Kuppam is one of the 294 electoral constituencies (State Legislative Assembly) in Andhra Pradesh, India. Shri N. Chandrababu Naidu- the Hon’ble Chief Minister of the State represents the constituency. 

As per the 1991 census, the constituency had a population of 123,310 spread over 123,309 Hectares. The politico-administrative structure comprises 5 Mandals*, 107 Village Panchayats*, 244 revenue villages and 768 habitations**- a few with less than 100 persons! The normal rainfall being 743.00mm, the area was markedly devoid of natural water impounds and wet crop cultivation was totally confined to a few low lying patches. 52% of the Households lacked access to protected water supply, 85% were without sanitation facilities, 42% without access to electricity and the literacy rate was 31%. The bleak status of physical \ natural resources rendered the region unattractive for trade, commerce and industry resulting in very low potential for employment in other than primary sector. Though the population has escalated to 317208(1.6% annually), the literacy rate has gone up to 50.85%, impressive improvement in the status of irrigation- minor irrigation dams have gone up from 7 to 48, state of art health and medical facilities are made available- a major hospital with 100 beds has been established. 64,000 Ha of dry land was brought under watershed programme increasing the acreage under wet crops and forest cover to 68%. Transportation improved through ambitious road construction schemes as the total road length more than doubled from 270.00 Kilometers to 590.00 Kilometers. The population under the category of positive access to protected water supply increased to 98.05% surging ahead of even the national indicator, which stands at 81%. The population with access to sanitation rocketed up to 26%, public housing schemes was extended to 554 habitations resulting in addition of 19957 units, cultivable area increased from 34652 Ha to 61681 Hectares, livestock improved by 50.36%, milk production from 12000 liters to 70950 liters. The coverage under provision of electricity surged from 214 habitations in 1994 to 223 by 2002 and transport vehicles by 200%. Arable land increased from 115thousand to 141 thousand acres, literacy from less than 11percent to 28percent, public housing for weaker sections has gone up by 3 fold, Drinking water schemes have improved from 29 to 577, milk production has gone up from a mere 200 thousand litres to 100000 litres, and performance on agro based activities- sericulture, Vegetable cultivation, horticulture, floriculture etc have risen multifold. Clearly, the economy of the area is on upswing!

The remarkable change has been possible due the Hon’ble CM’s initiative in launching a major multi-pronged thrust to programmes and projects for poverty alleviation, economic development and social transformation in the region through micro level participatory diagnostics for identification of local problems or issues of concern, planning, strategy formulation, implementation, monitoring and control of resource application beginning at the grass root level unit of village, touching upon- mandal- the next higher node in the local self-government structure, culminating at Zilla Parishad- the Apex level unit in the district administration. The effort has paid rich dividends. The demonstrative effect on the neighboring regions has been spectacularly strident for replicating the development approach locally.

More importantly, the pilot project has demonstrated the richness of the scope and potential for positive and proactive symbiosis between the research, public policy makers and the government in undertaking Planning and implementation of development programmes.

The Principal investigator was closely involved in conceptualizing, planning and executing a massive constituency wide felt needs and lifestyle survey covering 59,600 households aggregating to 295,000. A comprehensive database on the living standards, perceptions and indicators on individual economic deprivations and dissatisfactions, HH needs and deficiencies, village \ habitatation needs, the current status on availability and access to food, shelter, education, health and medical facilities, protected water supply and sanitation, irrigation, employment infrastructure etc had been developed. The survey instrument also provided scope for eliciting felt priorities for initiating development projects. Scope for eliciting information on status, functions and role of nongovernmental organizations and voluntary agencies was also included in the survey. Primary data on departmental programmes, schemes, works and projects on the same indicator nodes was also collected. The state vision plan and the objectives as well as goals to the extent of the region were dovetailed with the data bank. The comparative analysis provided scope for identifying hidden\ dark spots of negligence, a deeper understanding of development needs of the region, the reliability of time frame envisaged in the state plans to achieve the vision goals, the resource position and the scope as well as scale for augmentation of the same. It was also proposed to provide public access to the data along with the information on the progress of the ongoing schemes for facilitating user review and feedback \ suggestions. In order to achieve the
objective, it was further proposed to install ICT based kiosks at each panchayat headquarters. A comprehensive regime for monitoring, data editing and control is conceived to render the information reliable and available online. The interactive model has helped the policy planners and implementing agencies in optimizing the resource utilization in accordance with the user demand.

3. Goals and Objectives:

- To assist the different tiers of local self-government including the apex level-State Government in formulating a comprehensive plan anchored to scientifically diagnosed felt needs on a matrix of 17 parameters, evolving a participatory ambience in establishing a balance between resources and opportunities for achieving integrated and sustainable development of the earmarked area.
- To assemble a reliable as well as relevant and logically architectured data bank on the current status of the “Level and Quality of Life” – in the earmarked area so as to enable formulation of realistic and sustainable action plan for achieving the development goals.
- To facilitate direct interface between the local stakeholders - people – individually and severally - reckoned as individual members of family aggregated as Households, Habitation, Village, Panchayat levels in building the database;
- To facilitate synergetic participation of people in the identification of deficiencies or felt needs at the micro level of household as well as at the macro level of habitation to be addressed through the plan;
- To consensus based profile of the priority contour of felt deficiencies, needs and issues;
- To formulate a total plan for development of the local economy and the quality of life – the objectives, content and direction compatible with the needs, aspiration, potential and the capacity for absorption – based on real time consensus arrived by the respective levels of authority;
- To evolve a consensus based agenda for action with indicators and benchmarks to facilitate administrative technological convergence of inputs to be provided by various departments and agencies in delivering the services; and
- To harness the potential of ICT to achieve rapid poverty alleviation and development in rural hinterland.

Study Approach:

The study for sustainable development has been arrayed on two vectors - the felt needs, aspirations, potential to initiate and sustain productive efforts on individual plane and secondly the adequacy, availability and the range of resources and public policy aims to facilitate their use and finally the mechanism to create or enhance capacity and strength to absorb and distribute the development directed investments. Mapping the status of the two vectors and also the inter dimensional fit between the various issues implied identification of current humus of availability and access on a broad range of indicators on each and every aspect of making a living and tracing the contours of differences between the life styles of the various targeted units with a view to highlight possible areas of intervention and the current mechanisms to conceive and formulate appropriate public policies.

The diagnostic survey instrument for Micro Level Planning was designed in 2 parts. The first part consisting of 82 questions was aimed at capturing status information on community needs as perceived by individuals. The range of perceptions was to be scored on the two primary nodes- availability and access on one plane and also on the plane of ‘satisfaction’ to reveal the “quality status” of the implementation of the development agenda. Scope for open-ended suggestions was also built-in to facilitate benchmarking, action planning, for achieving development goals.

The second part with 80 cues was primarily designed to highlight the life style, income and expenditure status, needs and aspirations and the expressed propensity to join the common cause. The design for the data output was architectured to develop analytical matrices on various vectors - Demography, Income and expenditure, Education, Health, Medical, Infrastructure, Roads, and Communications, Water and Sanitation, Energy, Agriculture, Employment markets, Telephones, Transport, Food and Nutrition, Environmental Hygiene, Animal husbandry, Industry, Community and Social Health, Law and Order etc.

The format of survey investigation was conceived to evaluate the development agenda at two levels – the Individual and Community and also to facilitate comparison and monitoring of the performance in achieving the development goals. The instrument included direct cues to elicit information on felt deficiencies, deprivations, and priority listing if the corrective initiatives were to come forth. Yet another objective expected of data generation matrices involved collating the data on the current context, scale and direction of the various ongoing schemes and the expected benefits out of the schemes. Such a reference indicated the real time status of convergence between the existing status
and the movement development. Analyses of the reasons for deviation served the purpose of formulating modifications or the scope for launching correctives and new initiatives.

The data on administrative and financial process constituted the next layer of the data bank and the implementing the agencies were afforded with a direct panoramic view of the situation and their own performance role.

The survey instrument had a few cues on the willingness of the community to contribute or participate – in cash or kind – in the development schemes and also the grama sabha’s willingness / capacity to maintain the assets created as a result of the ongoing schemes. As can be seen, preparation of the actual plan based on interactive model of information- technical, administrative, financial, personnel – proved to be an ideal inter-lock with actual situation and demand. Capacity building Strategies and initiatives require increasing emphasis on assessment of the required skills and knowledge necessary to determine the felt needs, conceptualize solutions, process the data and information and change priorities. Thus the analytical modes were conceived to highlight the direction and nature of inputs for development of human resource and their translation into integrated training programmes.

**Study Hypotheses:**

- Planning and Implementation cannot be effective without reliable and rapidly retrievable data on the current status as well as resource inputs to organizations and administrative systems expected to deliver the results.
- Effective sustenance of the interventions for development depends as much on the situation specific responses by way of knowledge, skills, attitudes and value system of the civil service as well as the value base of the initiatives and the process of implementation.
- People’s participation in the decision process for development has hitherto been mostly indirect and passive. A System with a potential to improve the interface is very essential for success of poverty reduction and basic social services programmes;
- The need to enhance capabilities of absorption in the target area through education, information and access to appropriate communication technology should be serviced on priority.
- Conceptualization, erection of an ICT system to improve the pace of performance in achieving the goals, rapid monitoring of the delivery mechanisms can increase synergy and flexibility in the implementation methodologies.

**Micro – Level Planning For Sustainable Development – Survey design**

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<thead>
<tr>
<th>Economic Development</th>
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<td>Infrastructure</td>
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<td>Access &amp; Availability</td>
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<td>Current Status</td>
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<td>Inadequacy</td>
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<td>Knowledge</td>
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<tr>
<td>Individual</td>
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<td>Mechanisms, Implementations, Monitoring and Control</td>
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**Mission**

- Identify the least of the most under developed habitations.
- Identify the poorest of poor.
- Provide opportunity for expressing felt deficiencies as well as expectations for development and suggestions for developing the community, in person.
Generate data – personal interviews, door-to-door survey through questionnaire, workshops for elected functionaries, village/Mandal level personnel, teachers, local knowledgeable on the status of the various ongoing schemes, constraints, problems, disappointments and scope for improvement.

Generate agenda of priorities and the achievements of current plans, schemes, financials, targets and coverage.

Prepare a clear profile of the habitation by consensus on the development needs and priorities.

Compare it with departmental developmental plans for compatibility and congruence with Vision 2020 goals and mission.

Craft a comprehensive plan to service the local needs but conjunctive to the other need contours.

Conceptualize and install methods and structures of monitoring, evaluation and feedback at habitation, Panchayat, Mandal and constituency level.

**Institutionalization and Capacity Building:**

- Capacity building for enabling the administration and institutions more participative, responsive and facilitating citizen empowerment to create as well as sustain the pressure for change.
- Promote interventions to create, strengthen the administration through extension of information and communication technology in all areas of government.

**Hypotheses:**

- Planning for comprehensive and sustainable efforts if emphasizes consultation with the target beneficiaries proves more effective and efficient in application.
- The built-in scope for online accessing vital data and information on the development contours vastly improves citizen acceptance of the direction and content of development inputs.
- Prioritization of programmes, projects, schemes and works turn hassle free due to instant access to multidimensional perspectives simultaneously.
- Systematic study has clarifies the strategies and action plans for capacity building and institutional strengthening at the level of rural local self-government nodes.
- The elected representatives in the local bodies can be motivated to extend cooperation with the local administration if only they are convinced of the scope for their participation in planning and prosperity.
- Given the opportunity even illiterate rural population can articulate development plans in an astounding logical manner.
- Transparency in thought, planning, designing and implementation can generate positive participation of the target group in rural areas. The quality of achievements as a result can be higher and better than stipulated in the plans.

**Strengths, Weaknesses, Threats & Opportunities – Profile:**

<table>
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<tr>
<th>Strengths:</th>
<th>Opportunities:</th>
<th>Weaknesses:</th>
<th>Threats:</th>
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<tbody>
<tr>
<td>Chief Minister’s Constituency and the high promptness in attending to the agenda of issues</td>
<td>Scope for leveraging for further development with marginal inputs</td>
<td>Always in the glare of criticism of being a pampered constituency from opposition and the dissident groups</td>
<td>Undue politicization by opposition. Rising expectations without concern to contribution.</td>
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<td>The trust that any intervention can only be positive.</td>
<td>Improved economic status leading to reduction in social tensions</td>
<td>Administration is doubly wary of procedures and the resultant delay</td>
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<td>Excessive caution on demonstrating parity with other constituencies</td>
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**A. Introduction**

Kuppam- is a very small agricultural town located at the meeting point of borders of 3 states Andhra Pradesh, Tamilnadu and Karnataka. The area is considered remote and backward, with archaic methods of cultivation highly dependent on the monsoon. Literacy levels were very low, women's rights disregarded, and poverty drove many families to towns and cities. Against this scenario, the **Hon’ble Chief Minister Shri N. Chandrababu Naidu** launched a comprehensive effort to achieve poverty
The study visualized a totally transparent medium between the public and the state administration. In facilitating the objective it was proposed to provide unhindered access to the data along with the information on the progress of the schemes under implementation along with the convenience for obtaining user review and feedback suggestions. In order to achieve the objective, ICT based kiosks at each panchayat headquarters was to be installed. A comprehensive regime for monitoring, data editing and control to render the information reliable and available on line was prepared. With a view to test the development of replicable, a simple interactive query based ICT model was evolved to help the policy planners and implementing agencies in optimizing the resource utilization in accordance with the user demand.

The database is already in use in one area on a pilot basis for analyzing and identifying the development priorities of the community, and allocation of resources. Over a period of time the pilot project yielded adequate feedback for developing a simple model for installing on line DBMS in public development administration. This is another achievement in forging linkages between research and policymaking and management in the government. The congruence between felt needs and the actual action plans of the government as far as the target region is concerned, improved as a direct contribution of the database generated through the study – a clear linkage of the study and policy change. The acceptance of the proposed web based information and communication technology model for conceptualization, planning, implementation, monitoring and control, and its replication in other constituencies of the state itself has led to a discernable policy impact on the government of Andhra Pradesh. The database design describes the response profile- individual, family, community, the linkages with the wide band of development indicators and the objectives goals visualized by the Hon'ble Chief Minister in the Vision – 2020 (Perspective plan document). It also shows the link between the study and the departmental performance statistics on projects, schemes, works, targets and achievements, the resolution of ratification of the contents and design of the micro level plan -
conceived on the basis of the data generated through the massive survey- by the gramsabha (Village level unit of Local self government institution), and the fit between the HH/ community aspirations and the development plan evolved at the macro level of the state government.

ii) The importance of the study at different levels and stages of the policy process:
Linking the database with existing departmental data increased the relevance and acceptability of the emerging strategy recommendations by the government. Prioritization of the local problems based on the felt needs is another success factor- the local populace felt that the data control systems and its linkages with annual plans, gave them real voice in decision-making. The methods used in developing policies and plans and establishing goals and objectives for the Villages, Panchayats, Mandal and the Constituency became easy to comprehend to even rural populace. The use of local language in the entire exercise is intended and is already under pilot testing phase. The general acceptance level of the database – by local government institutions at Village, Panchayat, Mandal, Constituency and District Levels - was very high as a result of transparency of the study. Verification, correction and ratification by the village Panchayats of the data has been passed over to Local Self Government and the consequent sense of empowerment in the elected officials was very high. Over a period of time the linkage is expected to grow as a parallel online DBMS in public administration. The congruence between felt needs and the actual action plans of the government improved as a direct benefit of the study – a clear linkage of the study and policy change- e.g. Counseling on crop patterns, emergence of fertigation (fertilizers + irrigation), forward and backward linkages with markets, cold storages, transportation nodes- availability of data at the flick of a button to the user! The study design brought policy making tools to the rural doorsteps and laid focus on simple arraying of the development dimensions.

iii) Overall Results :
The demonstrated effect on the neighboring regions has been spectacular as the clamor for replicating the development approach is rapidly rising. The improved link between policy and research has provided a number of direct results, both on a practical level as well as in terms of the policy process in general:
- General improvements in relation to the policy process: The citizens are afforded with a decisive opportunity to dictate the agenda that best sub serves their felt needs.
- The built-in scope for online accessing vital data and information on the development contours has vastly improved citizen acceptance of the direction and content.
- Prioritization of programmes, projects, schemes and works turned hassle free due to instant access to multidimensional perspectives simultaneously.
- The study has clarified the strategies and action plans for capacity building and institutional strengthening at the level of rural local self-government nodes.
- The elected representatives in the local bodies were motivated to extend cooperation with the local administration when they were convinced of the scope for their participation in planning and prosperity.
- Arable land increased from 115 thousand to 141 thousand acres, literacy from less than 11 percent to 28 percent.
- Public housing for weaker sections has gone up by 3 fold.
- Drinking water schemes have improved from 29 to 577.
- Milk production has gone up from a mere 200 thousand liters to 100000 liters, and performance on agro-based activities has risen multifold.

E. Conclusion :
A detailed analysis of the impact is not possible as of now because of the limited application of the model and the extensive development activities in progress. Closing the loop between the study and the policy/practical change would be possible only when all the proposed ICT stations become operational.
The study having been executed in full public glare has raised a new spirit of cooperation and zeal for community work amongst the youth. The research group was simply nonplussed many a time at the quality of offers to volunteer and to contribute material, labor and at times organizing public meetings to orient the poor and illiterate populace about the purpose and process of the study. It appeared that the greatest achievement of the study is not simply the data or information but the cohesiveness amongst the students, youth, political leaders, the business communities and others in making the study purposive with least cost.

Knowledge generation and Dissemination: The approach to participatory planning and sustainable development as propounded in the model has received wide recognition within the state, other states in the country and even at the international forums. The recently concluded 4th annual conference of GDN has provided an opportunity for showcasing the approach through the knowledge fair held during the event. Within the country and the state, there are already numerous requests for replicating the approach in their respective jurisdictions. The training centre is already providing orientation.
knowledge inputs to political leadership. Within the university academia there are at least 8 research scholars who have registered for pursuing their PhD level research in the various components of the model.

**Intellectual Property:** The stipulations are totally acceptable. MoU can be entered to implement the schedule.