

GOVERNMENT OF WEST BENGAL
Department of Planning, Statistics & Programme Implementation
Joint Administrative Building,
HC-7, Sector III, Salt Lake
Kolkata 700106

Date: 29th November 2020

No.09-DS/P&S&PM/20

From: Choten D Lama, IAS
Secretary to the Government of West Bengal and
State Nodal Officer, **Duare Sarkar**

To: 1. Commissioner, Kolkata Municipal Corporation
2. District Magistrates (All)

Subject: Forwarding of Standard Operating Procedures for "Duare Sarkar"
Reference: Memo No. 02 -DS/P&S&PM/20 dated 26th November 2020

Madam/ Sir,

With reference to the above, I am directed to share with you the SoPs – both scheme specific, as developed by the nodal department, and in general, for use and guidance by your team for the campaign. Meticulous adherence to these will help to achieve uniformity to a large degree in the "Duare Sarkar" experience for members of the public across the state.

You are requested to kindly take action for organizing the camps as per the discussions held in the meeting chaired by the Chief Secretary, Government of West Bengal, in Sisir Mancha, Kolkata on 27th November 2020.

As there is limited time in our hands, you are requested to kindly ensure that all preparatory steps are taken in due time so that the camps can be held in an organized manner. Senior and responsible officers of the district should be delegated specific roles for various aspects of the campaign for which the **Task Force** and **Control Rooms** with dedicated phone lines should be formed/set up and made functional immediately.

I would like to request you further to kindly take special care regarding the following:

1. Covid-19 protocols are to be strictly enforced in these Camps to ensure that proper safety and hygiene standards are maintained.
2. Propagation of Date, Time, Camp locations and scheme services are to be effectively done to ensure maximum coverage. Suitable arrangements for ensuring the camps are held in an orderly manner should be made as it is anticipated that a sizeable number of people may attend the camps for certain schemes like Krishak Bandhu and Swasthya Sathi. Care should be taken to avoid chaos in any camps due to absence/inadequacy of forms/ officials from relevant/concerned departments etc.
3. Registration and documentation of attendees are to be impeccably executed.
4. GO empowering KMC/district authorities to requisition necessary resources from government departments to ensure smooth conduct of the campaign has already been issued vide Memo No.09-DS/P&S&PM/20 dated 28th November 2020.
5. I&CA Department will be sharing their media plan separately. Social media platforms should be used for pre-camp, during camp and post camp publicity.

Enclosed: As stated.

Yours faithfully,


29/11/2020
State Nodal Officer (Duare Sarkar)

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Duare Sarkar
General - Standard Operating Procedure

Introduction

Duare Sarkar is an **outreach programme** where benefits of specified government schemes and services will be delivered to targeted beneficiaries at their doorsteps, through camps organised at the level of Gram Panchayat/ Municipality Ward. The entire machinery of the state government will work in mission-mode for ensuring the success of this programme. The programme is scheduled from 1st December 2020 to 30th January 2021.

1. List of Targeted Schemes

Specified services under the following schemes shall be made available at the camps:

Sl. No.	Scheme/Service	Concerned Department
1	Swasthya Saathi	Health and Family Welfare
2	Aikyashree	Minority Affairs and Madrasah Education
3	Krishak Bandhu	Agriculture
4	MGNREGS	Panchayat & Rural Development
5	Khadya Sathi	Food and Supplies
6	Kanyashree	Women & Child Development & Social Welfare
7	Rupashree	
8	Sikshashree	Backward Classes Welfare
		Tribal Development
9	Caste Certificates (SC/ST/OBC)	Backward Classes Welfare
		Tribal Development
10	Jai Johar	Tribal Development
11	Topashili Bandhu	Backward Classes Welfare

Additionally, applications related to any schemes (including Social Pensions like Old Age/Widow/Persons with Disabilities, not mentioned hereinabove) implemented by any Government Department would also be received during the course of these outreach camps for appropriate action.

2. Calendar/Schedule

The camps would be scheduled in four phases as follows:

1 st ROUND	1 st – 11 th December 2020
2 nd ROUND	15 th – 24 th December 2020
3 rd ROUND	2 nd – 12 th January 2021
4 th ROUND (MOP UP)	18 th - 30 th January 2021

It is to be ensured that camps are organised in such a manner that every Gram Panchayat / Municipality Ward is covered in each round at least once. However, peculiar conditions existing in terms of population size of GP/Ward etc. can be taken into consideration by the local administration to plan the camps appropriately. As far as possible, camps should be held in buildings and open spaces should be avoided.

3. System of Feedback Collection

Feedback from attendees will be collected centrally during and post campaign. The learnings of each phase will be used to better the delivery of services to the beneficiaries attending subsequent camps.

4. Camp Format Details

- i. The camp will be functional from 10 am to 4 pm. The local administration may make slight changes to this time period, taking into consideration prevalent local conditions.
- ii. Adequate arrangements must be made for registration of attendees where their information will be captured including their names, mobile numbers, EPIC, Aadhaar (not mandatory) details etc.
- iii. At the desks for the specified schemes, there will be designated personnel duly empowered and trained and who are particularly drawn from the departments concerned.
- iv. There will also be a desk set up for receiving miscellaneous applications from the members of the public for which suitable personnel with due training will be deployed. The local administration shall take whatever action it deems appropriate for efficiently and effectively managing these desks.

IMPORTANT THINGS TO KEEP IN MIND

1. Task force and Control Rooms should be formed and activated immediately.
 2. During the campaign, local administration will have to follow two types of SOPs – (i) a general SoP for Commissioner KMC/DMs (annexure I) and SDO/BDOs (annexure II) and (ii) different SOPs for specific schemes (which will be shared separately).
 3. The camps shall be organised adhering to Covid-19 protocols to ensure that proper safety and hygiene standards are met.
 4. Additional care should be taken for making arrangements for those schemes where the members of the public would come to the camps in large numbers including **Swasthya Sathi, Krishak Bandhu etc.** Adequate preparations and arrangements should be made for crowd management in the camps as well.
 5. As Krishak Bandhu is one of the selected schemes under the campaign, **every camp should have one or two desks with concerned land officials** to address pending land mutation applications so that RORs can be updated which will benefit the farmers attending the camp.
 6. All efforts will be made to ensure that every application for services by the members of the public coming to the camp are duly attended to by the representatives of the government departments concerned. The members of the public should have a positive experience in the camps and officers and staff attending the camps should take care accordingly.
 7. The IEC strategy for the programme is two-pronged and different activities are to be conducted both centrally from the State level and locally by the district administration. Details of the IEC campaign for **Duare Sarkar** by the I&CA Department and specific instructions will be issued and circulated accordingly.
 8. Publicity related to Control Room, Date, Time, Camp locations, scheme services and eligibility criteria including necessary documents required to avail these services are to be done effectively to ensure maximum attendance in and impact of the outreach camps. Thereafter the camps are to be organised on the scheduled date and time to prevent miscommunication and chaos. The service of Lok Sanskriti Shilpis can be used to disseminate information of the campaign in a creative way. A festive atmosphere may be created during the camps.
 9. Adequate supply of application forms of specified services and other schemes should be made available at each camp.
 10. Registration and documentation of attendees is ensured as per the prescribed procedure.
 11. Schematic SOPs prepared for the specified schemes by the nodal departments along with FAQs will be shared with the Commissioner, KMC/District Administration for circulation and providing requisite training.
 12. Though a large degree of uniformity in style and substance is expected regarding the campaign, wherever necessary, the district administration can make changes for best results and outcomes keeping in mind the local conditions and needs.
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General Standard Operating Procedure for Commissioner, KMC/District Magistrates

Duare Sarkar is an **outreach programme** in which benefits of specified government schemes and services will be delivered to targeted beneficiaries at their doorsteps, through camps organised at the level of Gram Panchayat/ Municipality Ward. The Commissioner KMC/District Magistrates shall bear the responsibility of ensuring these camps are held smoothly in both the urban and rural areas under their jurisdiction. SDOs will have the main responsibility of conducting the camps for the urban areas and the BDOs will be in charge of the rural areas under their jurisdiction.

SALIENT ACTION POINTS

1. Setting up of Task Forces and Control Room

The **Duare Sarkar** Task forces at the KMC, district, blocks and urban areas have already been notified vide Memo No. 02 -DS/P&S&PM/20 dated 26th November 2020. These Task Forces should be formed immediately and begin work to coordinate various aspects of management of the campaign so that outreach program can be held smoothly. The Task force may form sub-committees on various aspects of the campaign as per need.

Control rooms should be set up with at least three dedicated phone lines at the District level and one each in the Sub Division and Blocks. Due publicity of these control room phone numbers should be given and arrangement for manning of the control rooms and attending to telephone calls should also be made. Similar arrangements should also be made for the Kolkata Municipal Corporation.

The resources of all departments will be made available to the local administration for the purposes of **Duare Sarkar** including personnel, vehicles, buildings, IT infrastructure etc. **Efforts should be made to publicize the program during pre-camp/activities during the camps through different social media platforms.**

2. Pre-Camp Publicity

- (i) Ensure adequate publicity through print, electronic and other means like miking in local areas about the programme, control room etc.
- (ii) Issue necessary instructions and coordinate with SDO/BDOs to ensure that:
 - (a) Notices are put up at local offices at the Gram Panchayat and Municipal Wards with details of the camps, locations, dates and services that are to be provided under the specified schemes.
 - (b) pamphlets containing information regarding these camps are distributed at the grassroots level through the BDO/ Municipality machinery as well as making arrangements for local miking.
 - (c) Pamphlets regarding existing schemes of the government may also be made available to the general public, and flex boards/posters etc displaying SOPs in local language may also be put up at the camp sites.
- (iii) **Emphasis shall be given during publicity on generating awareness regarding eligibility/documents which shall be needed for availing of different services at the camp.**

3. Scheduling and Location Identification:

As already notified, there will be four rounds in the campaign which will be held as per the following schedule:

1 st ROUND	1 st – 11 th December 2020
2 nd ROUND	15 th – 24 th December 2020
3 rd ROUND	2 nd – 12 th January 2021
4 th ROUND (MOP UP)	18 th - 30 th January 2021

Each Gram Panchayat or Municipal Ward will in general have a camp day on each of these rounds. In case of Gram Panchayats/ Municipal Wards with sizeable populations, the local administration may decide to hold the camps for more than one day – or choose to set up more than one camp in a day, as per administratively convenience – to best serve the population. Arrangements are to be made to best suit local needs, but each location chosen by the administration must ordinarily be served four times.

The camps will be located in schools/ colleges/ community halls etc. at the Gram Panchayat/ Municipal Ward levels to be identified by the Commissioner KMC/District Magistrate, in consultation with the officers/SDO/BDO concerned. The information of dates and locations of camps per Gram Panchayat/Municipal Ward will be submitted centrally to the State **Duare Sarkar** Task Force.

4. Training

- (i) Ensure training of the governmental representatives of the concerned departments and IT professionals who are to be manned at the camp prior to the camps.
- (ii) Some guidance on soft-skills should also be given so that the members of the public should have a good experience when they attend these camps.
- (iii) Track and review the training/orientations held for personnel, especially those in the desks handling schemes.

5. Conduct of outreach camps

- (i) Coordinate with officers/SDOs/BDOs and ensure the camps are held as per the schedule.
- (ii) Ensure separate space for displays like Pradarshini; use of Lok Prasar shilpi at each camp for songs, cultural programs especially those related to social themes.
- (iii) Equip camp with operational and logistical support in consultation with the officers/SDOs/BDOs.
- (iv) Ensure that all required department representatives and officials/staff are deputed to the camps and remain present.
- (v) Ensure the registration of all attendees at the camp as per laid down procedures.
- (vi) Adequate facilities of drinking water and sanitation facilities should be ensured at the camp locations.
- (vii) Ensure all Covid-19 protocols are maintained at the camps.
- (viii) Officers and personnel present in the camp/manning the desks should be cordial to the attendees.
- (ix) Coordination with local police authorities to ensure sufficient police personnel is deployed for crowd management.

6. Monitoring

- (i) Deployment of senior officers of the district as Nodal officers for Sub Divisions/Boroughs/blocks to support the efforts in the camps including taking feedback of the services being rendered in the camps, for improvement in subsequent rounds.
- (ii) Ensuring that online reports are sent by all units, for updating of dedicated central portal. District task force shall monitor the district level on daily basis to ensure the same.

7. Checklist

The Commissioner KMC/district administration may prepare Checklists to ensure these outreach camps are held as per the SOPs shared.

Stage	#	Task	Camp 1	Camp 2	Camp 3	Camp 4
Pre camp	1	Finalising locations for camps. As far as possible, the camps should be held in public buildings (and not open spaces).				
	2	Ensure plying of vehicles like buses, auto rickshaw, toto, etc so that public can reach the camps				
	3	Ensure SDOs/BDOs including any other relevant official prepare/expand checklists as per SOP to organise the camps				

Pre camp	4	Deputing departmental representatives at the camps and whether training has been imparted				
	5	Availability of spare computer / laptops for replacement				
	6	Mobilise data entry operators at the camps				
	7	Display of Exhibits of different government schemes at the camps. A separate space for “Pradarshini”. Use of Lok Prasar shilpi at each camp for songs, cultural programs especially those related to social themes.				
	8	Deployment of IEC materials for Gram Panchayats and Municipal Wards				
During Camp	1	Camps going on smoothly with all personnel present				
	2	Ensure Safety and Security is maintained at each Camp				
	3	Oversee Adherence of Covid-19 protocols				
	4	Availability of additional masks, sanitisers, etc for the use of public				
	5	Capturing of snapshots of the event				
Post Camp	1	Preparation of a detailed report of the camp				
	2	Publicity of the activities of the camp on social media				
	3	Preparation and submission of Central District Report				

* This is an illustrative list and should be expanded accordingly.

General SoP for Urban/Rural Areas for KMC Officials/SDOs/BDOS

Duare Sarkar is an **outreach programme** in which benefits of specified government schemes and services will be delivered to targeted beneficiaries at their doorsteps, through camps organised at the level of Gram Panchayat/ Municipality Ward. The Commissioner KMC/Commissioner KMC/District Magistrates shall bear the responsibility of ensuring these camps are held smoothly in both the urban and rural areas under their jurisdiction. SDOs will have the main responsibility of conducting the camps for the urban areas and the BDOs will be in charge of the rural areas under their jurisdiction.

SALIENT ACTION POINTS

1. Task Forces

Notification regarding the task forces to be set up at the Sub Division and Block levels has already been issued vide Memo No. 02 -DS/P&S&PM/20 dated 26th November 2020. These Task Forces should be formed immediately and begin work to coordinate various aspects of management of the campaign so that the camps can be held smoothly. The Task Force may form sub-committees on various aspects of the campaign as per need.

Also, the Commissioner KMC/SDO/BDO shall deploy appropriate officer for supervising activities at the camps, preparation and updation of MIS. **Efforts should be made to publicize the program during pre-camp/activities during the camps through different social media platforms.**

Control Rooms should be set up with one dedicated phone line and personnel deployed for attending calls etc.

The resources of all departments will be made available to the local Administration for the purposes of **Duare Sarkar** including personnel, vehicles, buildings, IT infrastructure etc. as per need on requisition.

2. Pre-Camp Publicity

- (i) **Duare Sarkar** Banners should be put up in Municipal Wards/Gram Panchayats and scheme related pamphlets should also be made available.
- (ii) Local miking should be done two to three days before every camp.
- (iii) Pamphlets regarding existing schemes of the government may also be made available to the general public, and flex boards/posters etc may also be displayed at the camp sites.
- (iv) Publicity of pre-camp programs through social media platforms.

3. Scheduling and Location Identification

As already notified, there will be four rounds in the campaign which will be held as per the schedule already notified.

Each Gram Panchayat/Municipal Ward will in general have a camp day on each of these rounds. In case of Gram Panchayats/ Municipal Wards with sizeable populations, the local administration may decide to hold the camps for more than one day – or choose to set up more than one camp in a day, as per administratively convenience – to best serve the population. Arrangements are to be made to best suit local needs, but each location chosen by the administration must ordinarily be served four times.

The Commissioner KMC/SDO/BDO shall be responsible for the identification of the camp locations as per site and logistical requirements based on the following:

- (i) **Site Requirements:** Camp should be organised at accessible and identifiable sites and as far as possible, they should be held in buildings and not open spaces.. Internet shadow area shall be avoided, as many of the specified services also require internet connectivity.
- (ii) **General Requirements:** There should be arrangements made for manning entry-exit desks, power supply, drinking water facilities, sanitation facilities, first-aid facility and other

miscellaneous logistics. **Large numbers of people may attend camps for enrolment/availing of certain schemes including Swasthya Sathi, Krishak Bandhu etc. so adequate arrangements are to be made to ensure work can be conducted in an orderly fashion. Also, Land Department officials should also set up their systems in the camps for facilitating visitors related to Krishak Bandhu scheme.**

- (iii) **Logistical Requirements for desk/table:** For the purpose of smooth delivery of the specified services to the members of the public, the requisite number of desks for these schemes must be set up. Adequate space of at least 2,000 sq. ft. for the desks and logistics for each desk shall be provided. Special arrangements for physically infirm visitors like elderly, pregnant, persons with disabilities may also be made.

Both locations and schedules for municipal or panchayat areas in areas excluding Kolkata Municipal Corporation, should be finalised in consultation with the District Magistrate.

4. Training

- (i) IT Support Personnel: Training shall be provided to IT personnel manning the registration counters at the entrance of camp.
- (ii) Scheme Desk Personnel: Training shall be provided to give them a detailed understanding of the technicalities of the schemes.
- (iii) General orientation on soft-skills should also be given to officers and personnel who are engaged in the camp or manning the desks.

5. Conduct of Camps

- (i) The camp will normally start at 10am and end at 4 pm.
- (ii) The SDOs/BDOs must ensure that adequate information regarding the schemes and timelines for resolution are displayed prominently at the camp entry.
- (iii) IT support will be required for filling the registration forms online for all attendees at the entry desk.
- (iv) The SDO/BDO must depute departmental representatives for providing services to the attendees at the camps.
- (v) For the other applications, a miscellaneous desk is to be set up with competent manpower.
- (vi) Ensure all Covid-19 protocols are followed at the camps
- (vii) Local police station may be activated to provide sufficient police personnel for crowd management.

6. Monitoring

- (i) The SDOs/BDOs will themselves be present in the camps.
- (ii) Nodal officer to be identified to ensure proper documentation (capturing photos and videos) of activities during camps.
- (iii) On the completion of each camp, SDO/BDO shall submit a detailed Summary Report to the DM, highlighting the key numbers of the camp. These numbers shall serve the purpose of providing a clear assessment of each camp. The report should include information including name of the Gram Panchayat, total number of attendees at the camp, number of applications received, resolved and pending and rejected (categorising issues left resolved due to ineligibility/insufficient information etc.).
- (iv) Detailed impact assessment of the camps will be done through independent third party.

7. Checklists

The SDO/BDO may prepare Checklists for these outreach camps as per the SOPs shared. An illustrative checklist has been prepared which may be expanded accordingly

Stage	#	Task	Camp 1	Camp 2	Camp 3	Camp 4
Pre-camp	1	Sanitisation a day before the Camp				
	2	Facilitation for persons with disabilities				
	3	Ensure the Camp is set up on the scheduled date and time				

Pre-camp	4	Stable electricity connection availability with power backup facility					
	5	Internet Connection					
	6	Infrastructure availability including IT equipment for registration desk, departmental and desks/counters for miscellaneous schemes.					
	7	Tying up site security and manning (including by police personnel) for conducting the camps in an orderly fashion					
	8	Facility of shade					
	9	Enclosed washrooms facility					
	10	Drinking water facility					
	11	First Aid facility					
	12	Programme Banners on the Camp Location					
	13	Other miscellaneous logistics.					
	14	Supply of Scheme related Pamphlets and Application Form					
	During Camp	1	Ensuring presence of adequate and appropriately trained officials of the concerned departments as well as general officers/staff of the administration to ensure that there are no long queues at the desks/counters as well as other parts of the camp.				
		2	Ensuring presence of adequate IT support (both Data Entry Operators and equipment) at the camps including availability of spare computers/laptops/printers for replacement if needed.				
		3	Adherence of Covid-19 protocols including availability of additional masks, sanitisers etc. for the use of the public.				
4		Ensure plying of vehicles like buses, auto rickshaw, toto, etc so that public can reach the camps					
5		Ensuring Registration of the attendees and issuing Attendee Form at the IT desk					
6		Photographic documentation of the developments of the camps					
7		Videography documentation of the developments of the camps					
8		Testimonials recording based on attendee response					
Post Camp	1	Sharing the IT Support registration sheet (scanned or excel format) through the set channel					
	2	Sharing Photographs, Videos and Testimonials to higher authorities					
	3	Preparing and Sharing a detailed report of the development of the Camp with the Commissioner KMC/District Magistrate.					

* This is an illustrative list and should be expanded as per need.