

# The Odisha Gazette

EXTRAORDINARY  
PUBLISHED BY AUTHORITY

---

---

No.2340 CUTTACK, THURSDAY, DECEMBER 13, 2018/MARGASIRA 22,1940

---

---

[No. 23477-17-SFC-21-SCHEME-9021/2018/PR&DW.]

**PANCHAYATI RAJ & DRINKING WATER DEPARTMENT**  
**RESOLUTION**

The 7th December, 2018

**Sub: Guidelines for implementation of the Scheme “PEETHA” (Peoples Empowerment - Enabling Transparency & Accountability on Odisha Initiatives) as a sub-scheme of “Ama Gaon Ama Bikash” .**

**1. BACKGROUND:**

The State Government has taken various proactive citizen centric measures to ensure inclusive growth and sustainable livelihood of the people and is committed to provide basic necessities of life like shelter, food, water, health and social security. In order to improve livelihoods, education and Women Empowerment, various programmes/schemes have been designed and being implemented.

The State Government adheres to the 3T Mantra (Transparency, Team Work and Technology) for the effective implementation of its programmes and schemes. The “PEETHA” scheme is a re-assertation of the 3-T Mantra for good governance.

In the process of such inclusive development the State Government has also launched a local area development initiative called “Ama Gaon Ama Bikash” Programme with a view to accelerate the local development process by way of providing missing link to the existing development infrastructure and to involve people in the process of development in the State out of State’s own resources. **PEETHA is a sub-scheme of Ama Gaon Ama Bikash.** The PEETHA camps will ensure transparency and Accountability in distribution of benefits as well as empower the citizen by providing information on all pro-people schemes and initiatives of the Government.

## 2. OBJECTIVES:

The scheme has two pronged objectives (i) Distribution of benefits to individuals/groups in a transparent manner to improve accountability.(ii) Increased access to information of people on various schemes, programmes, pro-people initiatives of the Government.

- The “PEETHA” camp will be organized between 15th to 20th of every month at each Gram Panchayat on a particular day. All G.Ps in that Block will be covered over the six day period.
- The beneficiaries of the concerned benefits/schemes as per calendar will be present and distribution of all benefits will be made at the camp.
- Every month awareness on specific themes will be organized during the camp as per calendar in *Annexure-1*.
- Block level functionaries will organize PEETHA Camps and Panchayati Raj representatives along with volunteers/ social workers will facilitate organization of camps as per prescribed guidelines.
- In these camps the IEC material will be distributed, outdoor creatives about the scheme will be displayed along with audio visual documentation.
- 360<sup>0</sup> IEC campaign will be organized and TVCs, Radio Jingles and other innovative ways of communication will be utilized for achieving maximum dissemination of information and comprehensive understanding of concerned programmes/schemes/initiatives.
- The IEC material will be made available at the block level well in advance for the Gram Panchayat level camps.
- The Department concerned will be responsible for theme based IEC as per the scheduled calendar and shall prepare the content in consultation with information and public relation department.
- After the camp, the Districts will provide the information to Panchayati Raj & Drinking Water Department for record.(Formats will be communicated separately).
- The State observers will visit the “PEETHA” camps and will remain in the programme for necessary supervision and assessment on various parameters.
- BDOs will prepare schedule of PEETHA Camps covering all Panchayats between 15th to 20th of each month and submit to Collectors for approval and onward transmission to PR&DW Department. While making schedule all

aspects of logistic arrangements should be kept in mind. The schedule should reach PR & DW Department before 10th of every month.

#### **A. Distribution:**

**Schemes have been identified for camp mode distribution in a unique transparent & accountable process.**

1. Ensuring social security- Madhubabu Pension Yojana, Mukhya Mantri Kalakar Sahayata Yojana & Allowance to Old age Pension holder.
2. Energy Security – AMA LED.
3. Empowering Women- Disbursement of specific incentives & benefits for financial inclusion and digital empowerment of Self Help Groups under Mission Shakti.
4. Welfare of Building & Other Construction Workers-Distribution of different Nirman shramika welfare benefits.
5. Food Security – Distribution of Ration Card (State Food Security Scheme).
6. Any other State Schemes as indentified by the District Level Committee.

#### **B. Awareness: Themes for Information and Dissemination for pro-active Governance.**

1. Health Security- Biju Swasthya Kalyan Yojana
2. Energy Security- Rural Electrification.
3. Shelter Security – Biju Pukka Ghar Yojana.
4. Smile to worker- Scheme for Nirman Shramika Welfare.
5. Empowerment of farmers- Doubling Farm income and other Agriculture and allied activities of the government of odisha. Increased Irrigation potential of the state through various schemes, construction of Check dams, cluster borewell.
6. Food Security- State Food Security Scheme.
7. Empowering Women- Schemes and policies for socio economic political empowerment of women.
8. Empowerment of Tribals- Schemes and Programmes for Tribal Education and Livelihood Related activities.
9. Empowering through education- Kalinga Sikhya Sathi, Biju Juva Shasaktikarana Yaojana and Merit Based Scholarships Programme.

10. Locality and Community Specific Schemes and Programmes with prior approval of District Level Committee.

### 3. INSTITUTIONAL MECHANISM:

1. Panchayati Raj & Drinking Water Department is the Nodal Department.
2. The Collector will be in overall charge of the District for the programme PEETHA.
3. Line Department officers working at District level will coordinate with DRDAs for distribution of the benefits relating to their Departments/Schemes.
4. Social worker/ volunteers will be engaged by the B.D.O. at G.P/ ward level for better organization of the programme.

**For coordination nodal officers at various level will be as below:**

Sl. No.	Administrative Jurisdiction	Nodal Officer
1	District	PD, DRDA
2	Block	BDO
3	GP	PEO

### 4. MONITORING:

#### State Level Committee

- |  |                 |
|--|-----------------|
| 1. DC –cum-ACS                               | Chairman        |
| 2. Secretaries of Concerned Departments      | Members         |
| 3. Director, Special Project, PR & DW Deptt. | Member Convener |

#### District Level

- |                            |                 |
|----------------------------|-----------------|
| 1. Collector               | Chairman        |
| 2. All Department Officers | Members         |
| 3. Sub-Collector           | Member          |
| 4. PD, DRDA                | Member Convener |

The committee will review the process of implementation of PEETHA as and when required and give specific suggestion for improvement.

**Block Level**

- |                                 |                 |
|---------------------------------|-----------------|
| 1. BDO                          | Chairman        |
| 2. Extension Officer            | Member          |
| 3. All line Department Officers | Members         |
| 4. GPEO                         | Member Convener |

**Block Level Committee** will ensure implementation as per guideline/ Instructions issued from time to time.

**5. ON THE DAY OF CAMP:**

PEETHA camp timing will be between 11.00A.M to 1.00 P.M on the scheduled day and Gram Panchayat will make sitting arrangement ensuring comfort, drinking water, prevent from adverse weather, provision for women and children, safety and technical clearance as required.

All out steps shall be taken by the concerned Departments as per the calendar fixed for the month and provide benefits to the eligible beneficiaries and to create awareness among the people.

Arrangements as mentioned above should be kept in place, including fooding for participants. Peetha as part of meal may be served for which SHGs may be mobilized. CDPOs should be given responsibility of mobilizing SHGs from Mission Shakti. Some space may also be provided to the SHGs to open additional Peetha Counters on payment basis.

Cultural Programmes by ZKSS and BKSS under "SAHABHAGITA" may also be organized on the day of Camp for creating awareness. Other facilities which may aid towards successful implementation may be done.

**6. ROLE OF OTHER DEPARTMENT:**

1. The Concerned Department as per the schedule fixed for the month will take necessary steps to provide benefit to the beneficiaries as per guideline.
2. 360 Degree IEC Campaign will be undertaken by the concerned Departments to create awareness. Creatives like TVCs, Radio jingles, Newspaper advertisement to be made correlating PEETHA Programme.

**7. PROVISION OF FUND:**

For each PEETHA Camp funds up to tune of Rs.25,000/- to each GPs will be allowed out of AGAB Scheme.

**8. AWARD:**

Every month the best Panchayat of each Block will be awarded with Rs. 5.00 lakhs as per performance on organizing of PEETHA Camp. Detailed SoP for selection of best Panchayat will be issued separately.

**9. REPORTING AND DOCUMENTATION:**

1. The entire process should be video graphed and proper documentation to be made. This is an innovative steps of State Government to revitalize the interest of the people.
2. BDO will keep information in respect of the benefits of different schemes provided to the beneficiaries in the day of PEETHA Camp and submit a detailed report to the Government after PEETHA Camp. Reporting formats will be sent separately.

Government in Panchayati Raj & Drinking Water Department will be competent to modify any of the provisions/ Guidelines as and when required keeping in view the interest of the people. In case of any doubt, the matter may be referred to the Government in P.R. & D.W. Department whose decision shall be final.

**ORDER**

Ordered that this Resolution be published in an Extraordinary issue of the *Odisha Gazette*.

By Order of the Governor

D. K. SINGH

Principal Secretary to Government

<b>CALENDER FOR DISTRIBUTION OF BENEFITS &amp; THEMES OF AWARENESS ON VARIOUS SCHEMES OF STATE GOVERNMENT UNDER THE SUB-SCHEME PEETHA</b>					
<b>Month</b>	<b>Distribution</b>			<b>Themes for Awareness</b>	
	<b>Sl. No.</b>	<b>Benefit</b>	<b>Department</b>	<b>Department</b>	<b>Scheme</b>
December	1	Distribution of Mukhya Mantri Kalakar Pension	Culture	Health & Family Welfare	Biju Swasthya Kalyan Yojana and Others
	2	Madhubabu Pension (One month entitlement without arrears)	SS & EPD	Labour & employee's State Insurance.	Nirman shramika Welfare
	3	Electric Connection/Organising camp- power for all	Energy	PR & DW	Rural Housing
	4	Any Other Benefit decided by District Level Committee			
January	1	Distribution of Mission Shakti Benefits	W & CD and Mission Shakti	W & CD and Mission Shakti	Women Empowerment & related Schemes like MAMATA & Mission Shakti etc.
	2	Distribution of AMA LED	Energy	Energy	Rural Electrification
	3	Sunetra	Health & FW		Any Other theme decided by State Level Committee
	4	Any Other Benefit decided by District Level Committee			
February	1	Distribution of LED Bulbs	Energy	FS & CW	Food Security
	2	Distribution of Allowances for old age pension holders	SS & EPD	Agriculture	Farmer Empowerment
	3	Any Other Benefit decided by District Level Committee		SC & ST Development	Tribal Empowerment
March					Overall awareness as decided by State Level Committee