



Government of West Bengal
Department of Urban Development & Municipal Affairs
“Nagarayan”
DF- 8, Sector- I, Bidhannagar, Kolkata -700064

NOTIFICATION

No. 858/UDMA-13014(99)/29/2021-BDG-MA

Dated: 27.08.2021

Government of West Bengal launched a program “MAA” initially in some Urban Local Bodies towards socio-economic development of poor citizens of West Bengal by providing cooked quality meal to the poor and needy citizens of the State by the Urban Local Bodies in common kitchen/s with a contribution of Rs. 5 per meal and subsidy of the State @ Rs.10 per meal since 15th February, 2021.

Now to reach the program across the State, to provide subsidised meal to the beneficiaries living in all the Municipalities and Municipal Corporations through better and more efficient management, monitoring and delivery mechanism, the Governor is pleased to accord approval to frame the following exhaustive guideline of “MAA”:

i) With the objective to provide subsidized quality cooked meal to the poor citizens of West Bengal to support their nutrition, Urban Local Bodies of the State shall implement this scheme in their jurisdiction under the supervision and guidance of respective District Administration and related Departments of the State Government. Kolkata Municipal Corporation (hereinafter mentioned as KMC) shall implement the same by their own.

A State level Society to be constituted and registered under Society Registration Act, 1961 for implementation of the scheme.

(ii) There will be a dedicated office with logistics support for the State level Society. The State level Society shall function from State Urban Development Agency (SUDA) with a separate State Programme Management Unit (SPMU). There will be a Programme Management Unit at the District Magistrate Office and at Kolkata MC (PMU). The detail of the constitution of the PMU to be decided by the UD & MA Department. A separate State Programme Management Unit (SPMU) to be setup at State Level located at SUDA and a District Programme Management Unit (DPMU) to be setup at the office of District Magistrate at all Districts and at the KMC headquarters. The Personnel to be engaged may be proposed by the State Level Society, recommended by the UD & MA Department and approved by the Finance Department.

There will be a single dedicated savings bank account at the State Level Society in any nationalized bank/ scheduled commercial bank.

(iii) Initially and from time to time State Government shall allot corpus fund chargeable to head of account “72-2235-60-200-097-31-02” to the State level Society for onward sub-allotment to the implementing units or as decided by the UD & MA Department.

All kinds of donations from NGOs, charitable trusts etc. and individual contribution either in cash or cheque / draft/ equivalent instruments shall be accepted by the State level Society. Contributions by Corporates as part of their ‘Corporate Social Responsibility’ shall also be accepted by the State Level Society.

Accounts shall be regularly updated and audited annually by reputed chartered firms.

(iv) Meal cost shall be @₹15 (Rupees Fifteen only); each meal is to be served @₹5 (Rupees Five only) to a beneficiary and @₹10 (Rupees Ten Only) as subsidy may be borne by the State. Meal cost shall not be revised for other purposes including honoraria or other incidental charges. Such meal cost shall be revised time to time as the State Government decides

(v) Urban Development and Municipal Affairs Department shall be the nodal Department for implementing the scheme with the support of other related Departments of the State Government. State Urban Development Agency shall act as the Nodal Agency for the scheme.

(VI) A modern kitchen with all required fire safety precautions is to be set up prepared and a moderately spacious and covered dining space/ canteen is to be identified for 50 – 100 beneficiaries to be seated for their meals. New construction is to be made wherever required. Sites to be chosen in such places where concentration of poor and destitute people are present.

(VII) Kitchen and canteens / dining space shall preferably be in close proximity. However, kitchen and canteens / dining space shall be located separately if situation so demands and subject to the decision of the District Magistrate/ Commissioner, KMC. In such cases, transportation cost of cooked food is to be borne over and above the food cost. Also, there may be one kitchen for more than one canteen location.

(VIII) Canteens is to be set up by the Urban Local Bodies only upto the maximum scale as decided by the UD & MA Department.

(IX) Self Help Groups (SHG) selected by the District Magistrate in consultation with the ULB in the Districts and the Municipal Authority in case of KMC is to be entrusted to cook and serve food to the beneficiaries. If SHGs are not available in a locality, NGOs or similar organizations shall be entrusted with the approval of State Society. Only female members of Self Help Groups shall be entrusted for the cooking, serving and supervision of meals to the beneficiaries.

(X) Rice, Dal, Sabji and one full table egg is to be served as the meal. The meal shall be served between 12 noon to 3.00 pm. everyday uninterruptedly to all beneficiaries coming to the canteen. The canteens shall remain operational on holidays also.

(XI) Coupon system prior to service of food may be introduced. No beneficiary shall be denied from without having the facility in the specific time period. Food shall be served on first come first serve basis.

(XII) Hygiene and COVID appropriate behaviour shall be strictly maintained for cooking and serving of meals. Use of masks, head covers, gloves etc. by the SHG members shall be ensured. Considering the present pandemic situation, packed meal in a hygienic manner with proper packaging instead of cooked ones, may be served to the beneficiaries.

(XIII) New set of utensils are to be used and LPG to be the medium for cooking while commencing in a centre or as and when required.

(XIV) Kitchens and canteens / Dining Space shall have to be sanitized before and after dining.

(XV) Use of plates made of 'SaalPata' or paper plates should be encouraged. Thermocol and Plastic plates are to be strictly avoided as they are non-bio-degradable.

(XVI) Safe water shall have to be used both for cleaning, cooking and drinking purposes.

(XVII) Regular disposal of the waste shall have to be ensured by the Corporation/ Municipality.

(XVIII) SHG members must wear specified sarees/ aprons as approved by the authority. The members shall have to display the name badge also.

(XIX) Rice shall be provided by the Food and Supplies Department through the District Controller Food & Supplies at the lowest rate. Municipal Affairs Department shall bear the cost out of their budget head. The District Magistrates shall send requisition of rice to DCFS & Deputy Director of Rationing (DDR) directly with a copy to the Director, DDP&S/Rationing. Similarly Kolkata Municipal Corporation shall submit requisition of rice to the DDR Kolkata (North) & (South) with a copy to DR (Director of Rationing). The requisition shall contain the location, authorized representatives; contact no etc. for quick transit of rice to the sites of MAA kitchen. Requisition of rice is to be sent at least 5 days prior to date of delivery. Requirement of rice for at least 15 days may be sent at a time.

(XX) Efforts should be made to procure vegetables through SUFAL Bangla and for Eggs through the Animal Resources Development Department by the District Magistrates/ Commissioner of KMC.

(XXI) Content and design of different publicity materials such as banner, signage, backdrop etc. is to be prepared at the State Level and disseminated to the Districts and KMC.

(XXII) A separate account of the contribution by the beneficiaries is to be maintained. Such collected amount is to be adjusted with the meal cost.

(XXIII) Fund shall be utilised for the following purposes:

- Initial setup cost to be provided which will includes onetime cost for procurement of new utensils, oven etc.
- Food subsidy @Rs.10/- per meal;
- Honorarium to members of the Self Help Group / Staff (all female) at the same rates at which honorarium is paid to the SHG members for the Midday Meal Centres.
- Cost of cooking gas;
- Procurement of personnel protection items for maintaining COVID Protocol;
- Construction of kitchen shed and dining space based on actual estimates duly vetted and sanction to be accorded from the State Budget of the UD & MA Department;
- IEC in the KMC and in the ULBs
- One time uniform cost as decided by the State/ Society for the female members of SHGs/ Staff;
- Contingency expenses of the MAA canteen centres
- Administrative and Overhead Expenses for Urban Local Body, District Administration/ KMC and State Urban Development Agency.

By order of the Governor

Sd/-

Khalil Ahmed, IAS

Principal Secretary to the Govt. of West Bengal

No. 858/1(17)/UDMA-13014(99)/29/2021-BDG-MA

Dated: 27.08.2021

Copy forwarded for information and necessary action:

1. The Principal Accountant General (A&E), Treasury Buildings, Kolkata-700001
2. The Principal Accountant General (Audit), Treasury Buildings, Kolkata-700001
3. The Principal Accountant General (RW & LBA), CGO Complex at Salt Lake, Kolkata-700091
4. Mayor/Chairman/Chairperson..... Municipal Corporation/ Municipality/NAA
5. The Municipal Commissioner, Kolkata Municipal Corporation
6. The Commissioner/Executive Officer. Municipal Corporation/ Municipality/NAA
7. The District Magistrate, ... District.
8. The District Municipal Development Officer,.....
9. CEO,.....Development Authority
10. The Directorate of Local Bodies, Govt. of West Bengal
11. The Director, State Urban Development Agency
12. Department of Food & Supplies, Govt. of west Bengal
13. Department of Animal Resources, Govt. of West Bengal
14. Department of Self Help Group & Self Employment, Govt. of West Bengal
15. The Finance Department (Group-N/R), Govt. of West Bengal
16. P.S. to HMOS (IC), Department of UD&MA
17. Sr. P.A. to Principal Secretary, Department of UD&MA

Joint Secretary
to the Govt. of West Bengal