



Government of West Bengal
Directorate of I.C. D. S.

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No. 3999 (22)/ICDM-Dte

Dated: 14/12/2023

From: The Director of ICDS
West Bengal

To: The District Magistrate(s),
Darjeeling/ Kalimpong/ Jalpaiguri/ Alipurduar/ Coochbehar/ Uttar
Dinajpur/ DakshinDinajpur/ Malda/ Murshidabad/ Nadia/ Birbhum/
Bankura/ Purulia/ PaschimMedinipur/ Purba Medinipur/ Jhargram/ Purba
Bardhaman/ PaschimBardhaman/ Hooghly/ Howrah/ North 24 Parganas/
South 24 Parganas

Subject: ICDS Stall in Duare Sarkar Camps(8th Edition of Duare Sarkar)

Sir/Madam,

We are all aware that Duare Sakar Camps will be held from **15-30 December 2023**. As observed, these camps have been seen attracting the public at large in both rural and urban areas due to quick service delivery. Thus it has been decided that the camps would be used for promoting important messages meant for the public on various issues related to health and nutrition of pregnant, lactating mothers and children under ICDS Scheme.

The IEC material meant to be used for Duare Sarkar Camp and during publicity of Duare Sarkar Camps in advance are:-

6 (six) Jingles (1 minute each) - To be used while doing publicity for Duare Sarkar Camps through Auto or any other means and also in PA systems of camps.
(Link Shared with this letter)

4 (four) Flex – One including ICDS Services & Daily Activity Schedule and any two out of the 6 Posters in ICDS Stall at the Duare Sarkar Camps.

There shall be one Stall (10x10 feet) for ICDS in every Duare Sarkar Camp apart from the displays and use of IEC materials mentioned above. The additional things that are to be done at the Duare Sarkar Camp at ICDS Stall are:-

- 1. Arrangement for measuring Weight and Height of Children 6 months to 6 years.** Growth Chart, Weighment scale should be arranged accordingly and measuring tape provided in the medicine kit to each AWC may be used for the purpose. After detection of nutritional status necessary counselling of mothers/care-givers is to be done accordingly.

2. **Display of RTE packets** meant for severely underweight children at the ICDS stall
- The AWWs should keep the packets on table and a plate would display the ingredients put into it i.e., Wheat, Groundnut, Bengal Gram and Sugar. The parents/guardians of children should be explained about the use of RTE and its benefits. The ingredients of HCM may also be displayed with proper labelling.
3. **5 (five) Low Cost Nutritious Recipes** should be displayed in plates or suitable utensils on the table at the ICDS counter. This may be organized with the support of the community and mothers coming to AWCs.
4. **Display of ECCE Kit TLMs** to cater the attention to the counter along with **Display of Art and Craft Work of Children** done at the AWCs or under the Home-based Parenting programme **and Toys made by the State Level Master Trainers** under Low cost TLM programme in ECCE.

Separate **She Corner** (4x4 feet) or separate room should be made in Duare Sarkar Camps with curtain/door and at least two chairs for the convenience of pregnant women for resting and lactating mothers to feed their babies while visiting the camps.

Concerned District/Block nodal officers may be instructed to arrange for required funds for necessary expenditure and other prerequisites from the available district funds.

Enclo: As Stated Above

Yours faithfully,


**Director of ICDS
West Bengal**

No. 3999 (22)/1(25)/ICDM-Dte

Dated: 14/12/2023

Copy forwarded for information to:

- 1) The Principal Secretary to the Govt. of West Bengal, Deptt. WCD&SW, BikashBhavan (10th floor), Kolkata-91
- 2) The Additional Secretary to the Govt. of West Bengal, Deptt. WCD&SW, Bikash Bhavan (10th floor), Kolkata-91
- 3) The PS to the Hon'ble MIC, Department of WCD&SW, Govt. of West Bengal, BikashBhawan (10th Floor), Salt Lake, Kolkata- 700091.
- 4-25) The DPO (ICDS), Darjeeling/ Kalimpong/ Jalpaiguri/ Alipurduar/ Coochbehar/ Uttar Dinajpur/ DakshinDinajpur/ Malda/ Murshidabad/ Nadia/ Birbhum/ Bankura/ Purulia/ PaschimMedinipur/ PurbaMedinipur/ Jhargram/ PurbaBardhaman/ PaschimBardhaman/ Hooghly/ Howrah/ North 24 Parganas/ South 24 Parganas for taking necessary action.


**Director of ICDS
West Bengal**