

**Dattopant Thengadi National Board for Workers Education & Development  
NEW DELHI**

***Standard Organising Procedure for Shramik Chaupal  
Labour Chowk Campaign***

**Objective: Reaching the Unreachable**

- To organize the campaign at the Shramik chowk/Workplace/Cluster to propagate different schemes of Govt. meant for Unorganised Workers.
- To encourage for enrolment in various government schemes like e-Shram Portal, PMSYM, NCS/ PMJAY etc. as well as other social security schemes for Unorganised workers

**Mode of Intervention**

1. With the help of Trade Unions/NGOs/Rural Volunteers/Community Resource persons.
2. Interactive Communication through Chart Sheet, Banner & ICE Materials including relevant digital mode.
3. Printed Leaflets on Government schemes in Regional Languages to be distributed with number of Volunteers (Enclosed Leaflets is to be translated into Regional Languages) and can be developed by Regional Directorates to be printed format only.

**Selection of Trade Unions/NGOs/ Rural Volunteers**

- Must have previous association with the activities of Board.
- Having exposure of working with Unorganized Sector Workers.

**Role of Trade Unions/NGOs/ Rural Volunteers**

- Finalising the campaign venue and date in consultation with Regional Director / RD In-charge & Education Officer tentatively one week advance.
- Registering the names with identification like UAN/AADHAR/ VOTER ID/ MGNREGA JOB CARD NUMBER and other government Identity Card/Number in prescribed format during the campaign including mobile numbers.
- Announcing the brief of the programme & benefits of different Govt. Schemes through public address system.
- Photography of the Programme (Coverage of Cluster area in backdrop of Banner, officials doing the registration.
- Distribution of leaflets and booklets having information about schemes and programmes.
- Submission of Report in prescribed format and Acquaintance form along with Photo (Soft Copy) after the programme to the concerned Regional Directorate.
- Preferably publicize in local print and electronic media may be ensured and at least 02 photos of the programme are to be submitted.
- Submit a list of participants attended the Shramik Chaupal in prescribed format

## **Role of Regional Director/ RD I/C/ Education Officer in charge of the campaign**

- Finalising considering the previous effectiveness and potential to organize campaign.
- Translation of the Standard Leaflets in Regional Language.
- Finalizing the Banner and design in regional Language.
- Briefing to the RV/Trade Unions/ NGOs regarding their Role.
- Discussing different schemes with the workers and guiding them for benefits of scheme.
- Channelizing the workers to take benefits through CSCs.
- Submitting reports on MIS with the help of staffs at Regional Directorate and Physical Report of the programme.
- Submission of Expenses vouchers to the office as per approved Expenditure Pattern.
- Payment of Bills of the programme will be done through DBT mode only.
- Coverage of Shramik Chaupal / Programme in Print, Electronic and Social Media for wide Publicity

## **Role of Regional Director**

- Approval & monitoring the progress of the campaign and their effectiveness.
- Liaison with State and central agencies for smooth conduct of the programme.
- Ensuring timely settlement of expenditures.
- Rerouting the queries regarding enrolment of the scheme to CSC and other enrolment points.
- Compiling reports for reporting to H.O.

## **Expenditure Pattern**

**(Approved by MOLE letter no. : vide Q-14025/1/2022-ESA (WE) (E), Dated : 2<sup>nd</sup> Sept., 2022)**

Number of participants: Minimum 50 workers

<b>Heads of Expenses</b>	<b>Description</b>	<b>Actual Expenses</b>
Facilitation fee to Agency/Facilitator/Volunteers	Agency/Facilitator/Volunteers Rs. 500 x 2 = Rs. 1000	Rs. 1000.00
Misc Expenditure	Brochures/Handouts/Leaflets/ Study Materials – Rs. 1000.00 PA System and other Misc. – Rs. 500.00	Rs 1500.00
<b>GRAND TOTAL</b>	--	<b>Rs. 2500.00</b>