



Guidelines on Janmabhoomi- Maa Vooru Programme

3rd to 7th June 2015

1. Introduction:

1.1 The first Government in the mother state of Andhra Pradesh will be completing one year in office in the first week of June 2015. During this short period of time, in spite of several constraints on finances as well as other resources, the GoAP has launched several immediate, medium term and longer term initiatives- viz. the 7 Missions (Primary Sector, Social Empowerment, Knowledge & Skill Development, Urban Development, Industry Sector, Infrastructure, Service Sector), 5 Campaigns (Polam Pilustondi, Badi Pilustondi, Pedarikam Pai Gelupu, Swaccha Andhra Pradesh, Neeru Chettu) and 5 Grids (Water, Road, Power, Gas, Fibre Optic).

Several welfare schemes such as the Farmer Loan Redemption Scheme, DWCRA Groups Capital Infusion as well as enhancement of pensions amount by 5 times have also been taken up. These combined with the double digit growth strategy for the state are expected to lead to the creation of a new paradigm of development leading to achievement of economic and social outcomes as per Vision 2050.



areas:

2.1 In the first round of JBMV, Micro Plans were prepared and data regarding the “As- Is” situation of villages and wards was collected. This second round will be conducted in campaign mode between 3-7th June 2015 wherein required number of teams, consisting of public representatives, government functionaries, and representatives of community based organizations, will visit as many number of Gram Panchayats (GPs) feasible per day in such a way that all GPs/Wards are covered during the programme period. Similar teams would also visit the Municipal Wards during the programme period. The thrust areas of “Janmabhoomi–Maa Vooru” will be as follows:

- i. Documenting and highlighting achievements of the GoAP in the first year
- ii. Capital Infusion to DWCRA Groups in Rural and Urban Areas- Distribution of Sanction Letters and Payment Advice
- iii. Discussion and Information Sharing on Farmer Loan Redemption Scheme
- iv. Sanction of 1.5 Lakh new pensions as well as distribution of pensions
- v. Distribution of Rations through PDS for the month of June
- vi. Sensitization on Primary, Social Empowerment, Knowledge/ Skill Development and Urban Mission.
- vii. Grievance redressal – Receiving the petitions, registering and redressal.
- viii. Action Taken Report on Micro Plans developed as well as grievances received during the first round of JBMV



- ix. Health Camps- Primary health Check up and Referral
- x. Veterinary Camps – Health Check up, Vaccination and Referral
- xi. Sensitization and mobilization for the 5 Campaigns taken up by GoAP
 - Pedarikam pai Gelupu
 - Badi Pilustondi
 - Polam Pilustondi
 - Neeru-Chettu
 - Swacha Andhra Pradesh

4. Operational guidelines

4.1 Programme Duration:

4.1.1. Programme duration will be from 3rd June 2015 to 7th June 2015.

4.1.2. The programme would be launched on 3rd June, 2015 by organizing the rallies at District/ Constituency/ Mandal/ GP/ Ward for creating environment for the programme and awareness about it. The MPDOs may hire autos to continuously make rounds in the GP/Ward for playing songs, highlighting the importance of Janmabhoomi Maa Vooru, and audio material developed highlighting the achievements of the Government during the first year, being provided in CDs by the I&PR department.

4.1.3. The I&PR department has identified one Kalajata team per mandal. The District Collectors are requested to schedule the Kalajatas programme ensuring wide publicity of JBMV.



4.1.4. The District Collectors are requested to create awareness, utilizing the publicity material including placards, in the District/Constituency/Mandal during these rallies by involving persons from all walks of the society.

4.1.5. GP/Ward visits will commence from 3rd June, 2015 and will continue till 7th June. In this regard, it is to be ensured that all GPs/ Wards are covered in the aforementioned time.

4. 2 Coverage:

4.2.1 Required number of teams as decided by the District Collector will be constituted for each Mandal. Each team would cover sufficient number of GPs per day to cover all GPs in the Mandal during the program duration. The District Collectors will also constitute the requisite number of teams for covering each ward in the municipal areas. The visit schedule of teams of rural and municipal areas will be prepared accordingly by the District Collector.

4.2.2 The teams will use Focused Group Discussion as well as other means to conduct the meetings.

4. 3 Visit Schedule:

4.3.1 Since the programme has a large coverage and medical camps/animal health checkups are to be organised, the District Collectors should schedule the programme suitably so as to provide enough time in between the visits to facilitate mobility for the personnel and equipment.



4.3.2 The District Collectors should prepare the schedule of each team in advance. Wide publicity shall be given to the GP/ Municipal ward visit schedule under the Janmabhoomi-Maa Vooru programme and it shall also be informed well in advance to respective GPs/Wards. The schedule will also be uploaded in the designated website for information and for monitoring the visits.

4.4 Officers Responsible at Various Levels:

- 4.4.1 A District Level Committee is constituted for the coordination of the JBMV programme.
- 4.4.2 The Gram Panchayat/Mandal level Committee coordinates the programme at the Panchayat/mandal level in the rural areas.
- 4.4.3 The Municipal ward/division Committee will coordinate the programme at the Municipal level in the urban areas.
- 4.4.4 The District Collector will be responsible of the programme at District level supported by District Panchayat Officer. Mandal Development officer will be responsible for the respective mandals and the Municipal Commissioner at the Municipality level. These officers shall be responsible in all respects for organizing and conducting the programme successfully.
- 4.4.5 As the exercise is being conducted to highlight the achievements of the Government during its first year in office, create awareness for the new plans for capital infusion to DW CRA groups, pensions and the five campaigns, representation is sought from officials of the Departments of Agriculture and Horticulture, Rural Development and RWS, Irrigation, Education, Women and Child Development and Velugu representing the five campaigns, namely



Pollam Pilustondi, Badi Pilustondi, Pedarikam Pai Gelupu,
Swachh Andhra Pradesh and Neeru Chettu.

4.5 Visiting teams:

The District Collectors would constitute the number of teams as per the field requirements to complete the program as per the guideline.

Rural Team: Each Mandal would have sufficient number of teams headed by Senior Mandal Level Officers like the MPDO, Tehsildar etc. The Mandal Level Officers should be judiciously distributed between the teams by the District Collector as per the field necessity.

- i. A team of doctors for health camp and a team of veterinary doctors for the veterinary camp/Fisheries Advisory would also be part of the Mandal Level Team.
- ii. The village level functionaries would join for the respective GPs.
- iii. All members of a team will visit all the Panchayats together lead by MPDO or the Tehsildar as the case maybe.
- iv. Apart from the officials, ASHA worker, ANM, AWW and any other personnel as felt necessary by the District Collector may be co-opted in the team.

Urban Team: Municipal Commissioners in consultation with the District Collectors would constitute the necessary number of teams to cover all the wards in each municipality during the programme duration.

- i. The Medical Health camp should be organized in each ward of the municipality.
- ii. The veterinary camps may be organized as per the local necessity.
- iii. The Municipal Ward/ Municipal Corporation Committee will also



participate in the programme.

- iv. The team members – consisting of Ward member, bill collector and other officers concerned together will visit all the Wards in the Municipal towns under the leadership of Municipal Commissioner.

5. Budgetary support

- 5.1 An amount of Rs. 1 crore (approx.) per district is being provided for conduct of the programme.
- 5.2 The funds for conducting the Health camp and the Veterinary camps are provided to the Medical & Health and Animal Husbandry departments.
- 5.3 Funds are also being provided to Agriculture, Panchayat Raj, IT&C, Planning departments for programme related activities.

6. Programme Structure:

- 6.1 The District Collectors must ensure that posters, depicting the vision of the government, supplied by I&PR department are prominently exhibited well before the commencement of the programme in all GPs/wards particularly during the visit.
- 6.2 Commencing the programme: The 'Janmabhoomi – Maa Vooru' programme at GP/Ward level will commence from 3rd June, 2015 and will begin with recitation of "Maa Telugu Talli" followed by the Janmabhoomi song. It will be followed by reading out the message of the Hon'ble Chief Minister.
- 6.3 Thereafter the Health and Veterinary camps will start while the other agenda would be taken up in parallel.



In addition, there will be discussions regarding:

- Progress made during the first year of the Government
- Action Taken Report on the grievances of the first round of JBMV
- Progress Report of DWCRA Groups
- Capital infusion to DWCRA Groups: Distribution of Sanction Proceedings and Payment Advance.
- Discussions and Information Sharing on Farmer Loan Redemption Scheme
- Issue of passbooks to NTR Bharosa Pensioners.
- Mobilize and initiate process for construction of ISLs
- Distribution of Newly Sanctioned Pensions to 1.5 lakh beneficiaries in the entire State.
- Distribution of NTR Bharosa Pensions for the month of May to be distributed in June.
- Distribution of Rations through PDS for the month of June 2015

6.5 Individual Grievances: Two/three officers should be designated to receive the individual grievances. MRO would be responsible for the coordination and management of grievances received. The grievances received should be grouped in 22 categories as per usual practices. The category wise number only should be entered in the Annexure-11. The individual grievances should be entered into the CM grievance system and be followed up by the MRO respective departments.



Data Collection and Transmission

- 7.1 The data collection forms have two parts. The first part called “Daily Reporting Format” pertains to the conduct of the program and summary of key items. It will be linked to the CM Dash Board for online real-time reporting.
- 7.2 The second part called “Action Taken Report on Micro Plan” will be used to record progress on the Micro Plan prepared during the previous round of JBMV.
- 7.3 The purpose of having formal identity linked to individuals is to facilitate tracking of the request, to avoid middlemen and thereby ensure transparency in proper service delivery to the targeted persons. Further, the mobile number would be used for communicating the status of the grievance.
- 7.4 Data pertaining to the individuals may be Aadhaar number-based or Enrolment ID (EID) or Voter ID or Ration Card No. based. Phone (mobile number) if available may be taken as the whole exercise must facilitate further follow up.
- 7.5 The data entry can take place at the GP level if the connectivity is available or in the office of MPDO.
- 7.6 The data should be daily entered in the evening in the designated software developed by the IT&C Department with the help of the agency of the Rural development Department. The data would be linked to State Resident Data Hub (SRDH) for populating the existing details and to map the services/benefits availed by the individual.
- 7.7 The Chief Planning Officer at the district level and the Mandal ASO at the mandal level will coordinate the data collection and entry.



- 7.8 The Habitation Codes to be used to uniquely identify GP/Ward,
- 7.9 The individual grievance data would be entered into the existing grievance management system with additional tag of JBMV for identification.

8. General instructions:

8.1 The crucial aspects of this programme, which will form the basis for the strengthening of the existing Village Micro Plans are:

- Progress made during the first year of the Government
- Action Taken Report on the grievances of the first round of JBMV
- Progress Report of DWCRAs Groups
- Capital infusion to DWCRAs Groups: Distribution of Sanction Proceedings and Payment Advance.
- Discussions and Information Sharing on Farm Loan Redemption Scheme
- Issue of passbooks to NTR Bharosa Pensioners.
- Mobilize and initiate process for construction of ISLs
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- It is to be noted that the data collected during the programme will actually flow into the District Annual Plan and it will be used for regular reviews.
- 8.3 An orientation programme shall be conducted at District level for all the departments, on Janmabhoomi-Maa Vooru under the Chairmanship of District In charge Minister.
- 8.4 Similarly, orientation programme at Mandal level shall be conducted for Mandal/Gram Panchayat teams under the supervision of one District level officer. The Municipal Commissioner should also conduct similar program at the municipality level.
- 8.5 The Mandal/Municipal team shall travel in a single van/ vehicle of an appropriate size. Required vehicles may be hired for visit during the month as per existing government norms.
- 8.6 Any financial requirement to fulfill the grievances or any requests given during the programme will generally be met by meeting the expenditure from the regular budgets of the respective departments only.
- 8.7 The concerned MRO is responsible for proper registering of the grievances and for coordinating the redressal of the grievance. The status of the grievance is to be informed to the cell number of the applicant. The grievance is to be entered under JB MV grievances.
- 8.8 All the District Collectors shall make arrangements for providing the information daily by the end of the day on conduct of the program in the website developed for the purpose. <http://jbm.v.ap.gov.in/>.



8.9 Contact persons:

For technical issues

1. Smt. Sailaja,
Special Officer, Portal, ITE&C Dept.
Cell number 9966709057

2. Sri.Saibaba,
Project Manager, ITE&C dept.
Cell number 9949994041

3. Sri. Venkatachalam Joint
Director, IT&C dept Cell No.
9963029394.

For general clarifications

1.Mr. Ch. Santhi Swarup
Joint Director, Planning Dept.
Cell No. 9849901509

2.Sri Venkata Krishna,
Dy. Secretary to Govt. PR Dept.
Cell No.7032957905.

8.10. Control rooms must be opened in offices of the District Collectors for providing any clarifications sought from the GPs/ wards during the programme period. The contact person's name and contact numbers should be publicized.

8.11 District Collectors are advised to follow the theme and content of the programme to realize the objectives.

Sd/-

Chief Secretary

Government of Andhra Pradesh



To

All the District Collectors

All the CEOs of Zilla Parishads,

All the District Panchayat Officers

All Municipal Commissioners

All the CPOs

Copy to

All the Spl. C.S., / Prl. Secretaries / Secretaries of the Government

All the HODs concerned

PS to all the Ministers

PS to Advisors to the Government

PS to CMO

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