FOOD for all

A PLEDGE BY PURULIA DISTRICT ADMINISTRATION
FROM DM'S DESK

Though from the dawn of the human civilisation, food has been considered as the primary pre-requisite for survival, most shockingly, availability of food for all has been reckoned as the most pressing problem on the earth, even today. We have shifted our goalpost from Millennium Development Goal -1 to Sustainable Development Goal -1, but our concern still hovers around hunger and starvation. Our country is plummeting gradually on Global Hunger Index and the recent influx of migrants due to COVID -19 pandemic has accentuated the problem to a great extent.

Fortunately, West Bengal is an oasis in this desert! “Khadya Sathi” scheme has provided food security for all and changed the lives of millions. Moreover, during the lockdown period, considering the vulnerability, Food and Supplies Department has left no stone unturned to run Public Distribution System (PDS) in an inclusive, transparent and seamless manner. In fact, the mandate from the top was loud and clear, “there should be no starvation.”

Considering its demographic and geographic composition and challenges, Purulia is differently poised in terms of food security. Presence of primitive tribes, and other aboriginal people, living below poverty line and that too in different fringe areas, have posed serious threats in running a successful PDS in the district. Lack of awareness regarding one's entitlement is another stumbling block which indirectly triggers corruption due to asymmetry of information. Besides, after the onset of migrant movement more than sixty five thousand people have returned to their origin Purulia.

But, the Purulia district administration has accepted this challenge with a humane face. The figures have been replaced by faces! Vulnerability mapping has been done in each and every Block and based on these exercises vulnerable hamlets and households have been identified. Micro plans for providing food security have been developed. Gram Panchayat wise extension officers were tagged for persistent monitoring and supervision. To bridge the information gap, entitlements have mandatorily been displayed in all PDS shops. Strict action has been taken against the errant dealers to create sufficient deterrent. The entire chain of actions has been planned and delivered without compromising the norms of social distancing and personal hygiene.

The ripples of food security movement have gradually transformed into waves. The ration dealers have also become the responsible members of the extended food family of the district administration and made exemplary contribution in running the PDS and reaching the unreached. The district administration has recently rewarded twenty three ration dealers for their outstanding contribution in public service delivery.

Today, “food for all “ is not a distant dream, but a reality in Purulia. We can all unequivocally state: yes, rationing can be rewarding!

Rahul Majumder, WBCS (Exe.)
District Magistrate, Purulia
PUBLIC DISTRIBUTION SYSTEM IN PURULIA

- Purulia comprises of 8 Jungle Mahal & 12 Non-Jungle Mahal blocks

- Digital Ration Card Population:
  - AAY - 181601
  - PHH - 946369
  - SPHH - 951374
  - RKSY-I - 1045032
  - RKSY-II - 309787
  - TOTAL = 3434163

- Beneficiaries covered through
  - Special Coupons & Temporary Coupons till date = 88078
- Total no. of MR Dealers = 1080
- Total No. of MR Distributors = 18

BLOCK-WISE HABITATION WISE VULNERABILITY MAPPING IN TERMS OF FOOD SECURITY
To motivate and guide the MR dealers in providing better service to the consumers, orientation programme of MR dealers was held at each and every block and at the district level.
Each and every Ration shops was supplied with flexes displaying entitlements in local languages for consumers, to ensure transparency and awareness among the consumers.

In order to prevent crowding of people and panic buying, habitation wise planning was done to secure smooth distribution.
PHYSICAL DISTANCING DURING RATION DISTRIBUTION

Circles at one-metre gap was drawn outside counters for the customers to stand inside them and ensure that social distancing norm is maintained in view of the highly contagious coronavirus outbreak.

USE OF MASKS

Use of masks reduces the spread of the coronavirus. All the consumers were encouraged to wear mask during visit to ration shops for collecting commodities.
AWARENESS GENERATION

Apart from display relating to entitlement at the ration shops, the beneficiaries were informed and guided about their entitlements during visit by the district officials.

SURPRISE CHECK AND INSPECTION

Strict vigil was kept by conducting surprise visits and random inspections at all the 1080 FPSs from the District Administration.
**REACHING TO THE UNREACHED**

Temporary coupons were issued to Migrants, Stranded Migrants and food grains were distributed to them, free of cost to mitigate their plight during COVID-19 situation.

**DISTRIBUTION OF FOOD GRAINS TO MIGRANT LABOURERS**
SERVICE THAT MATTERS...

Outstanding contribution of 23 MR dealers, one from each block and municipality, was appreciated by the District Administration to boost their confidence and motivate others.

Glimpses of Initiatives taken by Purulia District in Print Media