



Maturing as the safe arm of government - Kudumbashree success in government surveys

Jiji

Maturing as the safe arm of Government

1. Opinion Survey of the Beneficiaries of Social Security Pension

It rather amuses the whole world to see that Kudumbashree will have a definite role to play whenever Government of Kerala or any other organisation plan a development program especially for the poor or deprived. The reason behind this is very simple. Kudumbashree represents more than 60% of the total population of Kerala that too from the economically weaker section. Hence most of the beneficiaries will be from Kudumbashree itself. Secondly the three tier structure of Kudumbashree which is spread into length and breadth of the state keeps the identification process of beneficiaries simple. More importantly, the structure and the resources available within this organisation enable to plan, organise and execute a program on a time bound and cost effective way. Hence presence of Kudumbashree in multiple levels has its own importance. Thus decision of the Government to make partner with Kudumbashree to organize door to door opinion survey of Beneficiaries of Social Security Pension was not a mere a coincidence. It was a thoughtful decision of the Government when the decision on mode of Distribution of Social Security Pension to its beneficiaries became vital and Government was sure that decision should not be arbitrary but should be democratic.

In this, Kudumbashree has taken up opinion survey where task assigned was to visit 35lakhs houses with the survey format and collect the data digitize in a web portal. The time given to complete the process was only 14 days.

Execution Strategy:

The First step taken was to identify various task involved in the process. The major tasks were printing of survey formats, selection of enumerators, training

of enumerators, collection and digitization of data and distribution of emoluments to the group. In order to execute this Kudumbashree Mission entrusted Kudumbashree Training group where there are 162 members working as trainers and impart various training to the community Based Organisation (CBO) of Kudumbashree. The monitoring of this process were entrusted Kudumbashree District Missions.

Trainers' Training Program:

The Training group members were given regional level orientation trainings on various processes involved in this whole project and were directed to take the area wise printout of survey formats from sevana web portal. Training group members were also directed to complete the training of enumerators at CDS level.

Selection of Enumerators and introduction of survey format:

Kudumbashree District Mission were told to select 2 enumerators at Area Development Society (ADS) Level so that one enumerator will have to cover maximum of 100-150 houses. The community Development Society (CDS) has selected the enumerators as per the given direction. Master trainers organised CDS level half a day training program about the survey.

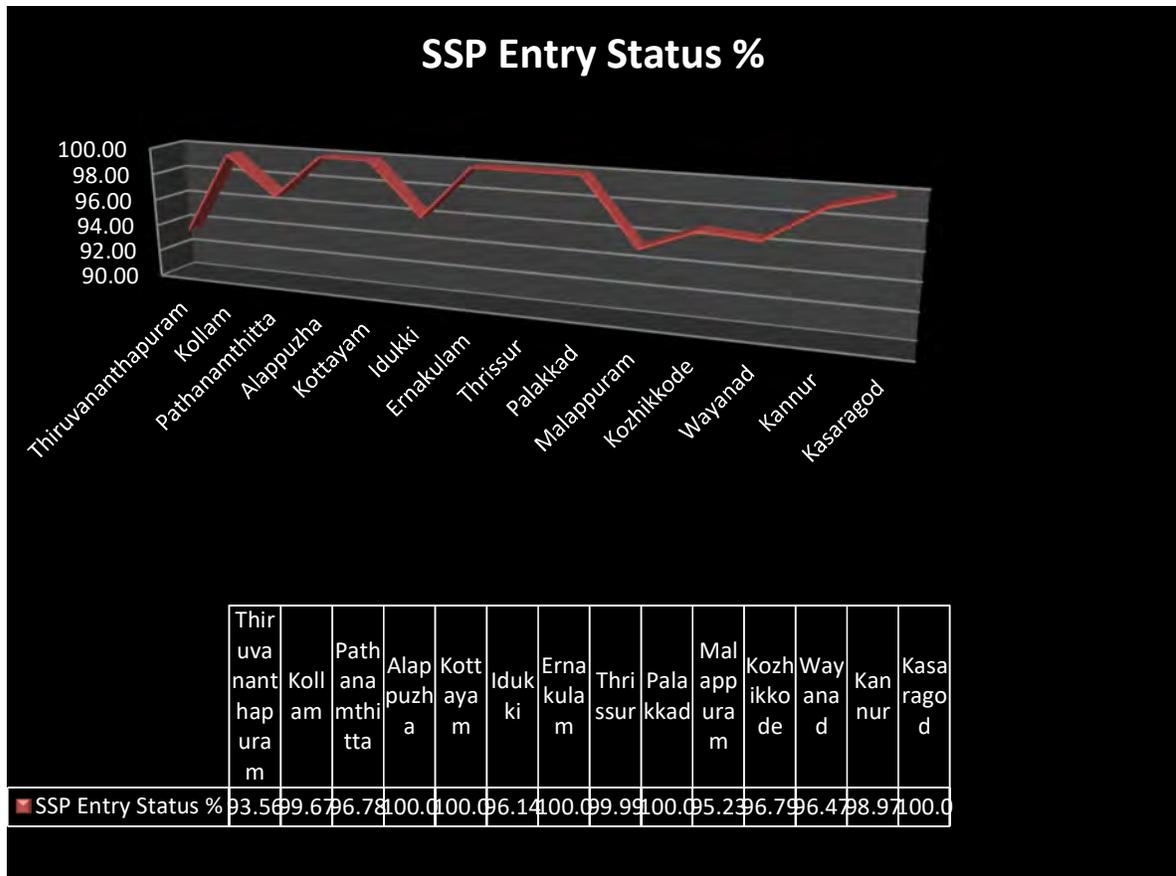
Door to door survey:

All the above task went very smooth and could complete it on time except the actual survey. The whole assumption went wrong when the survey sheet printed had jumbled house addresses of beneficiaries. One A3 size survey format had addresses of 6 households and it was assumed that these addresses are based on geographical area. Unfortunately it was jumbled and both the beneficiaries and enumerators became panic. Beneficiaries were

panic when one beneficiary from the locality is there in the survey sheet many were missing and hence were afraid of stoppage of pension. Enumerators also struggled with this format that even after visiting 3 to 4 times a place they were able to collect hardly 5 to 10 data. In order to set right the problem additional 2 weeks were taken.

State Wise - DBT- Direct To Home Data Collection Status

SI No	District Name	Count- SSP1	Entry Completed- SSP1
1	Thiruvananthapuram	379929	355477
2	Kollam	291710	290754
3	Pathanamthitta	125536	121497
4	Alappuzha	249362	249357
5	Kottayam	190021	190021
6	Idukki	112361	108020
7	Ernakulam	317416	317412
8	Thrissur	358448	358418
9	Palakkad	343944	343927
10	Malappuram	383044	364777
11	Kozhikkode	308727	298809
12	Wayanad	89763	86598
13	Kannur	294823	291783
14	Kasaragod	138802	138796
15	Total	3583886	3515646



However, irrespective of many such hurdles Kudumbashree completed 93% of process within 30 days and could complete 98% within 45 days time. The whole project was executed only with a project cost of Rs. 3 crore. Through this survey Government could not only decide the mode of distribution channel of pension but also could cleanse the data.

Lessons Learned

- Kudumbashree has huge potential to take up large scale project
- There should be a pilot program to check the errors before launching a huge project
- Need to scale up the potential of data entry units at the field level

- While scheduling the time limit need to consider additional time for unforeseen events

2. Collection of Declaration Format and Data entry of Welfare Fund Board

While trying out to find the distribution channel of Social Security Pension it brought to the notice that there is a gap in the whole system that most deserving people are not enjoying the benefit and few others are recipient of multiple pensions. Hence Government has decided to launch Universal Pension scheme by bringing all the existing pension schemes under one umbrella. In order to execute this process Government has instructed the welfare fund board to digitize the data of their members with the support of Kudumbashree for collecting and entering the data. Kudumbashree IT Units have digitized about 1 lakh data across the state for which Kudumbashree IT Units will get Rs. 6lakhs towards data entry charges.

3. Sample survey to execute Universal Pension Scheme:

Another hasty decision of Government was to conduct a sample survey in Kannur and Kollam districts to identify the senior citizens those who are deprived of any kind of pension. The core objective of the project was to get an idea about how much fund would be required if Government wanted to ensure at least one pension to all senior citizens. As per the direction, enumerators were supposed to visit all houses irrespective of the fact that whether any senior citizen is residing there or not. As per the 2011 census total household in both of these districts were about 12 lakhs. Though survey was completed data entry got delayed and thus could complete only 5.8 lakhs data. However Government has launched Universal Pension scheme for senior citizens with the support of this data



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