GUIDANCE NOTE  
CATEGORY – BEST ASHA/ANM  
(EVALUATION PERIOD - 1st Jan To 31st Dec 2022)

1. Impact: How did the nominee create lasting impacts on individuals or groups under challenging and adverse circumstances? How did nominee demonstrate an exemplary implementation process to bring change in individuals or groups?

Key points that can be highlighted:

a) No. of married couples influenced for adopting family planning;
b) No. of pregnant and lactating women provided ANC/ PNC.
c) No. of the mothers undergone institutional delivery.
d) No. of children fully immunized.
e) Provide DOT for patients with TB.
f) No. of Village Health Sanitation and Nutrition Day conducted/supported.
g) No. of women encouraged women to seek ANC/PNC and have institutional deliveries.

2. Innovation: Innovative technique or approaches the nominee might have used to find solutions to challenging problems or situations?

Key points that can be highlighted:

a) Any specific innovations including the use of technology in reaching last-mile delivery of health services.
b) Partnerships build with NGOs, and other networks to mobilize the community and improve access to health services;
c) Leveraging government schemes like Janini Sishu Suraksha (JSS) etc.
d) Steps taken to effectively create awareness and provide information to the community on determinants of health such as nutrition, basic sanitation and hygienic practices, healthy living, and work conditions.

3. Story of Change

Key points that can be highlighted:

a) Any new ideas/initiatives/approaches (service or product) adpoted, and its effectiveness in delivering the impact.
b) Ensuring the involvement of the stakeholders in achieving a better outcome and any new strategies that might have been undertaken for the same.
c) New measures undertaken by the nominee to make the process gender inclusive (equal participation from men).
d) Sustainability and Exit Strategy: means and measures are taken to ensure the outcomes’ sustainability after the intervention’s completion and how well the exit strategy is planned (if applicable).

4. Mandatory Evidence to be submitted along with the application

Please attach any one of the following evidences to support your story that can be verified independently:
1. Newspaper clippings,
2. Letters of appreciation from senior Government Official/Panchayat Head/District Official,
3. Any award received for the achievement mentioned.
4. Four to five photographs of nominee’s activities in the field (high resolution).
Story of Success

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**Mandatory evidence:** Please attach evidence to support your story. Evidence can be newspaper clippings, photos, video clippings that can be verified independently, letters of appreciation, or any award received for the achievement mentioned.

**Note:**
- This guidance indicator sheet is for reference purposes only. The nominator must qualify the exemplary performance of the nominee beyond their regular role, demonstrating an exemplary course of action under each parameter. Please use quantifiable numbers or percentages under the Impact section.