

PROJECT PROFILE

1. TITLE OF THE PROJECT

Pelli Kaanuka Scheme of the Government of A.P.

2. CLIENT

Social Welfare Department, GoAP

3. PROJECT OBJECTIVES

The objective of the project is to design and implement of a comprehensive marriage incentive scheme to benefit 1 lakh BPL families in the State of A.P.

4. PROJECT SCOPE

- The scope of this assignment encompassed the following:
 - Study the existing marriage-related-incentive-scheme in 7 departments of the GoAP
 - Design of the single-desk mechanism for implementation of marriage related incentive schemes of various departments through a uniform process
 - Design of the functional architecture for the software application for paperless release of marriage incentive to the bank accounts of the brides and for electronic issuance of the marriage certificates
 - Amending the A.P.Compulsory Registration of Marriages Act, 2002 & the corresponding Rules.
 - Monitor the implementation of the scheme
- The scope of this assignment extends to entire State of A.P.

5. KEY STAKEHOLDERS

The key stakeholders of this project are as below:

Sl. No.	Department / Agency	Role
1	Social Welfare Department (Nodal Department)	Departments whose Marriage Incentive Schemes have been brought under Pelli Kaanuka Single Desk
2	Tribal Welfare Department	
3	BC Welfare Department	
4	Minorities Welfare Department	
5	Differently-Abled Welfare Department	
6	A.P.Building & Other Construction Workers Welfare Board	
7	SERP	Implementing agency for field verification in rural areas & for electronic disbursement of marriage incentive
8	MEPMA	Implementing agency for field verification in urban areas

Sl. No.	Department / Agency	Role
9	Commissioner, Panchayati Raj	Marriage Registration & issuance of marriage certificate under APCROM Act, 2002 in Gram Panchayat jurisdiction
10	Director of Municipal Administration	Marriage Registration & issuance of marriage certificate under APCROM Act, 2002 in Urban Local Bodies' jurisdiction
11	W,C,DA,T&SC Department	Web service for authentication of differently abled status of beneficiaries and the Custodian Department of APCROM Act, 2002
12	IT,E&C Department	Web service for Aadhaar authentication services in the Pelli Kaanuka software
13	Director, Electronic Delivery of Services (Mee Seva)	Web service for Electronic authentication of Caste & Income of beneficiaries
14	Civil Supplies Department	Web service for authentication of BPL status of beneficiaries through ration card
15	Real Time Governance	Registration through 1100 call centre & Authentication services related to Praja Sadhikara Survey
16	School Education Department	Web service for authentication of SSC certificate of beneficiaries

6. PROJECT ACTIVITIES

The following activities were carried out:

- Pre-Launch & Launch Phases
 - Study of existing marriage incentive schemes in 7 Departments of GoAP and of Government of India, with an emphasis on understanding the issues/lacunae in them
 - Process design for Incentive Registration, Field Verification, Marriage Verification, disbursement of marriage incentive and issuance of marriage certificate
 - Functional design, testing & UAT for the end-to-end web application/mobile application
 - Design of dashboard
 - Understanding the legal framework governing marriages in the country & the State
 - Drafting of the Policy & Implementation Guidelines vide G.O.s/Circulars, policy directives etc.
 - Training of trainers (Kalyana Mitras - Field & Marriage Verification personnel)
- Implementation Phase
 - Making necessary course correction in the processes
 - Project Management
 - Drafting of the G.O.s/Circulars, policy directives etc
 - Reporting
 - Drafting amendments to A.P.Compulsory Regulation of Marriages Act, 2002 & Rules, 2003
 - Preparation of Decks for Hon'ble C.M.'s reviews & Cabinet Meetings

7. PROJECT DURATION

The project duration was 1 Year

8. DELIVERABLES OF THE PROJECT

The following were the deliverables of the project.

- Policy & Implementation Guidelines vide G.O.s/Circulars, policy directives etc.
- Project Management

9. BENEFITS DELIVERED

- Rs. 307 Crores of marriage incentive disbursed to 88,615 BPL brides in A.P.
- 1,20,873 Marriage Certificates were issued electronically under the A.P.Compulsory Registration of Marriages Act