iv) Ability to read and write in Oriya with effective communication skills and leadership qualities.
- v) She should produce any documentary proof like Residence certificate/ Voter ID card/BPL card/Aadhar card/Bank passbook/Ration card as resident proof.
- vi) The Yashoda engaged under NRHM shall be given 1st preference during selection of urban ASHA subject to fulfilling all the above criteria.

Selection process

Since ASHA is a community based volunteer, her selection is to be done by conducting the following processes:

A. Constitution of City level ASHA Selection Committee

A committee will be constituted for the selection of ASHA consisting of the following members.

<u>For Bhubaneswar, Cuttack and Berhampur Municipal Corporation</u>	<u>For remaining cities/towns</u>
CDMO – Chairperson	CDMO – Chairperson
Asst. Commissioner/ SIO– Co-Chairperson	Executive Officer, Municipality – Co-Chairperson
CMMO in case of Bhubaneswar or Municipal Health Officer for Cuttack and Berhampur	Municipality Health Officer

CDPO, Urban ICDS Project	CDPO, Urban ICDS/Headquarter CDPO
DPM, NRHM	DPM, NRHM
City Program Manager, NUHM	City Program Manager/APM, NUHM
Assistant Manager, ASHA/GKS, NRHM - Convener	Assistant Manager, ASHA/GKS, NRHM - Convener
One NGO representative nominated by CDMO	One NGO representative nominated by CDMO

Role and responsibility of the committee

- The committee shall approve the mapping list for requirement of ASHAs to be selected for the city/town.
- The committee shall provide overall direction, coordination and support for the selection process in the urban area.
- The committee shall scrutinize the applications received for selection of ASHA in different slums and finalize list for selection of ASHA.
- The committee shall take final decision on selection of ASHA in the city/town

B. Sensitization to the urban community

A sensitization program to be organized in each ward inviting the representatives from the slums to discuss about the NUHM program and selection of ASHA in the slums, prior to the advertisement for selection of ASHA.

C. Invitation of application

Application for selection of volunteers to work as ASHA in the slums will be invited. A notice will be issued by Chief District Medical Officer (CDMO) of concerned district for inviting application for eligible candidate with a minimum notice period of 15 days. The copy of the notice should be displayed in the ULB office, Hospitals/Dispensaries, AWC, Urban Slum Health

Centre, Community Center, nearest Schools of the slum and other strategic locations. The sample notice is attached as Annex-1

The candidate will submit the filled application to the Chief District Medical Officer of the concerned district in the format (Annex – 2) along with the attested copies of the following documents.

- Support of nativity (Residential certificate issued by Tahsildar/ copy of Ration card / BPL Card/Voter ID card/Adhar card/Bank passbook).
- Proof of educational qualification (certificates with mark sheet of HSC pass and higher qualifications if any i.e intermediate /Graduation for weightage marking during selection).
- SC/ST category certificate.
- In case of widow/divorcee, relevant document to be attached
- In case of destitute, the copy of the Madhubabu Pension Yojana to be attached
- Engagement letter/order in case of Yashoda and Link Volunteer

The receipt of the application shall be acknowledged by the CDMO in the format (Annex – 3)

D. Verification of the documents and preparation of merit list

- The City selection committee will be verified the application form, relevant documents with the original certificates/documents.
- All the members of the committee will put their signature on copies of certificate and application certifying the validity of the documents.
- Application without required support documents will not be considered.
- In case of any doubt or objection found, the Committee may conduct field level validation.
- After verification of the necessary documents, a provisional merit list will be prepared and displayed in different public places for inviting objections on the merit list.

- Any objection on the provisional merit list will be considered within 10 days from the date of the display of the provisional merit list. Objections will not be entertained after the due date.

E. Finalization of the Merit list

The Selection Committee will meet again within 7-10 days on the last date of objection period to consider the objections raised by the candidate and take decision thereof. In the above meeting, the selection committee will finalise the list for engagement of ASHAs in the city/towns.

F. Weightage of mark for selection

- The Yashoda engaged under NRHM applied for selection of ASHA will be out rightly selected, if she fulfills the eligible criteria mentioned at the above guideline.
- For rest of the candidates, the weightage of marks will be calculated as per the details given below.

Category	Weightage of marks
HSC pass	50 marks (max.) (% mark secured in HSC /2)
Scheduled Tribe / Schedule Caste	10 marks (max.)
Widow/divorcee/Destitute	20 marks (max.)
Applicant having higher educational qualification	Intermediate – 5 marks (max.) Graduate – 5 marks (max.)
Applicant having experience as Link Volunteer under USH project of NHM.	10 marks (max.) 3 marks for completion of each year
Total marks	100

- During the calculation of weightage of marks, the 50% of the percentage of mark secured by the candidate in HSC will be considered as weightage of marks. Example: If a candidate secured 50% marks in HSC, she will get 25 marks as weightage.
- The total marks secured by each of the applicants will be prepared considering the category of the applicant and the corresponding weightage.
- A provisional merit list will be prepared based on the marks secured in the order of highest to lowest in the prescribed format and signed by the members of selection committee. (Annex – 4: Format for merit list preparation).
- In case two or more applicants securing the highest same marks, the older applicant (in age) will top the provisional merit list. The same norm will be followed for deciding other positions in the provisional merit list.
- Resolution/minutes of the selection committee to this effect will be prepared and will be signed by all the members (Annex – 4: copy of the resolution).
- The merit list will remain valid for one year and will be followed to fill up future vacancy.

Engagement of NGOs to support the process

The city selection committee may engage the Nodal NGOs working in the city to support the selection process (display of notice at different places, sharing of information among the community, sharing the merit list in different places etc.) and organize meetings in different slums and wards. The cost can be provided to the NGOs from the funds under selection of ASHA. The criteria for selection of NGO is given below ;

1. The existing partner NGOs implementing the urban slum health project in the city, to be engaged/given preference to support the process.
2. In case of more than one partner NGOs operating in the city; the operational areas may be distributed among the NGOs as per their existing area of implementation.

3. In case non- availability of partner NGOs mentioned in serial 1, MNGOs/FNGOs /other partner NGOs implementing NRHM program and working nearby the city to be engaged/given preference to support the process.
4. In case of non-existence of any partner NGOs mentioned in serial 1 and 3, the committee may select other NGOs from the district /city. In this case NGOs working in the nearest area shall be given preference.
5. In case of any disputes in NGO selection between two or more NGOs; NGO having highest financial turn over shall be given preference.
6. The decision of the city level committee shall be final in case of any dispute/s.

Funds for selection of one ASHA

The district/city may be incurred a maximum of Rs. 1000/- (Rupees one thousand) only for selection of one ASHA from NUHM fund.

Organize meetings at ward and slum level :

A sensitise meeting will be organized in all wards and slums of the city to mobilize the community and different stakeholders regarding the services and provisions made under NUHM at different level and programs related to water, sanitation, hygienic practice, immunization, disease control etc. will be discussed. The meeting will be chaired by the ward corporator/councilor. The selected nodal NGO will extend the support to the process.

Activity and timeline for selection of ASHA

Activity	Responsibility	Timeline
City level ASHA selection committee	CDMO /Asst. Manager, ASHA/GKS	Within 10 days from the date of receipt of the guidelines
Mapping for amassment of requirement of ASHA	CDMO/Asst. Commissioner / SIO/ Executive Officer,	

	Municipality /Asst. Manager, ASHA/GKS	
Selection of NGOs to support the process	Do	
Notice for invitation of application from candidates for selection of ASHA	Assistant Manager, ASHA/GKS/City Program Manager, NUHM	Within 10 days from receipt of mapping list of ASHA requirement
Notice period		15 days from date of issue of the notice
Meeting on scrutinize the applications and preparation of a provisional merit list	Selection committee	Within 10 days of the last date of inviting application notice.
Inviting objections on the provisional merit list and display of provisional merit list in different places.	Asst. Manager, ASHA/GKS/City Program Manager, NUHM	Within 7 days from issue of the notice
Selection committee meeting to finalise the merit list.	Selection committee	Within 7 days from last date of receipt of objections from the candidate
Preparation of final merit list and selection of ASHA and intimation to all concerned	City Selection committee	On the date of the meeting

Total maximum period for selection of ASHA– 60 days

Services and roles and responsibility of ASHA:

- ASHA will facilitate the essential services like RCH services, motivation on contraception adoption, sterilization, spacing methods, distribution of condoms and oral contraceptive Pills, early restriction of pregnancies, pregnancy care, promotion of safe delivery, nutritional care during pregnancy, identification of danger signs during pregnancy, counseling on immunization, ANC, PNC etc.
- Act as a depot holder for essential provisions like Oral Rehydration Therapy (ORS), Iron Folic Acid Tablet (IFA), chloroquine, Oral Pills & Condoms.

- Identify the target beneficiaries and support ANM in conducting regular monthly outreach sessions and tracking service coverage, facilitate access to health related services available at Anganwadi/Urban Primary Health Centres/ULBs.
- Escort/accompany pregnant women and children requiring treatment to the nearest Urban Primary Health Centre, secondary/tertiary level health care facility
- Reinforcement of community action for immunization, prevention of water borne and other communicable diseases like TB (DOTS), Malaria, Chikungunya and other services being provided by the ULB/State/ Central Government.
- Create awareness on safe water, safe sanitation and proper hygiene practices for good health
- Act as a link between MAS and other health service providers and Ward Kalyana samiti in their respective slums
- Support to MAS members in understanding health , nutrition, water, sanitation and hygiene issues of slum and help MAS in their day to day activities
- Actively participate and help in organising events like urban health and nutrition day, slum cleanliness drive, fixed immunization day, sector meeting, MAS meeting, WKS meeting etc.

Point of station:

The ASHA would actually be the nerve centres for delivering outreach services in the door steps of the beneficiaries. Preferably some suitable identified place for ASHA should be arranged in the slums/community which may be AWW centres, clubs, community centre or even her own residence. She would maintain an interpersonal communication with the beneficiary families and general public in the slum.

Capacity Building:

ASHAs will be trained on different modules as per GoI guidelines. In addition to this, ASHA will be trained on the state specific modules on different thematic areas like ORS preparation, steps of hand washing at critical time, safe water, importance of use of toilet, Point of use water testing & treatment methods, first aid training etc.

Support and monitoring mechanism:

Monthly ASHA sector meeting at UPHC level will be held on fixed day. This will be used as orientation program, incentive claim & settlement calculation, identification of NCD and to address the issues/problems faced by the ASHA. An ASHA mentoring system on the lines of NRHM will be put in place involving local NGO at the Urban PHC level. The Nodal NGO will support the mentoring process to ASHAs. The ANM would be designated as clinical mentor of ASHAs under her jurisdiction.

Performance Incentive:

The performance based incentive proposed under NUHM PIP will be paid to ASHA. The sector ANM of the respective sector will certify the activities prepared by each ASHA as per different incentive provision. The ASHA will receive the monthly claim incentive through e-transfer to bank account on 10th of each month, which is designated as ASHA incentive day. The program management unit working at district, block and city level will consolidate the same and ensure timely transfer of incentives to their accounts. The ASHA will make provision of drug kit, uniform; identify card, diary, cycle, umbrella, torch, kit for water testing and hygiene promotion, award for best performance etc.

Annex-1

NOTICE

It is hereby informed to the general public ofcity/town that , applications are invited from the eligible candidates for selection of ASHA in different places as per the attached list. The candidates should submit the application in the prescribed format with required attested copies of documents to the undersigned within.....by speed post/Registered post/Courier services. Applications will not be accepted after the due date. The office will not be considered the late receipt applications, in sufficient documents in the applications and in correct applications.

Qualification

- i) Candidate must be a woman (married/widow/divorced) and resident/ordinary residing in the slum/nearby slums in last six months.
- ii) She must be in the age group of 25 to 45 years.
- iii) She must be passed HSC.
- iv) She must read and write in Oriya language.
- v) Preference will be given the candidates with effective communication skills and leadership qualities.
- vi) The Yashoda engaged under NRHM shall be given 1st preference and Link Volunteer engaged under NRHM will also be given preference during selection.

Documents to be attached in the application form (attested copy of documents)

- Support of nativity (Residential certificate issued by Tahsildar/ copy of Ration card / BPL Card/Voter ID card/Adhar card/Bank passbook).
- Proof of educational qualification (all the Certificates and Mark sheets)
- Date of birth proof(HSC certificate)
- Category (SC/ST) certificate
- In case of widow/divorcee, relevant document to be attached
- In case of destitute, the copy of the Madhubabu pension Yojana to be attached
- Engagement letter/order in case of Yasoda and link volunteer

Chief District Medical Officer
.....District

Annexure-2

APPLICATION FORM

To

The Chief District Medical Officer

-----District

1. Name of the candidate :
2. Husband/guardian's name :
3. Permanent address :
4. Residence proof (Attach attested copy) :
5. Date of Birth (Attach attested copy) :
6. Age as on date of publication of the advertisement :
7. Caste(Attach attested copy in case SC/ST) :
8. Marital Status

Married	Widow	Diverse	Separate	Destitute

Attach proof

9. Educational qualification

Sl	Exam	Year	Name of the board/university	Result	Total mark	Mark secured
1	HSC					
2	IA/ +2					
3	BA/+3					
4						

10. Whether capacity to write and read in Odia language ?

Declaration

I hereby declared that . the above information are true and best to my knowledge and belief . In case found the information are false during the selection process or after, my selection will be cancelled.

Signature of the candidate

Place :

Date :

Annex-3

Merit list format

Name of the city/town

Sl	Name of the applicant	Address	Date of birth	Caste	Widow/diverse	Destitute	Edn	HSC mark secured *	IA/+2 additional mark	BA/+3 additional mark	ST/SC mark	Widow	LV	Yasoda	Others	Total

Annex-4

Resolution of the selection committee

The meeting of the city level ASHA selection committee was held on.....at under the chairpersonship of The members of the city level selection committee were participated in the meeting. The members are verified the applications received for selection of ASHA. The committee rejectednos of applications due to insufficient of documents as per the list given below.

Sl	Applicant Sl no.	Name of the applicant	Reasons for rejection of application

Out of the other applications, the committee found suitable.....nos of applications as per the guidelines and finalized the list as follows .

Sl	Application Sl. no	Name of the applicant	Area /slum

Place

Date

Signature of the selection committee

- 1.
- 2.
- 3.
- 4.
- 5

