Government of Andhra Pradesh

Office of the Commissioner of Technical Education,

Andhra Pradesh, Vijayawada.

Circular Memo No. CTE/Janmabhoomi/2016 06.01.2017

With reference to the instructions of Commissioner of Technical Education, all the Principals of Government, Aided and Private Unaided Polytechnics including 2nd Shift Polytechnics in Engineering Colleges are here by informed that all the students of their Polytechnic shall go to the (5) villages adopted by the respective Polytechnic on 07.01.2017 and participate in Janmabhoomi and Swacchandhra programme.

**Thrust areas of the 4th round JBMV programme**

1. Samaja Vikasam

2. Kutumba Vikasam

3. Digital Financial Literacy for cashless transactions

4. Fostering happiness and innovation through physical literacy and cultural programmes

5. Asset distribution and award presentation

**1. Samaja Vikasam**

The State Government has taken up the saturation approach under the Samaja Vikasam by giving assurance to provide 10 types of basic facilities in each village. These include – Access to Quality Education for All, Health Security, Agriculture and Allied Development, Industrial Development, Service Sector Development, 24 X 7 Power Supply, Roads and Infrastructure Development, Information and Technology, Citizen Services, Inclusive Development.

**2. Kutumba Vikasam**

The State Government has taken up the saturation approach under the Kutumba Vikasam by giving assurance to each family on 15 types of social and economic securities. These include Social security, Nutrition security , Insurance security, Electricity Security, Health Security, Gas Security (Deepam), Water Security, Housing Security, Sanitation Security, Education Security, Fodder Security, Employment Security, Information (Fibre net) Security, Individual Security, Livelihood (Income Security) for all.

**3. Digital Financial Literacy for cashless transactions**

All citizens and commercial establishments including street vendors must have an active bank account with access to various platforms to make digital transactions such as mobile app based wallets, Ru-pay cards, Aadhaar Enabled Payment System (AEPS), Net Banking, Debit and Credit card based payments.

Awareness regarding digital financial transactions is to be spread during the campaign period with the assistance of local financial institutions. The objective is 100% inclusion in the aforementioned modes for declaration of villages as digital financial transaction infrastructure enabled village.

**4. Fostering happiness and innovation through physical literacy and cultural programmes**

Local talent is tapped and promoted through cultural programmes such as rangoli, Kuchipudi and other forms of dance, music (songs, bhajans and other musical performances), skits etc., sports and games with emphasis on traditional and rural sports forms, food festivals and local art forms like Harikatha. The celebrations will commence with the New Year celebrations, co-ordinated by Gram Panchayat/ULBs and will culminate during Sankranthi time with award distribution.

**5. Asset Distribution and Award Presentation**

Assets such as pensions, SC/ST assets, Chandranna Bima, new ration cards etc. should be distributed during this campaign. In addition to this, awards should be presented to the winners of cultural and sports activities conducted during the campaign period. Special achievements of villagers in various fields such as agricultural productivity, livestock, excellence in educational activities, social service, SHGs etc. should also be recognized and rewarded suitably.

**Programme Structure**

Based on the above thrust areas, the following is the indicative programme structure.

| **Sl. No.** | **Agenda** | **Duration (in Mins)** |
| --- | --- | --- |
| 1 | Outlining the agenda of the programme | 5 |
| 2 | Prayer | 2 |
| 3 | Play recorded message of Hon’ble Chief Minister | 2 |
| 4 | Kuchipudi Dance/ Local folk art/cultural program | 5 |
| 5 | Janmabhoomi Pledge | 3 |
| 6 | Sensitisation on 15 themes of Kutumba Vikasam and 10 themes of Samaja Vikasam, Cash less Economy, awareness on digital financial infrastructure | 30 |
| 7 | Action Taken Report (ATR) on the grievances of the previous rounds of Janmabhoomi | 15 |
| 8 | Fostering happiness through physical literacy/rural sports/health awareness and cultural programmes | 15 |
|  | **Grievances:**  Receipt of grievances and analysis of category wise grievances | 15 |
| 9 | Report Cards on all welfare and development programmes of the State from June 2014 till now in the village/ward with special focus on:  **I. Welfare:**  1. Pensions  2. Ration cards  3. Redemption of agricultural loans  4. Redemption DWCRA loans  5. Better Medical Treatment – Heath for Poor   * NTR Vaidya Pareekshalu / NTR Vaidya Seva   6 SC, ST, BC, Brahmin and Kapus beneficiaries  8. Talli Bidda Express  **II. Development:**  1. Houses sanctioned  2. MGNREGS  2.1 Man days generated  2.2 Expenditure incurred  2.3 Top 10 wage seekers in village  2.4 Assets created  3. Internal CC Roads  4. Swachh Andhra Pradesh – IHHLs,  Verme compost, urbanisation of cow dung, solid waste management etc.,  5. Neeru Pragathi  **III. Other important Government programmes concerned to the village / ward** | 40 |
| 10 | Action Plan, Budget Plan for 2017-18 are to be evolved, based on the needs of the village/ward | 30 |
| 11 | 1. Distribution of assets like pensions, new ration cards, Chandranna Bima and other government benefits 2. Verification of land records, e-pragathi 3. Presentation of awards to winners of competitions 4. Awards shall be given to the SVSW partners ( individual / organization) who have done outstanding work recommended by Village / Mandal / District level committees) 5. Felicitate such individuals who have made the village /ward proud by their achievements | 30 |
| 12 | Health camps | 10 |
| 13 | Veterinary camps | 10 |

The Principals of the Government, Aided and Private Polytechnics including 2nd Shift Polytechnics are requested to instruct the nominated staff and students to go to the respective adopted villages on 07.01.2017 and to approach the concerned Revenue/village officials for details and active participation in the identified thrust areas of Janmabhoomi .

COMMISSIONER

To

The Principals of the Government, Aided and Private Un aided Polytechnics including 2nd Shift Polytechnics in Engineering Colleges

Copy to the RJD TEs of Tirupati and Kakinada with a request to monitor the programme in the region under their jurisdriction.