

Andhra Pradesh Online Beneficiary Management and Monitoring System (OBMMS)

Introduction

Government of Andhra Pradesh launched OBMMS to cover all the bank-linked schemes implemented by seven welfare corporations and 11 federations. The OBMMS is used for the implementation of Special Central Assistance to Scheduled Castes Sub Plan (SCA to SCSP) in Andhra Pradesh to ensure convergence and map beneficiary lifecycle. This step was taken to address the issues previously faced by the government such as multiple trips required by beneficiaries for registration, document submission, etc.; high costs incurred for information retrieval of physical documents; delays in process and delivery of services; and absence of alerts for critical action.

Intervention

A synergistic ecosystem cutting across 21 corporations/federations was put in place to bring previously divergent processes under uniform common process. To ensure transparency, features like built-in monitoring and linking of all the stakeholders from marginalized sections of the society, private and public sector banks and government officials to a common platform was introduced.

Figure 3: Overcoming Challenges through OBMMS



Source: Andhra Pradesh Scheduled Caste Cooperative Finance Cooperation

Impact

- 6.7 lakh applications registered per year
- 3 lakh beneficiaries
- 778 Mandal (sub-district) officers associated with the platform
- 7000+ bank branches linked to the platform
- 48+ lakh sheets of paper saved during registration process
- 8-10 hours saved per beneficiary
- No duplicate/ghost applications

- Speedy verification: 1-2 hours saved per beneficiary
 - Future retrieval of records improved
 - Turnaround time improved by 30 per cent
 - Staff productivity increased by 30 per cent
- Source: Andhra Pradesh Scheduled Caste Cooperative Finance Cooperation