

Pilot Convergence Projects: “Poorna Shakti Kendra” (in select districts)
Guidelines

1. Project Description:

One of the key components of NMEW is to secure convergence of schemes/programmes of different ministries, both of the central and state governments and its success depends on creating an environment through awareness generation which fuels demand by women as beneficiaries for delivery of benefits under different schemes/programs meant for them.

The design of pilot convergence projects envisages setting up of convergence and facilitation centres at the district, block/tehsil/ward and village/panchayat levels for outreach and convergence of schemes and programmes. The centres will facilitate in bridging the gap between the demand and supply of the services related to women by undertaking realistic estimate of the demand, bringing greater awareness about the women based schemes and programmes of the government, augmenting the demand for various services/schemes for women and connecting them with the service providers i.e existing government machinery across different departments/ministries.

A working model of partnerships between the Government, Panchayat Raj Institutions and Community Based Organisation will be evolved. It will help in developing a communication strategy on the ground, especially to bring a change in critical mind sets, awareness on legal rights, entitlements etc.

2. Objectives:

To coordinate and synergise action on the part of different stake holders while analysing the gaps in the current delivery mechanism and suggesting suitable corrective measures. It will ascertain the actual efficacy of efforts of different policies and programs through convergence measures in the field. The pilots shall suitably inform the government about the required strategy to improve the delivery on ground with woman at the centre. The goal is to ensure convergence of schemes/services across different departments to those entitled for the same.

3. Time line:

Each PSK pilot project may be operational for 1 - 3 year duration depending on the progress made as per the structure envisaged.

4. Target Group: Women beneficiaries of Government Schemes/ Programmes.

5. Components of the project:

The project envisages setting up of convergence cum facilitation centers at the district, tehsil/ward and village level for facilitation, outreach and convergence of schemes and programmes. The project provides an interface for citizens to approach the government for availing their entitlements. Convergence forums and facilitation centres comprising of government officials from different line departments which are partners in the NMEW, CBO representatives, PRI representatives shall be set up at the village, block and district level.

Convergence at various levels will be achieved through convergence structures comprising:

- i. District level Convergence and Facilitation Centre will be set-up at the district level to coordinate and monitor the functioning of centres at the Tehsil/Block and Village level and would be responsible for according approvals under the available scheme.
- ii. Tehsil/ Block level Convergence and Facilitation Centre will serve as a single window for information on government programmes, schemes and services impacting women at tehsil/block level.
- iii. Village Convergence and Facilitation Centre *Poorna Shakti Kendra* (PSK) at the Gram Panchayat (GP) level is conceived to function as a one stop center for services to women, providing a platform/forum to come together, explore their potentials and possibilities, raise awareness about their contributions to society and their social, economic and political rights, facilitate access to schemes and entitlements and build capabilities for promoting women's participation in decision-making.
- iv. At village/area level, village level convergence forum called *Gram Samanvaya Samiti* need to be set up comprising of the grassroots level functionaries, and women representatives from the community headed by the *Sarpanch* or the *Pradhan*. This Samiti with the help of the Poorna Shakti Kendra will be responsible for baseline survey, mapping, profiling of women residence of that village / area; the tehsil / ward level center, and matching them with available schemes and services. The attempt would be to ensure that linkage to the entitlements and services are effective at the panchayat level.

6. Roles and Responsibilities of the Facilitation Centres:

Though a guiding design and process has been developed for implementing the pilot project, the design of the project has the following elements:

- Intensive involvement of Panchayati Raj Institutions (PRIs)
- Synergizing the linkages between Governments, Community Based Organization (CBOs), PRIs at different levels so that they complement each other.
- Awareness campaigns involving grassroots level for gender equity and convergence and awareness generation which fuels demand by women as rightful entitlement holders for delivery of services under different schemes/programs meant for them.
- Creation of convergence forums and gender focal points
- Building capacities through use of innovative training modules
- Mapping and identification of the target group for different schemes and programmes across sectors with focus on marginalized women
- Setting measurable goals for all departments and ensuring gender equity and convergence vis-à-vis the schemes/services across different departments/sectors.
- Coordination between the grassroots level functionaries of different departments like ASHA, Anganwadi Workers, Sathin (SGSRY) & Siksha Mitra.
- Grassroots coordination among women SHGs/ other women collectives under different programs.
- Creating common platform at delivery level
- Creating a uniform data bank of beneficiaries of programs and creating a system of single window clearance for delivery of services.
- Gender sensitization of different stakeholders
- Scope to experiment and to innovate at the field level

A detailed description of the structures for facilitating convergence is as under:

a. District Convergence and Facilitation Centre (DCFC)

DCFC will serve as a single window for information on government programmes, schemes and services impacting women. The designated information desk within the DCFC will provide the required information to all citizens (women will be given priority) in the concerned district. It will facilitate women in accessing government programmes by assisting in completion of

application forms, scrutinizing supporting documents and submission of completed forms to related departments.

DCFC will work with the women centers at block/tehsil and villages to analyze the social, economic and political factors that hinder women's empowerment after factoring the local context. It will verify the status of various legislations that were enacted to address concerns of women. DCFC will highlight these issues in forums headed by Deputy Commissioner (DC)/CEO Zila Parishad, law enforcement agencies, quasi government bodies, women commissions etc. DCFC will utilize opportunities to collaborate with CSOs, think tanks, INGOs, educational/research institutions for bringing women's issues on larger forums to create larger impact. It will be the arm of SRCW to translate the mandate of SRCW in the concerned district.

DCFC has to be ideally located at the DC office or CEO, Zila Panchayat, as it will facilitate easier access for women as well as easier coordination with the various line departments.

The responsibilities of DCFC are detailed below:

- To create information bank/repository on government schemes, programmes and services (details of schemes like the eligibility criteria, documentation requirement, processing time, benefits, facilitating delivery, tracking status of applications etc). The information has to be relevant and upto date.
- To provide information about schemes, programmes, services and legal rights to women approaching the information desk (The exclusive Information desk manned by qualified staff needs to be setup in the DCFC).
- To assist women approaching the DCFC to apply for government programmes and schemes. In case of women coming from villages where the Village Convergence and Facilitation Centers (VCFC) are operational, initial verification and scrutiny of applications, matching with database from baseline survey, assistance in completion of applications along-with necessary documents etc will be provided. In case of citizens from villages not covered by VCFC, services other than matching with database will be provided.
- To follow-up and monitor the post-application process with line departments, periodic reporting of status of applications to DCs, Head of

Departments, coordinate for rectifying anomalies/mistakes in application forms, assist citizens in redressal mechanisms etc.

- To identify problems faced by citizens, especially women while applying for various government schemes, document the cases and report to relevant forums including DCs office/PRI.
- To organize meetings of District Convergence Forums (DCF) at least once a month, where issues affecting convergence efforts at various levels including inter departmental convergence can be addressed. Other social, economic and political factors affecting women's empowerment can also be brought to the agenda of DCF.
- To identify issues affecting women that need to be raised in various district level forums, for exp . issues dealing with thrift and credit could be raised in the District Level Bankers Committee meetings.
- To prepare a comprehensive plan for the pilot project in the district; the plan will be drawn on the basis of the situational analysis in the field, primary data (base line survey), secondary data etc. The deliverables based on the objectives of the programme, time frame for implementation and local context need to be incorporated in the plan.
- To assist the Tehsil Convergence and Facilitation Centers (TCFC) and VCFCs in planning and implementation of the pilot project at the Tehsil/Block and Gram Panchayat (GP) level.
- To be responsible for developing and managing the database of citizens in the villages served by VCFCs. This will involve designing the base line survey formats, training functionaries of TCFCs and VCFCs, planning and operationalizing the survey, monitoring of survey, validation of data, creation of the database in digital format, regular updation and correction of the database.
- To organize a San Sunwaisqwith participation of representatives of different departments in the district.
- To implement the capacity building strategy of NMEW, this will involve identifying training needs assessment, facilitating external training agencies and conducting training for TCFC and VCFC functionaries.
- To implement the IEC/Behavioral Change Communication(BCC) Strategies of the NMEW
- To ensure regular review meetings are held at District, Tehsil and Village Levels to ensure effective monitoring of convergence efforts at the grassroot levels.

- To report the progress of activities to SRCW/NMEW on a regular basis in the specified formats.
- Any other activity assigned by the SRCW.

b. Tehsil/Block Convergence and Facilitation Centre (TCFC/BCFC)

The TCFC will be established in the concerned blocks/tehsils where all the villages are covered by VCFC (in case of complete coverage) or where 10 villages are covered by the VCFC. TCFC will support the VCFC in implementing various activities under the NMEW.

The TCFC should ideally be located in the premises housing the offices of the government departments/PRI at block level.

The responsibilities of TCFC are given below:

- To support and monitor the activities of VCFC which will include capacity building of staff in VCFC, support in conducting base line survey, data validation exercise and processing application forms.
- To verify and check the baseline data from the survey. The data (physical form) has to be checked for authenticity before being forwarded to DCFC for conversion to digital format.
- To provide the VCFCs with the completed database of the villages and provide women's score card. TCFC has to monitor the maintenance of the database and women's scorecard by the VCFCs.
- To coordinate with the Government functionaries at the block level, exp Block Development Officer (BDO) for processing of the various applications for government schemes and services. It will also involve facilitation in sanction/ disbursal of benefits through TCFCs.
- To increase women's participation in the functioning of PRI institutions and village level institutions like *Aanganwadi*), especially participation in Gram Sabha meetings, committees(parent representatives in *Aanganwadi* committees, mate in MNREGS)
- To organize meetings of the Block Level Convergence forums at regular intervals to highlight issues and provide solutions.
- To ensure that meetings of field level functionaries like ASHAs, Aanganwadi workers etc are being organized at regular intervals at the GP level.
- To assist women in preparation of documents for establishing identity for enrolling in government programmes. (The existing government

mechanism like BPL survey, Aadhar (UID), MNREGS enrolment can be utilized for establishing identity)

- To ensure regular review meetings are held at Tehsil and Village levels to ensure effective monitoring of convergence efforts at the grass root level.
- To report the progress of work to the DCFC on a regular basis.
- Any other activity assigned by the SRCW and DCFC.

c. Village Convergence and Facilitation Centre (VCFC)

The VCFC will be the first point of contact for women from programme villages; the centers will provide information regarding government schemes, programmes, laws meant for women and be the forum for addressing women's issues in the village. The forum should give women an opportunity to discuss the gender dimension of their issues focusing on their education, health, nutritional needs, occupational status, skill levels and legal rights. It is preferable to locate the centers in the GPs or Anganwadi buildings to ensure easier access.

The responsibilities of VCFC are given below:

To conduct base line survey to collect socio economic details of the households, compare data with existing databases (MGNREGA, BPL etc) and ensure updating of database on a regular basis.

- To establish mechanism for creating a separate profile for each women in the village, maintain an individual women score card and ensure continuous support from various government schemes.
- To identify government schemes that can benefit the target group, this will involve matching the database of women with the criteria of various schemes and linking women with various schemes and services.
- To create awareness about government schemes and programmes, generate demand for various services, facilitate access and encourage their optimum utilisation.
- To undertake resource mapping of the existing services provided by government at village level and make women aware of all the existing services.
- To organize meetings of the village level committees on regular basis and do the required follow up with the grassroots level functionaries
- To implement activities that can build capacities of women, it is essential to include the women's collectives like Mahila Mandals, SHGs in these efforts.

- To track the progress in target group by using tools such as local area women development index/community development index/family development index/empowerment index.
- To identify local women from the community who can be %Credible Models of Change+to nurture, empower and train fellow women. Create forums/ platform to acknowledge and recognize these women.
- To facilitate community monitoring, social auditing and local environmental audits to be conducted by village women.
- To ensure regular review meetings are held at village Level to ensure effective monitoring of convergence efforts by the grassroots functionaries.
- To raise issues affecting women at GP and Gram Sabhas.
- To report progress of work to the TCFC on a regular basis.
- Any other activity assigned by the SRCW, DCFC and TCFC.

7. Implementing Agency:

State Government/ UT Administration.

8. Funds:

100% assistance from National Mission for Empowerment of Women, Ministry of Women and Child Development to the State Government/UT Adm for implementing the PSK project in the select districts.

9. PSK Budget (partial district):

Total annual budget for PSK project is Rs. 40.11 lakhs for partial district coverage (10 Gram Panchayats).

10. Project Sanctioning Authority:

Secretary, Ministry of Women and Child Development

11. Monitoring:

The Secretary in. charge of Social Welfare/Department of Women and Child Development in the State Government/UT Administration shall be the chairperson of the State Level/UT Administration Monitoring Committee for the projects being implemented under the NMEW scheme. The SRCW in each State/UT will be responsible for facilitating the implementation of the PSK project.

Annual Budget for PSK Centers at various levels

1. District Convergence and Facilitation Centre (DCFC)

All values in Rs.

A	Salary Expenditure			
	<i>Name of post</i>	<i>No of Post</i>	<i>Monthly Salary</i>	<i>Annual</i>
1	District Coordinator	1	22000	264000
2	Data Entry Operator	2	8000	192000
3	Support Staff	1	5000	60000
	Sub Total			516000
B	Non Recurring Expenditure			
	Establishment Charges			300000
C	Recurring Expenditure			
	Rent, Electricity charges etc.			48000
	Telephone, Internet, Fax Charges			24000
	Expenses for Stationary			40000
	Miscellaneous expenses			20000
	Travel allowance			30000
	Sub Total			162000
D	Mission Activities			
	Training/Seminars/Workshops**			200000
	IEC Activities			300000
	Sub Total			500000
E	total			1478000

2. Tehsil/Block Convergence and Facilitation Centre (TCFC/BCFC)

All values in Rs.

A	Salary Expenditure			
	<i>Name of post</i>	<i>No of Post</i>	<i>Monthly Salary</i>	<i>Annual Budget</i>
	Tehsil Coordinator	1	10000	120000
	Support Staff	1	4000	48000
	Sub Total			168000
B	Non Recurring Expenditure			
	Establishment Charges			200000
C	Recurring Expenditure			
	Rent, Electricity charges etc.			75000
	Telephone, Internet, Fax Charges			25000
	Expenses for Stationary			75000
	Travel allowance			40000
	Sub Total			215000
D	Activities			
	IEC Activities			30000

	Sub Total			30000
E	Total			613000

3. Village Convergence and Facilitation Centre (VCFC)

All values in Rs.

A	Salary Expenditure			
	Name of post	No of Post	Pay per month	Annual
	Village Coordinator	2	4000	96000
	Sub Total			96000
B	Non Recurring Expenditure			
	Establishment Charges			60000
C	Recurring Expenditure			
	Travelling Expenses		3000	36000
	Sub Total			36000
E	Total			192000

PSK-Partial district coverage (10 Gram Panchayats)

No	Convergence/Facilitation Centres	Unit Cost of each centre (in lakh rupees)	Total number of centres	Total cost (in lakh rupees)
1.	Gram Panchayat	1.92	10	19.20
2.	Tehsil/Block	6.13	1	6.13
3.	District	14.78	1	14.78
	Total		12	40.11