

National Trust Scheme Guidelines



Prerna Marketing Assistance

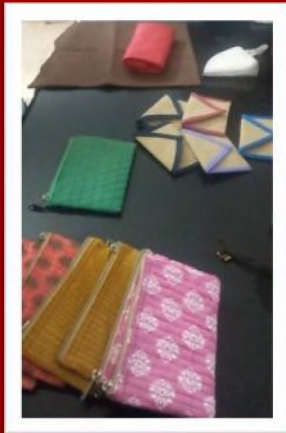


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Abbreviations

Abbreviation	Description
APL	Above Poverty Line
ADL	Activities for Daily Living
BPL	Below Poverty Line Limit set by respective state government
DD	Demand Draft
DC	District Collector
DM	District Magistrate
IT Return	Income Tax Return
KPI	Key Performance Indicators
LG	Legal Guardianship
LLC	Local Level Committee
LIG	Low Income Group
Above LIG	People above the LIG limit
NGO	Non-Government Organisation
OPE	Out of pocket expenses
PwD	Person with Autism, Cerebral palsy, Mental Retardation and Multiple Disabilities
PwD Act 1995	Person with Disability Act 1995
RO	Registered Organisation
RCI	Rehabilitation Council of India
SE	Special Education
SNAC	State Nodal Agency Centre
NT or National Trust	The National Trust

Description of Terms

Term	Description
Low Income Group	BPL limit set by the state + additional 50% of BPL Limit of that state
Legal Guardian	Guardian appointed by the Local Level Committee as per the "The National Trust Act 1999"
Disability covered under the National Trust Act	Autism, Cerebral palsy, Mental Retardation and Multiple Disabilities
Finance Department	Internal Finance Department of National Trust

Disclaimer:

- *National Trust reserves the right to modify the objective, scheme description and/or any other details specific to the scheme at any point of time without notification.*
- *It is the responsibility of the RO to achieve the objectives of the scheme via the support of National Trust and by their own resources.*
- *RO can avail multiple schemes from National Trust and can also open up multiple centres for running different schemes.*
- *ROs are expected to strictly adhere to all the timelines mentioned in each step of the processes. However, in case of any of any failure in doing so, National Trust reserves the right to reconsider the further action to be taken, provided the RO submits a reasonable explanation for the delay.*
- *National Trust reserves the right to evaluate the scheme once in every 3 years*
- *National Trust reserves the right to discontinue, postpone or withheld sanction of the scheme considering the availability of finances*
- *This scheme shall be governed and construed in accordance with the laws of India and shall be subject to the exclusive jurisdiction of the courts of New Delhi only.*

1 Prerna

Marketing scheme

1.1 Objective

Prerna is the **marketing scheme** of National Trust with an objective to create viable and widespread channels for sale of products and services produced by Person with disability (PwD) covered under National Trust Act.

1.2 Scheme Description

This scheme aims at providing funds to participate in events such as exhibitions, melas, fairs, etc. to sell the products made by PwDs. The scheme also provides an incentive to the Registered Organisation (RO) based on the sales turnover of the products made by PwDs.

I. **Support for participation in events**

National Trust shall fund RO participation in national, regional, state and district level events such as fairs, exhibitions, melas etc. for marketing and selling products and services prepared by PwDs. However, at least 51% of employees of these work centres should be PwDs with disabilities covered under National Trust Act.

RO shall submit the proposal for each of the events in which it would want to participate as per the processes mentioned subsequently in this process. This scheme would not include any permanent stalls allotted to The National Trust.

National Trust shall also fund (up to INR 10,000 in a year) RO if they have prepared and distributed brochures in any event.

II. **Incentive on Sales turnover**

National Trust shall also provide an incentive to RO against the sale of products and services prepared by PwDs on an annual basis after verification by any one of the official of District Collector (DC) or District Magistrate (DM) or Local Level Committee (LLC) or Social Welfare.

RO have to ensure that major part of the incentive should be distributed to PwDs or used for the betterment of PwD like improving their skills and taking measures to improve their productivity etc. Please note that National Trust will not ask for the details or proof of utilization of the incentive.

III. **Validity of Scheme Enrolment**

Scheme enrolment shall be valid only for the concerned Financial Year. Once, current financial year is over, RO should enrol again in Prerna scheme to avail benefits of the scheme.

For example, if the RO registers for Prerna in September 2016, the enrolment will be valid till 31st March 2017 and if it registers for Prerna in April 2016, the enrolment will be valid till 31st March 2017.

1.3 Funding Pattern

National Trust will provide funding to the RO for Prerna scheme under following two heads:

I. **Support for participation in events**

This is a one-time payment that will be provided to ROs to participate in national, regional, state and district level events.

- The payment is based on the level of the event in which RO is participating.
- The National Trust will sponsor up to a maximum of 4 events in a year for each RO of any category.
- National Trust shall sponsor the amount per event as mentioned in the following table. Any expense over and above the mentioned amount shall be the responsibility of RO.
- The funds under the scheme will be provided only for the duration of the exhibition (up to 5 days) and will not include other days such as days of travel, setup etc.
- If the RO is being allotted a stall free by any National, State, District, Central or any other government department, ministry or organisation, then the funds provided will be reduced by 25%.
- This scheme would not include any permanent stalls allotted to The National Trust.

II. *Incentive on Sales turnover*

A one-time incentive at the end of the year will be provided to the RO against the sale turnover of the products and services provided by the PwDs. Sales turnover for only those products and services shall be considered which are from work centres where minimum 51% of working persons are PwDs with National Trust disabilities.

Incentive can only be claimed on the products or services of those work centres that are run by the RO applying for the Prerna scheme or work centre run by any other RO of National Trust.

III. *Brochure Reimbursement*

If any RO designs and prints a new brochure, it is eligible to claim the cost incurred for the brochure designing and printing, provided the following conditions are met:

- In the brochure, RO should mention special credits to The National Trust for the brochure and other kind of support provided.
- Reimbursement will be provided only if the brochure has been designed and printed in the current Financial Year (i.e. from 1st April to 31st March).
- Cost of more than 1 brochure can be reimbursed with the maximum limit of amount mentioned in the following table.
- Brochure cost shall only be reimbursed if RO has participated in at least 1 event sponsored by The National Trust in that financial year.
- This amount shall be reimbursed only once in any financial year. RO should submit the request for reimbursement anytime within the financial year or within 2 months from the end of the respective financial year.

Funds allocated under each of the above mentioned head is as follows:

S. No.	Funding Head	Amount (in INR)	Frequency of funds disbursement
I.	Support for Participation in events	a. National Level Event– INR 30,000/- b. Regional Level Event(participation of minimum 5 states) - INR 25,000/- c. State Level Event - INR 20,000/- d. District Level Event- INR 10,000/-	One time allocation of fund per event

S. No.	Funding Head	Amount (in INR)	Frequency of funds disbursement
		In case the stall allotted to the RO is being provided at no cost by any National/ State/ District/Central or any other government department, ministry or any other organisation then the funds provided by National Trust will be reduced by 25%.	
II.	Incentive on Sales Turnover	The incentive will be 10% of the total sales turnover of products and services prepared by PwDs	One time at the end of each Financial year
III.	Reimbursement against design, printing and distribution of new brochures	10,000	One time at the end of each Financial year

1.4 Eligibility Criteria

This section specifies the eligibility criteria for RO to apply for Prerna scheme.

I. Eligibility criteria for the Work centres

The Work centres should fulfil the below mentioned criteria to be enrolled in Prerna:

- Products or services from only those work centres shall be eligible where at least 51% of the working persons are PwDs covered by The National Trust Act.
- PwDs employed in the work centre should be above the age of 14 years.
- Work centres should be run by RO of the National Trust.

II. Eligibility criteria for RO

RO should fulfil all of the following eligibility criteria to enrol for Prerna scheme:

S. No.	Eligibility Criteria	Required Documents
1.	Requesting Organization should be registered with National Trust	National Trust Registration proof/certificate
2.	RO should have minimum 2 years of experience of working with Person with Disability (PwD) with at least one of the four disabilities under National Trust Act	Undertaking by the RO detailing the work
3.	NGO should not be blacklisted by National Trust or any other government organization on the date of submission of scheme enrolment form	Declaration by the RO

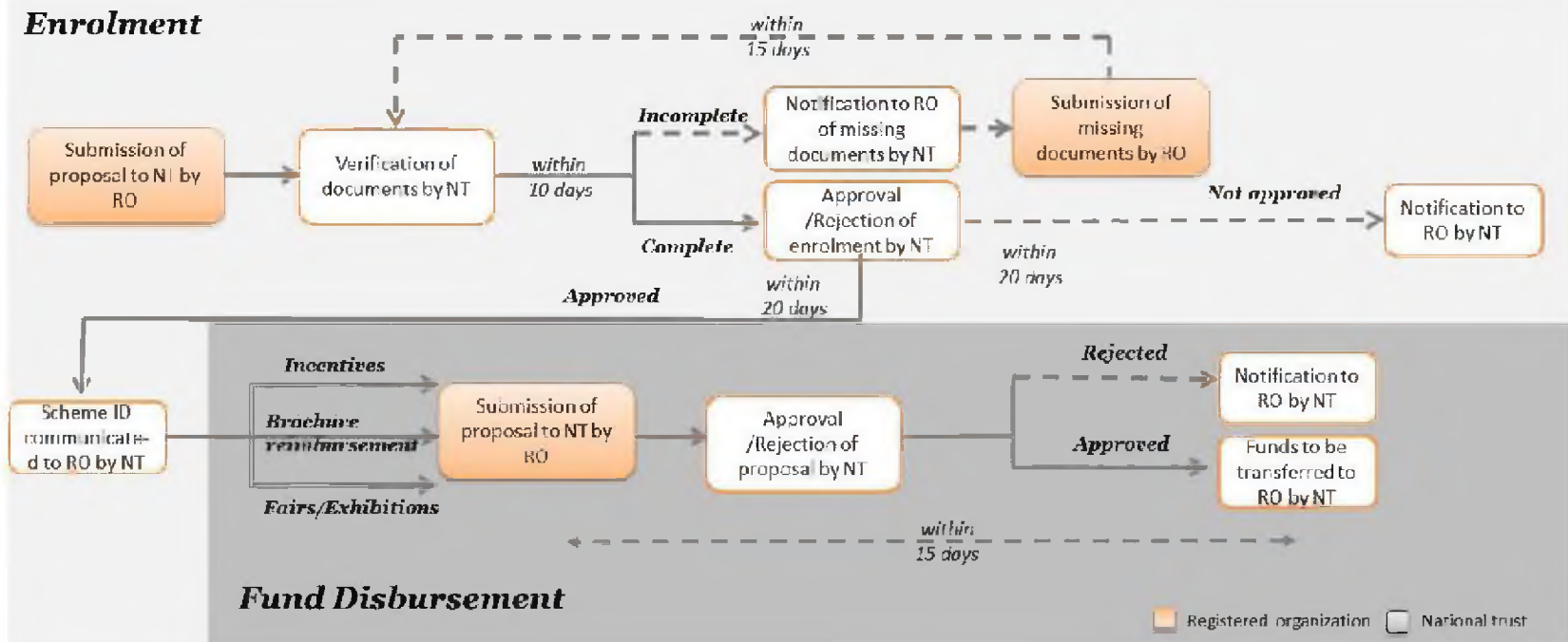
S. No.	Eligibility Criteria	Required Documents
4.	RO should be registered under the PWD Act on the date of submission of scheme enrolment form	Registration proof/certificate

1.5 Processes

This section describes the processes that should be followed for the below mentioned purposes with reference to the Prerna scheme:

1. RO enrolling for the Prerna scheme
2. Fund disbursement for the two categories (for participation in various types of events, to obtain incentives on sale of items made by PwDs and to claim reimbursement on brochures)
3. Reporting and monitoring of the Prerna scheme by National Trust

Enrolment



1.5.1 RO Enrolment (first approval) process

RO enrolment process defines the steps to be followed while enrolling for PrernaScheme on an annual basis. It also details out the required information and documents at each step and timelines for each activity wherever applicable.

- STEP 1.** The NGO registered with National Trust logs in to the National Trust website
- STEP 2.** RO shall submit online application form along with the application fee of Rs.1000 and follow the procedure as described below:
- Fill up the Prerna application form online and upload the scanned documents as required*
 - Submit the duly filled in form on the National Trust portal
 - Pay the application fees online
 - Send a hard copy of the application form and supporting documents to The National Trust

Note:

1. *Enrolment will be valid for the respective Financial Year i.e. between 1st April and 31st March next year. For example, if the RO registers for Prerna in September, the registration will be valid till March the next year and if it registers for Prerna in December, the registration will be valid till March next year*
2. *Documents received without application fees shall not be entertained.*

***Following documents have to be submitted/ uploaded by RO for enrolment purpose:**

1. Documents fulfilling the eligibility criteria
2. Declaration by RO regarding current setup listing out the following:
 - a. Current set of activities being undertaken in the RO
 - b. Details of work centers (if any) and products being manufactured
 - c. History of participation in events such as fairs, melas, exhibitions, etc. and other marketing activities related to the National Trust disabilities in the past 3 years.
 - d. Scheme Declaration or undertaking of acceptance of terms and conditions of the scheme

STEP 3. After National Trust receives the application form and the documents and these are verified. If there is information/document which is wrongly submitted or is missing and is to be submitted again, the RO is given 15 days' time to submit the same.

STEP 4. The final decision on the application/proposal is taken after completing all necessary formalities and processes. Based on the verification of documents, if the RO meets scheme criteria and requirements, the application is approved. In case there is any discrepancy, RO is informed accordingly.

Communication to RO by National Trust shall be done within 30 days from point of receipt. Point of receipt is date and time of submission of online form along with all the required documents.

STEP 5. Enrolment is completed, a scheme ID is created for the RO and the confirmation for the same is communicated to RO.

STEP 6. A starter kit/Prerna handbook containing the complete details of the Prerna scheme is also handed over to the RO by National Trust.

1.5.2 Fund disbursement process

Fund disbursement for Prerna shall take place for three categories of cost as mentioned before. In this section, we have listed down processes for fund disbursement for all these cost categories.

Please note that each RO should maintain a separate account of funds received from the National Trust under Prerna scheme in appropriate ledgers, clearly mentioning the amounts received, amount spent and balance at hand.

1.5.2.1 Fund disbursement for participation in events

The fund for participation in National/ Regional / State / District level events shall be disbursed after approval of RO application for the Prerna scheme. This process is initiated by the RO before it is to participate in any event after enrolment approval by National Trust. Funds should be transferred within 15 days of receipt of application for fund disbursement by National Trust.

Fund disbursement for any event participation is divided into two stages: one in advance after approval of proposal and one after completion of event.

STAGE 1: Disbursal of 50% funds as advance

- STEP 1.** RO (enrolled under Prerna scheme) shall submit the proposal for participating in any mela, fair, exhibition etc. prior to event, with the details as mentioned below:

A proposal including the below mentioned documents have to be submitted by RO for STAGE 1 disbursement of participating in events:

1. RO Scheme ID
2. Whether the event is a National / Regional / State / District level event
3. Details of the event *
 - a. Name , date, time and venue
 - b. List of staff employed (Not less than 2 staff to be deployed for one exhibition)
 - c. Brief description of the event and RO activities at the stall (products to be sold at the event)
4. Details of work centres from which products/ services are taken and RO that they belong to
5. Undertaking by the RO that the products being sold have been prepared at work centres where at least 51% of the employees are PwDs covered by the National Trust Act and that they are above 14 years of age.

**NT to sponsor not more than 4 events in a year*

- Once the application has been approved by The National Trust for the RO to participate in a certain event, 50% of the participation amount as per level of the event shall be disbursed. If the RO is being allotted a stall free by any National/State/District/Central or any other

- government department, ministry or any other organisation then the funds provided will be reduced by 25%.
- STEP 2.** Proposal to be approved and fund to be transferred or Proposal to be rejected and same to be communicated to the RO within 15 days of receipt of application.
- STEP 3.** National Trust scheme in-charge to send instructions to its internal Finance department
- STEP 4.** Finance department of National Trust will transfer funds to RO via NEFT or RTGS preferably.
- STEP 5.** Transaction confirmation will be sent to the scheme in-charge
- STEP 6.** Transaction confirmation to be sent to the concerned RO by scheme in-charge.
- STEP 7.** Record of the details of funds transfer to be maintained by internal Finance department.
- STEP 8.** If the funds are not disbursed within the stipulated time period, RO can escalate the issue as per Escalation matrix either through website or calling the concerned officer on his/her office number.

STAGE 2: Disbursal of 50% funds after the event

- STEP 1.** Once the event has completed, RO shall provide documents as mentioned below to National Trust within 10 days of completion of the event

A proposal including the below mentioned documents have to be submitted by RO for Stage 2 fund disbursement for participation in events:

1. RO Scheme ID
2. Participation proof for each event which is sponsored by the National Trust with 2 photographs

**NT to sponsor not more than 4 events in a year*

- STEP 2.** Once the application has been approved by The National Trust, the remaining amount (50% of the funds allocated) as per level of the event shall be disbursed.
- STEP 3.** If the RO is being allotted a stall free by any National/State/District/Central or any other government department, ministry or any other organisation then the funds provided will be reduced by 25%.
- STEP 4.** Proposal to be approved and fund to be transferred or Proposal to be rejected and same to be communicated to the RO within 15 days receipt of application.
- STEP 5.** National Trust scheme in-charge to send instructions to its internal Finance department
- STEP 6.** Internal Finance department of National Trust will transfer funds to RO via NEFT or RTGS. Cash disbursements are not allowed.
- STEP 7.** Transaction confirmation will be sent to the scheme in-charge
- STEP 8.** Transaction confirmation to be sent to the concerned RO by scheme in-charge.
- STEP 9.** Record of the details of funds transfer to be maintained by internal Finance department of National Trust.
- STEP 9.** If the funds are not disbursed within the stipulated time period, RO can escalate the issue as per Escalation matrix either through website or calling the concerned officer on his/her office number.

1.5.2.2 Fund disbursement for incentive against the Sales turnover of products prepared by PwDs

This process defines process for obtaining the incentive against the Sales turnover of the products or services made by the PwDs.

- STEP 1.** Anytime within a year or within 2 months from the end of the respective financial year, RO shall submit a proposal with the required set of documents to National Trust as mentioned below.

Documents/Information to be provided by RO to claim incentives against the Sales turnover of products or services made by PwDs:

1. RO Scheme ID
2. Declaration of sales (audited accounts may be asked by The National Trust if necessary)
3. Details of the sales i.e.products sold per work Centre (preferably with type, quantity of products and point of sale)
4. Verification of sales turnover by Official of DC/DM/LLC/Social Welfare department

- STEP 2.** Once the proposal has been approved by The National Trust for the RO to avail the incentive of Prerna scheme, the incentive amount as per evaluation by National Trust shall be disbursed. Proposal to be approved and fund to be transferred / Proposal to be rejected and same to be communicated to the RO within 15 days of receipt of application*.
- STEP 3.** National Trust scheme in-charge to send instructions to its internal Finance department
- STEP 4.** Internal Finance department of National Trust will transfer funds to RO via NEFT or RTGS. Cash disbursements are not allowed.
- STEP 5.** Transaction confirmation will be sent to the scheme in-charge
- STEP 6.** Transaction confirmation to be sent to the concerned RO by scheme in-charge.
- STEP 7.** Record of the details of funds transfer to be maintained by internal Finance department of National Trust.
- STEP 10.** If the funds are not disbursed within the stipulated time period, RO can escalate the issue as per Escalation matrix either through website or calling the concerned officer on his/her office number.

** Major part of the incentive should be distributed to PwDs or used for the betterment (improving skills of PwDs or improving productivity of PwDs,etc.) of PwDs. (National Trust will not ask for the utilization of the incentive unless there is a complaint or controversy)*

1.5.2.3 Fund disbursement to avail the reimbursement against design of new brochures

Following is the processed that shall be followed for disbursement of funds for brochure designing and printing:

- STEP 1.** RO to provide documents as mentioned below to National Trust If any RO designs and prints a new brochure, RO will be eligible to reimburse the cost incurred by submitting the documents below.(up to INR 10,000). The RO is to mention special credits for The National Trust for the brochure.

The below mentioned documents have to be submitted by RO to avail reimbursement on designing and printing brochures:

1. RO Scheme ID
2. Brochure
3. Receipt which indicates the cost of printing the brochure
4. Participation proof for each event which is sponsored by the National Trust with 2 photographs

- STEP 2.** Once the documents/information has been approved by The National Trust, the amount as per cost incurred shall be disbursed.
- STEP 3.** Proposal to be approved and fund to be transferred / Proposal to be rejected and same to be communicated to the RO within 20 days receipt of application.
- STEP 4.** National Trust scheme in-charge to send instructions to its internal Finance department.
- STEP 5.** Internal Finance department of National Trust will transfer funds to RO via NEFT or RTGS. Cash disbursements are not allowed.
- STEP 6.** Transaction confirmation will be sent to the scheme in-charge
- STEP 7.** Transaction confirmation to be sent to the concerned RO by scheme in-charge.
- STEP 8.** Record of the details of funds transfer to be maintained by Finance department.
- STEP 11.** If the funds are not disbursed within the stipulated time period, RO can escalate the issue as per Escalation matrix either through website or calling the concerned officer on his/her office number.

1.5.3 Monitoring mechanism

Monitoring of Prerna Scheme shall be done annually in March. ROs availing the Prerna scheme should submit Prerna Action Docket in March every year.

Prerna Action Docket includes following documents:

- a) Prerna Action Report consists of:
 - Statement of Expenditure
 - Performance Report (based on KPIs) & Supporting Docs
 - Achievements or activities that can be highlighted (if any) specific to each scheme enrolled for
 - Annual Report of RO which is to be submitted yearly
- b) Proposed Action plan for next 6 months
 - Any upcoming/planned events
 - Additional activities planned
- c) Feedback/Suggestions
 - Both scheme wise and in general
- d) A descriptive report of minimum 300 words by RO on how participation in exhibitions has increased the confidence/morale of PwDs and how it has empowered PwDs

- a) The ROs are expected to provide timely submission of the above mentioned documents to National Trust. The maximum time limit allowed to send the docket would be 1 month i.e. the report should be submitted by 30th April of every year.
- b) In case of any failure in the submission of the same, National Trust would send reminders to ROs on an interval of every 20 days, 10 days and 5 days respectively (a maximum of 3 times)
- c) In such a scenario, further funds would be put on hold till National Trust receives the documents. In case of failure in the same for 3 consecutive times, matter would be presented to Joint Secretary & Sanction committee on further actions to be taken.
- d) In the case where RO sends the documents to National Trust before 3 warnings, funds would be disbursed as per periodic cycle, along with funds on hold
- e) After National Trust receives the Prerna Action Docket, the documents are analysed and verified
- f) National Trust is also expected to provide support and suggestions on the Proposed Action plan

Key Performance Indicators

Monitoring mechanism of Prerna Scheme is Key Performance Indicators (KPI) based. RO which avail Prerna are expected to work on the areas mentioned as KPIs along with usual day to day activities. If ROs availing Prerna are not achieving the KPI targets, National Trust can mentor and guide them in the correct direction for betterment performance.

Below are the KPIs and respective targets for Prerna scheme:

KPI Name	KPI Weightage	KPI Description	Target	Documents required
1. Event Participation	50%	Minimum number of events participated in a year.	The RO should participate in at least 1 event in any year	<ul style="list-style-type: none"> • Event Participation certificate proof
2. Growth rate of PwD Supported	50%	Increase in the strength of PwDs employed in the work centre which are associated with Prerna scheme	Increase of PwDs at the work centres should atleast be 10% of existing PwDs or 1 (whichever is more) per work Centre per year	<ul style="list-style-type: none"> • Work centre wise details of the PwDs employed to be obtained

RO enrolled under Prerna scheme is expected to achieve atleast 50% of the KPIs. In case of failure by the Prerna centre in achieving the same, National Trust reserves the right to reconsider the funding to be provided for the next year, provided the RO submits a reasonable explanation for the same.

Grievance Redressal

In case the RO faces any issues with regards to the scheme, the RO can either login the issue in the Grievance redressal system in the website or can contact the concerned official or CEO of National Trust on the office phone number.

EscalationMatrix

If any time limit as mentioned in this document is exceeded by National Trust, then the RO can escalate it to the CEO of National Trust. If the matter is not closed within a reasonable amount of time by the CEO of National Trust, RO can further escalate the matter to the Chairperson of the Board of National Trust.