



ABSTRACT

Social Welfare and Women Empowerment - "Moovalur Ramamirtham Ammaiyar Higher Education Assurance Scheme" in the place of Moovalur Ramamirtham Ammaiyar Memorial Marriage Assistance Scheme – Implementation Guidelines - Orders - Issued.

Social Welfare and Women Empowerment [SW3(2)] Department

G.O. (Ms) No.46

Dated 02.08.2022

சுபகிருது ஆடி 17

திருவள்ளூர்வராண்டு 2053

Read:

Letter of Director of Social Welfare, No.5929/WW-1(1)/2022,
Dated 06.07.2022.

During the Budget Speech 2022, the Hon'ble Minister for Finance and Human Resource Management has announced that "recognizing the low enrolment ratio of girl students from Government schools in higher education, the Moovalur Ramamirtham Ammaiyar Memorial Marriage Assistance Scheme is being transformed as Moovalur Ramamirtham Ammaiyar Higher Education Assurance Scheme. All girl students who studied from Classes 6th to 12th in Government schools will be paid Rs.1,000/- per month directly into their bank account till the uninterrupted completion of their undergraduate degree, diploma and ITI courses. The students will be eligible for this in addition to other scholarships. Through this programme, approximately 6,00,000 girl students can potentially benefit each year. For this new scheme, an amount of Rs.698.00 crore has been allotted in this Budget. The existing schemes of EVR Maniammayar Memorial Widow's Daughter Marriage Assistance Scheme, Dr. Muthulakshmi Reddy Memorial Inter-Caste Marriage Assistance Scheme, Annai Teresa Orphan Girls Marriage Assistance Scheme and Dr. Dharmambal Ammaiyar Memorial Widow Remarriage Assistance Scheme will continue to be implemented without any change".

2. To implement the above announcement, in the letter read above, the Director of Social Welfare has sent proposal based on the various meetings held alongwith implementation modalities of Moovalur Ramamirtham Ammaiyar Higher Education Assurance Scheme containing the salient features of the Scheme, Design, Mode of Direct Benefit Transfer, Eligibility criteria, Quantum of Amount, Implementation, Convergence, Budget allocation, Administrative cost, Setting up of Programme Management Unit, System Integrator, Roles and responsibilities of State Programme Management Unit/Departments, Banking sector, State/District level Committees, Single Window Service delivery and requested the Government to issue orders in this regard.

3. After careful consideration, Government accept the proposal of Director of Social Welfare and issue the following orders: -

- (i) The Moovalur Ramamirtham Ammaiyar Memorial Marriage Assistance Scheme is transformed as Moovalur Ramamirtham Ammaiyar Higher Education Assurance Scheme.
- (ii) Cash benefit of Rs.1,000/- per month per beneficiary till the completion of their first higher education shall be paid monthly to the girl students who have completed their 6th to 12th Std in Government schools of Tamil Nadu and enrolled in any higher education courses in any Higher Education Institutions recognized by Government of Tamil Nadu/ Government of India / University Grants Commission situated in Tamil Nadu.
- (iii) The Moovalur Ramamirtham Ammaiyar Higher Education Assurance Scheme shall be implemented as per the Guidelines in the Annexure (enclosed).
- (iv) The Director of Social Welfare is the Nodal Officer for the overall implementation of "Moovalur Ramamirtham Ammaiyar Higher Education Assurance Scheme".
- (v) The scheme activities will be implemented through online mode only without any physical / manual operation.
- (vi) Tamil Nadu e-Governance Agency is directed to maintain and other aspects regarding the online portal developed for the scheme and to assist the Department of Social Welfare in the implementation of end to end e-Governance mechanism of the scheme.
- (vii) The School Education Department shall verify as to whether all girl students have completed their school education in Government Schools of Tamil Nadu from 6th to 12th Std.
- (viii) The Higher Education Department shall ensure the e-processing of application of all girl students through its own facilities for availing incentive under the scheme and assist them to open Zero balance bank account and to certify every six months in a year i.e 30th June and 31st December that girl students are studying / continuing the Higher Education in their institution.
- (ix) The Director of Social Welfare is authorised to sanction the incentive amount of Rs.1,000/- per beneficiary and disburse the same on 7th of every month through DBT-IFHRMS. The stipulated date of sanctioning the incentive amount shall be strictly adhered by the Director of Social Welfare.
- (x) The State Programme Management Unit (SPMU) for the scheme implementation is established as detailed below:
 - A. Deployment from Department :
 - i. Additional Director / Joint Director
 - ii. Accountant

B. By outsourcing :

Post	No
Senior Consultant – IT	1
Senior Consultant – Grievance Redressal	1
Senior Consultant – Accounts and Fund Management	1

- (xi) The annual recurring expenditure is sanctioned for Rs.698.00 crore (Rupees Six hundred ninety eight crore only) for implementing the Moovalur Ramamirtham Ammaiyar Higher Education Assurance Scheme including the actual administrative cost towards the State Programme Management Unit (SPMU).
- (xii) The expenditure for the current financial year sanctioned at para 3 (xi) above shall be incurred from the Budget provision of 2022-2023.
- (xiii) The above expenditure shall be debited under the following Heads of Account.

Heads of Account

“2235 – Social Security and Welfare – 02 Social Welfare
103 – Women’s Welfare – State’s Expenditure – LT –
Financial Assistance – Moovalur Ramamirtham Ammaiyar
Girl children Higher Education Guarantee Scheme – 309
Grants-in-Aid – 03 Grants for Specific Schemes.
(IFHRMS DPC : 2235-02-103-LT-30903)”

“2235 – Social Security and Welfare – 02 Social Welfare
789 – Special Component Plan for Scheduled Castes –
State’s Expenditure – JF – Financial Assistance – Moovalur
Ramamirtham Ammaiyar Girl children Higher Education
Guarantee Scheme – Special Component Plan – 309
Grants – in- Aid – 03 Grants for Specific Schemes
(IFHRMS DPC : 2235-02-789-JF-30903) ”

“2235 – Social Security and Welfare – 02 Social Welfare
796 – Tribal Area Sub-Plan – State’s Expenditure – JF –
Financial Assistance – Moovalur Ramamirtham Ammaiyar
Girl children Higher Education Guarantee Scheme – Tribal
Sub-Plan – 309 Grants-in-Aid – 03 Grants for Specific
Schemes
(IFHRMS DPC :2235-02-796-JF-30903)”

- (xiv) State Level Steering Committee under the Chairpersonship of Chief Secretary, State Level Monitoring Committee under the Chairpersonship of Director of Social Welfare, District Level Monitoring Committee under the Chairpersonship of District Collector shall be established as detailed in the Guidelines towards the implementation of the scheme.

- (xv) Orders will be issued separately regarding the fixation of salary, qualification, experience, terms and reference for the staffs to be recruited on consolidated pay for the State Programme Management Unit.

4. This order issues with the concurrence of Finance Department vide its U.O No.39150/Fin(SW)/2022, dated 02.08.2022.

(By Order of the Governor)

SHAMBHU KALLOLIKAR,
Additional Chief Secretary to Government

To

The Director of Social Welfare, Chennai-15.

The Additional Chief Secretary / Principal Secretary of
Animal Husbandry, Dairying, Fisheries and Fishermen Welfare,
School Education, Higher Education, Adi Dravidar and Tribal Welfare,
Backward Classes and Most Backward and Minorities Welfare,
Health and Family Welfare, Agriculture and Farmers Welfare,
Labour Welfare and Skill Development, Law Departments, Chennai – 9.
All Departments of Secretariat, Chennai – 9.

All Head of Departments

The Chief Executive Officer, Tamil Nadu e-Governance Agency, Chennai.

All District Collectors.

The Pay and Accounts Officer concerned

The Principal Accountant General, Chennai-18.

The Resident Audit Officer, Secretariat, Chennai-9.

Copy to:-

The Hon'ble Chief Minister Office, Secretariat, Chennai-9.

The Special Personal Assistant to the Hon'ble Minister
for (Higher Education) Secretariat, Chennai-9.

The Special Personal Assistant to the Hon'ble Minister
for (Social Welfare and Women Empowerment),
Secretariat, Chennai-9.

The Special Personal Assistant to the Hon'ble Minister
for (Finance & H.R.M) Secretariat, Chennai-9.

The Special Personal Assistant to the Hon'ble Minister
for (School Education) Secretariat, Chennai-9.

The Finance (SW/W.M-I) Department, Secretariat, Chennai-9.

The Personal Assistant to the Additional Chief Secretary to Government,
Social Welfare and Women Empowerment Department,
Secretariat, Chennai-9.

The Social Welfare and Women Empowerment (SW2) Department,
Secretariat, Chennai-9.

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// forwarded by order //

RL. Shandani
02/08/2022
Section Officer

Annexure

to G.O (Ms) No.46, Social Welfare and Women Empowerment [SW3(2)] Department,

Dated 02.08.2022

Guidelines towards the implementation of Moovalur Ramamirtham Ammaiya Higher Education Assurance Scheme

Scheme Rationale:-

Women education and literacy plays a vital role for any socio economic development of the State. The gender Gap in the literacy rate of higher education / the less enrolment ratio of girl children, percentage of girl children from Government schools enrolment in higher education has been analysed. Various steps have been taken for motivating the girl children to pursue their higher education.

Scheme Design:-

Moovalur Ramamirtham Ammaiya Higher Education Assurance Scheme is a Conditional Cash Transfer that concentrates on girl students who have completed their 6th – 12th Std education in Government/department schools and who pursue their higher education in educational institutions recognized by Government of Tamil Nadu / Government of India / University Grants Commission and situated in Tamil Nadu for all recognized courses of Under Graduation, Paramedical courses, Diplomas and ITI courses etc.

Conditional Cash Transfer as incentive:

The scheme provide a cash benefit of Rs.1,000/- per month to be paid monthly to the girl student on DBT mode who have completed their 6th – 12th Std in Government schools provided that she is enrolled in any of the higher education institution recognized by the Government of Tamil Nadu / Government of India / University Grants Commission and situated in Tamil Nadu.

The term higher education encompasses any recognized under graduation course of 3 years / 4 years / 5 years / combined PG course / Diploma / ITI certificate course for one/two or three year courses in all streams.

Salient features of the scheme

By making financial benefits, conditional upon the girl students, this programme negotiate a behavioral change in the area of higher incidences of early marriage and low ratio of enrolment in higher education, and retention of girl students in higher education. Moovalur Ramamirtham Ammaiya Higher Education Assurance Scheme therefore envisages empowerment of girls specifically who have passed out from Government schools.

- i. Promotes girl students educational status and instill motivation to pursue higher education giving them better foundation in both economic and social spheres including improving gender parity at higher levels.
- ii. Enables the creation and participation of skilled women workforce.

- iii. Incentive benefits of Rs.1,000/- per month per beneficiary, enables girl children to pursue education without incurring additional expenses and hindrances.
- iv. Enable Girl Students to get involved in public spaces and enhance career opportunities.
- v. Ensures Socio-Economic Empowerment of women.
- vi. Prevents drop outs beyond higher secondary and increase the retention ratio in higher education.

Eligibility Criteria:-

- i. All Girl children who have completed their school education from 6th to 12th Std in Government schools of Tamil Nadu and enrolled for recognized higher education courses in any of the Higher Educational institutions recognized by Government of Tamil Nadu / Government of India / University Grants Commission and situated in Tamil Nadu irrespective of any reservations viz. Income ceiling, Community, availing other scholarships etc., are eligible.
- ii. Girl Students completed 8th / 9th / 10th Qualification and enrolled in recognized Diploma / ITI courses are eligible if, they have studied in Govt. Schools of Tamil Nadu from 6th Std.
- iii. Definition of Government schools should mean and include Government schools, Corporation schools, Municipal schools, Panchayat Union schools, Adi Dravidar and Tribal Welfare schools, Kallar Reclamation schools, Forest Department schools, as notified in the Tamil Nadu Admission to Undergraduate, Professional courses on preferential basis to students of Government schools Act, 2021 and students who are admitted under RTE (Right to Education) and schools functioning under the control of Social Welfare and Women Empowerment department including Service Homes / Government Children Homes.
- iv. Cross border State students shall not be eligible to avail incentive.
- v. Higher Education courses should mean and include Arts and Science, Professional courses, Paramedical, Diploma, ITI, combined Post graduation etc.
- vi. Girl students are Eligible to avail incentive for the first higher education course only.
- vii. Incentive amount shall be provided for the first three years to the girl students who pursue combined post graduation courses.
- viii. Students who continue their higher education through correspondence courses / distant education courses and any unrecognized institution shall not be eligible for availing incentive under the scheme.
- ix. Any number of girl children passed out from Government school, from the same family who is pursuing higher education are eligible to avail the incentive.

- x. Aadhaar number of beneficiary is mandatory for availing incentive under the scheme.

Online Portal

A dedicated Web portal is developed by the Tamil Nadu e-Governance Agency for the implementation of Moovalur Ramamirtham Ammaiyar Higher Education Assurance Scheme to apply either by the girl students or by the Higher Education Institutions through online for availing incentive under the concept of G2C online as detailed below:.

- i. All eligible girl student can create a login in the Portal on their own or through their institution
- ii. Girl Students can receive OTP in their mobile for authentication to register in the portal
- iii. Portal displays the application/registration form to fill the personal details of the student viz., school, college, bank account etc.
- iv. Portal present the preview of the information/details submitted by the student.
- v. Portal indicates the successful registration of the student.
- vi. Tamil Nadu e-Governance Agency shall maintain and other aspects, regarding the online portal developed for the scheme and to assist the Department of Social Welfare in the implementation of end to end e-Governance of the scheme.
- vii. Online application of the girl students shall be verified and approved by the School Education/Higher Education Departments/Bank and forward to the Directorate of Social Welfare for sanctioning the incentive amount to the beneficiary
- viii. Directorate of Social Welfare can sanction the incentive directly to the bank account of the beneficiary through IFHRMS / DBT mode.

Quantum of Incentive Amount :-

The amount of Rs.1,000/- per month shall be sanctioned to all girl students from Government Schools defined under the eligibility on completion of their respective school education, and entering into courses like Polytechnics (1 to 3 years course), ITI Certificate courses of minimum one year, Arts and Science courses (3 years degree course), Engineering courses (4 years courses), Agricultural courses (4 years), Medicine (5 years), Law and Paramedical courses (3 to 5 years) and all other under graduation courses, combined PG courses (eligible to avail incentive for first three years only).

Direct Benefit Transfer:-

The Director of Social Welfare shall credit the incentive amount directly to the eligible girl students bank account on Direct Benefit Transfer mode through IFHRMS.

Budget:-

Based on the applications received during the year, budget towards the expenditure is allocated annually in the Budget Estimate every year.

Administrative Cost :-

Actual Administrative cost shall be permitted for the establishment of State Programme Management Unit.

Role of Director of Social Welfare

- i. The Director of Social Welfare is the Nodal Officer for overall implementation of the Moovalur Ramamirtham Ammaiyar Higher Education Assurance Scheme.
- ii. Details of recognized higher education institutions and recognized courses shall be collected by the Director of Social Welfare.
- iii. The Directorate of Social Welfare shall monitor overall implementation of the scheme including creation of awareness in all schools and Higher education institutions on the Moovalur Ramamirtham Ammaiyar Higher Education Assurance Scheme.

Role of School Education / Adi Dravidar and Tribal Welfare / Backward Classes and Most Backward and Minorities Welfare Department:-

The School Education / Adi Dravidar and Tribal Welfare/ Backward Classes and Most Backward and Minorities Welfare Departments shall

- i. Appoint the Nodal Officer towards the implementation of the scheme.
- ii. Responsible to integrate the EMIS data of girl students to verify / check automatically as to whether the girl student has studied from 6th to 12th.
- iii. Verify Physically and confirm the details of the girl students who do not have EMIS Number from 6th Std onwards, as to whether the student has studied in the Government Schools.
- iv. Shall verify as to whether all girl students enrolled for availing incentive have studied in Government schools of Tamil Nadu etc. as defined under eligibility criteria.
- v. Disseminate the details of the scheme to the girl students who are appearing for the final year exam to avail the benefit.

Role of Higher Education Department

The Higher Education Department shall,

- i. Appoint the Nodal officer towards the implementation of the scheme.

- ii. Provide adequate and timely knowledge of the scheme, its provisions and intent to its students, with prominent display boards of the scheme features through communication materials.
- iii. Ensure that all eligible girls are assisted in opening no-frills banking accounts, filling up of application forms and collating certificates of eligibility.
- iv. Ensure that all eligible girls are enrolled under the scheme.
- v. Ensure the e-processing of applications through their own facilities.
- vi. Certify every six months in a year i.e. on 30th June and 31st December of every year that the girl students are studying/continuing the higher education in their institution.
- vii. Act as the first point of Grievance Redressal, and assist applicants in escalating their grievances through the online Grievance Redressal mechanism.
- viii. Report cases of bank failure complaints to the State Programme Management Unit in time.
- ix. Ensure that the Head of Institution shall maintain the stipulated time limit for rendering services.
- x. Ensure that Nodal Officers name and contact details along with email ID are available in the portal.

Process Flow-Single Window Service Delivery:-

- i. All first time applicants under the Moovalur Ramamirtham Ammaiyar Higher Education Assurance Scheme for availing the incentive can apply online directly on the dedicated portal developed for the scheme or through their respective educational institution where they are pursuing their higher education.
- ii. The portal developed with utmost care to eliminate any intermediaries between the Government and the Students and ensure seamless transfer of incentive directly into the bank account of the students.
- iii. The portal shall be accessible in both Tamil and English language. The portal shall be fully secured and all sensitive details would be encrypted.
- iv. All recognized institutions of Medicine / Engineering / Agriculture and Animal Husbandry / LAW / Arts and Sciences / Polytechnic / ITI, etc. in Tamil Nadu will be given a unique login.
- v. Individual students can also create their own login in the portal and register themselves for the incentive (or) Educational institutions can do bulk entries on behalf of their students.
- vi. Help desk at each Higher Education institution shall be established to facilitate enrollment.

- vii. The details of students would be automatically fetched from their EMIS number. If the students want to alter any information like bank details, contact information, etc. they can do so through the portal.
- viii. Upon receiving the application, the portal would automatically verify the details including Aadhar and send SMS notification confirming about the registration.
- ix. Upon successful verification from the college that the respective student is studying / continuing in the college, the Department of Social Welfare shall transfer the incentive amount to the respective students' bank account directly every month through IFHRMS.
- x. In exceptional situations where any student does not have an EMIS number, they can also submit their complete details online through the portal which would be verified by the Commissioner of School Education and forwarded to the Social Welfare Department within 15 days of the receipt of such applications for sanctioning incentive.
- xi. After verification of all details, the incentive amount shall be sanctioned to the bank account of the beneficiary by the Department of Social Welfare through Treasury on DBT-IFHRMS mode.
- xii. The incentive amount shall be credited to the Bank Account of the girl students on 7th of every month through IFHRMS.
- xiii. Robust IT system shall be developed for tracking and monitoring the process for viewing / tracking the status of application online at each stage from entry of application till sanction. SMS alert with an unique ID number shall be sent during registration and sanction of incentive.
- xiv. The students who have difficulty in accessing the portal, can also apply for the incentive through colleges.
- xv. If any student has any concern at any stage in the process and sanction, they can raise their grievance directly through the portal under Online Grievance Redressal Mechanism.
- xvi. To monitor the troubleshoot on any issue arise in the portal or grievances redressal, the State Programme Management Unit (SPMU) established under Social Welfare Department shall handle.
- xvii. Interdepartmental issues will be sorted out by State Programme Management Unit.
- xviii. MIS and analytical reports will be given by the technical team attached with State Programme Management Unit.

Role of Banking Sector – State Level Banker Committee

- i. Responsible for facilitating the financial inclusion of Moovalur Ramamirtham Ammayar Higher Education Assurance Scheme beneficiaries through zero-balance no-frills banking facilities, monitoring direct bank transfers to beneficiaries, and in ensuring that banks provide complete customer-friendly services to beneficiaries.

- ii. Provide Debit Cards to all the eligible girl students so as to draw the incentive amount through ATMs.

Lead banks in Districts:-

- i. Ensure that all eligible Moovalur Ramamirtham Ammaiyaar Higher Education Assurance Scheme applicants are provided with no-frills zero balance accounts through simplified account opening application forms and receive full banking services.
- ii. Responsible for managing direct fund transfers to beneficiaries based on sanction orders from Director of Social Welfare and providing fund usage related statements, till alternative systems are put in place.

State Programme Management Unit (SPMU):-

The State Programme Management Unit shall be established under the Department of Social Welfare and Women Empowerment with regular staff and technical staffs on contract pay following due procedures as detailed below:-

- A. Deployment from Department :
 - i. Additional Director / Joint Director
 - ii. Assistant / Accountant
- B. By outsourcing :

Sl.No	Post	No.
1.	Senior Consultant – IT	1
2.	Senior Consultant – Grievance Redressal	1
3.	Senior Consultant – Accounts and Fund Management	1

The State Programme Management Unit shall

- i. Oversee the day to day activities under Moovalur Ramamirtham Ammaiyaar Higher Education Assurance Scheme. Developing an overall Management Information System (MIS) plan, and compiling and reviewing reports from districts into a State-wide MIS.
- ii. Provide technical and managerial support for the State-wide effective implementation of the scheme.
- iii. Issue need-based guidelines, and revisions thereof, for effective implementation of the scheme.
- iv. Develop an overall monitoring and evaluation strategy and annual monitoring plans.
- v. Liaison with Tamil Nadu e-Governance Agency to ensure that the Moovalur Ramamirtham Ammaiyaar Higher Education Assurance Scheme portal's functioning for the effective implementation of the scheme.

- vi. Liaison with State Level Bankers Committee to ensure that fund transfers to beneficiaries are effectively implemented.
- vii. Maintain linkages with other State-level departments, multi-lateral agencies, NGOs and corporates for effective convergence initiatives.
- viii. Ensure that Monitoring grievances and technical issues are resolved in a timely manner.
- ix. Report periodically to the State Steering & Monitoring Committee.

State Level Steering Committee:

State level Steering and Monitoring Committee shall be constituted as detailed below:

S. No.	Details	Designation in the Committee
1.	Chief Secretary	Chairperson
2.	Additional Chief Secretary, Social Welfare and Women Empowerment Department.	Member - Secretary
3.	The Additional Chief Secretary/ Principal Secretary/Secretaries of i. Finance ii. School Education iii. Higher Education iv. Adi Dravidar and Tribal Welfare v. Special Programme Implementation vi. Managing Director, Tamil Nadu e-Governance Agency	Members
4.	The Director of Social Welfare	Member- Convener

The State Steering Committee shall:

- i. Meet periodically twice in a year at the State Level.
- ii. Provide strategic guidance into the programme strategy and implementation of the Scheme.
- iii. Fix the target for entire coverage.
- iv. Coordinate with line departments in service delivery of the scheme, monitor, suggest required modification towards the effective implementation of the scheme.
- v. Review and monitor on all matters relating to the implementation of the Scheme.
- vi. Resolve issues between line Departments.

State Level Monitoring Committee :-

State level Monitoring Committee shall be constituted as detailed below:

S. No.	Details	Designation in the Committee
1.	Director of Social Welfare	Chairperson
2.	Commissioner /Director of i. Collegiate Education ii. Technical Education iii. School Education iv. Adi Dravidar Welfare v. Tribal Welfare vi. Medical Education vii. Agriculture / Tamil Nadu Agriculture University viii. Legal studies ix. Treasuries x. Chief Executive Officer, Tamil Nadu e-Governance Agency or representative xi. Representative from State Level Bankers Committee	Members
3.	Joint Director, O/o Director of Social Welfare	Member- Convener

The State Level Monitoring Committee shall:

- i. Meet once in three months.
- ii. Coordinate with line departments in service delivery of the scheme, monitor, review, suggest required modification towards the effective implementation of the scheme.
- iii. Meet the requirement on the target fixed.
- iv. Promote convergence between stakeholders to ensure coordination in service delivery of the scheme benefits, and creation of linkages and partnerships that will directly or indirectly promote positive outcomes for Moovalur Ramamirtham Ammaiyaar Higher Education Assurance Scheme beneficiaries.
- v. Review and monitor on all matters relating to the implementation of the Scheme.
- vi. Consider the bottlenecks faced during the implementation of the Scheme.
- vii. Reporting periodically to the State Level Steering Committee.

District level Monitoring Committee :-

The District level Monitoring Committee shall be constituted as detailed below:

S. No.	Details	Designation in the Committee
1.	District Collector	Chairperson
2.	Chief Education Officer	Member-Secretary
3.	Lead Bank Manager	Member
4.	College Representatives	Members
5.	District Social Welfare Officer	Member - Convener

The District Level Monitoring Committee shall review the progress and monitor the overall implementation once in a month at District level. The District Social Welfare Officer shall :

- i. Convene the meeting to Review the progress once in a month.
- ii. Be the Nodal Officer at District level for the effective implementation of the scheme including issuing need-based directives and ensuring that all directives from the State Programme Management Unit are complied with.
- iii. Compile and reviewing reports, maintaining a district level MIS.
- iv. Update the details in Monthly District Monitoring Format under the Moovalur Ramamirtham Ammaiyar Higher Education Assurance Scheme Portal.
- v. Liaison with district's lead bank to ensure that fund transfers to beneficiaries are effectively managed and reconciled.
- vi. Report periodically to the District Monitoring Committee and to the State Programme Management Unit.
- vii. Ensure accountability through random physical visits and field verifications.

Communication Strategy:-

Extensive awareness through Institutions, Mass Media and society at large about the Moovalur Ramamirtham Ammaiyar Higher Education Assurance Scheme and its objectives need to be carried out to beneficiaries families, peer groups, community and other social networks that support the education of young girls with the long term objectives of economic independence. Bulk SMS shall be sent from the School Education department to all girl students mobile numbers attached with EMIS. Banners with objectives of the scheme shall be displayed in all Higher Education Institutions.

Online Grievance Redressal:

- i. Applicants/beneficiaries shall report grievances through the portal.
- ii. All Educational Institutions, District Social Welfare Officers, concerned Nodal Officers and State Programme Management Unit shall be responsible for addressing the grievances immediately.

Intervention:

If any updation, need based intervention, inclusion, deletion etc., Government may amend the implementation Guidelines from time to time.

Shambhu Kallolikar
Additional Chief Secretary to Government

// True Copy//

RL. Shrivastava
02/08/2022
Section Officer

