

Government of Orissa

Women & Child Development Department

...No. 6195 /SWCD  
Coord. (MISC) 14/11

Dated the 16<sup>th</sup> March, 2011

From: Ms. Arti Ahuja, IAS  
Commissioner-cum-Secretary to Government.

To All Collectors

Madam/Sir,

The feeding programmes implemented by the Women and Child Development Department, Orissa, are poised at a watershed moment. Government of Orissa has taken an in-principle decision to implement decentralized procurement of foodstuffs in pursuance to directions of the Hon'ble Supreme Court. This involves procurement of all foodstuffs except rice which is supplied by Govt of India through FCI godowns. Your active monitoring and intervention is the key to the success of the programme.

The guidelines for decentralized procurement are in three parts:

1. Supplementary nutrition programme- preschool children
  - a. Hot cooked meal and morning snacks for preschool children
  - b. Hot cooked meal for emergency feeding programme in eight KBK districts
2. Take Home Ration for children between 7 months to 3 years, pregnant and lactating mothers, and malnourished children
3. Hot cooked meal for primary and upper primary schools under Mid Day Meal programme.

In my earlier letter No195, dated 10.3.2011, some preparatory activities for the decentralization process were listed. I am sure those activities would be nearing completion by now.

A few more issues, along with the guidelines are listed below for your necessary action:

The guidelines are applicable throughout the state, including the three districts where indiamix is being supplied at present. From 1<sup>st</sup> April, indiamix will be replaced by hot cooked meal. However, WFP will supply Indiamix as THR in these districts; hence to that extent the THR guidelines for the three districts stand modified.

1. Coverage of children in difficult circumstances

Please take special measures to ensure that children of migrants left behind, disabled children, children of wage labourers who go out during the day, children of indigent families, single mothers, orphans and other vulnerable children, who may not have any adult bringing them to the AWC, or giving them THR, are brought into the net of ICDS and given the supplementary nutrition.

2. Joint accounts

All joint accounts stipulated for ICDS as well as MDM should be new accounts. Existing old joint accounts e.g. for GKS etc should not be used for the feeding programmes.

3. Rice transport and delivery

- I. Rice will be transported as earlier, from FCI godown to the AWC and school point, and now in addition; to the SHGs making THR at the block point. You may retain the transport cost given for SNP and MDM at the district level for delivery of rice to all the above mentioned points. The transport cost for SHGs making THR is meant for SHGs to transport THR to the AWCs, and should not be used by the district administration for transporting rice.
- II. A fair, open and transparent tender procedure should be followed in selection of transport agents. Local condition and prevailing prices should be taken into account that competitive rates are arrived at.
- III. Delivery must be done at each AWC and School, and the block level SHG/federation engaged for THR preparation only for a month's requirement. On no account should a transport agent deliver rice for more than once a month's requirement to any AWC, SHG and School. In case of deviations, penal clause should be invoked. In case of persistent deviations relating to quantity and /or regularity of supply, stringent action as per law should be taken.
- IV. A route chart should be prepared, so that delivery is made on a fixed date every month to the designated AWC/SHG/School. The transporter should carry a weighing machine, and weigh the stock at the delivery point in front of the SHG/Janch Committee/mothers committee as the case may be.

#### 4. Remunerations

- I. The honorarium of AWWs and AWHs should be paid every month through e-transfer into their accounts.
- II. Similarly the cooks and helpers engaged by Headmasters/SHGs for MDM should be paid their remuneration in the first week of every week through electronic transfer into their individual accounts, or in the alternative, into the SHG/ SMC account. Efforts should be made to open accounts of the existing cooks and helpers so that they can be paid the remuneration directly every month.

#### 5. Storage

- I. Since rice should not be supplied for more than a month's requirement, the average quantity required to be stored for a month should be worked out and storage bins given to each AWC. For ICDS, you may buy storage containers for rice from ECF at the district level and supply to AWCs. For schools, there is provision under the utensil cost, which can meet this requirement. All storage bins should be super scribed "Govt of Orissa supply. Not for Sale" with red paint.
- II. For dal storage, since it is not meant to be stored for more than one week, the same may be bought locally by AWWs from the flexi fund given to them. In case the fund is lying with the CDPOs the same should be immediately disbursed to AWWs for needful. An indicative price for the storage bins however, should be worked out and indicated to the AWWs.
- III. You may also give measuring equipment to the SHG, AWW, and School so as to ensure greater transparency, and amenability to checks.

#### 6. Training:

Training right down to the grassroots in an effective and time bound manner is highly essential for rolling out the process. A schedule has been given in the guidelines. Please do adhere to it, and identify suitable officials of different departments [by name] from distt and subdivision level who will do training up to GP level.

#### 7. Packaging:

The SHGs will be doing the packaging of THR. A draft packaging label has been given in the guidelines. Please also refer to "The Standards of Weights and Measures (Packaged Commodities) Rules, 1977", available at <http://www.fcamin.nic.in/Events/EventDetails.asp?EventId=1721&Section=Weigh>

t%20and%20Measures&ParentID=0&Parent=1&check=0 for further additions in the packaging instructions at your level

8. Publicity:

- I. Entitlement charts in 3x 4 ft size should be displayed in each AWW and school. A copy each should also be displayed in each GP, Block and CDPO office. The amount required for the printing can be met from the MME funds in MDM and ICDS given to districts.
- II. There should also be painting on a prominent wall in the village giving the entitlements of beneficiaries of ICDS[all components of feeding], MDM and EFP in 8 KBK districts. The funds can be met from the IEC component of ICDS
- III. In addition, Swasthya Kantha of H&FW department may also be used for painting entitlements.
- IV. Please circulate the guidelines to all line officers of district, sub division, and block level, all extension officers, PRI members and elected representatives, banks, besides the field functionaries of the ICDS and MDM programmes. Copies should also be kept in GP offices.
- V. Please use local resources like kala jathas, wall paintings, gram sabha meetings, haats etc to circulate and disseminate information on the entitlements and the broad guidelines.
- VI. The School and Mass Education deptt has given funds for IEC under the ECCE component to all collectors. A plan should be drawn up for wide publicity to the decentralization process from these funds.
- VII. A "sikhya chetana abhijan" will be taken up by the School and Mass Education department from 15<sup>th</sup> April in all schools. This should also be used for creating awareness of the guidelines and beneficiary entitlements in all villages.

9. Expenditure monitoring:

- I. It must be ensured that only e-payments are done into the joint accounts for ICDS and MDM and SHG account for THR. The e-payment should be made on the 7<sup>th</sup> of each month. The next month bill should adjust for the reimbursement claims based on actual attendance.
- II. Similarly, by using the computers at the GP level, the expenditure statement from the implementation point [AWC/School/SHG] , should be submitted by 3<sup>rd</sup> of the months to the CDPO/NDO as the case may be, so

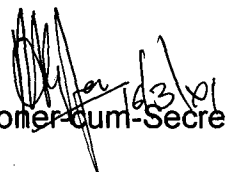
that the input can be used for payments into the account, and will also keep a check on the expenditure.

Kindly ensure that the utmost transparency, financial discipline and prudence is maintained in all transactions dealing with government money at all levels. Monitoring and supervision at your level is therefore of utmost importance in effective implementation of the programme.

For launch of the decentralization of feeding programmes, a small function should be held in each village, with participation of all villagers. A banner should be put up, and the people should be explained the purpose and modalities of each programme. You may use the CD prepared by the Deptt for the purpose, where the guidelines are explained in simple Oriya. The janch committee members should also be introduced as such to the village and their role explained. The Sarpanch, or in his/her absence another suitable replacement, may be requested to inaugurate the programme. Field level staff may be given specific responsibility for the purpose. The cost may be met from the ECCE component of S&ME Deptt, IEC of ICDS and /or MME of MDM programme.

I request you to discuss the guidelines immediately with the field staff and take up other monitoring and supervision measures, so as to implement the guidelines effectively from the 1<sup>st</sup> April, 2011.

Yours faithfully,

  
Commissioner-cum-Secretary

Encl:

1. Guidelines for implementation of Take Home Ration for SNP under ICDS.
2. Guidelines for implementation of Hot Cooked Meal and morning snacks for SNP under ICDSW and for Emergency Feeding Programme in 8 KBK districts.
3. Guidelines for the implementation of MDM Programme in Primary and Upper Primary Schools.