



Government of West Bengal
Food & Supplies Department
Khadyashree Bhawan
11 A, Mirza Ghalib Street, Kolkata-700087
<https://food.wb.gov.in>



File No. FS/O/Sectt/IT-10/2012(Part-I)

No. : 1565

Dated: 04.04.2024

ORDER

Sub: Effective monitoring for improving functioning of Helpdesk cum Call Centre (12X7)

Food and Supplies Department is running a 12 × 7 call centre to establish an efficient and effective interaction and feedback between the government and its citizens & beneficiaries on the various services provided by the Department. From these interaction, Department is getting feedback on how efficiently and effectively the services are reaching to the citizens and from analysing the feedback the department issues various clarifications, modification of guidelines, and undertake reforms and solutions to simplify the system to provide better services to the beneficiaries.

Several guidelines were issued time to time for proper functioning and monitoring of the call centre, and the latest order was issued vide memo number 4558-FS/O/Sectt./BPI&F/12A-16/2022 dated 23/11/22 in this regard. However, for further strengthening the functioning of the HelpDesk cum Call Center operations and making it effective and efficient so that the interaction by the citizens is pleasant and fruitful which further facilitates in delivering better and convenient services to the citizens and beneficiaries, it is felt necessary to strengthen the manpower in qualitative terms in the HelpDesk to make it vibrant, dynamic and effective establishment.

Now in view of such above mentioned objectives, the Department has decided to assign following officers and staff to remain closely and actively involved with the functioning, monitoring of the **HelpDesk cum Call Center** and coordination with Directorates and Cells of the Department.

The Operational hierarchy of the **HelpDesk cum Call Center** is as below:

SI No.	Name	Assigned as
1	Smt. Sima Halder, Joint Secretary	Supervising Officer
2	Smt. Basabdatta Gupta, Sr. Deputy Secretary	Assistant Supervising Officer
3	Shri Sankar Narayan Bankura, OSD	Nodal Officers (Procurement Cell)
3	Zamin Ejaz, OSD, Food Cell	Nodal Officers (Food Cell)
5	Shri Sadhan Pathak, DD, DDPS	Nodal Officer (DDPS)
6	Shri Sunoy Goswami, OSD, Reform Cell	Nodal Officers (IT & Reforms Cell)
7	Shri Tamal Bhadra, DD, DR (Food Cell)	Nodal Officer (DR)

Help Desk Nodal Officer and Assistant Help Desk Nodal Officer :

These Officers shall attend HelpDesk Cum Call Center everyday as per their assigned shifts. The timing of Shifts would be: Shift 1 - 8 AM to 3:30 PM and Shift 2 - 12:30 PM to 8 PM.

These Officers will change their shift every month with each other.

Sl No	Name of Help Desk Nodal Officer	Name of Assistant Help Desk Nodal Officer
1	Shri Saikat Chakraborty, DD, DDP&S	Shri Biswajit Biswas, CI, DDP&S
2	Smt. Moli Guin, Deputy Director, DR	Shri Soumen Chatterjee, Inspector, Dte. Of Transportation

A Standard Operating Procedure for HelpDesk cum Call Center (Release 1.0 dated 04.04.2024) is also attached for ready reference. All the Officers assigned with roles & functions, shall discharge their duties & responsibilities proactively and in close coordination with each other and with concerned officers of their directorates & cells so that the desired objective of effective and efficient functioning of the HelpDesk cum Call Center is achieved.

This order, issues in the interest of public service with immediate effect and will remain valid until further orders.

This has approval of the competent authority.



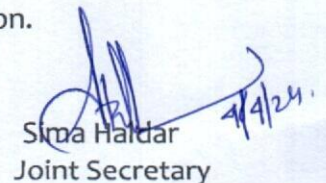
Parwez Ahmad Siddiqui
Principal Secretary
to the Government of West Bengal
Food & Supplies Department

No. 1565/1(13)-FS/O/Sectt/IT-10/2012(Part-1)

Date: 04.04.2024

Copy Forwarded for information and necessary action to:

1. The Director, DDP&S.
2. The Director of Rationing.
3. The Director of Transportation.
4. Smt. Sima Halder, Joint Secretary (IT), F&S Department.
5. Smt. Basabdatta Gupta, Sr. Deputy Secretary, F&S Department.
6. Shri Sankar Narayan Bankura, OSD, Procurement Cell, F&S Department.
7. Shri Sunay Goswami, OSD, Reforms Cell, F&S Department.
8. Shri Sadhan Pathak, Deputy Director, DDP&S.
9. Shri Saikat Chatterjee, Deputy Director, DDP&S.
10. Smt. Zamin Ejaz, OSD, Food Cell, F&S Department.
11. Shri Tamal Bhadra, Deputy Director, DR.
12. Smt. Moli Guin, Deputy Director, DR.
13. Shri Biswajit Biswas, CI, DDP&S.
14. Shri Soumen Chatterjee, Inspector, Directorate of Transportation.
15. PS to Hon'ble MIC / MOS.



Sima Halder
Joint Secretary
to the Government of West Bengal
Food & Supplies Department