



मुख्यमंत्री अत्यायव परिवार उत्थान योजना मेला

नगर पंचायत भवन, सा.स.स. सदर



# ENSURING BENEFITS REACH THE LAST PERSON IN THE SOCIETY

MUKHYAMANTRI ANTYODAYA PARIVAR UTTHAN YOJANA  
(MMAPUY), HARYANA



An innovative programme armed with digital and physical tools in Haryana is assuring the intended scheme reaches the person unhindered.

Every year the Central and State Governments announce many new schemes and programs targeting the poor in society. To ensure that the benefits reach the intended classes and to improve the outcomes of these schemes, the Administration in Haryana set in motion a dedicated mission. This mission aimed at making these schemes more accountable and responsive to the citizens.

Mukhyamantri Antyodaya Parivar Utthan Yojana (MMAPUY), Haryana was envisaged as a consolidated drive for creating awareness, fight against corruption and rejuvenate the system bringing confidence and prosperity to masses.

**No effort is spared in achieving the vision of “Antyodaya”**

Welfare Schemes come in various forms and works under different departments like health, education, skill, social welfare and many others. Coordination and keeping track of beneficiaries and left out masses become a herculean task for the administration. It also becomes impossible for identifying duplicate beneficiaries and invalid applications.



## INITIATIVE TO REACH OUT

The MMAPUAY platform created by Haryana makes of around 50 Government Schemes seamless and every benefit can be applied for and progress of the application tracked in real time. The issue of lack of awareness among masses about their rights to avail the Schemes is also sorted by linking the platform to personalised messaging tools.

## PEOPLE FRIENDLY PROCESS

The first set of Antyodaya Utthan Melas were organized for 1.5 lakh families in the month of December 2021 at the block level in every district of the State and the events created awareness and helped the beneficiaries directly interact with the administration to seek help.



The beneficiaries were identified at the “counselling desk” in the “mela” based on any one of the unique parameters like family id, mobile number, address, head of the family details, etc. Each beneficiary was given an auto generated form with details of the citizen and his family members in a printout.

Post verification of the applications, targeted interventions under different Schemes through institutional credit, social security, skill generation, wage employment etc. were made by designated officers.

The benefits were approved based on the willingness and financial conditions of the identified families after verification.

## THE FOLLOW-UP PROCESS

Regular follow up meetings in the form of ‘melas’ have been conducted to review and monitor the status of applications submitted. Survey of the shortlisted families is done electronically with the help of MMAPUY mobile.