MONITORING OF THE MID DAY MEAL SCHEME IN UTTER PRADESH Cloud Telephony and IVRS based Daily Monitoring System

[I]

It was 11 O'clock in the morning. The sun was gradually getting to its full glory like any other summer noon. Headmaster of the Lamhua Primary School Ram Adhar entered his office room, looked at the ceiling fan above which could hardly move ever during that time of the day in that village and like many other villages due to lack of electricity supply and took out the mid-day meal register of his primary school for filling up the daily sheet after the students present that day had taken their noon meal so that he could wind up for the day and go to his fields to see if electricity supply was there after about a week and if the tube-well could at last run on that day! Suddenly his mobile phone rang. He took the call to find a lady greeting him on the phone

"Namaskar Ram Adhar ji!"

Ram Adhar: "Jee Namaskar",

The lady on phone: "yah call Nideshk Madhyanh Bhojan Pradhikarn ke karyalaya se ki ja rahi hai. Aapke prathamik vidyalaya Lamhua me aj kitne bachho ne khana khaya iski jankari apne phone par 0 se 9 ke anko ka button daba kar darz karen evam ant me has ka button dabayen".

Ram Adhar smiled and keyed-in the numbers of children who actually had meals that day in his schools. He felt relieved that the village pradhan could no more coerce him for fudging the numbers since the information was already sent. Yesterday the meal was not cooked since the cook fell sick and Ram Adhar had given that information also by keying-in zero when he got a similar call yesterday. But even that did not bother him since in case of surprise inspections the Block Education Officer now could not blame him of not informing if the meal was not cooked despite the fact being that Ram Adhar always used to inform him on phone or in writing whenever meal was not cooked.

So was the case with other headmasters/teachers too involved in implementing the Mid Day Meal scheme in Uttar Pradesh before and after June 2010. Mid Day Meal scheme is an ambitious Government of India programme of providing hot-cooked meals to school children of class I to VIII during recess. The scheme is implemented by state governments. The perspective of the scheme is detailed out in the guidelines of Government of India (Annexure-1).

Uttar Pradesh in India presently has over 160000 primary and upper primary schools with around 200 lakh children enrolled there. These children are served Hot Cooked Lunches prepared in the school premises by Village Panchayats/ community. The funds and the food-grain for these meals are provided by the government machinery.



Due to remote and rural nature of most of the schools there was no way to monitor the scheme in real time on whether the meals were served in a particular school or not and if served how many children were actually fed. This resulted into poor monitoring of the scheme and laxity at the last mile level.

The delivery of lunches is important as these lunches are the sole nutritious food for many children coming from extremely poor families.

Keeping in view the importance and need of the scheme for the State, the successful implementation of the scheme was very important. However, the hiccups in the implementation of the scheme after its inception in Sep 2004 in the State could not be successfully dealt with even after establishment of a separate Mid Day Meal Authority in Dec 2006 for monitoring the programme. The gravity of the problem can also be realized on account of the fact that progress in literacy has been only 69.72% in 2011 from 56.30% in 2001; further, drop out rate in UP was 11.89% in 2011-12 vis-à-vis 14.16% in 2007-08 as per survey of dropouts after primary level.

For the successful implementation of the scheme, timely and effective monitoring of the scheme and timely and effective corrective action based upon the feedback received through an effective MIS was essential. However, during the implementation of the scheme, its MIS was found wanting; monitoring was neither timely nor comprehensive. Consequently, corrective action was also neither timely nor effective. Therefore, gradual improvements in implementation of the scheme could not be done and the scheme did not become as successful as desired.

The challenge was to ensure the delivery of the hot cooked mid day meals through efficient monitoring of delivery of the mid day meals in each of the schools. The large reach of the scheme in terms of geography (the state of Uttar Pradesh being the largest state in India with 75 districts), the number of entities (152000 schools) to be monitored and the number of people from whom the data is to be culled on a day to day basis posed challenges to the monitoring mechanism.

The MIS provided/adopted in the scheme for monitoring the scheme through manual system had following components:

- An MDM register was kept at schools in which number of children who availed meals is recorded on daily basis.
- This data was supposed to be compiled block wise in block level register on monthly basis and then in district level register.
- Inspection and monitoring of the schools was possible on random selection basis.
- Identification of schools where meals were not cooked was not available at higher levels. Thus, remedial action was very difficult to be taken for specific schools not serving the meals.

In view of status of the implementation of the scheme, an analysis of information flow in the traditional method and a redesign was highly desirable.

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It was barely two months after Sudhanshu Tripathi was deputed by the U.P. Government to the Mid Day Meal Authority (MDMA) as its Chief Finance Officer in 2007, when one day he was asked by the then Principal Secretary as to what method was available with the Authority to ascertain whether the children were actually being fed or whether the meal was actually being cooked or not!and if this picture was not clear, what the MDMA was doing as the nodal monitoring agency

Even he would not have known at that point of time that his words would prove to be prophetic and that those very words would ignite a kind of revolutionary change in the method of monitoring huge government programmes. For, all that Sudhanshu Tripathi was asked that day was enough food for thought for him to ponder over the issue. Within a week's time he submitted a concept paper which later served as the Vision Document of the Cloud Telephony and IVRS based Daily Monitoring System for monitoring implementation of mid-day meal programme in the State on real-time basis.

The paper, that Tripathi submitted, visualized a Daily Monitoring System through the interface of mobile and computer. The basic premise of the vision was that computers would still not make headway in far flung rural areas for next many years in view of the problems of electricity and internet connectivity, however the way mobile phones were penetrating the rural India, at least one teacher in every school could be found to be having a mobile. Given the rate of turn-over of senior officers from the Services, Tripathi kept submitting the file to his successive bosses who would ask him questions but were unable to stay for the answer.

Two and half years had elapsed and the concept paper that Tripathi had prepared just kept somehow moving. Amod Kumar of the Indian Administrative Services, meanwhile, joined MDMA as its Director in Dec, 2009. Amod Kumar was known for his Lok Vani initiative during his district stint in Sitapur. After about a week of his joining he was reviewing the district reports in connection with preparation of a high level review meeting at Government level. The district-wise report mostly showed schools not serving meals in preceding month in single or at most double digits. Kumar was somehow uncomfortable with the information and felt the urgency of a realistic system of information. Tripathi came over with his file "Sir! I had submitted a plan for such a system."

Kumar: "What is that?"

Tripathi: Sir! It talks of a daily monitoring system".

Kumar: "Okay, that's what I strongly feel, is required for this scheme."

Tripathi's eyes sparked with a ray of hope: Sir! A major bottleneck due to which meal was not cooked in a school was ignorance about such schools at block or district level and therefore no intervention could be possible for ensuring the service delivery. In fact we do not have a systematic mechanism for furnishing of such data for the decision makers on a regular basis".

Kumar: "See, this is a critically important scheme because you can not make-up for a missed meal. We must have a truthful MIS on daily basis. Different information for higher ups and people would always keep you puzzled since data at source was not available at all levels. In fact this is a problem which all the welfare schemes are facing. So if we find a solution for MDM's MIS it can well be applicable for other welfare schemes too and a dent can be made to the problem of delayed/ bogus/ inflated/ advance reporting and consequent corruption. Unless you have exception reports available with you, no authentic information about the school not serving MDM would be available and physical inspections would continue to be based on random basis without any clue to handling actual problem area. Anyway, so tell me what have you proposed Mr Tripathi!"

Tripathi: "Sir! Here is the concept paper that I had submitted. It talks of different alternatives of MIS along with advantages and limitations of each. The first option is a fully computerized MIS based on daily data collection from village level. But given the fact that computerization in village level schools and other field institutions implementing different welfare programmes of the government is still not a reality, real time data collection by on line feeding on computer from village level schools is just not possible. Alternatively, therefore, we can collect meals availed data block wise and school wise on weekly basis at block resource centre; this data can be consolidated and sent to MDM Headquarters through the computerized MIS at district level through internet."

Kumar: "Yes, compared to quarterly and monthly reports sent from districts by post, it would be faster. But the mode of information flow would largely be manual and so traditional, and therefore, dilatory".

Tripathi: "Moreover Sir, this model would be of no use for defaulting schools warranting immediate corrective action. Therefore, what I have proposed is an SMS based web enabled portal wherein SMSs are to be converted into a database. These SMSs in form of 'x/y' - where 'x' denotes children availing meals and 'y' means the children enrolled in the school would be sent on daily basis from each school. So by the evening we shall have the MIS of all the schools ready everyday. This model would ensure availability of daily data on the web portal and the information would be directly received from the grass-root implementation level and so, would be faster and transparent."

Kumar: "I can see from the file that you and Atul Kumar ji (ex-Director MDMA) had a meeting with Chief General Manager of BSNL for implementing this model. What happened after that?"

Tripathi: Sir! We want toll-free SMS facility for teachers but BSNL is unable to provide this service across all networks. Unless SMS was toll free it would not be feasible alternative since reimbursing the expenses incurred on SMS to about 4.5 lacs teachers would itself be a huge exercise and that would not only dilute the focus on daily MIS but would gradually do away with the system."

Kumar: "You are right Sudhanshuji! Let's try again with BSNL or any other telecom operator for that matter. But my hunch is that SMS option too might not be feasible since the elderly teachers know only green and red keys on mobile phone and are not very friendly with writing SMSs. And it would be the 'push' methodology of info through SMS, so dependence on data giver would still persist. But let's be clear on one thing that we can no more postpone establishing a Daily Monitoring System."

On account of the problems of language, user-friendliness, cost, modifications etc the SMS model was not found to be a feasible solution for establishing a daily monitoring system for MDMS. Amod Kumar led the project DMS (Daily Monitoring System) from the front and had brainstorming sessions with different network operators and software professional. And lo! Where there is a will there is a way. Along with the fact that almost each of the teacher and para-teacher staff was having a mobile connection as India was witnessing a telecom revolution with mobile telecom connectivity available in almost all remote areas, PRI (primary rate interface) lines were found to be operational for catering multiple calls simultaneously. These and other technological developments in the area of telephony and internet led to the deployment of Cloud Telephony and Cloud Computing based framework and the IVRS based Daily Monitoring System (DMS) for real-time monitoring of the Mid Day Meal Scheme in U.P.

The system in brief

DMS is a unique process innovation through which real time, grass root level data is collected systematically from over 1.6 lac schools at present, spread throughout U.P. on a daily basis. The system pushes automatically generated calls from a virtual number to the mobile handset of the teaching/ para-teaching staff in each school just after the scheduled delivery of lunches (1.00 pm in summers and 10.30 am in winters). This automatic call asks the teacher to provide information on the count of children who were served meals on that particular day through pressing of digits on the keypad of their mobile handset. In case meal was not served in school, the teacher keys-in zero on his mobile. The pressing of digits gets transmitted through the telecom network to the cloud computing infrastructure and decoded and transferred to the enterprise data management framework for further processing. The collected information is documented on a web based portal (www.upmdm.in) on real-time basis and MIS/actionable alerts are generated in form of SMS/ e-mails, web-based MIS and various analytics for the officials at the various levels from state to the village level.

The system, thus, gives school-wise daily information of status of meal being cooked or not. It also gives school-wise daily information of number of children who availed mid day meal in the entire Sate on that day.

It marks a paradigm shift in the process of data collection for huge/decentralized government and even private programmes with huge scope and replicability.

Distinctive features of DMS are:

- Data collection via computerized IVR calls through a telephony cloud to the grass-root functionaries,
- Data 'pull' vis-à-vis data 'push' methodology; User of Information controlling the information flow instead of the sender,
- Sender of info not to spend a single paisa,
- Creation of a media for the apex level to directly reach the grass-root functionaries,
- Exception report based monitoring vis-à-vis random selection based,
- ICT based social audit.

There is no capital expenditure at the client's end since service delivery model used for the solution is Cloud Computing with Web based SIP model- Softwareas-a-Service, Infrastructure-as-a-Service and Platform-as-a-Service.

Initially some kind of discomfort was seen in the districts for the information received through the DMS since the number of schools not serving meals was relatively high. However, sheer prowess of the DMS in giving different useful exception reports and its utility in taking pin pointed corrective measures in problem areas has gradually convinced the stakeholders about the beauty and utility of the DMS for effectively monitoring any such programme on daily/ real time basis.



[111]

The DMS team was clear on one thing that the new system has to be based on a careful study of the issues in the effective implementation of the Mid Day Meal Scheme and general psychology of personnel. Some such basic issues in designing of the process of monitoring worked out by the team were:

- To ensure that the personnel do not have to shell out any single paisa in participating in the DMS.
- To ensure that the required data does get collected even in the absence of the head of the school.
- To ensure that the system allows for some flexibility in correction of data
- To ensure that even without a computer at the grass root level and without filling-in MIS templates on computer (which is the standard practice even in current solutions of monitoring various schemes), the real-time MIS is being generated automatically by the System out of the data collected through IVR calls and an effective Decision Support System is in place to efficiently monitor the MDM Scheme and plug the loopholes immediately
- To ensure the head of the schools are kept in loop on the data collected and its usage thereafter.

In accordance with above the processes re-designed for the DMS included initial daily data collection process through IVR (Interactive Voice Response) calls to the personnel of the school, based on the hierarchy, leaves and specific requests of theirs. It also included process for allowing data correction through Missed Calls, relevant information delivery to the officials at various levels (State level, District Level, Block Level) thereby enabling decision making on non-delivery of Mid Day Meals etc, processes for data updation (e.g. posting information, mobile number changes etc.) for such a massive target-group (around 4,00,000 personnel), human interface for the school personnel through introduction of Call Centers with trained representatives. Along with these processes it was found essential to keep the school personnel in the know through sending the monthly sheet of data collected to the concerned school for verification.



Since the re-designed process and the system being envisaged was first of its kind, with no previous model to bank upon, a detailed project report was prepared by Sudhanshu Tripathi. The proposal for implementation of the new system was finally submitted by Kumar to the competent authority and it got approved in Mar'10. As per the approval, the turn-key contract for developing establishing and running the system was given to U.P. Development Systems Corporation (UPDESCO), an IT department corporation of the U.P. Government on Mar 31, 2010 and the countdown began since the date of launch was scheduled as 1st Jun, 2010.

Kumar was taking stock of even minutest designs and processes of the new system. But still something was making him uncomfortable...he was looking out of the window pane of his chamber. "Call Tripathi", he instructed his staff. So came Tripathi.

"What if the teachers do not accept the new system?" Kumar uttered, "We are not providing them any phones or even SIM cards and instead expecting them to inform us their numbers and give us the daily data on that!"

"But Sir, the teachers are bound to give the daily information of the availing numbers".

"Of course", Kumar continued, "You mean to say that there is a Governemnt Order mandating the teachers to inform the block personnel if the meal is not cooked for three days, yet they may have reservations in giving information on their personal phones."

"Yes Sir", Tripathi too did not have an advice to render.

"Okay, call our team members. We can not leave this in lurch" Kumar asked Tripathi.

The officers of Education department deputed in MDMA, and working in the DMS team came and the issue was thrashed out. It was decided that all the teachers union would be called in MDMA office because the foremost implementation step was selling the idea to the teachers and making them own it. Kumar also said that he would interact with unions and also give a live demonstration of the system to the unions then and there. The officers put on the job ensured that almost all the unions' office bearers came over. Kumar consulted them, gave the demo to them and asked for their feedback. The teachers' feedback was very encouraging, "This system would really give the much desired independence to teachers in submission of realistic information...not only that it would also protect him from false implications by block and district officials." Kumar and his team members felt elated; the strategy that they thought of worked. The teachers also gave a vey valuable suggestion that the demo that was given to them by Kumar must be given at field level as it was a new technology; teachers although would love to adopt a technology in their routine drudgery, they definitely needed to be trained about it before it is implemented.

The entire DMS team except Kumar was anxious about no pilot being proposed. Kumar was very clear on this count, "If we are launching the system with full preparedness why not launch it in the entire State! Pilots many a time are doomed to be dumped".

After the project was contracted out to UPDESCO, codification of about 1.5 lac schools (in 2010), trainers-training, preparation, design and printing of about six lac operational manual and its distribution before onsite demo, collection of teachers' personal phone numbers, convincing the teachers about the benefits of the System and making them so aware as to own the System, development of the data-base and purging it, devising mechanism of call system and call escalation, on-line verification of the mobile numbers of almost four lac teachers/ para-teachers, devising mechanism of updating of database in case of change of teachers' place of posting or mobile numbers, establishing call-centre for

personalized attention to teachers query etc could not be possible without the team spirit that the members of the DMS team displayed.

The system was designed, developed and implemented in record time of two months. In view of the challenges that the initiative faced, it was decided to do training and demonstration also within that period at 900 odd block/ town areas and district levels so that the teachers actually partake in the design and development of the system. Acceptance and user-friendliness played crucial role in the development of a system that could fit in terms of requirement, design and viable technology. It also called for caution as it was one-of-a kind, and also the first of its kind system through which an hitherto unknown territory was to be traversed. Previous MIS experiences goaded the DMS team to ask for only minimal data to begin with and also not to make any investment for hardware, software, training etc at the client level. Training, mobile no. collection/ updation, call center establishment, publicity etc were also assigned to vendor and the entire cost was build up in payment mode of pay-per-data not per-call.

Despite every effort and enterprise at the MDMA level, Government's support was highly desirable. A video conference with all the District Magistrates and District Education Officers by the Secretary, Elementary Education of the U.P. Government was arranged and a Governmet Order issued regarding launch of the DMS and making it mandatory for the teachers to provide the requisite data to the system.

Came June 1, 2010. Schools are generally closed for summer vacation during that period but that year due to declaration of drought in many districts the scheme was being implemented in those districts. It was around noon and headmasters' mobile phones began ringing; they smiled as it was that known number. They received the IVR calls, *"Namaskar yah call Nideshk Madhyanh Bhojan Pradhikarn ke karyalaya se ki ja rahi hai. Aapke......*

A week passed away and onrush of data in the system kept increasing. Kumar and Tripathi's efforts bore fruits. Tripathi, as the MDMA's Finance Controller now, continues to be the nodal officer of the project which has since then won many awards and accolades from Government, national and international forums. The system of submission of data by the teachers and auto generated real-time MIS has transpired a wave of change in implementation of the Scheme at the field level. Real-time online monitoring is now done by about 900 Block Education Officers, 75 District Basic Education Officers/ District Magistrates (DMs) and their Commissioners and State level officers.

Data entered by the teacher is verified at three levels. First, at the end of the month, panchayat-wise one page sheet of all the data given by the schools in that panchayat is printed and given to teachers to verify it under their signatures or amend if wrongful information is recorded in the system. Secondly, School Management Committees have been formed at all the schools with majority of non-officilals. Their mobile numbers are being collected and shortly IVR calls would be sent to them on random basis to verify the data of MDM as given by the teachers on the system. Thirdly, system of exception report based spot inspections on the day data was given by the teacher has been put in place so that if inflated number was given by the teacher on the system, the same can be detected the moment spot inspection takes place and mismatch is found between the real-time data taken from the MIS and the actual number of children present in the school on that day.

The System has helped the teachers give information instantly to the District and the State level. The District and State level authorities responsible for monitoring of the Scheme are able to get the real time data and take corrective measures so that meal is cooked in schools where it was not so. Above all, the System has checked fudging of data. The number of schools where meal was not served is coming down from 35% in June 2010 to 3 to 4% in Nov-Dec 2013. Also, the number of schools sending information also increased drastically from 33,067 in June 2010 to about 1,48,000 in Dec 2013 (Annexure-II)

Based on the success of the DMS in Mid Day Meal Scheme the state government has implemented a similar "Daily Monitoring System" in the Integrated Child Development Services (ICDS) scheme. Sarva Shiksha Abhiyan has also been using the system for real-time info of book distribution and uniform distribution. On account of the immense success of the DMS in U.P. Government of India took a decision to implement the U.P. model in the entire country for monitoring Mid Day Meal scheme on real-time basis. It is very likely that in 2014 it would be so implemented by Government of India.

Overall, the end result is a success story that is worthy of emulation by various other sectors. Over the years compliance with the scheme has improved to a great extent, which is the ultimate objective of a monitoring system.

The Road Ahead

Regularity, quantity and quality are the three crucial dimensions of the mid day meal scheme. Regularity has been ensured to be monitored through DMS. Obviously the focus now is on effectively monitoring the other two aspects through the system. For the purpose, involving the School Management Committees in the monitoring process is a major task on the anvil. Elected representatives like Gram Pradhans into the knowledge loop, monitoring, planning and decision making is another significant task ahead. Bringing the PDS shops into the ambit of the Daily Monitoring System related to the uplifting, transportation and shortage of food-grains under the scheme, coupling the funds delivery and utilization to the data collected in the DMS to identify possible leakages are also slated to be covered in the system. Over three years of successful run of the DMS has generated huge database which can now help identify regional patterns of problems so that necessary interventions could be designed region-wise. Thus, apart from using DMS as a tool of monitoring, the

DMS is a short term yet a revolutionary solution to the long term problem of lack of effective governance of all welfare schemes. It has shown results. Learning comes from the full model-building experience, not primarily from simulation. The challenge, therefore, is to develop such model-building experience with full range of conceptualization, formulation, and testing and use it to find long term solution to the lack of effective monitoring and governance of all the welfare schemes. The guidelines of the MDM programme states as below:

"Mid Day Meal in schools has had a long history in India. In 1925, a Mid Day Meal Programme was introduced for disadvantaged children in Madras Municipal Corporation. By the mid 1980s three States viz. Gujarat, Kerala and Tamil Nadu and the UT of Pondicherry had universalized a cooked Mid Day Meal Programme with their own resources for children studying at the primary stage. Mid Day Meal was also being provided to children in Tribal Areas in some States like Madhya Pradesh and Orissa.

By 1990-91 the number of States implementing the mid day meal programme with their own resources on a universal or a large scale had increased to twelve, namely, Goa, Gujarat, Kerala, Madhya Pradesh, Maharashtra, Meghalaya, Mizoram, Nagaland, Sikkim, Tamil Nadu, Tripura and Uttar Pradesh. In another three States, namely Karnataka, Orissa and West Bengal, the programme was being implemented with State resources in combination with international assistance. Another two States, namely Andhra Pradesh and Rajasthan were implementing the programme entirely with international assistance.

1.2 It is an incontrovertible fact that school meal programmes exert a positive influence on enrolment and attendance in schools. A hungry child is less likely to attend school regularly. Hunger drains them of their will and ability to learn. Chronic hunger can lead to malnutrition. Chronic hunger also delays or stops the physical and mental growth of children. Poor or insufficient nutrition over time means that children are too small for their age, and susceptible to diseases like measles or dysentery, which can kill malnourished children. Malnutrition adversely affects Universalization of Elementary Education. Even if a malnourished child does attend school, she finds it difficult to concentrate on and participate in the teaching learning activities in school. Unable to cope, she would drop out.

1.3 There is also evidence to suggest that apart from enhancing school attendance and child nutrition, mid day meals have an important social value and foster equality. As children learn to sit together and share a common meal, one can expect some erosion of caste prejudices and class inequality. Moreover, cultural traditions and social structures often mean that girls are much more affected by hunger than boys. Thus, the, mid day meal programme can also reduce the gender gap in education, since it enhances female school attendance."

The importance of the scheme as envisaged in its objectives statements of its guidelines as reproduced above can also be understood by the funds allocated and spent under the scheme by the Centre and the State since start of this scheme. In the latest six years from 2007-08 to 2012-13 **Rs.7926.79** Crores

have been allocated by Centre and State Governments and out of these **Rs. 6217.39** Crores have been spent.

The need and importance of the scheme for U.P. can also be seen by the data of literacy and children school drop out rates. The literacy rate in UP as per 2011 Census was 69.72% (79.24% for male) and (59.26% for female). This is below the national rate of 74.04% (male-82.14%, female-65.46%) and far below the target of universal primary education and universal literacy.

Sample Reports on DMS

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रिपोर्ट 👻					दिनांक	01/10/2011	विवाय का सि	10/2011	HU CLARK	डलवार रिपाट	यहा स ाप्रन्ट व	न्र			
विश्लेषण रिपोर्ट		Single Leacher on School and Leacher is Not able to provide data													
विश्लेषण रिपोर्ट(2) 🔻						_	and the second second								
मॉनिटरिंग		दिलांक 01/10/2011 की रिपोर्ट													
विद्यालय विवरण	ल्यान पर राज्य पर राज्य का स्वार नोट : रिपोर्ट को अवरोही/आरोही क्रम में करने के लिए * लगे कॉलम पर क्लिक करें Print														
नामांकन	No. Of Schools No. Of Students														
अधिकारी/समन्वयक _					То	tal			PS UPS			;			
বিবरण বিद्यालयवार शिक्षक/शिक्षिका विवरण	Sr No.	* District	• PS	• UPS	* Total	No. of School Open	Data Received From	Meal Not Served In (Out of received data)	e Enrollment	* Meal Served For	# Enrollment	* Meal Served For			
डाटा फीडिंग की		UTTAR PRADESH	110483	52312	162795	162795	141938	<u>6330</u>	13582775	7836171	5513898	2892037			
स्थिति	1	Agra	1908	846	2754	2754	2387	<u>125</u>	212301	117567	67493	34390			
डाटा फीडिंग की	2	Aligarh	1693	765	2458	2458	2240	123	180434	108597	59609	37411			
स्थिति (मण्डलवार)	4	Ambedkarpadar	1200	654	1052	1952	1878	179	151869	192329	72847	41274			
पासवर्ड बदलें	5	Auraiva	1077	575	1652	1652	1455	35	92608	55880	51626	22315			
लॉगिन विवरण 🛛 🔻	6	Azamgarh	2201	1167	3368	3368	3092	49	343745	222394	147394	79680			
मास्टर डाटा	7	Badaun	1812	702	2514	2514	2349	105	271737	147444	82338	38251			
नामॉकन की मिशनि	8	Baghpat	493	285	778	778	673	11	58970	39719	32087	9331			
	9	<u>Bahraich</u>	2432	1034	3466	3466	3281	<u>187</u>	385677	193722	114466	45921			
विद्यालय खोजे	10	<u>Ballia</u>	1882	696	2578	2578	2254	212	267549	148558	98454	45355			
पोजेक्ट पोरोम रिपोर्ट	11	Balrampur	1417	689	2106	2106	1603	477	199017	63907	45763	11454			

र्वे विकेस मध्य	यान्ह	भोजन प्रा	धेकरप	ग, उत	तर प्रदे	श	S.C.	Stra						
Welcome: System Analy:	st								Tue	sday, 03 Dece	mber, 2013 L	ogout		
HOME						TP-11-2 9	A T	A						
मध्यान्ह भोजन की स्थिति					d	1241-6	माजन का	स्यात						
रिपोर्ट 👻		রে। নোখন্য ক গাই কা হিমান রিনাক (0405/2012) ইয় से (0405/2012) ইয় নিজেবি চেকেন বিজ্ঞান কি বেজি বিজ্ঞান কি বেজ বিজ বিজ্ঞান কি বেজ বিজ বিজ্ঞান কি বেজ বিজ্ঞান কি বেজ ব বিজ্ঞান কি বেজ বিজ্ঞান কি বেজ বিজ্ঞান কি বেজ বিজ্ঞান কি বেজ বিজ্ঞান কি বেজ বিজ বিজ বিজ বিজ বিজ বিজ বিজ বিজ বিজ ব												
विश्लेषण रिपोर्ट		IGATIAN DAUGUIZUIZ (2) (2) (1) (1) (1) (1) (1) (1) (1) (1) (1) (1												
विश्लेषण रिपोर्ट(2) 🔻							CLARCH							
					1	टेनांक 04/	05/2012 ;	की ग्रिपोर्ट						
विदयालय विवरण	नोव	: रिपोर्ट को अवर	ही/आरोही	क्रिम में व	करने के लि	ए * लगे को	लम पर किल	गक करें				Print		
नामांकन	No. Of Schools No. Of Students													
अधिकारी/समन्वयक _					Το	tal			PS UPS					
विवरण विद्यालयवार शिक्षक/शिक्षिका विवरण	Sr No	* District	₿ PS	* UPS	* Total	No. of School Open	Data Received From	Meal Not Served In (Out of received data)	# Enrollment	Meal Served For	# Enrollment	* Meal Served For		
जना फीनिंग जी		UTTAR PRADESH	110483	52312	162795	162795	147885	7650	13582775	8373335	5513898	2968144		
डाटा फाइम का स्थिति	1	<u>Agra</u>	1908	846	2754	2754	2478	<u>125</u>	212301	118583	67493	37615		
डाटा फीडिंग की	2	Aligarh	1693	765	2458	2458	2423	27	180434	107484	59609	40278		
स्थिति (मण्डलवार)	3	Allahabad	2560	1241	3801	3801	3413	122	372578	240490	148026	82485		
पासवर्ड बदलें	4	Ambedkarnagar	1299	654	1953	1953	1920	527	151868	88815	72847	34954		
लॉगिन विवरण 👻	5	Arangarh	2201	1167	2269	2269	2117	<u>33</u> 410	92008	176204	147204	74011		
	7	Badaun	1812	702	2514	2514	2418	<u>419</u> 59	271737	125851	82338	37773		
	8	Baghpat	493	285	778	778	692	14	58970	40357	32087	13454		
नामॉकन की स्थिति	9	Bahraich	2432	1034	3466	3466	3425	242	385677	186753	114466	47361		
विद्यालय खोर्जे	10	Ballia	1882	696	2578	2578	2344	292	267549	152234	98454	55779		
प्रोजेक्ट प्रोग्रेस रिपोर्ट	11	Balrampur	1417	689	2106	2106	1788	45	199017	111502	45763	27649		

र मध्य	ान्ह	भोजन प्रा	धिकरण	ग, उत्त	तर प्रदे	श	Ser.	Sec. 1					
Welcome: System Analyst									Tue	sday, 03 Dece	mber, 2013 L	ogout	
HOME					т	ग्ध्यान्ट १	भोजन की	किम्बि					
मध्यान्ह भोजन की स्थिति						20000	****	it and		- ×/			
रिपोर्ट 👻		दिनांक 01/04/2013 छि से 30/04/2013											
विश्लेषण रिपोर्ट									Single 1	eacher on S not able to j	chool and Tea provide data	icher is	
विश्वतेषणा विपोर्ट(२) 👻							SEARCH						
)) 00		<u>~~</u> .)) () (+					1-0-0-0+		
मानिटारग		दाना ।ताथ	या का सा	म्मालत	and ge 2	22 ।दन (२।	ववार एव श	सिकाय जीव	예외 = 8 여	जातारक्त) का रिपाट		
विद्यालय विवरण	नोत	: रिपोर्ट को अवर	ही/आरोही	क्रम में व	तरने के लिग	ए [*] लगे क	लिम पर किल	क करें				Print	
नामांकन			No. Of Schools No. Of Students										
अधिकारी/समन्वयक			Total			P	5	UPS					
विवरण विद्यालयवार शिक्षक/शिक्षिका विवरण	Sr No.	* District	* PS	• UPS	* Total	No. of School Open	Data Received from (Avg.)	Served In (Out of received data) (Avg.)	e Enrollment	Meal Served for (Avg.)	e Enrollment	Meal Served for (Avg)	
डाटा फीडिंग की		UTTAR PRADESH	110483	52312	162795	162795	154193	<u>10196</u>	13582775	6854671	5513898	2388554	
ास्थात	1	<u>Agra</u>	1908	846	2754	2754	2514	88	212301	109360	67493	33745	
डाटा फीडिंग की स्थिति (सण्डलवार)	2	<u>Aligarh</u>	1693	765	2458	2458	2388	<u>206</u>	180434	69734	59609	22188	
	3	Allahabad	2560	1241	3801	3801	3820	306	372578	171524	148026	62173	
นเสอร ส ุรุศ	4	Ambedkarnagar	1077	575	1953	1953	1928	462	151868	56193	72847	25482	
लॉगिन विवरण 🔻	6	Azamoarh	2201	1167	3368	3368	3241	219	343745	181216	147394	66995	
मास्टर डाटा	7	Badaun	1812	702	2514	2514	2392	85	271737	117657	82338	30129	
नामॉकन की स्थिति	8	Baghpat	493	285	778	778	732	54	58970	34984	32087	9460	
विदयालय खोर्जे	9	Bahraich	2432	1034	3466	3466	3438	300	385677	181031	114466	46020	
गोचेक्ट गोगेग छगोर्ट	10	<u>Ballia</u>	1882	696	2578	2578	2437	246	267549	137474	98454	46835	
AIGHTO MISICILIC	11	Balrampur	1417	689	2106	2106	1880	17	199017	131700	45763	27653	

Welcome: System Analys	t								Tue	sday, 03 Dece	mber, 2013 L	ogout	
HOME					3	नध्यान्ह क्ष	भोजन की	स्थिति					
मध्यान्ह भोजन की स्थिति					dir.	दो तिथियो	के बीच की रि	पोर्ट		त्वतार निर्णेर्ड	गर्हों से सिन्ट न	<u>+</u>	
रिपोर्ट 👻					दिनांक	01/09/2013] 🛃 से (30/	09/2013	4 Single T	sector or C	the land T-	chon is	
विश्लेषण रिपोर्ट					3		SEARCH		Single 1	not able to p	provide data	cher 1s	
विश्लेषण रिपोर्ट(2) 👻													
าทักวารประเ		रोजों निभि	गों को म	रेग्रजिन :	करने ताग	04 ਇਹ /ਜੀ	वेतार गंत श	त्वकीरा अन	ন্দ্রাণ – ৫ ই	- ਮਹਿਮਿਟਾ) की गिरा) ई		
मानिदारग		दाना तिथि	पा फा सा	न्नालत	nen ge z	भगदन (रा	ववार एव श	ात्तफाय अव	ળારા = 0 વ	े जातीर्षत	J YN IX YIC		
विद्यालय विवरण	नोव	: रिपोर्ट को अवरो	हि/आरोह	1 क्रम में व	करने के लिग	र * लगे को	लम पर किल	क करें				Pri	
नामांकन			No. Of Schools No. Of Students										
अधिकारी/समन्वयक	-	Total PS									UPS		
।ববংण বির্যোলযবাং খিম্নক/খিম্রিক। বিবংগ	No.	Jistnet	* PS	* UPS	* Total	No. of School Open	Data Received from (Avg.)	Served In (Out of received data) (Avg.)	Enrollment	Meal Served for (Avg.)	e Enrollment	Mea Serve for (Avg	
डाटा फीडिंग की		UTTAR PRADESH	110483	52312	162795	162795	153435	6536	13582775	7973771	5513898	31810	
स्थात	1	<u>Agra</u>	1908	846	2754	2754	2548	<u>79</u>	212301	124368	67493	399	
	2	Aligarh	1693	765	2458	2458	2381	25	180434	100586	59609	333	
प्रदा फीर्डिंग की स्थिति (सण्डलवार)	-					/	and the second se	100 Million (1997)	070070	316500	148026	818	
प्रदा फीडिंग की स्थिति (मण्डलवार)	3	<u>Allahabad</u>	2560	1241	3801	3801	3744	102	3/25/8	210300	720.47	417	
गटा फीडिंग की स्थिति (मण्डलवार) गसवर्ड बदलें	3 4	Allahabad Ambedkarnagar	2560 1299 1077	1241 654	3801 1953	3801 1953	3744 1898	162 165	372578 151868 92608	85228	72847	417	
प्रदा फीडिंग की स्थिति (मण्डलवार) गसवर्ड बदलें जॉगिन विवरण र	3 4 5 6	<u>Allahabad</u> Ambedkarnagar <u>Auraiya</u> Azamgarh	2560 1299 1077 2201	1241 654 575 1167	3801 1953 1652 3368	3801 1953 1652 3368	3744 1898 1639 3205	<u>162</u> <u>165</u> <u>6</u> 214	372578 151868 92608 343745	85228 66193	72847 51626 147394	417 345 818	
शदा फीडिंग की स्थति (मण्डलवार) गासवर्ड बदले गॉगिन विवरण र गास्टर डाटा	3 4 5 6 7	Allahabad Ambedkarnagar Auraiya Azamgarh Badaun	2560 1299 1077 2201 1812	1241 654 575 1167 702	3801 1953 1652 3368 2514	3801 1953 1652 3368 2514	3744 1898 1639 3205 2335	<u>162</u> <u>165</u> <u>6</u> 214 54	372578 151868 92608 343745 271737	85228 66193 191070 149178	72847 51626 147394 82338	417 345 818 430	
।टा फीडिंग की स्थाति (मण्डलवार) गौंगेन विवरण र गारंठर डाटा ।गॉकन की स्थिति	3 4 5 6 7 8	Allahabad Ambedkarnagar Auraiya Azamgarh Badaun Baghpat	2560 1299 1077 2201 1812 493	1241 654 575 1167 702 285	3801 1953 1652 3368 2514 778	3801 1953 1652 3368 2514 778	3744 1898 1639 3205 2335 781	162 165 6 214 54 72	372578 151868 92608 343745 271737 58970	85228 66193 191070 149178 36229	72847 51626 147394 82338 32087	417 345 818 430 176	
प्रदा फीटिंग की स्थाति (मण्डलवार) ।सवर्ड बदले गौगिन विवरण * ।सरंदर डाटा ।मॉबन्न की स्थिति वेतयालय कोर्जे	3 4 5 6 7 8 9	Allahabad Ambedkarnagar Auraiya Azamgarh Badaun Baghpat Bahraich	2560 1299 1077 2201 1812 493 2432	1241 654 575 1167 702 285 1034	3801 1953 1652 3368 2514 778 3466	3801 1953 1652 3368 2514 778 3466	3744 1898 1639 3205 2335 781 3462	162 165 <u>6</u> 214 54 72 194	372578 151868 92608 343745 271737 58970 385677	210388 85228 66193 191070 149178 36229 216940	72847 51626 147394 82338 32087 114466	417 345 818 430 176 609	
डादा फीडिंग की स्थिति (मण्डलवार) गोंगेन विवरण × नास्टर डाटा नामॉकन की स्थिति वेद्यालय खोर्जे	3 4 5 6 7 8 9 10	Allahabad Ambedkarnagar Auraiya Azamgarh Badaun Baghpat Bahraich Ballia	2560 1299 1077 2201 1812 493 2432 1882	1241 654 575 1167 702 285 1034 696	3801 1953 1652 3368 2514 778 3466 2578	3801 1953 1652 3368 2514 778 3466 2578	3744 1898 1639 3205 2335 781 3462 2355	162 165 6 214 54 72 194 278	372578 151868 92608 343745 271737 58970 385677 267549	216386 85228 66193 191070 149178 36229 216940 137276	72847 51626 147394 82338 32087 114466 98454	417 345 818 430 176 609 492	



मध	गान्ह	भोजन	न प्राधिक	रुप, उत	त्तर प्रदेश		6	Eren a			ores		
Welcome: System Analy	st									Tuesday, 03	Decem	ber, 2013 L	ogout
HOME					भोजन ना	हीं बना	ऐसे वि	वेद्यालग	यों की सूची				
मध्यान्ह भोजन की स्थिति						दो तिथिर	गे के बीच	व की रिपोर्ट	_				
रिपोर्ट 👻	District Chitrakoot												
विश्लेषण रिपोर्ट	From 01/11/2013 to 30/11/2013												
विश्लेषण रिपोर्ट(2) 🛛 🔻	No. of Days >= 💌 (21												
मॉनिटरिंग		SEARCH											
विद्यालय विवरण													
नामांकन	दोनों तिथियों को सम्मिलित करते हुए 21 दिन (रविवार एंव शासकीय अवकाश = 9 के अतिरिक्त) की रिपोर्ट												
अधिकारी/समन्वयक विवरण	नोट : रिपोर्ट को अवरोही/आरोही क्रम में करने के लिए * लगे कॉलम पर क्लिक करें Print												
विद्यालयवार शिक्षक/शिक्षिका विवरण					F	lecord no	t found	for Urban	<u>L</u>		т	otal 12 Scho	ols Found
डाटा फीडिंग की स्थिति									-				
डाटा फीडिंग की स्थिति (मण्डलवार)	S.No	*Block	*Nyaya Panchayat	*Gram Panchayat	*School Name	PS/UPS	Cate.	*Enroll.	*No. of days meal	Name and MobileNo	Post	Gram Pradhan Name and	Kotedar Name and Mobilo
पासवर्ड बदलें									not served			Mobile No.	No.
लॉगिन विवरण 🔻	1	Manikpur	BHAUNRI	Bhauri	Krashak Inter Collage	UPS	9	530	21	Krashan Kumar	н.м.		
मास्टर डाटा	2	Manikpur	ENCHAWARA	Semardaha	Kithani	PS	2		21	MANOJ KUMAR 8874249471	н.м.		
नामाँकन की स्थिति	3	Manikpur	ENCHAWARA	Semardaha	Semardaha	UPS	2	48	21	Gokul Prasad 9455767413	н.м.		
विद्यालय खोर्जे	4	Manikpur	KALYANPUR	Barah Mafi	Barah Mafi	UPS	2	14	21	sansar singh 9415131614	А.Т.		
प्रोजेक्ट प्रोग्रेस रिपोर्ट	5	Manikpur	KIHUNIYA	Bambhiya	Banbhiya	UPS	2	42	21	Santosh kumar 8827034306	А.Т.		

मध	यान् ह भोजन प्राधिक	ज्रण , उत्तर	प्रदेश	AL AL	A CARGE		THE PART				
Welcome: System Analy	st						1	luesday,	03 Decembe	ar, 2013 Lo	gout
HOME			मण्डल/जन	पद क	ा लॉगिन वि	वेवरण					
मध्यान्ह भोजन की स्थिति			जनपद 💿	DC (ODM OBS	A	٦.				
रिपोर्ट 👻			ਸਾਤਕ 📀	Comm	issioner ©M	andal					
विश्लेषण रिपोर्ट		ਇਹ	itte 01/11/2012		± 20/44/2012		े तक				
विश्लेषण रिपोर्ट(2) 🔻		IC401	01/11/2013		2011		a con				
मॉनिटरिंग				JEA	Ken						
विद्रयालय विवरण	नोट : वि	रेपोर्ट को अवरोही	/आरोही क्रम में व	जरने के	लिए * लगे व	कॉलम प	र क्लिक	न करें			
नामांकन					*BEO/NSA	Tabal	No. of Block	Total	No. ofTown		
	SrNo.	*District	*LoginCount	Days	Login Count	Block	Not Login	Town	Not Login		
जाधकारा/समस्पर्यक 🔻 विवरण			20		260	15	Yet		Yet		
विद्यालयवार शिक्षक/शिक्षिका	2	Aligarh	11	5	175	15	0	2	0		
ाववरण	3	Allahabad	109	24	504	21	1	1	0		
डाटा फीडिंग की स्थिति	4	<u>Ambedkarnagar</u>	83	23	261	9	0	1	1		
दाटा फीर्दिंग की	5	<u>Amethi</u>	37	17	<u>92</u>	13	4	0	0		
स्थिति (मण्डलवार)	6	<u>Amroha</u>	35	15	149	6	0	2	0		
पासवर्ड बदलें	7	Auraiya	83	18	269	7	0	3	1		
लाँगिन विवरण 🛛 👻	9	Badaun	45	10	215	15	0	6	3		
मास्टर डाटा	10	Baghpat	34	18	56	6	2	2	0		
नागॉकन की प्रिथनि	11	Bahraich	67	17	264	14	0	1	0		
नामाफन फा स्थित	12	<u>Ballia</u>	37	17	<u>49</u>	17	10	1	1		
विद्यालय खोजे	13	Balrampur	155	26	<u>412</u>	9	0	2	2		
प्रोजेक्ट प्रोग्रेस रिपोर्ट	14	<u>Banda</u> Darabanki	33	15	41	8	2	1	1		

Annexure - III

Questions for discussion on the Case Study

- 1. What were the limitations of the traditional MIS of the Scheme?
- 2. What problems could arise due to limitations of the MIS of the Scheme?
- 3. Suggest various alternatives to improve MIS of the scheme.
- 4. Discuss their pros and cons.
- 5. What were the main obstacles encountered and how were they overcome?
- 6. How was the strategy implemented? Discuss it in the context of key development and implementation steps.
- 7. Develop a matrix of Before and After Re-engineered process scenarios.
- 8. Discuss the advantages and success parameters of DMS.
- 9. Discuss the quantitative and qualitative impact of the re-engineered process.
- 10. Is the initiative sustainable and transferable?
- 11. What are the lessons learnt in this case of monitoring and DSS system, based upon improved MIS system?

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Awards and Recognitions Received by DMS

- i. National GOLD Award of GOI for Innovative use of ICT in National e-Governance Awards 2011-12.
- ii. NASSCOM Social Innovation Honours 2013 & UNICEF Recognition for 'Innovation for Children'
- iii. ASSOCHAM National Education Excellence Award 2013 for best Use of Technology in Schools
- iv. Manthan Award South Asia & Asia Pacific 2012 for e-governance
- India Digital Awards 2012 by IAMAI (Internet & Mobile Association of India) under the auspices of Ministry of Information Technology, GOI for best use of mobile for social and economic development
- vi. mBillionth South Asia Awards 2011for m-Governance by the Ministry of Information Technology, GOI and Digital Empowerment Foundation for innovations in Telecom and Mobile content and application for the masses
- vii. Special Recognition in Vodafone Mobiles for Good Awards 2011