



GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Municipal Administration and Urban Development Department - Strategy for Elimination of Urban Poverty - Establishment of Mission for Elimination of Poverty in Municipal Areas (MEPMA) - Orders - Issued.

MUNICIPAL ADMINISTRATION & URBAN DEVELOPMENT (UBS) DEPARTMENT

G.O. Ms No. 414 M.A

Dated: 04-06-2007

Read:

From the Commissioner and Director of Municipal Administration, Hyderabad
Lr.No.1/UPA/2007, dated 12.3.2007.

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ORDER:-

Over the last fifty years, the urban population in Andhra Pradesh has increased from 54 lakhs in 1951 to 205 lakhs (400%) in the year 2001. This constitutes 27% of the total population of the state as against a mere 17.42% in 1951. Out of 205 lakhs urban population, around 30 lakhs people are estimated to be poor. The phenomenal growth of the population of the poor is mainly on account of migration of people from rural areas in search of better livelihood opportunities in the urban growth centres. It is estimated that presently more than 50% of total poor families in Andhra Pradesh are residing in urban areas. This figure is likely to increase year by year owing to the pattern of rapid growth in the urban centres and the ever increasing livelihood opportunities they provide to the rural poor. Government have adopted a mission approach to provide adequate investments to address infrastructure gaps in urban areas through funds from state plan & non-plan allocation, central Government schemes and externally aided projects; but the challenge of addressing increasing urban poverty comprehensively is engaging the attention of government for some time.

2. Government, keeping in view the rich and pioneering experience gained in the state in tackling rural poverty, particularly the highly successful self help group strategy under Indira Kranti Patham, have decided to replicate the same in the urban areas of the state.

The strategy broadly includes the following elements:

- Building organizations of the poor as an essential prerequisite for poverty alleviation. Through these organizations, the poor can save and invest efficiently.
- Empowerment of the poor as the means to poverty eradication. Through empowerment, the poor can also assert the right to resources intended for them and enhance their dignity and self-respect.
- The need for sensitive support mechanism to catalyze the process of social mobilization. A new kind of animator/facilitator who is part of these support mechanisms will be created.
- Participatory monitoring and evaluation is built into the process so that self-corrective action can take place as the process evolves.

3. Establishment of Mission for Elimination of Poverty in Municipal Areas (MEPMA)

(i) In order to develop and implement the urban poverty strategy on the lines indicated above, Government hereby order the setting up of a society called the Mission for Elimination of Poverty in Municipal Areas (MEPMA) which shall be registered under Andhra Pradesh (TA) Public Societies Registration Act, 1350F with functional autonomy on par with Society for Elimination of Rural Poverty (SERP). Mission for Elimination of Poverty in Municipal Areas (MEPMA) shall perform the following functions:

- Develop a strategy for elimination of poverty in urban areas
- Profiling the poor in urban areas using participatory methodologies
- Organize them into Self Help Groups (SHGs).
- Promote and nurture federations of Self Help Groups.
- Organize continuous capacity building programs for staff and Self Help Groups.
- Facilitate the groups to access bank linkages.
- Take up skill development programs for self employment and wage employment.
- Facilitate pro-poor budgeting in Urban Local Bodies (ULBs).

- Address vulnerability like disability/old age/adolescent girls / child labour etc.
- Provide improved access to quality civic services to the poor.
- Take up any program that empowers the poor and/or addresses the various issues related to Poverty Elimination and Human Development.
- Implement any program formulated by Government of India or Government of AP for community development, Institutional Building and Capacity enhancement.
- Access funds from Central & State Government, Financial institutions and other Agencies.

(ii) The structure of Mission for Elimination of Poverty in Municipal Areas (MEPMA) Society will be as follows:-

A) Governing Body: The Governing body of Mission for Elimination of Poverty in Municipal Areas (MEPMA) will provide overall guidance in the formulation of the state strategy to eliminate urban poverty and oversee its implementation across the state with the following composition:-

a.	Hon'ble Chief Minister		Chairperson
b.	Hon'ble Minister for Municipal Administration and Urban Development Department.		Vice -Chairperson
c.	Secretary to Government & Commissioner, UPA, MA & UD Department	...	Convenor
d.	Principal Secretary to Government, Rural Development Department	...	Member
e.	Principal Secretary to Government, Women Development and Child Welfare Department	...	Member
f.	Principal Secretary to Government (IF) Finance Department	...	Member
g.	Commissioner and Director of Municipal Administration, Hyderabad	...	Member
h.	Chief Executive Officer, Society for Elimination of Rural Poverty (SERP), Hyderabad.	...	Member
i.	Mission Director - Mission for Elimination of Poverty in Municipal Areas (MEPMA)	...	Member
j.	General Manager and Convenor, State Level Bankers Committee (SLBC), Andhra Bank, Hyderabad.	...	Member
k.	Five Representatives from NGOs working in the Poverty Sector to be nominated by the Government	...	Members.

B) Executive Committee: The Mission will have an Executive Committee for implementing decisions taken by the Governing Body with the following composition:-

a.	Secretary to Government & Commissioner, UPA, MA&UD department	Chairperson
b.	Mission Director, Mission for Elimination of Poverty in Municipal Areas (MEPMA)	Member Convenor
c.	Commissioner and Director, of Municipal Administration	Member
d.	Chief Executive Officer, Society for Elimination of Rural Poverty (SERP), or his nominee	Member
e.	Director, Urban Community Development (UCD) of the Greater Hyderabad Municipal Corporation	Member
f.	Commissioner, Greater Visakhapatnam Municipal Corporation	Member
g.	Commissioner, Vijayawada Municipal Corporation.	Member

4. Management support for Mission for Elimination of Poverty in Municipal Areas (MEPMA):

(i) State level:

The Mission will be headed by one Mission Director, who will be drawn from the IAS. Two Additional Mission Directors who are of the rank of Additional Director/Joint Director will be taken on deputation from Municipal Administration and Urban Development / other Departments to assist the Mission Director. Mission for Elimination of Poverty in Municipal Areas will engage on contract basis as many number of professionals/functional specialists as required to fulfill the objectives set out for Mission for Elimination of Poverty in Municipal Areas. In addition, the required number of support staff will be taken either from various Government Departments on deputation or outsourced from open market. The management structure for Mission for Elimination of Poverty in Municipal Areas at state level is given in Annexure-I

In the first year of the programme, the Project Coordinator, Andhra Pradesh Urban Services for the Poor (APUSP) will be the Mission Director of MEPMA and the State level support to Mission for Elimination of Poverty in Municipal Areas (MEPMA) will be provided by the Social Development Unit set up under AP Urban Services for the Poor (APUSP).

(ii) District level units of Mission for Elimination of Poverty in Municipal Areas (MEPMA):

Mission for Elimination of Poverty in Municipal Areas (MEPMA) shall set up the District Level Project Management Units (DPMUs) with District Collector as chairman of the unit. Its functional Head will be District Project Officer (DPO) who will be essentially drawn from Government Departments on deputation or suitable persons from Municipal Administration and Urban Development Department. The rank District Project Officer (DPO) would be not less than the cadre of Deputy Director of Government Departments if taken on deputation. The Project Director, DRDA will be in charge Head of the District Level Project Management Unit (DPMU) for an initial period of six months by which time district level set up will be created. The management structure for Mission for Elimination of Poverty in Municipal Areas (MEPMA) at District Level Unit is given in Annexure II.

Mission for Elimination of Poverty in Municipal Areas will subsequently work out the actual number of support staff and functional specialists for each District Level Project Management Unit (DPMU), keeping the objectives of the mission and local needs in view.

(iii) Urban Local Body (ULB) Level unit:

The Urban Local Body level unit will be headed by one Town Project Officer (TPO) who will be responsible for implementing the activities set out by Mission for Elimination of Poverty in Municipal Areas. The Town Project Resource person would be taken on contract basis from open market, wherever the post is not sanctioned or vacant. The management structure for Mission for Elimination of Poverty in Municipal Areas at Urban Local Body level is given in Annexure III.

5. Staffing:

There are number of posts created under SJSRY and other externally aided projects which will be utilized for the programme. The Mission for Elimination of Poverty in Municipal Areas (MEPMA) will work out the number of posts required to be filled up with Government officers on deputation from various departments and if necessary send proposals to Government for creation/up-gradation of posts at the level of Urban Local Body District and State.

6. Program Strategy Management:

To enable the Mission for Elimination of Poverty in Municipal Areas (MEPMA) to carry out its tasks, large number of experts and expertise is required for formation and strengthening of organizations of the poor. Considering the rich experience gained by Society for Elimination of Rural Poverty (SERP) in this sector, Government hereby decide to utilize the services of Society for Elimination of Rural Poverty (SERP) in assisting the Municipal Administration and Urban Development in following areas:

- Induction of human resources and training in Mission for Elimination of Poverty in Municipal Areas (MEPMA)
- Induction of human resources and training in District Level Project Management Units (DPMUs): One Town Project Officer who has considerable experience in this sector will be drafted to work in District Level Project Management Unit for better coordination with Urban Local Bodies.

- Urban Local Body level Units – induction of human resources and training – The Society for Elimination of Rural Poverty (SERP) will also provide support for facilitating contract / MOU between Mission for Elimination of Poverty in Municipal Areas (MEPMA) and Zilla Samakhya for Community Resource Person (CRP) strategy.

7. The amount required to implement the activities envisaged as above for the year 2007-08 will be mobilized from Swarna Jayanti Shahari Rozgar Yojana (SJSRY) and APUSP Project funds. The Commissioner and Director of Municipal Administration, will keep all the funds available under SJSRY at the disposal of Mission Director of MEPMA to commence the implementation of the programme. From the Financial year 2008-2009 the cost of management support for MEPMA would be met from out of SJSRY funds, which is presently met by 'APUSP'

8. This order issued with the concurrence of Finance (Expr.M&F) Department, vide their U.O. No. 5516/210/A1/Expr. M & F/07, dated:28-05-2007.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDRHA PRADESH)

PUSHPA SUBRAHMANYAM,
SECRETARY TO GOVERNMENT
& COMMISSIONER, U.P.A.

To
The Commissioner and Director of Municipal Administration, Hyderabad.
The Managing Director, APUFIDC Limited, Hyderabad.
The Project Co-ordinator, APUSP Project, Hyderabad.
The Special Chief Secretary to Government, Finance Department.
The Principal Secretary to Govt., Rural Development Department.
The Principal Secretary to Govt, (IF) Finance Department.
The Principal Secretary to Government, WD,CW&DW Department.
The Special Secretary to C.M.
The Commissioner, Greater Hyderabad Municipal Corporation, Hyderabad.
The Chief Executive Officer, SERP, Hyderabad.
The Commissioner, Greater Visakhapatnam Municipal Corporation.
The Commissioner, Vijayawada Municipal Corporation.
✓ The Mission Director, MEPMA, Hyderabad. *of APUSP, Hyderabad, EWC (PH) Building, Hyd.*
The General Manager and Convenor SLBC, Andhra Bank, Hyderabad.
The General Manager, Reserve Bank of India, Hyderabad.
The Chief General Manager, NABARD, Hyderabad.
Copy to
The P.S. to Minister for Finance.
The P.S. to Minister for Municipal Administration & Urban Development.
The P.S. to Chief Secretary to Government.
The P.S. to Prl. Secretary to Government, MA & UD Department.
The P.S. to Secretary to Government, & Commissioner, UPA, MA & UD Department.
The P.A. to Addl. Secretary to Government, MA & UD Department.
St/sc.

////// FORWARDED BY ORDER//////


RESEARCH OFFICER.

Annexure II to G.O.Ms.No.414 MA, Dated:4-06-2007.

District level - District Project Management Units of MEPMA with District Collector as chairman. The budget requirement is Rs. 6.22 crs in 23 units @ 14 in each team

S.No	Unit/Description	Unit cost in Rs	Proposed		Expected in the year 2007-08		Source of Fund			Remarks
			No. of units	Cost per annum in Rs. lakhs	No. of units	Cost per 10 months in Rs. lakhs	APUSP	SJSRY	GOVT	
1	District Project Officer (taken on deputation from Government)	35000	1	4.20	0	0.00	0.00	4.20	0.00	
2	Accounts Officer	15000	1	1.80	1	1.50	0.00	1.50	0.00	
3	Administrative Officer	15000	1	1.80	1	1.50	0.00	1.50	0.00	
4	Senior Assistant	10000	2	2.40	2	2.00	0.00	2.00	0.00	
5	Date Entry Operators	5000	2	1.20	2	1.00	0.00	1.00	0.00	
6	Personal Assistant	5000	1	0.60	1	0.50	0.00	0.50	0.00	
7	Accountant	5000	1	0.60	1	0.50	0.00	0.50	0.00	
8	Office Assistants	4000	3	1.44	3	1.20	0.00	1.20	0.00	
9	Specialists	20000	5	12.00	3	6.00	6.00	0.00	0.00	1- IB/ CB 2- LH/ ME 3- Health & Disability
10	Office			10.00		10.00	10.00	0.00	0.00	
Total			17	36.04	14	24.20	16.00	12.40	0.00	
For 23 Units				828.92		556.60	368.00	285.20	0.00	

PUSHPA SUBRAHMANYAM
SECRETARY TO GOVERNMENT &
COMMISSIONER, U.P.A.

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65%

35%

The cost of Setting up MEPMA

S.No	Unit/Description	Unit cost in Rs	Proposed		Expected in the year 2007-08		Source of Fund			Budget for 2008-2009 (SJSRY)	Remarks
			No. of units	Cost per annum in Rs. lakhs	No. of units	Cost per 10 months in Rs. lakhs	APUSP	SJSRY	GOVT		
1	Mission Director, MEPMA (Govt)	50000	1	6.00	1	5.00	5.00	0.00	0.00	6.00	PC, APUSP WILL BE INCHARGE
2	Additional Mission Director (Govt)	40000	2	9.60	2	8.00	8.00	0.00	0.00	9.60	APUSP C3 Head & AD, CDMA will be incharge
3	Administrative officer (Govt on deputation or on contract)	20000	1	2.40	1	2.00	2.00	0.00	0.00	2.40	
4	Finance Manager (Govt)	20000	1	2.40	1	2.00	2.00	0.00	0.00	2.40	
5	Senior Assistants (Govt/contract)	10000	2	2.40	2	2.00	1.00	1.00	0.00	2.40	
6	Account Assistants (contract)	4000	2	0.96	2	0.80	0.80	0.00	0.00	0.96	
7	Personal Assistants (contract)	6000	5	3.60	5	3.00	1.50	1.50	0.00	3.60	
8	office assistants (contract)	4000	5	2.40	2	0.80	0.80	0.00	0.00	2.40	
9	Specialists (Govt officers on deputation or on contract)	35000	5	21.00	5	17.50	0.00	17.50	0.00	21.00	1-IB/CB 2-LN/ME 3-Health 4-Disability 5-Marketing
10	Capacity building programs and exposure visits			20.00		20.00	10.00	10.00	0.00	20.00	
11	Vehicles, Telephones; cells, office accommodation, computer, systems, stationery			29.60		29.60	9.60	20.00	0.00	29.60	
Total			24	100.36	21	90.70	40.70	50.00	0.00	100.36	

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PUSHPA SUBRAHMANYAM,
 SECRETARY TO GOVERNMENT &
 COMMISSIONER, U.P.A.

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Annexure-III to G.O.Ms.No.414 MA, Dated:4-06-2007.
ULB level (Town Level Urban Poverty Elimination cells) 136 units with 5 in each unit

S. No	Unit/ Description	Unit cost in Rs	Proposed		Expected in the year 2007-08		Source of Fund			Remarks
			No.of units	Cost per annum in Rs. lakhs	No.of units	Cost per 10 months in Rs. lakhs	APUSP	SJSRY	GOVT	
1	Town Project Officer / Town Project Resource Person	15000	136	245.00	136	204.00	0.00	204.00	0.00	(1 per Town) On deputation or on contract basis. TPC / TPO at District Head Quarter ULB will work in DRDA along with APO Urban Poverty Program
2	Community Organisers	7000	408	350.00	408	285.60	116.20	169.40	0.00	(3 per Town) Number varies to corpn. On contract basis through NGOs as was done in APUSP or zilla samakhyas
3	Specialists	10000	272	340.00	136	136.00	42.00	94.00	0.00	(1 per Town instead of 2 per Town) On deputation or on contract basis
Total			816	935.00	680	625.60	158.20	467.40	0.00	

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