

GOVERNMENT OF ODISHA
DEPARTMENT OF WOMEN & CHILD DEVELOPMENT

No.WCD-SUBH-MISC-0041-2025- 5080 /WCD, Date: 21.02.2025

From

Sri Krutibas Rout, OAS (SAG),
Additional Secretary to Govt.

To

All Collectors

Sub: SOP for State wide Rally and Patha Prantha Sabha for SUBHADRA - reg.

Sir,

In inviting a reference to the subject cited above, I am directed to say that as part of the event for disbursement of 2nd Instalment under SUBHADRA to be held on 08.03.2025, it is proposed to organise the following events:

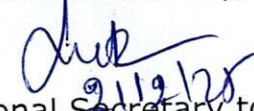
1. State wide Rallies will be held in each GP/ULB/Municipal Corporation on 05.03.2025 from 07:30 am to 10:30 am and
2. State wide Patha Prantha Sabha will be held in each CDPO Office (@3 per each CDPO Office) on 06.03.2025 from 8.30 am to 10.30 am.

In this regard, the detailed SOPs of aforesaid events along with budget is enclosed herewith for each districts/MCs. Soft copy of the required creatives for such events will be shared separately for printing at your level. A report is to be submitted after the organization of both events through email to subhadrajojana1@gmail.com in the enclosed format. In case of any clarification, you may contact the undersigned.

Encl.:

- (1) Annexure-1 (SOP for State wide Rally)
- (2) Annexure-2 (Reporting Format for State wide Rally)
- (3) Annexure-3 (SOP for Patha Prantha Sabha)
- (4) Annexure-4 (Reporting Format for Patha Prantha Sabha)

Yours faithfully,


Additional Secretary to Govt.

Memo No. 5081 /W&CD, Dtd. 21.02.2025

Copy forwarded to P.S. to Hon'ble Deputy Chief Minister for kind information of Hon'ble Deputy Chief Minister.


Additional Secretary to Govt.

Memo No. 5082 /W&CD, Dtd. 21.02.2025

Copy forwarded to P.S. to DC-cum-ACS for kind information of DC-cum-ACS.


Additional Secretary to Govt.

Memo No. 5083 /W&CD, Dtd. 21.02.2025

Copy forwarded to all DSWOs for information and necessary action.


Additional Secretary to Govt.

Standard Operating Procedure (SOP) for State-wide Rally in Odisha

1. Objective: The state-wide rally aims to foster a sense of community while emphasizing the impact of the **SUBHADRA** initiative and celebrating **International Women's Day**. The rally will engage local communities in discussions on women's empowerment and social welfare.

2. Scope: This SOP applies to all **Gram Panchayats (GPs) in Odisha**, ensuring a uniform and organized execution of the rally across **6,794 locations**.

3. Date and Timing:

- The rally will take place on **5th March, 2025**
- Timing: **7:30 AM to 10:30 AM**. (However, districts may organise it earlier in view of local conditions)

4. Location Selection:

- Each GP will host the rally at a suitable location for maximum participation.
- The route will be decided by the CDPO in consultation with the BDO.

5. Participants and Engagement:

- **Expected participants:** 100 per GP, including SUBHADRA beneficiaries, community leaders, SHG members, students, and local officials.
- Special emphasis on **women's participation** to align with the theme of the rally.

6. Budget Allocation (Per GP Rally):

- **Total cost:** Rs. 7,500/-
 - Flex banners: **Rs. 500/-**
 - Tiffin and refreshments: **Rs. 4,000/-**
 - Sound system requirements: **Rs. 2,000/-**
 - Miscellaneous expenses: **Rs. 1,000/-**

7. Execution Responsibilities:

- **CDPOs/BDOs** to oversee the organization and ensure smooth execution. They would be assisted by the members of the SUBHADRA Help desk and other officials/ staff of W&CD Dept.
- **Panchayat / Block officials** to facilitate permissions and logistics.



8. Key Messages and Awareness Topics:

- Importance of **SUBHADRA** in enhancing women's empowerment.
- Significance of **International Women's Day** and gender equality.
- Encouraging community participation in local governance and social programs.

9. Monitoring and Reporting:

- Each GP to submit a brief **report** with attendance details, photos, and key discussion points. (format attached). The quality photographs of the event shall be shared to department through email and the expenditure of such photography shall be met from available DSWO/CDPO contingency fund.



Annexure-2

**Reporting Format for State Wide Rally
on 5th March, 2025**

District	Block/ULB	GP	Start & End Time	No. of Participants	Whether Good Quality Photographs taken (Yes/No)

Place: _____

Date: _____

Signature
with Designation



Standard Operating Procedure (SOP) for Patha Prantha Sabha (Community Meeting)

1. **Objective:** Patha Prantha Sabha aims to facilitate community engagement and grassroots participation by organizing meetings across the state to trigger dialogue around women's empowerment led by SUBHADRA. These meetings will enhance communication between local communities, with a special focus on **SUBHADRA**—a key initiative aimed at social welfare and development of the women of Odisha.
2. **Number of Sabhas:**
 - In each CDPO's jurisdiction three Sabhas would be organized.
 - With 338 CDPO offices, the total number of Sabhas conducted would be **1,014**.
3. **Location Selection:**
 - The locations for the Sabhas will be selected by the respective CDPOs in consultation with the BDOs.
 - Approval from the District Collector is mandatory before finalizing the locations.
 - Preference should be given to village or ward localities.
4. **Schedule and Duration:**
 - The sabhas will be conducted on **6th March, 2025**
 - Each sabha will be held **from 8.30 AM to 10.30 AM**. (However, districts may decide the time as per local conditions)
5. **Discussion on SUBHADRA Initiative:**
 - A dedicated session in each sabha will focus on **SUBHADRA**, explaining its objectives and impact.
 - The initiative aims at enhancing women's empowerment, financial independence, and child welfare.
 - Key stakeholders, including government officials and local representatives, will address concerns and answer queries from the community regarding **SUBHADRA**.
6. **Budget Allocation:**
 - The maximum permissible expenditure per sabha is **Rs. 10,000/-**.
 - The budget breakdown includes:
 - Participants: 100 individuals



- Backdrop arrangements: Rs. 1,000/-
- Tiffin and drinking water cost: Rs. 4,000/-
- Sound and tent requirements: Rs. 3,000/-
- Miscellaneous expenses including Cultural Programmes: Rs. 2,000/-

7. **Execution Responsibilities:**

- BDOs and CDPOs will coordinate with local authorities to ensure proper execution.
- Village/Ward committees will support the organization of the sabha.
- A designated official (Lady Supervisor) will oversee the logistics, including seating, sound arrangements, and food distribution.
- **SUBHADRAS** may be invited to provide insights, share their stories and how the beneficiaries have used the benefit.

8. **Monitoring and Reporting:**

- A report must be submitted by each CDPO detailing the number of Sabhas conducted, participant engagement, key discussions, and feedback regarding **SUBHADRA**.
- Photographic evidence and attendance records shall be maintained.
- The quality photographs of the event shall be shared to department through email and the expenditure of such photography shall be met from available DSWO/CDPO contingency fund.



Reporting Format for CDPO (@3 per each CDPO)

Patha Prantha Sabha on 6th March, 2025

District	Name of the Project (CDPO)	Locations of the Patha Prantha Sabha	Start & End Time	No. of Participants	Whether Good Quality Photographs taken (Yes/No)

Place: _____

Date: _____

Signature
with Designation

