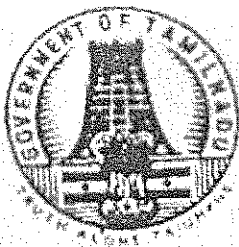


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S. No. 20



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ABSTRACT

Social Welfare and Nutritious Meal Programme Department – Tamil Nadu Innovation Initiatives (TANII) – State Innovation Fund – Creation of Community Help Desk with Skype Facilities and Development of Multi Dimensional Communication Tools using technological solutions for the year 2017-2018 – Orders – Issued.

Social Welfare and Nutritious Meal Programme (SW-3) Department

G.O.(Ms) No.61

Date 31.08.2017

சேஷவிளம்பி ஆவணி 15, திருவள்ளூர்வாராண்டு 2048

Read:

1. From the Member Secretary, State Planning Commission, Chennai-5, Letter No.5475/SPC(PC)/2016, Dated 27.02.2017.
2. From the DSW Letter Roc No.19271/Accounts 1(2)/2016, Dated 05.04.2017.
3. Announcement made by the Hon'ble Minister (Social Welfare) while moving the Demand for Social Welfare and Nutritious Meal Programme Department, Dated 24.06.2017.

ORDER:

In the letter first read above, the Member Secretary, State Planning Commission has stated the "Tamil Nadu Innovation Initiatives (TANII)" in the State Planning Commission is to promote innovation in Government and Government Agencies. The "State Innovation Fund" in the State Planning Commission would finance new schemes, if they are truly innovative in nature. Accordingly, every year there will be two or more rounds of sanction of financing from the "State Innovation Fund". The State Planning Commission has recommended the scheme "**Creation of Community Help Desk and Development of Multi Dimensional Communication Tools**" for the year 2017-18 (First round). He has also stated that the project aims to create a community help desk at district level (32 Districts) and one in Head office to facilitate and monitor the activities at the district level and create awareness through a multi dimensional / multi faceted communication strategy in order to reach Children, Women and Senior citizens in the remote areas in the districts using technological solutions. This acts as a platform to redress their grievances then and there.

2. The Member Secretary, State Planning Commission has further stated that the State Planning Commission has approved the above said project at an outlay of Rs.100.00 lakhs.

3. The Director of Social Welfare in her letter second read above has stated that the Directorate of Social Welfare is implementing important scheme like Marriage Assistance Schemes and Girl Child Protection Scheme and Social Legislations like Protection of Women from Domestic Violence Act, 2005, Dowry Prohibition Act, 1961, Prohibition of Child Marriage Act, 2006, Protection of Women from Sexual Harassment at Work Place (Prevention, Prohibition and Redressal) Act, 2013, Maintenance and Welfare of Parents and Senior Citizen's Act, 2007 to ensure the rights of women, children and senior citizens as guaranteed under the Indian constitution. Though there are statutory mechanisms to address the legal issues related to the above Acts, the basic intent of the Acts and the facilities available under each Act have to reach the victims and the general public at the grass root level in order to avail the benefits and relief through the Social Welfare Department and the Courts.

4. In order to create awareness among the public in general about the scheme details, the beneficiaries and the victims and also to access the information through a Multi-Dimensional / Multifaceted Communication Strategy in order to reach children, women and senior citizens in the remote areas in the districts using technological solutions, the following monitoring and evaluation plan has been created to implement the project viz., "Creation of Community Help Desk and Development of Multi Dimensional Communication Tools" by carrying out the following activities:-

A. Monitoring and Evaluation:

Baseline Needs Assessment: A systematic assessment of the key gaps and needs in terms of community awareness, information gaps among beneficiaries, difficulties in accessing benefits and resources, knowledge and engagement of field level functionaries would be carried out in a few districts/regions across the State through village level assessments using qualitative and quantitative interviews and focus group discussions. Based on the findings from the baseline needs assessment, the information and communication messages in the hand books, LED display boards and advertisement films will be refined and targeted to address the key information and awareness gaps. The structure and roles of the community help desks and interactions with the schools, anganwadi centres, health units and other stakeholders would be defined to address the key access issues and attitudes that are identified in the needs assessment.

B. Initial communication activities (Startup Campaign)

The campaign will include activities that will be directed with the single focus in order to reach the masses at the village, block and district levels.

1. Radio campaign

Radio is the most versatile and cost effective of the mass media options. Effective scripting of messages would build awareness across different issues over time.

2. A "Friend in Need" programme

Pamphlets and hand bills carrying simple messages on the community help desk and the services provided through the department and the community help desk will be designed, printed and distributed to the public.

C. Creation of Community Help Desk

The creation of the Community Help Desk at the District level in the office of the District Social Welfare Officer will enable the public in general, the beneficiaries and the victims to access the information through a single window system directly from the department and be able to get their grievances redressed through Skype connected to the head office and other District Social Welfare Offices in the State.

This Community Help Desk with Skype facilities will also monitor the various activities and enable dissemination of information to the community in the remote part of the villages in order to reach out to the unreached and enable everyone to get benefitted. This acts as a platform to redress their grievances then and there.

D. Development of Multi Dimensional Communication Tools using Technological solutions.

1. Handbook on Social Welfare Schemes
2. Handbook on social legislations that are implemented through the Social Welfare Department
3. LED Display Boards with pictorial and simple information about the Schemes and Acts to be installed in 32 District Collectorates and in State office will enable the public to view the various provisions available under the Acts for women, children and senior citizens and whom to contact under these circumstances.
4. One minute advertisement film on various Acts which carries messages on prevention, prohibition and redressal of the Act which can be displayed in all theatres and televisions that are to be made mandatory to be displayed before screening of the films / programs.

E. Monitoring and Evaluation:-

(Midline and End line outcomes surveys)

After one year of introducing the interventions, a key outcomes survey would be undertaken in the same villages where the baseline assessment was undertaken in order to capture changes, (if any) in awareness and attitudes among beneficiaries, community and field functionaries and a beneficiary / user experience survey to assess improvements (if any) access to benefits under the schemes and Acts as well as

experiences of victims in handling of reported cases. The survey would be repeated again at the end of 3 years to assess the effectiveness of the project.

5. The Director of Social Welfare has therefore requested the Government to sanction a sum of Rs.1,94,00,000/- towards implementation of the scheme of "Creation of Community Help Desk and Development of Multi Dimensional Communication" in 32 districts under Tamil Nadu Innovation Initiatives (TANII) for the year 2017-18.

6. The Hon'ble Minister for Social Welfare, while moving the demand of Social Welfare and Nutritious Meal Programme Department on 24.06.2017, had made an announcement in the Tamil Nadu Legislative Assembly to setup Community Help Desk with Skype facility and Multi Dimensional Communication Tools using technological solutions in 16 districts for the Welfare of Women at a cost of Rs.1.00 Crore.

7. The Government after careful examination of the proposal of the Director of Social Welfare accord sanction for a sum of Rs.99,25,000/- (Rupees Ninety nine lakh and twenty five thousand only) towards creation of a Community Help Desk with Skype facility and Development of Multi Dimensional Communication Tools using technological solutions at district level restricting only to 16 districts under Tamil Nadu Innovation Initiatives (TANII) for the year 2017-18 for carrying out the following details of activity / Program:-

(1)	Monitoring and Evaluation base line study	-	Rs.20,00,000/-
(2)	Creation of Community Help Desk with Skype facilities for 16 Districts @ Rs.1,00,000 per District	-	Rs.16,00,000/-
(3)	Friends in Need Program	-	Rs. 5,00,000/-
(4)	Radio Campaign for all Districts	-	Rs.46,25,000/-
(5)	LED Di Gi Scroll boards for 16 Districts @ Rs.75,000/- per District	-	Rs.12,00,000/-
	Total cost for the year 2017-2018	-	Rs.99,25,000/-

8. The expenditure sanctioned in para.7 above shall be debited to the following heads of account:-

Sl.No.	Head of Account	Amount
(1)	2235-Social Security and Welfare – 02 Social Welfare – 200 Other Programmes – State's Expenditure – JJ Creation of Community Help Desk and Development of Multi Dimensional Communication Tools-08 Advertising and Publicity-01 Advertisement Charges. (DPC : 2235-02-200-JJ-0813)	Rs.46,25,000/-

(ii)	2235-Social Security and Welfare – 02 Social Welfare – 200 Other Programmes – State's Expenditure–JJ Creation of Community Help Desk and Development of Multi Dimensional Communication Tools-19 Machinery and Equipments-01 Purchase. (DPC : 2235-02-200-JJ-1910)	Rs.12,00,000/-
(iii)	2235-Social Security and Welfare – 02 Social Welfare – 200 Other Programmes – State's Expenditure – JJ Creation of Community Help Desk and Development of Multi Dimensional Communication Tools-42 Service or Commitment Charges. (DPC : 2235 – 02 -200-JJ-4202)	Rs.20,00,000/-
(iv)	2235-Social Security and Welfare – 02 Social Welfare – 200 Other Programmes – State's Expenditure – JJ Creation of Community Help Desk and Development of Multi Dimensional Communication Tools-71 Printing Charges. (DPC : 2235-02-200-JJ-7101)	Rs.5,00,000/-
(v)	2235-Social Security and Welfare – 02 Social Welfare – 200 Other Programmes – State's Expenditure – JJ Creation of Community Help Desk and Development of Multi Dimensional Communication Tools-76 Computer and Accessories – 01 Purchase. (DPC : 2235-02-200-JJ-7610)	Rs.16,00,000/-
	Total	Rs.99,25,000/-

The above expenditure shall be adjusted by deducting under the following head of account.

“2235-Social Security and Welfare – 02 Social Welfare – 902 Deduct Amount met from Tamil Nadu Special Welfare fund – State's Expenditure – JB Deduct – Amount met from State Innovation Fund – 30 Inter Account Transfers”.
(DPC : 2235-02-902-JB-3005)

and contra debiting from

“J-Reserve fund – (b) Reserve Funds not bearing interest -8229-00-Development and Welfare funds – 200 Other development and Welfare Funds – BE State Innovation Fund”
(DPC : 8229-00-200-BE-0006) Outgo

9. Necessary additional funds of Rs.25,75,000/- (under the Head of Account “2235-02-200-JJ-0813”) will be provided in RE/FMA 2017-18 by making necessary re appropriation of funds within the above mentioned sub head under D.No.45. The Director of Social Welfare is authorized to draw the amount sanctioned in para – 7

above. She is also requested to include the above expenditure while sending the budget proposal for RE/FMA 2017-18 to Finance (Social Welfare) Department at appropriate time without fail.

10. This order issues with the concurrence of Planning Development and Special Initiatives Department and Finance Department vide their U.O.No.2315/SP1/2017, Dated 23.05.2017 and U.O.No.41071/Fin(SW)/2017, Dated 31.08.2017 respectively and Additional Sanction Ledger No.1321 (One Thousand Three Hundred and Twenty one).

(By Order of the Governor)

K. Manivasan
Principal Secretary to Government

To

The Director of Social Welfare, Chennai-600 015.
The Member Secretary,
The State Planning Commission, Chennai-600 005.
All District Collectors,
All District Social Welfare Officers,
(Through the Director of Social Welfare, Chennai – 600 015)
The Pay and Accounts Officer (East), Chennai-600 008.
The Accountant General (A&E), Chennai-600 018.

Copy to:

The Finance (SW/BG-II) Department, Chennai-600 009.
The Planning, Development & Special Initiatives Department, Chennai-600 009.
The Senior Principal Private Secretary to Principal Secretary to
Government, Social Welfare and Nutritious Meal Programme Department,
Chennai-600 009.
The Social Welfare and Nutritious Meal Programme (SW-2) Department,
Chennai-600 009.
Stock File / Spare Copy

//Forwarded by Order//

K. Manivasan
11/9/17
Section Officer