



From  
The Mission Director,  
MEPMA,  
Hyderabad  
Telangana.

To  
All the Project Directors  
Telangana

**Sub:** MEPMA –IEC - TSCO – Free Distribution of Bathukamma Sarees with Blouse to the White Card Holders ( Food Security Card Holders) for two days Sept 18<sup>th</sup> and 19<sup>th</sup> 2017 – Certain Instructions – Communication for necessary action – Regarding.

**Ref:** 1. G.O.Rt.No.151, dt.28.06.2017 received from Principal Secretary to Govt., & CIP (FAC), Ind. & Com., (Tex.) Dept., Govt. of T.S. (Copy enclosed).  
2. Meeting held by the Principal Secretary I&C (TEX) Department, T.S. on 26.07.2017.

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I invite your attention to the references cited. In the reference 1<sup>st</sup> cited the Government have issued orders to distribute Sarees to the families who possess white Ration Card on the eve of Bathukamma festival for the year 2017. It is also mentioned to distribute the Bathukamma Sarees in Urban Areas through MEPMA and in rural through DRDA.

In the reference 2<sup>nd</sup> cited, the Commissioner, Civil Supplies has been requested to keep the data pertaining to women above 18 years age who were enrolled in the Food Security Cards online. so that the District Collectors, SERP and MEPMA can download the data and use it for the Distribution of Bathukamma Sarees to eligible women. The District Collectors are requested to print the Fair Price Shop wise / Village wise Women Beneficiaries list with acknowledgement column & to get Beneficiary Signature on it in token of receipt of Bathukamma Sarees.

The following instructions are to be noted for the Distribution of Bathukamma Sarees:

**Eligibility criteria:**

- The Women above 18 yrs age group covered in the Food Security Card holders, Anthoyodaya Anna Yojana Card holders are eligible under this scheme.
- Age above 18 yrs as on August 1<sup>st</sup> 2017.
- Individual shall carry Xerox copy of Aadhar card, voter card or any ID proof.
- If the women are not available, then the saree can be handover to her husband, mother or father.

- If the age is not mentioned in Ration card list then they can show any age proof and get the saree

**Committee:**

- Constitute a Committee with the following members with responsibility of distribution of Bathukamma Sarees:
  - 1) Bill Collector of the Ward.
  - 2) Dealer of the Fair Price Shop of the Ward.
- Bill Collector will ascertain the identity ( Aadhar Card ) .
- Bill Collector of the ward is responsible for obtaining acquaintance and counter check of list of beneficiaries and stock received.
- Dealer of the Fair Price shop should communicate the list of White Card Holder list to Municipal Commissioner and concern Bill Collectors.
- The Member Committee has to take assistance with active OB members of SLFs for distribution of Sarees .

**Awareness and Publicity:**

- Organize awareness camps to all SHG, SLF & TLF members in the town through MEPMA staff.
- Orientation to staff, supervisors and committee members on process of distribution, planning, obtaining acknowledgement/acquaintance, etc.
- Give publicity through print media, electronic media and in all the slums.
- Inform all local leaders, Corporators / Councilors.
- Publicity for distribution of sarees like venue, date and time.
- Contact details of staff involved in distribution and supervisors.

**General instructions:**

- The Municipal Commissioner will act as a Nodal Officer to supervise the distribution of Sarees and will monitor the daily distribution and receipt the acknowledgement.
- Conduct the preliminary meeting with Committee members and MEPMA staff. And make a Ward wise Monitoring Committee and involve the Local leaders and MEPMA staff and Submit the Report to Head office in prescribed format .
- The Municipal Commissioner has to identify the distribution centres ( Community halls, ward offices, CRCs, Mahila Swashakthi Bhavans and other suitable places ) and also notify the centres list in public places( Notice Board of Municipal Office , MRO Office, Police Station, Government Schools and Colleges etc ) for distribution of Bathukamma Sarees and submit the report to head office in prescribed format .

- Identify the Godowns at the District level for storing the Bathukamma Sarees to the extent required to keep the Sarees until distribution to the beneficiaries. The Godown address and Godown In charge names have to be intimated to the MD, MEPMA.
- Ensure that the Godowns are non inflammable and Rat free etc., and all precautionary measures are to be taken in these aspects.
- The Sarees are packed in plastic bundles, each bundle consisting of 150 sarees with blouse. Each saree along with blouse is packed in a Polythene cover with a size of 9 x 16 inch. The 150 sarees will be in different colours and designs. There are around 500 design sarees will be supplied to the Districts. Proper care is to be taken in distribution of sarees to avoid similar designs and colours in the same ward.
- The distribution must be taken on 18.09.2017 & 19.09.2017 and if any leftover of distribution may be completed by 20.09.2017.
- Involve VVIPs/VIPs like Hon'ble Minister, MP, MLC, MLA, Mayors/Chairpersons, Corporators /councilors and other dignitaries.
- The fair price shop wise list of beneficiaries can be obtained from Dept. of civil supplies from the link provided and shall be counter verify/match with the physical stock received.
- Town wise in charge shall monitor the stock position and distribution of sarees on daily basis.
- 2, 3 places may be identified for distribution of bathukamma sarees, in case of the number of beneficiaries are more in the ward.
- MEPMA staff of COs, TMCs, DMCs are responsible for facilitation of the programme from identifying the beneficiaries, Maintenance of Godowns and are responsible for coordinating the programme and monitor the daily distribution and receipts of acknowledgement in prescribed format.

All the Municipal Commissioners /Project Directors of MEPMA are requested to make necessary arrangements for distribution of Bathukamma Sarees with Blouse to eligible women above 18years of age in coordination with Civil Supply Department for two days from 18<sup>th</sup> September to 19<sup>th</sup> September 2017 on the eve of Bathukamma festival and to submit the prescribed formats as enclosed .

- Encl: 1. Committee & centre list Report  
2. Godown ( Saree Storage ) list Report  
3. Beneficiary wise Acknowledge report  
4. Daily Monitoring Report

MISSION DIRECTOR

Copy to :  
**Signature valid**

The Commissioner & Director of Municipal Administration  
The District Collectors for information  
Digitally signed by SREEDEVICopy to the Municipal Commissioners for information and necessary action.  
Date: 18/09/2017  
Reason: Approved  
Managing Director, H&T, T.S., Hyderabad – for information.

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Report on ULB Wise Godowns identified for Storage of Bathukamma Sarees

SNO	Name of the ULB	Name of the Nodal Officer ( municipal Commissioner )	Mobile No of the MC	No of Godowns Identified	No of White Ration Card Holders in ULB	No of Sarees recieved by District Collector	Godown Address	Godown Incharge Name & Contact No .

Signature of Municipal Commissioner/ Project Director

## Report on Ward Wise Beneficiary wise Report in Responsibility of Distribution of Bathukamma Sarees to eligible women

Name of the District :

Name of the ULB

Ward No :

Name of the Dealer of Fair Price shop ( Ration Shop) of the ward

Fair price Shop No :

Venue of the Programme

Name of the Bill Collector :

Name of the concern MEPMA CO :

Name of the Active OB members of SLFs:

SNO	Name of the Beneficiary	White Ration Card / Food Security Card Number	Aadhaar No	Slum Name	SHG member Yes / no	If yes Name of the SHG	Caste	Age	Date of the Distribution of the sarees	Signature of the Beneficiary

Signature of the Municipal Commissioner

## Report on Centres - Responsibility of Distribution of Bathukamma Sarees to eligible women

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