



Collectorate: Gajapati
(S.W.Section)

Phone No. 06815-222025
Email – dswogajapati@nic.in
gajapati.missionshakti@gmail.com

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Annexure-1

Notice for Expression of Interest for SHGs / SHG Federations for Setting up Millet Shakti Tiffin Centres (Kiosks) and Millets on Wheels (Mobile Sales Units)

Letter No.: - 1698/SW

Date: - 10.12.2020

Office of The District Social Welfare Officer is looking for potential SHGs/ SHG Federations based in Odisha Millet Mission Blocks, herein after called as Applicants, to partner with Odisha Millets Mission for undertaking Millet Kiosks and Mobile Sales Units are invited to submit their proposal before the concerned CDPO in the prescribed format attached as *Annexure-2* and *Annexure-3* respectively within **15** days of this advertisement i.e. by 30.12.2020.

Millet Shakti Tiffin Centres: Tiffin Centres selling hot-cooked millet-based food, snacks, etc. at affordable prices will be established in partnership with SHG Federations / SHGs. The SHG Federation / SHG shall contribute the cost of minor construction material, printing of flex and framing, fascia, etc. at the location of the tiffin centre in case of stationary Kiosk and for renovation / purchase / decoration in case of a Movable Kiosk up to Rs. 20,000 and contribute Rs. 10,000 as start-up working capital. A one-time support of Rs. 30000 per unit shall be provided by the Odisha Millets Mission.

Millets on Wheels: One mobile food truck (Millets on Wheels) or moving sales truck for sales of inputs / food products of millets shall be supported under this component. The truck can also be utilized for selling millet inputs like seeds, organic inputs, processed millets and millet based value-added products etc. at the village level to rural households.

The selected SHG Federation / SHG shall arrange a vehicle and get it registered with the concerned RTO. On arrangement of vehicle, Odisha Millets Mission shall provide a support of Rs. 4,00,000. Out of this amount, Rs. 2,50,000 shall be provided for modification / decoration of the vehicle as "Millets on Wheels" food truck / sales truck in the first instalment. Once the vehicle is ready with all amenities, Rs. 1,50,000 shall be released to the SHG Federation / SHG as a one-time grant for working capital.



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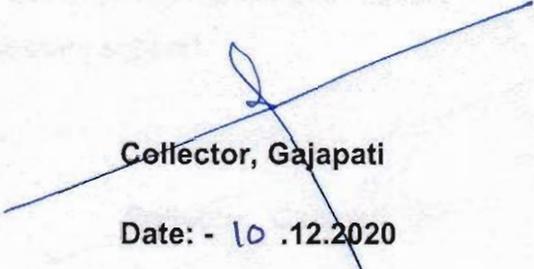
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Detail eligibility criteria, selection procedure, block wise target for Millet Shakti Tiffin Center & Millets on wheels and application forms are available in the Gajapati District Website i.e. www.gajapati.nic.in

The application must reach within the scheduled date and time at the office of the concerned CDPO of ICDS projects Gumma/ Mohana/ R. Udayagiri/ Rayagada. Application received after due date will be rejected.

Date of receipt of the applications with effect from: - 10.12.2020

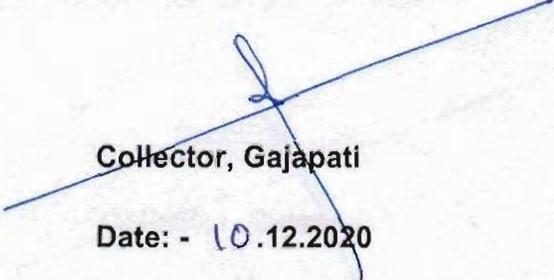
Last date for receiving the completed applications: - 30.12.2020


Collector, Gajapati

Date: - 10.12.2020

Memo No.: - 1699 /SW

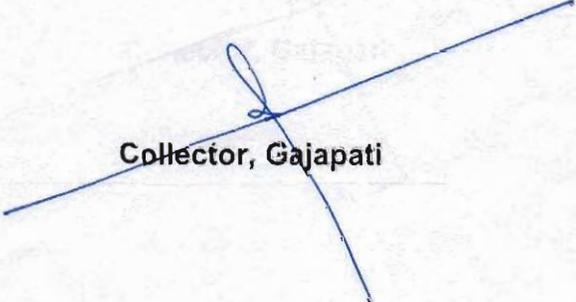
Copy to D.I.O, NIC Gajapati, Paralakhemundi for information with a request to webhost the notice.


Collector, Gajapati

Date: - 10.12.2020

Memo No.: - 1700 /SW

Copy to CDPO Gumma, Mohana, R. Udayagiri, Rayagada. 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.


Collector, Gajapati



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Memo No.: - 1701 /SW

Date: - 10 .12.2020

Copy to all Block Development Officers of this District for favour of information and necessary action.

Collector, Gajapati

Memo No.: - 1702 /SW

Date: - 10 .12.2020

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

Collector, Gajapati

Memo No.: - 1703 /SW

Date: - 10 .12.2020

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

Collector, Gajapati

Memo No.: - 1704 /SW

Date: - 10 .12.2020

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

Collector, Gajapati



MISSION
Shakti

GUIDELINES FOR SELECTION OF SHGS AND SHG FEDERATIONS FOR

MILLET SHAKTI TIFFIN CENTERS

(MILLET KIOSKS)

MILLETS ON WHEELS

(MOBILE OUTLETS / FARMER SALES OUTLETS)

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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1. Partnership between Odisha Millets Mission and Mission Shakti

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.

A MoA has been signed between the Odisha Millets Mission and Mission Shakti on 17.08.20. The main objective of the MoA is to “promote nutritional security and millets-based livelihoods through women’s SHGs”. As agreed under the MoA, funds for establishment of processing machinery and value-added units, millet kiosks and millet mobile sales outlets shall be provided by Odisha Millets Mission while funds for capacity building, IEC materials, workshops shall be provided by Mission Shakti. Odisha Millets Mission shall provide technical and capacity building support to the SHG led initiatives. Mission Shakti shall facilitate credit support and facilitation for land and building, storage space, electricity connection, etc. for selected groups.

This document explains the provisions for Millet Shakti Tiffin Centres (Kiosks) and Millets on Wheels (Mobile Outlet / Farmer Sales Outlets). It also provides for the eligibility criteria and selection process of the SHG Federations / SHGs for management of these units.

2. Millet-based Food Outlets

In order to revive the consumption of millets in urban areas and small towns, the Odisha Millets Mission aims to establish tiffin centres and mobile food trucks. These shall be established with women’s SHGs and SHG Federations. This shall fulfil the twin objectives of empowering women by providing them a source of livelihood, as well as providing a platform for making healthy and nutritious millets-based food available to the common people of Odisha.

3. Branding

- 3.1. All the units established under this initiative shall use “Millet Shakti” as the brand name. (Sample below)

- 3.2. All the tiffin centres opened under this initiative shall use “**Millet Shakti Tiffin Centre**” as the brand name.
- 3.3. All the mobile units opened under this initiative shall use “**Millet on Wheels**” as the brand name.
- 3.4. All the units shall have the following message: “**Supported by Odisha Millets Mission and Mission Shakti**”.



4. Millet Shakti Tiffin Centres

Tiffin Centres selling hot-cooked millet-based food, snacks, etc. at affordable prices will be established in partnership with SHG Federations / SHGs. There can be two types of tiffin centres:

- i. Stationary Kiosk (*Stall*): An existing place can be modified into a tiffin centre or a vacant space can be developed as the tiffin centre.
- ii. Movable Kiosk (*Thela*): A new or existing cart can be modified into a tiffin centre.

Contribution from SHG Federation / SHG: The SHG Federation / SHG shall contribute the cost of minor construction material, printing of flex and framing, fascia, etc. at the location of the tiffin centre in case of stationary Kiosk and for renovation / purchase / decoration in case of a Movable Kiosk up to Rs. 20,000 and contribute Rs. 10,000 as start-up working capital.

Support from Odisha Millets Mission: A one-time support of Rs. 30000 per unit shall be provided by the Odisha Millets Mission. This fund shall be utilized by the SHG for purchasing brand new Cooking and Serving vessels, Gas Stove & Cylinder and lighting equipment (*details in Annexure 4*). In no case shall old serving vessels and cutlery be used.

The support available to CBOs under the component 6.3 of Odisha Millets Mission shall be utilized for this purpose. In Sundargarh and Keonjhar, the component is listed as 6.2.

5. Millets on Wheels

One mobile food truck (Millets on Wheels) or moving sales truck for sales of inputs / food products of millets shall be supported under this component. As this unit will be a mobile unit, the following modalities can be chosen as per local situation:

- **Fixed Location:** The truck operating in a fixed location in the town
- **Mobile:** The truck operating in different locations in the town as per market potential, haat days, etc.
- The truck can also be utilized for selling millet inputs like seeds, organic inputs, processed millets and millet based value-added products etc. at the village level to rural households.

Contribution from SHG Federation / SHG: The selected SHG Federation / SHG shall arrange a vehicle and get it registered with the concerned RTO, approximately costing around Rs. 1,50,000.

Support from Odisha Millets Mission: On arrangement of vehicle, Odisha Millets Mission shall provide a support of Rs. 4,00,000. Out of this amount, Rs. 2,50,000 shall be provided for modification / decoration of the vehicle as “Millets on Wheels” food truck / sales truck in the first instalment. Once the vehicle is ready with all amenities, Rs. 1,50,000 shall be released to the SHG Federation / SHG as a one-time grant for working capital.

The support available to CBOs under the component 6.2 of Odisha Millets Mission shall be utilized for this purpose. In Sundargarh and Keonjhar, support under this component is not available. It may be supported from any other component through inter-component transfer duly approved by the District Collector.

6. Eligibility Criteria for SHGs / SHG Federations

SHGs and SHG Federations will be eligible for applying. The following are the eligibility criteria for SHG Federations / SHGs for being selected to manage the centre. The SHG Federations / SHGs:

- 6.1. Must be at least 3 years old from the date of commencement / registration.
- 6.2. Must have relevant experience or potential of running a commercial unit of food products (THR / MDM food / Packaged food products, etc.) with government or in private market.
- 6.3. Must be located within the Block area where the proposed enterprise is to be established.
- 6.4. Members must be literate; can read and write Odia and have a basic understanding arithmetic skill.
- 6.5. Must not be a defaulter to any bank loan.

- 6.6. Must arrange infrastructure such as land, building, vehicle, electricity, water supply, working capital to obtain other support from Odisha Millets Mission.
- 6.7. Must be willing to agree to the terms laid down and sign an agreement with District level officers of Mission Shakti and Odisha Millets Mission.
- 6.8. Groups having licenses from government institutes, FSSAI certification and food business license will be preferred.
- 6.9. **Millet Shakti Tiffin Centres:** The SHG / SHG Federation must be willing to contribute at least Rs. 20,000 for minor construction material, printing of flex and framing, fascia, etc. at the location of the tiffin centre in case of stationary kiosk (*stall*) and for renovation / purchase / decoration in case of a movable kiosk (*thela cart*) and Rs. 10,000 as start-up working capital.
- 6.10. **Millets on Wheels:** The SHG / SHG Federation must be willing to contribute the cost for arranging a vehicle along with its registration in the name of the SHG Federation / SHG amounting approximately up to Rs. 1,50,000. Support from Odisha Millets Mission shall be provided on arrangement of vehicle only.

7. Selection Process for SHG Federations / SHGs

- 7.1. Expression of Interest will be floated by DSWO / DPC Mission Shakti of the concerned district. (***Model Advertisement for EoI in Annexure 1***)
- 7.2. Interested SHG Federations / SHGs will apply to the CDPO / BPC Mission Shakti of the concerned block (***Application form in Annexure 2 and Annexure 3***).
- 7.3. CDPO shall convene a Block level selection committee under the chairmanship of BDO with BPC, Mission Shakti as member.
- 7.4. Block level Committee shall propose the three best SHGs as per scoring to the District Level Committee.
- 7.5. District level Committee under the chairmanship of Additional District Magistrate will select SHG based on scoring and field verification. The following shall be the members of the committee:
 - DSWO (Member Convener)
 - Chief District Agriculture Officer (Member)
 - DPC Mission Shakti (Member)
 - Representative, Programme Secretariat (WASSAN), Odisha Millets Mission (Member)
- 7.6. Final approval on SHG selection shall be provided by the concerned District Collector.

8. Governance and Monitoring

- 8.1. A State Level Monitoring Committee under the chairmanship of Director, Agriculture and Food Production and Commissioner-cum-Director, Mission Shakti

will review the Millet Shakti Tiffin Centres and Millets on Wheels units on quarterly basis. The following shall be members of the committee:

- Joint 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)

8.2. Programme Secretariat (WASSAN) shall provide oversight and standardize the menu and branding across these units.

8.3. Inspection of the units shall be carried out on quarterly basis by a joint committee comprising District level officers of Mission Shakti and Odisha Millets Mission.

8.4. Facilitating Agency (NGO partner) of Odisha Millets Mission shall regularly monitor the units in their concerned block and provide necessary support to these units.

8.5. In case of unsatisfactory performance due to lack of effort or initiative, or a serious disciplinary issue, the Odisha Millets Mission shall withdraw its support and provide it to another group selected through the process as outlined in this document. Necessary action shall be taken by the District Collector on the defaulting group.

9. Roles and Responsibilities of stakeholders

9.1. Directorate of Agriculture and Food Production (DAFP)

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

- 9.1.1. Will provide funds from Odisha Millets Mission for establishment of the 'Millet Shakti Tiffin Centres' and 'Millets on Wheels' as stipulated under the budget of the programme.
- 9.1.2. Will review the performance of the above units on a quarterly basis at the state level and monthly basis at the district level.

9.2. Directorate of Mission Shakti (DoMS)

The Directorate of Mission Shakti shall perform the following roles:

- 9.2.1. Will identify SHG Federations / SHGs suited for running the units successfully.
- 9.2.2. Will support SHG Federations / SHGs for the working capital requirements for the stores by providing them loans as per their guidelines.
- 9.2.3. Will review the performance of the units on a quarterly basis at the state level and monthly basis at the district level.

9.3. Programme Secretariat (WASSAN)

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

- 9.3.1. Will provide training and capacity building support to SHGs regarding millets and millet-based products.
- 9.3.2. Will link the SHGs with FPOs and different suppliers for millet grains and other millet-based raw material.
- 9.3.3. Will provide technical support to SHGs for running the units.
- 9.3.4. Will help in course correction and overall project management.

9.4. SHG / SHG Federation

The SHG Federation / SHG selected shall perform the following roles:

- 9.4.1. Will sign an agreement with the DSWO and CDAO of the concerned district for running the respective units.
- 9.4.2. Will open a separate bank account for receiving the grant from Odisha Millets Mission. All expenses and payments for the Millet Shakti Tiffin Centre or Millets on Wheels shall be done by the SHG from this account.
- 9.4.3. Will attend all the trainings organized by the Odisha Millets Mission.
- 9.4.4. Will represent the Odisha Millets Mission and Mission Shakti at different platforms as partner.
- 9.4.5. Will arrange required infrastructure and working capital as mentioned in this document.

9.5. District Mineral Foundation, Keonjhar / Sundargarh

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

- 9.5.1. Will provide funds from the Odisha Millets Mission project for establishment of the units as stipulated in respective districts under the budget of the programme.
- 9.5.2. Will review the performance of these units on a quarterly basis.

10. Hygiene Standards

- 10.1. Highest level of hygiene standards must be adhered to by the SHG Federation / SHG in maintenance and operation of the Millet Shakti Tiffin Centres and Millets on Wheels.
- 10.2. Members working at the Millet Shakti Tiffin Centres and Millets on Wheels shall always use aprons, head covers and gloves.
- 10.3. All cooking vessels should be properly washed and dried before use.
- 10.4. Waste shall be segregated into bio-degradable and non-biodegradable. Separate waste collection bins shall be placed for the purpose.
- 10.5. The SHG Federation / SHG shall provide full access to all establishments including kitchen, storage areas and the tiffin centres / food truck to food inspectors during their visits as mandated under the FSSAI norms.

Application Form for Selection of SHGs / SHG Federations for Setting-Up / Management of Kiosks (Millet Shakti Tiffin Centres)

#	Details of SHG / SHG FEDERATION	Sub-component	Information
1	Name		
	Address		
	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	Capital fund available	Total Available in Rs Lakhs	
5	Loan from any bank	Amount of loan in Rs Lakhs	
		Amount paid towards the repayment of Loan in Rs Lakhs	
		Balance amount to be paid in Rs. Lakhs	
6	Details on business knowledge and experience on business activity	Yrs. of experience in business activity	
		Experience in street food market/outlet/Kiosk	
		Work experience with Govt. Dept.	
		Annual turnover in Rs Lakhs	
7	Availability of Vehicle	Have own vehicle (Yes/No)	
8	Type of tiffin centre applying for (please tick the choice)	a. Stationary Kiosk (Stall) b. Movable Kiosk (Thela)	

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 penalised according to the court of law.

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

Acknowledgement

Received the expression of interest from SHG / SHG Federation, having address at, on date.....for management of Kiosks (Millet Shakti Tiffin Centres).

Child Development Programme Officer

Application Form for Selection of SHGs / SHG Federations for Setting-Up / Management of Mobile Sales Unit (Millets On Wheels)

#	Details of SHG / SHG FEDERATION	Sub-component	Information
1	Name		
	Address		
	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	Capital fund available	Total Available in Rs Lakhs	
5	Loan from any bank	Amount of loan in Rs Lakhs	
		Amount paid towards the repayment of Loan in Rs Lakhs	
		Balance amount to be paid in Rs. Lakhs	
6	Details on business knowledge and experience on business activity	Yrs. of experience in business activity	
		Experience in street food market/outlet/Kiosk	
		Work experience with Govt. Dept.	
		Annual turnover in Rs Lakhs	
7	Availability of Vehicle	Have own vehicle (Yes/No)	
8	Type of mobile unit applying for (please tick the choice)	a. Fixed Location Truck b. Mobile Truck	

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 penalised according to the court of law.

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

Acknowledgement

Received the expression of interest from SHG / SHG Federation, having address at, on date.....for management of Mobile Outlet / Farmer Sales Outlet (Millets on Wheels).

Child Development Programme Officer

ANNEXURE 4

Suggestive List of Equipment to be purchased by SHG for Millet Shakti Tiffin Centre from One-Time Support of Rs. 30000

Sl. No	Particulars	Unit	Qty	Cost Per Unit	Total Amount
1	Kadhei	No.	2	1,000.00	2,000.00
2	Grinder	No.	1	2,500.00	2,500.00
3	Pressure cooker	No.	1	2,000.00	2,000.00
4	Frying Stick	No.	2	200.00	400.00
5	Steel Plate for Serving	No.	16	25.00	400.00
6	Basin (Steel)	No.	1	500.00	500.00
7	Idli Maker-4 self	No.	1	1,500.00	1,500.00
8	Water Jar-100 Ltr	No.	2	1,000.00	2,000.00
9	Dekchi with cover (steel)	No.	5	500.00	2,500.00
10	Belna with Badi set	No.	1	200.00	200.00
11	Bucket (Steel)	No.	3	1,000.00	3,000.00
12	Gas & Cylinder (19 ltr) Stove set	No.	1	8,000.00	8,000.00
13	Rechargeable Battery and Lights	No.	1	5,000.00	5,000.00
Total					30,000.00

Annexure 5

Suggested Menu for Tiffin Centres and Mobile Outlets

Sr. No	Main Item	Side Dish	Morning (M) / Evening (E) / Both (B) / Lunch (L)
1	Ragi / Suan / Kangu Chakuli (2 pieces)	Sambhar / Ghooghni + Chatni	M
2	Ragi / Suan / Kangu Enduri Peetha (1 piece)	Green Chatni	M
3	Ragi / Suan / Kangu Idli or Bara (2 pieces)	Sambhar / Ghooghni + Chatni	B
4	Ragi Veg/Alu Chop (4 pieces)	Sambhar / Ghooghni + Chatni	B
5	Kangu / Suan / Proso Veg Pulav	Raita	L
6	Kangu / Suan / Proso Chicken Biryani	Raita	L
7	Ragi Chicken Pakoda (6 pieces)	Green Chatni	E
8	Ragi Onion Pakoda (one small plate)	Sambhar / Ghooghni + Chatni	E
9	Ragi Jalebi (3 pieces)		E
10	Ragi Kakara Peetha (2 pieces)		E
11	Ragi Malt / Soup (1 cup)		B
12	Suan / Kangu Kheeri		B
13	Dry items like Mixture, Mudki, Laddoo, Biscuits, etc.		B

The Block wise target is mentioned below

Sl. No.	Name of the Block	No. of WSHG for Millet Shakti Tiffin Centres	No. of WSHG for Millets on Wheel
1	Gumma	20	1
2	Mohana	20	1
3	R. Udayagiri	20	1
4	Rayagada	20	1