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HOUSING & URBAN DEVELOPMENT DEPARTMENT

RESOLUTION

The 2nd January, 2019

Sub:- Guidelines for implementation of “PEETHA” (Peoples Empowerment – Enabling Transparency & Accountability on Odisha Initiatives) as a Sub-Theme of “Unnati”.

1. Background

The State Government has undertaken various citizen centric measures from time to time to ensure inclusive growth for all sections of society and provide sustainable livelihood opportunities. The Government 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 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-assertion of the 3T Mantra for good governance.

Based on the above mantra for good governance, the Government at Housing & Urban Development Department launched an urban transformation initiative called “**UNNATI**” to metamorphose the urban areas of the State with rejuvenated infrastructure and ensure that the benefits reach citizens from all sections of society in a quick and sustainable manner. **PEETHA** will be a **Sub-Theme of UNNATI**. Various camps shall be organized as part of the **PEETHA** programme to make the citizens aware of the various people centric initiatives of the Government and ensure that the benefits under various schemes reach the beneficiaries on camp approach basis. The Programme will ensure transparency and accountability in distribution of benefits as well as empower the citizen

by providing information on all welfare/ Development schemes and other initiatives of the Government.

2. Objectives

The them has 2 key objectives:

- (i) increased access to information of people on various schemes, programmes, pro-people initiatives of the Government.
- (ii) distribution of benefits to individuals/groups under various schemes, programmes & initiative of various Department of Government in a transparent manner.

3. Organization of camps

- The **PEETHA** camps covering all ULBs during the 15th to 20th of each month from January to March. The camps shall be held from 11 AM to 1 PM on such days as mentioned.
- Minimum number of camps to be held each month from January to March 2019 shall be as per the following:

Population	No. of ULBs.	No. of camps	No of Total Camps
<25,000	63	3	189
25,000 to 1,00,000	42	5	210
1,00,000 to 2,50,000	4	7	28
2,50,000 to 6,00,000	3	8	24
>6,00,000	2	10	20

- No. of Location where **PEETHA** camp will be held will be decided by the respective ULBs. but not less than the numbers specified above.
- The camps for awareness on specific themes shall be organized according to the calendar in **Annexure – 1**.

4. Themes

A. Awareness: Themes for information and dissemination for pro-active governance

Sl. No.	Theme	Scheme	Department	Provision
1	Healthcare	Biju Swasthya Kalyan Yojana	Health & Family Welfare	Financial assistance for healthcare
2	Healthcare	Nidaan	Health & Family Welfare	Providing identified diagnostic services free of cost to all patients in the

Sl. No.	Theme	Scheme	Department	Provision
				public health facilities. including MRI, CT Scan & X-Ray.
3	Healthcare	Sahay	Health & Family Welfare	Free dialysis service to all patients in the public health facilities.
4	Healthcare	Ama Clinic Yojana	Health & Family Welfare	Fixed Day Specialist Services in Urban Clinics including Obstetrics and Gynecology, Paediatrics, Medicine and Geriatrics, Eye-care, Physiotherapy and Psychiatric services.
5	Healthcare	Anmol	Health & Family Welfare	Providing ANMOL Tablets to ANMs across the state to improve real time services to pregnant women, mothers & new born.
6	Healthcare	Biju Gadi Chalak Bima Yojana	Commerce & Transport	Insurance cover to all the vehicle drivers in case of death in accidents or medical treatment in case of injury sustained in road accidents.
7	Education	Banishree Yojana	Women & Child Development	Scholarships to children with special needs studying in schools from primary to University level including those pursuing technical and vocational education.
8	Women Empowerment	Mukhyamantri Mahila Sasaktikaran Yojana	Women & Child Development	Empowerment of Women & Gender Equality.
9	Women Empowerment	Khushi	Women & Child Development	Providing free sanitary napkins to 17 lakh girls studying in Classes 6 to 12 in Government and government-aided schools.
10	Women Empowerment	Mission Shakti	Women & Child Development	Economic empowerment of women
11	Education	Mukhya Mantri Medhabruti Puraskar Yojana	School & Mass Education	Cash prizes for students performing good in board examinations

Sl. No.	Theme	Scheme	Department	Provision
12	Pension	Madhu Babu Pension Yojana	Social Security & Empowerment of Persons with Disabilities	Financial assistance to the destitute elderly and destitute differently abled persons in the State.
13	Tribal Development	Anwasha Scheme	SC & ST Development & Minorities & Backward Classes welfare	5000 SC & ST children to be registered in STD - I in foremost private schools in urban areas of the State.
14	Food subsidy	Ahaar Yojana	Housing & Urban Development	Affordable and nutritious meals to the urban poor.
15	Urban Infrastructure	Unnati	Housing & Urban Development	Urban Transformation initiative to fill critical gaps in infrastructure.
16	Water Supply	Basudha	Housing & Urban Development	100% piped water supply coverage in all streets, all wards of all ULBs.
17	Affordable Housing	Land Rights to Slum Dwellers	Housing & Urban Development	Providing Land Rights to Slum Dwellers living on Government land in the Municipalities and NACs of the State.
18	Affordable Housing	Awaas	Housing & Urban Development	Provide financial assistance for affordable housing.
19	Sanitation	SBM(U)	Housing & Urban Development	Swachha Odisha Sustha Odisha

B. Distribution of benefits in camps through a unique transparent process

Sl.No.	Scheme	Department	Benefit to distributed
1	Biju Swasthya Kalyan Yojana	Health & Family Welfare	Insurance Certificate
2	Biju Gadi Chalak Bima Yojana	Commerce & Transport	Insurance Certificate
3	Banishree Yojana	Women & Child Development	Scholarship
4	Mukhya Mantri Medhabruti Puraskar Yojana	School & Mass Education	Scholarship

Sl.No.	Scheme	Department	Benefit to distributed
5	Madhu Babu Pension Yojana	Social Security & Empowerment of Persons with Disabilities	Pension Certificate
6	Basudha Jal Jogan Mela	Housing & Urban Development	Water Supply Connections Certificate
7	Anwasha	SC&ST Development & Minorities & Backward Classes welfare	Admission Record
8	Land Rights to Slum Dwellers	Housing & Urban Development	Land Right Certificate
9	Awaas	Housing & Urban Development	Allotment Certificate/ House Sanction Order
10	Anmol	Health & Family Welfare	Medicines
11	Khushi	Women & Child Development	Sanitary Pads
12	Mission Shakti	Women & Child Development	SHG Certificate/Financial Assistance

5. Responsibilities for Organization of camps

- The DUDA shall prepare a schedule of the camps to be held in all ULBs. across their District and submit the same to the District Collector for approval and onward transmission to the DMA, H&UD. Department. The schedule must reach the DMA, H&UDD before the 10th of every month. The schedule prepared shall take into consideration all aspects of transportation and logistics and the arrangement for bringing beneficiaries to the camps for the distribution of benefits.
- The beneficiaries of the concerned schemes as per the schedule shall be identified and informed beforehand by the officials of the concerned line departments of the ULBs. and shall be made present during the camp for distribution of benefits.
- DUDA and ULB shall organize the camps.

- The ULB shall make all necessary arrangements for sitting, food, public address system, refreshments, audio visuals, and all materials needed for IEC activities.
- The concerned departments shall take all necessary steps on the day of the camps to create awareness of their department specific schemes and provide benefits to the eligible beneficiaries according to the calendar fixed for the month. The concerned departments shall undertake 360 degree IEC campaign through TV. Commercials, radio jingles, newspaper advertisements, banners and hoardings and promote their schemes on their respective social media accounts (Facebook and Twitter).
- Arrangements for cultural events during the camps have to be made.
- The members of the State level committee / Officers from H & UD. Department will visit the camps and will remain in the programme for necessary supervision and assessment on various parameters to gauge the success of the camps.
- After the conclusion of scheduled camps on a specific day, the District will provide the information to H&UD. Department for record. The format for submission will be communicated separately.

6. IEC Content

- The IEC materials of the various schemes to be prepared by the concerned department shall be made available at the District Collector office in advance for the camps.
- The IEC materials will be distributed on the day of camps and outdoor creatives about the scheme shall be displayed at various places within the ULB along with videos.
- 360 degree IEC campaign will be organized including banners, TV. Commercials, radio jingles and other innovative ways of communication such as social media (Facebook and Twitter) for achieving the maximum dissemination of information and comprehensive understanding of concerned schemes/initiatives.

7. Institutional Mechanism

- a. The Housing & Urban Development Department will be the Nodal Department.
- b. The Collector will be in overall charge of the District for the PEETHA programme
- c. Line Department officers working at the District and the ULB level will co-ordinate with DUDAs for distribution of the benefits pertaining to their department/scheme.
- d. Social workers/volunteers will be engaged by the ULB for better organization of the programme.

- e. For any coordination regarding the organization of the PEETHA programme, PD, DUDA will be the nodal officer at the district level with Municipal Commissioner/Executive Officer will be the nodal officer at the ULB level.

State Level Committee		
Sl.No.	Members	Designation
1	DC-cum-ACS	Chairman
2	Secretaries of Housing & Urban Development Department, Health & Family Welfare, Commerce & Transport, School & Mass Education, Social Security & Empowerment of Persons with Disabilities and SC&ST Development & Minorities & Backward Classes welfare	Members
3	Director of Municipal Administration	Member Convener
District Level Committee		
1	Collector	Chairman
2	Sub-Collector and all Department Officers	Members
3	Commissioner & Executive Officers of all ULBs.	Members
4	PD, DUDA	Member Convener
Municipal Corporations Committee		
1	Municipal Commissioner	Chairman
2	Municipal Engineer, Community Organizer, Officers of all line departments, JE/AE of PHEO.	Members
3	Addl/ Joint/Deputy Municipal Commissioner (to be designated by the Commissioner).	Member Convener
Municipality/NAC Committee		
1	Executive Officer	Chairman
2	Community Organizer, Officers of all line departments, JE/AE of PHEO.	Members
3	Municipal Engineer	Member Convener

The District Level Committee will oversee and review the implementation of the PEETHA programme and shall give suggestions for improvement of the programme as and when required.

The Committee at the ULB Level (Municipal Corporation/Municipality/NAC) shall make all necessary arrangements for the organization of the programme, implement the

suggestions received from the District Level Committee and any other instruction from the Government from time to time.

8. Provision of Fund

Funds to the tune of Rs. 50,000 will be allowed out of Unnati for each **PEETHA** camp.

9. Reporting and Documentation

1. All activities at the camps shall be videographed from start till end for proper documentation. Copies of the videos in soft form shall be shared with the involved departments, district and the ULB office.
2. PD, DUDA shall keep information on all benefits distributed to citizens during the camps and shall submit a detailed report to the Government after the end of all camps scheduled in the day across the district. The format for sharing of the information shall be shared separately.

Government in the Housing & Urban Development Department can modify any of the provisions as and when required keeping in view the administrative convenience. In case of any doubts regarding the programme, the matters may be referred to the Government in the Housing & Urban Development Department whose decision shall be final.

By Order of the Governor

G. MATHI VATHANAN

Principal Secretary to the Government

CALENDAR FOR AWARENESS ON VARIOUS THEMES AND DISTRIBUTION OF BENEFITS			
Month	Awareness of Scheme	Department	Benefit to distributed
January	Unnati	Housing & Urban Development	
January	Biju Swasthya Kalyan Yojana	Health & Family Welfare	Insurance Certificate
January	Biju Gadi Chalak Bima Yojana	Commerce & Transport	Insurance Certificate
January	Banishree Yojana	Women & Child Development	Scholarship
January	Mukhya Mantri Medhabruti Puraskar Yojana	School & Mass Education	Scholarship
January	Madhu Babu Pension Yojana	Social Security & Empowerment of Persons with Disabilities	Pension Certificate
February	Aahar Yojana	Housing & Urban Development	
February	Basudha	Housing & Urban Development	Water Supply Connection Certificate
February	Nidaan	Health & Family Welfare	
February	Sahay	Health & Family Welfare	
February	Mukhyamantri Mahila Sasaktikaran Yojana	Women & Child Development	
February	Anwasha Scheme	SC&ST Development & Minorities & Backward Classes welfare	Admission Record
March	Land Rights to Slum Dwellers	Housing & Urban Development	Patta
March	Awaas	Housing & Urban Development	Occupation Certificate
March	Ama Clinic Yojana	Health & Family Welfare	
March	Anmol	Health & Family Welfare	Medicines
March	Khushi	Women & Child Development	Sanitary Pads
March	Mission Shakti	Women & Child Development	SHG Certificate/Financial Assistance