Other Programmes

Annual Report 2008-09

4

Ministry of Women & Child Development

CHAPTER-4

Other Programmes

Grant-in-aid for Research, Publication and Monitoring

4.1 The Ministry of Women and Child Development is implementing the scheme of grant-in-aid for research, publication and monitoring since 1986-87 with the objective to promote (i) research studies on emerging issues in the field of women and child development (ii) workshops / seminars which help in promoting awareness, discuss the problems and strategies to resolve the problems of women and children and (iii) publications on women and child related topics for wide dissemination of results.

4.2 Priority is given to research projects of an applied nature keeping in view the policy requirements of the Ministry, social problems requiring urgent public interventions and evaluation of the ongoing programmes. During 2008-09 the scheme had a budget allocation of Rs.4.12 crores and expenditure of Rs1.13 crores has been incurred. Funds released during 2008-09 to different organisations for new / old projects are detailed in **Annexure – XXXVI.**

Information and Mass Education Activities

4.3 The activities of Media Unit of the Ministry aims to generate awareness in the country about issues concerning the development of women and children by giving wide publicity to the policies, programmes and development activities formulated and implemented by the Ministry. During 2008-09 a budget of Rs.58.00 crores was allocated for media activities of the Ministry.

4.4 A publicity campaign to inform, educate, and motivate people for bringing about attitudinal changes to achieve social development goals were launched. The focus of the campaign has been to mobilize public opinion on issues pertaining to girl child, gender equality, development of children, women's empowerment, early childhood development, nutrition, equal status for women and social evils like child marriage, dowry, trafficking, sexual abuse of girl child, exploitation of women and children etc. Multi media publicity was given to the issues through release of advertisements in prominent Hindi, English and regional languages, newspapers across the country. Telecast of spots on DD-I (National Network channels) and private TV channels were also implemented through DAVP.

Print Media

4.5 Following advertisements were issued in prominent newspapers in Hindi, English and regional languages across the country during the year 2008-09.

i. Advertisement inviting comments and suggestions from all concerned on the Draft Guidelines on Adoption of Indian Children without Parental Care.

ii. Advertisement on declining sex ratio, on the occasion of Mothers Day.

iii. Advertisement in the memory of the legend Late Shri Rajiv Gandhi on his death anniversary.

iv. Advertisement on the occasion of Independence Day Eve.

v. Advertisement on Birth Anniversary of Late Shri Rajiv Gandhi

vi. Advertisement on 'Save the Girl Child / Gender Issue.

vii. Advertisement on the occasion of the Birth Anniversary of Mahatma Gandhi.

viii. Advertisement on the occasion of Deepawali

ix. Advertisement on Death Anniversary of Late Smt. Indira Gandhi.

x. Advertisement on the occasion of Children's Day.

xi. Advertisement on Birth Anniversary of Late Smt. Indira Gandhi

xii. Advertisement on the occasion of new year (1-1-2009).

xiii. Advertisement on National Girl Child Day in North Eastern Region.

xiv. Advertisement on 26-01-2009 on Domestic Violence in North Eastern Region.

xv. Advertisement on International Women's Day 2009

Television / All India Radio

4.6 Telecast of video spots on Doordarshan National Network , Private TV channels, Cinema Theaters and Indian Cricket League (ICL) 20-Twenty Grand Championship 2008-09 and broadcast of MWCD spots and Ananya Song in AIR / Pvt. FM Stations through Doordarshan, All India Radio and DAVP.

Quarterly Newsletter

4.7 In order to highlight the policies and development programmes formulated and implemented by this Ministry, a quarterly newsletter under the name and title 'MWCD Newsletter SAMPARK' is brought out regularly. Another monthly magazine "Anganvarta" is published from the month of November 2008 for use by Anganwadi Workers / Helpers at the Anganwadi Centers through out the country. This deals with issues relating to the policies and programmes of the Ministry of Women and Child Development.

Participation of MWCD at India International Trade Fair (IITF) 2008

4.8 The Ministry participated in the IITF 2008 during the period 14th – 27th November 2008. Hall No.7 A,B,& C in Pragati Maidan was allotted by India Trade Promotion Organisation (ITPO) to the Ministry. The stalls in this Hall were allotted to participating SHGs listed with CSWB and RMK and their stalls were well stocked. The participating SHGs showcased their products during this period. As per the reports received from CSWB and RMK, the SHGs were satisfied about the quantum of sales. The Ministry also organized cultural programmes during this period in association

with Song & Drama Division. The Ministry also sponsored a Laser Show highlighting the themes of this Ministry through a documentary film and a beam show.

Innovative Work on Women and Children

4.9 In order to fulfil its commitments towards the cause of women and children in this Country, this Ministry has instituted **General Grant-in-aid Scheme.** Under this Scheme, projects of following nature are approved for execution by voluntary organisations / institutions, universities and research institutes, including those set up and funded by Central Government / State Government / Public Sector Undertakings / Local authority / Corporations / Institutions :

i. Projects to tackle problem areas which are relatively unserviced but where need is urgent;

ii. Projects, which fill in essential gaps in existing services and complement them so as to maximize the project;

iii. Projects, which provide integrated services, where all the components need not be financially supported by one source;

iv. Projects which build the capacity of the individual to be self-reliant rather than dependent;

v. Projects located in backward, rural and tribal areas and urban slums which are poorly serviced by existing services;

vi. Projects which are community based and render non-institutional services in certain cases where the nature of the problem so demands; Institutional programmes will also be supported;

vii. Projects to mobilise public opinion and support to tackle pressing social problems;

viii. Projects to tackle problems which require coverage of more than one State;

ix. Projects not covered by any of the existing schemes of the Ministry of Women and Child Development including the Central Social Welfare Board.

During the year 2008-09, against the budget allocation of Rs. 6.88 crores, the expenditure under this scheme was Rs. 1.54 crores. Details of the Funds released under General Grant-in-Aid for innovative work on women and children are given in **Annexure-XXXVII**

Use of Hindi in Official Work

4.10 Hindi Section of the Ministry has been mandated to implement Official Language Policy of the Central Government. In pursuance of this policy, efforts were made during the period under report to maximize the use of Hindi in day-to-day official work of the Ministry. The officers and employees of the Ministry have working knowledge of Hindi. Entries in the Service Books were made in Hindi also. Letters received in Hindi were replied to in Hindi. Article 3(3) of the Official Language Act, 1963 is being complied with in the Ministry.

4.11 Copies of the Annual Programme brought out by the Department of Official Language, Ministry of Home Affairs were circulated to all concerned for compliance. Quarterly Progress Reports received from the offices under the administrative control of this Ministry were reviewed and shortcomings, if any, were brought to their notice for taking appropriate remedial action. To review the progressive use of Hindi in the Ministry as well as in the offices under the administrative control of the Ministry, meetings of the Departmental Official Language Implementation Committee were held in the

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Ministry and remedial measures to overcome the shortcomings were suggested. The last such meeting was held on 30.6.2008. Hindi Fortnight was celebrated in the Ministry from 12-26 September, 2008. During the period, Noting and Drafting, General Knowledge and Essay Writing competitions were organized. Eight officials have been awarded. Award Scheme to encourage the officials to work in Hindi was implemented during the year. Hindi software has been loaded in computers to facilitate working on computers in Hindi. The Second Meeting of Hindi Advisory Committee was held under the chairpersonship of Honorable MOS(IC), on 17 July, 2008 at Vigyan Bhawan, New Delhi.

4.12 In addition to the above items of work relating to the implementation of Official Language policies, the important documents/ material translated in Hindi during the period under the report include Annual Report 2007-08, Performance Budget (2007-08), material for Parliamentary Standing Committee, material relating to Compendium of the Schemes of Ministry, Memorandum of Understanding (MOU) between Government of India, Brazil and South Africa in the field of programmes for Women Development and Gender Equity, replies to Parliament questions, Cabinet notes etc.

Information Technology (IT)

4.13 National Informatics Centre (NIC) is managing the Computer Centre of the Ministry of Women and Child Development which has a Pentium IV Processor based Windows NT Server, a Unix Server and a Local Area Network with facilities like information sharing, electronic mail and graphic user interface (GUI) based INTERNET surfing. NIC continued to provide software, hardware and consultancy support to Ministry in developing computer based Management Information Systems. A team of officers of NIC works in close coordination with the officials of the Ministry to maintain existing software and develop new programmes. A brief description of some of the programmes introduced in 2008-09 by the Ministry with the help of NIC is as follows:

File Status Information System in Ministry

4.14 This system monitors important references received in the ministry. Basic details of the reference are entered into the system as soon as reference is received along with name of the officer to whom the file is marked.

NGO Grant Monitoring System

- **NGO Dak Diary -** The system tracks all proposals received under various grants-in-aid schemes and gives an on line status of action taken on the proposals. With the help of this system, NGOs can view the status of their proposals on their website
- **NGO Directory-** Records registration details and other particulars of all voluntary organizations implementing departmental schemes. The software generates a unique code for each NGO based upon the registration number, name and state so as to enable tracking of the performance under various schemes.
- **Reports** – Cover Scheme-wise/State-wise Projects, Pending/Rejected Cases, Outstanding Utilization Certificates, Geographical Coverage, Cash flows etc.

Central Adoption Resource Authority Portal

4.15 NIC designed and developed the software for monitoring adoption of children in-country and intra country through various agencies. The important portal on child adoption facilitates linking of children for adoption with aspirations of prospective parents. The entire process of child reaching adoption agency, various phases of clearances and medical tests and finally getting adopted apart from monitoring child in the new found adopted home are monitored. Various levels of training and hand holding sessions at five regional centres have been organized.

Budget Monitoring System

4.16 Budget Monitoring System was developed and implemented in the Finance wing of the Ministry. With the help of this package, the Ministry is capturing scheme wise details of funds sanctioned and released.

GIS Mapping of Schemes of the Ministry

4.17 The Ministry commissioned the National Informatics Centre to develop network based GIS application, integrating spatial data up to State, District and Village level and non-spatial data including MWCD data and census. This software maps all sanctioned projects under grants-in-aid schemes, up to the district level, to give a graphical depiction of regional spread of various schemes and identify areas requiring interventions. For example, the software enables listing of districts where no projects have been sanctioned under any scheme (like Working Women Hostel or Short Stay Homes) and lists all districts where no projects of Women and Child Development have been sanctioned so far. This software will enable a more focused approach in planning for investments under various schemes.

National Resource Centre for Women

4.18 Schemes of various Central, State Government bodies and of Non-Government sector to large masses of population especially through modern IT gadgets are an essential and inevitable proposition. Taking advantages of IT innovations, NRCW portal has been launched totally on virtual cyber space for its location and access not only in India but across the entire world.

Intranet Based Integrated Office Automation

4.19 A web based application has been designed and developed for office automation procedures like Personnel Information, Office Orders/Circulars, Payroll, GPF, Income Tax, Leave Records, Official Forms, etc. The Ministry is updating the relevant data regularly and the employees are using this system to get their Circulars, Pay Slips, GPF Statements, IT Statements, Forms, etc. from this website directly. This system is developed using ASP and MS-SQL Server.

Web-Based Counseling and Information Portal

4.20 The Ministry of Women and Child Development has the mandate for holistic welfare, development and empowerment of women and children in the country. In this process it has been observed that there are a large number of issues and problems such as sexual assault, rape, domestic violence etc. faced by

women and children where authentic guidance and information is not available, as a result of which these groups often feel helpless and unable to cope with their emotional and physical trauma. Such problems, if unattended, may even lead the victims to take extreme measures of taking their own life or causing injury to themselves. There are also issues on which women seek guidance especially with regard to childhood care as well as economic empowerment. Many of these issues are such which require discretion and privacy for which special guidance and counseling access is required which not only provides the correct guidance but also ensures that the confidentiality of the person requiring the information is protected.

4.21 It is with this objective that the Ministry of Women and Child Development has launched a web-based counseling and information portal where specific issues related to four broad areas such as legal advise; guidance and counseling on problems relating to violence or abuse of women and children; information on various aspects of early childhood care and nutrition; as well as information on economic self sustenance and micro-finance are provided by a team of experts. The intent of the portal is to give access and opportunity to any person especially women or children who would like to receive information, counseling and guidance on specific problems faced by them. The portal is designed to ensure privacy and confidentiality

4.22 NIC provided assistance to the Parliament Section for regular on-line transmission of Parliament Questions to Lok Sabha and Rajya Sabha Secretariat.

4.23 The Ministry of Women and Child Development has a website which is maintained by the NIC and updated periodically. Technical consultancy and guidance to various organizations under the control of the Ministry are provided by NIC.

Right to Information Act

4.24 In pursuance of the provisions contained in sub section (1) of the Right to Information Act, 2005, the Ministry has designated subjectwise Public Information Officers at the level of Deputy Secretary / Director and Assistant Public Information Officers at the level of Under Secretary for receipt and disposal of applications received under the Act. In addition, officers of the level of Joint Secretary have been designated as appellate authorities in terms of sub-section (1) of section 19 of the Right to Information Act, 2005 for considering appeals against the decisions of the PIOs. The details of Appellate Authority and PIOs / APIOs have been posted on the official web site of the Ministry.

4.25 Under RTI Act, 255 applications were received from the applicants during the year 2008-09 which were sent to the Central Public Information Officers of this Ministry for sending replies to the applicants.

Annual Plan and Action Plan

4.26 The Plan and Non-Plan outlays for the year 2008-09 were fixed at Rs.7200.00 crore and Rs. 60.00 crore respectively. The revised outlays (Plan) have been fixed at Rs.6850 crore whereas Non-Plan have been revised to Rs. 69.00 crores. Scheme-wise details are given at **Annexure - XXXVIII.** The Ministry prepared the Annual Action Plan (AAP) for the schemes and activities of the Department, setting out the targets, both financial and physical, for the four quarters of the year. The Ministry completed the exercise for the preparation of the Annual Plan 2009-10. The Plan was discussed in the Planning Commission. The Planning Commission allocated an interim

outlay of Rs. 7200.00 crores under plan for the Ministry for the year 2009-10.

Plan for the North-East Region

4.27 As per the guidelines of the Planning Commission and the Ministry of Finance, the Ministry has allocated 10% of the Annual Plan outlay for the implementation of its programmes in the seven North-Eastern States of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura and the State of Sikkim. During the year efforts were made to involve social organisations of North East with the existing support available under various grants-in-aid schemes of the Ministry of Women & Child Development.

Special Component Plan (SCP) for SC and Tribal Sub-Plan (TSP)

4.28 The schemes and programmes of the Ministry are directly impacting the lives of women and children belonging to the most disadvantaged sections of the society. Most programmes are located in the areas where the women and children belonging to Scheduled Castes and Scheduled Tribes (SC & ST) populations have easy access to the benefits of these services. Although pre-quantification of flow of funds and benefits to SC/ST population is not workable, however, the basic consideration under all the schemes of the Ministry is to ensure that the benefits of the schemes flow to the disadvantaged sections of the SC/ ST population, women and children. While selecting the location for the project, preference is given to those areas which are predominately inhabited by vulnerable and weaker sections of the society, i.e. scheduled castes, scheduled tribes and families in absolute poverty.

4.29 The Ministry has been implementing one of the largest area based scheme of the Integrated Child Development Services (ICDS). This is perhaps the world's largest programme for holistic development of the child. More than 2/3rd of the Ministry's annual budget is earmarked for ICDS. The Annual Plan outlay for 2008-09 is Rs.6300.00 crores (BE) for Integrated Child Development Scheme (ICDS). The scheme is being implemented in backward rural areas, tribal areas and urban slums. The ICDS envisages provision of vital child development services to most vulnerable groups in disadvantaged areas with a focus on:

a. Areas inhabited pre-dominantly by SCs.

b. Areas inhabited by tribes particularly backward tribes.

c. Areas inhabited by minorities.

4.30 As on 30.6.2008, under 6108 operationalised ICDS projects, the out-reach of the services is being extended to 838.22 lakh of beneficiaries (pregnant & lactating mothers and children below 6 years of age) out of which more than 30% beneficiaries belong to SC & ST population.

4.31 The Central Social Welfare Board (CSWB) made the following stipulations under their grant-in-aid rules to encourage voluntary action in tribal areas:

i. Normally, only such institutions are eligible for grant-in-aid from the Board, which are engaged in Social Welfare activities for a minimum period of three years. This condition is relaxed in the case of institutions located in tribal areas.

ii. Institutions are normally given assistance under the grant-in-aid programme on an equal matching basis (50% grant from the Board and other 50% raised by the

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institutions). In regard to the institutions in tribal areas, the Board allows grants up to 75% of the approved expenditure and in certain deserving cases, grants even up to 95%.

iii. Similarly, under the scheme of Condensed Courses of Education for Adult Women, the institutions are required to make efforts to enroll scheduled Caste and Scheduled Tribe women for the course. In the case of SC and ST candidates, conditions regarding educational qualifications for admission to the courses are relaxed wherever necessary. Records are kept of the SCs and STs admitted to these courses.

4.32 The scheme of Hostels for Working Women implemented by the Ministry provides for seats upto 15% and 7.5% for women belonging to SC and ST communities, respectively. Under various training, employment and education programmes for women, the Ministry is implementing the schemes of Support for Training and Employment Programme (STEP) and Setting up of Employment-cum-Income Generation Training–cum-production units for Women, under which training is given to women to upgrade skill, knowledge in traditional as well as non-traditional trades The implementation agencies are directed by the Department to enroll more SC/ST women.

4.33 The schemes of Food and Nutrition Board (FNB) are aimed at improving nutritional status of people in general and of the vulnerable sections of the population including SCs and STs in particular. Community Food and Nutrition Extension Units (CFNEU) of FNB are organizing training courses in the fields in fruit and vegetable preservations only for SC/ST adolescent girls and women under accelerated programmes for the development of SC/ST community. The major thrust of the programmes of the Board is on the rural and tribal areas.

4.34 Most of the programmes of Ministry, particularly, those for women, are implemented through voluntary organizations. Efforts are made to encourage more and more voluntary organizations to come forth with proposals to start welfare programmes in tribal and backward rural areas by extending special concessions and relaxations under grant-in-aid.