



## OFFICE OF THE CHIEF DISTRICT AGRICULTURE OFFICER

KEONJHAR, ODISHA- 758 001

### Advertisement for inviting Expression of Interest for Selection of SHGs/ SHG Federations/ FPOs for Setting-Up Mobile Sales Units (Millets on Wheels)

Letter No: 1657

Date: 6.5.21

Office of The Chief District Agriculture Officer-cum-PD, ATMA is looking for potential SHGs/ SHG Federations/ FPOs based in Odisha Millet Mission Blocks, herein after called as Applicants, to partner with Odisha Millets Mission for undertaking Mobile Sales Units (Millets on Wheels) are invited to submit their proposal before the concerned BAO/ CDPO in the prescribed format within 21 days of this advertisement i.e., by 27.5.21.

Signature of the CDAO-cum-PD, ATMA, Keonjhar

Date:

**Location for Setting-Up Mobile Sales Units (Millets on Wheels):** Keonjhar Town/ Barbil Town

**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. One 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.

Eligibility Criteria for SHGs / SHG Federations/ FPOs

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

1. Must be at least 3 years old from the date of commencement /registration.
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.
3. Must be located within the Block area where the proposed enterprise is to be established.
4. Members must be literate; can read and write Odia and have a basic understanding arithmetic skill.
5. Must not be a defaulter to any bank loan.
6. Must arrange infrastructure such as land, building, vehicle, electricity, water supply, working capital.
7. Must be willing to agree to the terms laid down and sign an agreement with District level officers of Agriculture Dept. and Odisha Millets Mission.
8. Groups having licenses from government institutes, FSSAI certification and food business license will be preferred.
9. The SHG / SHG Federation/ FPO must be willing to contribute the cost for arranging a vehicle along with its registration in the name of the SHG Federation / SHG/ FPO amounting approximately up to Rs. 1,50,000. Support from Odisha Millets Mission shall be provided on arrangement of vehicle only.

## ANNEXURE- II

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

#	Details of SHG/ SHG FEDERATION/ FPO	Sub-component	Information
1	Name		
	Address		
	Contact No & Email ID (if any)		
2	If registered Place of registration SHG /SHG Federation/ FPO	Registration number & date	
		Village	
		Gram Panchayat	
		Block	
3	Educational details (qualification of Executive Committee members of SHG / SHG Federation/ FPO)	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	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 penalised according to the court of law.

**Name & Signature of the Authorised Person of the WSHG / WSHG Federation/ FPO**

Date:

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**Acknowledgement**

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

**Signature of the BAO/ CDPO / Authorised Signatory**

Date:

## ANNEXURE- III

Suggested Menu for Mobile Sales Unit (Millets on Wheels)

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