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St. JOSEPH'S COLLEGE OF ENGINEERING
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St. JOSEPH'S GROUP OF INSTITUTIONS
OMR, CHENNAI - 119

DEPARTMENT OF INFORMATION TECHNOLOGY

AD1006 - Unnat Bharat Abhiyan (UBA)



Focusing Area: Proper implementation of rural development policies & programmes.

Location: Ayyampettai Village, Kanchipuram District.

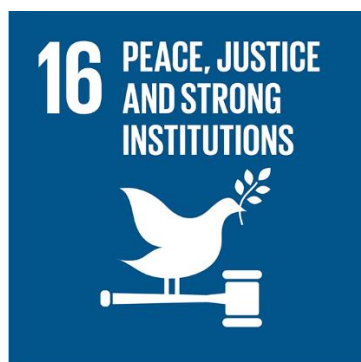
REPORT

Submitted by

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UBA FOCUSING AREA MAPPING WITH SDG AND JUSTIFICATION



Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable, and inclusive institutions at all levels.

This project directly contributes to strengthening institutional effectiveness, inclusiveness, and public service delivery in rural areas. The **JanSeva Hub** acts as a **local governance support system** that bridges the gap between government policy and citizen access by improving transparency, accountability, and responsiveness of service delivery.

The initiative fosters **grassroots participation, grievance redressal**, and local monitoring, thereby creating a transparent and citizen-friendly interface with governance structures.

- **16.6** – Develop effective, accountable, and transparent institutions.
JanSeva Hub maintains service logs, tracks grievances, and ensures fair delivery of schemes.
- **16.7** – Ensure inclusive and participatory decision-making.
Community members, SHGs, and Panchayat leaders are actively involved in planning and oversight.
- **16.3** – Provide access to justice for all.
By offering a structured local platform for grievance registration and resolution, the project ensures justice and entitlement access for all villagers, especially marginalized groups.

UBA SEG - Project Proposal Format

Title of The Technology

"JanSeva Hub – One-Stop Centre for Rural Policy Implementation and Grievance Redressal" Community-managed resource hub that connects people with schemes like NRLM, Skill India, Ayushman Bharat, etc. in Siruvakkam Village, Kanchipuram District.

Introduction

Siruvakkam village, situated near Uthiramerur in Kanchipuram district, Tamil Nadu, faces significant challenges in accessing the benefits of various rural development schemes introduced by the central and state governments. While the village falls under the jurisdiction of multiple flagship programmes such as MGNREGA (employment), PMAY-G (housing), NRLM (self-help groups and livelihoods), SBM-G (sanitation), and Ayushman Bharat (healthcare), the actual reach and impact of these schemes remain limited due to gaps in awareness, implementation, and grievance redressal mechanisms.

Lack of a centralized information hub, inadequate facilitation support, and procedural complexities often leave eligible citizens uninformed and excluded. Many rural households are unable to apply for or follow up on their entitlements due to digital illiteracy, language barriers, or fear of government processes. The absence of real-time help in the village also leads to grievances going unreported or unresolved, further contributing to systemic inefficiencies.

This proposal titled **“JanSeva Hub – One-Stop Centre for Rural Policy Implementation and Grievance Redressal”** envisions establishing a **community-managed resource center** in Siruvakkam to serve as a single-window access point for all major rural development schemes. This center will offer facilitation support, awareness sessions, digital grievance registration, and regular engagement with government departments. By simplifying access and empowering citizens, the project aims to strengthen the delivery of welfare and development programmes at the grassroots level.

Socio-Economic Context and Cultural Context

Most households in Siruvakkam rely on agriculture, daily wage labor, and small-scale occupations for their livelihood. Many families live below the poverty line and face recurring issues related to unemployment, inadequate housing, healthcare inaccessibility, and debt cycles. The village has several self-help groups (SHGs), but their potential is underutilized due to lack of exposure and linkage support with schemes like NRLM or Mudra loans.

Social hierarchies and gender dynamics continue to marginalize women and other vulnerable groups from actively participating in developmental discussions or accessing government welfare. The digital divide further excludes a large portion of the population from using online platforms to apply for benefits or lodge complaints, which have increasingly become the norm in administrative processes.

Infrastructure and Accessibility Challenges

Siruvakkam lacks a centralized service center for scheme facilitation. Panchayat offices are overburdened and often lack trained staff for scheme-specific support. Mobile connectivity is inconsistent, and there is no structured system to spread information or collect grievances. Due to poor monitoring and feedback mechanisms, many complaints or delays go unnoticed, leading to frustration among citizens.

Transportation challenges and lack of follow-up by field officials further complicate the process, especially for elderly citizens, widows, persons with disabilities, and daily wage workers who cannot afford multiple trips to government offices in nearby towns.

Environmental and Policy Relevance

The proposed initiative is directly aligned with the Sustainable Development Goals, including:

- **Goal 1: No Poverty**
- **Goal 8: Decent Work and Economic Growth**

- **Goal 10: Reduced Inequalities**
- **Goal 16: Peace, Justice and Strong Institutions**

It also supports the Indian government's vision for *inclusive and participatory rural governance*, as outlined in schemes like e-GramSwaraj, Mission Antyodaya, and Aspirational Villages.

Creating JanSeva Hubs at the village level is in sync with the “**Minimum Government, Maximum Governance**” principle, which seeks to bring services closer to the people by simplifying access and increasing accountability.

Proposed Solution

The project proposes the creation of a **JanSeva Hub** in Siruvakkam — a fully functional, solar-powered village-level facilitation center equipped with a computer, internet access, trained community volunteers, and digital tools. The Hub will:

- Spread awareness about major rural development schemes.
- Assist citizens in applying for welfare programmes.
- Help register and track grievances in real-time.
- Act as a bridge between villagers and district/block-level officers.

The center will also organize **monthly awareness and grievance redressal camps** in collaboration with government departments and NGOs to bring decision-making closer to the people.

Expected Impact

This initiative will significantly improve transparency, service delivery, and grievance redressal related to rural schemes. The JanSeva Hub will:

- Increase enrolment and access to government programmes.
- Reduce delays and leakages through localized tracking.

- Empower women, SHGs, and marginalized groups with scheme literacy.
- Foster trust and communication between citizens and officials.
- Serve as a replicable model for other villages in the region.

Implementation Strategy

The project will adopt a structured approach for implementation. In the first phase, a baseline survey will be conducted to identify gaps in awareness and access to schemes. This will be followed by the setup of the JanSeva Hub infrastructure and recruitment of trained volunteers from within the village.

The second phase will include intensive community awareness campaigns and training sessions on schemes like MGNREGA, PMAY-G, SBM, NRLM, Ayushman Bharat, and digital grievance platforms. Government officials from block and district levels will be invited for interface sessions to strengthen accountability.

Partnerships with local NGOs and Panchayat bodies will ensure legitimacy, participation, and continuity. Regular monitoring, feedback collection, and reporting will help assess impact and introduce necessary improvements during implementation.

Conclusion

For rural development to be meaningful and inclusive, access to schemes and redressal systems must be simplified and localized. The **JanSeva Hub** in Siruvakkam aims to transform how rural citizens engage with governance—shifting from dependency and confusion to empowerment and active participation. The outcome will be a more informed, self-reliant community capable of accessing its entitlements, demanding accountability, and contributing to a stronger, decentralized rural governance system.

3. Brief Objective/s of the Project

The primary objective of this project is to ensure the **proper and inclusive implementation of rural development policies and programmes** in Siruvakkam village through the establishment of a **community-managed one-stop service center – the JanSeva Hub**. This hub will act as a dedicated interface between citizens and the government, helping them access welfare schemes efficiently and providing timely grievance redressal. It aims to strengthen grassroots governance, promote participatory development, and empower rural communities—especially the most marginalized.

This initiative addresses structural and procedural challenges in scheme access, enhances transparency in service delivery, and aims to build a sustainable model of decentralized, citizen-centric governance. The following detailed objectives outline the core goals of the project:

1. Facilitating Access to Government Welfare Schemes

Objective: Ensure that eligible rural citizens can access and benefit from government development schemes through guided support and real-time facilitation.

Details:

- Establish a **JanSeva Hub** equipped with digital tools and trained volunteers to help villagers understand, apply for, and track schemes like MGNREGA, PMAY-G, NRLM, SBM-G, Ayushman Bharat, and Ujjwala Yojana.
- Assist in **filling online/offline applications**, documentation, and submission processes.
- Maintain a **scheme registry and beneficiary logbook** to monitor outreach and inclusion.

2. Promoting Policy Awareness and Citizen Education

Objective: Increase awareness about existing welfare schemes, rights, entitlements, and grievance procedures among the rural population.

Details:

- Conduct **monthly awareness campaigns**, door-to-door outreach, and **village sabha sessions** using posters, pamphlets, and vernacular-language audio-visuals.
- Organize special “**Know Your Scheme**” days featuring scheme-specific sessions.
- Use local media (radio announcements, WhatsApp groups, community boards) to disseminate timely information.

3. Establishing a Grievance Redressal Mechanism

Objective: Create a local, accessible system for registering and resolving grievances related to delays, corruption, and denial of benefits.

Details:

- Enable digital and physical complaint registration at the JanSeva Hub.
- Use platforms such as **CPGRAMS**, **state grievance portals**, or direct communication with block/district offices to escalate unresolved issues.
- Maintain a **public grievance logbook** and ensure transparency through issue tracking and periodic updates.

4. Empowering Women and Marginalized Groups

Objective: Promote social inclusion and ensure proactive participation of women, elderly, persons with disabilities, and SC/ST households.

Details:

- Identify and train “**Grama Sevaks**” or SHG members as scheme facilitators and support volunteers.
- Conduct women-only workshops to raise awareness of schemes like NRLM, widow pensions, maternity benefits, etc.
- Create a **safe, inclusive space** at the JanSeva Hub for all members of the community to access services without discrimination.

5. Capacity Building of Local Governance Institutions

Objective: Enhance the capability of the panchayat, SHGs, and community leaders to coordinate, monitor, and ensure policy delivery.

Details:

- Conduct **training sessions** for panchayat members and SHG leaders on scheme provisions, monitoring tools, and community mobilization.
- Use simplified dashboards and visual templates to track implementation progress.
- Enable **data-driven decision-making** through local feedback and beneficiary records.

6. Strengthening Digital Literacy and Public Services Access

Objective: Improve digital literacy and enable rural citizens to independently access online portals for services and scheme information.

Details:

- Train youth and SHG members on using mobile apps, e-governance websites (e.g., nrega.nic.in, pmayg.nic.in), and digital grievance portals.
- Provide basic computer training to help villagers navigate UIDAI, Ration Card portals, health card registrations, etc.
- Set up **e-Seva points** with devices, printers, and internet connectivity.

7. Building a Scalable and Replicable Governance Model

Objective: Design the JanSeva Hub as a low-cost, community-run model that can be replicated in other rural areas with minimal government support.

Details:

- Use **locally trained volunteers**, low-cost solar-powered infrastructure, and open-source documentation.

- Develop a **JanSeva Toolkit** consisting of training manuals, process charts, posters, and templates for easy implementation.
- Partner with educational institutions, CSR units, and local NGOs for long-term capacity building and expansion.

8. Monitoring and Evaluation

Objective: Develop a robust framework for assessing the reach, impact, and effectiveness of the project over its entire life cycle.

Details:

- Conduct **baseline surveys** to document current levels of awareness and access to schemes.
- Maintain **monthly performance reports** capturing the number of beneficiaries served, applications filed, grievances resolved, and training sessions held.
- Carry out **mid-term and end-line assessments** with support from local institutions to track progress and gather feedback.
- Document case studies, testimonials, and photos for evidence-based reporting and knowledge sharing.

Conclusion

In summary, the **JanSeva Hub** project is designed to bridge the critical last-mile gap between **policy formulation and ground-level execution** in Siruvakkam village. It aims to bring governance closer to the people by building a reliable, accessible, and citizen-centric platform for policy awareness, welfare access, and grievance redressal.

By empowering the local community through knowledge, facilitation, and digital tools, the project lays the foundation for inclusive and accountable rural development. The long-term goal is to create **a self-sustaining model of decentralized governance** that not only

strengthens scheme delivery but also fosters democratic participation, equity, and dignity among the rural population.

Impact on Village/Beneficiaries

- Enhanced livelihood options through MGNREGA and NRLM.
- Improved housing via PMAY-G.
- Better sanitation and health through SBM-G and Ayushman Bharat awareness.
- Stronger community ownership of development processes.

Duration of Implementation: 6 months

Sustainability Plan

- Hand over VDFC to the Panchayat post-project.
- Train SHG leaders as “Policy Ambassadors”.
- Annual policy awareness camps during village festivals.
- Link with CSR arms of local industries for long-term support.

Total Proposed Budget: ₹1,00,000

Category	Amount (INR)
VDFC Setup (equipment + furnishings)	₹30,000
Awareness Materials & IEC Campaigns	₹20,000
Training & Honorarium for Resource Persons	₹25,000
Digital Infrastructure (Kiosk, Connectivity)	₹15,000
Monitoring & Evaluation Tools	₹5,000
Contingency	₹5,000
Total	₹1,00,000

Conclusion

The proposed intervention in Siruvakkam Village aims to demonstrate how inclusive and efficient implementation of rural development policies can drive real change at the grassroots level. Despite the existence of numerous welfare schemes, many rural citizens remain unaware or unable to access them due to lack of support and information. The JanSeva Hub, a community-managed one-stop center, addresses this gap by offering direct facilitation, digital access, and grievance redressal. Through local volunteer engagement, training, and awareness campaigns, the project empowers citizens—particularly women and marginalized groups—to actively participate in governance and claim their entitlements. By strengthening accountability and improving service delivery, the initiative builds trust in public systems. Designed to be low-cost and scalable, this model offers a replicable solution for rural development in similar villages across the region.

6. Sustainability and Follow-Up Support

Objective: To ensure the JanSeva Hub remains operational, relevant, and community-owned even after the project period ends.

Activities:

- **Community Ownership & Volunteer Network:**
Form a local management committee comprising SHG members, youth volunteers, and panchayat representatives to operate and maintain the JanSeva Hub.
- **Grama Sevak Training:**
Identify and train local “Grama Sevaks” to continue scheme facilitation, grievance handling, and citizen support.
- **Digital Resource Repository:**
Develop a digital library with scheme guidelines, application templates, and step-by-step videos (accessible offline and in Tamil).
- **Integration with Panchayat Services:**
Ensure that the JanSeva Hub is embedded in the Panchayat’s routine functioning, including weekly planning and community outreach.

- **Partnerships with NGOs & CSR Units:**

Seek long-term collaboration with NGOs, educational institutions, and corporate CSR divisions for ongoing material support, mentoring, and outreach activities.

- **Policy Engagement:**

Share project outcomes with local and district-level officials to seek institutional backing for expansion into neighboring villages.

7. Name of Principal Investigator

Dr. M. Usha

8. E-mail of Principal Investigator

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9. Mobile Number of Principal Investigator

94877 90087

8. Funds Raised

Our organization is in the process of raising funds through CSR partnerships, government development grants, and collaborations with civil society organizations. Initial discussions have been held with local Panchayat and district-level officials for co-funding opportunities. We have also received partial contributions from individual donors, and are actively approaching corporate CSR units to secure the full budget required for establishing and operating the JanSeva Hub in Siruvakkam village.

9. Describe Your Role at Various Stages of the Project

As the Project Coordinator, I will oversee the planning, implementation, and evaluation of the JanSeva Hub in Siruvakkam Village:

1. **Planning:** Identify policy implementation gaps, conduct community needs assessment, and coordinate with stakeholders to define project goals.
 2. **Implementation:** Set up the Hub, organize training, coordinate outreach events, and facilitate scheme access.
 3. **Monitoring:** Track Hub performance, grievance resolutions, and citizen participation metrics.
 4. **Evaluation:** Measure impact through data analysis, feedback collection, and reporting.
 5. **Sustainability:** Build community ownership, train local volunteers, and create linkages with Panchayat and CSR partners to ensure continuity post-project.
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10. Process of Execution of the Project

The execution of the project "**JanSeva Hub – One-Stop Centre for Rural Policy Implementation and Grievance Redressal**" will follow a structured, multi-phase approach designed for effective engagement, streamlined service delivery, and long-term sustainability.

1. Initial Planning and Community Engagement

The project will begin with mapping stakeholders including Panchayat officials, SHG leaders, youth representatives, and local NGOs. Introductory meetings and Gram Sabha sessions will be conducted to present the project vision, gather local feedback, and secure community participation. A **needs assessment survey** will collect baseline data on scheme awareness, access issues, and common grievances.

2. JanSeva Hub Infrastructure Setup

A centrally located space within the village will be selected for setting up the JanSeva Hub. The space will be equipped with a computer, printer, solar backup, Wi-Fi, IEC materials, and user-friendly visual boards. Local volunteers (Grama Sevaks) will be trained to run the hub and facilitate services.

3. Capacity Building and Scheme Facilitation

A series of workshops will be organized to train villagers on various schemes like MGNREGA, PMAY-G, NRLM, SBM-G, and Ayushman Bharat. Step-by-step guidance on online applications and grievance redressal mechanisms will be provided. Special focus will be given to **women, elderly, and vulnerable communities**. Printed guides in Tamil will also be distributed.

4. Digital Literacy and Grievance Redressal Mechanism

The Hub will assist villagers in registering and tracking grievances via portals like CPGRAMS or state-specific systems. Volunteers will also provide basic digital training to access government apps and services independently. A **grievance register** and a **scheme access tracker** will be maintained for transparency.

5. Monitoring and Feedback System

Monthly monitoring reports will document services provided, grievances resolved, and scheme enrollments supported. Regular feedback will be collected from users to evaluate service quality. A mid-term and end-term impact assessment will be conducted to evaluate knowledge gain and scheme access improvements.

6. Sustainability Planning

To ensure longevity, a **local management committee** will be formed to oversee the Hub post-project. Volunteers will be trained for long-term facilitation, and CSR engagement will be initiated to fund maintenance and future upgrades. The model will be documented for replication in other villages.

7. Final Reporting and Documentation

At the conclusion, a comprehensive impact report with case studies, photos, and data visualizations will be shared with stakeholders and policymakers. The learnings will be presented in local governance meetings and district forums to explore scale-up potential.

11. Impact on Village / Beneficiaries

The JanSeva Hub project will bridge the implementation gap between rural policies and beneficiaries in Siruvakkam Village. By creating a local access point for government schemes and grievance resolution, it will directly enhance awareness, reduce procedural delays, and increase participation in development initiatives.

1. Awareness and Access

Villagers will gain knowledge of over 10 major rural schemes. Many will enroll in entitlements they previously missed due to lack of awareness or support.

2. Empowerment of Women and SHGs

Women-led SHGs will receive direct facilitation under NRLM and other entrepreneurship programmes. Women volunteers will take on leadership roles within the Hub.

3. Real-Time Grievance Redressal

A structured system for registering and escalating grievances will drastically reduce pending cases related to jobs, pensions, housing, and public services.

4. Strengthened Governance

Panchayat officials will benefit from access to data and citizen feedback, improving their coordination with higher-level departments and service delivery.

5. Replication Potential

Once successful, the JanSeva Hub model can be extended to neighboring villages, promoting decentralized governance across rural clusters.

12. Duration of Implementation of Project: 6 Months

The total duration for the implementation of the JanSeva Hub project in Siruvakkam Village is **6 months**. This includes planning (1 month), infrastructure setup and training (1 month), implementation and outreach (3 months), and monitoring and final reporting (1 month).

13. How to Maintain Future Sustainability of Installed Technology in the Village

Ensuring the sustainability of the JanSeva Hub beyond the initial implementation phase is critical for its long-term impact. A robust plan that includes community ownership, training, policy integration, and continued funding will support the initiative in becoming a self-reliant rural governance model.

1. Community Ownership and Governance

- A **Village Resource Management Committee (VRMC)** will be created to take over day-to-day operations.
- SHG leaders, Panchayat representatives, and youth volunteers will rotate responsibility for oversight, encouraging shared ownership.
- The community will co-develop usage policies and a grievance redressal protocol.

2. Capacity Building and Local Champions

- Selected volunteers will be trained as “**Grama Sevaks**” to facilitate scheme access, maintain records, and support fellow villagers.
- Refresher trainings and peer learning sessions will ensure continuity of knowledge even after the project ends.

3. Technical Maintenance and Upkeep

- Basic troubleshooting skills will be taught to volunteers to maintain digital infrastructure (computer, printer, solar panels).
- Monthly maintenance checks will be scheduled, and a local technician will be identified for complex issues.

4. Integration with Panchayat and Block Office

- The JanSeva Hub will be integrated with existing Panchayat operations to become part of regular governance workflows.
- Panchayat officers will use the data generated from the Hub to align village development planning with actual needs.

5. Institutional Partnerships and CSR Support

- Local institutions like colleges, NGOs, and social enterprises will be engaged for long-term support and volunteer engagement.
- CSR partnerships will be pursued for hardware upgrades, awareness material, and expanding services to new schemes.

6. Documentation and Model Replication

- All training manuals, forms, SOPs, and impact reports will be compiled into a “JanSeva Toolkit” to help scale the model in other villages.
- Success stories and case studies will be shared with district and state-level development authorities to gain policy-level attention.

14. Impact of This Work on Learning of Citizens

This project will greatly improve citizen literacy around government schemes, digital platforms, and grievance processes. Villagers will learn how to access public services without dependency on middlemen, and gain confidence in navigating government systems. Increased exposure to rights, entitlements, and participation opportunities will lead to a more informed, proactive community.

15. Impact of This Work on Local Governance

The JanSeva Hub will enhance the capacity of local governance bodies by acting as a data-driven support system. Panchayat leaders will gain insights from feedback loops, enabling better resource allocation and coordination with line departments. This fosters a more transparent, accountable, and people-centered governance ecosystem.

16. Role of PI After Completion of the Project

After the completion of the project, the Principal Investigator (PI) will:

- Continue to support the local committee for 6 months to ensure proper transition.
- Provide technical and strategic guidance to community volunteers.
- Document learnings and explore scale-up opportunities through district and policy-level advocacy.
- Liaise with potential partners to secure funding for upgrades and replicability in neighboring villages.

17. Duration of Monitoring by PI Post Completion of the Project

The Principal Investigator (PI) will monitor the **JanSeva Hub** project for an additional **6 months after the official completion** of the implementation phase. This extended monitoring period is essential to ensure a smooth transition from project-based operations to a fully self-sustained, community-led model.

Monitoring Objectives and Key Activities:

Periodic Field Visits

The PI will conduct **monthly on-site visits** to the JanSeva Hub in Siruvakkam to observe service continuity, ensure the infrastructure is functioning as intended, and interact directly with beneficiaries and local volunteers. These visits will help identify challenges in real-time and enable immediate corrective measures.

Technical Support and Troubleshooting

During this phase, the PI will assist in identifying and addressing any technical issues related to the use of computers, internet access, power backup, or maintenance of digital records. The PI will also facilitate quick connections to service providers or technical experts when necessary.

Strengthening the Local Management Committee

The PI will evaluate the performance of the **Village Resource Management Committee (VRMC)**, ensuring that it functions independently, maintains records accurately, and adheres to standard operating procedures. If required, refresher sessions and mentoring will be arranged to enhance their capacity.

Tracking Usage and Impact

The PI will monitor the number of villagers visiting the Hub, the schemes accessed, the nature and resolution status of grievances, and the general satisfaction of users. This will be done through both data logs and structured feedback from beneficiaries.

Community Engagement and Feedback

To ensure the JanSeva Hub remains responsive to the needs of the villagers, the PI will organize **bi-monthly community review meetings**. These sessions will allow citizens to voice their suggestions, challenges, and ideas, fostering a participatory approach to continuous improvement.

Reporting and Knowledge Sharing

At the end of the 6-month post-monitoring period, the PI will compile a **comprehensive sustainability and impact report**. This document will include:

- Quantitative metrics of scheme access and grievance redressal.
- Success stories and testimonials from beneficiaries.
- Observations on the self-governance capacity of the local team.
- Recommendations for scaling the model to other villages.
- Insights for future funding proposals and policy advocacy.