

JAGANANNA THODU Beneficiary Outreach Programme SOP

GVWV-VSWSDepartment

Contents

Introduction	2
Objective of the Campaign	2
Components of the Campaign.....	2
Event Activities.....	2
Location	3
Stakeholders.....	3
Stakeholder Responsibilities.....	3
Activity Timeline	4

Introduction

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.

To provide financial assistance up to Rs.10,000/- at 0% (SUNNA VADDI) interest to Chiruvyaparulu/Street vendors engaged in vending on footpath, selling vegetables in pushcarts, selling tiffin and food items on the roadside and pavements, etc. and people who are engaged in traditional handicrafts like lace work, kalamkari work, Etikoppaka toys, Kondapallitoys, leather puppets, potters, Bobbili Veena, Brass Craft articles, etc.

Hon'ble Chief Minister had launched the scheme on 25th November 2020. In Phase-I, banks disbursed Rs.535 crores to 5.35 lakh beneficiaries. Again, on 8th June 2021, Hon'ble Chief Minister launched the program and disbursed Rs.375 crores to 3.75 lakh beneficiaries under Phase-II.

Different banks are charging different rates of interest and accordingly, they are collecting EMIs from the beneficiaries. As per the scheme, the interest component shall be paid by the Government. Therefore, the interest amount of each beneficiary shall be calculated as per the repayments made by them and accordingly, it shall be reimbursed to their savings bank accounts.

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:

As the beneficiaries receive the scheme benefit on **19/10/2021** the campaign would be scheduled to run 7 days before the launch date.

- Scheme Launch: **19/10/2021**
- Campaign: 2 Days before launch and one day 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-1Day
- 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.

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-7 and D-1 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)

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-1).
- 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)

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
Seven Days Before the campaign	D-7	Volunteers of the respective Secretariats will brief the Beneficiaries about the Scheme and its benefits and ask them to attend Secretariats D1 day for interaction.
One Day Before the campaign	D-1	WEA/WWDS to arrange one or more than one meeting depending upon the number of beneficiaries at Village/Ward Secretariatson one day before scheme launch and interaction with beneficiaries. Discussed about the scheme benefit, explain in detail Hon'ble CM Sir's messageand objectives of the government for launching this programme.
Monitoring	During the campaign	MPDOs/Municipal Commissioner to follow up on the D7 and D1activities and attendance reports of D1 and send it to the JC.
Scheme Launch Day	D	Hon'ble Chief Minister will launch the program and DBT will be done by Hon'ble CM.
Day After the Launch	D+1	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.