



Collectorate: Gajapati
District Office, Mission Shakti
(S. W. Section)

ମିଶନ
ଶକ୍ତି

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Notice for Expression of Interest for SHGs / SHG Federations for Setting up
Millet Shakti Café at District Headquarter, Paralakhemundi

Letter No.: - 527 /SW

Date: - 02.05.2022

Office of The District Social Welfare Officer is looking for potential SHGs/ SHG Federations from Paralakhemundi municipality, herein after called as Applicants, to partner with Odisha Millets Mission for undertaking Millet Shakti Cafe are invited to submit their proposal before the CDPO, Gosani in the prescribed format attached as Annexure-2 within **15** days of this advertisement i.e. by 17.05.2022.

Detail eligibility criteria, selection procedure, block wise target for Millet Shakti Café and application forms are available in the Gajapati District Website i.e. www.gajapati.nic.in

The application must reach within the scheduled date and time at the office of the CDPO Gosani. Application received after due date will be rejected.

Date of receipt of the applications with effect from: - 02.05.2022

Last date for receiving the completed applications: - 17.05.2022.


20.4.22
District Social Welfare Officer,
Gajapati

Memo No.: - 528 /SW

Date: - 02.05.2022

Copy to D.I.O, NIC Gajapati, Paralakhemundi for information with a request to webhost the notice.


20.4.22
District Social Welfare Officer,
Gajapati



MISSION
Shakti

STANDARD OPERATING PROCEDURE (FOR PILOT PHASE)

MILLET SHAKTI CAFÉS

QUICK SERVICE MILLET RESTAURANTS IN CITIES OF ODISHA

A JOINT VENTURE OF
ODISHA MILLETS MISSION & MISSION SHAKTI

FINANCIAL SUPPORT:
DEPARTMENT OF AGRICULTURE AND FARMERS' EMPOWERMENT
DISTRICT MINERAL FOUNDATION, KEONJHAR AND SUNDARGARH DIRECTORATE OF
MISSION SHAKTI

TECHNICAL SUPPORT:
STATE SECRETARIAT, ODISHA MILLETS MISSION
(NCDS AND WASSAN)



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MANAGEMENT OF MILLET SHAKTI CAFÉS 21-22

ODISHA MILLETS MISSION

The Government of Odisha launched the Special Programme for Promotion of Millets in Tribal Areas in 2017 with an aim to revive millets in farms and on plates. The programme is being implemented 76 blocks in 14 districts with the help of partner NGOs and Farmer Producer Organizations. A State Secretariat is hosted at Nabakrushna Chaudhury Centre for Development Studies (NCDS) Bhubaneswar with Watershed Support Services and Activities Network (WASSAN) as the Programme Secretariat. ATMA is the nodal agency at the district level. The following are the broad objectives:

- Increasing household consumption of millets
- Improving productivity of millet crops
- Increasing processing facilities for millets and reducing drudgery
- Marketing of millets through promotion of FPOs and enterprises
- Inclusion of millets in state nutrition programmes like ICDS, MDM and the PDS.

As part of the first objective to promote household consumption of millets, millet stores are to be opened in main cities of the state. Under the component no. 14.1 of the programme budget of Odisha Millets Mission, funds have been placed for the establishment of these stores.

DIRECTORATE OF MISSION SHAKTI

Mission Shakti a campaign for holistic empowerment of women by forming women Self Help Group(SHG) was launched by the State Government in 2001. It functions under the aegis of the Department of Women & Child Development and Mission Shakti, Govt of Odisha. There are 6 lakhs SHGs in Odisha comprising of 70 lakh women members under the umbrella of Mission Shakti.

Directorate of Mission Shakti under Department of Women & Child Development Department and Mission Shakti is mandated with a mission of creating sustainable livelihoods of the Women Self-Help Groups through Capacity building, financial assistance and self-reliant institutions.

Under the joint collaboration of Mission Shakti and Odisha Millets Mission on “Promotion of nutritional security and millets-based livelihoods through women’s SHGs”, 15 Millet Shakti café will be operationalized by Women Self Help Groups over a project period of 3 years. The Standard Operating Procedure is developed for operationalizing the Mission Shakti café in pilot phase by Women SHGs.

1. MILLET SHAKTI CAFÉS

- 1.1. The stores under Odisha Millets Mission shall be opened as millets cafés (Quick Service Restaurants) run by women’s Self-Help Groups (SHGs) or SHG federations supported by Mission Shakti.

- 1.2. The brand name “Millet Shakti Café” shall be used across the state for all the cafés to be opened under this component.
- 1.3. “Millet Shakti” shall be the common brand name to be used for all products sold at the Millet Shakti Cafés.
- 1.4. Millets-based hot cooked items, millet drinks, bakery products, ready-to-cook and ready-to-eat products will be the highlight of the café.
- 1.5. Complementary items like Coffee, Tea, Chocolates will be served to make it an attractive spot for the young consumers.
- 1.6. Packaged millet grains, ready to eat and ready to cook products supplied by Processing units or FPOs supported by Odisha Millets Mission shall also be sold.
- 1.7. Millet Shakti Cafés shall be operated as a joint venture of Odisha Millets Mission and Mission Shakti.

2. DESIGN OF THE MILLET SHAKTI CAFÉ

The following shall be the design elements of the Millet Shakti Café:

- 2.1. Will have a common design and branding to the structure across all stores to be established.
- 2.2. A total built up area of about 250 sq ft and the main building of café in about 100-120 sq ft. About 40 sq ft of eating area outside the café shall also be made available. Preference will be given for Government-owned space.
- 2.3. **Will have the following utilities:**
 - Air-conditioned working space with working platform
 - Induction Plates for cooking / heating
 - Wash basin with tap water supply for cleaning of plates
 - Tea / Coffee vending machine (based on SHG preference)
 - Electric Fryer with Chimney, Electric oven, Electric Sandwich Grill and Electric Steamer
 - Display shelves and Refrigerator
 - Cash counter with POS machine and electronic receipts. Option of payments via UPI / Phone Pay / Paytm, etc. shall also be available.
 - Take-Away Facility along with Home-delivery facility through online food delivery platforms like Zomato / Swiggy / Uber Eats.
 - Eating area outside the café having steel tables.

A sample design is as under:



3. PRODUCTS TO BE SOLD AT MILLET SHAKTI CAFÉS

The Millet Shakti Café will sell an array of millet based food products to provide an option in millets food to people who wish to have a quick breakfast or snack with tea or coffee, take back grains and ready to eat / cook items to make recipes as per their preferences. 90% of all products sold at the Millet Shakti Café shall be millets-based.

The details of the products are as under:

2.4. Hot Cooked Items

The following hot-cooked items shall be available at the Millet Shakti Café:

Sr. No	Main Item	Side Dish	MRP (Rs.)	Morning (M) / Evening (E) / Both (B) / Lunch (L)
1	Ragi / Suan / Kangu Chakuli (2 pieces)	Sambhar / Ghooghni + Chatni	40	M
2	Ragi / Suan / Kangu Enduri Peetha (1 piece)	Green Chatni	40	M
3	Ragi / Suan / Kangu Idli or Bara (2 pieces)	Sambhar / Ghooghni + Chatni	30	B
4	Ragi Veg/Alu Chop (4 pieces)	Sambhar / Ghooghni + Chatni	30	B
5	Kangu / Suan / Proso Veg Pulav	Raita	50	L
6	Kangu / Suan / Proso Chicken Biryani	Raita	80	L
7	Ragi Chicken Pakoda (6 pieces)	Green Chatni	50	E

8	Ragi Onion Pakoda (one small plate)	Sambhar / Ghooghni + Chatni	30	E
9	Ragi Jalebi (3 pieces)		30	E
10	Ragi Kakara Peetha (2 pieces)		20	E
11	Ragi Malt / Soup (1 cup)		20	B
12	Suan / Kangu Kheeri		20	B

4.1.1. These items will be prepared by trained SHGs at the store using standard raw material supplied by processing units supported by Odisha Millets Mission.

4.1.2. The batter for idli /dosa /bara shall be prepared at mother kitchen level by the SHG Federation / SHG and will be supplied to the café.

4.1.3. All steamed and fried items shall be prepared at the café itself.

4.1.4. Only fresh items will be served.

2.5. Dry & Bakery items

The following dry and bakery items shall be sold at the Millet Shakti Café:

Sr. No	Item	MRP (Rs.)
1	Ragi or Jowar Jeera Salted / Choco / Butter / Peanut / Cashew / Jaggery / Milk / Kala Jeera / Ginger Cookies (250 gms) *	90
2	Ragi Sugar Free Cookies (all flavors) (250 gms) *	120
3	Ragi / Jowar cookies in a tin box (150 gms) *	50
4	Ragi Biscuits (per piece) *	10
5	Ragi Bread Veg Sandwich*	40
6	Ragi Bun Paneer Hotdog*	40
7	Ragi Bun Wada Pao*	40
8	Ragi Mixture (250 gms) **	40
9	Ragi Murukku (250 gms) **	40
10	Ragi / Jowar / Bajra Laddus (per piece) **	10

4.2.1. Item nos 1 to 7 will be supplied by empaneled bakers*. Annual Rate Contract shall be done with bakers for this purpose.

4.2.2. Item nos 8 to 10 will be prepared and supplied by SHGs running the café**

2.6. Packaged Grains, Flours and Mixes

The following packaged items shall be sold at the Millet Shakti Café:

Sr. No	Item	Volume (kg)	MRP (Rs.)
1	Ragi Flour	0.5 / 1	35/70
2	Jowar Flour	0.5 / 1	40/80
3	Little Millet / Foxtail Millet / Proso Millet / Kodo Rice	0.5 / 1	50/100
4	Jowar / Small Millet Rawa	0.5 / 1	80/160
5	Millet Khichdi Mix	0.1 / 0.25	30/75

4.3.1. These products will be supplied to the SHG Federation / SHG running the Millet Shakti Café by Integrated Processing Unit run by OMM supported FPO / CBO / SHG.

4.3.2. Annual Rate Contract shall be signed between the groups for supply of these products.

2.7. Complementary Items (Coffee, Tea, Chocolates)

4.4.1. In order to provide some complementary options, the SHG can choose to sell tea / coffee and chocolates.

4.4.2. Tea / Coffee could either be freshly prepared at the café by SHG members or a tea / coffee vending machine may be set up by the SHG at the café.

4.4.3. **Machined Tea / Coffee:** In case the SHG decides to sell machined tea / coffee, the choice of vendor for supply of Tea / Coffee Machine, Tea / Coffee powder shall rest with the selected SHG running the café. Annual Rate Contract shall be signed with vendors of tea / coffee machines.

4.4.4. **Freshly made Tea / Coffee:** In case the SHG decides to sell freshly prepared tea / coffee, they will use OMFED Milk only. Tea / Coffee powder and Sugar will be sourced from market by the SHG.

4.4.5. The following complementary items can be sold at the Millet Shakti Café:

Sr. No	Item	MRP (Rs.)
1	Coffee	15
2	Tea	10
3	Lemon Tea	10
4	Cold Coffee	25
5	Chocolates	As per size

3. MOTHER KITCHENS

3.1. The selected SHG Federation shall run a mother kitchen at their level to supply the following to the Millet Shakti Café:

- Laddus, Mudki and Mixture
- Fermented Batter for Idli / Dosa / Bara
- Ghughuni / Sambhar and Chatni to be served with Idli / Dosa / Bara / Peetha
- Pre-cut / boiled vegetables
- Ragi Malt powder
- Any other preparatory food material not possible to prepare at the Café

3.2. All the investment in utensils, space, cooking gas, others shall be invested by the SHG Federation / SHG from their funds. No financial support in this regard shall be provided from the Odisha Millets Mission.

4. PROPOSED LOCATIONS

4.1. The locations for setting up the Millet Shakti Cafés shall be decided by the State Level Monitoring Committee for Millet Shakti Cafés.

- 4.2. State Level Monitoring Committee shall be chaired jointly by Director, Agriculture and Food Production and Commissioner-cum-Director, Mission Shakti. The chairpersons may consult Commissioners of respective Municipal Corporations / Municipality / other authorities for necessary permissions.
- 4.3. The Millet Shakti Cafés shall be set up in the following locations in the state of Odisha:

Sr. no	City	Location	To be initiated in (phase)
1	Bhubaneswar and Cuttack	Outside Kharbela Bhawan or Head of Directorates (Outside Nautala building)	Pilot phase
2		Lingaraj Temple	Scale-up phase
3		Cuttack High Court	Scale-up phase
4	Keonjhar	Collectorate, Keonjhar	Pilot phase
5		Ma Tarini Temple, Ghatagaon	Scale-up phase
6	Sundargarh	Rourkela Railway Station	Pilot phase
7	Puri and Konark	Puri Jagannath Temple	Scale-up phase
8		Konark Sun Temple	Scale-up phase
9	Berhampur	To be decided	Scale-up phase
10	Sambalpur	To be decided	Scale-up phase
11	Jeypore	To be decided	Scale-up phase

5. PACKAGING AND BRANDING

- 5.1. All the cafés opened under this initiative shall have “Millet Shakti Café” as the brand name. (Sample below)
- 5.2. All the products sold at the Millet Shakti Café shall have “Millet Shakti” as the brand name. (Sample below)
- 5.3. All the cafés shall also have the following tag line: “Stronger Odisha with Millets Power”.
- 5.4. All the cafés shall have the following message: “Supported by Odisha Millets Mission and Mission Shakti”.
- 5.5. Packaged millet products shall also acknowledge the SHG / SHG Federation running the integrated processing unit as the “Processor and Packager”





6. GOVERNANCE AND MONITORING

- 6.1. A State Level Monitoring Committee under the chairmanship of Director, Agriculture and Food Production and Commissioner-cum-Director, Mission Shakti will review the stores on quarterly basis. The following shall be members of the committee:
- Joint Secretary, Mission Shakti (Member)
 - Deputy Secretary, Mission Shakti (Member)
 - JDA, Millets and IF, Directorate of Agriculture and Food Production (Member)
 - Team Leader, Mission Shakti (Member)
 - State Coordinator, Programme Secretariat (WASSAN), Odisha Millets Mission (Member Convenor)
- 6.2. Programme Secretariat (WASSAN) shall provide oversight and standardize the menu at each Millet Shakti Café.
- 6.3. Any change in menu or products shall require recommendation by WASSAN and approval by Commissioner-cum-Director, Mission Shakti and Director, Agriculture and Food Production.
- 6.4. Inspection of the stores shall be carried out on a monthly basis by a joint committee comprising members from Mission Shakti and Odisha Millets Mission.

7. ROLES AND RESPONSIBILITIES

7.1. Directorate of Agriculture and Food Production (DAFP)

The Director of Agriculture and Food Production shall perform the following roles:

- 9.1.1. Will approve the Standard Operating Procedure for Millet Shakti Cafés jointly with Commissioner-cum-Director, Mission Shakti.
- 9.1.2. Will provide funds from Odisha Millets Mission for establishment of the Café as stipulated under the budget of the programme.
- 9.1.3. Will review the performance of Millet Shakti Cafés on a quarterly basis.

7.2. Directorate of Mission Shakti (DoMS)

The Commissioner-cum-Director of Mission Shakti shall perform the following roles:

- 9.2.1. Will approve the Standard Operating Procedure for Millet Shakti Cafés jointly with the Director of Agriculture and Food Production.
- 9.2.2. Will identify SHGs suited for running the stores successfully
- 9.2.3. The selected SHGs will apply for obtaining required permission from concerned Urban local bodies and related agencies for having suitable locations in Bhubaneswar, Rourkela, Puri and other proposed towns with support from WASSAN and Directorate of Mission Shakti
- 9.2.4. Will facilitate bank credit linkage of SHGs to meet the working capital requirement

7.3. Programme Secretariat (WASSAN)

The Programme Secretariat of Odisha Millets Mission shall perform the following roles:

- 9.3.1. Will transfer the fixed costs and one-time costs for the establishment of stores to selected SHG Federations / SHGs as stipulated under this SOP document.
- 9.3.2. Will provide training and capacity building support to SHGs regarding millets and millet-based products.
- 9.3.3. Will link the SHGs with different suppliers for Millet Grains, Rawa, Khichdi Mix, Bakery products, Coffee / Tea Machines, etc.
- 9.3.4. Will provide technical support to SHGs for running the stores.
- 9.3.5. Will recommend the DAFP and DoMS for updating the Standard Operating Procedure based on experience.
- 9.3.6. Will develop standard packaging norms and share it with Directorate of Mission Shakti for circulation among selected SHGs/Federations.
- 9.3.7. Will help in course correction and overall project management.
- 9.3.8. The selected SHGs will apply for obtaining required permission from concerned Urban local bodies and related agencies for having suitable locations in Bhubaneswar, Rourkela, Puri and other proposed towns with support from WASSAN and Directorate of Mission Shakti.
- 9.3.9. Will ensure construction of Millet Shakti Café with water and electricity connection involving the WSHGs/Federations selected for managing the unit.
- 9.3.10. Will make adequate advertisement & publicity for public awareness.

7.4. Central Food Technological Research Institute, Mysore (CSIR-CFTRI)

The Project In-charge for CSIR-CFTRI, responsible for working with Odisha Millets Mission shall perform the following roles:

- 9.4.1. Will conduct nutrition tests on the products sold at the Millet Shakti Cafés.
- 9.4.2. Will provide the nutrition test report to Odisha Millets Mission.
- 9.4.3. Will suggest protocol to improve the hygiene and nutrition of the products to be sold at the Millet Shakti Cafés.

9.5. SHG / SHG Federation

The SHG Federation / SHG selected to run the Millet Shakti Café shall perform the following roles:

- 9.5.1. Will sign an agreement with the concerned DSWO and representative of Programme Secretariat (WASSAN), Odisha Millets Mission for running the Millet Shakti Café and operating mother kitchen for the same.
- 9.5.2. Will open a separate bank account for receiving the grant from Odisha Millets Mission. All expenses and payments for the Millet Shakti Café shall be done by the SHG from this account.
- 9.5.3. Will sign annual rate contracts with suppliers of bakery products, packaged millet products and coffee machine vendors.
- 9.5.4. Will attend all the trainings organized by the Odisha Millets Mission.

- 9.5.5. Will represent the Odisha Millets Mission and Mission Shakti at different platforms as partner for Millet Shakti Cafés.
- 9.5.6. Will arrange start-up capital of about Rs. 3 lakhs to purchase a month's stock for running the Millet Shakti Cafés. This shall include dry bakery items like biscuits, packaged millet grains, coffee / tea powder, etc.
- 9.5.7. Will run a kitchen at its headquarter to prepare and supply raw material to the Cafés. Utmost care shall be taken for maintenance of hygiene and quality standards to run the mother kitchens. The following shall be supplied to the Millet Shakti Café from the mother kitchens:
- Laddus, Mudki and Mixture
 - Fermented Batter for Idli / Dosa / Bara
 - Ghughuni / Sambhar and Chatni to be served with Idli / Dosa / Bara / Peetha
 - Pre-cut / boiled vegetables
 - Ragi Malt powder
 - Any other preparatory food material not possible to prepare at the Café will make timely operations of the café.
 - Will obtain required licenses for operation of cafe
- 9.6. District Mineral Foundation, Keonjhar / Sundargarh**

The District Mineral Foundation, Keonjhar / Sundargarh shall perform the following roles:

- 9.6.1. Will provide funds from the Odisha Millets Mission project for establishment of the Café as stipulated in respective districts under the budget of the programme.
- 9.6.2. Will review the performance of Millet Shakti Cafés on a quarterly basis.

10. PARTNERSHIP WITH WOMEN'S SELF-HELP GROUPS and FEDERATIONS

The Odisha Millets Mission shall partner with experienced and enterprising Women's Self-Help Groups (SHGs) and SHG Federations for the management of the Millet Shakti Cafés. Mission Shakti shall provide support in this regard.

10.1. Criteria for Selection of Self-Help Groups

- SHGs and SHG Federations will be eligible for applying.
- The group / federation must be at least 3 years old.
- SHGs having prior experience in commercial food processing and marketing will be preferred.
- Must be willing to and capable of arranging the working capital / running costs (at least Rs. 3 lakhs) upfront
- Must be willing to set up the mother kitchen required to supply idli / dosa / wada batter, Ghoghni / sambhar, pre-cut vegetables, etc. to the café.
- Must be willing to prepare and sell the following products at the café- millet based Murukku, Mixture and Laddus.

- Groups having licenses from government institutes, FSSAI certification and food business license will be preferred.
- Must be willing to pay the monthly electricity, water bill and any other applicable taxes & other dues.

10.2. Process of Selection of Self-Help Groups / Federations

- DSWO of the concerned district shall ensure floating of EOI project wise to get the panel of SHGs selected project wise. Interested SHG Federations / SHGs will apply to the CDPO / BPC Mission Shakti of the concerned block (*Application form in Annexure 3*).
- The Block level selection committee will meet under the chairmanship of CDPO with Block Mission Shakti Coordinator(Member), Block Project Coordinator-Mission Shakti(Convener), Block Agriculture Officer(Member) and representative from Odisha Millet Mission partner NGO of Millet Mission block (member).
- Block level Committee shall recommend the three best SHGs ICDS project wise to the District Level Committee.
- District level Committee will select project wise SHG and make a rank wise SHG list after due field verification
 - DSWO (Chair)
 - DPC -Mission Shakti (Member)
 - District Mission Shakti Coordinator (member)
 - Representative, Programme Secretariat (WASSAN), Odisha Millets Mission (Member).
 - Chief District Agriculture Officer (Member)
- Final approval on SHG selection shall be obtained from the concerned District Collector.
- The SHGs selected will be engaged for managing Millet Shakti Café rank wise as and when required on the basis of number of cafes within the project jurisdiction.

11. BROAD STEPS OF ROLLING OUT THE INITIATIVE

11.1. Pre-project Activities (Oct 2020 to Dec 2020)

- Submission of interim Standard Operating Procedure (SOP) by WASSAN
- Approval on the interim SOP by Commissioner-cum-Director, Mission Shakti and Director, Agriculture and Food Production
- Establishment of Integrated Processing cum Packing Unit in Bhubaneswar by WASSAN
- Securing permissions for establishing Millet Shakti Cafes in proposed locations by Mission Shakti
- Construction of Café by vendor identified through WASSAN
- Selection of SHGs by District Collectors
- Training and Capacity Building of SHGs by WASSAN
- Annual Rate Contracts with FPO, Bakers and Suppliers

11.2. Pilot Phase (Jan 2021 to March 2021)

- Launch of 3 stores on pilot basis from 1st January 2021 in Bhubaneswar (Kharbela Bhawan or Nautala), Keonjhar Collectorate and Rourkela Railway Station.
- Submission of revised SOP by WASSAN and approval by State Level Monitoring Committee as stipulated in interim SOP
- Concurrent assessment of operations

11.3. Scale-up phase (April 2021 onwards)

- Preparatory work for scale-up phase to begin from 1st April 2021
- Launch in more locations in major towns of Odisha from 1st June 2021.

12. STRUCTURE OF FINANCIAL SUPPORT PER CAFÉ

- 12.1. For establishing the Millet Shakti Cafes, a total one-time cost of Rs. 10 lakhs per unit shall be spent.
- 12.2. A support of Rs. 7 lakhs per unit shall be provided from Directorate of Agriculture and Food Production / DMF Keonjhar / DMF Sundargarh from funds available under the Odisha Millets Mission.
- 12.3. As these funds are placed with the Programme Secretariat (WASSAN) for implementation, WASSAN shall make the expenditure for building construction, amenities as mentioned in Section 3 of this document, electricity connection, water connection and any other miscellaneous expense amounting to Rs. 6 lakhs and transfer the startup capital of about Rs. 1 lakh to the selected SHG Federation / SHG as a one-time grant.
- 12.4. No part of the recurring cost shall be paid by the Odisha Millets Mission to the SHG Federation / SHG after the initial support of Rs. 1 lakh.
- 12.5. The SHG / SHG Federation selected for running the Café shall arrange about Rs. 3 lakhs upfront for:
- 12.5.1. Investment into the kitchen space, cooking vessels, storage vessels, cutlery, etc. required to run the mother kitchen at their SHG level.
 - 12.5.2. Purchase of a month's stock of packaged millet grains and bakery products.
 - 12.5.3. Purchase of a month's stock of raw material for products to be made by SHG themselves like hot cooked products, Laddus, Mudki, Mixture, etc.
 - 12.5.4. Wages for their members, electricity charges, maintenance and any other incidental or recurring expenses.
- 12.6. Mission Shakti will facilitate bank credit linkage of the selected SHG Federation / SHG to meet the working capital requirement.

13. TRAINING OF SELECTED SHG MEMBERS

Programme Secretariat (WASSAN) shall conduct the training of all members of the selected SHG. Trainings shall be provided on:

- Why millets are important and nutritional benefits of millets
- Millet-based recipes- planning, preparation, storage, serving
- Day-to-Day management of the café

- Financial management of the Millet Shakti Café and documents to be maintained for transparency and accountability

14. LAND, BUILDING AND ELECTRICITY

Land and electricity connection with all necessary permissions from the Municipal Corporation / Municipality / other authorities for the Millet Shakti Café shall be arranged by Odisha Millet Mission involving the concerned SHG/Federation with support of Mission Shakti.

OPERATING COSTS

SHG will pay the monthly electricity bill, water bill, any taxes and other dues.

All operating costs for the unit shall be incurred by the selected SHG / SHG Federation.

15. WORKING CAPITAL

Working capital for the unit shall be arranged by the selected SHG / SHG Federation. Mission Shakti will facilitate bank credit linkage to meet the working capital requirement of the SHGs.

16. ANNUAL RATE CONTRACTS WITH SUPPLIERS

The selected SHG Federation / SHG shall get into an annual rate contract with the following parties:

- 16.1. FPO / SHG supported by Odisha Millets Mission for supply of packaged millet grains and other products.
- 16.2. Bakery units in the city for supply of bakery products like biscuits, bread, buns, sandwiches, hot dogs, etc.
- 16.3. Vendors of Coffee / Tea machines and coffee /tea, milk powder, etc. (in case they wish to offer machined tea / coffee). SHGs shall be free to also sell freshly made tea / coffee.

17. PERFORMANCE REVIEW

- 17.1. The State Level Monitoring Committee will review performance of the selected SHG on a quarterly basis. It may decide to change the SHG Federation / SHG or take appropriate corrective action in case the performance is not satisfactory. Very strong penal action will be taken on the group in case of any financial / process irregularity.
- 17.2. District level monitoring committee will review performance of the selected SHG once in two months.

18. OPENING HOURS OF THE CAFÉ

- 18.1. The Café shall remain open every day from 9 am to 8 pm. It shall remain closed from 3pm to 4pm for maintenance and change of shifts.

18.2. Breakfast (morning) items shall be available from 9 am to 3 pm. Lunch items shall be available from 12 noon to 3 pm. Evening snacks shall be available from 4 pm to 7.30 pm.

18.3. SHG members shall work in two shifts:

18.3.1. **Morning Shift:** Those working in the morning shift shall report to the café at 8 am and open the café at 9 am. They shall leave the café after 3 pm.

18.3.2. **Evening Shift:** Those working in the evening shift shall report to the café at 3 pm and open the café from 4 pm. They shall leave the café only after 8 pm.

18.4. At least 3 members should always be present at the café to cater to the customers. 1 member should always attend the cash counter.

19. TAKE-AWAY AND HOME-DELIVERY FACILITY

19.1. The Millet Shakti Café shall offer Take-Away (Parcel) facility to customers. All items shall be packed in bio-degradable material.

19.2. All products available at the Millet Shakti Café shall also be available for home-delivery via Zomato / Swiggy / Uber Eats platform.

20. UTENSILS TO BE USED

20.1. Cutlery, cooking and storing vessels made of food grade stainless-steel must be used at the cafés. In case it is not feasible to use stainless steel cutlery, that made of bio-degradable material like recyclable plastic, reusable plastic cutlery shall be used.

20.2. For storage or serving at the café, reusable plastic / glass / porcelain / melamine cutlery can also be used.

21. ARRANGEMENT OF WATER

Filtered drinking water shall be available outside the café free of cost for the customers.

22. HYGEINE STANDARDS

23. DETAILED TIMELINES FOR ACTION

#	Activities	Output	Timeline
Pre-Project Activities (Oct 2020 to Dec 2020)			
1	Programme Secretariat (WASSAN), Odisha Millets Mission shall submit an interim Standard Operating Procedure (SOP) for Millet Shakti Cafes	Interim SOP Document	10 th Oct 2020
2	Commissioner-cum-Director, Mission Shakti and Director, Agriculture and Food Production shall approve the interim Standard Operating Procedure (SOP)	Approved SOP Document	20 th Oct 2020
3	WASSAN shall establish an integrated Processing-cum-Packing unit in Bhubaneswar for packaged products supply	Processing Unit established	15 th Dec 2020
4	WASSAN shall open a tender for Fabricators for construction of cafés	Tender Document Issued	15 th Oct 2020
5	Mission Shakti shall initiate the selection process of SHGs for running the Cafes	Letter on EoI from DSWOs issued from Mission Shakti Directorate	30 th Oct 2020

6	Mission Shakti will secure required permissions on proposed locations for establishing Millet Shakti Cafes	Location permissions from Municipal Corporation / Municipality / Other Authorities	30 th Oct 2020
7	Training of SHGs on running the stores	Selected SHGs trained	30 th Nov 2020
8	An Annual Rate Agreement shall be signed between vendor and Mission Shakti and Odisha Millets Mission for Coffee Machines supply and service	Annual Rate Contract for Coffee Machines	30 th Nov 2020
9	An Annual Rate Agreement shall be signed between Mission Shakti, OMM and different suppliers	Annual Rate Contract for packaged grains, bakery products	30 th Nov 2020
10	Construction of Cafés on selected locations	Structure of Café established	15 th Dec 2020
Pilot phase (Jan 2021 to March 2021)			
11	A three-month pilot phase for standardizing operations (first set of stores launched in Bhubaneswar, Rourkela and Keonjhar)	Inauguration of Cafés by Hon'ble Chief Minister	1 st Jan 2021
12	A revised SOP shall be approved after 3 months of the pilot phase based on experiences	Revised SOP Document	15 th Mar 2021
Scale up Phase (April 2021 onwards)			
13	Preparatory work for scale up phase	Required location permissions, SHG selection and Training and work orders for construction	1 st April onwards
14	Launch in other locations in major towns of Odisha	Inauguration of Cafés in other locations	1 st June 2021

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ANNEXURE 1: PROJECTED SALES AND GROSS REVENUE FROM MILLET SHAKTI CAFÉ

Type	Particulars	Unit	Qty per Unit	Per Day	Sale Price per Unit (Rs.)	Cost Per Unit (Rs.)	Sales Quantity (No of Units)	Sales Value (Rs.)	Cost (Rs.)	Gross Revenue (Rs.)
Days per Year ----->							290	290	290	290
Grain	Finger Millet (Ragi)	KG	1	1	40.00	35.00	290	11600	10150	1450
	Sorghum (Jana)	KG	1	1	40.00	35.00	290	11600	10150	1450
Flour	Finger Millet (Ragi)	KG	1	3	70.00	55.00	870	60900	47850	13050
	Sorghum (Jana)	KG	1	1	70.00	55.00	290	20300	15950	4350
Rawa	Little Millet (Suan)	KG	1	1	100.00	80.00	290	29000	23200	5800
	Foxtail Millet (Kangoo)	KG	1	1	100.00	80.00	290	29000	23200	5800
	Sorghum (Jana)	KG	1	1	80.00	80.00	290	23200	23200	0
Rice	Little Millet (Suan)	KG	1	1	100.00	70.00	290	29000	20300	8700
	Foxtail Millet (Kangoo)	KG	1	1	100.00	70.00	290	29000	20300	8700
Bakery Item	Ragi / Jowar Biscuits - 150 gm Tin Boxes	Pkt.	1	5	50.00	30.00	1450	72500	43500	29000
	Ragi / Jowar Biscuits - 250 gm all flavours including Sugar Free	Pkt.	1	10	100.00	70.00	2900	290000	203000	87000
	Ragi bread Sandwich	No	1	5	40.00	20.00	1450	58000	29000	29000
	Ragi Burger / Hotdog	No	1	5	40.00	20.00	1450	58000	29000	29000
Breakfast	Ragi / Suan Idly- 2 No	Plate	1	25	30.00	11.00	7250	217500	79750	137750
	Ragi / Kangu Bada-2 No	Plate	1	25	30.00	13.00	7250	217500	94250	123250
	Ragi Alu Chop-2	Plate	1	5	30.00	11.00	1450	43500	15950	27550
	Ragi / Suan Enduri Pitha-2 No	Plate	1	5	30.00	11.00	1450	43500	15950	27550
Meal	Millet Pulav + Raita (veg)	Plate	1	15	60.00	30.00	4350	261000	130500	130500
	Millet Pulav + Raita (Non-Veg)	Plate	1	15	80.00	40.00	4350	348000	174000	174000
Snacks Item	Soup	Plate	1	20	20.00	10.00	5800	116000	58000	58000
	Ragi Veg / Onion Pakoda	Plate	1	20	20.00	10.00	5800	116000	58000	58000
	Ragi Chicken Pakoda	Plate	1	20	50.00	25.00	5800	290000	145000	145000
Desert (All from SHGs)	Ragi laddu	Piece	1	20	10.00	4.00	5800	58000	23200	34800
	Jowar laddu	Piece	1	20	10.00	4.00	5800	58000	23200	34800
	Mix-Millet laddu	Piece	1	20	10.00	4.00	5800	58000	23200	34800
	Kakora Peetha	Piece	1	20	10.00	4.00	5800	58000	23200	34800
	Suan Kheer	Cup	1	10	20.00	12.00	2900	58000	34800	23200
	Mixture-250 GM	Pkt.	1	10	50.00	40.00	2900	145000	116000	29000

	Mudki-250 GM	Pkt.	1	10	50.00	40.00	2900	145000	116000	29000
Drinks	Mandia Chhaas / Malt-salt	Glass	1	20	20.00	7.00	5800	116000	40600	75400
TOTAL								3071100	1670400	1400700

ANNEXURE 2: PROJECTED NET INCOME TO SHG FEDERATION / SHG FROM MILLET SHAKTI CAFÉ

Profit and Loss Statement for Millet Shakti Café based on 290 days of operation annually			
Sr. No	Parameter	Remarks	Value (Rs.)
1	Revenue	Revenue (Rs.)	Gross Revenue from sales at MRP 3,071,100
2.1	Variable Cost	Purchase cost of products	Cost of purchase from bakers / FPOs / production cost at SHG level 1,670,400
2.2		Wages to working members at Café and Mother Kitchen level	3 members per shift for 2 shifts per day and 2 members at mother kitchen to be paid Rs. 350 per day on average for 290 days 812,000
2.3		Packing / Storage / Transport / Handling expenses (5% of purchase cost)	5% of cost of purchase 83,520
2.4		GST (2% of sale value under composition scheme)	2% of sale value 61,422
2		Total Variable cost	
3.1	Fixed Cost	General Maintenance	Cleaning, repair and maintenance of the space and devices at the cafe 24,000
3.2		Electricity Charges	Lumpsum 60,000
3.3		Miscellaneous	Lumpsum 12,000
3.4		Amortization of capital investment	
3	Total Fixed Cost		141,000
4	Net Income	Net income (Rs.)	302,758

Annexure-3 APPLICATION FORM FOR SELECTION OF SHG FEDERATIONS FOR SETTING-UP / MANAGEMENT OF MILLET SHAKTI CAFÉS

#	Details of SHG /SHG FEDERATION	Sub-component	Information
1	Name		
	Address		
	Bank Saving Account number		
	Bank & Branch name		
	Year of formation		
	Contact No & Email ID (if any)		
2	If registered	Registration number & date	
	Place of registration SHG / SHG Federation	Village	
		Gram Panchayat	
Block			
3	Educational details (qualification of Executive Committee members of SHG / SHG Federation)	President	
		Secretary	
		Treasurer	
4	Fund available in the Savings Bank Account	Total fund Available (Rs in lakhs)	
a	Whether Regular Saving	(Yes/No)	
c	Whether loan taken (Yes/No), If yes, mention the number of times loan availed since group formation		
d	If availed, Amount of loan (in Rs)		
e	Amount of loan repaid (Rs)		
f	Mode of loan repayment (Regular/Irregular)		
g	Maintaining Meeting Register regularly (Y/N)		
h	Maintaining the Cash Book regularly (Y/N)		
5	Livelihood activities currently being undertaken		
6	Details on business knowledge and experience on business activity.	Yrs. of experience in in commercial food manufacturing & marketing	
		Experience in managing street food stall/outlet/Kiosk	
		Annual turnover is Rs Lakhs	
7	Availability of Vehicle to transport goods	Have own vehicle (Yes/No)	
8	Availability of infrastructure for recipe preparation and sale	Full set of utensils (Yes/No)	

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Declaration:

We hereby declare that the details furnished above are true and correct to the best of our knowledge and belief. In case any of the above information is found to be false or untrue or misleading or misrepresenting, we are aware that we may be held liable for it and penalized according to the court of law.

Signature of the Applicant SHG Federation (President and Secretary of the group)

Acknowledgement

Received the expression of interest from SHG Federation, having address at , on date.....for management of Millet Shakti Café.

Child Development Programme Officer

Memo No.: - 529 /SW

Date: - 02.04.2022

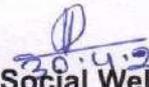
Copy to CDPO Gosani of this District for information and instructed to display the notice and the format in their office and in all AWCs/Federations of their concerned block for fifteen days. The applications should be received as per the above notification with in the due dateline. They are requested to facilitate selection of willing and eligible WSHGs to take up this activity in accordance with the enclosed guideline.


30.4.22
**District Social Welfare Officer,
Gajapati**

Memo No.: - 530 /SW

Date: - 02.04.2022

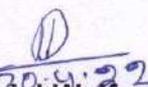
Copy to Block Development Officer Gosani and EO, Paralakhemundi Municipality of this District for favour of information and necessary action.


30.4.22
**District Social Welfare Officer,
Gajapati**

Memo No.: - 531 /SW

Date: - 02.04.2022

Copy to CDAO-cum-PD ATMA, Gajapati for favour of information and request to give instruction to their block level officials for necessary support.


30.4.22
**District Social Welfare Officer,
Gajapati**

Memo No.: - 532 /SW

Date: - 02.04.2022

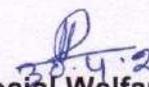
Copy to Programmme Secretariat (WASSAN), BBSR for favour of kind information.


30.4.22
**District Social Welfare Officer,
Gajapati**

Memo No.: - 533 /SW

Date: - 02.04.2022

Copy submitted to Commissioner-cum-Director, Mission Shakti, Directorate of Mission Shakti for favour of kind information.


30.4.22
**District Social Welfare Officer,
Gajapati**

Annexure-3 APPLICATION FORM FOR SELECTION OF SHG FEDERATIONS FOR SETTING-UP / MANAGEMENT OF MILLET SHAKTI CAFÉS

#	Details of SHG /SHG FEDERATION	Sub-component	Information
1	Name		
	Address		
	Bank Saving Account number		
	Bank & Branch name		
	Year of formation		
	Contact No & Email ID (if any)		
2	If registered	Registration number & date	
	Place of registration SHG / SHG Federation	Village	
		Gram Panchayat	
	Block		
3	Educational details (qualification of Executive Committee members of SHG / SHG Federation)	President	
		Secretary	
		Treasurer	
4	Fund available in the Savings Bank Account	Total fund Available (Rs in lakhs)	
a	Whether Regular Saving	(Yes/No)	
c	Whether loan taken (Yes/No), If yes, mention the number of times loan availed since group formation		
d	If availed, Amount of loan (in Rs)		
e	Amount of loan repaid (Rs)		
f	Mode of loan repayment (Regular/Irregular)		
g	Maintaining Meeting Register regularly (Y/N)		
h	Maintaining the Cash Book regularly (Y/N)		
5	Livelihood activities currently being undertaken		
6	Details on business knowledge and experience on business activity.	Yrs. of experience in in commercial food manufacturing & marketing	
		Experience in managing street food stall/outlet/Kiosk	
		Annual turnover is Rs Lakhs	
7	Availability of Vehicle to transport goods	Have own vehicle (Yes/No)	
8	Availability of infrastructure for recipe preparation and sale	Full set of utensils (Yes/No)	

Declaration:

We hereby declare that the details furnished above are true and correct to the best of our knowledge and belief. In case any of the above information is found to be false or untrue or misleading or misrepresenting, we are aware that we may be held liable for it and penalized according to the court of law.

Signature of the Applicant SHG Federation (President and Secretary of the group)

Acknowledgement

Received the expression of interest from SHG Federation, having address at , on date.....for management of Millet Shakti Café.

Child Development Programme Officer