

## Supplementary Proposals for NUHM

### 1. Operationalization of 100 MAS – Pilot Project (Budget Head 6.1)

Community mobilization is a process through which community individuals or groups plan, carry out, and evaluate activities on a participatory and sustained basis to improve their health care and other needs. Major purposes of community mobilization include demand generation ensuring optimal utilization of services, establishing referral linkages, increasing community ownership and sustainability and establishing a community based monitoring system. MAS is one of the key interventions under National Health Mission aimed at promoting community participation in health at all levels, including planning, implementing and monitoring of health programs.

#### Objective of MAS :

The major objectives of MAS are to :

- a) Provide a platform for convergent action on social determinates and all public service directly or indirectly related to health.
- b) Provide a mechanism for the community to voice health needs, experiences and issues with access to health service.
- c) Generate community level awareness on locally relevant health issues and to promote the acceptance of best practices in health by the community.
- d) Focus on preventive and promotive health care activities and management of untied fund.
- e) Support and facilitate the work of community service providers like ASHA and other frontline workers who form a crucial interface between the community and health institutions.
- f) Provide an institutional mechanism for the community to be informed of various health programmes and other government initiatives and to participate in the planning and implementation of these programmes, leading to better health outcomes.
- g) Organize or facilitate community level services and referral linkages for health services.

State is committed to a scalable, robust community engagement model in the form of MAS. The proposed model cannot just be a routine extended activity of a health facility and a separate ongoing community support/mobilization is required, at least initially to operationalize these groups. The process shall require support from the local NGOs/CBOs/Community mobilizers identified from community.

Population Foundation of India (AGCA) will provide necessary technical support to DSHM in rolling out the component.

#### Scale of Project :

State shall form 100 MAS as a pilot project as per the guidelines provided for urban areas by MoHFW .

**Although Rs.5,00,000 /- has been approved for 100 MAS in the ROP @ 5000/- per MAS as untied funds for the MAS activity, the funds for formation / capacity building / mentoring and operationalization of MAS had not been approved.** The matter was taken up with the concerned consultant in MoHFW. As per the discussions held with the concerned consultant and accordingly the financial proposal is being submitted for formation of 100 MAS for your consideration and approval so that the activity can be taken up .

S. No	Head	Number	Unit cost	Total	Remarks
A	Program Activity Cost				
1	State ASHA Mentoring Group meetings (quarterly)			-x-	Funds available under ASHA Scheme shall be used .
2	District ASHA Mentoring Group meetings (quarterly)			-x-	Funds available under ASHA Scheme shall be used .
3	Training of Trainers for MAS	1	20000	20000	20 participants for 2 days. 1 batch
4	Review cum learning meetings on quarterly basis	3	2000	6000	For 3 months
5	Material Development/ Adaptation Printing of MAS guidelines/training modules			25000	1000 MAS members
6	Community mobilization(IEC/BCC)	100	2000	200000	Wall writing /Street Play / other local events
8	Capacity building of the MAS groups (10 members*100 MAS)	100	2000	200000	Rs 200 per MAS member, 10 members per MAS
9	Exposure visit of MAS members to health facilities	100	200	20000	
10	Photocopy, printing stationary etc.	100	500	50000	
11	Local NGO Volunteer/ GRC functionary / Community Facilitator (20) one per 5 MAS (Support in terms of mobility/stationary/communication etc.	20	2000	20*2000*3 = 120000	Budgeted for 3 months .
	<b>Total</b>			<b>6,41,000/-</b>	

**Budget Head (3.5): It is requested that Rs. 6,41,000/- may be approved for operationalization of 100 MAS**