

Guidelines for Kaam Mango Abhiyan

Falling employment under NREGA is not due to a lack of demand but because workers' demands is not being effectively recorded. MoRD along with state administration, district administrations and Civil Society Organisations therefore propose to launch Kaam Mango Abhiyan (KMA) to reinforce entitlements under MGNREGA. The first pilots will be launched on 18th November 2013 in six districts and will then be extended across the country on 2nd February 2014, MGNREGA Day.

1.Objectives:

- a.To contact every Household in the area to explain the entitlements under the scheme
- b.To review the current delivery system, verify issues and resolve them.
- c.To concretise the system of Rozgar Diwas as per the MoRD Rozgar Diwas guidelines already issued (J-11012/02/2012-MGNREGA).
- d.To implement the unemployment allowance system for unmet demand.

2.Organisation of KMA:

- a.All areas which have high poverty levels (blocks/GPs) but low performance should be identified by the DPCs for the KMA. Gram panchayats with zero work in the past year should have due attention paid to them. Special effort must be made to elicit demand from Vulnerable Communities, SC, ST, PWD, Single Women and Elderly.
- b.The district should be covered within a specific period (say, a month).
- c.The KMA shall be implemented jointly by the DPC/State Govt and the CSOs in the area.
- d.District may involve other institutional actors during the abhiyan.
 - oSelf Help Groups
 - oBharat Nirman Volunteers

- PMRDF's
- Nehru Yuva Kendra
- NSS
- CBO's and other field resource persons.

3.Process:

a. Every habitation and as far as possible every household shall be contacted to explain to them the provisions of the Act and that they can apply for work.

b. MoRD Rozgar Diwas Guidelines will be implemented during this abhiyan, if not already operational in the State. While the guidelines state that the rozgar diwas will be held at ward level, for the duration of the abhiyan a rozgar diwas will also be held at the gram panchayat level.

c. Administration must anticipate demand and ready a sufficient shelf of works. Should there be any pending issues related to MGNREGA in the KMA districts, states are requested to submit in writing.

d. States are requested to take note of the MoRD notifications on unemployment allowance (J-11060/56/2013-MGNREGA IV) and delay in payment of wages (J-11011/2/2010-MGNREGA) and implement the same if not already done so.

e. Districts should approach the abhiyan as part of a longer term action plan (e.g. Sahayta Kendras, nodal officers for rozgar diwas can be institutionalised based on experiences from abhiyan). State governments to track the abhiyan and plan to extend it across the state.

4.Activities:

a. The main activities during the abhiyan will be yatras for awareness, rozgar diwas as per guidelines and training and debriefing sessions.

b. The CSOs/DPC/POs shall prepare a date-wise place-wise action plan of mass awareness and rozgar diwas to jointly conduct the Abhiyan.

c. Each district will jointly prepare a route chart for the mass awareness yatra and calendar of rozgar diwas and other trainings in the district. A team kit will be given to each team. The suggested contents are enclosed as Annexure 1.

b. Everyone who wants to work but is not registered will be helped to submit applications for registration / Job Cards.

c. Registered workers must be allowed to apply for work even if they are not in physical possession of job cards.

d. No person will be denied their right to register demand because they do not have a pass book/bank account. The onus of ensuring that the same are available with the worker applying for work will lie with the PRS and nodal officer.

e. State governments may write to banks to have an 'account opening mela' concurrent with the KMA.

f. Persons without aadhaar card will also be allowed to demand work.

g. Process of informing the work seeker of the opening up of works should be clarified (e.g. Project Initiation Meeting/sms alerts).

h. Multiple modes of registering demand are to be used including state help lines. Further, a CSO representative may be present at the help line centre to monitor effectiveness.

i. List of functionaries who can accept demand and issue dated receipts will be clarified by the state administration. Demand forms will be made available with them. As GRSs are appointed specifically for MGNREGA, they should be enabled to receive applications and issue receipts.

j. CSO and district administration may also reach out to MLA's, MPs, PRI representatives and media persons. Groups may also request volunteers from colleges and universities (e.g. NSS/NCC) and other networks (e.g. NYKs) to join in the padyatra. Press Notes will be released by each district every week with adequate documentation

accompanying it.

k. The abhiyan will be documented via photos, videos and written reports. This should be shared and disseminated widely on government NREGA websites and platforms including their Facebook page. A comprehensive report is also expected to be prepared by each district at the end of the abhiyan.

5.IEC:

a. Following a five day workshop, the kit of prepared IEC material for each district team shall be as per Annexure 2. This can be used as a sample for mass printing of the materials which is to be done by the designated CSO.

b. A model letter from the DM on the yatras to be issued is included as Annexure 3.

c. A code of conduct for all participants is at Annexure 4. Violation of this code will be taken seriously and dealt with by the district co-ordination committee.

6. Monitoring the Programme:

a. Control rooms for the padyatras and related activities will be set up at the district level with landline, cell phone numbers and a directory of important numbers. This will be staffed by officials from the district as well as representative from civil society organizations.

b. All persons and teams in the district will communicate daily with their assigned control rooms. All crisis situations, violations of the code of conduct and grievance redress will be routed through the control room. If the matter cannot be resolved at the district level it can be communicated to the state nodal officer.

c. As per the MoRD Rozgar Diwas guidelines, a monitoring format is enclosed (Annexure 5). This is to be filled by the Gram Rozgar Sevak after every rozgar diwas and submitted to the Programme Officer at the Block Level. The District Programme Co-ordinator will collate these

reports and is submitted monthly to the State Rural Development department.

d. For the duration of the abhiyan, the state nodal officer is requested to communicate the monitoring format to MoRD of the 6 districts in electronic format to pagsecretariat@gmail.com. These formats should be drilled down the gram panchayat level.

e. Additionally if any demand is recorded between two rozgar diwas's; this should also be recorded in the next rozgar diwas report.

f. This abhiyan is expected to have a long term impact in the region and across districts as well. Thus the monitoring of implementation of rozgar diwas and on key figures will continue to be monitored for 6 months to a year.

g. All demand registered will be reflected on the MIS and issues will be received for the same. The entire abhiyan will be MIS enabled.

h. Baseline: MoRD will compile statistics as of 18th November in the 6 districts as a baseline figure for comparative purposes.

i. Intra District Co-ordination: Each state shall have a nodal officer at the state and district levels. CSOs will also appoint a nodal person at the state and district level. Each district will form a co-ordination group for their internal co-ordination. They are also to form an egroup with all relevant persons (Government as well as CSOs) email ids included in this group. PAG secretariat may also be a part of this group. This is over and above the control room though designated nodal officers may also be part of the control room.

j. National Co-ordination: Nodal officers in the 6 states at state and district level, all officers from administration who attended the training workshop, CSO representatives from each district and the PAG Secretariat are in one egroup (kma-national@googlegroups.com) for the sake of national co-ordination, problem solving and information sharing.

k. Districts will give certificates to all volunteers and *padyatris*. These certificates to be printed by CSO and stamped and authorised by district officials. District administrations may also announce prizes to

the best performing gram pachayats and blocks.

l. PAG secretariat will send out weekly communication to members of the PAG, NRG and other senior officials concerned.

m. Visits: the PAG secretariat, members of the National Resource Group, the Programme Advisory Group and other NREGA officers at the Centre will visit the 6 districts for the duration of the abhiyan.

7. Budgets

a. The funds required for the KMA shall be met out of the administrative costs. However, if there is a genuine difficulty in the availability of funds under this head, a special case shall be made by the States for additional funds. For the first pilot districts, UNDP agreed to fund the same as per sample budgets prepared jointly by appointed nodal officers and representatives from CSO's during the training workshop.

b. The funds from UNDP will be deposited directly into the CSO's account (or to a group nominated by the CSO). CSO will maintain accounts as per norms stipulated by the funding agency.

c. The approved budget heads for the KMA are training workshops, mass awareness via padyatras and IEC material and documentation. Under these heads districts have flexibility to adjust their budget further.

d. A fund flow committee will be formed consisting of a maximum of 5 members. It will have district officials and representatives from the CSO. While this committee may be under the chairmanship of the District Collector it is not necessary for her to attend the meetings. The record of meetings will be available for her perusal at any time.

e. There will be three meetings of the fund flow committee: One prior to the launch of the abhiyan which will approve the budget in principle. A second midway through the abhiyan to assess the fund flow system and types of expenses arising. A third will be on conclusion of the abhiyan to close the accounts.

f. Minutes of all three meetings will be recorded and communicated to the district co-ordination team. Any reservations of the committee on the expenses made maybe included in the minutes.

Annexure 1: Team Kits: Contents

1. An ID card
2. letter of introduction from DC
3. demand registration forms
4. register for recording demand
5. pens
6. carbon copy
7. stamp pad
8. stapler + staple pins
9. first aid kit
10. NREGA Act and guidelines
11. torch
12. All IEC material prepared at workshop.
13. Directory of important numbers particularly control room
14. Code of conduct

Annexure 2: IEC material

List of IEC Material prepared during workshop for each team:

1. Prototype of Puppet
2. Prototype of mask
3. Common Banner – flex
4. Common Flag
5. List of entitlements – flex
6. List of songs
7. List of slogans
8. Skit
9. Pamphlet
10. Sample recording format for field register

Further suggested IEC Material:

1. Flex of Demand Registration form
2. ID cards
3. MGNREGA Act and guidelines
4. Primer on MGNREGA
5. Certificates for volunteers

Annexure 3: Letters from DM for yatra arrangements

The district administration needs to issues letters to ensure that the Kaam Mango Abhiyan (KMA) succeeds in the state. Here are some points on which letters can be issued by the DPC/ADPC:

- Letter of introduction for all pad yatra teams, explaining the KMA and also giving the broad schedule, to ensure that teams have no problems while moving around the district.
- Instructions to be issued to the PRS/ panchayat sachiv to ensure that they are present in village level meetings and help in the stay arrangements for the pad yatris.
- Issue letters to technical staff (EE, AE and JE) to ensure that they immediately prepare technical and administrative sanctions for schemes at an estimated 40000 (fourty thousand) person days per panchayat ie an estimated cost of 64 lakhs per panchayat.
- Addressing funds flow by issuing letters to ensure that the relevant funds are available in each panchayat to run works based on actual demand received during the KMA.
- A letter to the SDOs, BDOs, police administration to maintain law and order.
- Issue letters and call a meeting with Postal and Bank representatives to ensure that they open accounts immediately for anyone applying for accounts during the KMA.
- Letter to initiate the formation of the control room, on the lines of the flood control room with a landline and mobile numbers, notifying officers like the nodal officer and Project Economist.
- Letter to Civil Surgeon (CS) to ensure that pad yatris medical needs are addressed at block and sub-division hospitals.
- Issue letter to the District Education Officer (DEO) such that they cooperate in the stay arrangements of each pad yatra team (of 5 to 10 members) and also one meal during the day.
- Letter to MNREGA functionaries to ensure that during the PY MNREGA related forms, registers, blank job cards, SB 3 forms and bank account opening forms are readily available at the panchayat level.
- DM, SP, DDC, Director (NEP) and Accounts, Civil and Police SDOs, All BDOs, All POs, DEO (District Education officer), District Panchayati Raj Officer, CSO representatives.

Annexure 4: Code of Conduct

काम मांगो अभियान अभियान के साथियों के लिए कुछ नियम

- बैठक व सोने की जगह बीड़ी/सिगरेट न पीए व पान/गुटका इत्यादि न खाए
- गाँव में दारू न पीए व नशा न करें व दारू पीए हुए लोगों से बात न करें
- भोजन मज़दूर परिवार के साथ करें. जो वे खाते हैं, वही खाएं व कोई अनुचित मांग न करें
- भोजन मांगने में झिझक न करें, परन्तु अभियान की बात रखने के बाद ही मांगे
- एक परिवार को केवल एक या दो लोगों के भोजन की व्यवस्था के लिए ही पूछें
- जाति भेद भाव न करें
- उचित परिस्थितियों में ही फ़ोटो खींचें
- रात में रुकने की व्यवस्था किसी सार्वजनिक स्थल (जैसे आंगनवाड़ी, विद्यालय या पंचायत भवन) में करें
- गाँव के युवा को काम मांगने वाला फॉर्म भरना सिखाएं, व हो सके तो अतिरिक्त साधारण प्रशिक्षण भी दें
- समूह के साथी प्रतिदिन एक बैठक करें जिसमें अगले दिन की प्लानिंग करें व अगर आपस में कोई अन-बन हो, तो उसे भी सुलझा लें
- पैसे का हिसाब रोज़ करें
- समूह के साथी आपस में जिम्मेदारियां बाँट लें
- सब साथियों के पास अपने समूह के सब साथियों व ब्लॉक और पंचायत के कार्यकर्ताओं के फ़ोन नंबर हो
- अपनी थाली स्वयं धोए
- इस बात का ध्यान रखें कि भोजन बनाने का भार केवल महिलाओं पर ही न आए पुरुष व महिलाएं एक साथ खाएं.