

# A Study of Best Practices In the Implementation of Mid-day Meals Programme in Andhra Pradesh

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**A Study of Best Practices  
In the Implementation of Mid-day Meals Programme in  
Andhra Pradesh**

*Success stories of Women Self Help Groups, Corporate sector and NGOs  
sharing social responsibility (PPP Mode)*

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Yazali Josephine

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## **SECTION – 1**

### **Introduction & Genesis**

#### **1.1 Introduction**

The genesis of midday meals goes back much earlier, to 1925, when the Corporation of Madras introduced the scheme for schoolchildren. In 1956, the Chief Minister of Madras, K Kamraj, set up a 'Poor Feeding' programme. Five years later, American aid enabled all corporation and government schools in urban areas were covered. And in 1982, the legendary chief minister of Tamil Nadu, M G Ramachandran, set up a state-wide scheme called the 'Nutritious Meal Programme'. By the mid 1980, three states, Gujarat, Kerala, Tamil Nadu and UT of Pondicherry had universalized a cooked Mid-day Meals Programme (MDMP) with their own resources for children studying at the primary stage. By 1990, the number increased to twelve as more states joined in this mission with their own resources namely, Goa, Madhya Pradesh, Maharashtra, Meghalaya, Mizoram, Nagaland, Sikkim, Tripura, U. P. In another three states, i.e. Karnataka, Orissa and W.B, the programme was implemented with state resources in combination with international assistance. Another two states namely A.P. and Rajasthan were implementing the programme entirely with international assistance. The idea behind implementation of the MDMP was to enroll more students with regular attendance. (a) It's a fact that a hungry child is less likely to attend school regularly as hunger drains him/her will & ability to learn. Chronic hunger can lead to malnutrition, which will result a child more susceptible to diseases like measles or dysentery. In addition, even if a malnourished child does attend school, he/she finds it difficult to concentrate on and participate in the teaching/learning activities in the school. It also affects the physical and mental growth. (b) MDMP can reduce the gender gap in education, since it enhances female school attendance.

#### **1.2 MDM Programme Implementation Procedures in Andhra Pradesh**

The aim of the Program is to provide nutritional support to schoolchildren in order to improve retention and this achieves total literacy in the state. Government of Andhra

Pradesh had introduced the Mid Day Meal Programme in 1982 on an experimental basis in all the Abhyudaya Pradhamika Patasalalu. The programme did not sustain due to financial constraints. On 15 August 1995 Government of India launched the National Programme for Nutritional support to Primary Education. Under this programme each child was provided 3 kgs rice per month for 10 months in a year. In 2001, the Government of Andhra Pradesh introduced the cooked Mid Day Meal Programme in all Government, Local body and Government Aided primary Schools. Subsequently it was extended to children enrolled under Education Guarantee Scheme (EGS) and Alternative & Innovative Education (AIE) Centres. Under this scheme, an amount of Rs.402.85 Crores has been provided during 2006-07 for covering 68.00 Lakhs of children. Children enrolled in Government, Local Bodies, Private Aided Primary and Upper Primary schools are provided with the nutritional support. Care is taken to ensure provision of minimum 300 calories and 8 to 12 grams of protein for child per day. Govt. of India is providing rice free of cost @ 100 grams per child per working day. Conversion cost is paid to the identified implementing agencies towards cooking cost. The Scheme has been revised in June 2006 to ensure provision of midday meal of adequate nutritional value and provide additional central support to States/UTs. Central assistance is provided to States/UTs for the following components:-

- 1) Free food grains of 100 gms (rice/wheat) per child, per school a day
- 2) Cooking assistance @ Rs1.50 per child per school day.
- 3) Reimbursement of transportation cost @ Rs.75 per quintal.
- 4) Assistance for management, monitoring and evaluation @ 1.8 per cent of 1) to 3).

In the Union Budget 2006-07, Outlay for Mid-Day Meal Scheme has been increased by 60% i.e. from Rs.3345 crores for 2005-06 to Rs.5348 crores for 2006-07.

**The scheme in its first year of implementation, has led to the following positive outcomes:-**

- 1) Elimination of classroom hunger
- 2) Increase in enrollment, more significantly of girls
- 3) Surge in daily attendance, particularly of girls and children from poorer sections

- 4) Improvement in retention, learning ability and achievement
- 5) Curbing of teacher absenteeism.
- 6) Narrowing of social distance
- 7) A rallying point for parent's involvement in governance of schools

### **1.3 The Present Study**

The present study aims to focus on the best practices of Public-Private-Partnership Model or PPP of implementing MDM Programme/schemes in partnership with the private sector in Andhra Pradesh. The term private in PPP encompasses all non-government agencies such as the corporate sector, voluntary organizations, self-help groups, partnership firms, individuals and community based organizations. PPP, moreover, subsumes all the objectives of the service being provided earlier by the government, and is not intended to compromise on them. *Essentially, the shift in emphasis is from delivering services directly, to service management and coordination.* The roles and responsibilities of the partners may vary from sector to sector. While in some schemes/projects, the private provider may have significant involvement in regard to all aspects of implementation; in others she/he may have only a minor role.

The key differences between public-private-partnership and 'privatization' may be summarized as follows for the sake of clarity.

1. *Responsibility:* Under *privatization* the responsibility for delivery and funding a particular service rests with the private sector. PPP, on the other hand, involves full retention of *responsibility by the government* for providing the service.
2. *Ownership:* While ownership rights under privatization are sold to the private sector along with associated benefits and costs, PPP may continue to retain the legal ownership of assets by the public sector.
3. *Nature of Service:* While nature and scope of service under *privatization* is determined by the private provider, under PPP the nature and scope of service is *contractually determined* between the two parties.

4. *Risk & Reward:* Under privatization all the risks inherent in the business rest with the private sector. Under PPP, *risks and rewards are* shared between the government (public) and the private sector.

Public-Private-Partnership (PPP) provides an opportunity for private sector Participation in financing, designing, construction and operation & maintenance of Public sector programmes and projects. The time has come to forge a greater interface between the public and the private sector in a wide range of activities in the country.

A number of welfare programmes in the social sector (in India) are implemented with community participation and through voluntary organizations. A good many schemes being implemented *in the PPP mode* in the social sector are in the nature of public funded with private service delivery and private management. MDM under MHRD is one of that variety. States like Andhra Pradesh and Rajasthan has implemented MDM Programme in PPP Mode with a number of Innovations. In this context it is intend to study best practices and innovations in Andhra Pradesh.

Mid Day Meal Programme has its effect on progress of functioning of schools and learning of students. Many states have implemented the programme with enthusiasm and with many innovations. Community involvement in the form of pubic private partnership is a unique initiative. The foundation of a private-public partnership is division of labour — with each partner putting in one’s best strength area — towards a mutual goal. In such partnerships, a deep-pocketed body may not be expected to shell out money, instead it may be asked to spend its professional person-hours in. Largely, such partnerships give the private sector room to innovate for which it’s known and utilize the reach and infrastructure of the public sector to make it a win-win situation for the private player (NGO, corporate or an individual), government and community” Once jobs are assigned, there is no room for the concept to degenerate into charity and fizzle out. For steady results, the programmes are also monitored by the partners and thus are better equipped to have results than other social projects.

With this logic there are many places adopted best practices, which are worth referring. Therefore, the present study is a genuine attempt in that context. Secondly even though



number of problems/difficulties experienced by the functionaries/implementing agencies after launching of this programme they are able to succeed in achieving the goal. Such difficulties/problems do affect the day-to-day functioning of the institution concerned, however problems can be solved through exchange of experiences from other schools or by adopting the best practices of other places.

The present attempt is genuine one as it aims to identify best practices adopted by the private partners in the implementation of Mid Meal Programme. Secondly the review of related literature indicates that there have been hardly conducted studies in this area. Thirdly, there remains always a scope for further improvement of any program under operation.

## SECTION – 2

### Methodology of the Study

#### 2.1 Methodology

This study is an attempt in that direction as it aims to replicate the best practices to other parts of the country and suggestions from all functionaries for further improvement of the ongoing programme of Mid Day Meal so as to improve the school quality.

#### Objective of the study

To identify the best innovative practices of the Private sector (NAANDI Foundation, ISCON, Social Organizations, Women self help groups like DWCRA, DWCUA, and besides NGOs) in collaboration with Public Sector i.e. Govt. in implementing the scheme

#### 2.2 Sampling method

The State of Andhra Pradesh with 23 districts has three distinct regions i.e.:

1. **Coastal Region** familiarly known as Coastal Andhra comprising of nine Districts, Srikakulam, Vizianagaram, Vishakhapatnam, East Godavari, West Godavari, Krishna, Guntur, Prakasam and Nellore.
2. Interior region familiarly known as **Rayalaseema** which comprises of four Districts, viz Chittoor, Cudapa, Anathapur and Kurnool.
3. **Telangana Region** consists of 10 Districts, Mahabubnagar, Ranga Reddy, Hyderabad, Medak, Nizamabad, Adilabad, Warangal, Karimnagar, Khammam and Nalgonda

#### 2.3 Sample Districts

Out of 23 districts, six educational districts are selected from three regions. The sample districts are identified on the basis of the Research documents and Newspaper highlights. The sample districts with identified PPP mode of best practices are given below:

Region	District	Mandal/City/ Municipality	PPP Mode	Identified Best Practices
Andhra Coastal	1. Guntur	Ponnuru (Mandal) Piduguralla (Mandal) Dachepalli (Mandal)	Women self help groups like DWCRA, DWCUA, community development societies in the rural areas	PRI, women self help groups and community involve in implementing MDM and promotion of social equity
	2. Prakasam	Martur (Mandal)	Women self help groups like DWCRA, DWCUA, community development societies in the rural areas	Nil
Telengana	3. Hyderabad and	City	NAANDI Foundation public private partnership, Naandi Foundation has been engaged to serve mid-day meal in twin cities of Hyderabad and Secunderabad	Promotion of social equity Improving Nutrition and using centralized kitchen for hot and hygienic food.
	Secunderabad	City	-DO-	-Do-
	4. Rangareddi	Rural	Women self help groups	Nil
	5. Mahabubnagar	Farooqnagar (Mandal) Mahabubnagar (Mandal)	Women self help groups like DWCRA, DWCUA, community development societies in the rural areas	Promotion of Social Harmony and Promoting local menu
Rayalseema	6. Chittoor	Tirupati (Municipality)	ISKON	Promotion of Health Nutrition and sharing a Social responsibility towards Society using centralized kitchen for hot and hygienic food.
		Sri Kalahasthi (Mandal)	Srikalahastheswaa swami vari devasthanam-sharing a Social responsibility towards Society	Nil

## 2.4 Sources of the data

The data was collected from the primary and secondary sources. Primary data was collected by using interview schedules, observation schedules and information schedules and open-ended questionnaire and Focus group discussions. Women self help Group members (implementing agency), Community members, parents, teachers, Management committee members of <sup>1</sup>NAANDI Foundation, <sup>2</sup>ISKON and students were involved in

<sup>1</sup> *Naandi*, Naandi with a team of 300 + employees and hundreds of community workers is presently working in nine states: Andhra Pradesh, Rajasthan, Madhya Pradesh, Chhattisgarh, Andamans, Nagaland, Punjab, Haryana and Maharashtra touching the lives of more than 1million underserved people. NAANDI name in Sanskrit means a new beginning. It is one of the largest and fastest growing social sector organisations in India working to make poverty history. Founded in 1998 our work has 3 broad sectors: [Child Rights](#), [Safe](#)

the Focus Group Discussions. Relevant secondary data like, the school records, reports etc were collected from the, MDM section of the School Education Department in Andhra Pradesh from the State Head Quarters (Hyderabad), District Head quarters (DEO Office), NAANDI Foundation, ISKON and schools. Besides FGD, observation method also adopted to note the manners of the children during the time of meals distribution. Relevant Documents were collected from libraries' state departments, DEO office.

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*[Drinking Water](#) and [Sustainable Livelihoods](#). since 1998 from when the public-private partnerships have started it helped the govt to create sustainable, affordable solutions to long-pending development problems of the country:*

<sup>2</sup> *The International Society for Krishna Consciousness (ISKCON), which is a worldwide spiritual movement, has nearly 600 centres around the world. it has established numerous programs for social, economic and spiritual upliftment according to Vedic principles. One of such program is "ISKCON FOOD RELIEF FOUNDATION". At Tirupati is one of that. ISKCON FOOD RELIEF FOUNDATION, is the midday meal program for school children to address two of the most pressing problems of India : HUNGER AND EDUCATION.*

## SECTION – 3

### Andhra Pradesh Midday Meals Programme Implementation – Present Coverage and Progress

#### 3.1 <sup>3</sup>Introduction about the state

As per Census 2001, Andhra Pradesh ranks fifth in the country both in areas (275045 sq. kms) and population [762.10 lakhs (16.19% SC and 6.59% ST) with a growth rate of 13.86% during 1991-2001]. 72.7 % of the population lives in villages. The State has 23 districts, 81 Revenue Divisions, 8 Municipal Corporations, 4 Metro Cities, and 111 Municipalities. After the introduction of the Mandal Praja Parishad system (mandals replacing tehsils), all 23 districts were divided into 1128 Mandals with 31,683 villages, 22,084 Gram Panchayats and 72372 Habitations.

Literacy rate as per Census 2001 is 60.47%; male literacy rate and the female literacy rate being 70.32% and 50.43% respectively. Of the 23 districts, 9 districts, Hyderabad, Ranga Reddy, East Godavari, West Godavari, Krishna, Guntur, Nellore, Cudappa and Chittoor have relatively higher female literacy than the State average. Literacy rate among SC and ST categories is low, as is evident form the following data:

SC			ST			Rural Female Literacy Rate
Male	Female	Total	Male	Female	Total	
63.51	43.35	53.52	47.66	26.11	37.04	23.97

The Dropout rate is 26.76 for boys and 27.32 for girls. In 2006-07, State had 3,76,121 dropouts (1,78,856 boys + 1,97,265 girls).

In 2002-03 the Birth Rate per 1,000 population was 20.6 and Infant Mortality Rate per 1,000 live births was 62. Maternal Mortality Rate was 341 per 1,00,000 live births. 3.8% children in the 6-12 year age group suffer from Goiter (3.6% grade-I and 0.2% grade-II) and 0.1% are deaf/mute. Prevalence is vitamin A deficiency (1-5 years) is given in the

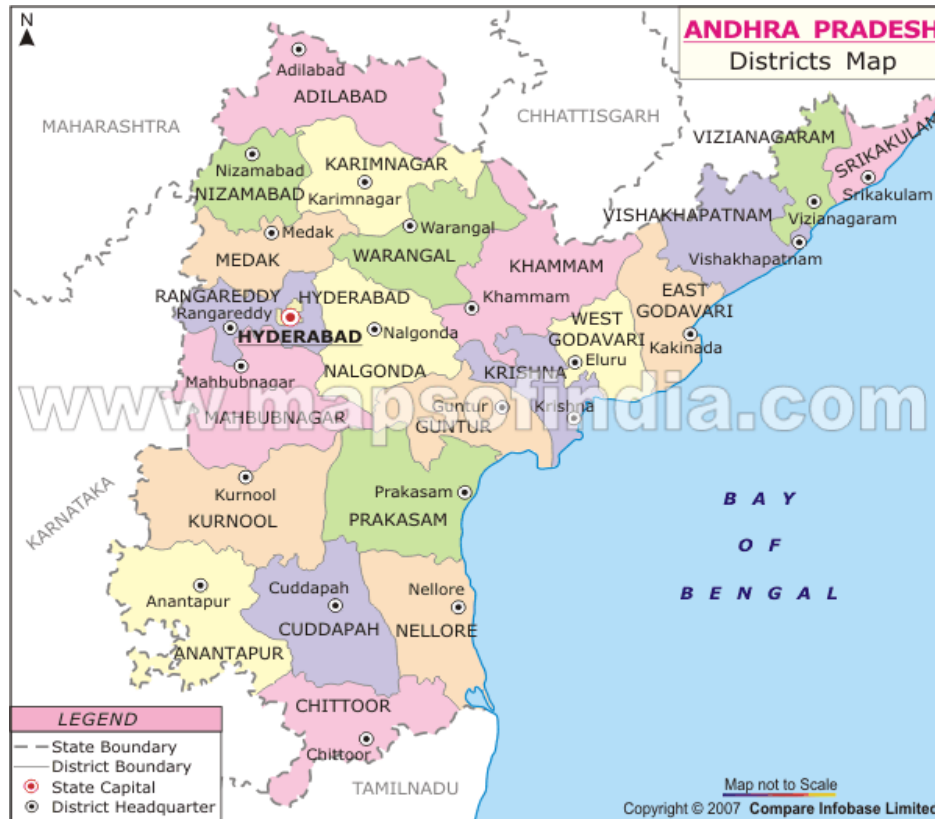
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<sup>3</sup> Mid day meal scheme, Annual work plan for 2007-08 Andhra Pradesh, school education department, Government of Andhra Pradesh, Hyderabad.

table below. For the last two years, the Health Department has been administering Vitamin 'A' doses to cover 100% children in the 1-5 years age group.

Vitamin 'A' Deficiency	
Disease	Percentage of Prevalence
Night Blindness	0.2
Conjunctival Xerosis	1.3
Bitot Spots	1.3

Map - 1



### 3.2 Mid Day Meal in Andhra Pradesh

Government of Andhra Pradesh had introduced the Mid Day Meal Programme in 1982 on an experimental basis in all the Abhyudaya Pradhamika Patasalalu. The programme did not sustain due to financial constraints.

On 15 August 1995 Government of India launched the National Programme for Nutritional support to Primary Education. Under this programme each child was provided 3 kgs rice per month for 10 months in a year.

In 2001, the Government of Andhra Pradesh introduced the **cooked** Mid Day Meal Programme in all Government, Local body and Government Aided primary Schools. Subsequently it was extended to children enrolled under Education Guarantee Scheme (EGS) and Alternative & Innovative Education (AIE) Centres.

### 3.3 Present Coverage

As per AWP&B 2007-08, the Mid Day Meal programme covers 54.28 lakh (Enrolment 60.33 lakhs) children:

Sl. No.	Institutions	Number	(As on Sep, 2006)		Projection 2007-08
			Enrollment	Actually Availing MDM	
1.	Govt./Local Body Schools	65,243	58,30,353	52,47,318	59,39,194
2.	Local Body				
3.	Govt. aided Schools				
4.	<b>Sub Total (1+2+3)</b>	<b>65,243</b>	<b>58,30,353*</b>	<b>52,47,318</b>	<b>59,39,194</b>
5.	EGS Centres	3,542	1,49,076 <sup>#</sup>	1,34,168	1,49,076
6.	AIE Centres	1,378	53,610 <sup>@</sup>	48,249	53,610
7.	Madarasas	330	<i>Not Provided</i>	<i>Not Provided</i>	<i>Not Provided</i>
8.	<b>Sub Total (5+6+7)</b>	<b>5,250</b>	<b>2,02,686</b>	<b>1,82,417</b>	<b>202686</b>
	<b>Grand total (4+8)</b>	<b>70,493</b>	<b>60,33,039</b>	<b>54,29,735</b>	<b>61,41,880</b>

\*: Boys-34,98,212 and Girls-23,32,141

#: Boys-89,445 and Girls-59,631

@:Boys-32,166 and Girls-21,444

The Gram Panchayat is responsible for implementation and supervision of the MDM Programme in the Panchayat. For day-to-day implementation of the scheme and to ensure effective functioning of the scheme at school level the Gram Panchayat constitutes a sub-Committee comprising following members:

Sarpanch, Gram Panchayat	Chairman
Village Secretary	Member/Convener
MPTC	Member
Chairperson, SEC in the Panchayat	Member
President of DWACRA Group/SHG implementing the Programme	Member
Headmaster of the School	Member
Dealer, Fair Price Shop	Member

The implementation of the Mid Day Meal Scheme at school level in rural areas is carried out mainly by DWACRA/SHGs, SEC, other agencies like Temples, NGOs of proven track record, charitable Trusts/ Parents, as identified by the Mandal Revenue Officers (MROs). In Urban areas, a committee headed by the MRO identifies Community Development Societies, NGOs, Urban SHGs, DWCUA, School Education Committees and other Agencies as implementing agencies.

The Headmaster certifies the attendance of the children and the quantity of rice utilized. Implementing Agencies maintain registers like cashbook, stock register, and issue register. They also furnish monthly reports on the implementation of Midday Meal in the schools to Mandal Resource Persons for onward transmission to the Mandal Committees.

Mostly Women SHGs are involved in this programme. NGOs and other service oriented Organizations are also encouraged to take part in this endeavor. The implementation of the Midday Meal Scheme has been entrusted to the Mandal Mahila Samkhyas in certain Mandals in Ananthapur, Krishna and Guntur districts on a pilot basis. The State Government is satisfied with the involvement of SHGs in the implementation of MDM Programme – it is now planning to transfer the implementation of other schemes, like Old Age Pension Scheme to them.

### **3.4 Food grains Transportation and lifting**

The AP Civil Supplies Corporation transports the grain to its own godowns and from there to Fair Price Shops. It has 448 storage points (against 1128 Mandals in the State)



and 40788 Fair Price Shops (against 72372 Habitations in the State). The District Managers of the Civil Supplies Department are responsible for the movement of food grains. Private firms or individuals are awarded contracts for the transportation. The implementing agencies lift the food grains from the Fair Price shops. Storage of food grains, at the school level, is the responsibility of the Headmaster and the Implementing Agency. Principal Secretary stated that there is a need for storage place in some schools. However, kitchen sheds now being constructed are provided with storage facilities – and this will help reduce the storage problem that headmasters are facing. The cost of transportation of food grains from Fair Price Shops to schools is included in the conversion cost paid to the implementing agencies at the mandal level by the Mandal Educational Officers.

**3.5 Central assistance for Andhra Pradesh** for the Mid Day Meal Programme for 2007-08 at the existing norms of (a) food grain allocation of 100 gms per child per day and (b) cooking cost of Rs 1.50 per child / school per day for primary classes 1-V.

#### **System for releases of funds provided under cooking costs**

The Government of India release funds to State Government through RBI advice. The State Government makes provision in the State/Department/District/Mandal budgets. The Finance Department releases the funds to the Director of School Education. The Director of School Education releases the amounts on a quarterly basis to the District Education Officers based on the requirements. The District Educational Officers release the amount, through cheque/bank draft to the Mandal Education Officers. The Mandal Education Officers collect bills from the implementing agencies in the Mandals and prefer the claims with the Pay and Accounts officers/ Treasury Officers. The Pay and Accounts Officers/ Treasury Officer pass the bills and issue the account payee cheques in favour of the implementing agencies.

### **3.6 System of procuring cooking ingredients**

There is no centralized procurement of cooking ingredients. As per the G.O.94 Edn (Prog.I) Dept 25.11.2002 issued by the State Government, the implementing agencies are responsible for the purchase of cooking ingredients and other material like dal, vegetables, oil, sambhar powder and fire wood from the DWCRA group/Gruha Mitra/ Local Market from out of the funds released to them and to maintain records of all purchases. (He added that there may be a likelihood of the State centralizing the procurement of tamarind!). In Orvakal Mandal of Kurnool district, Mahila Samkhyas are procuring all the ingredients and supplying them to the implementing agencies. The distribution of iodized salt, LPG and other essential commodities is also entrusted to the Indira Kranti Pathakam Groups (IKP Groups).

### **3.7 Kitchen Shed Construction.**

For construction of Kitchen sheds Rs 75,000/ are given per school in educationally backward blocks. Construction of 20444 Kitchen sheds –cum- storerooms with an estimated cost of Rs.122.66 crores has been taken up during the year 2006-07. Government of India has released an amount of Rs.103.20 crores during 2006-07 for this purpose.

### **3.8 Procurement of Kitchen Devices:**

Government of India allocated an amount of Rs.24.80 crores in 2006-07 towards procurement of kitchen equipment/devices to 49618 schools @ 5000/- per school. Details are being worked out to provide Gas connection, Stove and Pressure cooker by evolving detailed guidelines.

### **3.9 Menu**

Guidelines on nutrition facts, dietary composition were prepared in consultation with National Institution of Nutrition (NIN) and circulated to all implementing agencies. NIN has prepared day-wise menu for a week keeping in view calorie, protein and cost factors. Menu in actual practice is however flexible. Rice and Sambhar is the main menu with

egg/banana served twice a week. Seasonally available vegetables are added by the implementing agencies. To ensure that two eggs/banana are served to children, elaborate guidelines have been issued for procuring eggs at the District level through tender system. Mandal/State level officers, public representatives like Sarpanch and Mothers Committee members inspect the MDM Programme. In 2006-07, 45,000 visits/inspections were conducted (for about 70,000 schools).

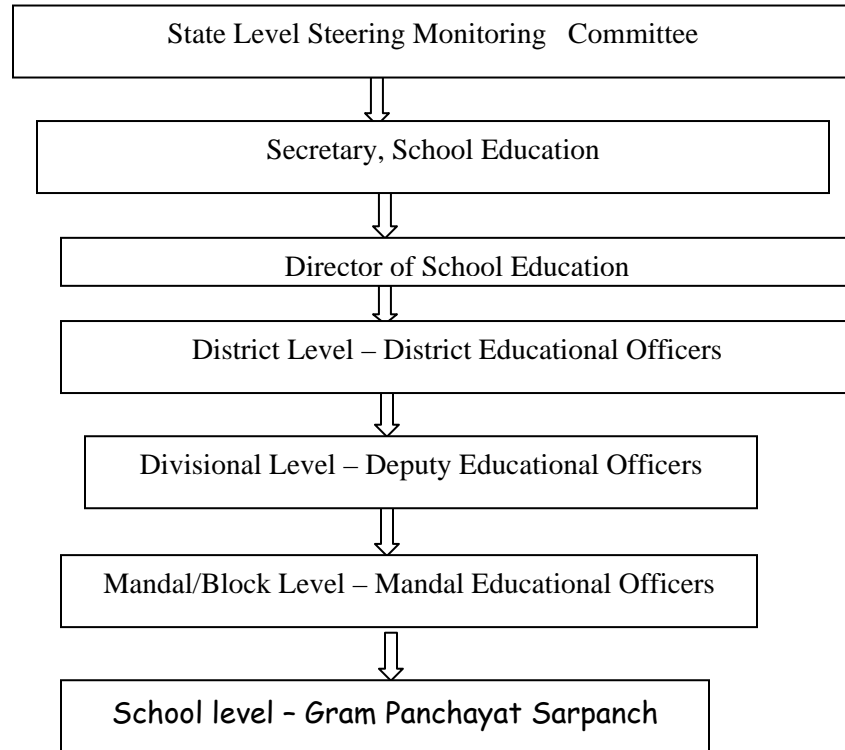
### **3.10 Public–Private Partnership**

Andhra pradesh has involved a number of private institutions in the implementation of the mid day meal programme. Naandi Foundation has taken up the programme in Hyderabad and Vishakhapatnam cities. It has established a central kitchen at Hyderabad from which mid day meal is supplied to 1,01,394 children in 891 schools in the twin cities of Hyderabad and Secunderabad. Similarly the centralized kitchen established in Vishakhapatnam city by the same NGO covers 35,734 children in 111 schools.

- The Bhagavathula Charitable Trust is providing Mid Day Meal to 75,000 children in 70 schools in Vishakhapatnam District.
- ISKCON (International Society for Krishna Consciousness) is meeting the Midday Meal requirement of 8500 children in 65 schools in Tirupathi Rural and Urban areas. This organization is planning to take up the programme in Rajamundry district – their application is under consideration.
- One philanthropist by name Sri Narayana Reddy is providing MDM to 3895 children in 27 schools with different recipes menu in Tadipatri Urban and Rural areas in Ananthapur district. This district is a perennial drought prone area.

### 3.11 Management, Monitoring and Evaluation:

The management committee are as follows



### 3.12 Special Features:

#### a) Involvement of women Self Help Groups:

The implementation of the Mid Day Meal Scheme at school level is carried out mainly by self help groups like DWCRA, DWCUA, Community Development Societies, Charitable Trusts, Group of parents and Mahila Mandal samakhyas besides NGOs

#### b) Supply of two eggs a week to each child:

To enhance the Nutritional status, two eggs per week per child are served on specified days. Eggs are marked with distinct colors to ensure supply of fresh boiled eggs. Left out stocks of boiled eggs if any, cannot be served on a further day due to this strategy.

c) **Installation of Centralized Kitchens and Implementing the MDM Programme on Public Private Partnership**

**3.13 Noteworthy Innovations**

**The State has, to its credit, the following two noteworthy innovations:**

1. A pilot project undertaken by Acharya NG.Ranga Agricultural University, Hyderabad under the caption “Feasibility of introducing Jowar/Ragi items of cooked food” in Midday Meal schools one school each in Mahabubnagar (155 children), Vizianagaram (194 children), Ananthapur (448 children) districts. Children implemented this Programme for 45 days to assess the impact both on nutrition and acceptance. After completion of the project, it was reported that there was improvement in weight of the children.
2. Bodh Tree Consulting Ltd., a software-consulting agency has developed software to monitor the attendance of children by establishing kiosks in ten schools in five districts for monitoring the attendance of children / teachers taking MDM on an experimental basis (being implemented for fixed period free of cost).

## SECTION – 4

### Public – Private Partnership (PPP)

#### 4.1 The Concept of <sup>1</sup>Public – Private Partnership

**The Concept of Public-Private-Partnership or PPP is a mode of implementing government** Programmes/schemes means in partnership with the private sector. The term private in PPP encompasses all non-government agencies such as the corporate sector, voluntary organizations, self-help groups, partnership firms, individuals and community based organizations, PPP, moreover, subsumes all the objectives of the service being provided earlier by the government, and is not intended to compromise on them. *Essentially, the shift in emphasis is from delivering services directly, to service management and coordination.* The roles and responsibilities of the partners may vary from sector to sector. While in some schemes/projects, the private provider may have significant involvement in regard to all aspects of implementation; in others s/he may have only a minor role.

Some of the programmes under implementation in the Department of Elementary Education through PPP are mentioned below:

The State has involved a number of private institutions in the implementation of the midday meal programme. NAANDI Foundation has taken up the programme in Hyderabad and Vishakhapatnam cities. It has established a central kitchen at Hyderabad from which mid day meal is supplied to 1,01,394 children in 891 schools in the twin cities of Hyderabad and Secunderabad. Similarly the centralized kitchen established in Vishakhapatnam city by the same NGO covers 35,734 children in 111 schools.

International Society for Krishna Consciousness (ISKCON ) is providing Midday Meal to 11,544 of children in 78 schools in Tirupati rural and urban Mandals. The food is cooked in Centralized kitchen and transported to the schools. The mother's committees and Gram

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<sup>1</sup> Public-Private-Partnership (PPP) provides an opportunity for private sector participation in financing, designing, construction and operation & maintenance of public sector programmes and projects. [www.planningcommission.nic.in/reports/genrep/rep\\_ppp.pdf](http://www.planningcommission.nic.in/reports/genrep/rep_ppp.pdf)

Panchayats supervise the Programme at the school level. The Teachers are not involved directly in the implementation of the Programme. However, the headmaster of the concerned School maintains a close liaison with the implementing agencies and Mothers Committees. They are responsible for certifying the number of students who availed themselves of the Mid Day Meals and supervision of quality of food supplied to children. They also make nutrition, hygiene and cleanliness a part of teaching learning process and encourage students to inculcate sound health habits. This organization is planning to take up the programme in Rajmundry town, East Godavari district – their application is under consideration.

The implementation of the Mid Day Meal Scheme at school level in rural areas is carried out mainly by DWCRA/SHGs, SEC, other agencies like Temples, NGOs of proven track record, charitable Trusts/ Parents, as identified by the Mandal Revenue Officers (MROs). In Urban areas, a committee headed by the MRO identifies Community Development Societies, NGOs, Urban SHGs, DWCUA, School Education Committees and other Agencies as implementing agencies.

Mostly Women SHGs are involved in this programme. NGOs and other service oriented Organizations are also encouraged to take part in this endeavor. The implementation of the Midday Meal Scheme has been entrusted to the Mandal Mahila Samkhyas in certain Mandals in Ananthapur, Krishna and Guntur districts on a pilot basis. The State Government is satisfied with the involvement of SHGs in the implementation of MDM Programme.

#### **4.2 Women Self Help Groups – Implementing Private Agency for Cooking and Serving Mid Day Meals**

##### **Introduction on Self Help Groups in Andhra Pradesh**

The Government of Andhra Pradesh has taken up the theme of women's empowerment as one of the strategies to tackle the socio-economic poverty. Women have taken up self Help movement through savings as a mass movement. There are about 4.65 lakhs women SHGs in Andhra Pradesh covering nearly 61.70 lakhs poor women. Andhra Pradesh alone has about half of SHGs organized in the Country. The SHGs are also popularly

called DWCRA Groups, and this name became popular after the DWCRA programme (Development of Women and Children in Rural Areas) through which women's groups were assisted initially. The SHGs are not only resorting to thrift but also are taking small loans out of the corpus available with the group. The group corpus consists of savings, government assistance and also bank loan. Members use the loan out of group corpus for their personal needs initially. However in the long run such loans are utilized for income generation activities. Since inception these groups mobilize an amount of Rs.1556.90 crores as corpus.

Women's savings movement started in 1993 as an off shoot of total literacy campaigns successfully conducted by the pro-active government initiatives in the southern part of Andhra Pradesh, poor women agitated against sale of arrack, organized themselves into 'Thrift and Credit groups' with one rupee saving in a day had now turned into a mass movement in which 61.70 lakh members saved more than Rs.887.47 crores which is rotated internally and lent amongst the members twice in a year as per the interest rates fixed by the groups. Such amounts are used for their daily consumption needs and also for production of goods for sales to earn incomes.

All the villages in the state have at least one SHG and 75% of the villages have 15-20 groups in each. Government felt the necessity of building institutions for SHG at the village, mandal level Village organizations and mandal federations are formed, and the latter are registered under the mutually aided co-operative societies Act 1995. Such federations take up functions like pensions to old people, insurance services to members, procurement of raw materials and marketing of finished products, accessing community infrastructure facilities, providing market information and other services to the members.

Sixty per cent of the women take up economic activities related to agriculture and allied activities. Land lease for growing agricultural crop is a common practice in the nine Telangana districts. Vegetable and Flower cultivation, food crops and pulses, oil seeds cultivation are taken up on leased lands. Women agricultural labourers prefer similarly rearing of calves, ram lamb, chicks, piggery and duckery, dairy, value addition to milk and milk products. Illiterate and unskilled women engage in small business activities.



Nearly 20% of the SHG members are artisans and engaged in making handicrafts and handloom products.

Public private partnership method is adopted in promoting economic opportunities to SHG members by appointing them as dealers for the sale of products manufactured by companies like Hindustan Levers Limited, TVS, TTK-Prestige, Colgate-Palmolive, Philips etc. Companies in return train SHGs in finance management, enterprise development, packaging, branding and pricing of products. This partnership is a win win model.

Andhra Pradesh is now engaged in intense pursuit of development programmes utilizing information technology (IT) and to strategize as to how the benefits of IT could be taken to rural areas.

SHGs are encouraged to get PCs and software for accessing information and developing their business. Their products are photographed, scanned and displayed on websites. These are put on the portals of e-commerce companies. Handicrafts, herbal medicines and cosmetics, hand woven and embroidered curtains, toys, paintings etc., are thus finding national and international markets. This would not have been possible, but for the internet. The members are enabled to take a mobile telephone and use it not only for the sales but as a public telephone.

The Midday meal Programme is implementing like a community owned programme in the state. The involvement of 70,493 implementing agencies is working in the state for serving of hot cooked meals to 60.00 lakhs of children. Mainly Women Self Help Groups (SHGs) like DWCRA groups carry out the implementation of the Mid Day Meal Scheme at school level.

### **Women SHGs and the MDM programme Implementation Procedures**

Midday Meal is a flagship Programme of the Government and large number Officials ranging from Mandal to State level are involved in different aspects of Mid-day Meal Programme such as Monitoring attendance of children, maintenance of proper records,

processing of different Data etc but implementation of cooked meals is given the responsibility to private agencies .

In rural areas DWCRA/Self Help Groups/SEC/Other agencies like Temples, NGOs of proven track record, charitable Trusts/Group of Parents in this order of preference are identified by the Mandal Revenue Officers (MRO) as the implementing agencies. They are not paid any salary/remuneration for this purpose.

In Urban areas community development societies like (CDS)/NGOs/Urban SHGs/DWCRA/School Education Committees and other Agencies like Temples/NGOs of proven track record/ charitable trusts/Group of Parents (in this order of preference) are identified as implementing agencies by a committee headed by the MRO.

As per the G.O.94 Edn (Prog.I) Dept 25.11.2002 the Implementing Agency is responsible for the purchase of other material like Dal, Vegetables, oil, sambar powder, Fire wood etc. from the DWCRA group/Gruha Mitra/Local Market etc., from out of the funds released to them and to maintain records of all purchases.

The Commissioner, Civil supplies/Andhra Pradesh State Civil Supplies Corporation are responsible for the timely supply and monitoring of the quantity of rice. Andhra Pradesh raw rice of fair average quality is lifted from the Food Corporation godowns and supplied to the implementing agencies through Fair Price Shops. Rice is supplied to the implementing agencies as and when required on the basis of enrolment. Storage of food grains is taken care of by the Headmaster and Implementing Agency. The Headmaster certifies the attendance of the children and the quantity of rice utilized. The Implementing Agencies purchase the ingredients like Dal, Vegetables, Oil, Firewood, Cooking Gas, etc.

Standardized menu as planned by the National Institute of Nutrition, Hyderabad was passed on to the District Administration for adherence. Menu is flexible with rice and sambar being the main menu with egg/banana twice a week. The implementing agencies cook using the seasonally available vegetables. The wholesomeness of the meal provided is checked at random by various officials visiting schools.

The distribution of iodized salt, LPG and other essential commodities is also entrusted to the Indira Kranti Pathakam Groups (IKP Groups).

There is a need to prepare Midday Meal under hygienic conditions and to maintain high standards of quality. Hence the members of the Gram Panchayat, Mothers Committee, School Management Committees and members of the Self Help Groups are made to understand the significance of Mid Day Meals Programme and to prepare food maintaining high standards of hygiene. Ultimately it is to ensure that the targeted children enjoy the recipes.

The Mandal Revenue Officer (MRO) of the Mandal including the urban mandals issues advance programme for the village level meeting to be conducted for the selection of implementing agencies. Wide publicity is given. Panchayat Secretary organises the meeting, the meeting would be attended by the Sarpanch, all the ward members, the parents (which includes chairperson and members of the SEC), all the Self Help Groups of the village and select the best among them as the implementing agencies. The MEO, the HMs of the schools of the village also attend the meeting. The MEO records the minutes of the meeting and communicates to all the schools in the Gram Panchayat and the Revenue Divisional Officer (RDO) through the MRO. The RDO monitors the conduct of the meetings and selection of the implementing agencies in their division. The Joint Collector monitors the process of selection of implementing agencies in the entire district.

Generally Women Self help groups do the cooking by themselves, however in a few cases Cooks are engaged by the implementing agencies themselves. The implementing agencies are responsible for lifting rice from the Fair price shops as per allotment made by the Mandal Revenue Officer. Implementing Agencies maintain registers like cashbook, stock register, issue register, etc. They also furnish monthly reports on implementation of Midday Meal in the schools to Mandal Educational Officers for onward transmission to the Mandal Committees. School management Committee periodically inspects the records maintained by Implementing Agencies. The Headmaster

certifies the attendance of the children and the quantity of rice utilized. Generally one implementing agency cooks and provides MDM to one school.

In Hyderabad, Secunderabad and Tirupati (NAANDI and ISKON) providing cooked Midday Meal with a centralized kitchen and is able to provide hygiene and hot meals to children. In the following sections evidence based case studies are discussed from 3 regions.

## SECTION – 5

### Evidence Based Best Practices as of PPP Model

#### 5.1 Case Study from Mahabubnagar District

Mahabubnagar is the largest district in Telangana Region and the second largest in Andhra Pradesh State. This is also known as "PALAMOORU". This district consists of 1553 Revenue Villages, 1347 Gram Panchayats, 64 Mandals and 5 Revenue Divisions. Mahabubnagar District has 14 Assembly Constituencies and 2 Parliamentary Constituencies. It is located in the semiarid region of India with recurring meteorological drought (because of erratic and scanty rainfall) and worsened by overexploitation of meager groundwater resources. 90% of the people of Mahabubnagar district speak Telugu and rest of them speak Urdu.

As of 2001 India census, Mahabubnagar had a population of 130,849. Males constitute 51% of the population and females 49%. Mahabubnagar has an average literacy rate of 74%, higher than the national average of 59.5%: male literacy is 80%, and female literacy is 67%. Some educational indicators are also given below:

**Table 5.1.A**

#### Number of Schools : Government, AIE, EGS Centres and Madarsas

Sl.No.	District	No. of Schools	AIE	EGS	Madarsas	Total
1.	Mahabubnagar	3310	88	34	40	3472

Source: DISE

#### Enrolment (Category wise) from Classes I to V (2006-07):

Sl.No.	District	Govt.+LB+GA	EGS Centres	AIE Centres	Total
1.	Mahabubnagar	354805	2055	6596	363456

Source: DISE

LB : Local Body /GA: Government Aided

#### Dropouts 2006-07:

#### Drop Outs (Gender wise)

<b>Sl.No.</b>	<b>District</b>	<b>Boys</b>	<b>Girls</b>	<b>Total</b>
<b>1.</b>	<b>Mahabubnagar</b>	<b>19481</b>	<b>19244</b>	<b>38725</b>

**Promotion of Social Harmony and hygienic Quality food with local menu by the Women Self-help groups**

In Farooqnagar Mandal, Bala Nagar Mandal and Mahabubnagar Mandal of Mahabubnagar district, we have visited five schools and we found Women Self-help groups promoting the Social Harmony through implementation of hygienic Quality hot food with local menu. Four schools are discussed briefly below. Each school has marginal variation in implementing the menu and working pattern. Even then but all stands as successful models in promoting social harmony and hygienic food.

1. Dooskal village is located in Farooqnagar mandal and 4 km far from mandal headquarters. The total population of the village (see Table 5.2) is 2,237 persons, Out of them 1,134 male and 1,103 female. The village is inhabited by Backward Castes (35.9 Per cent), Scheduled Castes (26.6 Per cent), Scheduled Tribes (9.6 Per cent) and Other Communities (27.7 Per cent). There are two Anganwadi Centres available in the village. The village does not have any out of school children.

**Table 5.1.B****Gender wise and caste wise population of Dooskal village**

<b>Gender</b>	<b>SC</b>	<b>ST</b>	<b>BC</b>	<b>OC</b>	<b>Total</b>
Male	301	109	424	300	1134
Female	296	107	380	320	1103
Total	597	216	804	620	2237
Per Cent	26.68	9.6	35.94	27.71	100

The MP Upper Primary School in Dooskal was established in 1959 and the local body manages it. This is the only school in this village. It is located in rural area. The school consists of grade 1 to 7. The school is co-educational and it does not have any attached pre-primary section. The total enrolment of school is 187 out of which BC enrolment is 88, SC enrolment is 65, ST enrolment is 15 and OC enrolment is 19.

**Table 5.1.C****Class wise and caste wise enrolment**

<b>Class</b>	<b>SC</b>	<b>ST</b>	<b>BC</b>	<b>OC</b>	<b>Total</b>
<b>I</b>	7	1	7	1	16
<b>II</b>	13	1	17	2	33
<b>III</b>	10	1	8	4	23
<b>IV</b>	11	1	13	3	28
<b>V</b>	8	3	13	4	28
<b>VI</b>	7	5	14	3	29
<b>VII</b>	9	3	16	2	30
<b>Total</b>	65	15	88	19	187

The school has one block, which is housed in a Government building. It has got one staff room and 7 classrooms for instructions purposes. All the classrooms are in good condition. The school has electricity connection. The source of Drinking water in the school is Hand Pump. The school has a common toilet but does not have a separate toilet for girls. The school has a playground and has a book-bank with 500 books in its library. School is providing mid day meal to all children. They have separate kitchen shed for cooking mid day meal. The community members contributed (75 Per cent of the total cost) for the kitchen-shed construction and the education department sanctions remaining 25 per cent. The kitchen shed is in good condition. It is not very close to school building.

Mr. B. Krishnaiah is the Head Master of the school. The school has three regular teachers in position against a sanctioned strength of five posts. In addition, the school has got four Para teachers. The school has four female teachers. All teachers of school are well qualified. The pupil teacher ratio of the school is 26:1. The school is implementing the MDM Programme.

In Dooskal village there are 35 self help groups working. Out of these groups, Mandal Revenue Officer has selected Jyothi Laxmi Mahila Group with the help of Mandal Education Officer and other members of the gramasabha for cooking and serving food for children as a Implementing Agency. Initially two groups were given the responsibility for cooking midday meal. Now there is only one agency (Jyothi Laxmi Mahila Group) which has taken responsibility.

The implementing agency consists of 13 women members. They all belong to backward and Muslim community. Ms. Gousiya Begum is the leader of the group. The group is functioning for the last ten years. The name of the members are as follows:

1. Ms. Sharadama, Member
2. Ms. Padmama, Member
3. Ms. Bharathama, Member
4. Ms. Gousiya Begum (leader and cook)
5. Ms. Chahim Begam, Member
6. Ms. Bhagyama, Member
7. Ms. Laxmi, Member
8. Ms. Parvathama, Member
9. Ms. K. Laxmi, Member
10. Ms. Satyama, Member
11. Ms. Balamani, Member
12. Ms. K. Yaddama, Member
13. Ms. Suganama, Member

Each member of this group was contributing Rs. 30/- per month. They also operate a bank account with joint names of Ms. Sharadama and Ms. Padmama. State government offers them a loan at low interest rates for these group members. The interest rate is 25 paisa per Rs.100/- per month. The group is also offering loans @Rs. 2/- interest for the group members for different business purposes. The other members of the group running



small business like bangle shop, tailoring and milk business etc. The group has the credit balance of Rs. 1, 50, 000/- in their bank account.

Every day early in the morning after taking attendance, the Head master informs the implementing agency about the requirement of food for that particular day. The agency purchases all ingredients (branded and packed) like cooking oil, masalas, dal, salt etc. from super Bazar and submit bills to Mandal Education Officer through head master. Rice is provided by the government free of cost through fair-price shops

The agency also purchased cooking utensils from their own funds. They purchases cooking fuel from the market. World Vision Auronodaya Area Development Programme provided steel plates and tumblers for the children. They also provided drinking water facility in the school.

For all these ingredient, the agency has to invest for one-month period. Once the month is over, the bills incurred by the women are sent to the Mandal Education Officer, on whose approval the women are paid the specified amount.

### **Best practice**

Once given the duty, the two women from the group take care of all the expenses of food items like daal, cooking fuel, eggs and other ingredients like spices for the period they are in-charge. Rice is provided through fair-price shops. The two women serving food in the kitchen are the most important part of the scene. They are a part of the Women'Self Help Groups in the village. The success of the meals is being attributed as much to the women's taste in cooking as to their linkage with the local community culture and tradition. They also take care to cook the food is tasty so that the children do not get bored with the same mince. They change the curries daily to make it interesting. They give eggs once in a week. Care is also taken to prepare the food that children will find testy.

The Head master decides the menu. Egg is provided on Wednesday and banana on Saturday in addition to the rice and sambar/dal. Weekly once they cook kichidi and

chatni. Children like this food because of the local taste and cook by the local people. Parents from different castes visit school and supervise the quality of food. Teachers also check the quality of the food and taste. There is no communal problem in this village even though, both the cooks are from Muslim community.

The cook Ms. Razia Sultana belongs to Muslim community but she did not face any protest in the village even though it is village dominated by OC and OBCs. Leader of the group always attends grama sabha meetings which will be held once in a month to discuss the issues relating to implementation of midday meal programme. As mentioned by the villagers and school community there is no caste or communal differences either in the village or in the school. Head master Mr. Krishnaiah was cooperating with the implementing agency for procuring good quality rice, transportation and storing in the school.

### **Impact**

The day we visited the school i.e. 23.06.2008, there were 147 children attending the school, out of 187 of the total enrollment. All the children were having the midday meals in the school which means approximately 87% Children were enjoying the food as it was hot with local taste. It can be seen serving hot rice and sambaar as children queue up for food. First serving, second serving and then the third. This is a scene common to most primary schools in the village.

### **. The Second School visited was Government Upper Primary School in Veeranna Peta of Mahbubnagar (Urban)**

The school is located in district head quarters. The total strength of the school is six hundred and twenty four. Five different groups were selected for cooking midday meal in this school. Out of these, 4 groups belong to BC community and one group belongs to a Muslim Community. Two members from each group were participating in cooking the food for around 350 children every day. The name of the group members of implementing agencies are as follows:

Mehabub Group	(10 Muslim members)
Manikanta Group	(10 BC members)
Shimha Geri Group	(10 BC members)
Badenavas Group	(10 BC members)
Sai Baba Group	(10 BC members)

### **Best Practice**

All the ten members of the implementing agency shared the responsibility of the work like cooking, cleaning and serving the food to children. Even though there was no water facility within the school premises they were bringing water from outside. They cook variety of food items from Monday to Saturday like Potato Biryani, Bagar Annam (Kichidi), Allugadda and Rice, Sambar and Rice etc. They also provide egg and banana once in a week. They are using branded ingredients for cooking purpose.

It was reported to us that during the year 2005, the community members constructed a big kitchen shed for cooking and storage purpose. The teachers of this school also contributed Rs. 5000/- for this purpose. The mothers of the children visits the school and monitor the quality of the food and cleanliness in the kitchen. There is no communal problem in this school. All Muslim and Hindu communities were availing this facility.

There are some children eating lunch at home as their mothers like to feed them personally at home. Otherwise there is no communal difference among the parents. Community is also contributing to improve the school infrastructure and participating in school activities.

3. M.P. Primary School, Yenugonda village in Mahbubnagar Mandal of Mahbubnagar district was established in 1959 and it is managed by the Local Body. It is located in a rural area. It is situated at a distance of about 4 km. from the Mandal head quarters. The school consists of Grades from 1 to 5. The school is co-educational and it does not have any attached pre-primary section. The school is non-residential in nature, but 50 per cent of the children coming from orphan's hostel.

The school has one block, which is housed in a Government building. It has got six classrooms for instructional purposes. All the classrooms are in good condition. The school has got pucca boundary wall. The source of Drinking Water in the school is bore well water tank outside the school boundary. The school has got 9 blackboards for the use of teachers and 2 blackboards at the ground level for the use of children.

### **Implementing Agency**

There are 35 self help groups functioning in this village out of them three groups were selected for cooking mid day meal in the school for 5 years term. The name of these groups are as follows:

1. Padmavathi Mahila Sangam (15 members), Leader: Mrs. Balakrishnama
2. Swathi Mahila Group (15 members), Leader: Mrs. Laxmi Kantam
3. Varalakshmi Mahila Group (15 members)

All the three groups are belonging to BC community. The head master provides enrollment details to the agency every day at 9.30 a.m. Three members were preparing midday meal for about 80 students. Students like to have kichidi with chatni and sambhar with rice very much. Vegetables are cooked two days in a week and eggs are provided twice in a week.

### **Best Practice**

The implementation agency was using branded and packed ingredients. Students developed good manners as all the students do the prayer before taking their mid day meal every day. Youth association (NGO) donated steel glasses and plates for children. Community contributed to construct kitchen shed. The school was kept very clean and neat. Teachers and students were involved in day-to-day activities of the school.

4. **M. P. Primary School, Shadnagar village (Kunta) in Farooqnagar mandal of Mahabubnagar district**

Shadnagar (Kunta) is located in Farooqnagar mandal which is under rural area. The school we visited consists of grade I-V. The total strength of the school is 168, out of which 30 are from SC 19 are from ST, 97 from BC and 22 from OC Communities. There were no out of schoolchildren in this village. The day we visited the school i.e 23<sup>rd</sup> June 2008, the attendance was full. The teacher pupil ratio of the school was 1: 28 and Mr. N. Chenna Keshavulu was heading the school.

### **Best Practice**

Two Self Help Groups named “Sai Mahila Mandali Mahalakshmi Group” and Saraswathi Mahila Group has taken the responsibility to serve the cooked meal to the school children. Ms. Punemma and Ms. Dhanamma are the leaders of these two groups respectively. There are four women also (two women from each group) shares the responsibility of cooking and serving mid day meal. The agency members belongs to the backward class community and the school committee admitted that the implementing agency members did not face any caste or community problems in the village.

They change Menu every day and on every Wednesday they provide eggs in addition to rice and sambar. Children likes eggs very much.

The community members, Gram Panchayat members and the implementing agency have working together with harmony and implementing the scheme successfully. The Headmaster of the school was extremely cooperative with the agency members and helping them to maintain registers, getting rice and submission of bills for payment etc. Gram panchayats were providing the water to the school. Occasionally, Parents and community members used to visits the school to check the quality of the food and hygienic conditions in the kitchen and school. The agency members daily bring water from far of places to the school and distributes to the children.

### **Impact**

Total school children in the school used to take midday meals with interest.

Coordination among all groups of communities has been enhanced while implementing the scheme.

Children enjoy the hot tastier, local food as a result of which attendance has been increased

## **5.2 Evidence based Best Practices from Guntur District**

Guntur is a district in the state of Andhra Pradesh on the coast of Bay of Bengal. The district has a coastline of around 100 kilometers. Guntur City is the largest city in the district and administrative center of Guntur District. The region is identified as a major transportation and textile hub in India. Additionally, the Guntur area economy has an agricultural component that is internationally known for its exports of chillies, cotton, and tobacco.

The district is a major center for learning, it has one of the largest universities of India, Acharya Nagarjuna University. The city has an estimated population of 818,330 (514,707 as per 2001 census) with an Urban Agglomeration of approximately 1,028,667. Guntur is a centre of learning (The educational data is given below )and the administrative capital of Guntur district, which is home of historically significant Amaravati, Bhattiprolu and Sitanagaram monuments. The city is also a centre for business, industry, and agriculture.

**Table 5.2.1****Number of Schools:  
Government, AIE, EGS Centers and Madarsas**

<b>District</b>	<b>No. of Schools</b>	<b>AIE</b>	<b>EGS</b>	<b>Madarsas</b>	<b>Total</b>
<b>Guntur</b>	<b>3344</b>	<b>22</b>	<b>43</b>	<b>10</b>	<b>3419</b>

**Enrolment (Category wise) from Classes I to V (2006-07):**

<b>District</b>	<b>Govt.+LB+GA</b>	<b>EGS Centres</b>	<b>AIE Centres</b>	<b>Total</b>
<b>Guntur</b>	<b>390327</b>	<b>3911</b>	<b>840</b>	<b>395078</b>

**Dropouts 2006-07**

<b>District</b>	<b>Boys</b>	<b>Girls</b>	<b>Total</b>
<b>Guntur</b>	<b>9362</b>	<b>12493</b>	<b>21855</b>

Source: District Information System for Education (DISE)

PRIs, Women Self-help groups and community together supporting the Social Harmony while implementing MDM in the District. Four identified schools for the best practices are discussed below:

1. M. P. Primary School, Pedagarlapadu village in Dachepalle Mandal of Guntur district was established during 1914 and the Local Body manages it. It is located in rural remote area. It is situated at a distance of about 18 km. from the Mandal head quarters. The school consists of Grades 1 to 5. This is the only school in the village and there is no private unaided school in this village.

The school has 2 blocks, which are housed in a Government building. It has got 10 classrooms for instructional purposes. A total of 7 classrooms are in good condition. On the other hand, one of the classroom(s) needs major repairs. It has no other room for non-teaching activities. It has got pucca boundary wall, electricity connection, drinking water facility and a common toilet but does not have a separate toilet for girls. The school has a playground, book-bank, library and one computer in the school. Regular teachers in position against a sanctioned strength of 15 posts were thirteen. In addition, the school has got 5 Para-Teachers with 6 female teachers. Precisely, 15 teachers of school are

having graduate and above degrees. On the other hand, thirteen teachers have professional certification(s)/degree(s). The Pupil-Teacher Ratio (PTR) of the school is 37:1. The total enrolment of the school is 674, out of which boys as 50.4 per cent and girls' are 49.6 per cent. The SC enrolment is 19.0 per cent and OBC enrolment is 20.6 per cent.

There are 40 self help groups formed in Pedagarlapadu village. Out of these groups Sri Sai DWACRA Group was selected for cooking mid day meal. Both Ms. Leelavathi (leader) and Ms. Anasuyamma (member) has been cooking and serving the food from the last six years. The agency took loan from Chaitanya Gramina Bank to purchase utensils. The school is having kitchen shed and storage facility in the school. The agency has received an amount to build kitchen shed from Mandal Revenue Officer.

The agency has LPG gas connection with two cylinders for cooking midday meals. There are 600 students taking the meal every day. Teachers and students are also helping the agency in serving the food to children. Most of the children like Rice with sambhar. Wednesday and Friday serving egg in addition to rice and sambar. The weekly menu is as follows:

#### **Weekly Menu**

Monday	Rice and Sambar
Tuesday	Rice and Sambar
Wednesday	Egg, Rice and Sambar
Thursday	Rice and Sambar
Friday	Egg, Rice and Sambar
Saturday	Rice and Sambar

#### **Community involvement in school activities**

All the Community members in this village have provided all financial assistance for the development of the school. All the villagers attend Independence Day function in the school. Most of the children attend the school regularly because of the mid day meal programme. Parents visit school to see the facilities and mid day meal arrangements, and the prefer to send their children to this school instead of private unaided schools. All the Private Managements closed their schools in this village.



The head master of this school Mr.Rami Reddy is active and enthusiastic and community service oriented person and he is the source of inspiration for the development of the school. He was getting full support from the parents and other members of the village.

Since belonging to the same village, he is getting full cooperation from the villagers to expand the school and providing more facilities to the children. The school was kept very neat and clean by the Community. The School education committee is constituted and the following are the members in the committee.

Village President	Sh. Punanchetti Chatraman
Mandal Parishad T C	Shri K. Rama Rao
Ward Member	Shri P. Vedamani
Sai DWACRA group	Smt. Leelavathi
Vice President	Shri Kamireddy Sravanlo

Parents has exclaimed that student's performance in studies also improved due to midday meal programme.

The school is the best model to understand how the community and Panchayat Raj Institutions' involved in development of school. So far the school doesn't have any record of out of school children. It is due to the efforts and coordination among PRIs and the school community.

## **2. The Second School visited was M.P. Upper Primary School, Machayapalem village in Bellamkonda mandal of Guntur District**

The school was established in 1936 and managed by the Local Body. It is located in rural area. It is situated at a distance of about 3 km. from the Mandal head quarter. It is located in Bellamkonda mandal of Guntur district of Andhra Pradesh. The school consists of 1 to 7 Grades and it is a co-educational institution. The school is having pucca boundary wall with a playground. The school has two buildings (blocks) with electricity connection. One block has been constructed very recently. The school has Hand Pump Drinking Water facility and also has a common toilet and a separate toilet for girls as well. The school has arranged medical check-up for its students during the previous academic year.

The school has 5 regular teachers in position against a sanctioned strength of 5 posts. In addition, the school has got 6 Para-Teachers. Out of total 11 teachers 7 teachers are female teachers. Regarding the qualifications of the teacher precisely, 6 teachers are having graduate and above degrees. On the other hand, 6 teachers have professional certification(s)/degree(s). The Pupil-Teacher Ratio (PTR) of the school is 25:1

Most of the children in this village are from BC, OC and SC community

The total enrollment of the school is 276, out of which boys' enrolment is 136 (49.3 per cent) and girls' enrolment, 140 (50.7 per cent). The SC enrolment is 72 (26.1 per cent), ST enrollment is 14 (5.1 per cent) and OBC enrolment is 167 (60.5 per cent).

Community participation in the school activities in this village is very high. Some villagers has donated land for school. The school is planning to use this land for kitchen garden purpose. The Village Education Committee is as follows:

#### **School Education Committee Members**

- |    |                       |                  |
|----|-----------------------|------------------|
| 1. | Ms. G. Anjamma        | Chairperson (BC) |
| 2. | Shri B. Ramireddy     | Member (OC)      |
| 3. | Ms. Soma B. Vajram    | Member (SC)      |
| 4. | Ms. Dasari Mastanamma | Member (ST)      |
| 5. | Smt. B. Grasudanam    | Convenor         |

The Mid Day Meals Programme Implementation is given to the Padma agency. All the members of the agency are from SC community. There is no protest from the other community members in the village against the implementing agency as they belongs to SC Community. Ms. Padmavathi is the leader of the agency as she is very confident vocal and well informed women Leader. She is also a leader of the Mandal Samakhya at Mandal level. All the agencies members meet at the Mandal Revenue Office once in a month..

The weekly menu of the school is as follows:

Monday                      Rice and Dal with green leaves

Tuesday	Rice and Sambar
Wednesday	Egg, Rice and Chatni
Thursday	Rice and Dal with green leaves
Friday	Rice and Gongura Chatni (sour leaves sauce)
Saturday	Rice and Sambar

### **Best practice**

All the implementing agency members are from SC community. There is no protest from the other community members in the village. Ms. Padmavathi is the leader of the agency as she is very confident vocal and well-informed women. Even though she is from SC community she is elected as a leader of the Mandal level by all communication form. All the 33 agencies are the members in this form follows has listens to her and cooperates with her for the welfare of the school children. Moreover, there is a monthly meeting of all the agencies at the Mandal Revenue Office, they work with full cooperation and understanding. Padma Agency has spend Rs.3000/- for purchasing the utensils on their own.

### **Impact**

VEC member reported that most of the children are attending the school regularly because of MDM. Most of them are economically poor and they attend the school without taking break fast at home. It was reported to us that the only meal for them throughout the day is the MDM, and therefore there is full attendance.

3. The third school we visited was M. P. Primary School, Vellalur village in Ponnuru Mandal of Guntur District. The school was established in 1929 and is managed by Local Body. It is located in rural areas. It is situated at a distance of about 8 km. from the Mandal head quarters and located in Ponnuru mandal of Guntur district of Andhra Pradesh. The school consists of 1 to 5 grades with co-education. The school has one building block, which is housed in a Government building. It has got 3 classrooms for instructional purposes. The school has a book-bank and has 200 books in its library. The school arranged medical check-up for its students during the previous academic year.

The school has 5 regular teachers in position against a sanctioned strength of 5 posts out of five teachers 4 are female teachers. The school has no Para-Teachers. Precisely, 3 teachers of school are having graduate and above degrees. On the other hand, all teachers have professional certification(s)/degree(s). The present Pupil-Teacher Ratio (PTR) of the school is 35:1. The total enrolment of school is 175, out of which boys' enrolment is 46.9 per cent and girls' enrolment is 53.1 per cent. The SC enrolment is nil, ST enrolment is 3.4 per cent and OBC enrolment is 13.7 per cent.

**The Best practice of the School is Community Participation; food cooked by SC women is accepted by all community and Active Involvement of PRIs**

There are 15 Self Help Groups working in this village. **Mother Theresa Mahila group** was cooking the mid day meal in this school from the last 5 years. Ten women enrolled as members in this group. Ms. Talamani Santamma is the leader of the group. She is cooking the meal with the help of her husband and other members of the group. She belongs to SC community. All the other community children were taking the food without any caste discrimination. All the students were taking the mid day meal. The head master of the school decides the menu. Egg is provided every Monday and Wednesday the agency was able to get good quality rice from the fair price shop. The teachers of the school were also contributing money to the cooking agency. There is no drinking water facility in the school. Water available in the school is salty water. Students bring drinking water from their village. Due to water shortage, the agencies bring boiled daal from home and prepare sambhar and rice in the school. School does not have a kitchen shed. They have storage facility in the school. The school veranda is using for cooking purpose.

**Mrs. U. Malleswari is the women PRI president of this village.** She is closely associated with the school activities. She is personally involved in encouraging the parents to send their children to the school. The village is consisting of OC, BC and SC communities. Most of the villagers are daily wage laborers. All the village community member always attends the school functions. Some times farmers of this village provide vegetables to the cooking agency on free of cost.

The school has kitchen garden within the school premises (see the picture below). They are growing Gongura (local green vegetable) and other vegetables for daily use. The teachers of the school arranged plates stand made locally. Children were taught to keep their plates clean in the stand along with numbers on the plates and selves to use the same plate by the same student every day. The school premises was very neat and clean.

**4. The fourth school visited was Mandal Parishad Primary School, Lingamguntla, Chilakaluripet Mandal, Guntur District**

Lingamguntla village is located in Chilakaluripet Mandal of Guntur District. The school is located in rural area. The school consists of grade 1 to 5. The school is co-educational. The school has one building block, which is housed in a Government building. The source of drinking water in the school is bore well. The school has a separate toilet for boys and girls. The school is maintaining kitchen garden for midday meal purpose. The school has a book bank facility for students. The head master and other teachers are creative and encouraging children to prepare teaching learning aids. The total enrolment of school is 103, out of which boys' enrolment is 51 and girls' enrolment 52. The class wise enrolment is as given below:

**Class wise and Sex wise Enrolment in MPP School, Lingamguntla**

Standard/Class	Boys	Girls	Total
I	12	12	24
II	15	10	25
III	10	13	23
IV	10	11	21
V	4	6	10
Total	51	52	103

The community members of this village are contributing for the development of the school. Parents and other members of the community are depending on small fruits business, farmers and daily agricultural laborers. There are 25% of the people are from Muslim community. Remaining people are OC, BC and SC community. Most of them belongs to OC community. All the communities involved in the school activities. Meal plates and steel glasses for students provided by the donors. All the school going age

group children are attending the school. There are no out of school children in the village. Parents appreciated the contribution of the teachers for the development of the school.

### School Education Committee

1.	Mr. Pedavalli Rajkumar	Chairman and Village President
2.	Mr. B. S. Chakravarthi	Convener and Head Master
3.	Mrs. Bandi sujatha	Member
4.	Mrs. Bethamcharla Sujatha	Member
5.	Mr. Rayapudi Ramaswamy	Member
6.	Mr. Goli Masthan Rao	Member
7.	Mr. Shak Saidabi	Member

Vijayalakshmi Mahila Group-I is the implementing agency for cooking and serving mid day meal. There are 11 members in this group out of which 8 members are BC and 3 members are OC. Mrs. Y. Sitarammama is the cook. The kitchen shed is available in the school. Menu is fixed for the whole week and detailed chart is prepared and exhibited outside the school. The agency is getting good quality rice from the fair price shop. 85% of the students taking mid day meal in the school.

#### **5.3 Centralized kitchen and improved nutrition by NAANDI - Hyderabad**

Hyderabad is the capital city of [Andhra Pradesh](#) and the fifth largest city of India. Hyderabad is a lively 400-year-old metropolis, famous as the former seat of the extremely wealthy Nizams. It is a hot tourist destination. It is located in 10° 11' of the Northern Longitude and 78° 27' of the Eastern Longitude. According to 2001 Census, the total population of the district is 38,29,753.

The city of Hyderabad India is very well connected through air, rail, bus and Taxi from within and out of India. The major places of the district is also well connected through rail and buses. The Government of Andhra Pradesh constituted the Quli Qutub Shah Urban Development Authority to provide better civic amenities including water supply, drainage, communication, electricity, housing, Hospital, Clinic, Schools, Banks, hotels, education recreational and marketing facilities.

The IT industry of Hyderabad is one of the main source of revenue for the district and the state. At present more than 150 companies are registered with Hyderabad's Software Technology Park ( STP) including Satyam Computers, Baan Software, Oracle, Microsoft, Dell, Google, Metamor and Intergraph. The district of Hyderabad is known for its IT and

IT Enabled Services, Pharmaceuticals and Entertainment industries(UTC), call centers, BPO firms, and other technological services. The various handicrafts of the district are ornaments made with Rice Pearls, lacquer bangles studded with stones, silverware, Jewellery, saris, nirmal and kalamkari paintings and artifacts, bidri handcrafted items, silk-ware, and handloom-based clothing.

**Table 5.3.1**  
**Gender wise Literacy Rates 2001**

<b>District</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>	
<b>16</b>	<b>Hyderabad</b>	83.74	73.50	78.8

**Number of Schools:**  
**Government, AIE, EGS Centres and Madarsas**

<b>Sl.No.</b>	<b>District</b>	<b>No. of Schools</b>	<b>AIE</b>	<b>EGS</b>	<b>Madarsas</b>	<b>Total</b>
<b>16</b>	<b>Hyderabad</b>	<b>846</b>	<b>0</b>	<b>250</b>	<b>106</b>	<b>1202</b>



**Enrolment (Category wise) from Classes I to V (2006-07):**

Sl.No.	District	Govt.+LB+GA	EGS Centres	AIE Centres	Total
16	Hyderabad	164270	5150	2604	172024

**Dropouts 2006-07:**

Sl.No.	District	Boys	Girls	Total
16	Hyderabad	7109	6992	14101

Andhra Pradesh has become the first state in the country to supply iron-fortified supplements with the midday meal through **public private partnership**. The corporate sector and social organisations have joined hands in an interesting effort to boost the nutritional status of children under the midday meals scheme in Andhra Pradesh schools.

**Best Practice – Providing Hygienic Food**

NAANDI on behalf of the Government of Andhra Pradesh runs what is probably the world's largest Midday meal kitchen in Hyderabad to feed the children of the 1023 government schools including NCLP (National Child Labour Project schools), NRBC (Non Resident Bridge Course) and RBC (Residential Bridge Course) in the twin cities of Hyderabad and Secunderabad.

**Land and structure:** The kitchen is a customised building set up in a 2-acre plot of land. It is a built up area – 18,000 sq ft with special sections.

**Equipment:** To ensure fast, uniform and hygienic cooking that retains all the nutritive values of the vegetables and cereals - Stainless steel, single jacket cooking vessels with steam injection facilities are being used. Diesel-fired boilers generate 2,500 kg steam per hour at temperatures above 180 centigrade. This not only ensures the cooking is safe, and retains the nutrition of the ingredients used, but also makes the process totally hygienic.

### **Details of other equipment**

- A water softening plant for the five boilers
- A back up 220kv generator
- Rice destoning machine - cleans 4 tonnes per hour
- Vegetable cutters
- Grinders for making in-house curry spices
- 6 steel vessels of 1200 lts capacity for cooking curries
- A conveyor belt to move food containers from the packing area to the loading bay

### **Staff**

There are three departments – for cooking, transporting and distribution, and cleaning.

- The cooking department has 15 head cooks with years of experience in bulk cooking. 45 assistants support them.
- The transporting department has 62 supervisors and 70 helpers who monitor distribution and help in loading and unloading the food containers at the kitchen and the schools.
- The pre-cooking department has 60 –70 staff that come in every day to clean and prepare the raw materials for cooking. Check these figures

### **About the mid day meal**

The kitchen starts into action at 3 am in the morning. This is an improvement from the initial time of 1am as cooking procedures have been further streamlined. The trucks carrying freshly cooked food leave by 8.30 am to ensure that all schools get their cans of the meal not later than 12 noon.

### **Diet & Nutrition**

The choice of meal was decided upon after consultation with nutritionists from the National Institute of Nutrition and AP Foods. The usual meal served is a curry supplemented with a lot of vegetables, and rice. This meal provides more than 700 calories (more than the basic requirement of 415 calories stipulated by the National Institute of Nutrition). The accent is on to reduce the use of spices so that children enjoy their meal. Unlike the serving quantities stipulated by the Supreme Court, Children get unlimited supply of rice and Sambar from the kitchen.

### **Cooking & Hygiene**

To reach 1023 schools every day 3 tonnes of oil, 3-4 tonnes of vegetables, 2 tonnes of dal are used for cooking sambar. And 60 tonnes of cooked rice is distributed.

- While cooking stringent hygiene is maintained:
- The food is cooked through steam cooking. This style of cooking preserves maximum nutrition in the ingredients is fast and most importantly very hygienic.
- No perishables are stored. Vegetables are bought fresh everyday.
- Kitchen staff is geared with food grade disposable gloves, caps, and aprons. No foottheyar is allotheyd into the cooking area.
- Maximum automation is effected so that once cleaned, no ingredient is touched by hand. Equipment like trolleys, trays, troughs and shovels are used to move the ingredients, and then the cooked food.
- There is a conveyor belt that moves the packed food containers from the cooking area to the loading bays.
- Only water supplied by the Municipal Corporation of Hyderabad is used at the kitchen both for cooking and cleaning.
- All food-holding containers are cleaned daily with the help of Machines and anti bacterial powder.
- A professional outfit of housekeepers who maintain stringent cleanliness standards cleans the premises.

All the cans are sealed before leaving the kitchen and on their arrival at the schools the seals are broken in the presence of the head masters to prevent any spillage or tampering during transit.

### **Raw material**

- The government gives Rice from the Food Corporation of India godowns. The city rationing officer monitors the quality.
- Dal and vegetables are sourced from wholesale dealers.
- Vegetable oil - which is mixed in the water used to cook curries– is supplied by the AP-OILFED. In-house spices are prepared for the curries.

### **Distribution**

Using the satellite GPS (global positioning system) from Map of the world, a detailed map of the 16 mandals in which the 1023 schools are located was made. Optimum road routes to reach schools in each mandal they worked out, they made with distribution cans containing rice and sambar, and timings they're clocked. The aim was that no school should get its lunch delivery not later than 12.30 pm.

### **Transport**

62 trucks have been leased for distribution. Each truck reaches approximately 13 schools and carries 53 food containers. A supervisor and two helpers accompany each truck.

At the school the cans are delivered to the headmaster/mistress. Distribution to the students and clearing the cans is the responsibility of the individual schools.

The trucks on their way back pick up the cans, which are cleaned at the Uppal kitchen under water-potheyr sprays with anti bacterial powders and stored for use the next day.

### **Best Practice (2) – Fortified Biscuits along with Mid Day Meals to improve Nutrition**

Britannia Biscuits in association with NAANDI Foundation and the Global Alliance for Improved Nutrition (GAIN). For Improved Nutrition (GAIN) is providing these fortified biscuits to more than 1.30 lakh schoolchildren in the city, the biscuits are the part of mid-day meal programme. The company has already been into preparing these biscuits, the same theyre being despatched to several countries like Afghanistan, and Africa as part of United Nation's World Food Programme.

Britannia Industries, Naandi Foundation and the Global Alliance for Improved Nutrition 1[1](GAIN), have come together to make this possible. This is the first move of a larger national programme, proposed to be supported across the country by Britannia Industries with like-minded organisations. The iron-fortified biscuits are supplement to the ongoing midday meals programme. Britannia is supply the Tiger iron (5mg) fortified biscuits, which is given to each child twice a week

Under the mid-day meals, students are provided with a combination of rice and sambar. They have started providing egg and banana also and with the 4 fortified biscuits they hope that a major micronutrient need of these children will be taken care of. The Biscuits Looks the same and tastes the same; however, these are special biscuits that come fortified with the much-needed micronutrients for growing children. Iron fortified biscuits are given approximately to 1.2 lakh children in Hyderabad under the midday meals being run by the Andhra Pradesh Government. Students of the schools covered under the mid-day meal scheme are given 4 of these biscuits twice a week. "As far as children are concerned, biscuit is a natural choice to supplement micronutrients that are found to be rampantly deficient among children. Since children enjoy biscuit, it will not be taken as a medicine or a supplement. Iron deficiency anemia is said to impact on physical health, immunity, concentration, memory, learning ability and behavior implications.

## **Impact**

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There is enough evidence to show that younger children turn up at school for the midday meal by providing fortified biscuit is attracting more children to attend classes. Tiger Biscuit is the largest brand in the company's portfolio (Seen Picture below). The company's R&D team is making efforts to ensure that children enjoy the taste and gain nutrition. NAANDI Foundation is already part of the State's midday meal programme providing egg and Banana. The iron-fortified biscuits is strengthening the nutrition value of the meal significantly The Foundation has been running the largest centralized midday meal kitchen for the past few years feeding about 1,20,000 underprivileged children every day to address classroom hunger. In collaboration with Britannia and GAIN, the new fortified biscuit developed the program is extremely successful.

### Sample Govt. Schools Visited

Name of the school	Attendance on 23/06/08 (the day we visited)	MDM Consumption by the children	Good practice in the school	Impact
1. Mahilabguda primary school	126	90	1. Children were washing their hands before eating. 2. One older child takes the responsibility of distributing the food 3. Teachers taste the food before distributing to the children	Girls enrollment has increased
2. Himal Basti school	180	160	-DO-	-DO-

We have visited the few schools to assess the impact of the good practices of the program in schools where MDM program is served by NAANDI. Both the sets of schools belonged to same geographical area with essentially similar socio-economic background. In every school, five boys and five girls were randomly selected from each class to evaluate the programme. Ten children, with at least one girl and one boy from each class I-V (6-11 years) were interviewed, while they were receiving and consuming the supplement. The overall assessment by the beneficiaries is that they like the hot, hygienic food supplied by the Agency.

In each of the selected schools, the following information noted from the records was :

- (i) **School enrolment** (per cent enrolled to the total number of 6-11 years children in each of the school attendance attended were 90% and during previous year it was 80% working days.
- (ii) **Retention rate has increased** and dropout rates have declined as per the data of the schools.

## **Preparation of Supplementary Food and its Consumption**

The recipe is sambar and rice with eggs (twice in a week) which is a uniform Menu all over the state. The cooked hot food is served to the beneficiaries usually at 1.00 p.m. From central kitchen the supplement was distributed among the children. Children were having the food with a great desire to eat and frequently all of them were asking for more and more. The pictures below depicts the positive impact

### **Problems**

1. Needs some helpers to distribute food for the children
2. Water supply is needed.

## **5.4 ISKCON: Food relief foundation at Tirupati Sharing the Social Responsibility**

Chittoor district is located in the extreme south of Andhra Pradesh, between 12°37' - 14°8' north latitudes and 78°3' - 79°55' east longitudes. It is surrounded by Anantapur and Cuddapah districts on the north, by Nellore and Chengai-Anna districts of Tamil Nadu on the east, by North Arcot Ambedkar and Dharmapuri district of Tamil Nadu on the south and by Kolar District of Karnataka on the west. The district is spread over 15152 Sq. Kms. As per 2001 census the population of Chittoor district is 37.35 lakhs.

The various Industries of Chittoor district generating employment for the people are sugar, ceramics, textile, railway wagon workshop, alcohol, moped, brass and copper. The popular handicrafts of the region are wooden crafts, kalamkari and bell metal and stone crafts. The forests of the region help the nation to earn foreign currency by exporting teak and red sandalwood. The other by-products of the forest are honey, tamarind, and many Ayurvedic plants, which earn revenues for the state.

The district of Chittoor is well connected to the various places of the state by rail and road. The headquarters of Chittoor district is at Tirupati which is the nearest airport. Water is supplied to the various places of the district by Galeru-Nagari-Sujala Sravanthi Project, Aarani Project, Peddheru Reservoir, Bugga dam on Kusastathi, Mallimadugu on



Racha canal and Kalinga canal. The district receives electricity from the Thunga Bhadra Hydro Electric Project. Chittoor is a favorite destination for pilgrims. Tirupati is a famous education some of the education indicator are given below:

**Table 5.4.A**  
**Gender wise Literacy Rates 2001**

Sl.No	District	Male	Female	Total
10	Chittoor	77.62	55.78	66.77

**Number of Schools :**

**Government, AIE, EGS Centres and Madarsas**

**Table 5.4.B**

Sl.No.	District	No. of Schools	AIE	EGS	Madarsas	Total
10	Chittoor	4758	0	0	0	4758

**Enrolment (Category wise) from Classes I to V (2006-07):**

Sl. No.	District	Govt.+LB+GA	EGS Centres	AIE Centres	Total
10	Chittoor	241326	0	0	241326

**Dropouts 2006-07:**

**Drop Outs (Gender wise)**

Sl.No.	District	Boys	Girls	Total
10	Chittoor	2521	2747	5268

As a responsibility towards society, the ISKCON, Tirupati has taken up the task of cooking and distribution meals to schoolchildren in Tirupati urban and rural. The government of Andhra Pradesh provides 125 grams rice and Rs. 1.60 per child, per meal. in addition, the ISKCON, Tirupati is spending some more amount for the child per meal.

The international society for Krishna consciousness (ISKCON), which is a worldwide spiritual movement, has nearly 600 centres around the world. The main aim is to promote sanatana dharma, which has a history of thousands of years. Over the years ISKCON has steadily grown in popularity and influence. And now, throughout the world, leaders, scholars, officials and layman recognize ISKCON as the embodiment of genuine Indian culture. The members of ISKCON endeavor to practice and share with the society at large a healthy and happy life-keeping lord Krishna in the centre. Experiencing inner peace and satisfaction they are inspired to pursue their respective occupations, albeit with a spiritual vision and out of compassion render service to the society for the upliftment of body, mind and soul. Accordingly it has established numerous programs for social, economic and spiritual upliftment according to vedic principles. One of such program is “ISKON food relief foundation”. ISKON food relief foundation is the midday meal program for schoolchildren to address two of the most pressing problems of India: hunger and education. This midday meal program was first started in Bangalore in the year 2000. This program was very successful around the world especially in Bangalore, Mumbai, Vrindavan and recently in Jaipur bringing smiles back into the lives of so many young children.

### **Mid-Day Meal Program**

ISKCON, Tirupati has launched this midday meal program in 2005 in Tirupati Urban and Rural Mandals. A Memorandum of Understanding was reached between Government of Andhra Pradesh and ISKCON, Tirupati for the preparation and supply of midday meals in Tirupati Urban and Rural Mandals on 16.06.2005

As a pilot projects supply of meals started in August 2005 for 24 schools covering 4,000 children. By the end of 2005-06 Academic Year supply of midday meals increased to 10,000 children. Some of the fortnight Magazines reported that “within 3 months time the school administration noticed increase in class room attendance and enrolment. The parents and teachers are appreciating this program as the children are actively participating in the class rooms. In one of the suburban school, the children used to fight each other with blood injuries during the intervals and at lunch break. The concerned

school head master is keeping First Aid Box for them. He told us, most of his time is spent to maintain and to keep them in discipline. He said children of this particular colony are very tough and hard. After taking ISKCON nutritious, sanctified sumptuous meals, quarrels and fights have stopped. This shotheyd there is a change in the consciousness of the children. ISKCON midday meals bought smiles on the faces of young children. Now there is a pressure from the parents and head masters of other schools for the supply of ISKCON meals.”

Now total MDM is provided to 88 schools from Urban and rural areas with 15,279 strength.

The main menu is as follows:

Daily	Weekly
Cooked rice	Banana
Sambar with varieties of vegetables and green leafs	Sweet Pongal
Buttermilk	

### **Best Practice – Cost Effective**

#### **1. Infrastructure**

At present they have established state of the art kitchen equipped with gadgets employing modern technology such as water softener and purification plant, electronic weighing scales, custom built stainless steel refrigerators, high speed potato peelers, vegetable cubing and dicing machine, culinary steam generators, 3 steam jacketed stainless steel cauldrons each having a capacity to cook 300 kgs of rice in 30 minutes, another cauldron prepares 1000 litres of sambar in 1 hour. The menu for the children includes rice, sambar and buttermilk. The rice, sambar and buttermilk are packed in specially designed stainless steel containers with the help of conveyor system; the filled containers will be shifted to transport vehicles. The Kitchen is fitted with stainless steel racks. The ventilation system is designed to clear the atmosphere and replace entire air in the kitchen in just 60 seconds.

## **2. Functioning**

Every morning cooking starts by 4 A.M. in the Kitchen. The men wears uniform with caps, gloves and aprons, first cleanses the rice and dal. Then the required vegetables will be cleaned and cut in vegetable machine. The rice is prepared in three cauldron, the sambar is prepared in big cauldron. The prepared rice, sambar and butter milk is transferred into specially designed stainless steel containers that move forward through conveyor system, and are then covered with a lid and sealed. The containers are stacked in stainless steel racks fitted in Eicher Cargo trucks and transported to the schools. The school head master receives the sealed containers of rice, sambar and rytha. During the Lunch break, a hot nutritious, delicious and sanctified meal in sumptuous quantity is served to the children. There is no limitation on quantity and students may eat as much as they desire.

## **3. Transparency**

Total transparency is maintained throughout the process. In addition, transparency is maintained in the collection of donations and allocations. All audited financial accounts are presented to all donors; periodically. Midday Meal programme is carried out only in Government aided Primary Schools and Municipal Primary Schools. The Education Department of Government of Andhra Pradesh through its District Educational Officer, Chittoor, selects the schools. The facility is available only for schools that have secular policy for admissions.

## **4. Cost Effectiveness**

The professionally managed Midday Meal Programme boasts of trained cooks, who use the most advanced technology in cooking under hygienic conditions using fresh and pure ingredients. The meals are packed and sealed in specially designed stainless steel containers and are transported in vehicles most suited for the logistics. Cooked in the most cost effective manner, the nutritious, sumptuous and sanctified meal consisting of Rice, sambar and butter milk costs only Rs. 5.60 per child per day.

## **5. Tax Exemption**

Donations made in favour of ISKCON food relief foundation, Tirupati are exempted from Income Tax under Section 80G of I.T. Act 1961.

## **6. Growth**

Presently, 15279 students benefit from the Midday Meal Programme every day. ISKCON, Tirupati endeavours to increase this number to 25,000 students during the academic year 2006-07. The project works on economy of scales. As the number of students increases the cost per head reduces as the overheads are divided.

## **7. Documented Studies on Impact of Children**

The Department of Education, Government of A.P conducted an independent study of the impact of the program in the schools benefiting from the ISKCON Food Relief MidDay meal program. The study reported: "... this program is highly successful and very useful to the rural children. It is being very much appreciated. The scheme is providing very nutritious meal. This has improved the retention and participation of the students effectively in the classroom."

- \* 91.8% of the teachers felt that the attention of the students in the class has improved.
- \* 99.61% of the students felt that they could pay better attention 93.8% the students 91.8% of the teachers felt that the attendance of the students has improved.
- \* In the new academic year 20012002, 16 schools have reported an increase in enrollment by 15%

Another study conducted by ISKCON in one of the rural schools receiving the benefits of ISKCON, Food Relief

- \* Skin infections in the children decreased from 80% to almost 0%.
- \* Anemia reduced from 40% to less than 5% of the children.
- \* Children below optimal nutrition level reduced from 60% to almost 0%
- \* Children developed better resistance to diseases.
- \* Children showed significant improvement in height.

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*2[1] GAIN, the Geneva-based organisation, which is also supported by the Bill and Melinda Gates Foundation, is working in several countries partnering public and private organisations for improving the health, productivity and cognitive functions.*

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## SECTION – 6

### Conclusion

The Mid-Day Meal Programme is being implemented in Andhra Pradesh from 2003 onwards. Providing free Midday meal to children studying in Primary and upper Primary Schools is an endeavor to meet the goal of Universal Elementary Education. Government of India is providing rice free of cost. The Programme covers children studying in Primary and Upper Primary Government, Local Bodies, Aided, Education Guarantee Scheme and Alternative Innovative Education Centres and Madrassas. Apart from rice and Sambar, schools children enjoy in different regions in different ways like vegetable pulao, pongal, lemon rice, tamarind rice, khichidi and butter milk rice with egg/banana twice a week.

The Rs.250-crore scheme launched by the previous Chief Minister Chandrababu Naidu was again the result of the Supreme Court order. The scheme was to cover 75 lakh students across 60,000 schools in all the districts. The state government initially decided to provide Rs 1.25 per day per child towards preparation of food and providing infrastructure for cooking' later the amount was raised to Rs.2 per child. The programme hit a snag in the very first month, when hundreds of children fell ill after consuming meals provided at the schools. The state government then decided to involve self-help groups (SHGs) and community based organisations (CBOs) in the rural areas, and NGOs in the urban areas to implement the scheme in PPP Mode

**The Concept of Public-Private-Partnership or PPP is a mode of implementing government** Programmes/schemes means in partnership with the private sector. As a result many corporate sector International and NGOs and Delegation of Trustees came forward. The best examples are established by International Society for Krishna Consciousness (ISKCON) is providing Midday Meal in Tirupati rural and urban Mandals. In rural areas SHGs, DWCUA, School Education Committees and other Agencies are implementing agencies. Mostly Women SHGs are involved in this programme. The mother's committees and Gram Panchayats supervise the Programme at

the school level. The State Government expresses satisfaction with the involvement of SHGs in the implementation of MDM Programme.

In Andhra Pradesh MDM effectively alleviated classroom hunger and persuading poor families to send their children to school. Most of the children attending government schools come from poorest of the poor families. With incomes below the poverty line, for most of these children having one square meal a day is sometimes not possible. For a majority of them the midday meal is the only meal they have in a day.

The cooks employed in many places are Dalit women. Caste problems, too, are narrowed. Sharing of common meal enhanced Socialization and reduced prejudices among communication when the scheme started. All the schools we visited it was reported by the upper caste members that have they no problems to allow their children to consume meals prepared by a Dalit cook.

The situation has improved further in urban areas when the state government decided to rope in NGO and corporate sector in PPP mode to prepare the meals at a centralized kitchen and provide hot and hygienic, nutritious food to the schools. The scheme has increased enrolment in schools; more significantly of girls and children from poorer section.

The programme has reduced dropout rate and shown improvement in retention. It has curbed teacher absenteeism and narrowed social distances. Sharing of common meal enhanced socialization and reduced prejudices. It has mobilized women self help groups for effective implementation of MDM.

However still few constraints are still exists like in some places cooks have to cope in the most challenging circumstances as lack of basic facilities such as water supply, lack of proper kitchen sheds (non educationally backward blocks) shortage of LPG Gas during rainy season cooking with fire wood etc.

Even though the Food grains supplies by the Food Corporation of India through State Civil Supplies Department are used Mid Day Meal Programme, there are few complaints



received on the quality of the food grains. The general opinion of the public is that the schools may be supplied with still better quality of rice.

A few bottlenecks coming in the way for the smooth and continuous flow of funds also should be removed.

Monitoring also need to be take care vigorously as MDM Programme is a massive prestigious. Monitoring in a Andhra Pradesh is very scant since there is a shortage of manpower in the Department.

The MDM Programme implementation through PPP mode in Andhra Pradesh is a win-win situation for the Private Player, Government and community.

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