



# Government of Andhra Pradesh GVWV & VSWS Department



## Proceedings of the Director, GVWV & VSWS Department Present: Sri Shan Mohan Sagili, IAS.,

Proc. No: /EBC Nestham Scheme Beneficiaries Outreach Campaign, Dt:03-01-2022

Sub: GVWV & VSWS Department – Scheme Beneficiaries Outreach Campaign – Orders – Issued - Regarding.

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The Government of Andhra Pradesh has introduced the concept of Navaratnalu as core theme of governance in order to revamp the delivery systems of Government services with an aim to improve living standards of the people. To achieve this objective, Government of Andhra Pradesh has established a system of Village/Ward Secretariats consisting of required functional assistants to strengthen Gram Panchayats and Wards and Village / Ward Volunteers for delivering government services at doorstep of all eligible households.

### EBC Nestham Scheme Beneficiaries Outreach campaign:

- The Government is implementing "Navarathnalu" and various other welfare schemes in the state. The women in the EBC communities who are in the age group of 45 to 60 years also need economic opportunities, Government is coming out with the proposal to give a grant of Rs.15,000/- per annum for the next three years amounting to Rs.45,000/- vide G.O.Ms. No.2, Dt.20-4-2021, BC welfare Department.
- The objective of the scheme is to financially empower EBC women above 45 years and below 60 years by enhancing their livelihood opportunities and living standards, by offering financial assistance.

- Financial assistance per family : **Rs. 15,000/-**
- Beneficiaries covered : **3,92,674.**
- Amount to be disbursed on 09/01/2022 : **Rs. 589.011 Crores.**

### Objective of the Campaign:

- To reach out to the maximum number of beneficiaries and ensure that the Hon'ble Chief Minister's message reaches to them
- To maximize the involvement of stakeholders like VSWS staff, volunteers and other relevant staff of Government of AP
- To know the feedback from public on the scheme.

### Components of the Campaign:

- Scheme Launch: **09/01/2022**
- Campaign: **2 Days** before launch and **7 days** after launch

### **Event Activities:**

- Village/ Ward Volunteers will interact with Beneficiaries of the Schemes and will inform them regarding meeting to be arranged at Secretariats on D-2Day
- WEA/WWDS to arrange a meeting with the beneficiaries at Village/Ward Secretariats and interaction with beneficiaries
- Discussed about the scheme benefit and objectives of the government for launching this programme.
- Day after launch will capture the digital signature, physical signature and photograph of the beneficiary shall be uploaded in the mobile application and complete within 7days after launch.

**Location:** Village/Ward Secretariats across the state

### **Stakeholders:**

1. GV/WVs
2. WEA/WWDS
3. GoAP stakeholder (JC (VSWS)/MPDO/MCs, etc.,)

### **Stakeholder Responsibilities:**

#### **1. GV/WVs**

- GV/WVs to coordinate with Scheme beneficiaries and mobilize the program according to the beneficiaries
- GV/WVs will accompany the beneficiaries for **D-2(07.01.2022)** interaction at the secretariats
- GV/WVs will accompany the WEA/WWDS for capturing the Digital Signature, Physical Signature of the Beneficiary and should upload their own photograph along with the beneficiary in the mobile application on the day after launch **(D+1) to (D+7)**

#### **2. WEA/WWDS**

- Interact with the beneficiaries at Secretariats
- WEA/WWDS to conduct the campaign of the Scheme at the respective Village/Ward Secretariats and explain in detail Hon'ble CM Sir's message at Secretariats on day before scheme launch **(D-2)**.
- The WEA/WWDS along with Volunteers will capture the Digital Signature, Physical Signature of the Beneficiary and should upload their own photograph along with the beneficiary in the mobile application on the day after launch **(D+1) to (D+7)**

#### **3. GoAP stakeholder (JC (VSWS)/MPDO/MC)**

- JC shall arrange meeting with the MPDOs/Municipal Commissioners to brief on the campaign and instruct them accordingly
- MPDOs/MCs to have meetings with WEA/WWDS to brief on the event activities of the campaign

- MPDO/MCs to coordinate with WEA/WWDS, finalize the campaign schedule and share it with the JC
- JC to monitor and follow up with MPDOs/Municipal Commissioners on the daily attendance reports and ensure the campaign is conducted successfully

**Activity Timeline:**

Activity	Timeline	Description
2 Days Before the campaign	<b>D-2 (07.01.2022)</b>	WEA/WWDS to arrange one or more than one meeting depending upon the number of beneficiaries at Village/Ward Secretariats on two days before scheme launch and interaction with beneficiaries. Discussed about the scheme benefit, explain in detail Hon'ble CM Sir's message and objectives of the government for launching this programme.
Monitoring	During the campaign	MPDOs/Municipal Commissioner to follow up on the activities and send attendance reports to the JC.
Scheme Launch Day	<b>D (09.01.2022)</b>	Hon'ble Chief Minister will launch the program and DBT will be done by Hon'ble CM.
Day After the Launch	<b>D+1 to D+7</b>	WEA/ WWDS along with Volunteer will capture the Digital Signature, Physical Signature of the Beneficiary and should upload their own photograph along with the beneficiary in the mobile application.

for   
**Director  
 GVWV & VSWS**

To,  
 JCs (VSW & D) of all Districts.

Copy to:

**All District Collectors  
 All DLDOs  
 All Municipal Commissioners**

Copy Submitted to:

**Spl. Chief Secretary, GVWV & VSWS Department**