CHAPTER III

ORGANISATIONAL STRUCTURE OF DRDA

3.1 INTRODUCTION

The Rural Development and Panchayat Raj Department is responsible for the implementation of various Centrally, sponsored, State-funded and Externally-aided schemes for poverty alleviation, employment generation, sanitation, capacity building, women’s social and economic empowerment, Tsunami rehabilitation, apart from provision of basic amenities and services. The department is also entrusted with the responsibility of enabling the various Panchayat Raj Institutions (PRIs) to function as effective units of Local Self-Government. There are 12,618 Village Panchayats, 385 Panchayat Unions (coterminous with Blocks) and 29 District Panchayats under the purview of the department. The Directorate of Rural Development and Panchayat Raj including the Training Wing, the Tamil Nadu Corporation for Development of Women and the Tsunami Project Implementation Unit come under this Department. In this chapter, an attempt has been made to discuss the role and organizational structure of DRDA.¹

3.2. ORGANISATIONAL STRUCTURE OF DRDA

ORGANISATIONAL SETUP OF RURAL DEVELOPMENT DEPARTMENT

Director of Rural Development & Panchayat Raj

TECHNICAL WING

Superintending Engineer (RD & PR)

Executive Engineer (RD)

Assistant Executive Engineer (RD)

Assistant Engineer (RD)/Block Engineer

Union Overseer

ROAD INSPECTOR

ADMINISTRATIVE

District Collector / Chairman DRDA

Joint Director / Project Office (DRDA)

Block Development Officer (BP) & (VP)

Assistant Engineer (RD)/Block Engineer

Road Inspector
The District Rural Development Agency is visualized as a specialized and a professional agency capable of managing the anti-poverty programmes of the Ministry of Rural Development on the one hand and to effectively relate these to the overall effort of poverty eradication in the District. In other words, while the DRDA will continue to ensure effective utilisation of the funds intended for anti-poverty programmes, it will need to develop a far greater understanding of the processes necessary for poverty alleviation / eradication. It will also need to develop the capacity to build synergies among different agencies involved for the most effective results. It will therefore need to develop distinctive capabilities rather than perform tasks that are legitimately in the domain of the PRIs or the line departments. The role of the DRDA will therefore be distinct from all the other agencies, including the Zilla Parishad.

DRDAs must themselves be more professional and should be able to interact effectively with various other agencies. They are expected to co-ordinate with the line departments, the Panchayati Raj Institutions, the banks and other financial institutions, the NGOs as well as the technical institutions, with a view of gathering the support and resources required for poverty reduction effort in the district. It shall be their endeavour and objective to secure inter-sectoral and inter-departmental coordination and co-operation for reducing poverty in the district. It is their ability to coordinate and bring about a convergence of approach among different agencies for poverty alleviation that would set them apart.
The DRDAs are expected to coordinate effectively with the Panchayat Raj Institutions. Under no circumstances will they perform the functions of PRIs.

The DRDAs will maintain their separate identity but will function under the chairmanship of the Chairman of the Zilla Parishad. They are expected to be a facilitating and supporting organisation to the Zilla Parishad, providing necessary executive and technical support in respect of poverty reduction efforts. Wherever the Zilla Parishads are not in existence or are not functional, the DRDs would function under the Collector/District Magistrate/Deputy Commissioner, as the case may be.

The DRDAs are expected to oversee the implementation of different anti-poverty programmes of the Ministry of Rural Development in the district. This is not to be confused with actual implementation, which will be by the Panchayat Raj and other Institutions. The DRDAs will monitor closely the implementation through obtaining of periodic reports as well as frequent field visits. The purpose of the visit should be to facilitate the implementing agencies in improving implementation process, besides ensuring that the quality of implementation of programmes is high. This would include overseeing whether the intended beneficiaries are receiving the benefits under the different programmes.
The DRDAs shall keep the Zilla Parishad, the State and the Central Government duly informed of the progress of the implementation of the programmes through periodic reports in the prescribed formats. Special report, as and when called for, shall be provided.

It shall be the duty of the DRDAs to oversee and ensure that the benefits specifically earmarked for certain target groups (SC/ST, women and disabled) reach them. They shall take all necessary steps to achieve the prescribed norms.

The DRDAs shall take necessary step to improve the awareness regarding rural development and poverty alleviation particularly among the rural poor. This would involve issues of poverty, the opportunities available to the rural poor and generally infusing a sense of confidence in their ability to overcome poverty. It would also involve sensitising the different functionaries in the district to the different aspects of poverty and poverty alleviation programmes.

The DRDAs will strive to promote transparency in the implementation of different anti-poverty programmes. Towards this end, they shall publish periodically, the details of the different programmes and their implementation.

Keeping in view, the substantial investment that are being made in poverty alleviation programmes, the DRDAs shall ensure financial discipline in respect of the funds received by them, whether from Central or State Governments. They
shall also ensure that the accounts are properly maintained including in respect of the funds allocated to banks or implementing agencies in accordance with the guidelines of different programmes.

Thus the role of the DRDA is in terms of planning for effective implementation of anti-poverty programmes; coordinating with other agencies—Governmental, non-Governmental, technical and financial for successful programme implementation; enabling the community and the rural poor to participate in the decision making process, overseeing the implementation to ensure adherence to guidelines, quality, equity and efficiency; reporting to the prescribed authorities on the implementation; and promoting transparency in decision making and implementation.

In addition, the DRDAs shall coordinate and oversee the conduct of the BPL Census and such other surveys that are required from time to time.

The DRDAs shall also carry out/aid in carrying out action research/or evaluation studies that are initiated by the Central/State Governments.

The DRDAs should deal only with the anti-poverty programmes of the Ministry of Rural Development. If DRDAs are to be entrusted with programmes of other ministries or those of the State governments, it should be ensured that these have a definite anti-poverty focus. Entrusting of any programme to the
DRDAs, other than anti-poverty programmes of the Ministry, be it of any other Ministry of Government of India or the respective State Government will have to be done with the approval of the Secretary, Rural Development of the respective State(s), who should examine such request in consultation with the Ministry of Rural Development, Government of India. In such cases, it must be ensured that adequate provision is made for requisite staffing needed for proper implementation of the programme.

Each district will have its own District Rural Development Agency. Ordinarily it would be a society registered under a Societies Registration Act. In respect of such states where DRDA does not have a separate identity a separate cell should be created in Zilla Parishad which maintains a separate identity and separate accounts, so that the accounts are capable of being audited separately. This Cell should be directly under the charge of CEO or alternatively on officer, who has the qualifications to be a Project Director. The accounts of DRDAs should under no circumstances be merged or amalgamated with those of the Zilla Parishads.

In order to be effective, the DRDA must have an appropriate staffing structure as well as suitable personnel policy. Keeping in view the role and functions of the DRDA listed in the previous chapter, the staffing structure of DRDA must include positions for Planning for poverty alleviation, Project
formulation, Social organisation and Capacity building, Gender concerns, Engineering supervision and Quality control, Project monitoring, Accountancy and Audit functions as well as Evaluation and Impact studies. An indicative staffing structure is given in Annexure and is also detailed below. The State Government may modify the structure suitably, but without altering the basic design, to take care of the needs of individual districts keeping in view their size as well as specificity. However, this will also be subject to the overall ceiling of administrative costs admissible to the DRDAs in the State. By and large the staff appointed should be dedicated to DRDA-related works and should not be frequently transferred.

**A) PROJECT DIRECTOR**

i) Each DRDA should be headed by a Project Director, who should be of the rank of an Additional District Magistrate. The Project Director should preferably be a senior scale officer of the All India Services or a senior officer of the State Service, eligible for appointment to the All India Services. He would be in overall charge of the activities of the DRDA and responsible for interaction with the District/State administration as well as with the Government of India. The PD should be exclusively for the DRDA work.
ii)  In some States, such as Maharashtra, the CEO of the Zilla Parishad is the Chairman of the Zilla Parishad. Government of India have suggested to all the State government that the chairman, Zilla Parishad should be the chairman of the governing body of the DRDA. In the light of this, in such states, the CEO of the Zilla parishad could also be designated as the Project Director of the DRDA.

iii) Each DRDA should have the following wings:
   a) Self-employment Wing;
   b) Women’s Wing;
   c) Wage employment Wing;
   d) Engineering Wing
   e) Accounts Wing;
   f) Monitoring and Evaluation Wing; and
   g) General Administration Wing

B) SELF-EMPLOYMENT WING

i) The self-employment Wing, shall be headed by a Project Officer and should have APOs in the field of planning, social mobilization, credit and Technology. The Project officer may be specifically responsible for any of these four functions. The APO (Planning) would look after the activity clusters, district/block/village group plans, guiding the BDOs and others in plan preparation, planning for infrastructure including marketing infrastructure. He would
coordinate with the district officers, the banks as well as other institutions in the district. The APO (Social Mobilisation) would look after group formation, capacity building, monitoring of groups, choice of activities for groups, release of revolving funds and coordination. The APO (Credit), who should be from the commercial banking sector, would coordinate with the banks in all matters relating to credit, including the interface between the bankers and the beneficiaries/beneficiary groups, loan disbursements as well as loan recovery. The APO (Technology) would look after issues concerning Technology upgradation as well as transfer of technology.

ii) The DRDAs would be drawing up projects for specific activities under the Self-employment programmes. It would be necessary to have suitable experts to oversee the successful implementation of such projects. As part of the overall programme management, the DRDAs may take outside experts on a consultancy basis. Secretary, Rural Development of each state should develop guidelines for selection of consultants so as to avoid any wrong use of such provisions and to see that only those who have a proven practical expertise are engaged. Such experts to be engaged on project
specific basis will function under the overall control and supervision of the Project Officer, Self-employment programmes.

C) WOMEN’S WING

In order to ensure that women receive adequate attention in all the anti-poverty programmes, a Women’s Cell should be set up in each DRDA. This Cell would establish necessary synergy with Departments such as Women and Child Development, Education and Health Departments to ensure that women not only receive their due share in the anti-poverty programmes but are also able to receive benefits of other programmes. The Women’s wing will be headed by an Asst.Project Officer, who will function under the overall co-ordination of the Project Officer of the self employment wing.

D) WAGE EMPLOYMENT WING

The Central concern of the DRDA in the wage-employment programmes should relate to planning, monitoring and vigilance by a technical wing. The DRDA should not concern itself with the actual implementation and execution of works which can be done by the line department / engineers or the Panchayati Raj Institutions. At the same time, the magnitude of the wage employment wing, with a Project Officer assisted by a small complement of staff.
E) WATERSHED WING

A Watershed Wing will be set up in the DRDA in all such districts where IWDP/DPAP/DDP is in operation. This wing should consist of a Project Officer, assisted by a small complement of staff. This staff would be independent of the programme support in the form of PIAs or Watershed committees.

F) ENGINEERING WING

Each DRDA should have a technical wing, which should also be responsible for innovations in design or use of materials, as well as training of the engineering personnel of the line departments or the PRIs. This wing should be manned by an Executive Engineer assisted by one or two Assistant / Junior Engineers.

G) ACCOUNT WING

i) Wherever it has not been done, the DRDAs should shift over to commercial accounting systems from the existing Government account system. They should publish an annual report along with the balance sheet. The accounts wing of the DRDA should be headed by a Sr. Accounts Officer, either on deputation or by engaging the services of a chartered accountant. He should be supported by an Accounts Officer each for self-employment programmes and wage
employment programmes duly assisted by accountants. Wherever the Watershed Programmes (IWDP/DPAP/DDP) are under implementation, an additional post of Accounts Officer may be sanctioned. For Indira Awaas Yojana, one Accountant at the district level should be available to monitor the progress of the programme and the accounts.

ii) One of the Accounts Officers should perform the role of internal audit.

H) MONITORING WING

There should be a separate Monitoring and Evaluation wing headed by a Project Economist and functioning directly under the supervision of the Project Director. Apart from monitoring the progress of all the programmes, this wing should also carry out evaluation/impact studies regularly by independent institutions/expert including NGOs. The cost of such studies will be met from the respective programme funds. This wing should also monitor issues relevant to poverty in the district.

3.3. PERSONNEL POLICY OF THE DRDAs

Currently, there is no uniform policy for engaging and/or recruiting the staff by the DRDA. In many States, there are staff both directly recruited as well
as on deputation. It is essential that prudent personnel policies are followed if the DRDA are to be a professional agency or are to perform the tasks expected by them. The following principles are laid down which must necessarily be followed.

As a matter of policy, the DRDA should not have any permanent staff. Taking employees on deputation to the DRDA for specific periods has the advantage of better choice of staff, flexibility in staffing pattern and of motivating the staff. The objective of strengthening of DRDAs is to provide them with certain professional capacity and have a flexible-staffing pattern. To start with, DRDAs shall no longer be allowed to make any direct recruitment. In respect of the Staff that is currently borne on the DRDA, the State Rural Development Department should immediately draw up a 3-5 year plan for absorption of the staff into the line departments.

The Project Directors, Project Officers, APOs and all technical posts are to be manned by officer with proven capability and motivation and are selected in an objective manner by specific selection Committees. The Project Directors should be selected by a Committee headed by the Chief Secretary / Development Commissioner / Addl. Chief Secretary of the State and with the Secretary (RD) being the member convenor. Similarly, for officers at the level of APOs and other technical officers, there should be a selection Committee headed by Secretary
(RD). For other staff too, other than ministerial and lower rank, the selection should be by an appropriate selection committee.

In the selection of Project Directors and APOs, emphasis should be on selecting officers of young age. Indicatively, the PDs and APO should not be more than 40-45 years of age, and in any case not more than 50 years of age.

Lack of sufficient length of tenure to the project personnel has been a worrisome factor in the implementation of the antipoverty programmes. In order to avoid this risk, it is necessary to insist on a minimum tenure and also ensure its compliance. The Project Directors, APOs and other technical staff must have a minimum tenure of 2-3 years and only under exceptional circumstances can they be shifted that too after recording the specific reasons in writing. Any violation should mean suspension of funds to the concerned DRDA.

The Secretary, Rural Development of the State should be in overall charge of the Project Directors of DRDAs. To start with, after selection the posting orders of Project Directors (the project officers, APOs) should be issued by the Secretary, Rural Development and not by any other department. The cadre controlling authority of the Project Directors/Other Officers may place the services of the concerned officers (after selection) at the disposal of the Rural Development Department for appointment to the concerned posts. The Secretary,
Rural Development should also be responsible for making incharge arrangements when Project Directors go on long leave. The Secretary, Rural Development should actively associate himself/herself in the training requirements of Project Directors and other DRDA staff.

In order to make the DRDA a professional body, the officials and Staff of DRDAs should be constantly training in the general field of management of rural areas and poverty. The personnel to be posted to the DRDA should be given a pre-service training to orient them suitably to their tasks.

There should also be a system of an annual in-service training where the officers could be given the updates about the relevant fields and which would also afford them an opportunity of exchanging their experiences.

Suitable training programmes will be designed by the Ministry in consultation with professional institutes of the national importance. The State Government may also identify suitable state-level institutions in consultation with the Ministry of Rural Development.

**ADMINISTRATION OF DRDAs**

As indicated, the role of the DRDA is to perform tasks which are distinctly different from other institutions/departments. However, the DRDAs are very much a part of the district. They shall function accordingly.
The DRDA shall be registered society registered under a Societies Registration Act or a distinct cell in the Zilla Parishad having a separate identity. The chairman of the Zilla Parishad shall be the chairman of governing body of the DRDA. The Executive and financial functions shall however lie with CEO, Zilla Parishad / District Collector who shall be designated as the Chief Executive Officer or Executive Director. It shall be his responsibility to ensure that the administration of DRDA and the programmes are conducted in accordance with the guidelines. Wherever the Zilla Parishads are not in existence or are not functional, the DRDAs would function under the Collector / District Magistrate / Deputy Commissioner of the District, as the case may be.

The administration of the DRDA shall be carried out by a governing body. The Governing Body of the DRDA will provide policy directions, approve the annual plan and also review and monitor the implementation of the plan, including the different programmes. They shall give such directions to the DRDA as may be necessary from time to time. The Governing Body of the DRDA will meet once in a quarter.

The composition of the governing body shall be as follows:

1. Chairman of Zilla Parishad – Chairman;
2. All MPs and MLAs and MLCs of the District;
3.  1/3rd of Panchayat Samiti Chairpersons to be nominated by rotation in alphabetical order for a tenure of one year, one of whom must belong to SC/ST and another a woman;

4.  CEO of Zilla Parishad / District Collector – Chief Executive Officer / Executive Director;

5.  Head of the Central Cooperative Bank of the District;

6.  Chairman Regional Rural Bank;

7.  District Lead Bank Officer;

8.  Representative of the Reserve Bank of India at district level.

9.  NABARD representative at district level.

10. General Manager, DIC;

11. Representative of KVIB;

12. District Officer, in charge of Scheduled Castes/Scheduled Tribe Welfare;


14. District Officer dealing with welfare of the disabled;

15. One representative from technical institutions;

16. Two representatives of NGOs;

17. Two representatives of the weaker sections, one of whom may be drawn from SCs and STs;

18. One representative of Rural Women;

19. Project Director, DRDA Member Secretary.

Whenever the Zilla Parishads are not in existence, the State Governments may nominate elected members of the State Legislature from the concerned districts to act as Chairman of the Governing Bodies of the DRDAs.
EXECUTIVE COMMITTEE (EC)

All executive and financial powers of the DRDA shall be exercised by the executive committee as per the scheme of delegation of financial and executive powers to be determined by each State/UT Government and this Committee will be fully accountable in all matters of DRDA to the governing body as well as to the Government. The Executive Committee of DRDA shall be headed by the Chief Executive Officer/Executive Director and shall consist of all the District level officers and any other officer deemed necessary for planning and implementation of the anti-poverty programmes. The Project Director will be the Member-Secretary of the EC.

The Executive Committee will meet at least once in a month.

FINANCIAL PROCEDURES

The scheme of ‘DRDA Administration’ shall be a centrally sponsored scheme. The funds required under this programme shall be shared between the Centre and the States in the ratio of 75:25. Funds will be released directly to the DRDAs, in accordance with the guidelines under this programme.

The Centre will release funds in two instalments.

A) RELEASE OF FIRST INSTALMENT

i) The release of first instalment can be made without any formal request if the second instalment in the previous year had been
released without any condition. If latter instalment was not released at all or was released with some conditions, formal requests for release of first instalment are required from the DRDAs after the conditions have been fulfilled/reasons for non-release of the second instalment have been met. For the first year i.e., 1999-2000 all the DRDAs will be released first instalment on an adhoc basis.

ii) The release of the first instalment should ordinarily be completed by the end of the second month of the financial year.

B) RELEASE OF SECOND INSTALMENT

i) The quantum of the second instalment shall be subject to actual requirement within the overall ceiling. The second instalment of Central funds shall be released on the request of the DRDAs in the prescribed proforma on fulfillment of the following conditions:

1) Budget provision for the current year may be indicated by the State Governments. The Central release will not exceed it proportionately.

2) The State Government should have released its contribution during the previous year. Deficiency in release of its share will be deducted from the second instalment. Also the contribution
of the State Government for the first current year should have been released.

3) Available funds including carry forward funds should have been utilized at least to 60%.

4) The opening balance of the DRDAs should not exceed 15% of the allocation of the year in which funds are being released. In case, the opening balance exceeds this limit, the Central share of the amount by which it exceeds this limit will be deducted at the time of release of second instalment.

5) Audit reports, utilisation certificates for the previous year should be furnished. This will not be required in the first year i.e. 1999-2000.

6) Any other terms and conditions imposed at the time of the last release should have been met.

ii) The DRDAs shall maintain the fund under the head ‘DRDA administration’, in a separate bank account in any of the nationalized bank. Interest earned on the funds will necessarily be used only for admissible items of expenditure under DRDA administration. They shall not be used
for any programme funding or non-admissible items of expenditure, such as construction of building and purchase of vehicles.

C) MAINTENANCE OF ACCOUNTS

i) Principles

Separate Accounts shall be maintained of this scheme and each other scheme under which the DRDA receives funds. Such maintenance of accounts is governed by the principles that the expenditure incurred is not repugnant to the objective of the scheme and is made, in accordance with the prescribed procedures. DRDA accounts are to be maintained on double entry system. The accounting procedure for DRDA has been described in detail in the Government of India, Ministry of Rural Development Publication entitled “Revised Accounting Procedure for District Rural Development Agencies / Societies’, 1984 for subsequent instructions issued/ to be issued from time to time. Internal Audit Cells should be specifically charged with the responsibility of overseeing and the observance of these principles. One of the Accounts Officers should perform the role of internal audit.

D) AUDIT OF THE ACCOUNTS

i) The Project Director should cause the annual accounts of the DRDA to be prepared by a date not later than 30th June Comprising Receipt
and Payment Account, Income and Expenditure Account and Balance Sheet. After approval by the Governing Body, he shall have the accounts audited by the Chartered Accountant or any other auditor appointed for the purpose. A copy of such audit report (duly signed by auditor) alongwith the annual statement of accounts certified by the auditor and the Chairman of the DRDA thereon should be furnished simultaneously to Government of India and the State Government not later than 30th September.

ii) The Controller and Auditor General (CAG) has the right to conduct the audit of the accounts of the society and for this purpose shall have the right of access to the books of accounts and other relevant records of the DRDA. For this purpose a copy of the annual accounts alongwith the audit report and the comments of the DRDA thereon shall be sent to the audit office nominated by CAG.

iii) The accounts of the DRDA shall also be open for inspection by such individual or parties as are nominated to carry out such inspections by the Ministry of Rural Development at the State level or at the level of the Government of India. All Officers of and above the level of Under Secretary in the Ministry of Rural Development,
Government of India and such officer as may be authorised by the State Government may also inspect the accounts.

iv) A Statement showing the schedule of Fixed Assets held by the DRDA/Agency at the end of the financial year should be sent to the State Government and Government of India with the form prescribed along with the annual statement of accounts. No depreciation should be charged and value of assets to be shown at the original cost in the accounts.

v) All the Agencies should send a utilization certificate to the Government of India (Department of Rural Development) in the prescribed proforma along with annual statement of accounts. The utilization certificate must be prepared strictly on the basis of the Receipts and Payment Accounts and opening/closing balances in both Receipts and Payment Accounts Utilisation Certificate which must also tally.

vi) The above provisions are in addition to the statutory requirements under relevant law under which the DRDAs are registered.²

3.4 IMPLEMENTATION OF VARIOUS STATE GOVERNMENT SCHEMES

I. ANAITHU GRAMA ANNA MARUMALARCHI THITTAM (AGAMT)

Introduction

This Government launched a landmark scheme called the ‘Anaithu Grama Anna Marumalarchi Thittam’ vide its G.O.Ms. No.115, Rural Development and Panchayat Raj (SGS-2) Department, dated 11.09.2006. This scheme aims at substantial injection of resources into the Village Panchayats in the State in five years so that they can provide the statutory services as envisaged under Tamil Nadu Panchayats Act, 1994 and provide infrastructure in rural areas. The scheme was formally inaugurated by the Hon’ble Chief Minister on 21.01.2007 at Tirmathalampakkam Village of Vellore District.

Selection of Villages

Since many Village Panchayats have very low incomes and are finding it difficult to provide the statutory services or improve infrastructure, this scheme accords priority to the poorest Village Panchayats in terms of per capita income. One fifth of the Village Panchayats in each Block are taken up in each year in the ascending order of per capita income so as to cover all the Village Panchayats in the State over a period of five years. The villages covered under the old Anna Marumalarchi Thittam, which was in vogue during 1997-2002, will be taken up in
the fifth year (2010-11). Under the scheme, the Government had allocated Rs.508 crores for 2,540 Village Panchayats during 2006-2007 and Rs.511.86 crores for 2,534 Village Panchayats during 2007-08 at the rate of Rs.20 lakhs per Village Panchayats. For 2008-09, the scheme is going to be taken up in 2,521 villages at an outlay of Rs. 509.64 crores.

**Salient features**

The Centrally sponsored schemes usually have tight guidelines and do not offer the flexibility to take up works that may be locally desirable nor do they provide funds enabling Village Panchayats to carry out their statutory functions under the Tamil Nadu Panchayats Act, 1994. The Anaithu Grama Anna Marumalarchi Thittam endeavours to plug both these gaps in the Centrally sponsored schemes by providing untied funds of Rs.5 lakhs (out of Rs.20 lakhs allocation per Village Panchayat), with the remaining funds to be spent on stipulated items. Further, funds from other schemes of Rural Development and Panchayat Raj department and other departments such as Highways, Public Works, Social Welfare, Health, Education, Agriculture Engineering, and TWAD among others is also dovetailed as far as possible into the Village Panchayats taken up under Anaithu Grama Anna Marumalarchi Thittam. The Government’s intention is to ensure the convergence of at least Rs. 1 crore of funds under various Governmental schemes to each AGAMT Village Panchayat. Updated
guidelines for implementation of the scheme for 2008 – 09 have been issued in G.O.(Ms) No. 88 RD&PR (SGS.1) Dept. dt. 05.06.2008.

Components/works under the scheme

The works under the scheme are broadly classified into two categories:

a) Compulsory works
b) Optional works

Following are the compulsory works:

i) **One Pond/Oorani/Tank per village:** At least one Pond/Oorani is to be constructed at a cost of Rs.3-5 lakhs in each AGAMT village and it should have Bathing ghat, Baby pond, Retaining wall etc. In case of a Pond or Oorani being unavailable in the village, Temple tank or Minor Irrigation tank can be taken up for desilting in the village. Desilting the pond for a minimum depth of 2 metre from the existing level and the baby pond for further depth of 1 metre has been stipulated.

ii) **Sports Centers:** A School Sports Centre at an outlay of up to Rs. 1.5 lakhs or Community Sports Centre at an outlay of Rs. 1 lakh is to be put up in each AGAMT village. The Village Panchayats have
been permitted to incur an expenditure of up to Rs. 10,000 per year for replacement of sports consumables in AGAMT Sports Centres.

iii) **Burial ground / Cremation Ground:** Burial ground in each AGAMT village will be improved with approach road, Compound wall, Cremation shed, Water facility and Lighting.

iv) **Libraries:** A library will be opened in each AGAMT village. A new building may be constructed or an existing building may be modified suitably and books worth of at least Rs. 50,000 are to be bought and furniture worth Rs. 50,000 procured for the library. An Honorary Librarian is to be appointed for each AGAMT library.

v) **Water supply:** For this component under the tied component, a minimum of Rs. 1 lakh should be provided and based on needs, additional allocation can also be made.

Following are the Optional works:

i) **Village Shandy:** Village shandies are to be improved wherever available

ii) **Cement Concrete roads:** can be taken up for an amount not exceeding Rs. 3 lakhs of tied funds.

iii) **Inland Fishery:** Fish ponds are to be taken up wherever feasible and preference are given to the self Help Groups for getting fishery rights.
iv) **Extension of streetlights** and installation of Sodium Vapour lamps / Compact Fluorescent Lamps (CFLs) / Fluorescent Tube lights.

An amount of 1% of the total allocation is to be used for IEC activities.

**Selection of works**

Selection of works to be taken up under AGAMT is done by a committee consisting of the Block Development Officer (Village Panchayats), Assistant Engineer (RD) / Block Engineer, the Panchayat President concerned and Village Administrative Officer. The works should be got approved by the Grama Sabha.

**Execution of the works**

BDO (Village Panchayats) is designated as the tender inviting authority for all works other than the purchase of sports materials, library books and library furniture. The Project Officer, DRDA is the tender inviting authority for the purchase of Sports materials and furniture for AGAMT libraries. The Government has, vide G.O. (Ms) No. 186 RD & PR SGS (2) Department, dated 16.11.07, stipulated that the works for which tenders are not received for three consecutive calls or where the quoted rates are exorbitant or where the works are left midway by the contractor, can be entrusted to the Village Panchayats for execution departmentally in case the value of the work is below Rs. 5 lakh, and through tendering in case the value of the work is above Rs. 5 Lakh each.
2. **INDIRA AWAAS YOJANA (IAY)**

Indira Awaas Yojana, which used to be a component of Jawahar Rozgar Yojana, became an independent scheme from 1997-98 onwards. Its objective is construction of free houses to members of the Scheduled Castes / Scheduled Tribes, freed bonded labourers in rural areas and also to non SC/ST Rural poor people living below the poverty line. Beneficiaries are selected from the Below-the-Poverty-Line (BPL) list approved by the Grama Sabha. At least 60% of the total IAY allocation during a financial year should be utilized for construction / upgradation of dwelling units for SC/ST BPL house holds. A maximum 40% of allocation is for non-SC/ST BPL rural households. 3% of the above categories should be allocated for physically and mentally challenged persons. Government of India has also asked the States to earmark 15% of the beneficiaries from amongst the minorities. New houses as well as upgradation of kutcha houses are being taken up under the scheme. It is funded by the Centre and the State in the ratio of 75:25.

**New houses**

From 01.04.2005 onwards, the unit cost of a new house has been fixed at Rs25,000/- for ordinary soil and Rs.27,500 for difficult soil. Based on the budget announcement of the Union Finance Minister in February, 2008, this amount is likely to be increased by Rs.10,000/- and the unit cost raised to Rs.35,000/- for
ordinary soil and Rs.37,500/- for difficult soil. Moreover, the State Government provides an additional amount for RCC roofing cost in addition to its matching share. With effect from 2006-07, the above RCC roofing cost has been raised from Rs.9,000 to Rs.12,000 per house. The minimum plinth area of a house should be 20 square metres. All new houses are provided with the toilets and smokeless chulhas. Beneficiaries undertake the construction with locally available materials employing low cost technologies. As the cost of construction of new houses has increased substantially, it has been decided to raise the RCC roofing cost from the existing Rs.12,000 to Rs.20,000 per house. This along with the increase in unit cost as announced by the Central Government will raise the total cost of IAY house from existing Rs.37,000 and Rs.39,500 to Rs.55,000 and Rs.58,500 for ordinary soil and difficult soil respectively. A further subsidy of Rs.1,200 out of Total Sanitation Funds is dovetailed to enable each beneficiary construct a toilet in the IAY house.

**Upgradation of kutcha houses**

This can be taken up to a maximum of 20% of IAY allocation. The unit cost is Rs.15,000.
3. NAMAKKU NAAME THITTAM (NNT)

The Hon’ble Chief Ministers in his Budget speech 1997-98 announced a new scheme “Namakku Naame Thittam” to accelerate the pace of socio-economic development in rural and urban areas with a specific intention of institutionalizing the concept of people participation in local planning and execution of community works for local developmental process on continuous and sustainable basis. The basic philosophy of Namakku Naame Thittam is, that the development at the grass root level has to be self generated, self organised and self sustained on a community participation basis. This scheme is to promote an attitude of ‘self help’ among people so that they come forward to fulfill their needs themselves.

People would be encouraged and supported to formulate plans to satisfy the priority felt needs and to execute it on their own through participatory process. Looking from another angle, the idea basically to revive the concept of ‘Kudimaramathu’ and to extend this principle to community assets creation and maintenance. Instead of local community, people would be encouraged to assess and priorities such activities, actively contribute and involve themselves for execution and maintenance to uphold the principle of community participation in development. In the entire process, Government plays a catalytic role.
SCOPE OF NAMAKKU NAAME THITTAM

i) Namakku Naame Thittam is applicable to all areas whether it is urban or rural. The basic principle is that the local public identify the activity, contribute and carry out the work by involving themselves.

ii) Needs of the local public will vary from place to place Therefore, Uniform applicability of projects, or rigidity in selection of activities is not desirable. The projects to be taken up should be primarily the choice of the people. This scheme can be executed for creation of new assets or for the maintenance of the community assets already created.

iii) Though the special funds is provided by the Government for popularizing the concept of Namakku Naame Thittam among the community, this concept can be extended to all other Departments executing schemes for the community asset certain and maintenances for example in Rural Development Department schemes like JVVT, EAS, CRSP, MPLADS, MLACDS, DDP, etc., Namakku Naame can be Promoted which will maximize the utility of the Government allocation by mobilizing the local resources. However, when one or more scheme funds are dovetailed with
Namakku Naame for one community work or activity to avoid confusion in the accounting and bill disbursement, the convergent work and activity shall be executed as one clearly defining the scheme wise accounting, disbursement of bills and utilisation certificate.

iv) The activity chosen need not necessarily be an activity involving financial implications. Even software activities like fulfilling non-financial needs like health and sanitation, immunization, eradication of illiteracy, free medical check up, improvement in the village environment like environmental sanitation and cleaning, awareness building and empowerment of weaker sections through social mobilization may also be taken up.

v) Nature of activities need not be restricted to the works related to the local bodies but any activity irrespective of the Department i.e. works related to Agriculture, Animal Husbandry, Education, Public Works Department, Electricity, Adi-Dravida Welfare, Backward Class Welfare, Highways, Health, Sports etc. can also be taken up and executed with their concurrence under Namakku Naame Thittam.
Following are some of the activities to be taken up under Namakkku Naame Thittam. This is an illustrative but not exhaustive list.

1. Construction of buildings for schools, labs, toilets for schools, hospitals, Primary Health Centres, Sub-Centres, Veterinary dispensaries, livestock centres, library rooms, hostels, noon meal centres. TV rooms PDS shops or other similar community assets in the rural and urban areas including creation of drinking water sources. Maintenance of all such community assets including white washing etc. can also be taken up.

2. Creation and improvement of minor irrigation works like desilting of ranks, canals, ponds, ooranies construction of sluices and retaining walls, bathing ghats, drainages, check dams etc.

3. Construction of bridges, culverts; formation of new roads, upgradation of roads to metalled or black topped or its renewal, and paving of the streets and lanes with brick or cut stones, or cement slabs or metalled or black topped.

4. Improvement and maintenance of parks, play fields, traffic islands, fountains. Street lights etc. subject to the condition that,
5. No permanent construction shall be allowed without prior Permission of the authority controlling the property.

6. No rights shall be established over the property by the sponsoring authority.

7. No structures having communal or religious intent shall be created or installed at the sites;

8. No symbols and flags of political parties or following shall be displayed in the site;

9. That advertisement shall be permitted without affecting the aesthetic value of the site or without demanding ownership or lease right over the property.

10. That any other conditions of mutual acceptance and also the condition that permission granted for improvement and maintenance as liable to be cancelled or discontinued, if the authority feels that sponsor did not take adequate interest or violated any conditions.

**NAMAKKU NAAME OPERATIONALISATION PROCESS**

NNT operationalisation process involves Selection of Villages and Urban areas for Planning, Execution and Stabilization.

**FORMATION OF NAMAKKU NAAME TEAMS**

Since Namakku Naame activity be initiated and popularized simultaneously in, as many villages and urban areas as possible, a special
motivating and facilitating Namakkku Naame Teams can be formed at the rate of one for each panchayat union and urban local body. The teams shall be headed by Collector / District Revenue Officer / Project Officer. DRDA / Deputy Collector / Assistant Project Officers / Personal Assistant to Collector, Regional Director of Municipal Administration / Assistant Director or Town Panchayat, Commissioners for Corporation of Chennai. The concerned executive authority like Block Development Officer / Executive Officer / Municipal Commissioner shall be the Convenor-Co-ordinator. The Team shall comprise of atleast two Govt. officials who voluntarily dedicate themselves for this task and also a member from NGO or voluntary agencies. The team members shall be identified in such a way they are capable of communicating ideas and motivate people for such voluntary efforts.

**SELECTION OF WORKS AND ACTIVITES**

Any citizen can propose for taking up works under ‘Namakkku Naame Thittam’ in specified area. If sufficient persons are not forthcoming ‘Namakkku Naame Team’ should motivate the local body President and public for such voluntary efforts. Since the works taken up will have overlapping time schedule, it is not difficult to organise ‘Namakkku Naame Thittam’ works atleast in six villages per Block and six cycles (point no.3) in each Town Panchyats, Municipalities and Municipal Corporations in a calendar year. More number of works / activities can also be taken up under Namakkku Naame Thittam.
The motivating Team should visit the area with public representative and Chairpersons of local bodies and initiate dialogue with the local people. They can explain the principles of Namakkuv Naame and its importance to maximize the benefit by pooling local resources. They can explain the advantages of participatory development process by local planning, execution and maintenance to stabilise the development efforts.

**PLANNING**

Planning process involves motivations, prioritizing the community needs. Preparation of the list of activities, estimates action plan etc.

Once the work, activity and the place in the local body is identified the first step in implementing the Namakkuv Naame Thittam is that the special team shall guide the Panachayat President to hold the Grama Shaba meeting (in case of urban local bodies, community meeting in the concerned ward should be held) which may be preferably arranged in the evening hours after 4.00 P.M. Village Panachayat President or the Urban local body Chairman as the case may be will play the key role in undertaking the meeting. Other elected representative including MLA can be encouraged to participate in the deliberation actively. However officers shall play catalytic role.

Chairman/President shall discuss the Namakkuv Naame proposals received from the people and priorities the activities on the basis of its importance. They
can be encouraged to take up the ongoing schemes dovetailing to Namakkunamme Principle. The motivating team will help the local body in prioritizing the works/activities after assessing the levels and magnitude of public participation and contribution.

The meeting in the local body (Gram Sabha/Ward meeting) will be concluded with the firm list of activities details of public contribution time schedule of execution fund operation executing agencies etc. Once the list is finalized, the Namakkunamme Team will organise the collection of contribution preparation of estimates, obtaining the technical and administrative sanction from the competent authorities etc.

**EXECUTION**

Execution process involves according administrative and technical sanction / commencing and completing the works, Settlement of bills etc.

An Execution Committee may be formed by the local body from local people themselves from among the responsible persons to co-ordinate and execute the works. This may preferably be headed by Village Panchayat President or Chairman of the Urban local body as the case may be or any other responsible person belonging to the local area.

Prior to the administrative and technical sanction accorded. The Namakkunamme Thittam works should be planned before the Local body council and after
obtaining the approval, the proposal should be forwarded to the District Collector. All administrative and Technical sanctions will be arranged within the District by the District Collector.

After obtaining the administrative and Technical sanctions, works should commence immediately, Technical wing of the concerned department will mark the place within 7 days of all sanctions and avoid any delay. The Technical Wing will continue to supervise the execution and check measures as and when necessary. Once the work is completed final check measurement should be taken up for the settlement of final bill. Completion report should be prepared by the Technical Wing to conclude the work.

During the process of execution and after completion again Grama Sabha of the Ward meeting as the case may be, should take place to appraise the public about the status and impact of the work.

STABILIZATION

Stabilization process involves completion of the work arrangements for maintenance and extending the principles of Namakkal Namme Thittam to other priority needs of the community.

Local people with the help of the concerned local body will form the user group for the continuance of the maintenance of the assets created through self
generated resources. The local people can be encouraged to take up more such works through local planning execution and maintenance. In the post execution stage the Grama Sabha or the Ward meeting as the case may be will be convinced again to take stock of the situation and plan for future.

**CALENDAR CYCLE**

Normally to plan, execute and stabilise individual activities under NNT a period of 2 months to maximum 6 months is required. Simultaneously, more than one activity can be taken in each local body. Except planning process other process like execution and stablisation of activities in one local body will overlap with other. In other words execution and stablisation will proceed in several villages simultaneously. Therefore in a calendar year to complete six cycle of activities in the local bodies is possible. Accordingly a minimum of six works / activities will be initiated under Namakku Naame Thittam per year per block and per urban local body.

**FUNDING**

i) The Govt. have sanctioned in the first phase Rs.10 crores to popularize the concept of “Namakku Naame Thittam” during 1999-2000. Rs. 10 crores will be released in four quarterly instalment to all the districts and Chennai Corporation as indicated in the Enclosure-II Requests for special grant under “Namakku Naame Thittam” can be sent to Government for larger
projects needing additional funds. The criteria like specific proposal incentive to district showing good progress in “Namakku Naame Thittam” or specific needs of public to be fulfilled on priority etc will be taken into account for release of additional funds as and when received.

ii) A Separate savings bank account should be opened for this scheme called “Namakku Naame Thittam” Account in the name of Collector and Commissioner of Chennai Corporation. Similarly at the executing level account will be opened in the name of ABDO/E.O.(Town Panchayat)/Municipal Commissioner/Scheme fund account of the Village Panchayat District / line department officer etc.

iii) Government have ordered to maintain Personal Deposit Account by each District Collector for depositing this Scheme fund. Thus grant component released to the district shall be deposited in P.D. Account and released to the implementing agencies along with the contributory fund from the Savings Bank Account to the Executive agency.

iv) The Collector will release the fund to the implementing / monitoring agency after according the administrative sanction. The Special grant of the Government should not be mixed up with the Centrally sponsored or other schemes doverted for “Namakku Naame Thittam” Collectors can use the
interest accrued from ‘Namakku Naame Thittam’ fund mentioned at 4(iii) for IEC and documentation purpose.

v) Apart from the above allocation in order to popularize the concept of “Namakku Naame Thittam” and maximise the coverage through local resource mobilization, the Collectors and Commissioner, Chennai Corporation should explore all possibilities of Dovetailing the concept of “Namakku Naame Thittam” under Centrally Sponsored and other development schemes implemented in the area.

vi) Public contribution may be encouraged for at least 25% and above either in cash or labour or in kind.

vii) Local Bodies may also contribute to this scheme from out of their own / general funds.

viii) Non-resident Indians (NRIs) living abroad can also contribute to Namakku Naame Thittam. Such contributors shall be mainly in cash or kind. The NRI willing to contribute for this scheme for a specific work/activity in a specified local area, many convey his interest/willingness in writing to the concerned District Collector/Commissioner of Chennai Corporation. On receipt of such communication, the concerned authority will examine all aspects and convey readiness to receive such contribution for the purpose under Namakku Naame Thittam.
PUBLIC CONTRIBUTION

Public contribution may be in the form of cash or labour or in kind. Guidelines in each case are clarified as follows:

CASH CONTRIBUTION

All Cash contribution shall be received only by the Collector / Commissioner of Chennai Corporation in the form of Cheque or DD drawn in the name of District Collector / Commissioner of Chennai Corporation “Namakku Naame Thittam Account” and credited to the account. Receipts should be given for all such cash contributions. A separate Register shall be maintained for accounting cash contribution at Collector and Chennai Corporation Office. Project Officer DRDA will maintain this Account and Register on behalf of Collector. Deputy Commissioner (Finance) Chennai Corporation will maintain the Account and Register. No other person or institution shall be allowed to collect the contribution. Cash contribution collected in respect of dovetailed schemes can also be credited to the Collector’s “Namakku Naame Thittam Account” which can be intern released to the respective dovetailed scheme account maintained by the Local Bodies or line departments after according administrative and technical sanctions. With regard to contribution by NRIs under this scheme guidelines in Para 4 (vii) will be applicable.
KIND CONTRIBUTION

Contribution can be made in the form of materials like Bricks, Sand, Door, Windows, Equipments etc., The kind component should be deposited to the respective local bodies / line departments before seeking the administrative sanction. A separate stock register will be opened for this purpose and all receipts and utilization will be accounted for. Valuation will be assessed at current schedule of rate as approved by the respective Engineering Wing. In case of work executed by Public / Private Bodies, materials collected through contribution from more than one source will be pooled and issued to the executing agencies by the local authorities / line departments.

LABOUR CONTRIBUTION

Though contribution by free labour is acceptable, care should be taken that poor labourers are not exploited by any means. Such labour contribution should be voluntary and spontaneous. The free labour component will be assessed on the basis of the standard unit cost at the approved schedule of rates followed by Government Departments. In such cases administrative sanction can be accorded to the estimated cost but payment should be restricted to the estimated cost minus free labour contribution offered by the People/Donor. However caution should be exercised that the estimates are not boosted up particularly in works like desiliting, new road formulation works and other labour intensive works.
METHOD OF EXECUTION

i) The concept and benefit of community involvement is extended to private sponsors/Non Government Organisations / donors philanthropists / private or public institutions/ companies/business associations/corporate bodies/residential associations/trusts/private organisations like Rotary, Lions, etc., They can also contribute for the creation and maintenance of the assets.

ii) The work order will be issued to the executor who may be local bodies / line departments/donor/Private institutions or any other body indicated in para 6(i) above. Even if the works are executed by private bodies/association / public funds will be only at the bill of Local bodies/line department which will be the monitoring agents. In such case check-measurement will be made by the respective technical wing and bills, will be passed as in the case of other Government Schemes. In the case of school buildings including High School/Higher Secondary School apart from work supervision public Works Department or Municipalities and Municipal Corporation as the case may be will also issue structural stability certificate.

iii) In the case of 100% public contribution, if the beneficiaries association / user association/donors etc., are willing to execute the work, it can be
entrusted to them without insisting on the cash contribution to “Namakkun
Naame Thittam Account”. However, works can be executed as per type
designs and structural needs besides normal check measurements.

iv) Activities can be taken up irrespective of the departments under “Namakkun
Naame Thittam”. In the case of work related to line departments like PWD
Highways etc., the “No objection Certificate” and concurrence shall be
given by the district level officer of the respective department. If there is
any undesirable or deliberate delay on the part of line department in giving
NOC, and if Collector is satisfied that delay is without proper grounds, in
the public interest Collector can issue such NOC and rectify it in District
Empowered Committee.

v) The estimates for the works should be prepared as per the approved unit for
standardised work and at the current schedule of rates for the non-
standardized works. Estimates shall be prepared and be approved by the
respective technical of the Local Bodies / Line Department and no private
estimate shall be acceptable. No advance payment shall be permitted and
payment part of final payment should be made only after check-
measurement by the respective technical authorities, and at no point of time
the payment should exceed the value of work done.
vi) The power for according technical sanction etc shall be similar to the powers conferred on the technical authorities under any other Government Schemes. The respective authority as in the case of other Government Schemes also will accord administrative sanction after getting concurrence of the Collector. In the case of activities related to Rural Local Bodies, Collector will issue the administrative sanction and the Technical Wing of the Rural Development Department will issue the technical sanction. In the case of activities related to Urban Local Bodies (other than Chennai Corporation)/Line Departments the respective technical wing will give technical sanction and the administrative sanction will be issued by the respective competent authority after taking concurrence from Collector. In case of Chennai Corporation, administrative sanction will be accorded by the Commissioner and technical sanction by appropriate technical authority of the Corporation.

vii) Administrative sanction will be accorded for the entire estimated cost but payment should be restricted to 75% in case of labour contribution and adjusted for materials cost in case of material contribution. In case of cash contribution 100% payment can be made as cash contribution is received in advance.
viii) Works shall be executed by the Executor who may be private persons or bodies or department strictly under the technical guidance and supervision of the respective technical wing. For all the omissions and commissions and the quality of execution, the respective technical wing supervising the work will be held responsible.

EVALUATION AND MONITORING

i) Grama Sabha and Ward meeting of urban Local Bodies will be convened at least three time viz., at (1) planning stage, (2) executing stage and (3) post execution stage. The Motivating Team will meet every week preferably on specified day (six meetings in a cycle of 2 months). Brief minutes to the point on progress and problem should be recorded by Namakku Naame Teams.

ii) A District Level Empowered Committee comprising the following persons shall be formed for all districts except Chennai.

1. Collector - Chairman
2. P.O. District Rural Development Agency - Member Secretary
3. All M.L.As - Members
4. All M.Ps. - Members
5. Mayor of Municipal Corporations of Coimbatore, Salem, Madurai, Tiruchy and Tirunelveli for their respective districts- Members

6. Heads of Officers Executing the works in the Districts - Members

7. Chairman, District Panchayat - Members

8. Assistant Director (Town Panchayat) - Member

9. Municipal Chairman executing NNT - Members

10. Commissioners of Corporation and Municipalities executing NNT - Members

11. Panchayat Union Chairmen - Members

12. Selected NGOs participating in NNT - Members

In the case of Chennai Corporation, Mayor and Commissioner of Corporation will be Chairman and Member Secretary of the Committee respectively. In respect of members mentioned in Serial No. 5 to 11 above, Mayor of Chennai Corporation may nominate 7 members of which the ward councilor concerned will be one of them.

The Committee shall meet at least once in 2 months and review the progress of works and plan for motivating more villages to take up Namakkum Naame Thittam.
INFORMATION, EDUCATION AND COMMUNICATION (IEC)

Collectors and Commissioner of Chennai Corporation shall organize IEC activities through vernacular print and electronic media, bit notices etc., highlighting the principles of NNT and its success stories.

DOCUMENTATION

Documentation of NNT and post Namakku Naame Thittam status will be necessary. Collector and Chennai Corporation Commissioner should document various process of this scheme implementation as a record for evaluating the scheme impact on the local community through documenting deliberations, photographs, videos of works and activities etc.

REPORTING

Collector and Chennai Corporation Commissioner shall review the works every month and report the progress to Director of Rural Development (DRD) with copies to Commissioner of Municipal Administration and Director Town Panchayats in respect of Urban Local Bodies in the prescribed formats before 5th of succeeding month. The success stories which photographs and a narrative report may also be sent to Government through Director of Rural Development, Three formats are annexed to this guideline (Enclosure-III, IV and V). Director of
Rural Development will compile the monthly progress report and submit to Government before 10th of succeeding months.

The Collector and Commissioner of Chennai Corporation should spearhead the team of dedicated officers / NGOs for the success implementation of this scheme and spread the concept to more number of Villages by actively participating himself in the scheme planning, formulation and implementation in as many localities as possible. He can also use the team of officers drafted for this purpose and NGOs/Arivoli volunteers to actively conduct a motivation camp at local body level, inspect and monitor the works closely, publicize the success stories locally for encouraging larger public participation in the developmental activities through “Namakkul Naame Thittam” Quick socio economic transformation at the Village and urban areas is possible only if the elected local body representatives and District authorities take the lead role in implementing Namakku Naame Thittam. Awards can be given to the best local bodies/private bodies individuals for the best contribution in implementing this scheme. Collectors can send proposal to Rural Development Department for such awards.³