



# VIKSIT BHARAT

## Empowering Citizens & Reaching The Last Mile

(Volume : II)





“ Remember the time before Independence... yes, people had different methods of working but the goal was same and the goal was big - the freedom of India. In this Amrit Kaal we have to come together and work towards another big goal of a VIKSIT BHARAT. ”

**Sh. Narendra Modi**

Hon'ble Prime Minister



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# **INNOVATION (CENTRE)**





# Aadhaar Touching Lives With Face Authentication

## Innovation (Centre)

**U**nique Identification Authority of India (UIDAI) carries out around 8 crore Aadhaar authentication transactions on a daily basis using various modalities like biometrics (fingerprint and iris), OTP and demographics. During the Aadhaar enrolment process, the identity information of the resident i.e. demographic information (name, address, gender and date of birth; mobile number and e-mail) and biometric information (face, fingerprint and iris) are captured.

UIDAI has launched an in-house innovative initiative using Artificial Intelligence (AI)/ Machine Learning (ML) based Face Authentication Solution. UIDAI has developed a robust Artificial Intelligence-Machine Learning (AI-ML) based Face Authentication functionality, wherein a resident can perform Aadhaar authentication using 'Face' as a biometric modality.

The COVID-19 pandemic brought forth an alarming issue with systems that require







physical contact. A need was felt for a touchless biometric authentication which gained impetus resulting in the development of an in-house face authentication technology.

Face Authentication is a “Consent Based” authentication process to verify an Aadhaar number holder’s identity. A successful Face Authentication confirms that the physical face which is being scanned for verification matches with the one which was captured at the time of enrollment.

It was launched after an extensive proof of concept (POC) study with National Health Authority (Co-WIN application), the National Informatics Centre (Jeevan Pramaan), and a few banks involving residents in various population groups of different age groups, gender and geographic regions. Encouraged by the successful results and after a comprehensive analysis of the technology, it was enabled across the entire



Aadhaar ecosystem. The advantages of face authentication technology are:

- (a) versatile and secure
- (b) an edge over other modalities
- (c) captures live image only-will not work with still photographs
- (d) secure against video replay attacks-Deepfakes masked and spoofed videos
- (e) secure against masked images
- (f) continuously improved with current version (0.7.39) of Face Auth Application
- (g) complies with stringent Vulnerability Assessment and Penetration Testing (VAPT) and Audits being carried out regularly
- (h) compatible with all kinds of Android phones
- (i) inbuilt security features
- (j) easily intractable with Authentication User Agency (AUA) application
- (k) enables a live-ness check on the edge
- (l) end-to-end encryption
- (m) enables device-level registration
- (n) provides better authentication success

## Impact

- The biometric face authentication helps pensioners to obtain Jeevan Pramaan Digital Life Certificate from their homes without visiting the Bank.
- NHA integrated the Face authentication in Co-WIN application for registration purposes and for registration of beneficiaries under PM-JAY (Pradhan Mantri Jan Arogya Yojana).
- Banks have also adopted the Face authentication functionality for providing banking services such as bank account opening to their customers.
- NIC has developed the Face authentication application for marking the attendance of employees through AeBAS (Aadhaar-enabled Biometric Attendance System) in Central Ministries and State Departments.
- Face Authentication is currently used by 26 entities across the country, mainly engaged in the disbursement of Direct Benefit Transfers (DBT) to the beneficiaries of the central government and state government schemes.



# National COVID-19 Vaccination Programme

## Innovation (Centre)

This is the world's largest vaccination programme launched by Government of India, Ministry of Health and Family Welfare. A multi-level institutional mechanism for governance was defined encompassing various expert bodies that focused on aspects of pandemic response such as vaccine development, planning for vaccine administration, utilization of information technology, vaccine safety surveillance etc. The structured governance helped efficient planning, scientific and evidence-based decision-making including prioritization of beneficiaries, and the successful implementation of the programme.

The challenge of supply chain and logistics management was dealt with by adopting a 'just-in-time' approach based on pro-rata consumption by States/Union Territories.

Vaccine wastage was minimized through micro-planning, regular reviews along with cross-learnings among States/Union Territories resulting in efficient utilization of each dose of vaccine. To ensure the last-mile availability of vaccines under the critical circumstances of the pandemic, alternate vaccine delivery mechanisms such as the use of helicopters, drones, boats, camels, etc. were also utilized.

Digital capabilities were leveraged through CoWIN (Winning over Covid) platform for facilitating a smooth vaccination roll out. It enabled real-time monitoring of the vaccination drive, vaccine availability, and utilization. It facilitated the beneficiaries in self-registration, advance booking of vaccination appointments as per each person's preferences for the choice of







vaccination centre, vaccination time slots, and vaccine type, grievance redressal mechanism, and availability of QR-based individual digital certificates. CoWIN was further integrated with the existing technology platforms viz Electronic Vaccine Intelligence Network (eVIN) and SAFEVAC for real-time monitoring of vaccine stocks along with their storage temperature and reporting of Adverse Events Following Immunization (AEFI), respectively.

A comprehensive communication strategy was evolved to effectively address vaccine hesitancy and vaccine eagerness. This involved real-time dissemination of factual and

complete information while addressing the queries of the beneficiaries in a transparent manner.

Equitable access to COVID-19 vaccine to all citizens under the spirit of '*Sabko vaccine, muft vaccine*' was ensured through various strategic interventions such as 'Near-to-Home' Vaccination for the elderly, bed-ridden and differently-abled, flexi-timing vaccination centres and workplace vaccination for the daily-waged/working population, school-based vaccination to cover children aged 12-18 years, mobile vaccination teams to reach the unreached etc. Innovative campaigns such

as 'Har Ghar Dastak Teekakaran Abhiyaan' and 'COVID Vaccination-Amrit Mahotsava' were conducted to cover the missed-out and dropped-out beneficiaries through door-to-door vaccination and organized camps at various locations such as routes of public and private offices, religious yatra's, industrial establishments etc.

## Impact

- 221 crore (2.21 Billion) vaccine doses administered across India (i.e. 17% of the total Covid vaccine doses administered across the world)
- 97% of eligible population (aged  $\geq 12$  years) of India covered with atleast the first dose and 90% with both the doses.
- First 100 crore doses (1 Billion doses)

administered in 9 months and the next 100 crore doses (2 Billion doses landmark) were administered in the next 9 months.

- Effective reduction of Covid infections and increased confidence in the vaccination programme and the public health system.
- Each and every vaccination event digitally recorded on Co-WIN and individual QR-based certificates generated. Digi-Locker integrated with Co-WIN for data retrieval & storing the vaccination certificate.
- Temperature of vaccines maintained between  $+2^{\circ}\text{C}$  to  $+8^{\circ}\text{C}$  through e-VIN (Electronic Vaccine Intelligence Network) at all times.
- Inter-Sectoral Coordination yielded in mitigating the effects of the pandemic and leveraged people's participation resulting in the unprecedented success of India's Covid vaccination programme.









“ Our Start-ups are changing the rules of the game. That's why I believe Start-ups are going to be the backbone of new India. ”

**Sh. Narendra Modi**  
Hon'ble Prime Minister



# Startup India - A New Form of Doing Business

## Innovation (Centre)

Startup India is a common platform to interact, collaborate, recognize and develop tailored policies and action plans, financial incentives, market access, a single gateway to interact & collaborate and have a whole-of-government approach towards developing the Indian startup ecosystem. It provides handholding to the stakeholders and draws action plans and strategies that are visionary, implementable, and adoptable across the length and breadth of the nation.

Startup India draws together key stakeholders including new entrepreneurs, mentors, incubators, sources of talent such as universities and corporations, investors, and supporting business services. It also includes enablers, accelerators and incubators which are providing startups with growth advice and decision-making tools. Startup India also caters to venture capitalists, angel investors, support groups, technology corporations, and mentors whose aim is to provide funding and support for startups.



All programs are executed digitally enabling a transparent, paperless, and ease of operations through the development of a blockchain verification engine for a swifter and transparent verification system. The startup recognition process for States is simplified and the information-sharing mechanism between Startup India and State startup

nodal agencies is improved. The recognition of startups under the 'Startup India' initiative is also now integrated with the National Single Window System. Startup India Online Hub digital platform allows startups to connect with the relevant stakeholders. Startups can access their certificates through DigiLocker website and application.





## Impact

- Under 'Startup India' initiative, programmes have been introduced to create holistic growth of entrepreneurship across sectors and geographies. All of these were designed after identifying a critical gap in the ecosystem and each is a scalable macro-impact program.
- There are 83,000+ recognized startups (over 50,000 recognised from 2020 till date).
- More than 8.5 lakh jobs created (over 5.5 lakh jobs created since 2020).
- More than 45% of recognised startups have at least one-woman director.
- More than 45% recognised startups are from tier 2 and 3 cities.
- At least one startup recognised in every State and UTs spread across over 660 districts.
- 31 states have a dedicated startup policy.
- More than 5 lakh users are onboard on Startup India Hub.
- Indian startups received an investment of USD 35 billion in 2021.
- More than 100 incubators have been approved for financial assistance with a commitment of more than Rs. 400 crores.
- Over 1 lakh orders worth more than Rs. 8,500 crores had been placed with over 10,000 recognised startups by various government departments through GeM Startup Runway.
- More than 100 unicorns, the third highest in the world, with over 75 of them created post 2020.
- Startup India Seed Fund Scheme enables early-stage funding of startups.
- States' Startup Ranking Framework encourages State Governments to develop local ecosystems.
- Startup India Learning Program provides an online entrepreneurship course.
- National Startup Awards recognize and handholds outstanding startups, etc.
- Several targeted policies and schemes have been introduced with a focus on disruptive technology, women entrepreneurs, and grassroots innovators to drive inclusive growth in the ecosystem.





## Innovation (Centre)

Single authoritative information on land parcel or property for enabling integrated land services to be availed by citizens is a Government of India, Department of Land Resources (DoLR) initiative under the Digital India Land Records Modernization Programme (DILRMP) funded as a Central Sector Scheme *inter alia*, for:

- computerization of revenue courts, land records, registration, survey, etc

- creating modern record rooms at Tehsil level, project management unit and cell
- conducting evaluation studies, and training
- consent-based integration of Aadhaar number with the land record database

The services being delivered and the departments dealing or regulating or rendering land-related services are identified for developing a system and for assigning Unique ID for each land parcel by the respective States/Union Territories. On the







basis of Unique ID, online Land Information System with open standards APIs (Application Programming Interface) will be created using Geospatial Information System (GIS) and Open Geospatial Consortium (OGC) compliance. This information system will provide comprehensive information on land and properties, consisting of textual and spatial data, and will maintain the consistency of core data across all departments and agencies at various levels of administration such as district/state/centre.

The Revenue Departments of States/UTs take the lead initiative in identifying departments

with land resources, listing of services, identifying and standardizing existing data sets, finalise inter-departmental-database transactions, strategies assigning Unique ID for each land parcel and keeping it in the public domain before further mapping.

## Impact

This initiative will usher in large-scale reforms in land record management thereby introducing ease of land transactions for citizens and stakeholders as well as introducing effective management of land resources and records for

the administration enabling smooth revenue generation and resource management. This initiative shall also have a positive effect on the volume of land-related litigations and in particular, it shall roll out a mechanism for:

- authoritative and authentic source of information on land parameters.
- easy identification of land and land transfer.
- digitalization through Unified ID enabling paper-less governance.
- standardization of data and application for effective integration and interoperability across government departments and

stakeholders and introduce unified land tracking system.

- single portal facility and transparency.

DoLR extends financial and technical support for rolling out the system in collaboration with National Informatics Centre, the Survey of India, Department of Science and Technology and National Remote Sensing Centre.

As on 27<sup>th</sup> March, 2023, 26 States / UTs have adopted ULPIN/Bhu-Aadhaar and a total of 9.026 crore land parcels have been assigned Bhu-Aadhaar or ULPIN as on 15<sup>th</sup> March 2023.









“ We need to identify the areas and make a comparative study to move forward. We have to formulate our plans and the models of our governance with this resolve. We should keep ensuring that there should always be innovation and modernity in our efforts. ”

**Sh. Narendra Modi**  
Hon'ble Prime Minister



# **INNOVATION**

## **(STATES)**





**Land Resource Inventory (LRI) - For  
Scientific Soil & Water Conservation  
and Sustainable Farming, Karnataka**

## Innovation (State)

**L**and is a living, breathing ecosystem, which needs to be nurtured, protected, scientifically treated, and to be put into rational use on strong scientific criteria. However, owing to the rapid climate change and human activities leading to a state of rapid ecological imbalance, land in rural India today is highly degraded. This is one of the root causes of poverty. In a given environment to form an inch of soil, it will take 400 to 600 years and 3000 years to become fertile.

## Issue

Knowing the variability of soil, water, land use, weather and other resources at the survey number level can help to overcome the site-specific constraints and to design and adopt appropriate interventions for Precision Farming, Smart Farming, Per Drop More Crop, increasing Cropping Intensity and successful Watershed development for soil and water conservation. Site-specific land resource information was not available in earlier days. The World Bank supported “Sujala-III” project demonstrated the site-specific scientific

advisory on Soil, Water and crop management to the farmers, planners and scientists, and policymakers.

## Land Resource Inventory

Land Resource Inventory (LRI) is a scientific study of soil, water and related resources at the field level by studying the profiles up to 2 meters or till parent material and this study is different from traditional soil health card which gives only limited information. LRI gives a diagnostic picture of soil in terms of physical and chemical characteristics, nutrients status, suitability of crops and soil and water conservations treatment required.

The key innovation of this project is to bring together a consortium of scientific and technical partners and harness state-of-the-art technology encompassing Remote Sensing (RS) and Geospatial Information System (GIS) technology towards Scientific Soil & Water Conservation and Sustainable Farming. The consortium partners includes esteemed Central and State institutes viz., the National Bureau of Soil Survey and Land Use





Planning (ICAR-NBSSLUP) as lead partner on LRI and Indian Institute of Science (IISc) on Hydrology, together with 5 State Agricultural and Horticultural Universities (UAS Bengaluru, UAS Dharwad, UAS Raichur, UAHS Shivamogga & UHS Bagalkote), Karnataka State Remote Sensing Applications Centre (KSRSAC), Karnataka State Natural Disaster Monitoring Centre (KSNDMC) and supported and guided by Department of Land Resources (DoLR), Government of India.

## Implementation

1. Base maps like Cadastral, drainage and water bodies, micro watershed boundary, village boundary, and other maps like soil profile, geology, Land Use/Land Cover (LULC), slope, erosion, etc. were developed by partners.
2. Developed maps are provided to the partner institutes to carry out the Land Resource Inventory (LRI) Survey.
3. Traversing the watershed area by scientists and technical staff of the partner institutes with cadastral maps and remote sensing imagery.
4. Identifying soil types, lineaments, landforms, land use, and carrying out soil sampling.
5. Studying soil characteristics through chemical analysis in the lab.



6. Grouping similar areas based on soil-site characteristics into management units.
7. Preparation of soil capacity, management maps and atlases.
8. Migration of data to a digital library developed using MySQL database.
9. Publicly launched for the use of farmers, planners, researchers, development department, Industries etc.

## Impact

### **Development of Digital Library & LRI**

**Portal:** The digital library was developed by integration of the data sources from Karnataka Geospatial Information System (KGIS), Bhoomi, Karnataka State Natural Disaster Monitoring Centre (KSNDMC), Agricultural Produce & Livestock Market Committee (APMC) and K-KISSAN etc. along with the LRI data outputs generated from the partners, which was automated to provide the site-specific recommendations in real time through a Decision Support System (DSS) and disseminated to the line departments, farmers and other users on real-time basis.

### **Development of 9 decision support system:**

It is a game-changer for providing advisories and options to the farmers, planners, researchers and other land users. List of 9 Decision Support System (DSS) developed:

- i. Soil & Water conservation plan, to identify the type of structures, their design, and estimate, for both arable and non-arable lands/areas
- ii. Crop selection, based on physical suitability and cost-benefit ratio
- iii. Delineating prime Farmlands/arable and non-arable lands-based land capability classification
- iv. Crop-based Nutrient Management and Soil Health
- v. Estimating Surface runoff at farm/MWS/SWS levels
- vi. Designing Size and location of Farm ponds and Check dams
- vii. Estimating the Crop water requirement
- viii. Estimating Soil Water balance at MWS or higher levels
- ix. Water budgeting

**Generation of Thematic Maps and Atlas:**

From the LRI database migrated and stored in the Portal, 54 different thematic maps on the status of soil nutrients, suitability for various crops, hydrological parameters and various other themes and Atlas can be generated with the help of an interactive menu.

**Generation of LRI Cards:** LRI Card contains information about physical and chemical parameters at the individual farmer level, which helps to generate farm-specific Crop choices. The LRI information generated was disseminated to farmers by conducting around 4900 village-level training and distributed around 4.5 lakh LRI cards. LRI information is also provided to farmers through Varuna Mitra helpline, mobile apps, LRI portal, and other ICT tools.

**World Bank – DoLR – Karnataka – LRI:** World Bank has recognised the LRI as the cutting-edge technology for delivering site-specific information to the farmers and LRI also helps to create a sustainable eco-system on long-term basis.

World Bank and Government of India have considered Karnataka State Watershed

Development Department as LIGHT HOUSE partner in implementing Land Resource Inventory in India. REWARD program is sanctioned to Karnataka State at the cost of Rs. 600 Cr. to execute LRI in 19.2 lakhs hectares and to reciprocate this in Orissa and other states in India.

A National level “Centre of Excellence on Watershed Management” is established in Karnataka to upscale the LRI approach and train all the stakeholders within and outside the country. The Centre of Excellence on Water Management (CoE-WM) has organized hands-on training and Certified Key Officials of 25 different states for the use and application of LRI.

Under Watershed Development Component-Prime Minister Krishi Sinchayee Yojna (WDC-PMKSY) 2.0 which is under implementation from 2021-22 to 2025-26, LRI has been made a mandatory requirement by DoLR for planning and implementation for at least 10% of projects. The objective is to get the technique applied and understood in all States/UTs. The broader perspective of DoLR is to achieve

sustainability in watershed projects in view of climate perspective and upgrade the existing WDC 2.0 guidelines to WDC 3.0.

In the future, the issues of land degradation especially in rainfed areas would follow WDC 3.0 guidelines where LRI is expected to ensure sustainability.

## Outcome

In one of the case study, it was estimated that about 38% reduction in fertilizer cost was realised by adopting LRI recommendations for nutrient management.

Under the World Bank assisted Sujala III project LRI is established for about 14 lakh hectares across 12 districts and further with the state-funded program 4.69 lakh hectares are covered.

The outputs of the LRI studies have benefited the farmers in the diversification of crops from traditional low-value crops to high-value crops through suitable crop selection, judicious use of fertilizers, and other inputs.

LRI has helped in area expansion under newly emerged high-value horticulture crops like Dragon Fruits, Star Fruit, Thailand Guava, Green Apple, Coconuts, Cashew and Jamun.

Several thousand hectares of problematic and saline soil are restored there by saving time, energy and money.

The scientific water budgeting tool has helped to harvest more rain water, increase in groundwater, improve the biomass, decrease in siltation of big reservoirs and tanks, reduce dependencies on large reservoirs etc. on a sustainable basis.

The project is committed to making science work for rural communities by demystifying science for stakeholders and fulfilling the gap for adapting good agricultural practices.

In a nutshell, LRI technology emerged as a successful, replicable, scientific, and technology-driven multi-sectorial and participatory rainfed watershed management model for the benefit of farmers, planners, researchers and policymakers.





# State Organ and Tissue Transplant Organization (SOTTO), Gujarat

## Innovation (State)

**W**ith the rising burden of non-communicable diseases, there is a rising number of patients who suffer from irreversible organ ailments involving the Kidneys, Liver, Heart. Their outcome can be improved with the opportunity of organ transplant surgery. However, only 2-3% receive such lifesaving transplants and more than 5 lakh die due to a lack of organ donations. To bridge this gap, the state developed a cadaver transplant programme in 2005 and further strengthened it by augmenting the entire ecosystem in 2019 with the establishment of SOTTO Gujarat.

## Issue

**Predominance of Public Sector Hospitals In Cadaver Transplants:** Public sector hospitals have been playing a pivotal role in organ donation/retrieval and cadaveric transplants. Gujarat has ensured world-class facilities at its Autonomous NABH accredited public sector institutes of excellence – Institute of Kidney Diseases and Research Center (IKDRC) & U

N Mehta Institute of Cardiology & Research Centre (UNMICRC). Gujarat is the only state to conduct Cardiac Transplants in the public sector and over 570 Robotic Kidney Transplantations in the government setup.

### **Equitable Care with Affirmative Discretion:**

Gujarat leads in Cadaveric Organ Donation & Transplants in the Public sector through a strong ecosystem, with SOTTO Gujarat at its pivot, to ensure that the most under-privileged have access to otherwise prohibitively expensive life-saving transplant services along with provisions to prioritize the vulnerable section of the society i.e. women & children.

**Sensitivity & Inclusive Approach:** Public financing mechanisms and enabling policy environment help to ensure affordability of transplant services, which is almost free of cost to the poor; through initiatives like including transplantation in PMJAY-MA, free transplants for children under RBSK-School Health, CSR support & Philanthropic Donations & at one-third the cost of the private sector for paying patients.





**Transparency:** An online platform named Gujarat Network for Cadaver Organ Sharing (GNCOS) has been created for sharing of cadaver organs. In accordance with the prescribed guidelines and mandated parameters, Software based Organ allocation is done as per the medical severity of the disease and based on the best matching of the organs, irrespective of the financial status of the patients. Donation & Transplantation

data is made available in the public domain.

**Integration of Service, Education & Research:** The state has set up the Gujarat University of Transplantation Sciences (GUTS), the world's first & only University for Transplantation and Allied Sciences established in 2015 for providing medical care, medical - paramedical academic and research facilities. Through various dedicated



courses related to transplantation, medical and paramedical HR with the necessary skills are made available. This enables the sustainability, efficiency, and effectiveness of the Infrastructure.

**Comprehensive & Scientific:** Gujarat Deceased Donor Organ and Tissue Transplantation (G-DOT) guidelines have laid down detailed scientific criteria for scoring and organ allocation that ensures best matching, optimal utilization of donated organs, and effective long-term outcomes.

## Impact

**Social Impact:** Ensuring access to state of art lifesaving transplant services for marginalized and vulnerable populations. The number of cadaver kidney transplants in women and children increased more than two-fold since the establishment of SOTTO.

**Medical Impact:** Increase in the number of Cadaver Organ donations and transplants leading to a paradigm shift in favour of Cadaver transplants with the Live : Cadaver ratio improving from 4:1 (1997-2018) to 2.5:1 (2019-2022). The ratio in Public sector hospitals is 1.5:1.

**Public Health Impact:** Universal Health Coverage which includes availability, accessibility, and affordability of high-end lifesaving medical care. Public sector hospitals leading in retrieval (42%) as well as cadaveric transplants (68%).

**Economic Impact:** Otherwise prohibitively expensive treatment, is made affordable and even provided free of cost to the needy through the convergence of various schemes and funding mechanisms. 2369 transplants were done under the PMJAY-MA scheme and 254 under RBSK School Health.

Overall, the initiative has enhanced the availability and accessibility of effective state-of-the-art care, especially for the marginalized ones, to save countless lives. The latest technology at public sector hospitals has enabled 5 Cardiac transplants and 570 Robotic kidney transplants.





“ The country has the potential to bring changes and the world is looking at us with high hopes. It is our duty to be prepared to fulfill that. ”

**Sh. Narendra Modi**  
Hon'ble Prime Minister





# One District One Product (ODOP) Programme, Uttar Pradesh

## Innovation (State)

**T**he One District One Product (ODOP) programme launched in January 2018 by the Government of Uttar Pradesh, is aimed at creating product-specific traditional industrial hubs across 75 districts of the state to promote traditional industries that are synonymous with the respective districts of the state. The programme covers all aspects of the product ecosystem, including value chain gaps and infrastructure gaps. The objective of the programme is to add to the income of artisans at local level and generate employment thus preventing outmigration.

Before the ODOP programme, the traditional MSME clusters of Uttar Pradesh were facing challenges such as lack of new markets, innovation & product diversification, dependency on middlemen, use of outdated tools and methods and lack of technological innovation and adoption, and the traditional crafts were losing skilled manpower to other unskilled pursuits.

To understand and address these challenges, a dedicated cell was created under MSME

department of the state. Based on findings of the baseline surveys done for ODOP products of each district and feedback from the District Industry and Enterprise Promotion Committee (DIEPCs), four basic schemes were implemented to address common challenges faced by the traditional artisans and handicraft persons:

**Margin Money subsidy Scheme** for promoting self-employment among ODOP artisans/workers by addressing access to finance issue

**Market Development Assistance Scheme** for addressing marketing and branding issues

**Skill Development & Toolkit Distribution Scheme** for addressing skill gaps and distributing advance toolkits

**Common Facility Centre (CFC) Scheme** for addressing issues like design labs, testing labs, raw material banks, advance/ upgraded production setup, etc.

Furthermore, based on the findings of the Diagnostic Study Reports (DSRs), District Action Plans (DAPs) have been prepared for

all 75 districts to concretize the actions that are required to be undertaken to address gaps/challenges identified in the DSRs. Each DAP is customized to cater to the needs of the respective district and includes interventions like skill up-gradation, technology up-gradation, access to finance, infrastructure development, and marketing and branding support-related action plans.

The One District One Product (ODOP) programme has made a significant impact on the lives of traditional artisans and entrepreneurs. More than 80,000 people have been trained and provided with modern toolkits free of cost under Skill Development and Toolkit Distribution Scheme resulting in improved quality of products leading to a huge growth in local employment generation and a boost in the standards of living of artisans. Credit facilities amounting to more than Rs. 2500 Crore have been extended to ODOP artisans and entrepreneurs under Margin Money Assistance Scheme resulting in the creation of employment opportunities for nearly 1.50 lakh. 6 CFCs are functional, 23 are under implementation and 11 more are

in pipeline under Common Facility Centre Scheme. These CFCs provide access to advanced design and testing labs, raw material banks, and upgraded production setups.

Further, the State's exports have also seen a massive jump since the beginning of ODOP programme. The collaboration with e-commerce platforms and subject matter experts has opened new avenues for ODOP products. The ODOP e-commerce portal has provided direct access to customers, and tie-ups with leading companies/institutions have helped in standardizing the products, improving designs, packaging, and digital payment infrastructure. ODOP Cell has collaborated with renowned companies/institutions like Amazon, Global Flipkart etc. with the aim at taking ODOP products to national and international markets.

In association with Quality Council of India (QCI), a comprehensive quality framework is developed across the value chain of 167 specific products under 62 unique ODOP products of Uttar Pradesh. A compendium of NABL accredited labs, non-accredited

labs, and certifying bodies for domestic and international markets was also mapped. Indian Institute of Packaging is approached to design and develop new packaging for ODOP products to enhance acceptability of ODOP products in wider markets.

As part of the ODOP programme, traditional clusters have adopted the fusion of different ODOP crafts, which has been received well by the domestic and international audience. The ODOP Cell has also assisted a few clusters in adapting design inputs for new products. For instance, Cufflinks of Gulabi Meenakari of Varanasi and Shazar Stone of Banda; Clay Barbeque made by Terracotta of Gorakhpur; Wine Caddy made of Woodcraft of Bijnor; Vase, bowls, and plates designs by Black clay pottery of Azamgarh. Recently, the Hon'ble Prime Minister of India gifted customised ODOP products from UP to G7 leaders, such

as Nickel-coated, hand-engraved brass vessels made by the Brass metal of Moradabad and Platinum-plated, handprinted tea-set made by Ceramics cluster of Bulandshahr.

In conclusion, the ODOP programme has emerged as a game-changer for the traditional MSME clusters of Uttar Pradesh. It has provided a comprehensive ecosystem to promote local arts, crafts, and traditional skills, and has addressed critical gaps and challenges faced by ODOP artisans and units. With its potential to transform the industrial and economic landscape of Uttar Pradesh, the ODOP programme has emerged as a shining example of how government-led initiatives can bring meaningful change to the lives of people. The success of the programme has garnered national attention and has been hailed as an enabling concept fulfilling the clarion call for “Vocal for Local” and “AatmaNirbhar Bharat”.





# Mission Youth- Objectives, Roadmap and Milestones, J&K

## Innovation (State)

Jammu and Kashmir, the northernmost UT of India, is known for its scenic beauty, rich culture, and strategic importance in the region. The Union Territory is a great tourist destination with picturesque valleys cradled high in the lofty green Himalayas. Kashmir is crisscrossed by chinar tree-lined roads and quaint wooden bridges and is home to bustling bazaars, sufi shrines and forts. In winter, Kashmir takes on a white glow, covered in soft snow and skiers making a beeline for its famous slopes. It is dotted with hundreds of temples including world-famous Hindu pilgrimage of Shri Mata Vaishno Devi, which is located nearby, to scores of religious structures set in picturesque surroundings, soak in spiritual vibes.

However, the region has been plagued by social unrest and economic underdevelopment under a socio-political setup full of partisan and partiality. Absence of a platform to channelise their energies and offer them opportunities was a major factor leading to youth alienation. After the constitutional changes of 2019, the Government of Jammu and Kashmir analysed the youth aspiration landscape to offer

corresponding opportunities in a systematic, transparent, and prompt manner.

Finally, a novel initiative - MISSION YOUTH was conceived in 2020 for engagement & positive transformation of the youth involving synchronisation of efforts, convergence of resources, and bringing the interests of youth to the centre of policy making. The vision was to transform the youth of J&K into ambassadors of peace and prosperity. Mission Youth is an ambitious program aimed to provide a vibrant medium for youth engagement & empowerment. Stakeholder consultation and inclusive participation remained the hallmark of the initiative.

Driven by a vision of youth empowerment, a number customised livelihood generation programs including Mumkin, Spurring Entrepreneurship Initiative, and Rise Together are being implemented under Mission Youth. More than 70,000 young boys and girls stand facilitated so far to establish sustainable livelihood means in various economic sectors including Transport, Agriculture, Livestock, Retail, Manufacturing and IT sectors.





In line with the nation's commitment towards women, a specially tailored program 'Tejaswini' was conceived and is being implemented in targeted manner to accelerate empowerment of young women by providing them an opportunity to establish a sustainable livelihood line in various high potential economic sectors. A reassuring

number of more than 6000 young girls were provided with systematic assistance under the initiative for their economic independence and empowerment.

Likewise, with an intention to enhance skill & employability of the youth, Mission Youth has partnered with reputed institutions/

organizations of the country including BSE Institute, ICICI Foundation and Ashok Leyland, and is starting skill development courses in various upcoming high employability sectors like BFSI etc. Besides, two Centre of Excellence in Automobile sector at two locations, one each in Jammu and Kashmir region are scheduled to commence operation shortly. Under this initiative, more than 20000 youth have been provided with market-driven skilling trainings and systematic facilitations for starting their professional career in high-potential emerging domains including BFSI, Artificial Intelligence and Data Sciences.

Apart from skilling initiative, another special initiative is also being implemented in J&K under which the youth are being provided with special training to prepare them for joining the armed services of the country. During previous year, about 500 youth cracked various recruitment tests for armed services including IAF and BSF recruitment tests.

Mission Youth also sponsors coaching for professional competitive examinations including UPSC & SSC examinations under

the program Parvaaz. During the first year of implementation, 1300 young boys & girls, including 330 children of the martyrs, were provided free coaching for UPSC, JKPSC, NEET and JEE examinations. Mission Youth is also committed to make youth engagement & outreach initiatives all-inclusive. In this direction, Mission Youth has launched Super 75 & Super B75 scholarship schemes. Under these programmes, financial support to the extent of ₹ 1 lakh is provided to 150 meritorious boys & girls (75 each) belonging to marginalized sections of society for pursuing post-graduation and higher course.

Recreational activities and sports break barriers and build bridges where boundaries usually exist. In this direction, Mission Youth has launched a programmed drive for providing a wide range of recreational and sports facilities for positive socialization among the youth, enhanced social recognition and self-confidence. During the first year of implementation, more than 50,000 youth were provided with the opportunity to participate in various sports activities including Hon'ble Lieutenant Governor's Rolling Trophy. More





than one lakh youth were also engaged directly through various recreational programs including youth festivals, theme-based festivals and cultural events.

A disheartening proportion of youth population of J&K is exposed or at the risk of being exposed to socio-political disturbances, drug addiction, violence, and other such unconstructive adversities. Mission Youth has launched an ambitious program for positive youth engagement at gross root level. Under the initiative of Youth Volunteer Program, more than 5000 Youth Clubs, with an active membership base of more than 1.5 Lakh youth,

have been constituted in every Panchayat/ urban ward of J&K. Over the past 2 years, these youth volunteers have been actively involved in De-radicalization, De-addiction, social integration and other community-oriented initiatives of the Government.

Mission Youth, with its unambiguous vision & strategy, envisions reaching and engaging over ten lakh youth of Jammu & Kashmir within the next five years and making it possible for them to be a propelling force for socio-economic transformation of Jammu & Kashmir. With the unparalleled support being provided by the Government of India and Government of J&K,

Mission Youth is assertive to steer the youth of J&K towards the arena of hope & serenity, and will make Jammu & Kashmir a lead to the entire country in the domain of youth engagement & positive benefaction.

In last two years, Mission Youth has emerged as an institution to reckon with. It has provided support for initiatives ranging from education, skilling, and entrepreneurship to sports, placements and voluntary activities.

Transparency and Promptness are the hallmarks of Mission Youth. Decision making has been made uniquely prompt at all levels. An inter-departmental Executive Committee headed by the Chief Executive Officer regularly meets for functional coordination and real-time progress on youth demands under various schemes. The District Level Task Force under Mission Youth headed by the District Magistrate provides an empowered implementation framework that is under regular review.

Technology has been extensively used in the project wherein portals, apps, online services, IVRS call centres for grievance redressal and various other technological platforms have made things easier, transparent and prompt.

Mission Youth has established the largest youth network involving 500 thousand of youth having enrolled and volunteered as Youth Volunteer members of the youth clubs which are 5000 in number. The Youth Clubs are working as engines of social change, acting also as a bridge between government and the people, making efforts for effective and constructive youth engagement and carrying out a host of voluntary activities which is a major factor leading to involvement of youth in peace and development in Jammu and Kashmir. Mission Youth provides grant-in-aid to the Youth Clubs for functional activities. Mission Youth now covers every single village in rural areas as well as the wards of the municipal bodies in urban areas.





# JEEViKA Didi Ki Rasoi, Bihar



## Innovation (State)

**T**he Government of Bihar, through the Bihar Rural Livelihoods Promotion Society (BRLPS), an autonomous body under the Department of Rural Development, is spearheading the World Bank aided Bihar Rural Livelihoods Project (BRLP), locally known as JEEViKA with the objective of social & economic empowerment of the rural poor. JEEViKA represents the largest state-level initiative for women's socio-economic empowerment in India, directly engaging with over 1.30 crore families in rural Bihar.

The initiative relies on the mobilization of women into Self Help Groups (SHG) organized around shared interests and commodity-specific producer groups, all of which are federated into higher-level entities. These community institutions serve as a platform for collective capacity building, improved access to finance and public services, and direct market linkages. Currently, JEEViKA operates in over 44,000 villages across 534 blocks and 38 districts in Bihar. Bihar also holds the highest number of SHGs in the Nation under this program, with 10.45 lakh such groups

federated into 72,239 Village Organizations and 1480 Cluster Level Federations.

## Concept

Capitalizing on the large network of Community Institutions promoted by JEEViKA, Didi ki Rasoi (DKR) was conceptualized. Apportioning high-quality and hygienic food to indoor patients in district hospitals and residential school children on a substantial scale has been an enduring predicament for the government. The supply chain is inundated with numerous players, and the procurement of goods by public institutions is governed by institutional policies.

## Strategy

DKR model entails establishing a professionally managed chain of canteens with standardised and uniform ambience, cooking and serving utensils, procurement and accounting processes, trained staff, with digitised payment options. DKRs are continuously mentored and



guided by professional and technical experts engaged by JEEViKA for quality assurance.

Each DKR engages 10-12 entrepreneurs associated with the JEEViKA SHGs. DKR logo is embossed on their toques and their names are visible on their badges. The menu along with rates is displayed, with computerised billing system in place. The DKR didis are the leaders; they are the partners and the owners of the venture. DKR thus caters to food supply requirements and creates livelihood options for rural women.

JEEViKA Didi ki Rasoi has been exceptionally efficacious in creating an ecosystem where the provision of quality food at equitable prices is complemented by the generation of livelihood opportunities for rural-poor women. Through this program, they are afforded an opportunity to become self-reliant, augment their economic standing and lead a life of dignity. The success of JEEViKA Didi Ki Rasoi model is a testament to the transformative power of entrepreneurship in fostering inclusivity and equality in society.

## Innovation

To expedite the DKR program, a digitally-enabled payment system has been established, implementing a centralized process management system to ensure swift service delivery and monitor sales realisation. The Central Process Monitoring System (CPMS) implemented in every DKR, is managed by rural women entrepreneurs who have been trained in the intricate processes. The CPMS captures all transactional data, such as customer and supplier databases, DKR-wise purchases, inventory, and sales. It also provides options for account voucher entry to balance sheets, financial account systems, and analysis reports. The dashboard on login provides real-time information on sales, inventory, profit, margin, best/worst performing DKR, and member transactions.

JEEViKA has meticulously developed and formalized a comprehensive Standard Operating Procedure (SOP) that comprehensively delineates the process for establishing and managing a DKR. The document meticulously elucidates the

procedures pertaining to food service, cleaning, human resource planning, ISO certification and governance. Additionally, DKR policy guidelines clearly outline the role of community institutions. The formalized SOP has been instrumental in disseminating information and replicating the DKR model.

## Scalability & Replicability

The inception of the first Didi Ki Rasoi (DKR) was in 2019 at the district hospital of Vaishali, which proved to be a significant milestone in the program's journey. As of March 2022, a total of 96 DKRs are operational in various hospitals, residential schools, and public offices, including the RBI, SBI, 38 districts in Bihar. These DKRs cater to approximately 15000 in-patients, their attendants, students, employees, and visitors every day, making it a unique initiative in the provision of hygienic food.

All DKRs have been initiated under the auspices of state and central government schemes, including the Bihar Transformative



## Covid Response

The COVID-19 pandemic posed unprecedented challenges to the DKR program, yet the DKRs demonstrated their consistency and dedication to providing essential services. In the district hospitals, the in-patients and their attendants were solely reliant on the DKRs for food, and the DKRs also supplied food to the inmates of quarantine centers. The successful execution of this task necessitated meticulous planning and specialized training on preventive measures. The food was supplied according to the menu provided by the hospital administration, and utmost care was taken while serving food to the 12,000 quarantined individuals.

Development Project, the National Rural Livelihood Mission, and the National Health Mission. JEEViKA has entered into a Memorandum of Understanding (MoU) with the State Health Department to introduce DKRs in public hospitals across the state. Similarly, JEEViKA has entered into an MoU with the SC/ST Welfare Department to scale up DKRs in SC/ST residential schools throughout the state.

JEEViKA has also signed a MoU with the Bihar Institute of Mental Health and Allied Sciences, Koilwar, Bhojpur, Bihar, to provide canteen (DKR), housekeeping, and stitched uniform services to the in-patients (425-bed capacity) through its Community-Based Organisations.

## Impact

The DKR program has served as a platform for promoting over 1200 rural women entrepreneurs, providing them with the opportunity to improve their income, gain self-confidence, acquire professional skills, and become role models. The DKR network has successfully supported the rural women entrepreneurs, with each individual experiencing an average increase in annual income of Rs 1.20 lakhs and managing a business turnover of over Rs 6.15 crores. The program has been procuring raw materials such as vegetables, eggs, and food grains from all-women Farmer Producer Companies (FPCs) in the villages/local areas, ensuring the use of local, fresh, and high-quality products.

## Outcome

The triumph of the enterprise has engendered the potential for both scalability and sustainability. This signifies a bright prospect for replicating the model in a multitude of other locations. JEEViKA's pursuit of altering the destinies of poor women through a sustainable source of subsistence, such as the DKR, embodies the quintessence of Robert Chambers' new paradigm of reversal. The origin and growth narrative reveals that the Didis themselves engaged in an exhaustive evaluation of several alternatives, and subsequently took the initiative to establish the DKR.

The initiative to introduce the Institutional Canteen Model with the brand name of JEEVIKA Didi Ki Rasoi (DKR) represents a unique undertaking that has remarkably transformed the delivery mechanism for providing hygienic food to indoor patients and students in public hospitals and residential schools, while adhering to the prescribed menu. The program provided a significant impetus to rural women by arming them with the requisite skills and knowledge to professionally run the food service enterprise, complete with standardized systems and services in place.



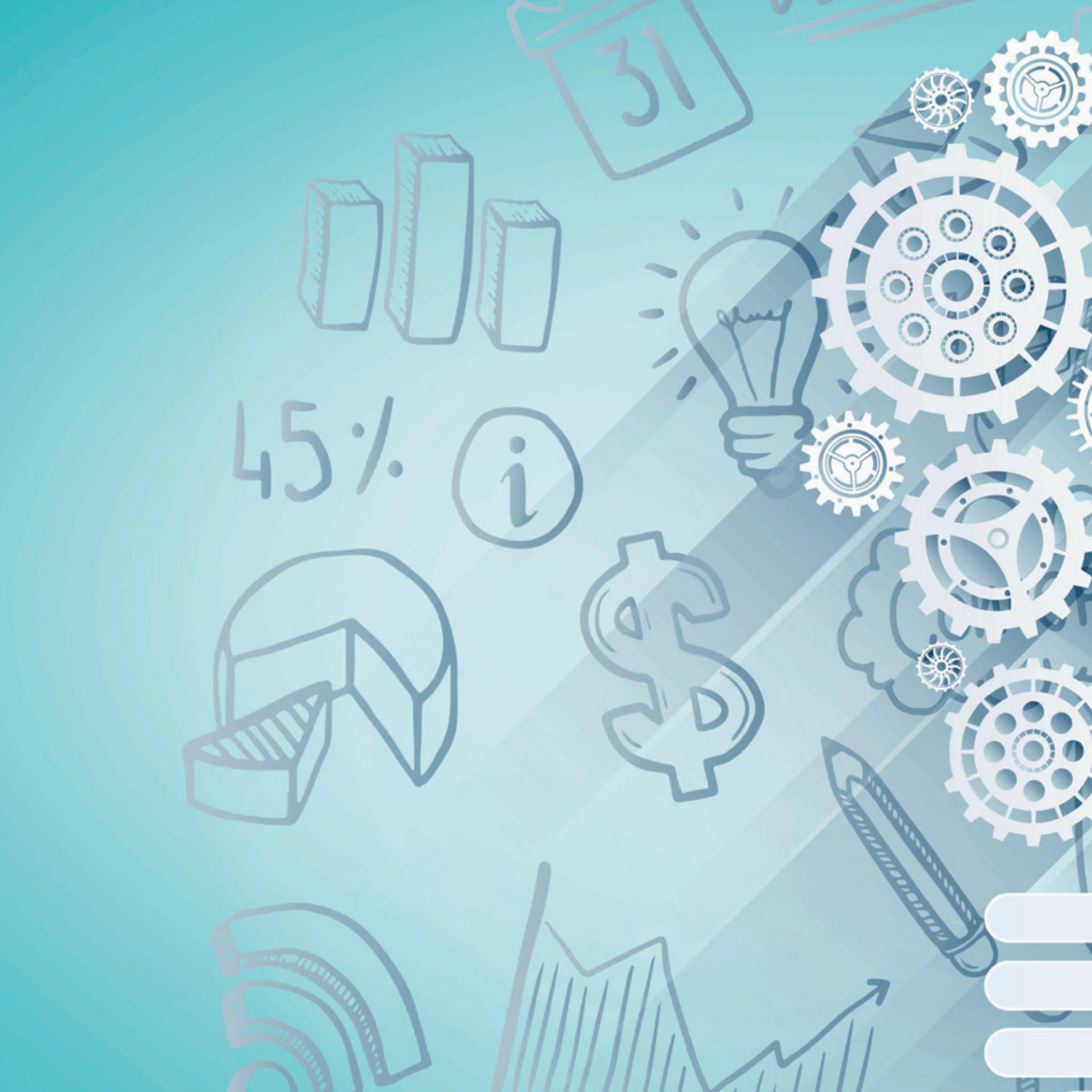






“ Technology has immense potential to bring the government and citizens closer. Today, technology has become a powerful tool to empower citizens, as well as a medium to optimise transparency and accountability in day-to-day functioning. ”

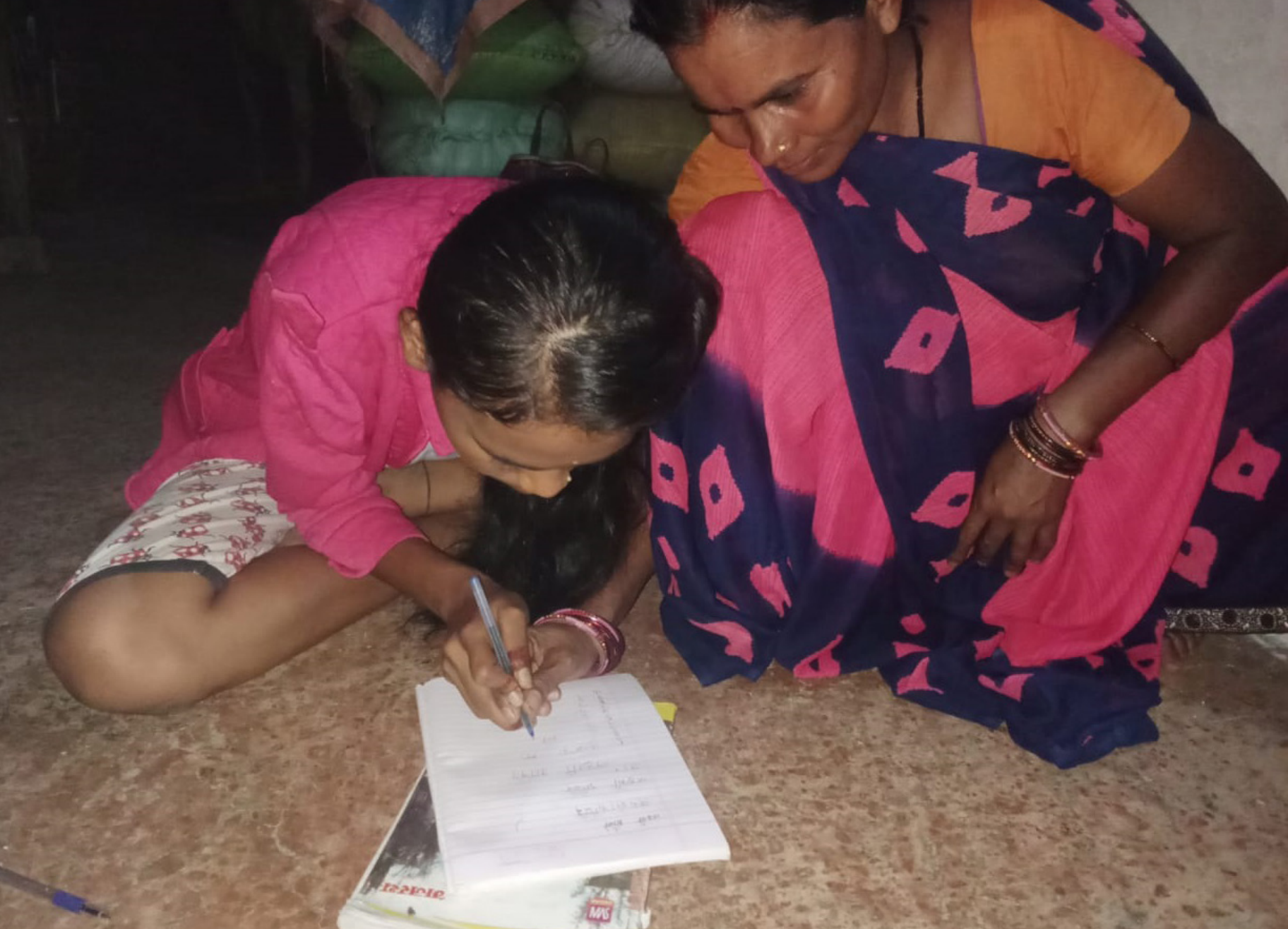
**Sh. Narendra Modi**  
Hon'ble Prime Minister





# INNOVATION (DISTRICT)





# Niraksharta Se Aazadi Campaign, Mandla (MP)

## Innovation (District)

**M**andla is a predominantly tribal district with forest cover of above 44%. The Primitive vulnerable tribal groups- Baigas and Gonds reside in the district. Mandla being a tribal district, it was apparent that a lot of fund was flowing on account of various government schemes in the account of tribal beneficiaries, but at the same time, the district administration was receiving a lot of complaints about issues in banking transactions. On close perusal, it became apparent that the lack of awareness and lack of functional literacy was often keeping the locals at the receiving end of the issue. It was also apparent that a lot of other social issues in the realm of health, livelihood, etc. were

associated with the lack of awareness and lack of basic and functional literacy amongst them, which made the administration realise the need to work for literacy. Also, while visiting the Gram Panchayats and Wards in the district, it was apparent that there was another set of people who were literate and lettered. This gave us the idea to let them do the handholding of unlettered people and pull them up the literacy ladder. Why can't 67% literate Mandla do the handholding of 33% illiterate Mandla? This triggered the imagination and led to the conceptualisation of the 'Niraksharta se Aazadi' campaign. Once this idea was conceived, the next big challenge was to work for the mobilisation of resources as also to delineate the nuances for the





implementation of the campaign. The administration met the challenges of physical resource mobilisation by starting a project called 'Gyaan Daan', wherein physical resources in the form of stationary, chalk, slate, books, etc. were mobilised from citizen. In the absence of financial resources needed for the remuneration of human resources, the administration reached out to every 'sakshar' in the district and requested them to join the campaign as 'Akshar Sathi'. As of today, more than 25,000 Akshar Sathis are actively involved in the campaign.

The entire government machinery was then engaged to do an exhaustive door-to-door survey to identify the 'nirakshars' (people who could not read, write or do basic arithmetic). As a result of this, 2,11,850 nirakshars were identified in July 2020.

Thereafter, 490 'Mahila Gyanalay' (a unique initiative of the district) were established. These Gyanalays were established and were completely run by women, where literate women did the handholding of illiterate women of the Gram-panchayat. This was a campaign 'Of the women, By the women, For the women', which yielded tremendous results in the initial few days, which further motivated us to scale it up, resulting in the establishment of 615 Samajik Chetna Kendras or Adult Literacy Schools in the district.





The efforts were, however, not restricted to the venue of the kendras and the challenge of geography was met head on by the Askshar Sathis who took the worksite to riverbank, to MNREGA site classes. The initial beneficiary mobilisation challenge was met by taking in confidence the natural tribal leaders, the “mukadams”-people whose voices were dictat for the community, made various folk songs, and converted the idea in local Baiga and Gondi dialect and took it to the local populace.

The campaign was monitored by the core team of Women and Child Development Department and Education Department at the Panchayat, Block and District level. The entire social experiment was carried forward without incurring a single cost to the exchequer, and instead by motivating the stakeholders, mainly the Akshar sathis. On 26<sup>th</sup> January and 15<sup>th</sup> August, it would be Akshar sathis who would do flag hoisting in Gram Panchayat & wards of the district. All efforts were taken to make them feel Special in the district. More than 50,000 Bal Akshar Sathis and Yuva Akshar Sathis were also motivated for the cause, who took up the responsibility of handholding the unlettered adults of their household.

As a result of this mass mobilisation, the Mandla initiative saw significant result in the last 2 years of its implementation. The number of ‘nirakshars’, as per a surveys reduced from 2,11,850 in July 2020 to 35048 in July 2022. Those left are mainly dokra-dokri (above 60+ aged population), incapacitated, and migrant population. The district has thus reached the level where the majority population can read and write their name and do basic arithmetic. They can count and withdraw money using withdrawal slip at the bank branch and are able to use the ATM card. People can now read and appreciate the SMS they receive after taking the Ration from PDS shop and also count different denominations of currency. As a step forward, the district is now moving towards digital and financial literacy.

The culture of the district has changed. The adults can be found with books, chalk, and slates in hand, with their own Sakshar Sathis taking practice sessions.

As a result of the Saksharta Abhiyan, tribal people can now boldly face the world and take up day-to-day activities confidently.



# Project Sanvardhan Rampur (Uttar Pradesh)

## Innovation (District)

**T**he Hon'ble Prime Minister launched POSHAN ABHIYAN (Prime Minister's Overarching Scheme for Holistic Nutrition) to address the challenge of malnutrition in a mission-mode in 2018. With regard to agricultural sector, Hon'ble PM shared his vision of doubling farmers' income in a time-bound manner.

With a special focus to achieve the above objectives, "Project Sanvardhan" was launched by Rampur district administration as an integrated nutrition support program to strengthen the system of nutritional delivery, its outreach, and outcomes with a focus on developing sustainable practices that nurture health, wellness, and immunity to combat disease and malnutrition. The project aims to increase the income levels of farmers / FPOs by following the motto 'Vocal for Local'. This initiative also aims to strengthen the component of Jan Bhagidari (public participation) and make it an integral part of transparent and accountable governance.

It is crucial to break the inter-generational cycle of malnutrition (The cycle starts from the womb of a malnourished mother giving birth to a malnourished child who later becomes a malnourished parent /mother). In view of the above, the targeted beneficiaries of the project are Malnourished Children, Pregnant Women, Lactating Mother and Adolescent Girls.

a) Detailed Survey of the dietary habits of children were conducted with Nutritional Experts, Doctors, Ayush team, Dietician, and Farmers to derive a customised "Poshan kit" comprising of organic and natural products (Organic Honey, Flax Seeds, Sesame, A-2 Ghee, Oyster Mushroom, Corn, Amla, Dry Fruits, Black Wheat, Moringa, Coarse Grains etc. ) with help of Local FPOs. Quality control of Products is assured as these are duly certified by NABL and FSSAI.



## Strategy

A critical part of the programme has been to mobilize communities at the grassroots to combat misinformation and bring about behaviour change by organising regular Community-Based Events (such as Poshan Rallies, Poshan Panchayat, Poshan Vatikas, Poshan Maah, Wall Writing, etc); IEC activities (Distribution of IEC material such as SAM handout, Shagun card, Customised Diet Charts, etc); Nomination of Nutrition Monitors; Extensive training & Sensitisation of Asha, Anganwadi Workers and other Frontline Workers; Rebranding of Anganwadi Kendra by Improving overall infrastructure to make them more facilitative, attractive and child-friendly.

By adopting a Jan Andolan strategy as outlined in Poshan Abhiyaan, administration was able to forge a consensus around nutrition at the community level and raise awareness about malnutrition as a problem that the community must collectively act upon.

Use of Poshan Tracker and Vatsalya app for

monitoring and reviewing Vatsalya app provided a common platform for facilitating inter-face among ASHA, AWW ANM, Panchayat Sahayak and District level Officers.

Dedicated Poshan War Room (Call Center) with Poshan Champions in order to ensure grievance redressal, proper service delivery, and feedback mechanism.

## Implementation

1) Self sufficiency is assured by :

- Local agricultural produce as ingredients.
- Direct procurement from FPO by Gram Panchayats.
- Setting up of indigenous processing and packaging unit in district by FPO.
- Direct market linkage to encourage crop diversification.
- Direct /doorstep delivery to beneficiaries thereby cutting short the long supply chain and reducing red tapism.

- Institutionalised MOU signed between FPOs and PRIs to ensure fair terms of trade for farmers.

2) Financial sustainability is achieved by :

- Convergence of basic grant/ untied fund of PRI (Gram Panchayat) granted under 15th finance commission.

## Impact

These interventions minimised preventable child and maternal mortality & morbidity. The overall impact may be summarised as below-

- 5325 beneficiaries have been treated so far.
- Upliftment of socio-economic status of the beneficiary families with an overall sense of well-being.
- 94% of malnourished children came out of SAM category within 3 months of administration of Poshan kit.
- The percentage of SAM children in the district fell to 2.2% from 5.9 %
- In 2022, MMR was reduced by 28.9%,

IMR reduced by 8.3%, ANC increased by 29.3%, Anaemia in age group 15-19 years was reduced by 75.5 %, and malnutrition (SAM) significantly reduced by 59.3% as compared to the year 2020.

- Diversification towards high-value organic crops such as sesame, oyster mushroom, corn, black wheat, moringa, coarse grains, etc, and towards non-farm products such as organic honey, A2 ghee.
- Cluster farm cultivation area of diversified crops increased from 0 to 720 acre.
- Improvement in terms of trade for Farmers, timely payments and direct market linkage.

The progress in income levels of farmers and other parameters may be summarised as under -

- 16.9% of farmers income doubled.
- 45.7% of farmers income increased between 51 to 75%.
- 32.7% of farmers income increased between 26 to 50%.
- 4.7% of farmers income increased upto 25%.

- The project was started with a single FPO and now 22 FPOs are associated with it .
- Participation of farmers increased from a few hundred to more than 2080 farmers.
- Easy loans were made available to FPO through NABARD.
- The entire processing unit is run by renewable sources of energy as a dedicated solar plant is installed for power supply.
- Income of FPOs increased significantly from 1 cr to 2.25 cr in a span of two years

## Promotion of Millets

- In light of Hon'ble PM's vision of

positioning India as 'global hub for millets', District administration has also undertaken multiple initiatives to promote the cultivation and consumption of nutritional cereals through this scheme.

- Locally produced Millets are used for the preparation of products of 'Poshan kits' in a way that they appeal to the taste buds of beneficiaries, particularly kids.
- Dedicated Millets shop is set up in Vikas Bhawan to make these products available to general public.
- "Rampur Krishak FPO" is also invited to demonstrate its millet products in meetings of G-20 summit.







Sanvardhan is an integrated nutrition support program to strengthen the system of nutritional delivery, its last mile outreach, and quantitative & qualitative outcomes with a focus on developing sustainable practices which have inbuilt elements of replication, convergence, and inclusiveness.



# Socio-Economic Transformation & Upliftment Project Malkangiri (Odisha)



## Innovation (District)

**M**alkangiri is the southern-most district of Odisha. It is one of the most economically backward tribal districts of Odisha. Almost the whole of the district is a vast dense jungle, with a very small percentage of the population residing in the urban areas. The eastern part is covered with steep ghats, plateaus and valleys, sparsely inhabited by primitive tribes, notable among them are Bondas, Koyas, Porajas and Didayis.

Swabhimani Anchal: 151 villages of Chitrakonda blocks were cut off from the mainland in 1972 because of the Balimela reservoir created due to a hydroelectricity project. Since then the villagers had to travel up to 60 km by boats. Due to extreme remoteness and only land link with AP, the area became a haven for Maoists. In 1982, the State Government had planned to construct a 'hanging bridge' on the Gurupriya

river, but the construction was hampered due to Left Wing Extremist (LWE). The Gurupriya bridge construction was completed in 2018 under Security by Border Security Force (BSF).

## Key Issues

Agriculture is the main occupation of the vast majority of the population. However, because of forest cover and rugged terrain conditions of the district agriculture is largely confined to Kharif crops. Tribal communities are dependent on forest and subsistence agriculture for living. However, agriculture was underdeveloped and forests were subjected to high levels of deforestation. With low levels of income, crop failures, and non-availability of other livelihood opportunities most of the families preferred to migrate to other states.





The major surface water bodies are reservoirs, rivers, streams and ponds in the district. Balimela reservoir in Malkangiri district is the third largest reservoir of the state having a water area of 16059 ha. Fishermen belonging to nearly 2000 families from the surrounding villages depend on this reservoir for their livelihood. Because of poverty, the fishermen operating the reservoir are unable to afford for stocking of required size and quantity of fingerlings. Due to a lack of awareness on stocking fingerlings, proper fishing and marketing, they were unable to get substantial

income from it. So, the income generated from the production was approx. Rs. 5000 per family.

## Key Objectives

The key objective of the project is to create Sustainable Livelihood opportunity for 2000 Fishermen under the scheme of Socio-Economic Transformation & Upliftment (SETU). The department intended to improve the IMC population of the reservoir through



systematic stocking of advance fingerlings over a period of five years which would lead to enhance fish production from the reservoir. As long distance transportation of fingerlings lead to heavy mortality, it is proposed to create basic infrastructure facilities in the reservoir sites such as captive pen nursery to rear adequate advanced fingerlings to the size of greater than 100 mm (50 to 100 gm). It will ensure to increase the fish production qualitatively and quantitatively.

## Strategy

151 villages of 9 GPs had got cut off from the mainland in 1972 due to construction of the Balimela reservoir. It is the third reservoir of the state having a water area of 16059 hac. Basically, the dam was utilized only for hydro Electricity Power stations. So, the District Administration has decided on suitable

utilization of the Balimela reservoir by initiating Fishery Intervention for Fishermen's Community.

For the development of Swabhiman Anchal, a special scheme named Socio-Economic & Transformation Upliftment (SETU) was launched by the State Government. Along with other developmental work in Swabhiman Anchal, there was a strategy to create livelihood benefits for 2000 local fishermen families by stocking 5 crore fingerlings in Balimela reservoir.

Suitable Market is the important factor of any product. Malkangiri is locational advantage for fish marketing. Andhra Pradesh is the adjacent state of Malkangiri where an enormous fish market is available. Nearly 2000 fishermen families reside nearby Balimela reservoir. So, having the traditional fishing knowledge among local farmers, which helped to implement the project.

## Intervention Strategies

It was not easy to implement the new initiative in Swabhiman Anchal. The District Administration faced many challenges. Due to cut-off area there were no means of communication and was a high presence of LWE activity.

To implement the project, District Administration adopted three operational strategies to make this project fruitful.

### Back-end Infrastructure

Community engagement seeks to engage the community to achieve sustainable outcomes. The project can't be successful without the involvement of local communities. It was decided that the project will be implemented by the fishermen's community to form a Cooperative Society. District Fishery Department was mobilized the fishermen community to form Primary Fishermen Cooperative Society (PFCS). Finally, there were 10 PFCS formed and 1635 HHs were associated with the PFCS.

Secondly, Captive Pen Nurseries were developed in the district, so that required fingerlings can be available for the project.

Thirdly, due to the lack of money, they could not buy net etc. So the department provided equipment support like Boats, Nets, Life Jackets, Additionally, Educational support such as scholarship was provided to the child for higher study and health insurance like Group Accident Insurance up to rupees five lakhs was also provided.

### Process Augmentation

Stocking of advance fingerlings was the first priority of the Fishery Department. More than 5.37 crore fingerlings stocked in a phase manner. All fingerlings were stocked in the presence of Monitoring Committee and PFCS representative to ensure community participation.

Secondly, dedicated training center building was created. Several exposure visits and skill upgradation trainings were provided to PFCS members. During the intervention major technical support was provided by the District





Fishery Department on stocking of quality IMC fingerlings, Post stocking management, Management of fish production and stocking of fingerlings in reservoir,

Thirdly, for livelihood augmentation, 68 Village tanks and 115 farm ponds developed in convergence with MGNREGS to augment own fish consumption and to support ancillary livelihood activity.

### **Forward Linkages**

Forward linkage approaches help the producers to get higher amount of benefit from the product. There were strategies to develop Storage and Processing unit. In many villages, Fish drying yards are provided by the

District Administration and storage facilities made available for them to keep live and dry fish as per their requirement. For electricity, 220x33 KV substation established for smooth running of cold storage. For better communication, Auto rickshaws and bikes with ice-box is provided.

Secondly, Fishermen societies are tagged to BSF camps and SSD hostels for supplying fish. For easy marketing, local Haat infrastructure has improved under Special Central Assistance.

## **Sustainability**

The sustainability plan spells out how a Project will survive in the long term. It makes sure



that resources spent on the project are not lost. It gives reassurance that the project will have a long lasting impact. There are some key factors that led to the success of the project. First of all, the project is implemented and monitored by the community. There is

an active involvement of PFCS members. The major responsibilities of PFCS are to implement catch fish regulation, mesh size regulation, selling of hygienic fish, stocking of quality IMC fingerlings and marketing fish production.



Secondly, regular supervision is being done by the District Fishery Officer, Assistant Fishery Officer and District Verification & Monitoring Unit. Technical assistance was provided to the PFCS members by the Fishery Department.

Thirdly, Fishery Department has ensured stocking of fingerlings in regular basis for better production and better financial return to the fish farmers. Fishermen are provided infrastructural assistance and marketing support. Fishermen societies are tagged to BSF camps and SSD school for fish supply.

## Outcome

The value of any project cannot be measured without defining success. It has laid significant impact on the overall socio-economic status of 1635 fishermen households.

### Impact on Social Perspectives

Fishes are considered highly nutritious products of the aquaculture system due to the presence of well-balanced macronutrients such as proteins, lipids and micronutrients.

Improvement in nutritional status among women and children can be seen.

The pronounced impacts are - the PFCS members helped police and excise to check illegal hemp cultivation. Due to the new initiative, the LWE problem got reduced and motivated others to join the mainstream.

### Impact on Economic Perspectives

The species stocked in the reservoir are compatible with the ecosystem and not affected by other aquatic species. Regular stocking of IMC fingerlings, increased the production from 6.23 kg to 125 kg per hac.

After getting benefits from the project in form of input assistance like boat, net and life jackets, now they are able to catch an average of 10 kg per day. Average income has also increased from Rs.5000 to Rs.1.20 lakhs per Annum.

The project is based on community participation and highly economical thus increasing the socio-economic status of the fishermen of the locality.





# Akshaya Big Campaign for Document Digitalization, Wayanad (Kerala)

## Innovation (District)

**W**ayanad, a scenic District of Kerala with mountainous topography spread across 3 Municipalities and 23 Gram Panchayats has the highest tourist footfall in the State. It is home for the largest tribal population in the State (19%). Wayanad is prone to natural disasters and human- wild life conflicts. The massive floods during 2018 and 2019, caused huge damage to life and property and basic documents of people were lost.

The economic backwardness of the tribal groups and reluctance to interact with the outside world often deprives them from Government aids. To bring the tribal groups to the mainstream, Wayanad District Administration along with Kerala State IT Mission/Akshaya District Project Office, Local Self-Governing Department and Scheduled Tribe Development Department initiated Akshaya Big Campaign for Document Digitalization (ABCD), an initiative to provide basic documents to all the tribal communities through convergence of different Government







Departments and with the support of civil society organizations. These documents include Ration Card, Aadhaar Card, Voter ID, Birth Certificate, Bank Account, Health Insurance Card and other services.

An initial need assessment survey was conducted to assess exact number and extent of service requirements, followed by special camps organized under Local Self- Governing Institutions (LSGIs), where all the tribal groups within the jurisdiction assembled together to avail these services within a short time,

which would otherwise take days’ or months’ efforts. DiGiLocker, a secure cloud-based platform for storage, sharing and verification of documents & certificates, introduced by Government of India, is utilized to store all the documents provided at camps. This aids in seamless document retrieval in case of loss or damages.

ABCD programme is monitored by District Collector with Sub Collector as the nodal officer. Monitoring Committees have been formed at District and ward level including



various stakeholders to coordinate different activities. As a result, Wayanad was declared the first District in India to provide and digitalize all basic documents to all the ST communities.

The unique feature of ABCD programme is the convergence and coordination of various Government Departments and other civil society organizations. While Kerala State IT Mission, Tribal Development Department and Local Self-Governing Department were the implementing departments, the success of the programme is attributed to the combined participation of all the stakeholders, which included Health, Election, Revenue, Banks,

Civil Supplies, Kerala State Electricity Board, BSNL and various volunteer groups.

Since ABCD programme, through its Local Self- Governing Institutions (LSGIs), could effectively cater the existing needs of the target group, the sustainability of the programme will be ensured through the Akshaya Tribe friendly Counters. After the success of the programme in Wayanad, many other districts in Kerala have organized similar programmes for vulnerable groups. ABCD opened the doors of development to the most vulnerable section of citizens, bringing Government to their doorsteps.







“ The direction of our efforts should be to convert the dreams of the common man of the country into a resolution. It is the responsibility of the system to create a positive atmosphere so that his dreams turn into reality. We should be with them as a colleague and handhold them till their dreams are realized. ”

**Sh. Narendra Modi**  
Hon'ble Prime Minister





# Online Education Programme Raipur (Chhattisgarh)

## Innovation (District)

**A**t the time when the global education system was in disarray and learning outcomes and levels took a hit, the Raipur district administration effectively solved the challenges posed by the pandemic. Covid disrupted the traditional form of classroom teaching and teacher-student interaction. This had two-fold effect. Firstly, children were lacking in formal studies. Secondly, teachers were disconnected from their normal teaching schedule, so the new online education platform, *“Padhai Tuhar Duwar”* enabled students to remotely connect to the teachers and continue their studies during the lockdown period.

When the havoc of Corona subsided a bit, it was decided to work by focussing on the competencies, keeping ourselves away from running after regular studies and completing the syllabus. In order to keep all schools and students connected with studies, children were rewarded by organizing competitions on various issues from school, cluster, Block to district level. In the second phase of Padhai

Tuhar Duwar, we conducted the programs under the name of Padhai Tuhar Duwar 2.0. In this phase, it was implemented learning through toys, combining two Schools, Pre-Vocational education, work on exercise books, and implementation of schemes related to special remedial education.

## Strategy

Various steps were taken to reach out to each and every student, teacher, and parent.

- a. WhatsApp groups were created to create awareness among students, teachers and parents. These WhatsApp groups were used to circulate information in a swift and efficient manner.
- b. Online training was conducted through WebEx, Google Meet etc. for proper training of the teachers.
- c. Social Media Platforms like Facebook and Telegram were used to create awareness among the beneficiaries.
- d. Traditional digital, electronic and print media coverage was done.





- e. Respected officers from different departments came forward to create awareness as well as take classes in various subjects.

Training organized at district, block, cluster and school levels to operate online classrooms. Teachers' training was made available on "Diksha" app. Usage of MOOC (Massive open online course) platforms like SWAYAM- By Study Webs of Activity Learning for Young Aspiring Minds (SWAYAM). QR Code -

QR code was created to enable students, teachers, parents to access digital resources. CHALKLIT - Very useful and free training was made available for the teachers on this platform. CG School Portal - Students have been provided with an opportunity to ask their doubts and watch recorded classes on the <https://cgschool.in> portal. They could upload their homework too on this portal.



## Outcome

Out of approximately 3.5 lakh students of Raipur district, about 2 lakh students continued their education by taking advantage of “*Padhai Tunhar Dwar*”. The scheme continued its mandate of connecting children and teachers even during the lockdown period, proof of which is about 5 lakh classes taken by the teachers. Education is a tripartite process in which student, teacher and parents, all are involved. Padhai Tuhar Duwar has played an important role in facilitating mutual dialogue between teachers and students. In the process of remote learning, children who were previously dependent on teachers continued their studies through online videos, classes, and study materials.

In the areas of low internet reach, a different solution was found through “Bultu Ke Bol” in which, arrangements were made to teach the children through audio via Bluetooth file transfer.

All these are being used by the students not only during the lockdown period but also in

the present time. With this, the teachers are able to solve various doubts of the students related to their studies and students are still using the available course materials. The children who were left out were included in the following schemes - Mohalla Classes (Padhai Tunhar Para), Loudspeaker Classes (Bultu Ke Bol), Angana Ma Shiksha, Amaright etc.

## Impact

An unforeseen pandemic made our traditional education system better equipped with many innovations and initiatives-

- a. A strong ICT infrastructure for education was built.
- b. An online learning platform was designed for the better learning of the students.
- c. Quality of Education improved as the teachers gave their best efforts.
- d. A new well-planned system of education was put forth without disrupting the existing teaching methods.

e. PGI-2019, PGI-2021, ASER, NAS etc. reports are showing the positive changes because of *Padhai Tunhar Dwar*.

Raipur district administration was successful to a great extent in realizing the vision “*Sugghar Raipur - Avval Raipur*”, “*Achha Padhbo Bhavishya Garhbo*” with its efforts.

## Sustainability

The pandemic hit the traditional education system hard where the students only attended offline classes. The prolonged lockdown stunted the educational growth of the children. The district administration’s primary challenge was to enable distant, digital learning for the students. Online teaching ecosystem came as a solution and tackled the educational and mental challenges posed by the pandemic. Our teachers got familiar with the new-age streams of education like Diksha, YouTube, educational content sharing to ensure a seamless flow of knowledge.

Now, the next step is to promote digital awareness among all the stakeholders. It



was needed to digitize the existing modes of teaching through ICT programs, QR code-based enhanced knowledge, which can revolutionize education with minimal expenditure.

Bagless day is an innovative idea to enhance various skills in students who develop certain vocational skills. To extend the benefits of



this ecosystem, planning was done to bring 457 Secondary and 208 High and Higher Secondary schools in the district under its ambit.

## ***Padhai Tunhar Dwar***

In this dreadful situation of Covid-19 pandemic, online education was in discussion. It is based on the premise that all students have internet service and availability of compatible devices. But in the Raipur district, only 20 percent of the students were in this range. So even in

this situation, education was made available to most of the students without opening the schools.

Innovative experiments like Mohalla Class, Angana Ma Shiksha, Motor Cycle Guruji, Bultu Ke Bol, Para Shiksha, Petiwali Didi Ki Shiksha, etc were put in place under the supervision of district administration, Raipur in order to facilitate the uninterrupted flow of education to school going children. When smartphones, computers, or laptops were not available to every student, innovation was the need of the hour.





**Transformation of Lives from  
Illegal Liquor Traders to Dignified  
Labourers, Solapur (Maharashtra)**

## Innovation (District)

**S**olapur, the largest district of Maharashtra. Solapur shares a border with the Karnataka state. The problem of illicit liquor/illicit liquor dens (tandas) is critical in Solapur and has been prevalent since pre-independence. The handmade hazardous illicit liquor manufactured in dens has not only killed many people in previous incidents because of poisonous characteristics but also has come forward as the cause of social tensions and domestic violence in the various parts of the country as well as the state. The geographic location of the Solapur is conducive to the transportation of raw material and manufactured liquor as well as hiding purposes to the neighbouring state in wake of police action, making the problem complex in nature.

Operation Parivartan is a movement initiated to transform the lives of the people of the Solapur district of Maharashtra who were involved in the illegal liquor trade and give them numerous alternate means of livelihood. The people involved in the production, sale and distribution of liquor have been motivated

to change their businesses and were given a helping hand by providing financial assistance. Several attempts were made to stop the illicit liquor trade in the past but failed due to the reluctance of the people. This paper focuses on how Operation Parivartan, a positive campaign could bring out the people from such an illegal business. The campaign played a vital role in revitalizing them to start a new life full of respect, dignity, pride, satisfaction, and happiness.

Illicit liquor in this context is a handmade country liquor manufactured in dens that are hazardous to health and consumed mostly by low-income groups. This liquor can lead someone to death and it can also give rise to many diseases related to the liver.

## Issue

The issue of illicit country liquor in Solapur has been a top priority of Solapur Rural Police for many years hence raiding these dens remained a regular agenda of the police department. Solapur Rural Police decided





to evolve an alternative and sustainable strategy. Firstly, identifying the problem which is underlying the issue of illicit liquor was a major concern. Solapur Rural Police realised that these historically marginalized communities involved in business hardly have any knowledge about alternative livelihood. The police or excise department action was restricted to raids and seizing of liquor. The police also realised the fact that even after the periodic police raids, a longer frequency of raids kept this business profitable to people. These two crucial realisations i.e. necessity of rehabilitation of the people and finding out the modus of operation to make the business unprofitable for involved people led to the conceptualisation of 'Operation Parivartan'.

## Strategy

- To stop the production of illicit liquor completely on a sustainable basis and prevent the mishaps like mass poisoning and casualties on a proactive basis.
- To reduce the criminal incidents, social conflicts, and domestic violence associated with illicit liquor.
- To ensure alternative, sustainable and dignified livelihoods for marginalized people involved in the business of illicit liquor.
- To create an amiable atmosphere between the police and the community.



## Approach

Operation Parivartan began in August 2021 with an integrated approach for solving the problem of illicit liquor permanently. 'Operation Parivartan' consisted of four components.

- A) Regular and frequent Action/Raids
- B) Counselling
- C) Rehabilitation
- D) Awareness among its addicts, an integrated approach to solving the problem of illicit liquor.

The team could achieve success with the help of the four stages.

The police department spent considerable time in planning 'Operation Parivartan' and bringing clarity to the police force towards the new approach through their training. Formal circulars were circulated to all the police stations of Solapur Rural District for better clarity to the team involved in the initiative.



## Impact

The project has brought a revival in the lives of these families by facilitating the ladies for stitching and embroidery training sessions and helping them with the new business. The stitching training was imparted to 41 women with the help of Udyog Mahamandal through MITCON. Out of which 30 ladies decided to make sewing their profession. Industrial sewing machines were made available to them through loans from Lead Bank. The women who used to produce illicit liquor are now busy manufacturing shirts, school uniforms, aprons, and several other products. They have proudly named their small unit *"Parivartan Udyog Samuh"*. The Success of Parivartan Udyog Samuh motivated the team of Solapur District police to take a further step. Banjara ladies have embroidery skills and they prepare their traditional costumes on their own. As it is regularly worn by only old ladies from the family or only on festivals, it didn't have market. After several discussions, the concept of a new version of the old embroidery skill came up. The team decided to give the traditional weaving skills a modern



outlook. KKSSP Pune took many efforts in this regard. Around 40 sessions of 2 hours each were conducted in various villages/ Tandas and around 300 women were trained. After training, they were motivated to make products like embroidery sarees, blouses, jackets, kurtis, dupattas, cushion handwork, jewellerys, decorative items, wall hangings, etc. The capital required for raw material was

made available through a Government scheme called “Umed” An exhibition was arranged at Solapur headquarters to introduce these products to the market. Going one step ahead the team is now trying to provide online platforms for their products. Recently their products are introduced on Flipkart with the brand name “Gormati Art”. At present 215 women are actively involved and are getting benefitted.

Awareness is the last component of the integrated approach. Awareness drives have been organised for the people who consume this illicit liquor to convince them not to consume this poisonous liquor.

## Outcome

- Succeeded in *stopping the production of illicit liquor by 75-80 %*. It proved to be an honest proactive approach to prevent the mishaps like mass poisoning/hooch deaths.
- Reduced the criminal incidents, social conflicts, and domestic violence associated with illicit liquor. The number of total body offenses registered till September 2021 is 2270, it has come down to 2152 in 2022 for the concurrent period. It *shows reduction in body offences by 5.19 %*. If crime against women is seen separately, it has come down from 528 in 2021 to 485 in year 2022. *This shows decrease in women related crime by 8.14%.*
- Facilitated alternative, sustainable and dignified livelihoods for marginalized people involved in the business of illicit liquor.
- Achieved success in bringing the marginalized communities bearing a social tag of criminal in the mainstream. Succeeded in transforming the lives of illicit liquor traders to dignified labourers. *714 families are rehabilitated till date.*
- This initiative has helped in improving the relations between the police and citizens. As a result, the reduction in incidences of police-public conflicts is seen in year 2022.





**Margadharshini – Empowering  
Ambitions, Prakasam (Andhra Pradesh)**



## Innovation (District)

**I**nspired by the vision of the Hon'ble Prime Minister, the District Administration has taken up an initiative to set the aspiration for the New India right from the schools. By systematic introduction of goal setting process and the right choice of exposure to the upcoming career opportunities, students from poor socio-economic backgrounds are being nurtured to face future challenges.

Prakasam is one of the most backward districts in Andhra Pradesh with 32 out of 38

drought-prone mandals with 90% agrarian rural Population. It has one of the highest SC and ST population in the state. The information asymmetry and poor aspiration levels in poor students are leading to serious lack of ambition for higher-level jobs and careers. During 'Palle Nidra', a night stay program in Social welfare hostels, it was clearly noticed that every government school confirms to the above and expressed lack of standard study material and poor knowledge of the faculty in career guidance. Majority of Parents with



poor economic and social back ground are having limited exposure to guide and advice their wards. in such a scenario, a need-based innovation is 'MARGADARSHINI'.

## Objectives

- Informed decision-making by the students with a slogan, '*no child leaves the school without a goal*'.
- Exposure to all spectrums of career and employment opportunities of present and future.
- Assisted assessment of individual capabilities and skills to choose suitable education path.
- Encouraging students and preparing them to get admissions in reputed academic institutions.
- Sustain the program without any external assistance or financial dependence.
- Handholding of girl children due to high prevalence of school dropout and child marriages.

## Strategy

- Streamlining and institutionalization of career guidance through a standardized study material called '*Prakasam Career Digest*'.
- Capacity building of the teachers through rigorous training modules.
- Determined community participation by involving parents and teachers.
- Capsulized predesigned sessions modulated along with a year-long academic plan.
- Digital intervention for easy information access, establishing feedback loop, effective session monitoring, continuous module updation, and student career tracking has been established. Simple tools like Telegram and YouTube are being utilized for the above purpose.
- Self-help peer groups having similar aspirations are established with the supervision of mentor teachers who have volunteered for this program.



- Promoting inclusivity through a special focus on girls, divyang jan, people from socially, economically and educational backward classes.
- Overall development of the child by emphasis on ignored aspects like mental health, stress, and anxiety emanating from pressures in career advancement.
- To curb the menace of child marriage which is prevalent in the district.

## **Sustainable and Custom-made Process**

- Prakasam career digest prepared by a group of experts related to the field.
- 39 topics were divided into 22 modules to be explained by a trained mentor every Friday in schools, intermediate colleges, hostels of welfare institutions etc.
- Assessment and counseling sessions are being planned at the end of these 22 sessions to channelise the interest and aid students in specific goal setting.

- The 38 Mandal level Academic Monitoring Team (AMT), with 3 expert teachers have been set up to guide the teachers with pedagogical methodologies.
- This Project provides for incentivizing mentors in order to encourage best performers from the evaluation of AMTs.
- Plan for midterm evaluation by chosen subject matter experts in the month of November to assess the effectiveness of the program.
- ‘Coffee with Collector’ is another innovative program where the students from government institutions will be hosted by District Collector every Saturday for an informal chitchat to get the feedback from the students.
- A Project Monitoring Unit (PMU) at district level with three expert faculties was established to collect feedback.
- A district-level committee has been formed with 7 HODs pertaining to the education, welfare, employment, skill development for community mobilization, and continuous monitoring of the project.

- The school management would overview the working of the project and making necessary changes to keep the project in line with the changing needs.
- Involvement of teachers on a voluntary basis rather than compulsion which has ensured committed and enthusiastic teachers' participation in the scheme. A total of 576 mentors were roped in.
- Parents are made stakeholders by their involvement through the parents committee wherein they would provide their inputs and suggest improvisation in the project.
- The sessions delivered by the expert mentor are being recorded and posted on YouTube for future reference. Provision of additional information through online links provided in the reference material, external websites, reference books based on the curiosity of the students to further their interest is being done.
- Direct monitoring by District Administration with all stakeholders through Telegram App, has ensured prompt adherence to the schedule and targeted communication, timely follow-up, and resolution of issues faced by the stakeholders.



- The program also has a student career tracking facility to ensure that the students are pursuing the right career path while the parents are kept in loop to arrive at a shared goal path.
- Awareness generation through multiple channels like use of Grama Ward Sachivalayams, social media handles and sensitization during Parents meetings.
- Digital platforms have been used as a means to facilitate the project:
  - a) Telegram has been used as Cloud for material Sharing.
  - b) A closed user group was created for all the mentors in Telegram.
  - c) Google Form has been created for monthly feedback both from students and teachers.
  - d) Digital Libraries are established with Computer Lab.
  - e) School attendance app to ensure attendance of the students and Notcam app is being used to post pictures with geo-tagging.

## Perceptible and Verifiable Impacts

**Short-Term Impacts:** A sample Survey was conducted after 8 sessions of Margadarshini in 28 schools and found that more than 90% of children from the top minds recall more than 5 career options; 80% of the students could explain 7 options and 68% of the students could mention 9 options of career from the knowledge they gathered during the Margadarshini sessions.

**Medium Term Impacts:** Number of students who are going to opt for their career according to their academic performance and the career choice opted from the sessions.

**Long Term Impacts:** Number of students who have opted for mentor career counselling, actually settled in their careers and have started contributing to the economy and society.

- The target beneficiaries are school students studying in 9<sup>th</sup> grade and 10<sup>th</sup>





grade in high schools and +1 and +2 in Junior colleges. Around 75,000 students in 563 government educational institutions benefitted through this program.

- The students' understanding about the future educational prospects is expanded multifold.
- Community participation by involvement of parents has increased parent's understanding of the requirements of their ward.
- Awareness generated on different scholarships which could be availed going

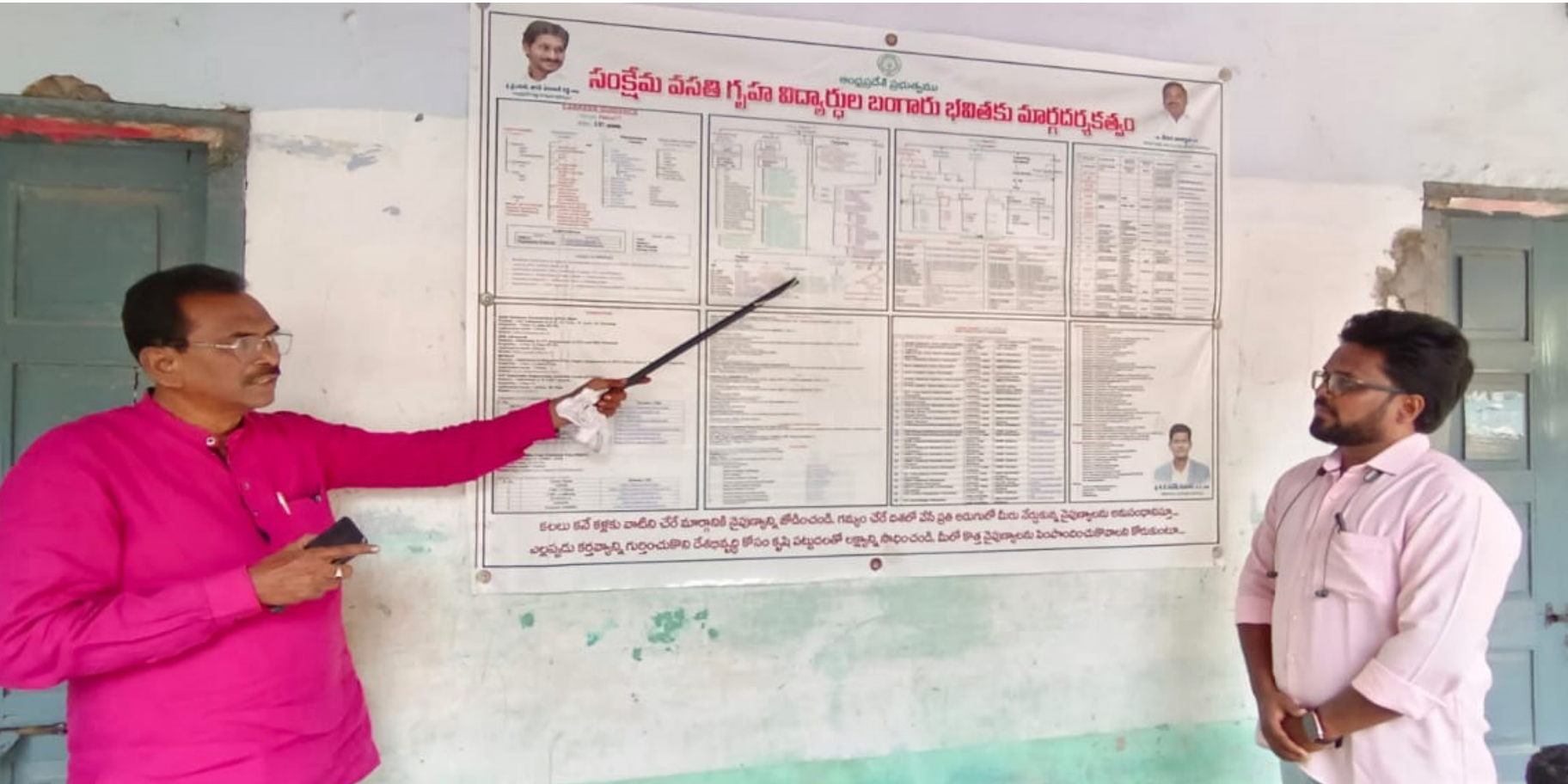
forward helped in reduced economic dent for higher education.

- Margadarshini acted as a platform to provide tailor-made guidance programs to students with specialized needs.
- It also includes exposing students to 'real-life' role models like senior ranking police officers, super specialty medical professionals, professors, engineers, business managers, entrepreneurs etc.
- Special emphasis is given on girls, differently abled children, students from poor socio-economic backgrounds to ensure inclusivity.

## Path Ahead

- Replication of 'real life role models' at schools wherein the role models would visit the schools to meet the students.
- NRIs from this district as well as interested people are also to be made part of the program to inspire the students.
- The benefitted students would in turn act as mentors to the then student thus creating a virtuous cycle making it sustainable.

Finally, this program is essentially setting a new trend in early intervention with a right set of aspirations as well as career decisions before it is too late when the students enter into higher education with limited opportunities. This initiative needs support from the educational institutions too for setting the right academic courses as per the aspiration and market requirements.







**New Age Learning Centre,  
Changlang (Arunachal Pradesh)**



## Innovation (District)

**T**o eradicate illiteracy as well as minimize the dropout ratio in the district, Changlang District of Arunachal Pradesh launched the new age learning centre initiative (NALC).

### Initiative

- NALC is a Free of Cost Service which enables flexible, state of the art, futuristic and leisure learning space which enables people from all age groups to learn and improve every aspect of their personality through free Wi-Fi (24x7), online training through tablets, e-reading through kindle, etc, in an environment furnished with modular furniture.
- It converges resources that are rendered unused viz. libraries of government schools are marred with a lack of dedicated library teachers, library infrastructure and books and transforms these existing libraries into NALC helping in optimum utilization of unused resources of libraries run by the library department which acts as cluster libraries for nearby schools wherein children from all schools may access this space as their library.
- It is open for all members including children on all days and also late nights during exams. The NGO volunteers help the library staff to ensure the seamless operation of the library.
- It adopts a flexible timing as per the demand of users and has a free provisioning of books to students belonging to economically weaker sections. Even demand specific books (competitive exams like IIT, JEE, Medical, UPSC, etc.) are provided to users.
- During mass celebrations like Republic Day, Independence Day and Statehood Day awareness is generated amongst the public about the initiative through a membership drive.
- Weather controlled space by provisioning air conditioning and heating to enable children to learn at ease.
- Peer to Peer Learning is promoted to enable cross-exchange of talent, ideas and skills takes place at NALC as children of various nearby schools participate in the club-based activities of NALC.



- The Centre engages in imparts personality development training, disaster management techniques, career counselling, cultural education, fun learning and creates hobby clubs, interest groups, etc.
- The New Age Learning Center is a knowledge creation space meant to accommodate the rising aspirations of new generations who find the concept of traditional library boring. An effort has been made to design the space according to the taste and comfort of the users (mainly children) to enable them to study, learn and dream without any restraint.
- The activity in the centre and the safety for the girl students and little children are monitored through CCTV surveillance.
- This initiative is unique in form of New Age Learning Centre wherein children of various age groups are provided with fun and interactive learning under one single roof. The space is designed with special emphasis to provide end-to-end learning solutions at a single delivery point by integrating the features of library, motivation Centre, personality development space and skill training center to make the learning more comprehensive and interesting.
- Children of all age groups as well as adults are the beneficiaries of this initiative.

However, the priority and central target group is the school-going children coming from lower economic strata who find it difficult to afford a personal space for study.

## Impact

- Prior to the establishment of NALC, children were hesitant to even speak their name but as per our interaction with the students now they are debating and confidently expressing themselves.
- The NALC acts as knowledge hub for all the students who are undergoing holistic personality transformation through this platform & various activity-based learning modules. Many children have started or resumed their preparations for competitive examinations like IIT, NEET, UPSC etc.
- Children coming from the economically backward sections who cannot afford their own dedicated study rooms have now access to a modern reading centre to study with access to books of all genres as well as a treasure trove of online resources at their fingertips.
- All the children of GHSS, Miao who appeared for compartment exams for Classes 10th and 12th, passed because the place was made available for them as per their demand before the exam hours with all practice books and access to online resources with dedicated faculties.
- The initiative has been lowly replacing drug and alcohol culture through increased knowledge of culture and motivating of youths to pursue positive habits like reading, learning, etc.
- Post establishment of NALC, most students have been initiated in preparations through the provisioning of suitable books, BYJU based platform. This may get further boost with starting of SUPER 30 Program in the extension premises of NALC under CSR initiative funded by OIL INDIA LTD.
- The NALC also puts increased emphasis on peer-to-peer learning wherein a child with specific talent helps other interested children willing to develop that hobby.
- NALC is also acting as a fulcrum of PROJECT SAFAL of District Administration to improve the passing percentage of children in board examinations.







“ The centuries-old tradition of this country has been to move forward with the potential of the common man. Whatever we have achieved today is due to public participation and the contribution of generation after generation in fulfilling the requirements of society. ”

**Sh. Narendra Modi**

Hon'ble Prime Minister



**Plastic Check Post to Improve  
Marine Environment -  
Ramanathapuram (Tamil Nadu)**



## Innovation (District)

**M**arine litter, especially plastic is a major cause of pollution and deterioration of marine environment. In the coastal area of Ramanathapuram District of Tamil Nadu an innovative initiative of a plastic check post is established and operated by the community through Eco-Development Committee. Ramanathapuram District, one of two aspirational districts of the Tamil Nadu, is home to South Asia and Southeast Asia's first Marine Biosphere Reserve (also a Ramsar Site).

Around 2 crores of 'tourists visit Rameswaram every year and after the opening of the Rameswaram-Dhanushkodi-Arichanmunai Road, there is a large influx of plastic waste in the marine environment'.

## Significances of the area

- The Gulf of Mannar Marine National Park and Biosphere Reserve is located in the region. It is the first Marine Biosphere Reserve in South and South East Asia. It was declared a Ramsar Site in 2022.



- The Gulf of Mannar is considered a “Biologists’ paradise” with over 4,223 species of flora and fauna. The Gulf of Mannar is endowed with a rich variety of marine flora and fauna as it includes ecosystems like coral reefs, rocky shores, sandy beaches, mud flats, estuaries, mangrove forests, seaweed stretches, and seagrass beds.
- ‘Sea dugong, Dolphin, Whale Shark, Sea cucumber, Sea Horse, and Olive Ridley turtle are important species found here. In the year 2021-22, 23,500 Olive Ridley Turtle hatchlings were released.
- World’s richest marine biodiversity is found here which is of global significance.



## Objective

- The opening of a new road from Rameswaram to Dhanushkodi and a large number of tourist footfall (around 2 Cr.) led to a huge amount of plastic deposition.
- Accumulation of plastics in sea instantly is critical as there is a narrow stretch of Sea shore in the Dhanushkodi area, causes the plastic to immediately reach the sea.
- As Olive Ridley Sea turtle lay their eggs on the shoreline, plastic and other marine debris hinder the health of the turtles.
- Plastic causes degradation of Marine ecosystem and acts as a major threat to marine flora and fauna.
- 'Micro plastics entering the Human Food Chain is a public health hazard'.

## Initiative

The Plastic check post watchers check all the vehicles for plastics and collect them and replace them with an eco-friendly cloth bag given by them to the tourists. An Environment fee of Rs 20/ four-wheel vehicle is charged to make the initiative sustainable. The plastic

collected is recycled and used for road construction. The check post is innovative and unique in many ways such as community-based governance, linking livelihood and Biodiversity conservation, etc.

## Strategy

The initiative of 'Community operated Plastic Check Post is visible action and demonstration which has led to sustainable environmental protection, behavioral change and promotes alternatives to plastic. The main features of initiative are:

- Community-based Governance - check post operated by Eco Development committees.
- Application of 'Polluter Pay Principle' - Environment Fee charged to keep the area clean.
- Waste to Wealth Approach - Shredded plastic is used for road construction.
- Convergence of Livelihood and Environment Conservation- many green jobs are created.





- In line with 'LiFe' Initiative – Focus on behavior change by adopting the eco-friendly way.

## Impact

- The revenue earned from environmental fee and sale of plastic garbage is more

than the expenditure incurred towards clothbags (alternative to plastic), wages and restoration activities.

- The initiative is an alternate livelihood for fisherwomen by way of deployment of SHG members in the seashore area, in cleaning and in stitching of yellow cloth bags.

- A clean environment attracts more tourists
- Clean sea shore area of Gulf of Mannar improves the scenic beauty of the southern tip of India. It will give a better experience to the tourists.
- Plastic-free coastline and the ocean protects marine fauna and prevents marine

animals from getting trapped in plastic, getting injured or dying.

- Fishermen get healthy fish catch and their fishing net is not getting damaged due to plastic entrapment.
- A total of around 18,000 Kg of plastic waste was collected during a period of 8 months starting from January 2022.







# Crop Residue Management Aiming Zero Stubble Burning Moga (Punjab)



## Innovation (District)

Situated in the core of Punjab, Moga is one of the 112 districts chosen under the Aspirational District Program. Stubble burning is a common practice in Punjab, where farmers burn the leftover crop residue in their fields after harvesting. This practice has become a major environmental concern as it leads to air pollution and contributes to poor air quality in the region. Approximately 18 lakh tons of paddy straw are left to be burnt annually due to the lack of Crop Residue Management (CRM) machines and a small window period of a few days before sowing the next crop of wheat. This burning of stubble gravely contributes to a range of respiratory disorders, road accidents, and the deterioration of the micro flora and fauna in soil biodiversity.

The majority of farmers are small-scale and marginal who farmers cannot usually afford costly machinery for stubble management like super seeder, happy seeder, plough, mulcher, and balers which require high-powered tractors. There is large scale lack of awareness among the farmers on the advantages of practicing stubble management techniques





and implementation/enforcement of efficient stubble management protocols are inadequate. The mandated sowing date set by the government is an additional challenge, as the harvesting and ripening times are also in sync, making it difficult to satisfy the demand for stubble-related machinery. The maximum duration of baler operations is between 20 and 30 days, occurring between the harvesting and sowing of the following

crop. Consequently, there is limited time to efficiently manage the stubble in the field.

## Strategy

- District Administration ideated on how to create this accountability within the community and drafted out a plan that equips the local cooperative societies



with enough machinery and a strong resolution to ensure that no stubble burning will happen in their village. District Administration, initiated a project to achieve zero paddy straw burning under the Aspirational District Program. The program's reward money was utilized to allocate 20 balers, each with one rake, to cooperative societies in the district.

- 20 balers that were purchased using reward money were distributed among 20 cooperative societies of Moga with the objective to encourage the adoption of sustainable crop residue management practices by providing farmers with access to balers. This is done with the aim to ensure the project achieves its goal of eliminating the unsustainable agricultural practice of stubble burning and promoting eco-friendly practices in the region.
- Religious leaders from the district were engaged in generating awareness among farmers which







broadened and deepened the reach of the campaign resulting in behavioural change.

## Outcome

- In 2021 Punjab witnessed 71,159 fire incidents, a reduction of 30%, with 49,922 cases. Moga experienced 6,515 cases that year, declining to 3,609 cases in 2022 which is about 45%. A resounding success observed in the 20 villages of Moga where balers were deployed resulting in a staggering reduction of 57% in fire

incidents, which dropped from 712 in 2021 to 304 by 2022, exceeding the state average decline by almost double.

- Information on importance of health, especially that of children, got circulated by word of mouth, diverse campaigns by Information, Education, and Communication (IEC) strategies through significant participation of farmers and cooperatives resulting in increased acquisition of necessary machinery and equipment in rural areas.



- Faith-based leaders played an essential role and one such leader has made a tremendous impression as a role model in overseeing stubble management of 3500 acres in 15 villages in Moga.
- Initial monetary support for discontinuing burning of crop residues and production of bales for energy production was addressed through Corporate Social Responsibility (CSR) Funds thereby motivating small and marginal farmers to adopt sustainable crop residue management practices. To incentivise such practices, the initiative

taken was to subsidize half of the operational costs for the balers.

- To enhance power accessibility to the far areas far from Moga district like Nihal Singh Wala Block it is proposed to revitalize a defunct 6MW power generation plant having a consumption capacity of 50,000 MT of Paddy straw annually.
- This year, the district is shifting to the PR 126 variety of rice, which has a sowing-to-maturity period of 94 days – about 20 days less than the current variety gave an extra 20 days to manage the stubble on the ground.







## **Project Muskan - Eradication of Malnutrition, Burhanpur (MP)**



## Innovation (District)

**P**roject Muskan is an initiative aimed at the complete eradication of malnutrition from Burhanpur, Madhya Pradesh. The project is a blend of innovation and ideas from other sources, with a focus on identifying and addressing the root causes of malnutrition in the district.

## Strategy

The first step in the project was to conduct a complete screening of all children in the district in the age group of 0-5 years. This was done to identify the children who were suffering from malnutrition and to determine the severity of their condition. Data was gathered through Anganwadi Workers (AWW), Auxiliary Nurse Midwives (ANM), and Accredited Social Health Activists (ASHA), and maintained in an Excel sheet for easy tracking and analysis. Regular meetings of ASHA and ANM were taken by the district Collector to motivate the team and ensure that they were providing the best possible care to the children. The focus was on improving infrastructure, developing new

facilities, and increasing the accommodation capacity of the NRCs.

One innovative solution was the use of Nutrimix powder, which was prepared under the supervision of a dietician for children under the Severe Acute Malnutrition (SAM), Moderate Acute Malnutrition (MAM), and severe underweight categories. This helped to provide children with the necessary nutrients and improve their health and well-being. A book titled “Project Muskan” was also published by district administration and was sent to State Government. Another innovative program was “Adopt an Anganwadi” initiative which gave officers and political leaders in the district charge of a single Anganwadi. This helped to increase community involvement and support for the program, as well as accountability. The district administration also encouraged self-initiative among government teachers, who adopted a SAM/MAM child and provided them with a banana or seasonal fruit and milk on a regular basis. This helped to provide children with nutritious food and improve their health.



To prioritize the treatment of children under the SAM category, ANM, ASHA, and district officers motivated parents to admit their child into the NRC for treatment. Community participation was also encouraged, with volunteer and SHG women working alongside ANM and ASHA to advertise the scheme and raise awareness. Regular posts on social media and publication of news in local newspapers helped to spread the word about Project Muskan throughout the district,

raising awareness and increasing community involvement. Proper database management was also implemented to track the children under treatment and those who had been discharged after treatment.

As part of the replication process, the project team began to use locally grown fruit such as bananas for distribution among malnutrition children. This helped to provide children with a nutritious and locally sourced food source,



which was easily accessible and affordable. Overall, Project Muskan was a comprehensive and innovative approach to eradicating malnutrition in Burhanpur. By focusing on identifying and addressing the root causes of malnutrition, the project was able to achieve significant improvements in the health and well-being of the children in the district. The replication of the project in other areas could

help to provide a model for effective and sustainable solutions to malnutrition in India.

## Outcome

The impact of Project Muskan has been significant in terms of its demographic and geographical reach. The project has targeted







all children in the age group of 0-5 years across the entire district of Burhanpur. This has ensured that no child is left behind and all children are given an equal opportunity to receive treatment for malnutrition.

The demographic reach of the project has been extensive, with a total of 3,240 children being identified in the initial screening. The project has specifically targeted children who are suffering from severe acute malnutrition (SAM), medium acute malnutrition (MAM) and severe underweight. The project has successfully treated 715 out of 752 SAM

children, 1,848 out of 2,078 MAM children, and 438 out of 456 severely underweight children. This success rate of the project indicates the extent of the positive impact it has had on the demographic it has targeted. The geographical reach of the project has been comprehensive as well, with the implementation of the project in every corner of the district. The project has utilized the existing healthcare infrastructure, with the COVID building being converted into an NRC and a new 30-bedded hospital being opened at National Newsprint & Paper Mills Ltd. (NEPA) Mill Nepanagar. The project has also adopted an Anganwadi program, which

has ensured that children in even the most remote areas of the district are able to receive treatment for malnutrition.

The impact of the project has been further amplified by the use of local resources such as locally grown fruit and syrups instead of tablets for children. This has made the project more accessible and sustainable, while also promoting the use of locally grown resources.

In conclusion, Project Muskan has had a significant impact on the demographic and geographical reach of the project. The project has targeted all children in the age group of 0-5 years across the entire district of Burhanpur, and has successfully treated a vast majority of the children suffering from malnutrition. The project has also utilized existing healthcare infrastructure and local resources to make the project more accessible and sustainable.











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