



GOVERNMENT OF WEST BENGAL

School Education Department

Office of the Project Director

Cooked Mid Day Meal Programme

Acharya Prafulla Chandra Bhavan, Plot 7/1, Block- DK , Salt Lake,

Sector – II, Karunamoyee, Kolkata –700091

Phone Nos.:- 033-23596761, 033-23344052 (Fax),

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Memo No: 287 (26)/ ES(CMDMP)/Misc-14/2018

Dated: 11<sup>th</sup> Sept 2018

From :- The Secretary to the Govt. of West Bengal  
School Education Department

To :- 1-21 The District Magistrate \_\_\_\_\_ (All)  
22 The Special Commissioner, Kolkata Municipal Corporation  
5, S.N.Banerjee Road, Kolkata-700013  
23 The Labour Commissioner, West Bengal  
New Secretariat Building (11<sup>th</sup> Floor), Kolkata -700001  
24 The Sub-Divisional Officer, Siliguri Sub-Division  
25 The Executive Director, Education Department, (GTA)  
Louis Jubilee Complex, P.O. & Dist.: Darjeeling, Pin-734101  
26 The Chairman, Kolkata Primary School Council  
27-A, Bosepukur Road, Kolkata-700042

Sub: Sending daily SMS by 4.00 pm mandatory for the registered schools running Mid-day Meal under AMS.

Sir/Madam,

As you are aware that sending daily SMS by 4.00 P.M. from each and every registered schools running Mid-day Meal in your District is mandatory but till date SMS coverage is not 100% ensured through AMS. Despite issuance of instruction earlier and that too in several official meeting on the above, all the registered schools running Mid-day Meal are not sending daily SMS by 4.00 P.M. for successful implementation of the Mid-day Meal programme.

You are requested to disseminate the instruction including guidelines of sending daily SMS by 4.00 P.M. is mandatory for all concerned school authorities for immediate compliance. In case of any further clarification, concerned officer may contact Shri T.K. Adhikari, PD, MDM at Acharya Prafulla Chandra Bhavan, Plot 7/1, Block- DK , Salt Lake, Sector – II, Karunamoyee, Kolkata –700091

The matter is to be treated as extremely urgent.

Encl: Guidelines for AMS

Yours faithfully,

Secretary to the Govt. of West Bengal

Memo No: 287 (26)/ 1(2)/ES(CMDMP)/Misc-14/2018

Dated: 11<sup>th</sup> Sept 2018

Copy forwarded for information to:

- 1) Commissioner, School Education- He is requested to issue instructions to DIs (PE) / DIs (SE) so that 100% coverage is ensured with the help of respective SIs.
- 2) PD, CMDMP – for information and necessary coordination.

Secretary to the Govt. of West Bengal

## **“Guidelines for Automated Monitoring System”**

You are aware that Cooked Mid-Day Meal Project, School Education Department, Government of West Bengal entrusted National Informatics Centre (NIC) to develop Automated Monitoring System (AMS) so that the monitoring mechanism can be strengthened for this flagship Programme of national importance.

The system has been made ready with active support and co-operation from all concerned. Now, to make the system functional, the Nodal Officers at all levels are requested to follow the prescribed guidelines to feed data in the site:

- A) Master Data for Registration into AMS: (**ANNEXURE – A**)
- i. SCHOOL DETAILS: School name & DISE code.
  - ii. SCHOOL MANAGEMENT: School managed by.
  - iii. SCHOOL CATEGORY: Type of school.
  - iv. CONTACT DETAILS: The name of the headmaster / headmistress / in-charge and names of two other teachers of the concerned school with phone numbers etc.
  - v. ENROLMENT DETAILS: Class wise and category wise total number of students.

***N.B. SCHOOL INFORMATION to be approved by their Upper levels hierarchy-wise & ENROLMENT and CONTACT DETAILS will be approved by their next upper level only.***

- B) SMS FORMAT: (**ANNEXURE – B**)
- i. SMS format for coverage entry
  - ii. SMS format for coverage update
- C) Each Year School Enrolment updation is mandatory from Block Level which will take effect from 1<sup>st</sup> January of every year.
- D) On declared holidays (as per the list uploaded in the AMS) SMS may not be sent unless the school has provided Mid-Day-Meal to the students in any particular school.
- E) If Mid-Day-Meal is served and SMS could not be sent within stipulated time then the school will be treated as “MDM not served” and by default the cause for not serving MDM would be “OTHERS”.

**Cooked Mid-Day Meal Project  
School Education Department  
Government of West Bengal  
School wise Information regarding**

**SCHOOL DETAILS \***School Name: DISE Code: **SCHOOL MANAGEMENT \***

- |  |  |
|--|--|
| <input type="checkbox"/> Department of Education (Govt./Aided) | <input type="checkbox"/> MAME Department (Govt. Aided SSK/MSK) |
| <input type="checkbox"/> P & RD (SSK / MSK)                    | <input type="checkbox"/> Central Govt.                         |
| <input type="checkbox"/> Govt. Sponsored                       | <input type="checkbox"/> Govt. Madrasah / Govt. Aided Madrasah |
| <input type="checkbox"/> Municipal body                        | <input type="checkbox"/> Special Training Centre (NCLP etc.)   |

**SCHOOL CATEGORY \***

- |  |   |
|--|---|
| <input type="checkbox"/> Primary Only  | <input type="checkbox"/> Primary with upper primary and secondary |
| <input type="checkbox"/> Upper Primary only  |   |
| <input type="checkbox"/> Primary with Upper Primary                                |   |
| <input type="checkbox"/> Upper Primary with secondary                              |   |
| <input type="checkbox"/> Upper Primary with secondary & higher secondary           |   |
| <input type="checkbox"/> Primary with upper primary & secondary & higher secondary |   |

**CONTACT DETAILS \***MDM In-Charge Name: Designation: Mobile No.: Teacher Name: Designation: Mobile No.: Teacher Name: Designation: Mobile No.: **ENROLMENT DETAILS \***Pre Primary:  Class - I:  Class - II: Class - III:  Class - IV:  Class - V: Class - VI:  Class - VII:  Class - VIII: 

	SC	ST	OBC *	Minority	Others
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Male:     Female:     

\* OBC other than Minority

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(Signature with stamp of HOI)

## ANNEXURE – B (SMS PROCEDURE FOR COVERAGE ENTRY)

SMS to 15544 (Toll free) and 8420955238 (Paid)

Key word for West Bengal is “WBMDMS”

Syntax:       WBMDMS<space>TC<space>PCXX  
                  WBMDMS<space>NM<space>RNX

**SMS Format (if MDM is running):**

1. IF School is of Pre Primary with Class I to IV  
   **WBMDMS[space]TC[space]RC10[space]PC20**
2. IF School is of Pre Primary with Class I to V  
   **WBMDMS[space]TC[space]RC10[space]PC20[space]VC30**
3. IF School is of Pre Primary with Class I to VIII  
   **WBMDMS[space]TC[space]RC10[space]PC20[space]VC30[space]UC40**
4. IF School is of Class I to IV  
   **WBMDMS[space]TC[space]PC20**
5. IF School is of Class I to V  
   **WBMDMS[space]TC[space]PC20[space]VC30**
6. IF School is of Class I to VIII  
   **WBMDMS[space]TC[space]PC20[space]VC30[space]UC40**
7. IF School is of Class V to VIII  
   **WBMDMS[space]TC[space]VC30[space]UC40**
8. IF School is of Class VI to VIII  
   **WBMDMS[space]TC[space]UC40**

*NB: the number 10, 20, 30 and 40 mention with RC, PC, VC, and UC are the numbers of Mid-Day Meal takers shown as examples.*

**SMS Format (if MDM not is running):**

1. If Reason is Non availability of Food Grains  
   **WBMDMS[space]NM[space]RN1**
2. If Reason is Non availability of Funds / Cooking Cost / Ingredients  
   **WBMDMS[space]NM[space]RN2**
3. If Reason is Absence of Cook-Cum-Helpers  
   **WBMDMS[space]NM[space]RN3**
4. If Reason is Food not arrived from NGO/SHG  
   **WBMDMS[space]NM[space]RN4**
5. If Reason is Holiday in School  
   **WBMDMS[space]NM[space]RN5**
6. If Reason is Others  
   **WBMDMS[space]NM[space]RN6**

## ANNEXURE – B (SMS PROCEDURE FOR COVERAGE ENTRY)

SMS code:

Code	Description	Code	Description
RC	Preprimary	PC	Class I to IV
VC	Class V	UC	Class VI to VIII
TC	Today Coverage	NM	MDM not Running
RN	Reason		

Reason Code:

Reason number	Reason
1	Non availability of Food Grains
2	Non availability of Funds / Cooking Cost / Ingredients
3	Absence of Cook-Cum-Helpers
4	Food not arrived from NGO/SHG
5	Holiday in School
6	Others

## ANNEXURE – B (SMS PROCEDURE FOR UPDATE COVERAGE)

SMS to 15544 (Toll free) & 8420955238 (Paid)

Key word for West Bengal is “WBMDMS”

*Only register mobile numbers (School contact) & update can be made from the respective mobile number from where message is sent within 30 min.*

Syntax:

WBMDMS<space>CU<space>PCXX

WBMDMS<space>RU<space>RNX

SMS Format:

1. IF School is of Pre Primary with Class I to IV  
WBMDMS[space]CU[space]RC10[space]PC20
2. IF School is of Pre Primary with Class I to V  
WBMDMS[space]CU[space]RC10[space]PC20[space]VC30
3. IF School is of Pre Primary with Class I to VIII  
WBMDMS[space]CU[space]RC10[space]PC20[space]VC30[space]UC40
4. IF School is of Class I to IV  
WBMDMS[space]CU[space]PC20
5. IF School is of Class I to V  
WBMDMS[space]CU[space]PC20[space]VC30
6. IF School is of Class I to VIII  
WBMDMS[space]CU[space]PC20[space]VC30[space]UC40
7. IF School is of Class V to VIII  
WBMDMS[space]CU[space]VC30[space]UC40
8. IF School is of Class VI to VIII  
WBMDMS[space]CU[space]UC40

*NB: the number 10, 20, 30 and 40 mention with RC, PC, VC, and UC are the numbers of Mid-Day Meal takers shown as examples.*

SMS Format (if MDM not is running):

1. If Reason is Non availability of Food Grains  
WBMDMS[space]RU[space]RN1
2. If Reason is Non availability of Funds / Cooking Cost / Ingredients  
WBMDMS[space]RU[space]RN2
3. If Reason is Absence of Cook-Cum-Helpers  
WBMDMS[space]RU[space]RN3
4. If Reason is Food not arrived from NGO/SHG  
WBMDMS[space]RU[space]RN4
5. If Reason is Holiday in School  
WBMDMS[space]RU[space]RN5
6. If Reason is Others  
WBMDMS[space]RU[space]RN6

**ANNEXURE – B (SMS PROCEDURE FOR UPDATE COVERAGE)**

SMS code:

<b>Code</b>	<b>Description</b>
CU	Coverage Update
RU	Reason Update