

Guidelines for 5th Round JanmaBhoomi- MaaVooru (JBMV)
Programme from 2nd to 11th January, 2018

1. Introduction: “Janmabhoomi – Maa Vooru” (JBMV)

1.1. The Government of Andhra Pradesh has launched a people centred development and welfare outreach programme called “Janmabhoomi – Maa Vooru” in the month of October, 2014 and has since conducted four rounds of Janmabhoomi Programme. The first four rounds were conducted from 2nd to 20th October, 2014, from 3rd to 7th June, 2015, 2nd to 11th January, 2016 and 2nd to 11th January, 2017. The 4th round of Janmabhoomi was conducted with main focus to accelerate sustainable and inclusive development of all sections of the society.

1.2. The **5th Round of Janmabhoomi Maa Vooru (JBMV) programme** will be conducted from 2nd to 11th January, 2018 in all GPs/wards in the state.

2. Thrust areas of the 5th round JBMV programme -The state government has taken up an integrated approach towards development and welfare for saturation of certain assurances at village and family level i.e Kutumba Vikasam –15 assurance to each family and Samaja Vikasam – 10 assurance for providing basic facilities in each village.

2.1. Samaja Vikasam - The State Government has taken up saturation approach under Samaja Vikasam by assuring to provide 10 types of basic facilities in each village. These include – Access to Quality Education for All, Health Security, Agriculture and Allied Development, Industrial Development, Service Sector Development, 24 X 7 Power Supply, Roads and Infrastructure Development, Information and Technology, Citizen Services, Inclusive Development. The status report for last three years shall be presented and discussed.

2.2. Kutumba Vikasam - The State Government has taken up saturation approach under the Kutumba Vikasam assuring 15 types of social and economic securities to each family. These include Social Security, Nutrition Security, Insurance Security, Electricity Security, Health Security, Gas Security (Deepam), Water Security, Housing Security, Sanitation Security, Education Security, Fodder Security, Employment Security, Information (Fibre net) Security, Individual Security, Livelihood (Income Security) for all. The status report for last three years on each security along with beneficiaries shall be presented and discussed.

2.3. Sustainable Development Goals and Vision 2022 - 2029 – 2050 The Government of Andhra Pradesh strives to create a happy society, relieved of modern day stress and proud of its rich cultural heritage and its achievements. The Government is also committed to achieve the double digit growth with sustainable development in Agriculture and Allied Sector,

industry Sector and Services Sector. The state government has aligned its development and welfare agenda to the Sustainable Development Goals (SDG) framework for global benchmarking while taking actions at gram Panchayat /village levels through Kutumba Vikasam and Samaja Vikasam.

2.4. Activities of 5th round JBMV Program: -The 5th round of JBMV program will have two set of activities.

2.5. Activity A –Mandal Level Team Visit to conduct gramsabha/ward sabha in all GPs/wards. This activity is as per the previous rounds of JBMV. The indicative agenda for the Mandal Level Visiting Team is in **Annexure 1**.

2.5.1. The background material for the discussion on Sustainable Development Goals and the SV and KV will be provided by the Planning Department. The District Collector shall identify and train suitable persons in the respective teams to lead the discussion the subject and preparing the GP/ward level status.

2.5.2. Village Level satisfaction survey report is to be provided by the Department of RTG for discussion during the meeting.

2.5.3. Asset Distribution – Scholarship of Labor department, Chandranna Bima claims settlement, new ration cards, house sites

2.6. Activity B – Village Level Discussion on 10 Themes in all GPs/wards. This is a new activity introduced from this round of JBMV wherein the day wise discussions on respective assigned themes will take place daily during afternoon at GP level to review the achievements in last three years on the key indicators and activities and action plan for next two years, gaps with respect to Sustainable Development Goals, SV, KV and Vision 2029. The discussion shall also focus on major challenges, key issues, best practice, national/International awards& benchmarks and vision for short term, medium term, long term and strategies to achieve these targets. The discussion shall be convened by the Village Secretary and facilitated by the village level functionaries connected to the theme and students. All village level functionaries irrespective of the departments like VEO, VRO, Agricultural Officer, Veterinary Officer shall attend this activity daily in the respective GPs/wards apart from the JB Committee members, ASHA workers, ANM, AWW, Sadhikar Mitras NRTs, GP Sarpanch and members and others.

2.6.1. Collectors should constitute a **Program Management Committee** for each GP/Ward for coordinating this activity at village level. Services of a Senior Teacher should also be taken for coordinating the program.

2.6.2. The day wise themes, departments responsible and the possible functionaries to lead the discussion are in **Annexure 2** and the tentative agenda is in **Annexure 3**

- 2.6.3.** In addition, a **village walk** should be taken up daily during forenoon to inspect the infrastructure connected to the theme of the day, laying of foundation stones, inaugurations etc if any.
- 2.6.4.** The department concerned will provide the necessary background material to facilitate the discussion daily during afternoon.
- 2.6.5.** The department concerned will also present the profile of the village in a format prescribed by the same department. This village level format will need to be uploaded in the website being provided by the Department of Real Time Governance.
- 2.6.6.** Hon'ble Chief Minister will daily give a **live message** on the related theme to all the GPs in the state. It is therefore directed to establish a screen at the venue in each GP and to arrange for the direct telecast of the Hon'ble Chief Minister message. The AP Fibernet Corporation will assist to establish the screen and the link for direct telecast.
- 2.6.7. Cultural programmes** should be conducted related to each theme of the day after telecast of Hon'ble CM message/speech and discussion on the specified theme including theme based songs.
- 2.6.8. Department of Culture will establish a **District Janmabhoomi Cultural Center** in all district HQ to conduct programmes like Kuchipudi dance, folk dance, songs, music, puppetry, poets meets. Collector should identify a suitable auditorium with light and sound system for conduct of the program. JCII can be made in-charge of this activity.
- 2.6.9. The Department of Culture will depute **175 cultural teams** covering all constituencies. DPRO should coordinate the schedule and logistics of these teams
- 2.6.10. Exhibition**—An exhibition is to be organised daily related to the theme of the day.
- 2.6.11. Village Level Competitions** - Competitions like debate/ elocutions/essay writings/ Painting shall be conducted daily during forenoon in each GP/Ward on the theme of the day. Best entries in each category should be compiled village wise by the Department of Culture
- 2.6.12.** In addition Rangoli competition should be conducted on one of the day in each GP/Ward.
- 2.6.13.** A Food Festival should be conducted at mandal level as the guidelines to be issued by the Department of Tourism.
- 2.6.14.** The winners of the competitions shall be rewarded during the afternoon session.
- 2.6.15.** The Panchayat Secretary/VROs/Village Assistants/Anganwadi teachers at village level and the bill collector, sanitary inspector at Ward level has to participate every day during the programme.

2.6.16. It is also decided that the Department of Youth Advancement and Sports will organise 9 traditional/ rural games for first 9 days of the program at each village and identify the winners and constitute teams for next level of competitions at Mandal, District and State level.

2.6.17. Similarly, competitions will also be held for students at each village for pre identified disciplines of performing arts. This activity will be coordinated by the Department of Youth Advancement and Sports and the Department of Education.

2.6.18. Detailed guidelines for item at 2.6.11, 2.6.12, 2.6.13 and 2.6.16 will be issued by the Department of Youth Advancement & Sports, Tourism & Culture and the Department of Education.

2.7. Mega Grounding Mela (MGM) - A Mandal/Municipality Level Asset Distribution Program of Welfare Department (of SC/ST/BC/ Minorities/ Christian/ Kapu/ Brahmin/ MBC/ Differently Aabled and BC Federations) is to be organised on the last day of the JB i.e. January 11, 2018 as visible proof of the inclusive development agenda of the Government,) at all Mandal/Municipal/Municipal Corporation Headquarters.

2.7.1.To facilitate the same, the schedule of the Visiting Teams on 11th January 2018 shall be so organized by the District Collectors to ensure that the visit to the Mandal/ Municipality/Municipal Corporation Headquarters is held between 9.00 am to 11.00 am on 11th January 2018 & followed by the Mega Grounding Mela between 11.00 am to 1.00 pm.

2.7.2.The concerned MPDOs, Municipal Commissioners & Municipal Corporation Commissioners shall be responsible for the proper organization of the Mega Grounding Mela and they shall mobilize the beneficiaries, ensure coordination between the Bank Managers and the Beneficiaries and ensure 100% grounding of all the assets which are sanctioned but not grounded, pertaining to the years 2016-17 and 2017-18.

2.7.3.All the Bank Managers shall attend the Mega Grounding Mela and ensure 100 % grounding of the assets. Physical assets shall be handed over to the beneficiaries in respect of transport sector, farm equipment, etc. schemes and in respect of the ISB sector schemes, the cheques shall be handed over to the beneficiaries.

2.7.4.A State Level Control room shall be established by the Convener, SLBC & District Level Control rooms by all the LDMs. The Joint Collectors of all the Districts shall be responsible for the overall coordination and supervision of MGM & they shall bring any issue relating to the Corporations to the notice of the concerned VC & MDs and any issue relating to the Banks, which are not resolved at the District level, to the notice of the Convener, SLBC. The Joint Collectors shall also furnish Daily Report on

preparedness for the Mega Grounding Mela to the Social Welfare Department in the format prescribed.

2.7.5. It is also decided that the 20,000 Tool Kits pertaining to the Labor Department will be distributed in this program only.

2.7.6. It is proposed that the beneficiaries can be made to sit in separate enclosure close to dais for smooth conduct of the program.

2.8. 5K RUN – It is decided to conduct a 5 K Run in each Mandal HQ and Municipality on January 7th from 6.30 am to 7.30 am. The District Collectors shall make necessary arrangement for this run.

3. Grievances – All departments are requested to ensure that the non-financial grievances both community and individual should be redressed before the JB programme.

3.1. The Tahsildar/ MPDO (Mandal/Ward level Team Leader) concerned shall be responsible for collection of grievances and ensure that each grievance application is scanned and uploaded in the designated web portal as provided by the RTG Department. The Aadhar number of the applicant is to be taken on the grievance application.

3.2. All grievances are to be uploaded on daily basis (same day evening)

3.3. Redressal of the grievances to be monitored on a day-to-day basis. Respective departments and district administration should follow up redressal of grievances.

3.4. The Secretary, ITE&C Department/CEO RTG will issue the detailed guidelines in this regard.

3.5. The District Administration shall ensure to redressal of all pending grievances of the previous JBMV rounds before commencement of the present JBMV programme.

4. Operational Guidelines

4.1. Programme Duration - Programme duration will be from 2nd to 11th January, 2018. GP/Ward visits will commence from 2nd January, 2018 and will continue till 11th January, 2018. In this regard, it is to be ensured that all GPs/ Wards are covered in the aforementioned time.

4.2. Coverage - Required number of teams as decided by the District Collector will be constituted for each Mandal/ward. Each team would cover sufficient number of GPs/wards per day to cover all GPs/wards during the programme.

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

4.4. Visiting teams

4.4.1.**Rural Team:** Necessary number of teams to be formed in all the Mandal's so as to cover all the GPs during the programme duration headed by Senior Mandal Level Officers likes the MPDO, Tahsildar etc. The Mandal Level Officers should be judiciously distributed between the teams by the District Collector as per the field necessity. All village level functionaries Panchayat Secretary, VEO, VRO, Agricultural Officer and Veterinary Officer shall attend in the JB programme in the respective GPs. Apart from the officials, Sarpanch/ GP member, JB Committee, ASHA workers, ANM, AWW, Smart village partners, Sadhikar Mitras, NRTs and any other personnel as felt necessary by the District Collector may be co-opted in the team.

4.4.2.All members of a team will visit all the Panchayats to cover all the villages' together lead by MPDO or the Tahsildar as the case may be.

4.4.3.**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.

4.4.4.The Municipal Ward/ Municipal Corporation Committee will also participate in the programme. The team members consisting of Ward member, bill collector, sanitary inspector, Jr. Engineer, smart ward partners and other officers concerned together will visit all the Wards in the Municipal towns under the leadership of Municipal Commissioner.

4.5. GP/Ward Level Team for Theme Based Discussion - The Village Secretary shall coordinate the discussion at the village level facilitated by the theme connected persons as mentioned in the Annexure. The District Collector shall ensure that the Village/Ward level functionaries of the respective line departments coordinate the programs at GP/Ward level.

4.5.1. There will be an overlap between the program of Mandal Level Visiting Team and Village Level Theme Based Discussion during the afternoon sessions. It is requested that both these events may be clubbed to held simultaneously ensuring adequate coverage of the agenda of both the activities.

5. Officers Responsible at Various Levels

- The District Collector is responsible for the programme at District level supported by District Panchayat Officer and District Level Committee constituted for the coordination of the JBMV programme.

- Senior Officers appointed by the General Administration Department shall be responsible for the conduct of the program at the designated Revenue Division level
- Mandal Development officer are responsible for the respective Mandal's and the Municipal Commissioner at the Municipality level. These officers shall be responsible in all respects for organizing and conducting the programme successfully.
- The Gram Panchayat/Mandal level Committee coordinates the programme at the Panchayat/Mandal level in the rural areas.
- The Municipal ward/division Committee will coordinate the programme at the Municipal level in the urban areas.
- The District Collector is to ensure to invite the academicians, eminent personalities/ subject experts to participate in the above programmes on every day of Janmabhoomi Maa Vooru Programme.
- The departments responsible for the respective themes are provided in Annexure 2
- The District Collector and Special Chief Secretary/ Principal Secretary concerned should ensure Health camps & Veterinary camps during the Janmabhoomi programme.
- The E.O Secretary to Govt, I&PR shall be responsible for supply of publicity material like posters, hand bills, audio CDs, brochures etc., to all the districts.
- The Special Chief Secretary, Youth Advancement & Sports shall ensure to coordinate the sports activities in all GPs/Wards.
- The Secretary, Tourism & Culture shall ensure to coordinate the cultural programmes in all GPs/Wards.
- The Welfare departments coordinated by the Social Welfare Department will be responsible for the Mega Grounding Mela.

6.0 Budgetary support-An amount of Rs.1.00 Crore per district is provided for conduct of the programme.

7.0 Data Collection and Transmission – Detailed guidelines and procedure will be issued separately by the Department of RTG. However the abstract of data should be uploaded by 6 pm daily. The Department of RTG will categorise the GP/Ward on the basis of the performance of conduct of JB program.

8.0 General Instructions

- 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.
- The District Collector should conduct training on Janmabhoomi Maa Vooru programme at District level to all the Mandal level/Urban level teams for preparation of daily theme based discussion, SDG, SV, KV, Village Economic Development Plans, preparatory activities, grievances redressal etc.
- The District Collector should also to ensure to conduct training programme at Mandal/Municipal level with all village/ward functionaries along with all the Janmabhoomi committee members to sensitize them on the thrust areas of the current round of Janmabhoomi along with the roles & responsibilities.
- The members of the JB Committees at Mandal/Municipality levels and at GP/Ward level should actively participate during the Janmabhoomi Maavooru Programme. All village functionaries should participate in every village / Ward during the Janmabhoomi MaaVooru programme.
- The Mandal/Municipal team shall travel in a single van/vehicle of an appropriate size to optimize the expenditure. Required vehicles may be hired for visit during the month as per existing government norms.
- Any financial requirement to fulfil 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.
- All the District Collectors shall make arrangements for providing the information daily by the end of the day on conduct of the programme in the website developed for the purpose.
- 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.

- District Collectors are advised to follow the theme and content of the programme to realize the objectives and ensure to conduct the programme in a “festive spirit” which culminates into the SANKRANTHI festival, the State festival of Andhra Pradesh. The rich tradition and culture of the Andhra Pradesh should be showcased by conducting Kuchipudi, Rongoli, Food festivals, Rural sports etc., in all the GPs/ward dully involving all public, public representatives and village level functionaries etc.
- The Officers connected to Janmabhoomi of a Gram Panchayat would visit the GP in advance for preparatory activities and for redressal of the grievances, so that the Janmabhoomi team can take up value added activity.
- **State Level Control Room** - A state level control room will be established in the RTG Center (1st Floor, Block 1, Secretariat) staffed by Planning Department and RTG Department. All theme related departments are requested to depute a senior officer to the State Level Control Room. The contact details of Planning and RTG staff are as follows.
 1. B. Gopal, Director (M&R) – Planning Department – 9866894331, planning7department@gmail.com
 2. Ch. Santhi Swarup, Joint Director – Planning Department – 9849901509, planning7department@gmail.com
 3. L. Kodanda Rao, Deputy Director – Planning Department – 9100797133, planning7department@gmail.com
 4. S. Indhu Vara Prasad, Project Manager – RTGS – 9866778998, seerla.indhu@gmail.com
 5. Call Centre (RTG): 1800 599 11 11

ANNEXURE 1

INDCIATIVE AGENDA FOR THE MANDAL LEVEL TEAM VISIT

| S.NO | Agenda | Duration |
|------|--|---------------------|
| 1. | Prayer | 5 min |
| 2. | Outlining the Agenda of the program | 5 min |
| 3. | CM – Message | 10 min |
| 4. | Janmabhoomi – Pledge | 5 min |
| 5. | Sustainable Development Goals (SDG) | 30 min |
| 6. | Samaja Vikasam (SV), Kutumba Viaksam(KV) | 20 min |
| 7. | Satisfaction/Happiness survey by RTG | 10 min |
| 8. | Action Taken Report (ATR) on the Grievences | 15 min |
| 9. | a) Assets Distribution – i. New Ration Card ii. Scholarships of Labor Department. Iii Chandranna Bima claim settlement Iv House sites b) Felicitation (Individuals who have made the village/ward proud by their achievement) | 15 min |
| 10. | a) Health Camps b) Veterinary camps | Parallel to program |

ANNEXURE 2

**DAY WISE THEMES FOR DISCUSSION DURING 5TH ROUND JANMA BHOOMI MAA VOORU
PROGRAMME AT GRAM PANCHAYATH/WARD LEVEL**

| S No. | Date | Theme | Department responsible/ coordinating | Theme based facilitators at Village/Ward level |
|--------------|-------------|---|---|---|
| 1 | 02.01.2018 | Welfare Schemes | Social Welfare | Village/Ward functionaries of Welfare schemes, Hostel students, Wardens, Village samakhyas |
| 2 | 03.01.2018 | Health Profile (incl. Nutrition) | Health, Medical & Family Welfare | Health workers, ANMs, Asha Workers, BSc Nursing students, MBBS/PG Students |
| 3 | 04.01.2018 | Swachandhra - ODF/ODF+ Action plan | Panchayat Raj & Rural Development | Work Inspector, Swachdoots, SHG members, MS Social Work Students |
| 4 | 05.01.2018 | Education Profile | Education | Head Master, Students, Teachers |
| 5 | 06.01.2018 | Village Infrastructure | Panchayat Raj & Rural Development | Panchayat Secretary, Field Assistants, SHG members, Engineering/Polytechnic Students |
| 6 | 07.01.2018 | Natural Resources, Water Budget, Irrigation & Green Cover Status | Water Resource Department | Field Officer, VSS Volunteers/FBO/ABO Farmers,, Village Samakhyas, WUA |
| 7 | 08.01.2018 | Primary Sector (Agriculture, Horticulture, Animal Husbandry, Fisheries) | Agriculture | VEO, Progressive Farmers VEOs, VROs, Live stock Assistants, Students (Agri, horti vet) |
| 8 | 09.01.2018 | Technology for Good Governance | RTG Department | Panchayat Secretary, JB Committee, Saadhikar Mitra, Students, Village Samakhya Mee Seva Centers |
| 9 | 10.01.2018 | Village Economic development plan including action plan for inclusive growth to ensure earning of Rs. 10000 per month for each household, village resource mapping and Vision 2022, 2029 and 2050 | Panchayat Raj & Rural development | Panchayat Secretary, BA/MA/MBA Students. Field Assistant (MGNREGS), Village Samakhyas, SHG members, MGNREGS Mates |
| 10 | 11.01.2018 | Fostering Happiness - Cultural programs, Competitions etc. - Awards distribution | Department of Culture | Teachers High School and College Students |

ANNEXURE 3

INDICATIVE AGENDA FOR THE THEME BASED DISCUSSION

Daily 2.30 PM to 5 PM

| S.NO | Agenda | Duration |
|-------------|--|-------------------------|
| 1. | Prayer | 2 min |
| 2. | CM – Message on the Theme of the day at 3p.m. | 15 min |
| 3. | Discussion on the Theme | 60 min |
| 4. | Cultural Program | Followed by discussion |
| 5. | Display of the exhibits on the theme of the day. | Parallel to the program |
| 6. | Games and Sports | 5 PM onwards |

