



सत्यमेव जयते

प्रशासनिक सुधार और लोक शिकायत विभाग

Department of Administrative Reforms & Public Grievances
Ministry of Personnel, Public Grievances & Pensions
Government of India



Civil Servicess Day

April 20 – 21, 2018

Proceedings

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DAY 1: 20TH APRIL 2018

INAUGURAL SESSION

WELCOME ADDRESS BY SECRETARY, ARPG



Sh. K. V. Eapen, Secretary, Administrative Reforms and Public Grievances

Hon'ble Vice President of India Sh. M. Venkaiah Naidu, Minister of State Personnel, Public Grievances and Pensions, Sh. Jitendra Singh, Hon'ble Minister of State Agriculture Sh. Parshottam Rupala, Additional Principal Secretary to the Prime Minister Dr. P. K. Mishra, Cabinet Secretary Sh. P. K. Sinha, former Cabinet Secretaries, distinguished Civil Servants, Additional Secretary DARPG, esteemed colleagues and distinguished guests, ladies and gentlemen, it is my privilege to welcome you all to the 12th Civil Services Day celebrations which are starting today. At the outset, I would like to extend my gratitude to the Hon'ble Vice President of India. We thank you Sir, for graciously agreeing to be the Chief Guest for today's function as well as inaugurating the exhibition. I also extend a very warm welcome to the Hon'ble Minister of State, Sir, your constant support and guidance has been invaluable in all our initiatives. I would also like to welcome the Additional Principal Secretary to the Prime Minister who has been a great source of strength for organization of Civil Services Day. I welcome the Cabinet Secretary who has all along guided and advised us as we made the preparations for this

day. I welcome all of those who are viewing these proceedings and have joined us in celebrating this event across all states, union territories and districts through our webcast and through the telecast on Doordarshan.

The theme for this year's Civil Services Day is "New India Shaping the Future". Our two plenary sessions which would be held today and tomorrow have been planned around this theme. In the plenary session being conducted today immediately after the inaugural session, the theme is, "Evolving Strategies for Transforming Aspiration Districts" where we will discuss the upliftment of these areas from the point of view of improving their major development indicators. In the session that is going to be held tomorrow called, "Artificial Intelligence for Effective Governance" we will look at how we have to prepare ourselves to meet the challenges and opportunities of new technologies. The above mentioned session themes are both essential components of shaping the future that will bring the districts lagging behind at par with others and look at how AI will affect public administration.

The details of the awards to be presented tomorrow by the Hon'ble Prime Minister are present in the folders provided to each guest. However, I would like to flag some changes which have been introduced this year. The first change is in the category of innovations undertaken in the area of public governance across the Centre, States and districts. Hon'ble Prime Minister has vision for transformation of aspirational districts and therefore this time, out of the two awards for innovation, one is reserved for innovations in aspirational districts as they are being seen as change agents for the economy. The second major change is that two awards will be conferred on the officers of Government of India, one in the Additional Secretary/Joint Secretary Category and the other in the Director/Deputy Secretary Category. The aim is to recognize and appreciate outstanding work in the areas of policy formulation, programme implementation and effective delivery of services. The third innovation which has been done is in the exhibition outside. We have kept a small space, a centre to exhibit talent of those civil servants who have creative interests in activities like art, music, literature etc.

Finally, we have also introduced the Civil Services Day App, "CSD 2018". I urge all of you to download this App, so that we can get instant feedback on each of the sessions on a real time basis. A short word on the process of selection of the awards, DARPG has had regular engagements with districts and implementing units through meetings, video conferences, regional conferences and webinars in order to motivate applications for the award. These efforts have been successful as since August 2017 this has generated an excellent response. We have received 3,009 applications from 643 districts in the country. This is the highest ever both in terms of applications and in terms of the districts. We also got 53 nominations from the AS/JS and Director/DS category from 25 ministries and departments.

I sincerely thank all officers who have participated in the awards process in such large numbers. I would like to put on record my appreciation for the various levels of scrutiny by the different committees and the continuous support extended by the concerned line ministries and departments. Similar to last year, 53 shortlisted best practices initiatives of this year's priority program and innovation categories have been shared with the IAS officers of 2013 to 2016 batches. The idea was that the learnings from these case studies should be commented upon by these officers. Over 600 young officers have responded and given their feedback and suggestions which have also been shared with you.

Colleagues, 71 years ago, our first Home Minister Sh. Sardar Vallabhbhai Patel addressed the Civil Services probationers on April 21st, 1947 at the Metcalfe House. The 1st Civil Services Day function was organized on 21st April, 2006 in remembrance of that event and since then the journey from 2006 till 2018 has been one of constant development and improvement which will be shown in a short film just now. It is obvious that the role and expectations from civil servants today are very different. In many ways, the challenges are more complex and the expectations are sky high. The civil servants now have to be more innovative, more collaborative, forward thinking, technologically savvy and bring to the job a very high level of professionalism, passion and probity. The Civil Services Day provides all of us an opportunity to introspect and take stock of whether we have been able to fulfill these expectations for the benefit of our citizens.

Today, in almost every aspect of life, we have more choices, more technology as well as personalized quality services. There has never been as good a time as the present to improving the public good. Once again, I would like to thank all of you for being part of this two day event starting today. Thank you very much.

FILM ON JOURNEY OR PRIME MINISTER'S AWARDS



Film on Journey of Prime Minister's Awards

The film started with highlighting the role of civil servants in showcasing a positive image on Indian economy globally.

In addition, the film highlighted the complete selection process of PM's Awards with respect to changes made in the process especially during the years 2016, 2017 and 2018. It highlighted the different categories including the new categories introduced in year 2018 under which awards were presented.

The film covered the entire process right from online applications submitted by Districts/implementing units to the final selection through citizens feedback, spot study and evaluation by the Committees at different levels.

Film can be viewed at <https://www.youtube.com/watch?v=Hb30-GCBq6M&>

ADDRESS BY HON'BLE MINISTER OF STATE (PMO & PP)



Sh. Jitendra Singh, Minister of State (I/C) for Ministry of Development of North Eastern Region, Prime Minister Office, Personnel, Public Grievances and Pensions, Department of Atomic Energy and Department of Space

Hon'ble Vice President आदरणीय Sh. M. Venkaiah Naiduji, my colleague Sh. Roopala ji, Additional Principle Secretary Dr. P. K. Mishra ji, Cabinet Secretary Sh. P. K Sinha ji, Secretary ARPG Sri Eapen ji, Additional Secretary ARPG Ms. Vasudha Mishra, Senior Officers in Government of India, friends and ladies and gentlemen, at the outset, I profusely thank the Hon'ble Vice President for having spared his precious time and agreed to be here amongst us to address this occasion and to bless us. Hon'ble Sir, we look up to you as one of our own and whenever we have a function like this in the Ministry we immediately think of you. We reached out to you and I am glad that you are also very indulgent and you have never disappointed us. As was being displayed in this film, the Civil Services Day is an occasion where we recognize, acknowledge and reward the meritorious amongst us. We also have the opportunity to exchange mutual experiences and to share the best practices and the experiments tried by each one of us but above all this is now an opportunity for all of us to reorient to the evolving needs and the emerging requirements of contemporary India. What is noteworthy and what was also displayed in the film that you just saw is that over the last three or four years, the entire format of the Civil Services Day has

undergone a change. I would like to put it this way that in the last four years, under the Modi Government, India has undergone a transformation and so has the Civil Services Day. Earlier there was a tradition of having Civil Services Day but the program used to be of a smaller scale, in a small chamber or a small room or a small hall where some of us used to come together, exchange pleasantries, recall our good old days at the Mussoorie Academy, share some nostalgic memories as batch mates, recall some of the mischiefs of those bygone days, updated about ourselves, how many grandchildren we have, had a meal together and then went back to our respective places of work, but no longer. I am proud to say Sir, that today Civil Services Day is a very important academic event in the calendar of India. It is comparable to any important conference in any sphere of academics. We have two days of brainstorming and different sessions devoted to different themes and subjects, addressed by expert panelists from their respective streams. There are research presentations and research deliberations at the end of which a compilation is prepared which would possibly determine the way forward. PM's Awards were primarily based on individual performances and performances of a group of officers. Under the guidance of Prime Minister Modi, it has been made wide-based and aligned to flagship programs. The four flagship programs determining the awards are the Pradhan Mantri Fasal Bima Yojna, Pradhan Mantri Awas Yojana, Promoting Digital Payments and Deen Dayal Upadhyaya Grameen Kaushalya Yojana.

The results and the participation have been amazing. Hon'ble Prime Minister threw at us a challenge to increase district participation at the Civil Services Day of 2016 when he asked us, "how many districts have participated?", and we had said, "just 10% out of the 700 odd districts", since we had less than 100 districts participating that year. Then the award mechanism was made wide-based, based on the performance and the outcome of the programs in individual districts and the results which I possibly missed out telling you was that last year we had 599 districts and this year Sir, we have 643 districts. I think it required a clap but I will repeat so that the Honorable Vice President can appreciate. 643 districts Sir, out of the 700 odd districts. We have almost included 100% districts. That is amazing and we did it in just two years and the clue came from the honorable Prime Minister.

Sir is saying that the learned audience did not clap because they expected a 100%. I humbly on behalf of ARPG accept this challenge from the Hon'ble Vice President of India. About the Aspirational districts, which was again Prime Minister's concept and vision, we have identified 115 and they are not necessarily backward and are known as aspirational because we have about 48 different parameters based on which we decide their allocation. For example, we may have a district which is otherwise apparently very forward, very progressive, very advanced, very developed but maybe it is lacking in one parameter like immunization or primary education and therefore we have to bring it at par with the best parameter district of that state, viz a viz best parameter district of the country. Based on this scientific criteria, we have 115 districts... why I am pointing out this over here on this occasion is because out of those 115 aspirational districts as many as 103 districts have participated in the category of programs and 75 in the innovations and this aspirational concept is just about three to six months old. It has not even been propagated enough but the enthusiasm and the response is so much Sir. 4 years

back, when this Government took over, the Prime Minister gave us the mantra of 'maximum governance minimum government', but how do we go about achieving this noble objective.

To my mind, the essential prerequisites are two:

a) As was being mentioned by Mr. Eapen, the bureaucrat, because he is the essential tool of governance, you cannot achieve good governance without good civil servants and of course as he said, the challenges have increased, the accountability has increased, the public scrutiny has increased, the media scrutiny has increased. You are being watched each moment, the expectation level has increased and therefore in the Ministry of Personnel we have tried to contemplate measures which would make the work environment more convenient, more compatible, so that each officer is able to perform to the best of his ability. Some of the legislations which are pending in the Parliament, which I will not like to dwell upon are also dealing with this aspect in mind.

b) The second essential prerequisite is 'citizen', the citizen participation because just as Civil Servant is an essential tool, citizen is an essential stakeholder and, therefore, I have certain amount of satisfaction to say that in the last three or four years we have succeeded in moving in this direction, to achieve these twin objectives.

I will not go into detail because then I can go on and on because we have been involved in it so passionately to achieve these targets. But just to cite two brief instances Sir, one that of the grievance cell, which is also mentioned in our books of souvenirs, when we came in, it was almost inactive, today we have a CP Gram Portal, we have a dashboard, we have a high tech mechanism in place, we have timelines and deadlines fixed for ourselves, and we have also not given up the human interface. Remember that the staff including the minister is randomly themselves calling up the individual complainants to check their level of satisfaction to seek their inputs. And the result is, when we came in, in the year 2014 Sir, the number of grievances per annum was just about 2 Lakhs and today it is 16 Lakh per annum, there is an 8 to 10 fold increase in the number of grievances. Somebody asked me, does this mean that more number of people have started complaining against the Modi Government, I said 'no, it's not so'.

There is a famous couplet where the Urdu poet, Mirza Ghalib says, 'Grievances are registered only where you expect a response'. We are responsive, we are sensitive, and we are prompt. Therefore, for once, the people of India feel emboldened, feel encouraged, and feel inspired to lodge their grievances. We have fixed timelines for us and if we cross that timeline, we are also keen to put across the reason why we have done so. We have not confined ourselves only to that, we are now also in the process of preparing the research manuals based on these grievances, we have already done this exercise in case of about 20 Ministries. I believe, the kind of grievances received in that individual Ministry, the kind of response, the kind of nature is important so that we could improve ourselves. The other area which requires a brief mention is that of the pension. You would recall, you were a very senior member of the Cabinet, the Government announced that the minimum pension would be Rs.1000 which was a remarkable and sensitive path-breaking decision and all of us were placed on duty in different parts of the country to launch this somewhere in the month of September 2014. I happened to be in

Chandigarh, there was this elderly lady, Sir, she came and fell at our feet and said, "kai salon se mein Sirf Rs.35 pension lene ke liye yahan tak aati thi" (For years I used to come here to receive Rs.35 as pension), I don't know how to convey my gratitude to this government. She said that if this had happened before then her life would have been different. Besides that, as far as pensioners are concerned, we have pension portal now in place. Otherwise, it was a common trend in Government circles, in the last one year of retirement, you were allowed not to work. Not to work because you had to collect your NOC's from different departments. For instance, if you had taken a book from a library in Kanpur when you had stayed there in a Ministry you have to go and get a NOC from there. And the bosses were also very kind; they knew they were getting retired, so they let them do all these things

So, one year the officer would be moving from pillar to post, not being able to devote himself to his work. But, now we have a portal, the officer is able to actually check what the status of his pension preparation mechanism is, and on the day of retirement, he gets his PP order. Besides that, biometric has been introduced. Earlier on, an elderly pensioner had to produce the evidence of his being alive through a certificate from a doctor and it always weighed on my mind that seventy years after independence, you have to prove that you are alive, you have to present yourself to a doctor to tell him that see I am alive. But in the high-tech era of today, we can have other means of doing so, so we have biometric as an option. An elderly pensioner who cannot walk up to collect the certificate can do so sitting at home. We have introduced the 'Anubhav' pattern in the last three years. Mr.Kothari who was the then Secretary was instrumental in initiating this. And we are using that not only as an account which is left where the retiring officer in the last six months because he feels satisfied, there is left something for the posterity to read, regardless of whether the children of today have time or not. But he has the satisfaction that he has done something. But more than him, it is we who are benefited, to get those valuable inputs after 30 years of experience. For example, there was a lady, Sir, before retirement she puts in a small account, she says, I was all along very keen to serve in tourism and I had a special interest. She was working in the department of tourism, she wanted to go for a higher specialized training. Finally, she succeeded, she went out, did two to three years of research, came back and the day she returned, she discovered that she has been transferred to another department. The next two years, she kept trying to come back to tourism but by the time she got back, few months were left for her retirement. So some intrinsic pitfalls, I would say, which possibly went unrealized, have been part of our research material. There are many things Sir, but I do not wish to go on and on because I know all of us are keen to listen to you but at the risk of not sounding repetitive, I will just mention in half a minute, some of those revolutionary decisions because if I don't mention MOSDOPT who would mention. You have no dearth of critics around, but very few would pat your back, so I have to pat my back.

Sir, the decision to do away with the practice of getting certificates attested by gazetted officers was done by this Ministry and this was a long existing legacy of British Empire. We sent out a loud message there that here is a Government which has the capacity to trust the youth of this country. You sign your own certificates, we have no problem, and you know the risk of forging a certificate. We abolished interviews for lower posts, we introduced this initiative after three

months of mentorship for the newly passing out civil servants from Mussoorie. We have done away with 1500 rules. You would recall, the Hon'ble Prime Minister, within a few months had said, सरकार हमेशा कहती है हमने नया विधान लाया ये ऐसी सरकार होगी जो कहेगी, हमने इतने विधान खत्म किये । So 1500 rules which had become irrelevant or obsolete, have been done away with. And there are many other things which I can go on and on, but as I said, with these few words Sir, once again, I would like to thank you because all of us in the audience including me are looking forward to listening to the pearls of wisdom from you and personally I am also looking forward to carrying back home some of the quotable one liners which Sir is famously known to drop when he addresses his audience because I have grown under his shadow ever since he was our 'Adhyaksh', so each time we would carry some one liner to repeat when we confront others in the society. Thank you very much.

Thank you so much, Sir. During the evaluation of Prime Minister's awards, very valuable data is collected, generated from the priority programs, therefore all the best practices and challenges have been compiled pertaining to the priority programs in which PMs Awards of 2017-2018 are covered.

I would request our Hon'ble Vice President of India to kindly inaugurate the book 'Emulating Excellence Takeaways for Replication' with his auspicious hands. The book encapsulates various data sets, information, examples and challenges in governance.

It is indeed our privilege to have amongst us today the Hon'ble Vice president of India, Shri M.Venkaiah Naidu ji.

Sir, we look up to you for your guidance and request you to kindly address us and show us the way forward.

RELEASE OF BOOK BY HON'BLE VICE PRESIDENT



Book: Emulating Excellence – Takeaways for Replication

The Chief Guest Hon'ble Vice President, released a book titled: *Emulating Excellence – Takeaways for Replication*. The book described significant details of best practices in implementation of a total of 9 Priority Programmes identified in 2018 and 2017 for wider acceptance and replication in more and more States and Union Territories. This would help in advancing the Hon'ble Prime Minister's reform agenda for improved public service and good governance across the country.

The book can be downloaded from DARPG website at <https://darpg.gov.in/sites/default/files/CSD-2018/Emulating-Excellence-Takeaways-for-Replication.pdf>

ADDRESS BY HON'BLE VICE PRESIDENT



Sh. M. Venkaiah Naidu, Vice President of India

Hon'ble Minister of State in the Prime Minister's Office and also Personnel Department Sh. Jitendra Singhji, Minister of State Sh.Parshottam Rupalaji, Cabinet Secretary Sh. P. K. Sinhaaji, Additional Principle Secretary to Prime Minister Sh. P.K.Mishraji, Additional Secretary ARPG Ms. Vasudha Mishraji, Secretary ARPG Sh. K.V. Eapen, the officers of the Civil Services from different parts of the country and also from different Departments, brothers and sisters. I am really happy and feel privileged to be a part of the two days celebrations of the Civil Services Day and address this gathering today. Today is a day of celebration, the day which reaffirms the competence, commitment, calibre and the confidence of the Civil Services to make a difference to the governance landscape of our country and to the lives of the people of the country. I am happy to be with the officers who are being recognized for their quest for excellence. I compliment them as well as those who are engaged in a similar way to serve the initiative across the country. Our country's Civil Services are among the best in the world and I have no hesitation to say that Indian Civil Services is the best in the world. There may be few drawbacks or shortcomings but when you compare, when you see the democratic world, India's Civil Services is the best in the world. They constitute the best and the brightest minds of our country. They have the ability to absorb new information, knowledge, adapt to rapidly changing socio-political environment and address the key challenges in contemporary society.

Many of them have the forward-looking strategic vision to guide policy formulations and a drive to make a difference in the service of the country. The essential gap today is between the grand conception and the ground level implementation which is the key issue. There is an urgent need to rethink our governance, there is a need for honest introspection to the effectiveness and the efficiency of our administrative structures and processes. It is this introspection and reflection that has made many Civil Servants, some of who are getting awards today and tomorrow, to come up with the alternative strategies for improving the system. I wish and hope that many more Civil Servants would also think fresh and keep raising the bar through innovative solutions. I remember that I had told you also last time and I would like to repeat, in my public life one thing that has brought me to this level is that every night before sleeping, I introspect what I have done today, what I have said today, what I have thought today. I always think about this and then remind myself of any shortcomings and then try to improve upon them. This gives you immense strength. I am speaking this out of my own personal experience. I wish and hope that this introspection reflection which is being made by the Civil Servants will be very helpful for the betterment of their future and the future of the country. After all, even for the best, there is always the possibility to become better and there is no better time than now. The glorious call of the Prime Minister to reform, perform, transform has found a rare resonance everywhere. The focus has shifted to implementation, innovation, it's becoming increasingly clear that 'business-as-usual' approach will not do. The first thing Prime Minister did after this new government took over is to replace the Planning Commission with 'Niti Ayog', the very word 'Niti' means the transformation of India. Many people do not know but it is a new name, another name given by the Prime Minister for the transformation of India, transformation for the better, transformation to become strong, stable and prosperous, transformation to reach the olden days where India was Vishwa Guru, knowledge center where people used to come from different parts of the Globe and then experience and write about India centuries back. We have to keep that in mind and follow in letter and spirit: "reform, perform and transform". Reform, every method of doing, thinking, functioning, implementation and delivery. Perform whatever you have reformed. Unless you perform, you will not be able to reform and if you perform and reform together then you can transform, otherwise, transformation is not automation. You are all officers and some people call you 'Bureaucrats', I don't know from where this word 'bureaucrat' has come. Bureaucrats, one thing for sure I know that you are not autocrats but you are Democrats. Being Democrats, we should live up to the expectations of the people. The age-old institution of planning commission is reinvented, the vow reaching idea is the 'kriya', we must collectively transform India into a nation that we can all be proud of, the Center, the States, the Local Bodies, the Municipalities, the Panchayats, all of us together have to join this National Mission for transformation, that's the purpose. Friends that's the way forward to make a New India. 'Swarajya' has to be meaningful for each Indian and for this 'Swarajya' is inevitable. People thought that once you get 'swarajya', everything is done. 'Englishwale gaye, sab kuch ho jayega' (British have left and everything will be done). Automatically how is this possible? स्वराज्य को स्वराज्य के रूप में परिवर्तित करने के लिये बहुत मेहनत करना पड़ता है, हर स्टेज पर ऊपर भी, नीचे भी (To transform to self-governance, we have to work very hard on all levels, at the ground level as well as at the top level).

A clean, competent, people friendly, proactive administrative leadership is the need of the hour. Fortunately, India has a leader-an able leader and a stable government. So we have to take advantage of the same and fortunately, the overhead tank is clean. If the overhead tank is clean, if you remove the obstructions, people would get fresh water. Our effort is to remove the obstructions, translating the legislative intent into programmatic content. The Cabinet Secretary used to hear me in Cabinet meetings, but now I am no more in Cabinet nor in any other net. Now I have a Constitutional responsibility, I should remind him and the other officers of the purpose. Translating the legislative intent into programmatic content and demonstrating to the common citizen what 'Swarajya' actually looks like in day to day administration, the Civil Services have an enormous opportunity today like never before to serve the country and our people. You have the mandate, the Cabinet is approving many far reaching transformational changes. Parliament is giving the approval, there may be some delay here and there, sometimes this happens as we are a democracy, one House passes, and the other House waits for some time, because they are more mature. Whatever be the reason, the beauty of democracy is that you have to discuss, debate, discuss and decide. I also tell those people who want to stop for a while, there is nothing wrong in stopping for a while. It can be a speed breaker where you can stop and then move on, it should not be a total breaker because in the system, one can propose, the other can oppose but the houses should dispose at the end of the day. That is the way of democracy, there is no other way. In a democracy, you have to respect the people's mandate, you have to go by the verdict of the House, finally what it says. My dear officers, fortunately, you have the mandate for all the programs which you are trying to implement. You have schemes like Pradhan Mantri Jana Dhana Yojna, Pradhan Mantri Suraksha Bima Yojna, Pradhan Mantri Atal Pension Yojna, Sukanya Samridhi Yojna, Ujjwala Yojna, Beti Bachao Beti Padhao, Jan-Dhan-Aadhaar and Mobile (JAM) used for Direct Benefit Transfer (DBT), Mudra Yojna, Startup India, Standup, Swachha Bharat Mission, Housing for all- PMAY, Mission Indradhanush, Power for All, Ujjwala scheme, Make in India, Swadesh Darshan, Smart Cities, AMRUT, Hridaya, Namami Gange, Khelo India, E-market, E-NAM, and so many more that are available to you. So, there is no dearth of schemes, there is no dearth of mandate, there is no dearth of leadership. What is required now is to move forward. Above all, you have the revolutionary taxation transformation, the GST which is available to you. Now you might have seen the latest reports after the initial pains. The day before yesterday report says the GST collection is Rs. 94,000 crore. It is a record and that is the way forward. I am sure with my own understanding, I am not an economist, I am not an expert that way, but I know the life of the people and how the system in India works. Once you are in the net then automatically you will grow up. There will be some temporary pain for long-term gain. In the end, there is the happiness of getting children, the enjoyment of family life. Similarly GST has gone through the cost of being misunderstood by some people. Political debate is going on and should go on since in a democracy debate is essential. You should understand that the purpose was that the money should reach the Banks. The Paisa that was in the bedroom, bathroom, below the pillow, etc. should reach the bank. This was the aim and purpose. People are complaining that entire money has gone back to the bank. I want to tell them, this was and is the purpose. It should not be in your bedroom, not under your pillow, it should reach into the banks. Some people ask what the

benefit . When there is money in the bank, the interest rates will come down, in fact, the interest rates have come down.

You have the right and the liberty to have opinions such as that GST could have been done in a better way. If you have chosen not to implement it then nobody can find fault with you. Or if you want to implement it later, the choice is up to you. But the point is all these transformative systems are available to you. These schemes or programs are building blocks of a new resurgent India we wish to build. What is New India? New India is not the color or painting that are some cinematic visual presentations, etc. New India is transformation where everybody feels part of the developmental story of the country, everybody gets the fruits of development and everybody feels that the standard of life has bettered. That is the New India that we want to create, all of us irrespective of political parties. There is competition among the political parties, there will be difference of opinion, but the ultimate aim is to serve the people better, to make India strong and stable this is the thing.

We talk about smart cities but what is a smart city? Smart city is a comfortable city where people have comfortable life, that's all. Making life comfortable is the purpose. In New India also, one is keeping the old values, ethics, standards, and secondly making the people's life comfortable, that is the purpose. We have the strength within our country to achieve results. We have wanted to get our act together as the Vedic sage Sangachadwam has said, "let us walk together, we should work together". Prime Minister has also said that we should work as Team India. The people are the main agents of change. You must first of all educate the people, mobilize the people, and make them also to become partners of the development story. Unless people are involved in these schemes you will never be able to succeed. For involving the people you have to educate the people. You have to clear their doubts. You have to guide them. And you have to involve them. They have to see the accountability and then only people will start taking part in this. The Civil Services has to reorient their approach, to look upon themselves as the catalyst of change, as for status of change, as inspiration readers of aspiration India. Now we have a new problem. It is an aspiration. I will come to you little later. Sisters and brothers this was renaissance and resurgence. Probably I should add that is probably the second renaissance. The first one occurred when India became independent and All India Services was established. That is the first renaissance.

Modern Indian Civil Services initially established by British, underwent metamorphosis after independence. Sardar Vallabhbhai Patel, the iron man of India, the unifier of India, the chief architect of integrated India and the visionary iron man who established the steel frame of All India Service had explained this metamorphosis in his stirring address to the Civil Services probationers at Metcalfe House in New Delhi, 21st April 1947. The Secretary also mentioned about the same "the service will now be free, or will have to adapt, it should rise as national service without being affected with the traditions and habits of the past (British Raj). Officers must be guided by a real spirit of service in their day to day administration and no other man can they fit in the scheme of things." This is an expectation expressed by founding fathers of the Indian Civil Services nearly 70 years ago. As we commemorate the extraordinary speech of the

great legendary unifier of the country we need to examine how far we have lived up to these expectations. The shift and the transformation that Sardar Patel ji envisaged was a shift in attitude, shift in our behavior and shift from doing a job to serving the people. Doing a job is different from serving the people. The job has higher objective, a different yardstick for success. We should have people at the center and it should be done in the spirit of service and empathy. The Civil Services is the most visible face of Government since citizens contact the Civil Servants for various services. The Government image depends on the image of the Civil Services and the manner in which it responds to people's needs and aspirations. Empathy and courtesy can really enhance the satisfaction of the people. In fact, the hallmark of a well-functioning Civil Services is its ability to serve. Let me mention few important attitudinal shifts. First and foremost, it requires us to have the humility to hear the voices of the people. The humility to hear from different people, the humility to accept if there are deficiencies. This is what I have stressed here also. Second is the agility, the ability to access information and creatively apprised them to the new situations, new challenges, and new opportunities. Keeping our eyes and mind open and our ears and feet to the ground we need to innovate and improvise to suit the life of the people we are serving. Third is to redefine accountability and shifting the focus to outcomes and not on activities. Outcome is more important. If we have to serve the people we must know what the real concerns are and be able to address them. You must understand what the real concern is. The ability to measure success by the tangible outcomes by the changes we are able to bring about in the lives of our people will be really helpful. This context is good to recall Mahatma Gandhiji's wise counsel "Whenever you are in doubt or when the self becomes too much with you, apply the following test. Recall the face of the poorest and the weakest man or woman you may have seen and ask yourself if the step you contemplate is going to be any use to him or her; will he or she gain anything by it? Then you will mend your doubts and your self will melt away." When we talk of service to people it is good to look at the segmentation of our society and shift our focus towards those segments of people who were made voiceless. We ought to be especially attentive to those people and important voices such as that of Dr. B. R. Ambedkar. He has said in his speech to the constituent of Sanmvidhan, 9th December 1946, "If we wish to preserve the Constitution in which we have sought to enshrine the principles of government of the people, for the people, and by the people that has resolved not to be tardy in the recognition of the evils that lie across of our part and which is induced people to prefer government for the people to government by the people, nor to be weak in our initiatives to remove them. That is the only way to serve the country I know better". This is a very important message that he envisaged about what is going to happen. The evils Dr. Ambedkar had hinted are the evils including castism, communalism, corruption, inequality, discrimination and atrocities on weaker sections or women. These evils continue to raise their heads in different parts of the country at different times. They are a blot on our country's history. We should understand. These are the evils. Keeping that in mind is our duty to create proper atmosphere and also motivate the people to fight and move against this evil. We are getting a new bill is not going to suffice. Bringing as many bills along the politicians need to have a political will. You need to have an administrative skill and then the go for a kill the social evil. Then only it will succeed. It is not possible without the government's political will. I do agree we had enough Acts. We have so many Acts but what is happening. We have SC/ST Act, we have Dowry Act but

what is happening. So, you have to change the mindset and you have to change the attitude of the people and you have to motivate and the law also must take its own course. Friends, in the interest of country's governance it is the collective responsibility of the Executive, Legislature and Judiciary and the media to identify, combat and root out these evils. This is not one person or one body's responsibility. The political leadership, the administrative, the executive, the legislature, all should also perform the responsibility. The judiciary and the media also. Media at times go sensational and you become sensational you lose sense and it becomes nonsense. You need to really focus your attention, what is the message you want to give. I am not giving any lessons to the media friends. They know better than me, but only thing they need to be reminded is, what is required is a positive attitude. What is required is change of mindset, how far we are serving that cause, everyone of us should think it. We need to be sensitive to these unpleasant realities. They are unpleasant realities. You may just say no, no Sir nothing, nothing only here and there and all. There are unpleasant realities, they have nothing to do simple party politics. You are seeing it, these are weakness. These weaknesses have to be identified and then we have to fight against them politically, administratively, legally and also media wise and also educationally. We need to sensitize these unpleasant realities and try to alert them by being unbiased and even handed. These can accelerate the building of a New India and inclusive India, an integrated India, and innovative India. Sardar Patel asking All India Services probationers on April 21st 1947 to maintain utmost impartiality in administration is as relevant today as it was then. It is more relevant today. He cautioned "A civil servant cannot afford to and must not take part in politics." Number one, he envisaged this danger at that time. Nor must he involve himself in communal angles. To depart from the part of rectitude in either of these respects is to de-base public service and to lower its dignity. Sisters and brothers, you as civil servants have been the sheet anchors of our democratic polity. You have provided the continuity and stability, we need in governance. Now I am happy that you are also remembering the system to induce greater predictability, accountability and agility. I have just been shown the exhibition of what is happening in different parts of the country, in different states, different good practices, and success stories. I am really pleased that the system is working as per the expectation of the people and we should further move in that direction. We are living in interesting times. On one hand, we have formidable challenges. Some of them seemingly intractable once and the other, we have new frontiers of knowledge science and technology, opening up new possibilities. You are positioned to find the best bet between the problem and the ideal solution. This is I realized a constant threat because the nature of the problems as well as the range of solutions keep changing very rapidly, but if you keep the constitutional mandate of Civil Services in view and the larger picture of serving India as the overreaching objective of our mission. A lot of good ideas can emerge and get translate into people centered policies and programs. We have to make up for the losses we have incurred. 70 years of independence, 25% of the people living below poverty today. 25 or 26% of the people being illiterate and having urban-rural divide and then you have a situation where atrocities are evident on women or atrocities evident in the name of caste. These are the challenges. That's why I said this would have been met in the beginning itself by molding the minds in a proper manner by taking effectively legal actions and also best practices and implementation. We could not succeed. So, we must work overtime. Not the general OT.

Overtime you know. Overtime has a different meaning now-a-days. You don't work on time and then you try to catch up overtime like we do sometimes in Parliament. We don't work during day time and we meet in the late evening. And then pass bills and say at the end of the day, see these many bills have been passed. What I am suggesting is that the challenges are many. The entire world is moving faster, lot of changes have come across the globe and every country is moving very fast and we are living in an era of LPG, liberalization, privatization, globalization. You cannot reverse it. Reforms are in full swing in different countries. Reforms have become irreversible. They may go fast, they may go slow, depending on the Government and the leader at that time but irreversible. Now everybody is in realism. They are trying to understand what the basic problems are, how to adjust, how to modify their own systems and customs accordingly and then bring legislations and then put best practices. Keeping that in mind we cannot be compensated. Yesterday someone asked the Prime Minister. Prime Minister is India restive? I can tell you, India is definitely restive. Because now India is aspirational. 65% of the Indian population is below 35 years. They want to see development. They want to become part of development. They want the fruits of development to reach them. The Prime Minister, being the leader naturally is also restive. I have been watching him 24x7. Work, work, work, he wants to change. Change cannot happen overnight. Unless there is a corrective effort by all of us and particularly the Civil Services who are the cutting edge. These changes are expected in spite of all the schemes I mentioned. I have intentionally mentioned that schemes are opportunities. If you see that they are properly implemented at the grass root level and if you see the defects are rectified, and if you see the things have reached people really, the transformation can come and they can reach the aspiration. We are an aspirational democracy, the largest in the world under approach of a socio-economic transformation. We need to blend the confidence of diverse stakeholders who achieve a synergic moment towards inclusive growth. I know that many of you have been thinking and acting on these lines. India needs more of you, your kind, India needs Civil Services that constantly refines itself and delivers the finest service at the cutting edge level effectively and efficiently. I am glad that you are conducting a number of sessions today focusing on the area of artificial intelligence, agriculture. I am very happy about that. Agriculture which is the basic culture of India should really be top on the agenda of the Government but has been not given. Let me be frank about it. I am not trying to blame this party or that party. I am a non-party member. I do not belong any party now. I am out of politics. But I am concerned like any other caution. 52% of the people are still living in the rural areas with basic vocation as agriculture. So you have to take care of them. You have to think about connectivity. You have to understand their problems. It is not becoming viable and a massive migration is taking place. The solutions are education, employment, entertainment, enhance the medical facilities, and academic upliftment is possible in only in cities. That is the impression. And they are not getting their due for their produces. So, keep him in mind I am happy that the Prime Minister had special consultation with the officers and here also the agriculture part of your deliberations. These were the challenges, we have to raise and you are now discussing them. Skilling is also another important thing. We have basic skills in our country. What is required in the upgradation of those skills - Digital payments, online, so much changes are happening. You are going to discuss all of them I am told. So, I hope your recommendations will help further advance, because of developing strong

responsive public administration and government systems. I shall be delighted to hear of the outcomes of your deliberations. Friends, I once again congratulate all of you, the civil servants on their tireless efforts to make our country or planet a better place to live and work as our ancient sages have said 'Sobaste Panchan Hasan tu'. Let your path be full of goodness. My friends, there are now two situations. One is written negative. Atrocities on some sections here and there which has been happening and then you see sometimes an IAS officer is trapped, ITS officer is trapped, sent to jail. You see, some Chief Ministers, former ministers going to jail. Some are in jail, some are on bail. And you find a former chief minister, you see some of the political leaders going to jail on serious charges. To hear about those scams I am talking about contemporary overall situation. And then you see logjam in Parliament. The other side is India is moving faster. The entire world is recognizing and respecting India. Wherever Indian Prime Minister is going, he is getting massive response. Indians are being recognized. You see the multinational companies. You see even the IT companies. You have a Nadella Satya, you have Indra Nooyi, you have Sundar Pichai, and you have Sangur Tipona, American Bank managing director. You have so many names coming in the newspaper, you feel very happy. You have now India making progress even in the sports field also which was all lacking earlier. Now you have a situation where everybody is saying, atmosphere is very favorable in India. I was minister for some time in urban development, so I met some 30-40 foreign ambassadors on the request they want to invest in India. India is the most favorable destination because of you people and you people also working on that ease of doing business. No red tape, only red carpet. Ease of approval and then you are talking of online. So, that there is no need to stand in line. Earlier people had to come, meet, greet, shake hands, and do something in-between hand, now there is no such requirement. Now you give permission online. And then ADB says, India will grow at 7.3-7.6%. World Bank is saying, India will enter into double digit and world academic forum is also saying so. They are all an indicator about the future ahead of us. World is respecting you, and then you have a stable government and we have states and center working together by and large and then we have lot of skills available. You have 65% of the younger generation who are enthusiastic, who are aspirational if we work together and take care of those black spots and live up to the expectations of the people, we can excel better. The examples I mentioned are very few. Few judges, few officers, few politicians, or few others. But there is large area which is positive. So, we must present the positive picture before the people. Motivate the new generation, motivate the common man of India to join this development agenda and march towards New India. That is the need of the hour. That should be the thinking of all of us and I hope that you officers have a greater role in this because even today, IAS means a lot of respect. Lot of demand, lot of command, they should not be sent to remand. We have to work hard, then only, otherwise what will happen? People ask them, they say IAS. I was in IIM Shillong, day-before-yesterday. I was in their convocation. I was distributing awards. One boy came first, second, third, fourth. Four medals, I think his name is Vivek Singh. Four medals. After that at the end of it, I asked him what you want to do. He said Sir I want to try for IAS. After four medals in Indian management. Management course is more attractive, more lucrative. You get good posting and also good involvements, not in IAS. But IAS has the name, IAS has the fame, IAS has the demand because of the respected commands and glamor. If you want to have the glamor of IAS, you must have the grammar first. And glamor without grammar

will be only cinema glamor temporarily, three hours. If you have grammar, grammar means your ability, your stability, your hard work, your character, your calibre, your capacity, your conduct, your discipline, your dynamism, your dedication. If you have this then you will definitely excel and you can make the country also excel.

Thank you very much, namaskar, Jai Hind.

VOTE OF THANKS BY ADDITIONAL SECRETARY, ARPG



Ms. Vasudha Mishra, Additional Secretary, Administrative Reforms and Public Grievances

Dignitaries on the dais and off the dais, my fellow civil servants, members of the press, ladies and gentlemen, it is my privilege to propose a vote of thanks in this inaugural session of the 12th Civil Services Day celebrations. First, I would like to thank the Hon'ble Vice President of India, Chief Guest of today's function, Hon'ble Minister of State for Personnel, Pensions and the Prime Minister's Office, Dr. Jitender Singh for presiding over and for his kind and inspiring message and his continuous support and guidance, thank you Sir. It is my privilege to thank our Chief Guest the Hon'ble Vice President of India, Sh. M Venkaiah Naidu for kindly consenting to be our chief guest and presiding over and providing us an auspicious start to our two-day of celebrations. I thank you Sir for inaugurating the exhibition showcasing exemplary execution of priority programs, innovations and creative works of civil servants and for your inspiring message and advice. We assure you Sir, that being Civil Servants of India, we would spare no efforts to create the India of collective dreams. I thank Sh. Parshottam Rupala, Hon'ble MOS, Agriculture for gracing the occasion. I would like to take this opportunity to thank Dr. P. K. Mishra, Additional Principal Secretary to Prime Minister for kindly gracing the function and for his gentle guidance in our preparations. No words can suffice to adequately thank the Cabinet Secretary Sh. P. K. Sinha for the invaluable guidance, mentoring and support he has provided during the process of both the Prime Ministers Awards and the Civil Services Day celebrations. We are grateful Sir for your minutest attention to detail and your ever willingness to spare your

valuable time whenever we needed your guidance. Similarly, it is my pleasant duty to thank Secretary, Department of Administrative Reforms and Public Grievances Sh. K. V. Eapen for his encouragement, support, guidance and full participation in this journey to this day and for his welcome address earlier today. Thanks are due to all district officers and organizations who not only enthusiastically participated in the awards process, but also tirelessly worked for the priority programs. Thanks to all those colleagues in Government of India and experts who helped as members of various committees to screen and scrutinize the unprecedented number of applications for the awards. Thanks to those officers who went all over the country for the spot studies for shortlisted initiatives. Thanks to all those who are part of this two-day proceedings as panelists, rapporteurs and participants and to those who have lent us their creative works, their paintings and sketches, their books and music for the new section of our exhibition, the creative servants. I would like to thank in advance all the Hon'ble Ministers of Government of India who are chairing various plenary and breakaway sessions today and tomorrow. I thank CEO Niti for kindly guiding us to all the work related to evolving strategies for transforming Aspirational Districts. I thank all my seniors and colleagues who I cannot name individually for their kind support and guidance. I thank all my colleagues in the Department of Administrative Reforms and Public Grievances, our knowledge partner KPMG and all concerns stakeholders and agencies who have been involved in this exercise for the last several months. Last but not the least thanks are due to members of the print and electronic media who are covering our two-day event. Thank you all and wish you a fruitful and enjoyable two days ahead. Namaskar.

Thanks.

SESSIONS

PLENARY: EVOLVING STRATEGIES FOR ASPIRATIONAL DISTRICTS



The topic for plenary session was 'Evolving Strategies for Aspirational Districts'.

SPEAKERS

Chair

Sh. Amitabh Kant, CEO, NITI Aayog

Panelists

Sh. Amarjeet Sinha, Secretary, Ministry of Rural Development, Government of India

Sh. S. K. Pattanayak, Secretary, Department of Agriculture Cooperation & Farmers Welfare, Government of India

Ms. Preeti Sudan, Secretary, Ministry of Health & Family Welfare, Government of India

Sh. Rajiv Kumar, Secretary, Department of Financial Services, Government of India

Ms. Sunita Sanghi, Adviser (Skill E&MU), NITI Aayog

Sh. Pravir Krishna, Managing Director, TRIFED (*Prabhari*)

Representatives of Select Aspirational Districts

Sh. Saurabh Kumar, Collector and DM, Dantewada, Chhattisgarh

Sh. Kundan Kumar, District Magistrate, Banka, Bihar

DISCUSSION

Contextualising the importance of 'Aspirational Districts programme', CEO, NITI Aayog emphasised that Government of India, State Governments and District administrations are committed to rapidly transform 115 Aspirational Districts in which about 20% of Indian population reside. Elaborating on the strategy of identifying 49 key indicators and ascertaining the status of these Districts, he emphasised that such Districts should first aspire to catch up with the best District(s) in the State and subsequently, with the best District(s) in the country. Besides, setting up of dashboard for monitoring of progress in key performance indicators that affect the lives as well as productivity of the ordinary citizen is a major governance reform and an opportunity for the district level officials to showcase their success. He exhorted the District magistrates and the Central Prabhari officers to take this noble task to transform these districts as a challenge.

PRESENTATIONS BY ASPIRATIONAL DISTRICTS

On the basis of performance in last few months, DMs of selected Aspirational Districts made presentations/remarks during the session. Presentations made by DMs of Aspirational Districts are available at **Annexure, Section A**. In the presentation/remarks made by DMs and central Prabhari officer, following broad themes came to fore:

- i) Following launch of this programme, wherever DMs have taken it as a challenge, major improvement has taken place, i.e. within the given system and resource availability, awareness regarding current status in the district and proactive measures within the existing schemes can give very good result.
- ii) Successful adoption of Technology (as was seen in Banka District where a comprehensive programme including use of mobile phones on improvement of education is launched) can play a very important role.
- iii) Districts can learn from each other. For instance, Dantewada succeeded in ensuring availability of doctors by following model used in neighboring Bijapur which utilises the flexibility under NHM as well as District Mineral Funds.
- iv) Since the present status of health, nutrition and education are very poor in many pockets, a mission mode approach by a dedicated and motivated team can make major changes as seen in Baran District of Rajasthan.
- v) District magistrates should be made well aware of guidelines of central Schemes including centrally Sponsored schemes. They should be given flexibility as much as possible.

Key points emerging out of remarks/presentation by panelists are given below:

- i) Aspirational districts have been prioritised by the health ministry, Ayushman Bharat Platform should be used to dramatically improve health related parameters.

- ii) Aspirational districts should take advantage of the trinity of very high mobile phone penetration, Aadhar card coverage and Bank accounts.
- iii) Aspirational district should undertake a critical gap analysis regarding availability of skill and using convergence approach should make district level programme.
- iv) Such aspirational districts which have significant tribal population can greatly benefit from Van Dhan Yojana. After exploring the opportunities, DMs should make an action plan for providing better prices for minor Forest produce.
- v) For doubling farmer's income, availability of remunerative prices to farmer should be objective. Districts should examine the efficiency of their supply chain and bring innovation to improve the same. For instance, use of zero energy technique to increase shelf life of Tomato crop in Banka district. Also, as good monsoon is expected, aspirational districts should prioritise their work of creating structure for water harvesting.
- vi) Challenges in aspirational districts should be seen under two broad categories: a) household related and b) geography related. They require related but different sets of solution. India has taken major stride in different sectors including girl child's education sector. Aspirational districts should utilise different windows of opportunities under central schemes to improve the efficiency in water use. Aspirational districts may focus on Panchayat requiring special attention and utilise the data available at this level to make better plans.

BREAKAWAY: AGRICULTURE – PRADHAN MANTRI FASAL BIMA YOJANA



The topic for breakaway session was 'Agriculture – Pradhan Mantri Fasal Bima Yojana'.

SPEAKERS

Chair

Sh. Parshotam Rupala, Hon'ble Minister of State for Panchayati Raj, Agriculture & Farmers Welfare

Panelists

Sh. S. K. Pattanayak (Chair), Secretary, Department of Agriculture Cooperation & Farmers Welfare

Sh. Debashish Panda, Additional Secretary, Department of Financial Services, Govt. of India

Prof. Bharat Ramaswami, Professor, Economics and Planning Unit, Indian Statistical Institute

Sh. Pramod Aggarwal, Program Leader, Climate Change, Agriculture & Food Security (CCAFS)

Sh. Harish Damodaran, Rural Affairs and Agriculture Editor, The Indian Express

Representatives of Award Winning Districts

Dr. Milind Ramteke, District Magistrate & Collector, West Tripura

Sh. M Davender Singh, District Collector, Beed

DISCUSSION

This session involved discussion around the following key discussion points:

1. Strategies to ensure wider coverage of farmers under crop insurance, especially non-loanee farmers.
2. Use of technology for better implementation of crop insurance schemes
3. Designing crop insurance plans for small and marginal farmers to mitigate the risk of crop damage, yield losses and price losses.

Sh. Parshottam Rupala (Chair), began the session by highlighting that Pradhan Mantri Fasal Bima Yojana, involve the aspirations of the Prime Minister to increase farmers income. Farmers have to deal with yield losses due to rainfall, pest attacks, etc. Crop insurance schemes are very old, and has since seen lots of improvement. He highlighted that crop cutting experiments are a big challenge in the scheme. He vocalized the need for technology in reduced these crop cutting experiments.

He also emphasized that loanee farmers are mostly covered under the scheme since it is mandatory for them. However, this scheme is not tailored to non-loanee farmers and the coverage should be increased to include them. Maintenance of a proper database was also emphasized by him.

He did however admit that despite the shortfalls, Pradhan Mantri Fasal Bima Yojana is a good scheme and mitigates the losses of the farmers to a large extent.

He further urged the participants to reflect over irrigation plans for Pradhan Mantri Sinchayee Yojana as well, as he believes that the two schemes are connected and result in an overall benefit to the farming community.

This was followed by presentations by the winners in the Priority programme under PMFBY: West Tripura and Beed.

PRESENTATIONS BY WINNING DISTRICTS

On the basis of performance in last few months, DMs of selected Districts made presentations/remarks during the session. Presentations made by DMs of Districts are available at **Annexure, Section B**.

1. **Dr. Milind Ramteke**, District Magistrate & Collector of West Tripura, presented on the strategies adopted and innovatory techniques used in West Tripura for the successful implementation of Pradhan Mantri Fasal Bima Yojana. He began by informing that frequent floods ravaged the district in November of 2016 and crop insurance schemes were the need of the hour. In light of this, the District conducted meetings with Block Development Officers and Panchayati Raj institutions to increase awareness and enrolment. The aim was to cover non-loanee farmers and had given them 5,000 farmers as target. The strategy was to maximize coverage of information dissemination. Women Self Help Groups comprised of small and marginal farmers were also roped into this. . MGNREGA Bank accounts were used for coverage. They also ensured the processing of application and crop damage assessment in the presence of both Insurance Agents and Agriculture Officials as farmers were apprehensive of private agencies. Use of the technology for awareness generation was also heavily deployed. Land documents were made available to the farmers as non-availability was a major issue.

One of his suggestions included persuading Banks to increase coverage and bearing the entire premium in case of small farmers who cannot afford the premium.

2. **Sh. M Devender Singh**, District Collector of Beed, Maharashtra highlighted the efforts made in the Beed District for the excellent implementation of the scheme. He began by informing that the District was hit by severe droughts in 2014 and 2015 during which only 25% of the average rainfall was received and highlighted the importance of a crop insurance scheme in such a scenario.

Some of the innovatory techniques to raise awareness was highlighted in his presentation. He gave the example of setting up of WhatsApp groups of Ministers, MLAs, and the officials, leveraging the fact that the Rural Development Minister of Maharashtra is from the Beed District. This mode of communication was used to direct Nodal Officers to take immediate actions. In addition, Aadhaar number was integrated into the system to ensure de-duplication and proper monitoring at all stages was ensured along with the conducting of regular meetings for grievance collection and redressal.

He went on to remark that the scheme has helped a lot and the sum insured has been made closer to the cost of production than ever before. The revised way of calculation of threshold yield, which took two of the worst yield outputs into account, helped a lot, he added.

The suggestions which surfaced in his presentation included issues faced in the Agriculture Insurance website and the Crop Cutting Experiments App which had to do with discrepancies in application versions used by farmers. He also requested for lower premium for cash and commercial units, adding that Insurance Unit shouldn't be larger than a Gram Panchayat level.

Key points emerging out of remarks/presentation by panelists are given below:

Sh. S. K Pattanayak began by thanking the District Officials for their work and their suggestions. He began by acknowledging that creation of awareness and the interest that District leadership takes in enrolment forms a huge part in the success of Pradhan Mantri Fasal Bima Yojana.

However, he also admitted to many of the challenges faced and informed that coverage has decreased in 2017 – 2018, despite a good monsoon in the year.

According to him, challenges lie in how to ensure more coverage both in terms of farmers insured and crops included and highlighted that the top priority should be given to immediate disbursal of money in case of losses.

Additionally, he urged the panelists to devise new technologically sound techniques which could replace Crop Cutting Experiment, which he remarked was an old, cumbersome and inefficient method of measuring yield losses. He also added that awareness should be created and trust should be built among farmers so they seek out insurance schemes.

He also laid out the structure for the panel discussion, wherein each panelists would reflect and speak on each of the key discussion points in succession.

Sh. Debashish Panda highlighted that the major goals in agriculture are to promote sustainability and enhance income of farmers. The major risks involved, according to him, is the production and market risk. He took a strong stance against the complex line of command in the crop insurance schemes making decision making and implementation difficult and inefficient. He believed these multiple layers within each entity should be done with and flow of decisions is quicker.

He also remarked that lack of awareness is a serious issue and effort should be made to reach out to the farmers requiring the unconditional support of District Collectors/Magistrates. He felt there was a need to bring in Universities and Colleges to research technologies to make Crop Cutting Experiments more efficient and completed in a timely manner.

Sometimes, he added, Insurance Companies who put in the tenders back out of the scheme, and he believes that this should be penalized as it causes delays and leaves a very small window for awareness generation and enrolment. He remarked how most people leave farmland in the hands of sharecropper farmers to live in cities, and these farmers do not receive any insurance coverage.

Some of the suggestions made were providing some incentive for farmers who aren't affected by yield loss and don't make any claims and have the provision for multiyear tenders for multiple crops to reduce delays. He also suggested an innovative use of geotagging and Artificial

Intelligence to improve the scheme which could function as follows: The farmland could be geotagged and fed into a Bank with market linkage. Additionally, geotagged pictures can be uploaded on an AI-based system which would check landholding and historical data to analyse the damage of the yield. He also suggestion having agri-insurance pools which could consist of multiple insurance companies, which would reduce premiums due to the economies of scale ensuring farmer-friendly, transparent, effective and efficient implementation of the scheme.

Prof. Bharat Ramaswami discussed crop insurance schemes from a medium and long term perspective. He suggested having an institutional mechanism in place, a learning network of sorts, for the adequate learning and reflection over crop insurance and agricultural yield and loss.

A demand based model, using farmer interaction, and surveying to measure and improve the effectiveness would be a great help, he added.

He also raised concerns regarding the validation of technology-based yield estimation efforts, and remarked that data on this could be presented at the aforementioned learning network keeping The Government in the loop. This would make sure that sufficient information drives policy change and reform. Large deviations of farmers losses would be better served by Index Insurance, which isn't tied directly the loss but to an index.

Sh. Pramod Aggarwal believed that the key issue is awareness, increasing which could be a game changer for climate risk insurance. He also remarks the need to acknowledge and address the shortcomings of the scheme. Some of these include a trust deficient among the various levels of implementation, from The Government to the farmers. He also added that the expenditure of the scheme is enormous and a self-sufficient model should be created to reduce the expenditure while still providing relief to the farmers.

Like most other panelists, he highlighted the need to replace Crop Cutting Experiments with sustainable technique of loss estimation. From a scientific perspective, he added that under the ideal conditions Crop Cutting Experiments have a minimum error of 15-20% which is made worse in unsupervised and uncontrolled conditions which is often the case in the field. He remarked that this is too high of an error to govern the claims received by farmers. Technology, he added, also have error but it is much smaller in comparison to this old and outdated methods. For added efficiency a basket of technologies could be used which could include drone technology, remote sensing and satellite connectivity.

The collection of good yield loss rate could help companies calculate premium with greater efficiency which would benefit the farmers. He also highlighted the need for crop insurance data to be made public for scientists to tinker and come up with solutions

Sh. Harish Damodaran suggested the shifting of focus from quantity to quality, by targeting implementation rather than coverage. He believed that the main problem is a skewed incentive structure wherein the State Government is more heavily involved in the process than the

Central Government and highlighted the need for the establishment of a clearer line of command.

The scheme should be 'crop insurance, not Bank loan insurance,' he added, highlighting that most farmers are not aware that they have insurance and the premium is deducted directly from their Bank accounts. To improve this, direct contact of farmers with the insurance companies can be established and farmers could be provided with insurance papers. He additionally expressed concerns in the delays in implementation of the scheme and said that a more demand driven scheme is the way forward.

BREAKAWAY: HOUSING – PRADHAN MANTRI AWAS YOJANA



The topic for breakaway session was 'Housing – Pradhan Mantri Awas Yojana'.

SPEAKERS

Chair

Sh. Hardeep Singh Puri, Hon'ble Minister of State (I/C) of housing and Urban Affairs

Panelists

Sh. Amarjeet Sinha, Secretary, Ministry of Rural Development, Government of India

Sh. Durga Shanker Mishra, Secretary, Ministry of Housing and Urban Affairs, Government of India

Sh. Partha Sarthi Sen Sharma, Commissioner, Rural Development, Government of U.P.

Sh. V. Rajan, General Manager, National Housing Bank

Ms. Renu Sud Karnad, Managing Director, HDFC Limited

Presentations by 4 Award Winning Districts/ ULBs of PMAY

Sh. Sandeep Kumar, Deputy Commissioner, Kangra Himachal Pradesh [PMAY (Gramin)]

Sh. Kaushlendra Vikram Singh, District Magistrate, Neemuch, Madhya Pradesh [PMAY (Gramin)]

Sh. Satyendra Singh Dursawat, District Collector, Puducherry, Pondicherry [PMAY (Urban)]

Dr. B. Janardhan Reddy, Commissioner, Greater Hyderabad Municipal Corporation, Hyderabad, Telangana [PMAY (Urban)]

DISCUSSION

Sh. Himanshu Rattan, Director with KPMG introduced the esteemed panel and the broad structure of the session which began with the opening remarks of the Chair followed by presentation of winning districts/ULBs to understand the good practices and initiative taken at their level and finally panel discussion closing with the final comments of the Chair.

The key discussion points of the PMAY session were:

- Stimulating demand and unlocking supply for affordable housing
- Government initiatives for facilitating affordable housing
- Use of technologies such as geo-tagging, e-payments for effective monitoring and implementation
- Ensuring basic amenities (24-hr power supply, clean drinking water, toilet, road connectivity) for all houses

Hon'ble Minister of State, Sh. Hardeep Singh Puri opened the session by talking about the year 2014 when the Hon'ble Prime Minister launched various flagship programmes with an aim to have an effect individually and collectively to bring about a paradigmatic shift in our living ways. He regarded Swachh Bharat Mission and Pradhan Mantri Awas Yojana as two of those flagship programmes that have successfully managed to create a vast impact. There are 2 essential components of PMAY. Firstly, by 2022 every Indian no matter where he or she is living should have an owned house. Secondly, the house should be preferable in name of the female of the house or held conjointly. In order to make the scheme a roaring success land has been provided by the government. The scheme is a very generous scheme of incentivisation and is moving very ambitiously towards achieving "housing for all by 2022". He shared his personal experience towards change in perception towards PMAY objectives from negative to positive in his short tenure of 8 months in the Ministry of Housing and Urban Affairs. Initially, there were huge amount of apprehensions about acquiring of resources such as land and raw material required for constructing houses, but 4-5 months into his tenure he experienced complete change of narrative. His major concern about the programme was how they would financially meet the expectation of people across the spectrum. Since resources have been raised the teams are fully onboard and prepared for the next 1 year. Under the Urban side, according to a 2011 research a requirement of around 12 million houses was identified. The Urban Ministry is sanctioning construction of around 4-5 lakh houses in a month and thus at this rate the target of meeting the gap of 12 million houses that is aimed to be accomplished by 2022 should be

accomplished by end of 2019. He concluded by saying that a home is something very basic and fundamental in transforming life for any person.

PRESENTATIONS BY WINNING DISTRICTS

On the basis of performance in last few months, DMs of selected Districts made presentations/remarks during the session. Presentations made by DMs of Districts are available at **Annexure, Section C.**

1. Sh. Kaushlendra Vikram Singh, District magistrate, Neemuch, MP explained the focus of the rural development department on providing housing to the poorest with 'kaccha' houses and no land for their holistic upliftment. 25,627 households were identified by SECC 2011 census as socio-economically deprived and priority households. Out of the sanctioned 5,026 households 85.2% have been completed.

He then explained the major challenges faced by the department in accomplishing 85% completion. There were 3 types of challenges namely Geographical, Administrative and Socio-economic. The 1st challenge was of the rocky terrain and remote villages due to which transportation of building material became very difficult. There is also inadequate availability of sand and water in the area. The 2nd challenge was monitoring of transfer of funds into the beneficiary's account by the panchayats due to lack of proper communication. The problem of inadequate mobilization of construction material and inadequate number of masons was also highlighted. The 3rd challenge was of migrant daily workers and marginal farmers.

One of the most prominent initiatives taken by the Neemuch administration was conversion of Pradhan Mantri Awas into **PM Parivar** view by providing housing beneficiaries with toilets, electricity, gas connection via UJWALA scheme, JAM enabled account, enrollment into pension scheme and if they have children then enrollment into education centers/schools and immunization. The most important aspect of **PM Parivar card** was empowerment of Women by providing employment to the women of the beneficiary house. They also created a **monitoring portal** to capture and monitor the SECC socio-economic data in real-time. 99% of the PMAY households earn their income from daily wages and agriculture which has empowered the local communities.

2. Sh. P. Jawahar, Secretary, Housing & Mission Director, PMAY-Urban, Puducherry introduced the initiatives taken by the Union Territory on behalf of the District Collector. He talked about the effective convergence with the state scheme where a total of 2 lakh (1.5 lakh + 0.5 lakh) has been provided. The scheme also converged with Smart cities Mission where 1750 houses under affordable housing were converged. Additionally, priority has been given to Swachh Bharat IHHL Beneficiaries.

The most prominent initiative taken has been the innovative creation and implementation of **PMAY Plus** based on their pilot scheme conducted in a slum. The dead capital disaster hit land

was considered high risk client and no loan was being provided to them. Thus, a **bridge fund** was created under state scheme that facilitated Bank loans at affordable interest rates by removal of difficulties in availing Bank loans for poor beneficiaries collaborating to avail up to Rs. 2 lakh loan from Banks for the poor. With this innovative initiative, Rs. 20,000 from the beneficiaries pocket will enable him to create a dwelling unit at a cost of Rs. 4.2 lakh.

The approach towards PMAY included re-engineering of government processes where the land title was taken as collateral for assurance (mistrust by government). Now, The Government has shared the title deeds that lay idle in PSCB locker. Sharing the title documents from the lockers to Bank Lockers suddenly made the poor housing beneficiary Bankable as Banks took it as an instrument for Equitable Mortgage to lend.

3. Dr. B. Janardhan Reddy, Commissioner, Greater Hyderabad Municipal Corporation, Hyderabad highlighted the distinguishing features of PMAY implementation in GHMC. The ULB completely removed **beneficiary share** as a learning from other schemes where they identified that it leads to unnecessary delays. Thus, they targeted small number of beneficiaries but all targeted beneficiaries have been provided with dwellings. Secondly, for a very long time the slums remained intact in the city due to unequal ownership of land leading to lack of unanimity of development. Thus, this time NGOs were roped in for **extensive family counselling** to elevate slum dwellers apprehensions resulting in 10,000 beneficiaries being convinced vis-a-vis zero in past 10 years. **Vertical construction** was done in slums along with a planned and revenue generating **maintainance mechanism** with shops to meet recurring maintainance expenditure. Innovative technologies of house construction such as pre-cast concrete building construction and fly-ash bricks were used along with incorporating idea of dignity housing of 2BHK.

4. Sh. Sandeep Kumar, Deputy Commissioner, Kangra Himachal Pradesh spoke about the total target houses given to the district under PMAY (G) and out of the 776 targeted houses, the district has successfully completed 741.

The **major challenge** was of the distance at which each households were situated and the difficulties in keeping a check on the construction activities. To overcome this challenge, local panchayats and technical officers were engaged via WhatsApp Groups. Since Kangra falls in the Seismic zone of 4 and 5 beneficiaries were encouraged to create earthquake resistance houses. Masons were trained in technical institutions and most of the houses were geo-tagged on monthly bases to mark and record construction progress.

He highlighted the convergence of PMAY (G) with MGNREGA and other schemes to provide electricity, gas connections, etc. Finally, he shared 2 success stories (happy moments) of 2 beneficiaries, one of which was a woman beneficiary living in tent for 4 years and other was a blind father with a handicapped son who encouraged other beneficiaries to speed-up their construction. The biggest plus point was the honesty of registration of beneficiaries.

Key points emerging out of remarks/presentation by panelists are given below:

Sh. Amarjeet Sinha, Secretary, Ministry of Rural Development, Government of India made a brief presentation about PMAY Gramin. PMAY Gramin was launched on 20th November, 2016 and the ministry was given a target to construct 1 crore houses by March 2019. **He proudly announced that by December 31st, 2018 the Rural Development department would have met the 1 crore target.** This effective and speedy implementation of PMAY Gramin has been possible due to integration of technology in administration at the highest level, incorporation of housing designs made by top professors of IITs after studying region and topography specific needs and NSDC certified training of Masons. All the challenges pointed out by their performance auditor CAG in their research report were taken seriously and corrections were made. Geo-tagging has been used effectively and he happily reported that all **75 lakh houses** currently under construction or completed have been geo-tagged at every stage of construction bringing transparency to the programme.

Presently **38.22 lakh** out of the total 75 lakh households have been reported as constructed and by June 2018 this number is projected to go up to 60 lakh meeting 60% completion out the targeted 10 million households to be created under PMAY Gramin by 2019 and the remaining 4 million would be completed by December, 2018 itself. He highlighted the importance of incorporation of space technology in government schemes and the convergence of other programmes such as UJJWALA Yojana with PMAY.

One of the most unique feature has been the monitoring online portal of the scheme which has a **Performance index**. On a daily bases from state to district right down to the gram panchayat level comparative index is given and which panchayat, state, etc. are doing well can be observed giving useful insights about absolute and relative performances of government bodies. He also presented disaster resistant houses made from local raw material and pointed out the focus of the scheme on housing customization depending on area and topography. The scheme has been systematically planned from communication awareness to monitoring, etc. He ended his presentation by thanking to all the states and districts for their enthusiasm which has helped the department to meet the target set by Hon'ble Prime Minister well in advance.

Sh. Durga Shanker Mishra, Secretary, Ministry of Housing and Urban Affairs, Government of India quoted a technical groups assessment according to which the Gap of urban houses was around 1.8 crore in 2011 and upon validation this gap comes around 1.1 crore. This is the number that has to be achieved by 2022. He happily reported that already 45 lakh houses have been sanctioned by now. If they continue as planned 1 crore houses will be sanctioned by end of 2018. As on progress of these houses, work on 5 lakh houses has been already completed and work on 20 lakh + houses are under construction.

He explained the **4 verticals** under which PMAY U is working. The first one is **Slum-redevelopment** which is the need of the hour as according to 2011 census the total number of people living in slums was at an alarming number of 6 crores i.e. around 1.5 crore families. He also gave example of Gujrat where 75 lakh slums have already been redeveloped. Learning from the Gujrat Model, other states are also adopting their techniques. The second important vertical is the **Beneficiary Led Construction (BLC)**. Although BLC is the most popular already there is still lot of scope in it. He emphasized the important role of Municipal Corporations to optimize on the available land and the state governments to extend financial aid. The third vertical is of the **Credit Link Subsidy Scheme (CLSS)** which is providing subsidy for beneficiary-led individual house construction or enhancement. It is a demand side intervention at expanding institutional credit flow to the housing needs of urban poor. Assistance to the tune of 2.5-2.6 lakh is being given under CLSS. The 4th and final vertical is **affordable housing in partnership**. The ministry has come up with about 8 Public-private partnership models under which houses can be constructed on lands owned by municipalities, local bodies and private players. This vertical has a huge potential in bringing Bank, beneficiary and builder together. He happily announced that the ministry will accomplish the target way before 2022. On the technology front, the ministry will be conducting a global housing technology challenge which can contribute in construction of houses in minimum time and minimum cost with the maximum number of houses on a given piece of land. He concluded by emphasizing that if all the 4 verticals are concentrated upon separately by municipalities as they have distinctive characteristics each the cumulative impact in the housing sector would be huge and that is the need of the hour.

Sh. Partha Sarthi Sen Sharma, Commissioner, Rural Development, Government of U.P talked about his experience in the implementation of PMAY Gramin. During his tenure as commissioner in the past 1 year 8 lakh houses have been created in UP. This number was not only more than any other state in the country but also more than number of houses constructed in any one year. He talked about the **key features and strategic decisions** that enabled him to achieve this high number. First, they converted their installment amount that is released after every stage from 40 thousand, 40 thousand and 40 thousand to 40 thousand, 70 thousand and 10 thousand which was very crucial. This key strategic decision to release higher amount in the second installment (70,000) allowed for roofs to be made and completion to take place. They proactively converted to or opened new accounts from the Jan-Dhan accounts as Jan-Dhan account has a limitation of pushing through only 50,000 per transaction and not more than 1 lakh in a year. Secondly, **sustained monitoring by leveraging the technological backbone** of the scheme really helped in successful outcomes. But he mentioned that technology is not everything, you have to have the feet on the ground by talking and reaching out to the people. Thirdly, huge **capacity building trainings** were undertaken increasing confidence and motivation of involved parties. Finally, there was huge **participation of the beneficiaries** who were committed and involved in quick construction of houses. In the end, he provided a food for thought for everyone and The Government to look into as housing needs are being catered to.

The scheme looks at beneficiaries with no house or kaccha house. Its time “inadequate housing” is also been catered to as an essential feature of comfortable housing.

Sh. V. Rajan, General Manager, National Housing Bank expressed his views on PMAY being able to successfully form a new ecosystem wherein the two sides of housing the real sector and the finance sector can come together on a common platform. The programme has followed a decentralized approach under which multiple centers have been created. National Housing Bank has been associated with 4 central ministries for the housing subsidy programme. PMAY is advanced than other programmes as it had done away with govt. certification and are accepting self-certification which has not only boosted beneficiary’s confidence but also the industry confidence. The new ecosystem comprises 3 aspects –System, Institution and Market. The System today is more customer centric and the process of PMAY is followed by online portal and citizen centric platforms. New Institution has been put into practice in form of micro-finance and cooperative Banks with focus on small finance plans. The Market now enables active involvement of private developers in public sectors.

Ms. Renu Sud Karnad, Managing Director, HDFC directly talked about few suggestions and solutions. She suggested that there should be a mechanism devised for providing quick approvals for house construction. She spoke this from a cost perspective where cost of getting lot of approvals falls ultimately on the beneficiary. The ‘affordable housing’ cell should be a separate segment. For Urban areas specifically, she suggested that if Banks and HSIF’s like HDFC should be allowed to fund land. She did not propose for 100% funding but rather a proportion of it only. The builder should put in 50% of the funds but such an inclusion of private funds will go a long way. Another one was that when the states are allotting the houses the connecting and surrounding infrastructure such as roads, shops, community, etc. are not there. She also suggested some increase in FSI (Floor Space Index) for affordable housing to which Hon’ble Minister pointed out that provisions to increase urban FSI are already underway. For Rural housing, she requested the ministry to allow and promote mortgage of resources and items (tractors, part of land, etc.) for housing loans as is the norm for any other loan as Banks are unable to obtain security and thus not able to offer loans to beneficiaries. She highly appreciated **CLSS** under which HDFC has given the highest subsidies/loans etc. of 36 thousands as compared to its competitors. She told the audience that they as accompany really believe in the scheme and put their heart and soul in their role and that they will continue to do so. She concluded her talk by suggesting provision of allowing private sector to enter the area of “**Rental Housing**” on government land and on lease basis only.

Hon’ble Minister of State Sh. Hardeep Singh Puri concluded the session by summing up the discussions and points of the very fruitful session. He said that on the Gramin side target of 1 crore houses will be met by end of this year and on the urban side around 1 crore will be sanctioned by end of this year. The transformative effect that housing brings to the livelihoods of the people is what matters and we will see more convergence in future.

BREAKAWAY: PROMOTING DIGITAL PAYMENTS



The topic for breakaway session was ‘Promoting Digital Payments’.

SPEAKERS

Chair

Ms. Aruna Sundararajan, Secretary, Department of Telecommunications, Ministry of Communications, Government of India

Panelists

Sh. Ajay Prakash Sawhney, Secretary, Ministry of Electronics and Information Technology, Government of India (Moderator)

Sh. Ravi Mital, Additional Secretary, Department of Financial Services, Government of India

Dr. Ajay Bhushan Pandey, Chief Executive Officer, Unique Identification Authority of India (UIDAI)

Sh. Dilip Asbe, Managing Director and Chief Operating Officer, National Payments Corporation of India (NPCI)

Sh. Lalitesh Katragadda, Former Country Manager and Co-founder of Google India

Presentations by 3 Award Winning Districts

Sh. Sumant Singh, Secretary, I.T. of Bishnupur, Manipur

Sh. Sandeep Kumar Singh, District Collector of Daman, Daman & Diu

Sh. Vinay Singh, District Magistrate of Sonipat, Haryana

DISCUSSION

Sh. Mohit Bhasin, Partner with KPMG introduced the esteemed panel and the broad structure of the breakaway session which began with the opening remarks of the Chair followed by presentation of 3 award winning districts to understand the good practices and key initiatives taken at their level to create awareness and promote digital payments among citizens. Following this, a panel discussion was done closing with the final comments of the Chair.

The key discussion points of the Promoting Digital payments session were:

- Augmenting the payment infrastructure for digital transactions
- Promoting long term behavioral shift from cash to digital payments
- New technologies and instruments for financial inclusion
- Improved credit flow to small and medium enterprises

Ms. Aruna Sundararajan, Secretary, Department of Telecommunications, Ministry of Communications opened the session by giving brief about digital payments covering majorly below **four aspects**:

- What is at stake for India in terms of digital payments and why it should be a paramount concern?
- Where are we in terms of the digital payments landscape?
- What does the future hold for digital payments?
- How can we accelerate and promote digital payments?

She explained the unprecedented opportunities present to drive growth and inclusion for digital payments. She referred that still 200 million adults are underBanked and there are many people who are having nominal accounts but still not having proper access to capital market and financial systems. Hence there is a large scope for financial ecosystem growth which will help both public and private sector investment'. She highlighted that Indian Banks have higher interest rates and low level of credit flows and the reason behind this is that we have not been able to create deep and wide financial markets because of under developed financial infrastructure. Digital payments is a critical medium to overcome this challenge and to drive financial inclusion.

She talked about **Global Findex** report, according to which India's Banked population has moved to **35%** in **2011**, to **53%** in **2014**, to **80%** in **2017**.

She mentioned that **India has leapfrogged** hugely in last 2 years in the **area of digital payments**. Now we have a financial ecosystem which is probably the **most open, versatile, scalable, inclusive and fastest** in term of deployment. She praised the **UPI&BHIM** platform for boosting the financial ecosystem and driving the growth of digital payments. UPI is the most open instant transfer system and now Indian digital financial system has several modes available for each segment of society.

She mentioned, how we can move to a new paradigm where credit and Banking will be based out on credit histories. How can we accelerate the transition beyond the goals of convenience and efficiency, how do we reach the unreached, how do we bring people in financial system who need that most.

Finally she congratulated the award winning districts for driving growth and inclusion in their areas of digital payments.

PRESENTATIONS BY WINNING DISTRICTS

On the basis of performance in last few months, DMs of selected Districts made presentations/remarks during the session. Presentations made by DMs of Districts are available at **Annexure, Section D**.

1. Sh. Sumant Singh, Secretary, I.T. of Bishnupur, Manipur, started by stating that Manipur is at second position in terms of volume of digital transactions in entire north east region. He explained that Bishnupur district has come up with some interesting experiments and innovations to promote the digital payments which lead to a 33% reduction in cash transactions. He mentioned how Bishnupur district has been able to create **Karang as first cashless island of the country**.

He mentioned that all 24 gram panchayats and all 6 municipal councils are enabled with **Public Financial Management System (PFMS)**. **70% of saving Bank accounts are Aadhaar seeded**. Digital payment of electricity bill is increased from 78% to 97%.

Ms. Lalita from IT team of Bishnupur-Manipur further explained that digital payments has helped to bring transparency and accountability in the governance. They have trained all Common Service Centres (CSCs) about digital payments who further trained citizens in their areas. She mentioned that door to door campaigns were done to train each household about digital payments in Karang Island. They distributed POS machines to each merchant and fish sellers in the island. To motivate further Rs. 50 was given as an incentive on installation of BHIM and common service centre was opened in island for providing digital services. This action resulted more tourism in the island which bring name and fame to the island and increase the livelihood for island people.

They have given door to door training to physically handicapped people, 250 women artisans and also to school and college students about digital payments. They have **launched online Youtube channel** which has digital payments tutorial in local languages. They have launched '**I pledge**' campaign where citizen pledge to contribute to Government's vision of creating a cashless, less cash and corruption free India by spreading the idea of digital financial transaction.

2. Sh. Sandeep Kumar Singh, District Collector Daman, Daman & Diu introduced that although the district size is small (only 72 square kms.) it has around **3,000 industries** and 50% of district population is migrant labors.

He explained about the strategies adopted to promote and create awareness about digital payments. He specified about initial training of 1,000 persons. They had initiated mass awareness campaigns where stakeholders (Industries, petrol pumps, ration shops, markets, government offices, common service centres, traders, bars, restaurants, liquor retailers etc.) were trained about digital mode of payments. Majorly administration targeted all industries where around 1 lakh labourers are employed.

99.52 % Bank accounts are seeded with Aadhaar, 99.56% of Bank accounts are seeded with Mobile. This has helped a lot to promote Aadhaar enabled payment systems in the district. All **ration shops** and **fair price shops** in district are digitally enabled. All revenue offices are digitally enabled and all revenue receipts are generated digitally. All Government payments to beneficiaries are done digitally.

Electricity bill payment through digital mode has increased from 46% to 95.61%.

Industries are making payment to workers and labors directly in their Bank accounts which is leading satisfaction to both employers and workers, resulting more saving for workers and removing the leakages which were facing by contractual labors because of middlemen.

3. Sh. Vinay Singh, District Magistrate of Sonapat, Haryana explained the initiatives which were taken by district administration for promotion of digital payments. He mentioned that around 1558 people were trained who had further trained citizens in the district about digital payments. Regular meeting were done with Banks to monitor the status of Jan Dhan accounts, Rupay cards and promotion of digital payments. Similar meetings were held with different stakeholders as well.

He mentioned '**Saksham Yuva Program**' where around 200 youth were entrusted with task of digital payment promotion using BHIM App, POS, and other methods. An Incentive mechanism was designed where the youth conducting maximum amount of transactions were given prizes daily. Consequently, more than 1,90,000 digital transactions were facilitated with the help of Saksham Yuva groups. A massive increase was observed in digital transactions (especially of BHIM App) through this project.

He explained how different mediums like print media, banners, cable channels, text and video messages etc. were utilized for promotion and creating awareness about digital payments. Different meetings were held with dhaba owners, petrol pump owners, gas agencies, hospitals, common service centres, sabji mandi vendors etc. to adopt digital mode of payments.

Key points emerging out of remarks/presentation by panelists are given below:

Sh. Ajay Prakash Sawhney, Secretary, Ministry of Electronics and Information Technology, Government of India explained the enormous potential of different financial services that can be unleashed by bringing everyone on board to the digital payments wagon. He then explained that many developed countries are ahead in respect of digital payments volume but that is dominated by couple of players.

He mentioned that in 2016-17 we only had **1000 crore digital transactions** as compared to 2017-18 where **2054 crore digital transactions** have been done. He specially mentioned about BHIM UPI platform which has been a remarkable breakout, 5 lakhs transactions daily in Aug 2017 has been increased to 57 lakhs transactions daily in March 2018. He said this remarkable growth is because of the open platform nature of UPI so that any public Bank, private Bank, financial instruments launched by private entities can join the platform and provide the services.

He explained how we can create a viable alternate mode of digital payments for cash exchanging hands. He focused mainly on BHIM-UPI application as an option for people using smart phone.

He focused that if in any government office payment is being made, online option should be available, BHIM-UPI option should be available, and payment through Credit Card, Debit Card and internet Banking should be available. Government developed technology like Rupay card should also be present. All utilities companies like electricity utilities, water utilities etc. should be integrated with Bharat Bill Payment System (BBPS) and BHIM QR Code. He further specified that state government and departments should focus on customer mobility by promoting **National Common Mobility Card (NCMC)** which can be used across different modes of transport. FASTags should also be promoted across all tolls among Highways.

Only 31 Lakh POS terminals deployed in the country as against around 6 crore merchants. Hence bringing all merchants on board should be the next step by government. All public Banks, private Banks, Wallets companies etc. should be on board by focusing on common payment instrument such as BHIM QR code.

Sh. Ravi Mital, Additional Secretary, Department of Financial Services, Government of India mentioned that around **60% of Banking transactions today are in digital mode**. All insurance companies make payments to policy holders in digital modes only. He specified that

digital payment transactions are increasing, Banks are providing digital infrastructure as a backbone but still there is cash crisis since **merchants are not accepting digital transactions**. He specified that as a department we should literate merchants and motivate them to accept digital modes of payments. He specified that each counter of government offices or departments accepting payment from citizen should be digitally enabled.

He specified that within next 2-3 years every government department should be accepting only digital payments by enabling all available digital modes. MSME credit in last 1 year has been increased to around 12%. Due to GST implementation lot of informal MSMEs came into formal sector and now on the basis of their GST returns their credit history can be checked and it would be easy to give them credit. **Udyamimitra** is an online portal where MSME can apply for personal loan and on the basis of their credit history loan will be disbursed or rejected with rejection remarks. Department is also guiding all public Banks and within 2-3 months they should be able to sanction personal loan below a certain limit to MSMEs instantly.

Dr. Ajay Bhushan Pandey, Chief Executive Officer, Unique Identification Authority of India (UIDAI) mentioned the stable and useful infrastructure that has been set-up for Aadhaar, how it has evolved in recent times and how this infrastructure is helping in promotion of digital payments. He specified that **121 crore people have Aadhaar** in the country. So in a nutshell Aadhaar is not only an identity but it's an identity authentication i.e. an authenticated infrastructure. **Approximately 4 crore people every day** using this identity authentication.

He mentioned that to promote digital infrastructure, holistic growth is required i.e. Banks, technology companies, telecom companies all should work hand in hand to provide a robust digital ecosystem for seamless digital transaction. He focused to create trust among citizens by seeding all Bank accounts with Aadhaar so that all credits and debits can be tracked in case of any hacking or fraudulent transaction occurs. Aadhaar number, identity authentication infrastructure and Bank accounts seeding with Aadhaar as a combination is an emerging way which would help to promote digital payments. He mentioned **UPI as a great innovation** in the segment of digital payments and called it as **internet of payments**. He also specified the feature of BHIM Aadhaar payment systems which is enabling every person of country for doing digital payments, specially who are not able to handle debit card, credit card, net Banking, smart phone and any payments application.

Sh. Dilip Asbe, Managing Director and Chief Operating Officer, National Payments Corporation of India (NPCI) started by giving an introduction of NPCI. He mentioned that major legacy payment systems run by NPCI. He mentioned that in India still digital transaction volume is less than 10% for overall consumer spending in comparison to 40-50% in any developed country so there is a huge scope of improvement in digital payments landscape. Only 100 million (10 crore) i.e. less than 10% population is doing digital transaction so there is a huge potential to reach out to people to do more digital transactions. He specifically talked about **Aadhaar Payments Bridge (APB)** which is being used to do all bulk transactions, Government is saving

a lot of money by using that platform. Around 80% of Governments schemes have already migrated to that platform to transfer subsidy to citizens or beneficiaries. About **250 million payments are done every month** on this platform. All central schemes have been completely migrated, only some state schemes are left and 1200 Banks are part of this platform.

He mentioned about **Rupay card** and specified that currently Rupay card is at 3rd position after Visa and Master card and this year it will be at 2nd position and in next couple of years, Rupay card would be at 1st position both in the terms of transaction value and transaction volume. He mentioned about BHIM-UPI that in this area West is following East and he also mentioned that **around 20-30 countries have approached NPCI to seek IP rights of BHIM-UPI**. He then touched upon Bharat Bill payment System, National Common Mobility Card, National Electronic Toll Collection and Aadhaar Enabled payment System. Finally, he mentioned that we have the most open interoperable platform in the world which would definitely help us to jump from 100 million customers to 500 million customers in next couple of years.

Sh. Lalitesh Katragadda, Former Country Manager and Co-founder of Google India discussed how we would take UPI platform to everyone so that everyone could use it. He mentioned a very important point that if product is easy, people will use it.

He discussed about the **3 enablers** of digital payments which he called **ABC of digital payments**:

- **A** stands for **accessibility** that means reliable and high speed internet is require for digital payments
- **B** means **Businesses on Board** i.e. promote them to adopt digital transactions
- **C** means **Consumers** i.e. provide convenience and reliability to consumers

He also gave radical suggestions to open UPI platform for Indian developers to improve the security features which will bring more innovative features over it. Because of that Indian Apps will become Global Apps and Indian Developers will become Global developers.

Ms. Aruna Sundararajan concluded the session by mentioning the unique BHIM-UPI infrastructure which is open, affordable and scalable. She also specified the promotion and awareness activities taken by award winning districts in their areas and requested departments to look upon for replication.

BREAKAWAY: SKILLING – DEEN DAYAL UPADHYAYA GRAMEEN KAUSHALYA YOJANA



The topic for breakaway session was 'Skilling – Deen Dayal Upadhyaya Grameen Kaushalya Yojana' (DDUGKY).

SPEAKERS

Chair

Sh. Narendra Singh Tomar, Hon'ble Minister of Rural Development

Panelists

Ms. Sunita Sanghi, Adviser (Skill E&MU), NITI Aayog

Ms. Alka Upadhyaya, Joint Secretary, Department of Rural Development, Government of India

Ms. Neetu Kumari Prasad, Commissioner, Panchayat Raj and Rural Development, Government of Telanagana

Dr. Pulijala Srinivasa Rao, Chief Executive Officer, Apollo MedSkills

Presentations by 2 Award Winning Districts of DDUGKY

Ms. Roshni Aparanji Korati, Deputy Commissioner of Dhemaji, Assam

Sh. Sarfaraz Ahmad, District Collector of Karimnagar, Telangana

DISCUSSION

The session commenced with the introduction of the esteemed panel followed by the opening remarks of the Chair and subsequently, presentations of winning districts to understand the initiatives and good practices undertaken at their level. Then a moderated panel discussion took place, with the closing remarks from the Chair.

The key discussion points of the session on DDUGKY were:

- Developing skilling hubs for a global ready workforce
- Enabling higher placement rates for skilling programmes
- Revamping and professionalizing skilling institutes to offer industry led curriculum

Hon'ble Minister of Rural Development Sh. Narendra Singh Tomar opened the session by congratulating the audience on the occasion of the 12th Civil Services Day. Every year, the work done by some officers is awarded and there are debates and discussions on various topics through which the outcomes of these sessions is used for taking steps to move forward. He was happy to be a part of a session dedicated on the employment of rural sector. India has a huge population. He mentioned that in today's time, the biggest challenge is the problem of employment and the opportunity is the energy and vibrancy of large number of youth. The opportunity to leverage the youth of the country to undertake new initiatives is a serious discussion point. Government of India, State Government and industrial developments have been working since many years and have achieved some success so far. However, he said that the complete problem is yet to be resolved and a fast resolution is required. Today India has 66% youth of which 28 crore are rural residents.

Since Hon'ble Prime Minister, Sh. Narendra Modi joined office, he has endeavored to convert this challenge into an opportunity through introduction of the Skill Policy, which aims at skilling 40 crore youth. He mentioned that the Ministry of Skill Development is actively working towards skilling in urban areas. However, the same work is difficult in the rural sector, because of different set of problems faced in such areas because of resources, opportunities available etc. In the rural sector, there is DDUGKY, National Aajeevika Mission, and RSETI programmes are being run or supported by Government of India. He was happy to note that in a short duration, 300 elected representatives are being leveraged to take this work forward. So far, under DDUGKY 5,70,000 youth have been skilled of which 3,54,000 students have been placed. Under RSETI, 25,00,000 person have been trained and 16,00,000 people have obtained employment.

Another challenge in the rural sector is the large numbers of youth in these areas. If the youth are skilled and provided placements 50 kms far from home, it can be seen as an opportunity to be leveraged. However, there are feasibility problems in distant placements for the skilled

women residing in villages. He then went on to discuss the Aajeevika mission, implemented by Government of India. This programme provides support from the Government, has training of SHG, involvement of community organizations and linkage with Bank credit facility is available so as to help in social development. He said that the Ministry of Rural Development is undertaking many reforms aligned to National Aajeevika Mission. He also highlighted that 4.7 crores women are part of SHGs and in their experience, the presence and growth of SHGs, there has been an improvement in social and financial standing of people. He also said that one SHG can make the entire village capable and strong community. He mentioned that the audience would be pleased to note that the credit given to SHG has not been misappropriated or misused. He stated that out of 1.5 lakh crore credit, the NPA figure is only 2.33% in the domain of SHGs, which reflects great success of SHGs. Hence, the Aajeevika mission can help in mitigating the problem of unemployment in rural pockets. He said that efforts should be made to understand the role of SHGs in different sectors for producing different commodities, etc. and accordingly clusters should be developed. However, he questioned if the multi-national companies guarantee to buy such products because SHG can help in bringing a revolution in the country and the entire village can flourish.

Sh. Narendra Singh Tomar said that there is a need for mapping of sector and trade, without which it would be difficult to meet the goals. He highlighted that by 2022, there is a requirement of 10 crore skilled people which would be ready to be a part of global workforce, which would prove to be beneficial, especially in the services sector, which in turn should involve debates and discussions. As part of the initiatives undertaken in RSETI, Government of India and Banks work together so that the trained candidates are able to set up enterprises of their own. This also requires market linkages because a skilled person should be able to see the way for employment through Aajeevika or RSETI. Hence, the skilled people should be aware about the market for their production. Here, the importance of industry, Central Government, State Government, etc. to come together and act as bridge to solve the current problems and make use of upcoming opportunities for youth and thereby, become a part of New India. He also said that the conclusions drawn from the session should be used for more deliberations to meet the challenges in the skilling sector.

PRESENTATIONS BY WINNING DISTRICTS

On the basis of performance in last few months, DMs of selected Districts made presentations/remarks during the session. Presentations made by DMs of Districts are available at **Annexure, Section E**.

1. **Ms. Roshni Aparanji Korati**, Deputy Commissioner of Dhemaji, Assam shared the perspective by of Dhemaji district, earlier called the 'flood capital of the country', with rainfall for 7-8 months. The District has presence of 10-15 communities, operating in close harmony.

She then went on to describe the immense impact of DDUGKY on the youth because the people who were initially not keen on moving out of the district, are now coming forward for skill training or skilled youth is evolving own mechanisms for the same. She highlighted the local

policy initiatives undertaken to promote the scheme through - including DDUGKY in the meeting agenda of Village Organizations, Self Help Groups (SHGs), Cluster level federations, etc.; undertaking exposure visits of students to understand details of training; providing handholding support for drop outs and special assistance from Gram Panchayat (GP) head as opinion leaders to convince for movement to Guwahati; and spreading awareness across the communities through local festivals, and converging with other Government schemes and use of mobile app for wider outreach.

She suggested that the salary of the youth may be increased and more staff recruitments may be carried out. In addition, training centres may be set up in the northern Bank of Brahmaputra to benefit local people and youth residing in Arunachal Pradesh and special incentives for youth in remote areas to enhance motivation and trades may be increased.

2. **Sh. Sarfaraz Ahmad**, District Collector of Karimnagar, Telangana highlighted that the District undertook measures for greater support to placed candidates, ensuring standard delivery as part of design and inclusive programme design and devising ways for access of poor and marginalized sections of the society. He mentioned that nearly 70% of backward classes were involved in the process, who primarily resided in urban areas and not rural areas, given the demographics of the district. He then went on to state the main types of trainings offered in Karimnagar - retail sales, BPO, Accounts and Tally, plumbing, sanitation and electrical wiring. Another high level training of web development/ very large scale integration (VLSI) design has led to employment of youth with salaries ranging from INR 30000 – 50000 per month.

He then highlighted the implementation strategy through mobilization, retention of candidates both in training centres and at job location and bringing candidates back in case of drop outs. The district had undertaken a massive survey along with SHG and collated a database of 14000 people, being uploaded online on Kaushal Panjee. The slogan one job for each family is being implemented in the district. Involvement of community organizations like SHGs has helped in strengthening the process. He informed that the district also counseled parents at Mandal level.

In addition, he mentioned about 2 state level sample skill assessment and demand assessment surveys were done for effective mapping and subsequently, convention of informed choices was done at sub district level wherein the Human Resource (HR) personnel from the industry and youth from few blocks were brought together on a single platform to engage in solid interactions with a view to give candidates a flavor of job opportunities awaiting them, post their trainings. The trainings provided in the district necessitate familiarization of computers, typing and online certification for typing. He also talked about English work readiness course (EWRC) training provided to drop outs of class 10 and class 12 students by the District, as compared to the Project Implementing Agency (PIA). He stated that market scanning comes in handy for placement of trained candidates.

Adding to the problem of migration for women candidates, as mentioned by Hon'ble Minister, Sh. Sarfaraz Ahmad he mentioned that there is focus on training women candidates under

EWRC and such batches have got placed in Hyderabad. He also highlighted about the unique concept of migration support centre in Telangana.

Key points emerging out of remarks/presentation by panelists are given below:

Ms. Sunita Sanghi, Adviser (Skill E&MU), NITI Aayog made a brief presentation to set the context for the discussion to improve the issue of rural skilling in India. She informed that despite urbanization, 70% of India's populations resides in rural areas. She iterated about the Skill India mission which has the agenda of developing India as a global skill hub to improve the placement performance of the skilling ecosystem and to professionalize the skilling institutes. She said that this agenda has been developed to meet the challenge of high demand of skilled labour. It is estimated that by 2022, in 24 sectors, there would be a demand of ~103 million people. On one hand, there is a large supply of raw labour and on the other hand, the industry requires skilled manpower, hence leading to the issue of employability. The latest report of India Skills Report indicated that ~48% of those coming out of educational institutions are actually employable.

Another challenge faced in rural skilling is that the available capacity in Industrial Training Institutes (it is) in only 26 lakh. In addition, there is a challenge of skilling 1 crore persons per annum. She mentioned that the Skill India mission is focused on skilling with scale and standards, in an inclusive manner. She said that several initiatives undertaken as part of Skill India mission have a bearing on the global workforce and professionalizing institutes aligned to DDUGKY. She also mentioned that the mandate of National Policy on Skill Development is to create demand for skill, i.e. the industry is keen to have skilled manpower but not ready to pay a premium for the same. There is a need to align skilling with the required competency so that the candidates coming out from the institutes meet industry demand. She has said that there is need to map the demand and supply. There are also requirements of certification according to global standards. National Skill Qualification Framework is already in place which benchmarks the competency standards and most of the programmes are to be aligned to the former by December 2018. Additionally, in 2014, the National Skill Development Mission has laid down the norms for skill development. There were several skilling programmes with different input and output costs, different incentives, which were streamlined through this mission.

Ms. Sunita Sanghi then went to state the National Skill Qualification Framework is a mobility framework to provide progression pathways. She said that to make skill aspirational, particularly among the rural youth, it is important to showcase ease of movement. This is being met through National Skill Qualification Framework (NSQF) which lays down the quality standards of institutes. She reiterated that there is a need to skill ~103 million fresh people and in addition, re-skill and up-skill ~300 million people which requires a massive scaling capacity in ITIs. She said it is important to provide long term trainings and there has been a significant growth in the number of ITIs and students enrolled in such institutes. She mentioned that a 3

stage grading facility has been introduced in ITIs. Out of 13000+ it is, 3400 it is have been ranked, which helps provide the students and employers feedback on type of training required. She informed that most of the courses are now linked and upgraded. She also talked about Industry Connect. She also mentioned that in 2014, a logo was provided to ITIs to make them aspirational.

She also said that to improve the placement rates, it is important to have apprenticeship linked to long term training. It is also being discussed that Central Ministries would make apprenticeship mandatory in short term skilling programmes as well. She informed that at present, 2 apprenticeship programmes are in place – one with Ministry of Skill Development and second with Ministry of Higher Education. She highlighted that there is a significant improvement in the level of apprenticeship, which is accepted better by employers, leading to higher placement rates. She also talked about Pradhan Mantri Kaushal Kendra, set up through Public Private Partnership (PPP) model, spread across the remotest areas of the country (including rural areas) which act as multi skill training centres. She mentioned that for the first time the States are being made equal partners through Pradhan Mantri Kaushal Vikas Yojana (PMKVY), providing short term skilling courses. She said that the demographic advantage is not equally spread across the country and PMKVY is changing that.

Further, she also talked about leveraging technology for DDUGKY. She put forth that the courses have been standardized in alignment with NSQF. There are 40 sector skill councils actively working to provide work spaces but also providing exchange programmes wherein teachers from training institutes can go to the workspaces to learn the best practices to be updated with the developments of skill ecosystem. While talking about the challenges of skilling being aspirational, she highlighted that multiple initiatives have been undertaken such as outreach programmes, use of social media, advocacy by iconic personalities and skill competitions. She informed that India has done well in this year's World Skill Competition. She mentioned about international partnerships in terms of enhancing quality with Germany, UK and France for making Indian training internationally accepted. Additionally, the capacity of trainings and assessors is being enhanced so that the best practices of these countries can be adopted in Indian context.

To facilitate global mobility, a new partnership for mutual recognition of certification undertaken jointly with Ministry of External Affairs and Ministry of Skill Development to trainees coming out of institutions before going abroad to gain insights on language, culture, etc. She stated that the most favorable destinations for technical trainings are USA, Canada, UK and EU and for non-technical, it is Middle East and G6. She also highlighted the states showing emigration trends – leading from Uttar Pradesh and Bihar with demographic advantage of bulging youth available and these opportunities should be used by DDUGKY. Further, she said that Indian International Skill Centres are facilitating placements at a very high level. There is an international cooperation policy focused on technological innovation in intensive sectors and

promoting skill diplomacy. To address the issue of global skills shortage of ~47 million, western economies and India can fill the gap which requires globally compliant skills. She also said there is a need for taking Indian skill global which requires skilling in urban as well as rural areas, which is home to large number of youth joining the labour market, skill market from such areas. And finally, she mentioned that DDUGKY can take such lessons to improve the readiness of global market, enhance the placement and professionalize the institutes.

Ms. Alka Upadhyaya, Joint Secretary, Department of Rural Development, Government of India delivered a presentation which commenced with citing the numbers as opportunity in the skilling sector – 34.33% youth in the country presenting a huge demographic dividend; an increase of ~32% joining the labour market signifying more and more people joining the productive age wage who need to be tapped upon to increase their productivity. She also highlighted that as per the India Skills Report, 47% of candidates coming out of colleges are not employable; only a meagre 4.69% of the work force are formally skilled depicting a huge gap in the formal skilling sector with countries like Germany and Korea. She also pointed out that 89.4% of the jobs are in unorganized sector. She also highlighted numbers pertaining to contribution of different sectors to India's GDP. She stated that most of the productive workforce resides in rural areas and discussed the break-up of sectors they are aligned to.

She said that there is an impressive need among policy makers, practitioners and people involved in working with rural communities and community organizations. There is also a need for rationalizing or distribution of workforce to reduce poverty, which needs immediate attention. For this reason, the strategy should be focused on aligning India's education and skilling efforts with potential employment opportunities. She took reference of the numbers presented by Sh. Amerjeet Sinha, Secretary, Department of Rural Development, Government of India highlighting the improving level of education in the last few years however, there are a number of people who are technically qualified, have graduate or engineering degrees, but are not employable. Hence, the education should look at employability, the curricula should be such that more employable skills should be provided to young children. Further, formal vocational training should begin in school itself. She stressed on the importance of internships and apprenticeships and the need to professionalize skilling and academic institutions and to have a curriculum which offers value to the industry.

Ms. Alka Upadhyaya also talked about identification of future jobs. She stated that skill gap studies have been conducted however, their relevance needs to be checked. She said that there is need for desegregating the demand for skill gap. She mentioned that there is a need to get into district wise data to understand movement trends to metro cities and availability of certain factors of production, especially in rural areas and businesses have to be organized for skilling to happen. She also talked about industry participation through the involvement of proactive industry to come forward. She also talked about the high attrition amongst women in SMO

sector which is dependent on 2 major factors i.e. wages to sustain and employability of workforce in case attrition happens.

She pointed out that technology has to play a major role – first, in the delivery of the programme and second, delivery for the candidates. She shared her experience of visiting a training institute operating in the automotive sector in DDUGKY. While interacting with some candidates, she was informed that students have been engaged in it in the past, prior to joining the DDUGKY course however, they were not provided any hands on experience of working with machines. She also talked about the importance of on the job training (OJT) for candidates entering the skilling industry so as to fathom if the area of work they want to be associated for 3-4 years of their life. She then went on to discuss that skilling has to be done as a concept to reduce multi- dimensional poverty. This can be done by providing an entire range of services to help a family get away from different levels of poverty. She talked about building networks using SHG, use of social/ economic capital and leveraging the services of GPs for a saturation model to be followed.

She mentioned about the 2 programmes undertaken by Ministry of Rural Development i.e. DDUGKY and Rural Self Employment Training Institutes (RSETI), looking after wage employment and entrepreneurship development, respectively. She mentioned that there is a lot of opportunity in wage development and in this regard, she highlighted the DDUGKY has given paramount importance to placement since its inception wherein a batch of 100, necessarily needs to have 70 candidates placed. She also said that post placement tracking is important. She stated that 555 partners were brought in under DDUGKY last year which is leading to skilling with quality. She said that trade spread is a must and DDUGKY is catering to 39 sectors. She said that there has to be address for rural to urban migration in terms of migratory support centres, but there is an acute need of housing and there should be skilling programmes which are agri-based. She said that this is ask agenda. She also said there should be longer hours, longer duration courses, IT enabled courses, English language and DDUGKY has brought in 80 compulsory hours of IT and English skills. She talked about the ability to adapt in new workplace. She also mentioned about registering candidate through Kaushal Panjee app. Finally, she discussed the problem of inadequate skilled trainers and skilled assessors.

Ms. Neetu Kumari Prasad, Commissioner, Panchayat Raj and Rural Development, Government of Telanagana talked about giving jobs to people who really need it, with the reach to different sections of the society especially vulnerable sections of the society. She mentioned that in the state of Telangana, there was a target of 47,000 under DDUGKY, of which 25,000 people have already been trained; the remaining people and additional target of 10,000 persons would be trained by March 2019. She highlighted that in these numbers, 39% are women, and 34% belong to SC, 15% ST and 2.5% minority community. She informed that the training institutes are present even at last miles of tribal lands, remote areas and even Naxalite affected districts. The state has endeavored to open up 1 training centre in each district, with all 30 districts having at

least 1 training centre dedicated for DDUGKY, especially focused towards EWRC. She told there is an exclusive training centre for differently abled youth and other one for engineering graduates with longer duration courses to improve employability and greater remuneration. She also told that such students have been placed in Delhi, Bangalore, and Hyderabad with salaries of ~INR 40,000.

She then went to discuss the mobilization trends in the state. She mentioned that Hyderabad is the first growing urban centre and Telangana has 42% urban population. The state is undertaking measures to bridge the gap between rural and urban youth. She informed that the state has very well laid down instructions with ~200 employees (from the community) working dedicatedly for DDUGKY scheme implementation. Additionally, job resource persons have been identified by the community in clusters of villages with the aim to mobilize youth and promote and track the training and placement of the candidates. Further, they provide post placement support as well. For this purpose, the state pays to women SHGs and they further pay the job resource persons. She informed that SHG are supported by DRDA, which leads to working together of Government and community.

Ms. Neetu Kumari Prasad also talked about the assistance provided to PIAs as part of this process. As a case, she mentioned that the department assisted Apollo MedSkills when faced with problems in the areas of identification of centres, funds, and in terms of placement. The Department supports in mobilization of youth and promotes easy fund flow. She also discussed about the measures taken to reduce drop outs through 3 stage verification of placement numbers (includes telephone, online medium); conduct of half yearly alumni meet; visit of field staff of trained yet unplaced candidates and support in post placement activity. She highlighted an innovative initiative called 'Finishing School' being undertaken in the state, which she suggested that may be replicated across all states of the country. Through this initiative, soft skilling is provided for 15 days to EWRC candidates, who are later selected by employers as per industry needs. She mentioned that the Finishing School also serves as migration control centre for up to 1 year and provides lodging health assistance information on higher education and career advancement. In the future, the department is planning to support the national level institutes like National Academy for Construction (NAC) and state institute for rural training and ITIs to make global training hubs.

Dr. Pulijala Srinivasa Rao, Chief Executive Officer, Apollo MedSkills talked about the 2 focus areas for developing skill hubs for global ready workforce. He said it is extremely crucial to have a right infrastructure. He mentioned that developing skill hubs is critical to meet the large skilling goals. He said that while developing skills hubs, certain factors/ best practices are taken into account such as design thinking in infrastructure. He stated that in the healthcare sector, there is a requirement of massive labs and huge infrastructure for dialysis technician programme, etc. At the same time, for courses like hospital operations executive, the lab

requirements are extremely minimal and hence, design thinking and flexibility are required in skill structures.

He also talked about technology enablement in skill hubs. He reiterated that as discussed by all the other panelists, the aspiration logic holds prime importance and that Apollo MedSkills makes use of Aspiration Logix tool jointly developed by Microsoft to help in mass mobilization in rural areas. He said that the volume targets are high, yet the quality has to be maintained, particularly in healthcare because such skills are life-saving skills. He highlighted on the use of gamification app which enables students to go through 40 images of various trainings, with the objective to gauge the ability of empathy in these students in order to get into healthcare. The app also helps to move students in other domains such as carpentry, electrical skilling etc. basis the pictures selected by students.

While talking about global ready workforce, he mentioned the need of global ready curriculum. He informed that most people are aligned to NSQF with sector skills council driving this. However, he stated that there is need to re look at the curriculum, shake hands with global skilling universities, participate more in global skill events like World Skills Competition and show trust to the world that the skills and students are competent to be a part of global ready workforce. He also mentioned that white collar jobs like doctors and IT professionals have already shown that Indian talent is the best talent and India needs to show the same at skills side now. To enable higher placements for skilling programmes, it is vital to take the right candidate, right aspiration, and quality training has to be imparted and this requires tech enablements as is in case in Tripura where teachers sitting in Hyderabad, Bangalore and Chennai have delivered sessions for students residing in Tripura.

With respect to revamping skilling institutes to offer industry led curriculum, he highlighted that one big challenge in this space is industry's acceptance towards the curriculum. There is a need to involve not just industry but also the regulators. Citing an example, he said that in healthcare, the National Association of Boards of Pharmacy (NABH) needs to be involved because when hospitals have to hire, they look for NABH criteria, SSC certifying authority within the guidelines. He mentioned that NABH now has a qualification of SSC certification as a valid certificate in the documentation. Hence, roping in regulators at the right time of developing curriculum is necessary. He also added that identifying right trades can help in placing students globally. He said that globally healthcare has a demand for traditional skills of nurses, and modern day emerging trends and skills like healthcare analytics, predictive diagnostics, just like Artificial Intelligence and cloud computing in IT sector. And finally, he talked about integrating simulation into skilling is extremely important which is currently lacking in the skill hubs capabilities especially healthcare. As an example, he mentioned that operating is done on a simulated arm instead of real patients and students are taught to draw the blade with right precision and currently there is a 98% success rate in drawing the blood in

the first attempt, which is enabled through use of simulation. In the end, he offered his best wishes to Civil Services officers on the occasion of Civil Services Day.

Sh. Narendra Singh Tomar gave the closing remarks. He said that challenges for skill development are plenty but the panelist shared their opinions and gave their suggestions. On the basis of this, he said that he was sure that India has moved forward with respect to skill development and that India would be able to meet the upcoming skill requirements in the future. He mentioned that since officials and awardees were present in the audience, the focus should be making candidates ready mentally for skill development as often the candidates are skilled technically and not mentally, which leads to problems in getting and even after placements. He said that there may be a situation that skill development partners state that the candidate is not fit for the role. He also stated that in his experience there is a malpractice of partners obtaining funds for placing candidates for 3-4 months and subsequently relieving them. He informed the audience that The Government or the processes are not faulty however, there is a need to mitigate this problem gradually. He said that a time, the job of a shoemakers was seen as a small or insignificant one however, if he was absorbed in the system as leather engineer, the skill development would have continued and the requirements for the future would have been met and there wouldn't be a need to introduce a mission. He stated that since the aforementioned acceptance of work wasn't done, the outcome of it has been long standing unemployment on one hand, and large number of engineers on the other hand who if not skilled, would not be able to bag even small jobs. Hence, there is a need for uplifting India from this issue. He cited an example given by Hon'ble Prime Minister Sh. Narendra Modi wherein a vendor has earning sufficient to sustain his family, however, people mocked him and this mentality needs to be eliminated completely. Hence, while working in the areas of Aajeevika and skill development there is a need for continuous effort and such dedicated effort would turn out to be successful indeed.

PLENARY: WRAP-UP PRESENTATIONS & DISCUSSIONS



SPEAKERS

Chair

Sh. P. K. Sinha, Cabinet Secretary

Panelists

Ms. Aruna Sundararajan, Secretary, Department of Telecommunications, Ministry of Communications, Government of India

Sh. S. K. Pattanayak, Secretary, Department of Agriculture Cooperation & Farmers Welfare, Government of India

Sh. Amarjeet Sinha, Secretary, Department of Rural Development, Government of India

Sh. Ajay Prakash Sawhney, Secretary, Ministry of Electronics and Information Technology, Government of India

Sh. K. V. Eapen, Secretary, Department of Administrative Reforms & Public Grievances, Pensions & Pensioners' Welfare and Ministry of Statistics and Programme Implementation

Rapporteurs

Sh. Ashish Bhutani, Joint Secretary, Department of Agriculture Co-operation and Farmers' Welfare, Government of India

Sh. Prashant Kumar, Joint Secretary, Department of Rural Development, Government of India

Sh. Amrit Abhijat, Joint Secretary, Ministry of Housing and Urban Affairs, Government of India

Sh. Sanjay Kumar Rakesh, Joint Secretary, Ministry of Electronics & Information Technology, Government of India

Ms. Alka Upadhyaya, Joint Secretary, Department of Rural Development Government of India

WRAP-UP PRESENTATIONS BY RAPPORTEURS

20th April, 2018

Wrap Up Presentation


'Pradhan Mantri Fasal Bima Yojana'

02:00 PM – 03:15 PM

Chair:
Sh. Parshottam Rupala, Hon'ble Minister of State for Agriculture and Farmers Welfare

Panelists:
Sh. S.K. Pattanayak, Secretary, DAC&FW
Sh. Debashish Panda, Additional Secretary, DAC &FW
Prof. Bharat Ramaswami, Professor, ISI
Sh. Pramod Aggarwal, Program Leader, CCAFS
Sh. Harish Damodaran, Rural Affairs and Agriculture Editor at The Indian Express
Sh. Ashish Bhutani, Joint Secretary, DAC&FW

Award winning Districts:
Dr. Milind Ramteke, District Magistrate, West Tripura, Tripura
Sh. M Devender Singh, District Collector, Beed, Maharashtra



Replicable work done by Winning Districts

A. West Tripura

- Strong focus on awareness generation -
- 140 awareness programmes conducted right from GP level to District level
- Publicity done through pamphlets, banners, leaflets, door to door campaign as well as through VLEs of CSCs and agricultural technology dissemination through ATMA workers
- Training programmes for farmers at various levels
- Convergence with other schemes - Usage of MG-NREGS Bank accounts for PMFBY, involving SHGs under NERLP
- Active involvement of women SHGs, farmers club and PRIs.

B. Beed

- Focus on coverage of Non-loanee farmers through 2,949 Common Service Centers (CSC) in the district
- Awareness generation through special Gram Sabhas in all 1031 GPs
- Extensive use of media and social media – AIR, Whatsapp etc. for dissemination of information
- Mandatory use of Aadhar for de-duplication
- Extensive monitoring at all stages right from premium collection to disbursement of claims

2

Key Takeaways (1/2)



- For wider coverage of non-loanee farmers awareness has to be created at multiple levels using media and social media, door-to-door visits and regular information sessions.
- Use of modern technological tools to be promoted for getting accurate picture of the risks involved and providing appropriate coverage of those risks
- Insurance products specially catering to organic farming to ensure increased coverage
- To explore other effective models for facilitating smoother coverage and payment of claims on the lines of Passport Seva Kendras for issue of passports.
- Linking farmers bank accounts with mobile numbers to ensure regular receipt of information of deposit of premium and claims. as well as ensuring digital payments
- Integrating the scheme with digital methods for facilitating payment of claims directly into farmers' accounts.

3

Key Takeaways (2/2)

- Leverage technology to facilitate communication and enhanced coordination among various stake holders.
- Insurance companies to actively participate in monitoring of farming cycle and development of innovative technologies for risk assessment and early warning systems
- Use of technology for estimating crop yields to increase accuracy and effectiveness of traditional CCEs
- Focus on bringing marginal farmers under Cop insurance and tailoring insurance products especially to mitigate their risks of crop damage, yield losses and price losses.
- Micro crop insurance schemes such as Pre-insured products are required - like packets of seeds and tools could come insured.
- Popularizing Index based insurance products based on easily verifiable indices including weather index.

4

Gists of Suggestions (1/3)

Discussion Point 1 – Strategy to ensure wide coverage of farmers under crop insurance, especially non-loanee farmers

- Notification of increased number of crops by States
- Strict adherence to seasonality discipline including issue of notification by States
- Enhanced coverage by removing multiple layers between the government and the farmer.
- Strict compliance for mandatory coverage of loanee farmers by banks
- Comprehensive awareness generation strategy – sensitizing farming community on need of crop insurance.
- Strict adherence to time lines for payment of claims
 - Timely conduct of CCEs / processing of claims / release of premium subsidy.

5

Gists of Suggestions (2/3)



Discussion Point 2 – Use of technology for better implementation of crop insurance schemes

- Enhanced use of a basket of technologies include remote sensing, rainfall and models for yield estimation as an adjunct to CCEs.
 - Determination of Crop specific yields in conjunction with weather, soil and other parameters
- Digitizing the entire process flow including farmer data, remission of premium, capture of CCE data, auto calculation of claims and direct payment of claims into farmers accounts.
- Creation of a learning network where all technology initiatives can be validated.
- Putting government data in public domain to enable scientists to come up with better solutions.

6

Gists of Suggestions (3/3)



Discussion Point 3 – Designing crop insurance plans for small and marginal farmers to mitigate the risk of crop damage, yield losses and price losses.

- Development of income insurance product to mitigate the risks of price loss in addition to the yield loss available under the present plans
- Analyze the possibility of picture based payment of claims to ensure quick pay outs to marginal farmers
- Formal land leasing mechanism to ensure higher coverage of sharecroppers & tenant farmers.
- Make the enrolment free for small and marginal farmers for ensuring maximum coverage.

7

20th April, 2018

Wrap Up Presentation 'Pradhan Mantri Awas Yojana'



Chair:

Shri Hardeep Singh Puri, Hon'ble Minister of State (I/C) of Housing and Urban Affairs

Panelists:

Shri Amarjeet Sinha, Secretary, Department of Rural Development, Government of India

Shri Durga Shanker Mishra, Secretary, Department of Housing and Urban Affairs, Government of India

Shri Partha Sarthi Sen Sharma, Commissioner, Rural Development, Government of Uttar Pradesh

Shri V. Rajan, General Manager, National Housing Bank

Smt Renu Sud Karnad, Managing Director, HDFC Limited

Award Winning Districts/ULBs:

Shri Sandeep Kumar, Deputy Commissioner, Kangra Himachal Pradesh [PMAY (Gramin)]

Shri Kaushlendra Vikram Singh, District Collector, Neemuch, Madhya Pradesh [PMAY (Gramin)]

Shri Satyendra Singh Dursawat, District Collector, Puducherry, Pondicherry [PMAY (Urban)]

Dr. B. Janardhan Reddy, Commissioner, Greater Hyderabad Municipal Corporation, Hyderabad, Telangana [PMAY (Urban)]



PMAY (Gramin)

Replicable work done by Winning Districts



A. Kangra, Himachal Pradesh

- Regular workshops and briefings held for stakeholders through ICE activities
- Award linked to the Districts who completed 50% Houses within 6 months
- Optimum Resource Management - Use of existing technological options with officials and training provided to local masons
- Each technical person assigned one house as per target Panchayat wise to ensure better implementation and monitoring

B. Neemuch, Madhya Pradesh

- Use of 3 M Facilitation Model (Man, Mason, Material)
- PM Parivar card issued by creating a family profile based on standard of living, social indicators and economic indicators
- Dedicated website for generating awareness and monitoring purpose.
- Quick Response Team (QRT) deployed at Block level to address queries and complaints
- Convergence with schemes like Ujjwala Yojana, Saubhagya Yojana, SBM, MGNREGA

Key Takeaways



- Adequate training programmes to local masons and capacity building measures for engineers and local staff needs to be in place
- In rural areas, planned model colonies and houses with strong physical and social infrastructure facilities should be developed to provide urban amenities.
- Increased coordination and collaboration is needed between Central and State Government with respect to allocation of funds for construction of houses in difficult areas (disaster prone/ hilly terrain/ LWE affected)
- It is important that disaster compliant structures should be created while constructing beneficiaries' houses in hilly areas.
- As part of the houses constructed for the beneficiaries, a high level of convergence is required with other schemes of Central and State Government to provide electricity/ power supply, water facility, toilet, gas connection, basic infrastructure, road connectivity, etc.
- For rolling out of programmes, strategic decisions, sustained monitoring, capacity building, commitment and empowerment of beneficiaries are required
- Inadequate housing

4

PMAY (Urban)

Replicable work done by Winning Districts

A. Puducherry, Pondicherry

- Wide publicity during demand survey through print and digital media
- Geo-tagging of houses using Bhuvan-App for verification of authenticity of beneficiary and for monitoring of progress
- Creation of a Bridge Fund under PMAY-Plus to provide bank loans at affordable interest rates and to facilitate easy access to loans for poor beneficiaries
- Convergence with the State Government Scheme (Perunthalaivar Kamarajar Housing Scheme), Smart Cities Mission and Swachh Bharat Mission

B. Greater Hyderabad Municipal Corporation, Hyderabad, Telangana

- Counselling and Awareness - Urban Community Wing of GHMC and SRACO NGO roped in to alleviate slum dwellers apprehensions
- Dignity Housing: 2BHK vertical development houses with inbuilt maintenance mechanism, social and physical infrastructure provision at par with private sector
- Use of shear wall and pre-fabricated technology, fly-ash bricks and PPC cements
- Common Possession Certificates issued by Revenue Department to in-situ slum dwellers

Key Takeaways

- Urban & Gramin missions should talk to each other more often for cross-learning
- Adequate funds are now available for the mission. The need of the hour is faster pace of implementation.
- The Model Public Private Partnership Policy should be leveraged effectively so that appropriate PPP structures can be used to incentivize the private sector towards "housing for all" vision.
- Given the rapid urbanization resulting in migration, rental options are being considered by the ministry for low-income households as an alternative to house ownership
- There will be enhanced focus on training, skill development and capacity building across all stakeholders like masons, carpenters, electricians etc. in PMAY(U).
- Cost effective yet reliable technologies across the entire cycle of housing - planning, constructing, monitoring are being adopted to help execute housing projects more efficiently and in lesser time.

Key Takeaways

- A Global Housing Challenge is being envisioned by the Ministry
- Improved availability of funds for purchase of land meant for affordable housing.
- Ministry is working on proposals to consider mechanisms to grant enhanced FSI for affordable housing
- A 'one-stop-shop' or 'single window clearance' system connecting regulatory authorities supported by a uniform online platform is in place to reduce the complexities and delays in approval as part of the mandated reforms prescribed by PMAY (U).
- Scope for convergence across various missions so that the solutions including housing can be offered as a package to the beneficiaries.

20th April, 2018



Wrap-up Presentation

‘Promoting Digital Payments’

2 PM – 3:15 PM

Chair:

- Ms. Aruna Sundararajan, Secretary, Department of Telecommunications, Ministry of Communications, Government of India

Panelists:

- Sh. Ajay Prakash Sawhney, Secretary, Ministry of Electronics and Information Technology, GOI
- Sh. Ravi Mital, Addl. Secretary, Department of Financial Services, Government of India
- Sh. Dilip Asbe, MD & CEO of The National Payments Corporation of India (NPCI)
- Dr. Ajay Bhushan Pandey, CEO of Unique Identification Authority of India's (UIDAI)
- Sh. Lalitesh Katragadda Former Country Manager and co-founder of Google India

Award Winning Districts:

- Bishnupur, Manipur
- Daman, Daman and Diu
- Sonapat, Haryana

Rapporteur : Sh. Sanjay Kumar Rakesh, JS, Ministry of Electronics and IT (MeitY)

Objective of the Session



How to augment the payment infrastructure for digital transactions within the country

Promotion of long term behaviour shift from cash to digital transactions

Use of new technologies and instruments for financial inclusion

Improvement of credit flow to small and medium enterprises

Replicable work done by Winning Districts

Multiple initiatives were organized, for behaviour change using promotion and incentivisation

Bishnupur, Manipur

- ❑ 'Digital Bishnupur-Online Channel' was launched in different languages for promotion
- ❑ 'I-Pledge' campaign & Bike Rally was launched for awareness
- ❑ Incentivizing scheme was launched for promotion like 'Install BHIM & get Rs. 50'
- ❑ During **Sangai festival**, **DigiGaon theme** was setup based on digital village model

Daman, Daman and Diu

- ❑ Digital payments training done for 1,000 stakeholders as Master Trainers
- ❑ Courses conducted on regular intervals with latest modes of digital payments
- ❑ Door to door campaign launched to educate at least one member from each household
- ❑ Free Wi-Fi service was provided at prime locations, tourist spots & markets
- ❑ Industries are mandated to make payments only through bank accounts

Sonapat, Haryana

- ❑ **Village adoption program** launched where officers adopted backward villages
- ❑ **No cash hours** were observed in Tehsil offices during which no cash was accepted
- ❑ Under **Saksham Yuva program**, unemployed youth provided 100 hours of work for installing BHIM & Paytm on citizen mobiles & creating awareness about digital payments
- ❑ School students were taught about digital payments in morning assemblies and homework

3

Key Takeaways

Takeaways pertaining to Infrastructure development

- ❑ India Improved in World bank Findex rating : 80% of Banked population
 - ❑ 35% (2011) to 53%(2014) to 80% (2017)
- ❑ Need to Grow Digital Payments Infrastructure using PoS and BHIM Aadhaar PoS
- ❑ Speed, Quality and reliability of digital transactions is required to be improved
- ❑ Usage of Low cost, secure and easy to use digital payments system such as Bharat and BHIM QR codes
- ❑ Exponential growth in Merchant using BHIM – UPI based innovative acquiring platforms
- ❑ Saturation of each of the utility bill and Government Receipts touch points with digital payments modes
- ❑ Increase in per person digitally enabled merchants using UPI, Physical/mobile PoS and BHIM Aadhaar PoS

4

Key Takeaways

Takeaways pertaining to behaviour change

Training and Awareness

- ❑ Ensure higher financial literacy levels about digital payments, its modes and advantages
- ❑ Door to Door campaigns digital literacy campaigns for Business Correspondents, Self Help Groups, NGOs & trainers in rural areas
- ❑ Sustained Awareness efforts to be made by government departments at district, block and tehsil levels
- ❑ Promotion to be spread via multiple channels - Print, Outdoor, electronic media and social media
- ❑ Promoting startups ecosystem of digital payments sector including Pre-paid Payment Instruments, payment processing and Fintech companies
- ❑ 100 DigiDhan Melas were conducted in 100 Cities from 25 December, 2016 to 14th April, 2016

5

Key Takeaways

Takeaways pertaining to behaviour change

Incentivisation

- ❑ Affordable digital payments to customer & merchants
- ❑ Ensure high quality digital payments transactions using all modes of digital Payments
- ❑ High Impact Awareness and Incentive schemes needs to introduced by Government
- ❑ Ensuring sufficient availability of infrastructure for sustained growth of digital Transactions
- ❑ Promotion and encouragement of Fintech startups

6

Key Takeaways

New technologies and instruments for financial inclusion and improvement of credit flow

- ❑ Accelerating growth of Financial Inclusion with increase of accessibility of financial services
- ❑ Seeding of bank accounts with Mobile and Aadhaar to ensure transparency and accountability
- ❑ Ensuring Open and interoperable systems in Fintech sector
- ❑ Development of Cash Flow based financing models to cater credit needs of individuals & SMEs
- ❑ Usage of non conventional parameters for development of Financing models.

7

20th April, 2018

Wrap Up Presentation

‘Deen Dayal Upadhyaya Grameen Kaushalya Yojana’

Chair:

Sh. Narendra Singh Tomar, Hon'ble Minister for Rural Development

Panelists:

Ms. Sunita Sanghi, Sr. Adviser (Skill E&MU) NITI Aayog Government of India

Ms. Neetu Kumari Prasad, Commissioner, Panchayat Raj and Rural Development, Government of Telangana

Dr. Pulljala Srinivasa Rao, Chief Executive Officer, Apollo Med Skills

Ms. Alka Upadhyaya, Joint Secretary, Department of Rural Development

Award Winning Districts:

Ms. Roshni Aparanji Korati, Deputy Commissioner, Dhemaji, Assam

Sh. Sarfaraz Ahmad, District Collector, Karimnagar, Telangana

Replicable work done by Winning Districts

Dhemaji

- Information campaign for PRI members and other CBOs undertaken
- Campaigns conducted regularly through leaflets, banners, meetings in villages and GPs with PRIs SHGs, VOs, CLFs, candidates and their parents/guardians
- Use alumni network for inspiring other youth
- Exposure visits for aspiring youths to training centers for counselling purpose
- DDUGKY stall organized during Namami Brahmaputra and Dhemaji Haat
- Village communities well aware of the programme when surprise visits conducted
- If candidates leave the job, counselling and motivational sessions conducted

2

Key Takeaways (1/2)



- Accelerate pace of skilling with quality
- Industry involvement in training
- Placement linked skilling – Champion/ Captive employers
- Develop skill and knowledge centric hubs to be set up
- Professionalize Govt institutions – revision in curriculum, add internships and apprenticeship
- OJT to be compulsory for first time skilled persons
- Encourage PPP/ international partnerships
- New foreign partnerships to enable global mobility – International certifications
- Need for regulator engagement in skilling domain
- Training of Trainers (ToT) and capacity building of assessors
- Leverage technology from enrolment of candidates to training to tracking placements
- Use of simulation as a key enabler of change for skilling sector
- IT & English language skills to be part of training

4

Replicable work done by Winning Districts

Karimnagar

- Collection of youth database through involvement of CBOs and Govt. Depts, door to door survey
- Parents counselling undertaken
- Demand Gap Assessment from Employers (Accenture)
- Conventions conducted to bring Companies and youth on a platform at Division Level
- Imparting training to match industry requirement
- Migration support centre: hostels database, smooth transition from rural to urban
- Placement tracking: Counselling of dropouts for continuation / migration
- Convention of informed choices (companies and youth on a platform at Division Level)
- Market Scanning - helped as a ready reckoner for placement of trained youth

3

Key Takeaways (2/2)



- Skilling to be used as a multidimensional tool to remove poverty
- Build awareness around the youth to make skilling aspirational
- Involvement of PRIs/ SHGs/ CBOs for mobilization and tracking of candidates
- Right kind of mobilization – informed decision wage vs. self employment
- Employable skill development opportunities in labour intensive industries such as agriculture, food processing, livestock, floriculture, horticulture etc. should be created
- Organize production clusters especially agri based, consolidate and skill youth around these enterprise
- Job melas to bring potential employers and local youth face to face
- Work preparedness for new job entrants and migration
- ASK AGENDA to be pushed

6

Thank you

CONCLUDING REMARKS BY THE CHAIR

The first day of Civil Services Day 2018 ended with a wrap-up session, chaired by Cabinet Secretary. Rapporteurs of the respective breakaway sessions presented key points discussed during the sessions (stated above). Cabinet Secretary concluded the session by stating the five common themes across all the sessions viz.

- a. awareness generation
- b. innovative approach for implementation
- c. use of technology
- d. convergence amongst various scheme
- e. building a robust database and using it

DAY 2: 21ST APRIL 2018

SESSION

PLENARY: ARTIFICIAL INTELLIGENCE FOR EFFECTIVE GOVERNANCE



The topic for plenary session was 'Artificial Intelligence for Effective Governance'.

SPEAKERS

Panelists

Sh. Ajay Prakash Sawhney, Secretary, Ministry of Electronics and Information Technology, Government of India (*Moderator*)

Dr. V. Kamakoti, Professor, Department of Computer Science and Engineering, IIT Madras and Chairperson, Artificial Intelligence Task Force

Prof. Rajiv Sangal, Director, Indian Institute of Technology (BHU), Varanasi

Prof. Narendra Ahuja, Director, Information Technology Research Academy (ITRA)

Dr. Anurag Agarwal, Director, CSIR Institute of Genomics & Integrative Biology (IGIB)

Ms. Debjani Ghosh, President, NASSCOM

Dr. Gautam Shroff, VP & Chief Scientist, TCS Innovation Labs & Member, AI Task Force

DISCUSSION

The session commenced with the moderator setting the tone for the session on '**Artificial Intelligence for Effective Governance**'

The key discussion points of the session on AI were:

- Role of AI in improving effectiveness, accountability and transparency of public delivery system
- Promoting adoption of AI technologies in Government institutions
- Leveraging AI for Social Good
- Capacity building of Civil Servants in Context of AI

Sh. Ajay Prakash Sawhney, Secretary, Ministry of Electronics and Information Technology, Government of India opened the session by talking about emerging technologies and Artificial Intelligence (AI). He put light on how AI is evolving in a rapid way and how it's going to impact our lives by changing the way we perform our daily activities.

Highlighting the importance of AI for efficient and effective governance, he specified the role government needs to play in leveraging the emerging technologies to create new possibilities for citizens. India needs to harness the potential of AI for deeper penetration of technologies in different domains to improve healthcare, education and agricultural facilities. As a major technological service providers to the rest of the world, he focused on developing expertise and build ecosystems in emerging technologies not only to solve our own country problems but to confidently maintain a competitive edge over the rest world by providing service in these emerging technologies.

He mentioned about the existing applications of Machine Learning and Deep Data Analytics by technology leaders of the world like Google, Facebook and other e-commerce giants by citing the examples of autonomous vehicles, convergence of services besides customization of advertisements and search suggestions according to individual interests. By describing Artificial Intelligence, he described AI as a set of multiple technologies which help machines to simulate human intelligence of various kinds making use of supervised and unsupervised machine learning, data analytics and also made reference to various Natural Language processing set of technologies consisting of Content Extraction from large data sets, Classification of Data, Machine Translation, Question and Answer Processing, Contextual Text Generation, Speech to Text and Text to Speech conversion and Computer Vision Technologies.

Stressing upon the need to escalate research on AI in India, he mentioned about sponsoring of research projects on AI in IISc and IITs by Ministry of Electronics and Information Technology. He complimented Department of Science and Technology for their work on Cyber Physical Systems and Department of Industrial Policy and Promotion for setting up an AI Task Force who published an excellent report on scope of AI. He concluded by making a special mention of

the task entrusted upon NITI Aayog to develop a National Strategy Plan for AI which will be used to create detailed Action Plan for various departments.

Dr. V. Kamakoti, Professor, Department of Computer Science and Engineering, IIT Madras and Chairperson, Artificial Intelligence Task Force Started the discussion by thanking the organizers for giving him the opportunity to basically share what happens inside the AI Task Force setup by DIPP. He began by introducing what AI is.

AI started as early as 1990s when the 1st “intelligent” washing machine came but was a rule based system wherein if certain rules are satisfied these actions have to be taken. As more and more data started accumulating these systems evolved into “Prediction-based Systems”. In such systems, machine starts learning from the past by learning the data and then predicts future situations, for example the traffic prediction system. Since the availability of data is increasing the term of “Big Data” has come into play. The era of Digitization allows the use of big data for supervised as well as unsupervised mission mode learning. An advanced stage is the self-learning and correcting capability of a mission. Thus, the above mentioned are all the states of AI and how it has grown in the past. Today with digital world and digital India in particular and the availability of big data we are looking at emergence of AI in a large-scale real time basis. With this in mind a task force was constituted by the Ministry of Commerce and Industries under the guidance of then Minister, Hon’ble Ms Nirmala Sitharaman.

The objective terms of reference of the task force were very clear and practical. It was to refer and understand used cases and provide specific recommendations and suggest certain national programmes. AI being very interdisciplinary has diverse members pulled in from different facets of life- academia, legal, medical, start-up large industries, etc. The task force wanted to be very inclusive and thus started a website soliciting public inputs. They received good inputs which they have carefully considered in their report. The Report draft findings were submitted to the PMO and the key ministries. The final report was approved on March, 2018 and is available on the DIPP website. The aim of the report was to think for ourselves based on our country’s needs with reference to international mission for AI. During the process they came across many reports that stated that AI would double the economic growth by 2035. In the section 5 of the report they covered AI and employment. On the outset they identified 10 domains relevant to India regarding AI intervention that will lead to benefits to the country. They also identified the key challenges in these domains and the cost-cutting measures that can be adopted such as awareness, data and enterprise. In contrast to countries like China, Japan and Korea where AI is regarded as a wealth-making enterprise and creator of new business opportunities, our mission was to be a problem-solver at scale. We need to have solutions to challenges without any backlashes.

The 3 policy questions that the report tried to answer were:

1. What are the areas where govt. should play a role?

2. How can AI improve quality of life and solve problems at scale for Indian citizens?
3. What are the sectors that can generate employment and growth by the use of AI technology?

AI is a people process technology and when you want to implement a large scale AI application, the 1st step is of people acceptance. He discussed a very interesting AI application case study called “Jann-Ki-Baat” that is relevant for today’s world and which the task force mentioned in their report as well. The report captures Disclosures, Complaints, and Feedbacks for & by the Citizens of India. It is a concept of a mobile app with Geo-tagging and the process that could be followed is all sanctioned Government

Public Works Projects and schemes could be geo-tagged. Then any citizen can view the projects being implemented in their area, they could submit feedback, complains, suggestions and upload photos anonymously. They could also track status of complaints with automatic escalation. The AI components used are Multi Lingual Text Processing, Language Processing - Properly route the complaints to the right department/category, etc. Thus all public and all ministries can use AI on this platform in a win-win mode. Given the democratic framework of India the AI development can happen with least possible social and economic disruption and maximum possible public support. Jann Ki Baat in this direction is a very low hanging fruit.

He then talked about responsible use, Ethics and Social Safety of AI. Today, AI has a legal and ethical aspect to it and there is a need for explainable behavior for any action taken by a machine and if it is engineered for safety. Also, more importantly is the safety, security and responsibility auditable. Secondly, Human mission interaction standardization is very important at an international level especially in fields like autonomous weapon platforms, etc.

Mr Kamakoti then moved to the most sensitive political topic regarding AI i.e. “**AI and Employment**”. The team looked at specific areas such as advisory solutions, healthcare, IT Services/BPO and interestingly they identified a case study of a start-up whose income has tripled and number of employees have par-tripled in the past 3 years by use of AI. They conducted their research and found that there would be role modification in employment sector thus re-skilling is the key especially in areas of natural- language processing, Neuroscience, etc.

Ultimately, the conclusion of the report was that a net impact of AI use would be positive mainly due to the factors that AI is Inter-disciplinary in character- the data that is being generated is the technical and IT bit which is the 20% part of AI the rest 80% is subjective. Data curating is labour-intensive and thus data scientists would be required. There is huge opportunity of new businesses and Human/social capital accretion will come up.

He presented the 10 sets of recommendations that the Task Force came up with following from the questions asked by the report above and the direction in which AI is aimed to be developed. In doing so they have used best international examples like japan on inter-disciplinary research, republic of Korea on Skilling and China on education. They aligned the recommendation based on active schemes like Namami Gange, Smart Cities and leveraging India’s scale and IT big data

material. Our view is that The Government should focus on the use of common and critical enablers for the use of AI across all the 10 identified domains, build the necessary infrastructure and lower the entry barriers for development of AI products and services. The latter would mean assigning ownership and transparent rules for usage of infrastructure and data. The National Artificial Intelligence (NAI) Agency has 3 core activities to build alliances between academia, industries and research establishments. They are identifying assignment related to India, National level survey on availability of clean data, AI challenge funds and to coordinate projects of national importance and promote interdisciplinary research. Other recommendations include **data Banks** which are very important, exchanges and ombudsman, resolving of conflict in terms of data usage, etc. If we want to be global leaders we have to look into standardization of usage. The report has also recommended some policy interventions in reskilling and human resource development. Lastly, recommendation to play active role in international rule making by shaping international policy decisions.

He concluded his talk by presenting a video that the task force collectively made where they requested Amandeep Gill, India's Ambassador and Permanent Representative to the Conference on Disarmament and Chair of the Indian Mission to the UN in Geneva, November 2016 where Mr. Gill highlighted the challenges of AI and the areas where government should take up lead such as in AI skilling, public private partnership and semi-soft infrastructure for AI. In the end Mr. Kamakoti summed up AI by saying it is like the internet in 1990s. We lack behind US, China, Europe and Israel but strongly believe that we can catch-up if quick follow-up actions are taken on some of the AI taskforce recommendations.

Prof. Rajeev Sangal, Director, Indian Institute of Technology (BHU), Varanasi explained the application of Artificial Intelligence (AI) in the field of Natural Language Processing and Speech Translation. Advocating a solution centric approach for development of AI based Language and Speech processing in India, he outlined the steps that need to be followed, starting with Identification of Societal Problems amenable to AI, which needs to be followed by Identification of specific AI technology needed to solve the problem, development of required technology and building of applications and solutions based on the new technology developed. He further specified the methodology that needs to be followed to develop AI based applications; Breaking up the major societal problem into sub-problems; Breaking the sub-problems into technology tasks; Deciding on significant tasks and solving them using AI technology.

To highlight the use of prescribed methodology, he made use of some societal problems as illustrations; Hundreds of MOOC videos (Massive Open Online Courses) are available on SWAYAM website of Government of India. Because most of the courses are in English, a lot of students are not able to exploit the opportunity provided by such high quality courses. In order to make these courses available in all India languages, an analysis needs to be done to identify the area of difficulty and determination of level of technology readiness required to tackle that difficulty. He mentioned that, Indian students face a challenge in understanding spoken English part of MOOC videos but find little difficulty in understanding the displayed content. The easiest solution often suggested is translation of spoken English part into Indian languages, to which,

he reacted by stressing upon the inability of present day technology in the field of speech to speech translation. However, he also mentioned about the necessity of working upon it in the background for a long term solution.

He suggested some possible solutions for immediate use, with the help of contemporary technology for spoken translation of material in education, which are; Transcription of Spoken English into text form with time stamps (which help in synchronization of text with speech) manually or semi-manually as technology for automatic transcription is not developed; Synchronization of transcribed text with Spoken English using standard technology (not involving AI); Translation from English to Hindi using text to text translation which can be done semi-automatically and involves the use of AI.

Quality of translation achieved through Text to Text translation is low, even if 'Google Translate' is used and the quality is even lower for translation of text related to specific domain subjects. So, customization of text to text translation technology is required according to Indian needs. Once translation from English text to Hindi text is made, it would make translation of English into any of the 22 official India Languages using Hindi text relatively easy because of structural similarity between Indian Languages. Thus, providing the facility of subtitles in any of the Indian Languages.

He introduced some other tasks which require application of AI to make them into a reality, like; An interpretation device for tourists capable of making translations in general/common language domain; Translation of Government documents into any of the Official Languages; Translation of Judicial documents from various Regional Languages into English (Reverse Translation) for Supreme Court of India and all High Courts; Access to traditional knowledge embedded in Sanskrit and Pali text related to Ayurveda or Philosophy with precise translation.

He proposed a very large scale ambitious idea of transforming the art of language learning in schools with the help of AI which would open new possibilities of incorporating new pathways to school education. An eighth or tenth grade student would be able to read any Indian Language with the help of machines. People would be equipped with digital technology so that they can translate any document available in digital form into any language. He further emphasized upon the possibility of a grade sixth student being able to read any regional language, a grade seventh student able to read any Indian Language and an eighth grade student able to read any language in the world with the help of machines which would revolutionize the education system.

He asked all to work on resolving India specific problems by involving different sectors of industry and academia by launching a competitive contest between Indian students for development of AI based technologies to fill gaps in existing technological framework. He concluded by laying emphasis on involvement of government in development of AI based technologies as with only government lead and initiatives can new benchmarks be achieved.

Prof. Narendra Ahuja, Founding Director of Information Technology Research Academy (ITRA) commenced his address by highlighting the value that AI could bring to the most crucial

aspect of livelihood i.e. food production, to a country like India by stating several examples. He started by citing the example of a prevalent practice by farmers in India to use fertilizers, pesticides and water in excessive quantities in hopes of good yield. However, they are under the wrong assumption that overdoing is better than underdoing. In this regard, in order to maximize the production from a sowing field 'Precision Agriculture', which makes use of limited fertilizer and pesticide, is required which can be accomplished only if the absolute nutritional needs of the soil are known. He said that India doesn't have adequate infrastructure to meet different agri-based requirements. He emphasized upon the need to develop a mechanism powered by AI, which can measure the nutritional requirements of soil, collect required data and provide right amount of nutrients at right place through the use of a robot. He also mentioned about a potential project named 'Hyperspectral Imaging based Soil and Crop Health Management' which can be taken up to improve crop yield.

He then talked about the problem related to loss in milk production by 15 to 20 percent due to improper monitoring of animals in India and hence, there is an urgent need for adopting key technologies pertaining to this. As a case, he mentioned that a large fraction of the heat cycle of buffaloes is missed as they do not express their internal state by any behavioral means. If the heat cycle is missed, a buffalo will not give birth and in turn not produce milk. AI can be used to monitor their internal state through sensors at very economical costs, so as to artificially inseminate them at the correct period. Further, a second cycle of sensors could be used to gage the effectiveness of the AI installed sensors in the buffaloes, which could lead to an increase of 15-20% milk production.

Prof. Narendra Ahuja put spotlight on the improvements that can be made using AI in cause detection. Here, he mentioned about an example of Northeast India to index and trace the path of consumption of certain food items like pork, prawns etc. For this purpose, systems can be developed to keep a track of every minute event which occurs in any process with major technologies, which would ease detection and remediation of problems occurring at different stages. He talked about losing 30-40% agriculture production to various kinds of losses and the loss is not just defined by structure but also by degree of use (i.e. nutritional value, health benefits, etc.). He discussed about a bag sensor developed by one of his students in Bihar or the use of mini robots in silos where wheat grains are kept to capture spoilage through methane gas and subsequently raise alarms. Further he pointed out several problems in the Indian ecosystem which can benefit from use of AI, such as; Postharvest management of Agri-Horticulture Commodities to eliminate degradation of quality and wastage of crop produce; Information and Communications Technology (ICT) based Livestock Information, Service and Knowledge Management system which could be used for identification of location and detection of root cause for spread of diseases in animals.

He talked about how India is destroying medicinal plants and herbs, almost to an extent of losing them in the near future. He suggested that a surveillance done through appropriate

sensors by looking at plant stress. He also quoted numerous other illustrations where advancements can be made with the help of AI, in fishing industry through 'Computer Vision based Technology for Automating Fish Species Identification'; Detection and Quantification of Pollutants in Inland Aquatic Ecosystems; Diagnostic Systems for infested crops and seeds in order to prevent their spread across borders and continents; field scale forecasting of weather to predict soil moisture which could be used to select the crop to be sown; system for sensing and wirelessly disseminating consumer water quality and leakage/theft information in water distribution network to ensure safety of consumers.

He mentioned that earlier AI was seen as a component of perception, reasoning and thinking. Before handheld devices, the role of AI was different. However, it plays a different role today. He said that AI has to be used in way that it solves the problems, because it is doable. He urged experts involved with different government departments to identify problems and find solutions for them with the help of technology to speed up the process of problem redressal and stressed upon solving problems which are more fundamental to India for improvement of efficiency in governance. He asked them to develop AI communities which will have cutting edge knowledge. He also said that the work has to be done differently in a different setting and the intellectual control has to be given to people. In the end, he eagerly said that AI would form an ideal foundation for collaboration amongst ministries to enhance the efficiency of government machinery and concluded by stating the vast potential AI holds for India in the future.

Dr. Anurag Agarwal, Director, CSIR Institute of Genomics & Integrative Biology (IGIB) discussed the role and impact of AI on the healthcare sector, in which the patients when sick are fearful, not rational and would not ask a question if AI can be trusted to save their lives. Further, it is also important to make note if such a person would be adequately satisfied with an interaction with a computer. He said that with the kind of human interventions required for patients, there is a need for Intelligence Augmentation (IA), Intelligent Infrastructure (II) as a subset of AI. He then went to discuss the basis definitions of AI and Machine Learning (ML). According to him, AI is human inspired cognitive processes. He gave reference to a paper written by John McCarthy in the 1970s on how computers would transform the medicine sector and since then medicine has continuously been progressing. He said that the earlier the compute power was small, but now the compute power is more as data is increasing becoming big, which human minds can't capture. He stated that IA is a smaller version of AI, which is practical and plausible today. Through IA, data and computation come together to create services to augment the functional capability of human beings and II is the web created to allow the aforementioned. He said that IA and II combined can do majority of tasks. He then went to highlight what AI/IA can do differently from humans, especially in the healthcare sector. He cited an example where he said that a patient expect the same degree of attention if he gets ill at 2 am in the night as would be the case if he gets ill at 2 pm in the afternoon. He mentioned that sometime doctors don't have enough time for the patients however, AI/IA can be duplicated and hence, the services can be provided to everyone at the same time.

As a lifecycle in the healthcare sector, he stated that it takes 15 years to become a doctor or healthcare professional, 15 years to become competent and only 10 years of professional life is left to pass on that knowledge, In addition, new changes come in the healthcare field every year. He mentioned that a typical human being can handle only 5-7 types of data at one time. Today in the digital age, the human being can handle only about 4-5 things at a time. He asked the audience to recall a discussion between a doctor and a patient, wherein the patient is explaining 3-4 problems faced by him/ her, but the doctor primarily focuses on the life threatening problem because it would be difficult to handle everything together, however, some of those things may have been critical. He then said that AI could tirelessly, patiently listen to the whole conversation, capturing every part of it, whether it was relevant to the doctor or not, but could be actionable information for the future and then flagging it and acting upon it.

As an extension of his example in the healthcare sector, he mentioned that even in the governance sector, people may be coming to an officer with 21 problems and the officer focuses on the 2 that he/she could solve. However, the 19 other problems could easily be listened to and flagged by a system. He then went on to discuss some advancements that intelligent systems have brought in chess. Coming back to healthcare, he said that eventually AI, not IA or II, will settle in, leaving doctors to do what are they do best i.e. take care of patients, develop soft skills and this would be a major change in role and India would need a lot of this. He then talked about the challenge of summarizing of problems faced by patients into language. Further, he mentioned that through a simple snapshot from the back of the eye, the systems could tell the age and gender of the person with 99% accuracy; diabetes with 80% accuracy; quantify the cardiovascular risk; etc., however, for taking the snapshot of the eye.

Dr. Anurag Agarwal then talked about the opportunities available such as India has a very low patient to physician ratio and IA/AI can help with that. There can be movements from hospitals to homes; shift from post illness to preventative care for patients; develop natural language processing to account for multiple Indian languages, which would prove to be a game changer; and shift from electronic medical records to personal health records. He mentioned the problem of Indian data to assist accurate AI data, which cannot be done with western data. According to him, this presents an opportunity for Indian companies. There is also a need for relevant manpower. He gave an example that Sri Lanka has created an MD in health informatics and India could create something similar. He said that India is a nation with nations, with multiple parts of India with entirely different problems and hence, each state needs its own data. Finally, he said that the time has come for change, the ones who adapt and survive and more importantly, the policy makers in healthcare need to adapt to this change.

Ms. Debjani Ghosh, President, NASSCOM, commenced by stating a few fact and figures. She highlighted that as per a report published by PwC, the impact of AI on the GDP of an economy which states that AI is believed to add USD 15.7 trillion boost to the global economy by 2030.

She said that if countries maintain status quo, the biggest beneficiary of this would be China with USD ~7 trillion of the total pool of USD 15.7 trillion, with America next in line with USD ~3.7 trillion. India is in the developed Asia block (with USD ~ 0.95 billion) and the individual number quite small. She then mentioned about an India specific research undertaken by Accenture which stated that India would hit the trillion dollar number around 2035. In this regard, she mentioned questions that should be discussed and debated upon – how can India accelerate the number and pass the number by 2030 and enter the significant player's list and how to do this. She said that the biggest challenge that any country faces (from US to UK) is lack of good talent. Hence, there is an urgent need for employable talent – not the ones who have simply read books and deliver lectures, but drive algorithms and create frameworks so as to start developing the solutions needed. She said that here India has a competitive advantage as the hub for stem talent. She shares the facts on large numbers of visas that Indians apply for US companies and she feels that this is a testimonial of the skills available and how that stands out over any other country. She said that this advantage should make way for aspiring for skilled jobs.

In align with this, she informed that NASSCOM decided to take this up as the single biggest mission of developing a skilling platform for future jobs that would not only drive the employability in India and create the skilled jobs, but also help India become a skilling partner to the world. She said while there were discussing the idea with Minister and Secretary Meity, the primary concern was how can this be done and how fast can the same be done and this gave the confidence to her and her team that they are on the right track. She said that in today's time, 9 or even 9.5 out of 10, the global skilling platforms on AI are focused on providing skills on core technologies – AI, Blockchain, etc. This would not speed up employability at the speed and pace which is needed to ensure so as to move people from jobs which would soon become irrelevant to jobs that are tremendously relevant for industry 4.0. She informed that since much time wasn't available, a platform was formed focused on the employability.

Aligned to this, the team at NASSCOM did a research with BCG which would include the key technologies that would have the fastest and highest impact on job creation and thereby, 9 core technologies were identified such as Internet of Things (IoT), cyber security, AI, robotics programming, etc. additionally, for each of these technologies, specific job roles were identified and the outcome was that these 9 technologies would create 115 new jobs in the next 2 – 3 years which did not exist before. She then went on to discuss how Indians would need to be skilled and re-skilled for these jobs. This also helps in increasing their employability value, not just on core technologies by the entire learning pathway would lead to creation of data scientist or robotics programme managers, etc. The total target for this was 4 million – with 2 million of skilling and 2 million of re-skilling and the first phase was launched in April by the Hon'ble Prime Minister primarily focused on AI and by September the other elements would also be ready. As an extension to this, she also informed about a collaboration with Government of UK to become skilling partner and that by end of 2019, more such partnerships would be forged, which highlighted the growth of Indian skilling sector.

She also mentioned that the talent gap or the talent crunch that is being seen as a roadblock for using AI most optimally to solve the problems in the fields of agriculture, health, education, urbanization, etc. She said that all are aware that AI has solutions for these problems. She also stated that using western solutions for Indian problems would not work because of huge diversity in the country. She also talked about the need for innovation which are built or customized for the Indian context, which would be done by human beings behind the machine. She said that she strongly feels that behind every smart machine, there is a smarter woman/man to customize it, or write the algorithms that would affect the solutions. Hence, she urged that skilling is extremely important, not broad, generic skilling but employability as a key factor. She then raised a few questions – first, what are the jobs that we are skilling for; how effectively and how fast can we drive customized skilling for each job so that India has the potential to become a talent hub, and subsequently, a talent partner for the world. She talked about a scenario or position where India could partner for developing the talent worldwide, and the kind of leadership status. In the end, she said that India should focus on what can be done and what can be done better by putting full strength more firmly than ever before, in addition to developing solutions for Indian problems and this is very achievable and doable. And finally, she said that training talent in India can definitely change the world.

Dr. Gautam Shroff, VP & Chief Scientist, TCS Innovation Labs & Member, AI Task Force was requested to talk about, how the major Indian IT companies view the challenges of Artificial Intelligence, how they are preparing themselves for Artificial Intelligence and how they can become the knowledge provider and service provider for rest of the world in the field of AI. He started the discussion by mentioning, what is happening in the world about AI and is the hype created about AI is real or not? He mentioned that now web economies (e-commerce, social media etc.) contain around 6% of Global GDP while 96% is still served by Banking, Insurance, Retail, Manufacturing, Telecom etc. who is having 4th generation customer base so they certainly see a huge opportunity in the field of AI & digital. There is also an urgency and urgency is to remain ahead to retain their customers.

He mentioned that Banks as a custodian of people's money and transactions, leveraging customer data to help customers by providing better service. Insurance companies are also using technologies and AI to prevent bad things happening and getting customers to pay for that. Retail is also using AI not only for marketing and advertising perspective but also for efficient supply chain, logistics and delivery by predicting the future orders. In utilities AI is being used by streaming the spectrum across the different energy sources by managing grid capacity, demand etc. Transportation sector (road, airways, shipping and railways) is also getting disrupted by AI.

He concluded that almost all sectors are having a huge opportunity and urgency to transform traditional economy fast by using AI to drive productivity. He said that all disruption happening in different sectors by AI and digitization is in 2 fronts; automation & amplification. Data is the key which acts as a fuel for AI. He mentioned that Data exchange and Data market places are

gaining momentum, groups and different industries like manufacturing, telecom, Banks and insurances etc. are coming together to exchange customer data, machine data in transparent and privacy preserving manner throughout their supply or value chain for better predictivity, customer service, maintainability, value. Data exchanges are also being setup with in large organization to enable the sharing of data at the right level of aggregation while preserving privacy and protecting the data rights.

He mentioned that 10 years ago TCS started the automation, 4 years ago TCS launched automation product. Most of IT management in TCS is automated. He specified about how automation has done within the company and how amplification is using to help employees to knowledge synthesis by getting access to all information about projects, customer accounts etc.

The session is followed up by Questions & Answers round where first question was on how The Government especially IT department is planning to handle the impact of AI in government systems & functionaries. **Sh. Ajay Sawhney, Secretary, MeitY** answered that question by mentioning that government with NIC is setting up a Data Analytics team and already there are many projects running across the countries and some early results have been seen. Government is also working on preparing National Strategy Plan on AI which will come up in couple of months. On basis of that detailed action plan for each department will prepare.

Second question was how much capacity a human brain should use to become super human or in other words can man create a machine that is more intelligent than him.

Dr. V. Kamakoti and **Dr. Anurag Agarwal** replied that question by mentioning the notion of emotions and feelings of machines, cognitive mode of brain. They mentioned that classification of problems where multiple dimensions are present, machines have proved them better in compare to humans but creativity is a challenge where still there is an indifference between human and machines.

Mr. Suresh Chandra, Law, Secretary asked that they have started one web application for monitoring court cases which captured over 2 lakh cases but they require data scientists to analyze the data. On that **Sh. Sawhney** replied that NIC team can help to recruit data scientist, also industries can help to fulfil the requirement. Further, **Ms. Debjani** also suggested that people having basic engineering knowledge can do some courses to acquire knowledge about AI.

AWARDS EVENT

ADDRESS BY HON'BLE MINISTER OF STATE (PMO & PP)



Sh. Jitendra Singh, Minister of State (I/C) for Ministry of Development of North Eastern Region, Prime Minister Office, Personnel, Public Grievances and Pensions, Department of Atomic Energy and Department of Space

आदरणीय प्रधानमंत्री जी, Principal Secretary Shri Nripendra Misra ji, Additional Principal Secretary, Dr P K Mishra ji, Cabinet Secretary P K Sinha ji, ARPG Sachiv, Eapen ji, यहाँ उपस्थित भारत सरकार के वरिष्ठ अधिकारीगण and ladies and gentlemen.

वैसे तो Civil Services Day का समारोह कई वर्षों से मनाया जा रहा है, लेकिन जैसे अभी इशारा किया कि इसके स्वरूप में बहुत बड़ा बदलाव आया है। अब Civil Services दिवस एक अवसर रहता है कुछ एक लोगों को पुरस्कृत किया जाता है, अच्छे काम का, अच्छी performance के आधार पर यह अवसर रहता है, best practices सांझा करने का,

अपने अपने अनुभवों को अपने अपने द्वारा किये गये प्रयोग experiments के आधार पर विचार विमर्श करने का और उससे भी ज्यादा जरूरी कि उभरते हुए नये Hindustan की नयी चुनौती और नयी तकाजों से अपने आप को रोशन करने का एक मौका।

लेकिन जैसे मैंने कहा, अब इसका स्वरूप काफी बदल गया है। पिछले दो तीन चार वर्षों में प्रधान मंत्री जी की प्रेरणा के चलते। एक जमाना था जब Civil Services Day का कार्यक्रम कई बार बड़ा मुक्तसिव सा कार्यक्रम होता था। एक छोटे से कस्बे में भी उसका आयोजन हो जाता था। कुछ एक लोग बैठते आपस में मिल बैठकर, गपशप भी होती, प्रीतभोज भी होता। Exchange of pleasantries भी होती। कई सालों के बाद मिलने पर गुजरे जमाने की खट्टी मीठी यादों का भी उल्लेख होता। मसूरी में एक साथ गुजरे हुए दिनों का nostalgic चर्चा भी होती, और फिर सब अपने अपने काम पर लौट जाते।

लेकिन आज, मैं यह आग्रह के साथ कह सकता हूँ कि Civil Services today has emerged as a very important and a very serious event in the academic calendar of India. यह दो दिवसीय academic conference का रूप धारण कर चुका है। अलग अलग session, अलग अलग स्तर, अलग अलग themes, अलग अलग subject, अलग अलग विषय। उन पर चर्चा भी होती है, और सम्बंधित विशेषज्ञ अपने विचार रखते हैं। Panel discussions, research presentations, research deliberations और समापन के उपरान्त compilation of the resource material to determine the way forward. So, it's become a very important brain storming resource event for Government of India.

और, इसी तरह से पुरस्कारों की प्रणाली में भी परिवर्तन आया है। Earlier the awards were primarily based on the performance of the individual officers. Today, they're based on the performance of the priority programmes of Government of India. उसी के चलते इस बार चार programmes चयन किया गया है, जिनको लेकर के, यह पुरस्कार प्रतियोगिता रही। अब मैं उसको दोहराना नहीं चाहता, लेकिन कहने का तात्पर्य यह है कि यह प्रयोग तीन वर्ष पहले आरंभ हुआ, 2016 केवल तिहत्तर जिले इस प्रतियोगिता में शामिल हुए थे। हम में से शायद कुछ को याद होगा इसी मंच से, इसी स्थान से इसी दिन, आदरणीय प्रधान मंत्री जी ने हमें एक बड़ी प्रेरणा भरी चुनौती दी थी कि क्या यह नहीं लगता कि केवल दस प्रतिशत जिले भी इतने सारे बड़े Hindustan में से इसमें शामिल नहीं हो पायें हैं। तो इसकी संख्या कैसे बढ़ाई जा सकती है, और मैं बधाई देता हूँ, ARPG विभाग को उन्होंने इस चुनौती को गंभीरता से समझा, दिन रात मेहनत की, नई methodology adopt की गयी, और नतीजे एक ही साल के भीतर देखने को मिले। 2017 में 599 जिले और इस वर्ष 643 Six hundred and forty three districts out of seven hundred odd districts of India, which is virtually hundred per cent. यह कोई साधारण बात नहीं है। और इसी प्रकार, Aspirational Districts जिसकी कल्पना प्रधान मंत्री जी ने अभी हाल ही में हमको दी है। देश भर में से एक सौ पन्द्रह ऐसे जिलों का चयन किया गया, 48 indicators के आधार पर। बड़ा वैज्ञानिक मार्गदर्शन है उसका और इन 115 जिलों में से भी 103 जिले ऐसे हैं जिन्होंने इस प्रतियोगिता में अपने entries भरी हैं। यह बड़ी महत्वपूर्ण बातें हैं, और उसके लिए शायद प्रधान मंत्री जी की प्रेरणा के चलते जिस प्रकार सक्रिय तौर पर ARPG ने साल भर परिश्रम किया है, उसका हमें यह नतीजा देखने का मिल रहा है।

प्रधानमंत्री जी, कुछ एक बातें साहब ने आपके सामने रखी हैं, मैं ARPG की तरफ से एक दो बातें आपके ध्यान में लाना चाहूंगा। सरकार बनते ही चार वर्ष पूर्व आपने हमारे आगे एक मंत्र रखा था। Maximum governance, Minimum government. और हमारी यह समझ है, कि maximum governance का लक्ष्य प्राप्ति के लिए नागरिक की भागीदारी अनिवार्य है। The citizen is an essential stake-holder of governance. और उसको लेकर के, गम्भीर प्रयास पिछले दो तीन वर्षों में हुए हैं। बहुत ज्यादा विस्तार में तो नहीं जाऊंगा, लेकिन आपकी अनुमति से दो एक संक्षिप्त उदाहरण।

ARPG में grievance cell लगभग inactive था, जब यह सरकार ने सत्ता संभाली आज हमारा एक vibrant grievance cell है। उसमें CP gram portal है। उसमें dashboard है। उसमें timelines है। उसमें deadlines है। कोई भी व्यक्ति अपने mobile से उस App पर, कभी भी बैठे हुए दिन रात किसी भी समय अपनी शिकायत, अपनी grievance दर्ज करवा सकता है।

और 2014 में जब यह सरकार आयी तो प्रति वर्ष grievances की संख्या दो लाख थी आज बढ़ कर के सोलह लाख, तथा दस गुना वृद्धि।

किसी ने मेरे से व्यंग में यह कहा कि कहीं ऐसा तो नहीं, कि मोदी सरकार के प्रति शिकायतों की संख्या बढ़ती जा रही है। तो मैंने उत्तर में कहा, कि इस बात का जवाब आज से 150 पहले उर्दू के मशहूर शायर मिर्जा गालिब दे गये, जब उन्होंने कहा कि जब तबको ही उठ गई गालिब, क्यों किसी का गिला करे कोई। गिला वहाँ किया जाता है, जहाँ अपेक्षा होती है। We have been responsive. We have been receptive. We have been prompt. We have been sensitive, and therefore, the People of India, have confidence to register their grievances with us.

दूसरा, Sir, citizen participation का pension को लेकर के सरकार बनते ही अपने एक बड़ी महत्वपूर्ण घोषणा की। Minimum pension एक हजार रुपये। सभी मंत्रियों की जिम्मेवारी लादी गयी, देश के भिन्न भिन्न स्थानों पर, मेरे हिस्से में चंडीगढ़ आया।

एक व्योवृद्ध महिला, जब अपना चेक बसूलने आयी तो उनके आंखों में आंसू थे। वो पैरों में गिर पड़ी, हम सब समसाज हो गये। वो कहने लगी, कि बेटा आप अनुमान नहीं लगा सकते, मैं कई सालों से मात्र 35 रुपये की family pension लेने के लिए हर महीने यहाँ आया करती थी। आप वापिस लौट कर के मोदी जी से कहना कि मोदी जी, यदि आप पहले आये होते तो मेरे जीवन की कहानी कुछ और होती।

हमने pensioners की बढ़ती हुए संख्या को देख करके, शायद हमारे ध्यान में है कि नहीं है आजादी के समय बहुत कम लोग थे जो pension प्राप्त करने दिन तक farewell party लेने जीवित रहते, क्योंकि life span केवल 50 वर्ष था आज भारत सरकार में serving employees की संख्या 55 लाख है, जबकि pensioners कि 60-65 लाख। और इस बढ़ती हुई संख्या को देख कर के, एक नयी चुनौती समझ कर के जहाँ प्रधानमंत्री जी ने insurance जैसी प्रावधानों का कल्पना की है, वहाँ ARPG में हमने pension portal लायी, biometrics introduce की, अनुभव एवं संकल्प जैसे कार्यक्रम। और यही नहीं, पिछले दो तीन वर्षों में कुछ एक ऐसे निर्णय लिये गये है जो मेरे ख्याल से 70 वर्ष किसी सरकार ने लेने का साहस नहीं किया, उदाहरण के तौर पर, self-attestation. अंग्रेजों के समय से चली आ रही थी प्रथा। Gazetted officer से दस्खत कराना। इस प्रथा को समाप्त कर दिया गया। तो देश भर यह संदेश गया कि यह एक ऐसी सरकार है, जिसमें इतने क्षमता है कि अपने देश के लिए युवाओं पर विश्वास कर सके। प्रधान मंत्री जी के निर्देश अनुसार junior पदों पर interviews को समाप्त कर दिया गया। Civil Services को लेकर के mentorship का एक programme introduce हुआ, Young Assistant Secretaries के लिए। लगभग 1500 irrelevant, obsolete rules को हटा दिया गया। प्रधान मंत्री जी ने कहा था, कि यह सरकारें नयी विधान लाने में गर्व करती हैं। हम obsolete विधान निकालने में संतुष्टि महसूस करें। और एक बार प्रधानमंत्री जी ने सुझाव दिया था, कि क्या ऐसा संभव है, कि भारत सरकार को विज्ञान भवन से बाहर निकाला जाय। ARPG ने पिछले कुछ समय से देश भर में क्षेत्रीय conferences करने का क्रम आरंभ किया है, जिसमें governance के विषयों को लेकर के, आम चर्चा की जाय, वहाँ के जन प्रतिनिधियों से, वहाँ के प्रशासकों से और इस क्रम के अंतर्गत हम गुवाहाटी पहुंचे। हम विजयवाड़ा पहुंचे। हम Vishakhapatnam पहुंचे। हम Nagpur पहुंचे। हम Jammu पहुंचे। हम Chandigarh पहुंचे। हम Nainital पहुंचे। हम Jaipur पहुंचे।

बहुत अधिक समय लेने का मुझे अधिकार नहीं है, हम सब आदरणीय प्रधान मंत्री जी के संबोधन के लिये उत्सुक हैं अपने बात समाप्त करने से करने से पहले में मुखतिम होंगा इन युवा अधिकारियों को और पुरस्कार विजेताओं को, जो अगले 25–30 वर्षों तक भारत सरकार और राष्ट्र की सेवा करने वाले हैं।

The Hon'ble Prime Minister has given us the concept of “New India”. And it is you, the young civil servants who have 30 more years to put in, who will be the architects of this “New India”. Me and many others like me may or may not be around, but you are the young torch bearers who will have the privilege of telling your children and your grandchildren, that you were a part of the team which contributed to the making of Modi's Young India. That's your opportunity.

WELCOME ADDRESS BY CABINET SECRETARY



Sh. P. K. Sinha, Cabinet Secretary, Government of India

आदरणीय प्रधान मंत्री जी, माननीय कार्मिक राज्य मंत्री जी, यहाँ उपस्थिति मेरे सभी वरिष्ठ अधिकारीगण तथा केन्द्र सरकार के विभिन्न विभागों एवं राज्यों से आये मेरे प्रिय सहयोगी,

Sir, Civil Services Day 2018 के अवसर पर मैं आप सभी का अभिनंदन करता हूँ तथा माननीय प्रधान मंत्री जी का हमारे बीच पधारने के लिए हृदय से धन्यवाद देता हूँ।

यह कार्यक्रम हम 2006 से मना रहे हैं परन्तु विशेष कर पिछले तीन वर्षों में हमने इसे माननीय प्रधान मंत्री जी के मार्गदर्शन में और अधिक उपयोगी और प्रेरणा दायक बनाने का प्रयास किया है।

वर्ष 2016 से इसे हम दो दिनों के लिये आयोजित कर रहे हैं तथा इस अवसर पर प्रायोरिटी प्रोग्राम के अंतर्गत उत्कृष्ट प्रदर्शन को पुरस्कृत करने के अतिरिक्त हम विभिन्न चयनित और समय के अनुसार महत्वपूर्ण विषयों पर गहन चर्चा आयोजित करते हैं। इस वर्ष चार priority programmes चयनित किये गये थे।

1. प्रधान मंत्री फसल बीमा योजना
2. प्रधान मंत्री आवास योजना
3. दीन दयाल उपाध्याय ग्रामीण कौशल्य योजना, और
4. Promoting Digital Payments.

गहन चर्चा हेतु दो विषय लिये गये— पहला “Evolving Strategies for Transformation of Aspirational Districts” तथा दूसरा “Artificial Intelligence for Effective Governance”.

Aspirational districts देश के वे जिले हैं, जो अधिकतर socio-economic parameters में अन्य जिलों के अपेक्षा पीछे हैं तथा जिन पर विशेष ध्यान देने की आवश्यकता है। परंतु इन्हें backward districts ना बुलाकर aspirational districts की संज्ञा माननीय प्रधान मंत्री जी द्वारा स्वयं दी गयी है, तथा उसके लिए एक विशेष कार्यक्रम की रचना भी की गयी है।

इसी प्रकार, artificial intelligence के क्षेत्र में समग्र विकास तथा governance व technology के उपयोग हेतु भी माननीय प्रधान मंत्री जी द्वारा सदैव बल दिया जाता है।

Civil Services Day के अवसर पर Prime Minister's Awards for Excellence in Public Administration दिये जाते हैं। उनमें एक व्यापक participation एवं प्रतिस्पर्धा की भावना के अंतर्गत करने का प्रयास हमने किया है। इन प्रयासों का ही नतीजा है कि जहाँ वर्ष 2016 में 74 जिलों से प्रस्ताव प्राप्त हुए थे, वहीं 2017 में 599 डिस्ट्रिक्ट ने भाग लिया और इस बार यह संख्या भर कर 643 हो गयी है।

पिछले वर्ष 599 districts से 2345 proposals आये थे, जबकि इस वर्ष 643 districts से 3009 proposals प्राप्त हुए हैं। इनमें से लगभग एक हजार प्रस्ताव केवल innovation category के अंतर्गत प्राप्त हुए हैं।

इस वर्ष innovation category के अंतर्गत aspirational districts के लिये भी अलग से एक पुरस्कार रखा गया है और यह भी संतोष का विषय है कि 115 ऐसे जिलों में से 103 ने अपना नामांकन भेजा है।

इस प्रकार, इस वर्ष पहली बार भारत के विभिन्न मंत्रालयों में कार्यरत Additional Secretaries, Joint Secretaries, व Directors, Deputy Secretaries के contributions के लिये भी अलग से पुरस्कार रखे गये हैं जिसके अंतर्गत 25 मंत्रालयों से नामांकन प्राप्त हुए हैं।

इतनी बड़ी संख्या में प्राप्त नामांकन की scrutiny तीन layered process के माध्यम से की जाती है। संबंधित अधिकारियों द्वारा presentations के अतिरिक्त call centres से feedback लिये जाते हैं, तथा भारत सरकार के अधिकारियों द्वारा spot studies भी किये जाते हैं।

ऐसी स्थिति में हम कह सकते हैं कि competition बहुत stiff रहता है तथा प्राप्त proposals का सही आंकलन भी हो पाता है। इस कड़ी प्रक्रिया की उपरांत जिन जिलों और अधिकारियों को पुरस्कार आज मिलेगा, उन्हें मैं हार्दिक बधाई देता हूँ।

मैं अपने अनुभव से यह कह सकता हूँ कि civil servants के विकास और उनको motivate करने के दिशा में, माननीय प्रधानमंत्री जी की विशेष रुचि रहती है।

पिछले कुछ महीनों में उन्होंने भारत सरकार के Deputy Secretaries, व उपर के सभी अधिकारियों के साथ groups में व्यक्तिगत बैठकों की थी और उनसे सुझाव भी आमंत्रित किये थे। इतना ही नहीं, उन्होंने लाल बहादुर शास्त्री National Academy for Administration मसूरी में भी दो दिन रह कर विस्तार से foundation course के नये अधिकारियों के साथ interact किया था।

नये बैच के IAS अधिकारी जिनकी तीन महीने के लिये भारत सरकार में Assistant Secretary के रूप में तैनाती पिछले तीन वर्षों से हो रही है, उनको भी अपने व्यस्त कार्यक्रम में से समय निकाल कर कई बार वे मिलते हैं।

Civil Services Day की इस अवसर पर हम सब अपने को public service एवं देश के विकास के प्रति पूर्ण समर्पित करते हुए यह भी प्रण लेते हैं कि Civil Services की highest traditions को हम बनाये रखेंगे।

यहाँ संचालित हो रहे इस कार्यक्रम को देश भर के civil servants राज्य और जिला स्तर पर telecast एवं webcast द्वारा देख रहे होंगे। मैं उनको इस वर्ष उनकी व्यापक सहभागिता हेतु धन्यवाद देता हूँ, और Civil Services Day के उपलक्ष में उनका अभिनंदन भी करता हूँ। इन शब्दों के साथ माननीय प्रधान मंत्री जी का आभार व्यक्त करते हुए उन्हें यह आश्वासन देना चाहूंगा कि उनके नये भारत की जो कल्पना है, उसे साकार करने में हम पूरी मेहनत और लगन से काम करेंगे। धन्यवाद जय हिन्द।

FILM ON AWARDS WINNING INITIATIVES



Film on Award Winning Initiatives: New India – Shaping the Future

The film on award winning initiatives shows the 15 exemplary work done by the districts/other implementing units selected for PMs Awards 2018 which were felicitated on 21st April, which is celebrated every year as Civil Services Day. Amongst these, 11 awards were presented for excellence in implementation of identified Priority Programmes of The Government of India, namely Pradhan Mantri Fasal Bima Yojana, Pradhan Mantri Awas Yojana – Urban & Rural, Promoting Digital Payments, and Deen Dayal Upadhyaya Grameen Kaushalya Yojana.

This film also showcased the new initiatives undertaken taken in the innovation category. Out of the two awards in innovation category, one has been conferred to an Aspirational District and second for to a Central organization. Two awards for Additional Secretary/ Joint Secretary level officers and Director/ Deputy Secretary serving in Government of India for contribution towards bringing about transformational improvements in policy and processes/systems were also highlighted through the film.

Film can be viewed at <https://www.youtube.com/watch?v=YA0XtyNXljQ&>

RELEASE OF BOOKS BY HON'BLE PRIME MINISTER

BOOK 1: NEW PATHWAYS



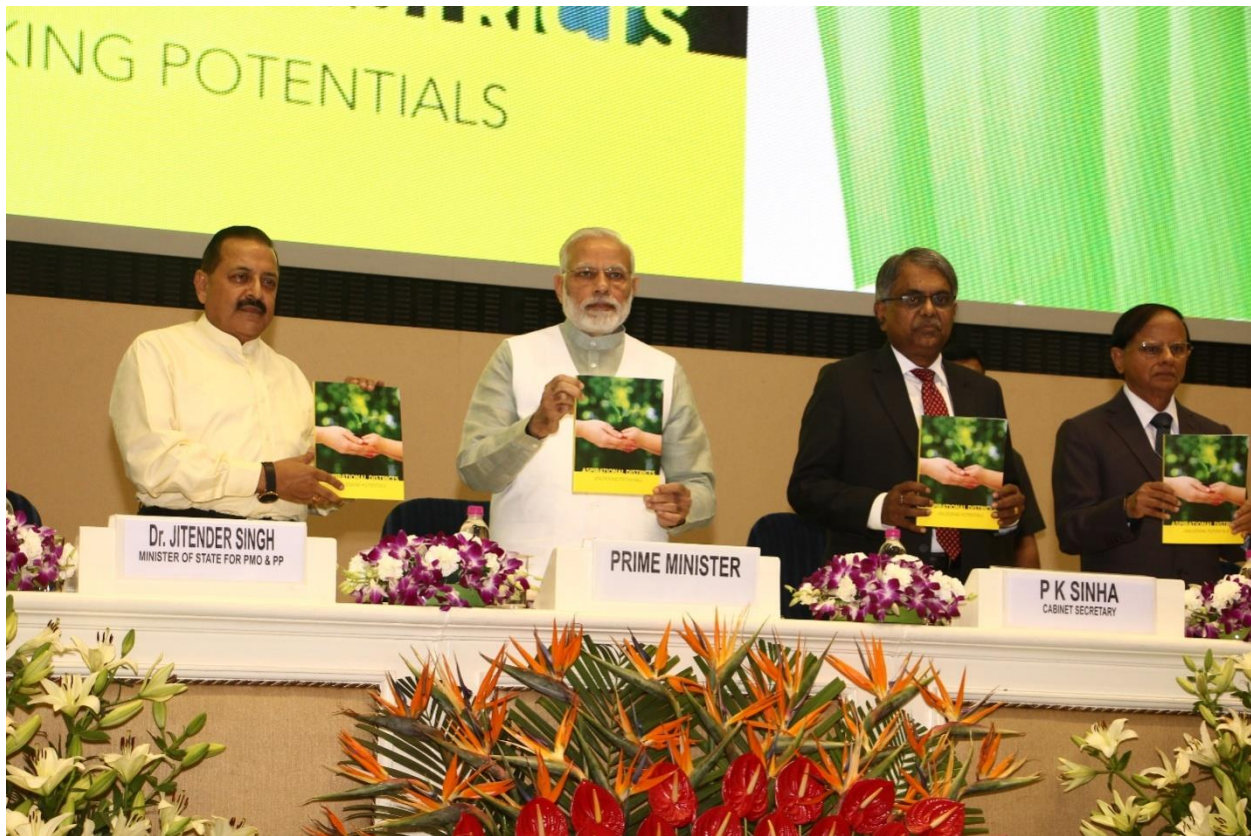
Book 1: New Pathways

Hon'ble Prime Minister launched a coffee table book consisting of significant details of 34 success stories related to implementation of priority programmes viz., PMAY-U, PMAY-G, DDUGKY, PMFBY and Promoting Digital Payments in Districts shortlisted for Prime Minister's Awards, 2018. The book also includes 28 successful innovative initiatives undertaken across the country.

The book can be downloaded from DARPG website at:

<https://darpg.gov.in/sites/default/files/CSD-2018/New-Pathways-Coffee-Table-Book.pdf>

BOOK 2: ASPIRATIONAL DISTRICTS – UNLOCKING POTENTIALS



Book 2: Aspirational Districts – Unlocking Potentials

Hon'ble Prime Minister released a second book relating to developmental strategies for transforming 115 Aspirational Districts, which were selected through a transparent process of continuous interaction with the States. This initiative is being coordinated by NITI Aayog and the approach towards development of relevant social and other parameters in the areas of health and nutrition; education; agriculture and water resources; financial inclusion and skill development; and basic infrastructure, with the aim to stimulate equitable growth and development.

The book can be downloaded from DARPG website at <https://darpg.gov.in/sites/default/files/CSD-2018/Aspirational-Districts.pdf>

DISTRIBUTION OF AWARDS

PRADHAN MANTRI FASAL BIMA YOJANA



Group: North East & Hill States

District: West Tripura

Exemplary Work Done in District under the Programme

- 109 publicity campaigns and farmers' awareness programmes have been conducted in 2016-17, and 140 have been conducted in 2017-18 at the District, Block, Sector, and Gram Panchayat levels. Publicity has been done through social and electronic media and m-Kisan State Portal.
- Regular co-ordination and review meetings with all stakeholders were conducted along with intensive awareness campaigns by District Administration to incentivize newly insured farmers.
- Village Level Entrepreneurs (VLEs) operated at Common Service Centres (CSCs) for the increased participation of farmers. SHGs, Farmer's Club spread awareness about the Programme.
- Both Village Level Workers (VLW) and Insurance Company representatives were present during the processing of applications and assessment of crop damage.

- Information regarding insured farmers was uploaded timely on Crop Insurance Portal by various financial institutions.
- Geo-tagging and photo uploading during Crop Cutting Experiments (CCE) were also done. Under electronic submission of CCE, 63.2% of the target has been achieved for Kharif 2016 and 61.4% for Rabi 2016.
- Additionally, electronic transfer of compensation directly into Bank accounts of farmers took place.

Impact

All 48 submitted claims were settled in the year 2016-17.

Parameters	Kharif		Rabi	
	2016	2017	2016	2017
1. Total number of insured farmer applications	279	358	1,659	4,311
2. Percentage of insured non-loanee farmer applications	26.5%	34.4%	70.8%	92.1%
3. Total cropped area (hectares)	59,948			
4. Percentage of insured cropped area	0.2%	0.3%	0.7%	1.1%

Promoting Digital Payments



Group: Other States

District: Beed, Maharashtra

Exemplary Work Done in District under the Programme

- District administration conducted special Gram Sabhas in all 1031 Gram Panchayats to educate the people about PMFBY.
- 2,949 Common Service Centres (CSC) were established providing technical assistance to Village Level Entrepreneurs (VLE).
- District level call centre, print media and electronic media was used such as All India Radio, local cable channels, published bulletins and posters.
- Training was provided to RDD & Revenue Staff at Village Level and VLE for filling of crop insurance form through CSC centers.
- Senior officers like Divisional Commissioner and Agriculture Commissioner were involved in District level discussion groups.
- Banks were opened on Sundays and public holidays for farmers to submit applications and Krishi Mitras participated by assisting in filling application forms.
- Farmers' producing organizations, ideal farmers in the District, Gat Sheti farmers, etc. assisted in the process. NGOs like Global Parli, Manavlok and Chief Minister Rural Development Fellows in villages also got involved in the programme implementation.

- Applications were uploaded online via an online portal (<http://agri-insurance.gov.in/login.aspx>). CCE results were submitted through mobile app (CCE Agri) and compulsory usage of geo-tagged photo took place.
- The scheme used compete Aadhaar authentication via usage of Aadhaar number (de-duplication, etc.) and linkage to Jan Dhan Account. It also leveraged other schemes like Nanaji Deshmukh Krishi Sanjivani Yojana, Gat Sheti Yojana, Magel Tyala Shet Tale and Magel Tyala Vihir.

Impact

- 100% claims were settled of Kharif and Rabi 2016 within time (Rs.232.84 crores and Rs.4.05 crores, respectively).
- District was 1st in the state to get maximum number of applications in Kharif 2016, 2017 and Rabi 2016, 2017.

Parameters	Kharif		Rabi	
	2016	2017	2016	2017
1. Total number of insured farmer applications	13,58,466	12,19,837	1,61,074	3,78,274
2. Percentage of insured non-loanee farmer applications	84.4%	92.8%	97.8%	98.6%
3. Total cropped area (hectares)	10,38,800			
4. Percentage of insured cropped area	48.8%	53%	9.5%	19.7%

PROMOTING DIGITAL PAYMENTS



Group: North East and Hill States

District: Bishnupur, Manipur

Exemplary Work Done in District under the Programme.

- With the aim to create awareness about Digital Payments mission, local people were involved along with different civil societies regularly.
- Further, door-to-door campaign were organized for financial literacy and to educate people about the digital payments. Workshops were conducted along with competitions in schools and colleges.
- Karang Island was a remote and backward region which was relatively cut-off from the District due to insurgency issue for a long time. In this regard, incentives were provided for training towards digital payments and 5 POS machines were provided on the island. Self Help Groups (SHGs) and youth clubs were involved for community mobilization and parallel activities were conducted on the island for Aadhaar enrolment and Bank account opening. Additionally, shop-to-shop awareness was also provided coupled with set up of POS machines for fertilizer dealers.
- Campaigns were launched in market areas among merchants and consumers to promote digital payments. An '*I Pledge*' campaign was launched to contribute to the Government's vision of creating a cashless, and corruption free India by spreading information about digital financial transactions.

- Incentive scheme were provided to promote BHIM (i.e. 'Install BHIM and get INR/- 50'). Free POS machines were provided for merchants and fertilizer dealers who open current account.
- Digital Bishnupur - An online channel was launched to make people literate about digital payments and create awareness among the citizens. In addition, social media interventions were made for promoting digital payments.

Impact

- Karang Island of the District became first cashless island of the country.
- Cash outflow per capita from SBI Bishnupur branch reduced by 33% and Bishnupur district got the 2nd position in painting and slogan writing at state "Digi-DhanMela" 2017.
- All 24 Gram Panchayats, 6 Municipal Councils are enabled with Public Financial Management System (PFMS) facility.
- 92% of Bank accounts were seeded with Mobile and 70% of Bank accounts were seeded with Aadhaar.
- Further, percentage of electricity bills paid through digital payment mode increased from 78% to 97% in the last 20 months.



Group: Union Territories

District: Daman, Daman & Diu

Exemplary Work Done in District under the Programme.

- Digital payments awareness was created by following ‘Train the Trainers’ model in the District. Around 1000 people from various sectors and groups were provided extensive training.
- Promotions were done for the programme by leveraging banners, hoardings, mass SMS and social media platforms.
- A special meeting was organized for more than 700 industrialists where they were imparted training on various modes of cashless payments and urged to ensure that their employees and workers also switch to cashless modes of payments.
- Further, 140 teams were formed to undertake door-to-door campaigns (to ensure that at least 1 person from each household does a digital transaction).
- A mega Cashless Daman campaign was launched where the District Administration officials addressed 3000 people on digital payments. It was made mandatory for industries to make payment only through Bank accounts.
- Digital payments videos involving students, teachers, small vendors were made and circulated over WhatsApp, Facebook and Twitter.

Impact

- In all 11 Panchayats, funds were disbursed through Public Financial Management System (PFMS) only and cashless fund collection facilities were available at Citizen Services Centres.
- POS machines and other digital payment facilities were provided in all 38 Fair Price Shops. All 10,000 fishermen purchased diesel through cashless methods only.
- All industries moved to 100% cashless payment of salaries to workers. All distilleries, petrol pumps, restaurants and hotels have digital payment facilities.
- Further, Cashless Citizens Services (i.e. G2C, B2C services) were provided at 37 Common Service Centres (CSCs).
- Government to Government payments were 100% digital and Government payments to beneficiaries was 100% via Direct Benefit Transfer (DBT) only. All Government receipts above Rs. 1000 were accepted through digital payment only.
- 92% of Bank accounts were seeded with Mobile and 83% of Bank accounts were seeded with Aadhaar.
- The percentage of electricity bills paid through digital payment mode increased from 21% to 46% in the last 20 months.



Group: Other States

District: Sonipat, Haryana

Exemplary Work Done in District under the Programme

- Identification of stakeholders and establishments was done to identify areas with maximum footfalls.
- Digi Dhan Mela was conducted where 170 stalls were set up and footfall was around 1,50,000 and 112 awards were given.
- To augment the digital infrastructure, identification of gap between availability & requirement of Digi infrastructure was done.
- 1100 medium size banners were put up 1,00,000 handbills were circulated. Additionally, banners were pasted on auto-rickshaws in all towns of the District.
- All Government schools spread the benefits of cashless payment to students during morning prayers. Further, private schools were instructed to give homework about digital payment methods which had to be completed by students with the help of their parents.
- 'No Cash Hours' was introduced at Government to Citizen touch points in the District.
- More than 1,90,000 digital transactions were facilitated by Saksham Yuva groups
- 1558 key employees were trained initially who, in turn, trained 8000 employees of various departments.

- Training camps of traders, petrol pump owners, general public were held at Tehsil and subdivision level. In addition, training was provided to rickshaw drivers and vegetable vendors.
- Social media platforms (such as Facebook and Twitter) were leveraged for promoting digital payments. Bulk SMS campaign was created to generate awareness about digital payments. Video messages were broadcasted on cable TV channels and social media platforms.

Impact

- Sonipat has implemented 100% cashless enabled Subji Mandi. It also has the state's first 100% cashless e-disha Kendra.
- Out of a total of 366 Fair Price Ration Shops (FPS), 350 are cashless enabled.
- Additionally, all 4 sub divisions, 6 Tehsils, 5 Municipal Offices are cashless enabled.
- Number of POS machine increased from 273 (Nov 2016) to 658 (Nov 2017).
- Further, 81% of Bank accounts were seeded with Mobile and 82% of Bank accounts were seeded with Aadhaar.
- Percentage of Electricity Bill through digital payment mode has increased from 4% to 88% in the last 20 months.

PRADHAN MANTRI AWAS YOJANA

GRAMIN



Group: North East & Hill States

District: Kangra, Himachal Pradesh

Exemplary Work Done in District under the Programme

- Conducting sessions for creating earthquake resistant structures for the seismically sensitive Kangra District.
- Officials and non-officials associated with the construction were trained and equipped with the guidelines of the scheme, construction technologies and MIS part of the scheme. Briefing of these stakeholders was done from time to time.
- Masons were provided training of construction techniques at Government Polytechnic Sunder Nagar along with technical staff of Blocks.
- The Awaas app was downloaded on the mobiles of those Officials who were assigned the houses for construction and monitoring.
- The existing technological options were used i.e. mobiles with officials and technical expertise of field level functionaries and trained masons.
- Design and typology were the crucial requirements, which were incorporated by engaging local masons and using local designs and earthquake proof structures.

- Houses were constructed as per the need of the beneficiary, cost effectiveness and maximum use of local materials. The basic requirement of the scheme i.e. 25 sq. mt. area along with kitchen and sanitary latrine was ensured in the construction of all houses.
- Due to spillover effect of urban areas, people in rural areas were opting for brick masonry and slab houses owing to the durability and ease of construction of such houses.
- Convergence was done with the MGNREGA by way of providing 95 DAYS unskilled labor to the beneficiary whose house is under construction (556 cases). 232 Toilets were constructed in convergence mode under MGNREGA.

Impact

So far, Out of 1068 sanctioned houses against the target, 711 houses have been completed.



Group: Other States

District: Neemuch, Madhya Pradesh

Exemplary Work Done in District under the Programme

- Several initiatives were undertaken for creating awareness such as celebration of the completion of houses on Awas Diwas, programmes conducted on digital Banking, Government insurance schemes and Mukhya Mantri Swarozgar Yojana.
- Multiple hygiene and sanitation drives were conducted in the form of construction of twin-pit toilets, community level meetings to sustain use of household toilets and benefits of Open Defection Free (ODF) environment.
- In addition, 3M Facilitation Model (Man, Mason, Material) was adopted by the District. Further, a PM Parivar card was issued by creating a family profile (based on standard of living, social indicators and economic indicators) and updating details on the portal.
- Capacity building of officers was undertaken at different levels on construction, monitoring, etc. The District provided 45 days training, comprising of both theory and practical, held at Block level to train masons as 'Rajmistris'. For this purpose, 105 unskilled labourers, 35 from each block, were selected and trained as 'Rajmistris'. A total of 732 people were transformed from unskilled labourers into certified skilled 'Rajmistris' during 2016-18. Model houses were constructed during training programmes.

- The officers were trained to use technology mediums (such as geo- tagging and software handling).
- Use of only locally produced construction materials (such as Singoli stone for slab construction and Suvakheda stone for flooring, bricks and cement, etc.) were promoted.
- District Administration ensured timely transfers of funds for purchase of materials and construction materials at affordable rates.
- Convergence was done with other schemes by way of gas connections provided through Ujjwala Yojana, electricity connections through Saubhagya Yojana and toilets constructed through Swachh Bharat Mission (SBM). Additionally, 12 brick enterprises were set up under Mukya Mantri Swarozgar Yojana which have supplied construction materials. 46 centering enterprises were set up under Mukya Mantri Swarozgar Yojana which have provided services in construction of houses under PMAY (Gramin). 150 Self Help Groups (SHGs), whose members are beneficiaries of the scheme were provided with Bank linkages

Impact

So far, out of 5026 sanctioned houses against the target, 3931 houses have been completed.



Group: Union Territories

District: Puducherry ULB, Puducherry

Exemplary Work Done in Urban Local Body under the Programme

- Government of the Union Territory, with a vision to extend the benefits of the PMAY scheme to all the section of society had given wide publicity about the scheme through print and digital media.
- Applications were invited from public to ascertain the housing demand. The applications received were segregated based on the documentary proof submitted in respect of the ownership of land.
- The validation was undertaken by spot verification, including exclusion of duplicate beneficiaries. The list of the applicants who were found to be the eligible for selection under the Beneficiary Led Construction (BLC) vertical of PMAY were published for social scrutiny by displaying prominently in different offices and respective implementation agency offices. In addition the list was also uploaded in The Government web site for information.
- Public was informed through newspaper advertisements and was given a limited time period for submission of their views / objections / comments with regard to the list of beneficiaries. The submission received from public were duly addressed and the final list was placed for selection to the State level monitoring and selection committee of PMAY for facilitating the financial sanction.

- The Puducherry Government, by converging the state level housing scheme of Perunthalivar Kamarajar Centenary Housing Scheme (PKCHS) extended Rs. 2 lakhs to each beneficiary of BLC- PMAY. Out of this, Rs. 1.5 lakhs was provided by Central Government for the PMAY scheme and Rs. 50,000 was given from the financial sanction made under the State Housing Scheme.
- In addition, there was convergence with other schemes like Swachh Bharat Mission IHHL and Smart Cities Mission was also done.

Impact

The total demand received was 9077. The number of validated demand were 7865 and the total houses sanctioned ((between 01.04.2016 – 31.12.2017) were 4236.



Group: Other States

District: Greater Hyderabad Municipal Corporation, Hyderabad

Exemplary Work Done in Urban Local Body under the Programme

- As part of the pre-construction strategy adopted to meet housing demand, several steps were undertaken such as area specific demand assessment, consultations with stakeholders, identifying free land for development of houses, preparation of layout, obtaining approvals, preparation of cost estimations and finally ensuring budget provisions.
- The Government of Telangana brought in a novel concept and a flagship programme to enable 2BHK vertical development houses with inbuilt maintenance mechanism and social and physical infrastructure provision on par with the private sector. This was termed as the 'Dignity Housing' model. Under this model, 3 types of houses were planned to be constructed, i.e. G+3 (In situ); S+5 (In situ and Vacant) and C+S+9 (Vacant).
- Counseling and awareness were activities undertaken by Urban Community Wing (UCW) of GHMC and SRACO NGO.
- Adoption of Shear wall technology which enabled a production cycle of only 1-3 days because of higher precision and smoother finishes in production of walls and slab units.
- Precast concrete building construction model was also used which allowed reduction of in site labor and formwork and in turn, increased the speed of

construction with improved durability. Additionally, MIS was used for capturing online data of beneficiaries, details of funds released and geo-tagging of projects.

- Convergence with other Departments to reacquire unutilized land holding including coordination by Chief Secretary to Government and active coordination with District Collectors.
- Further, Jawaharlal Nehru Architecture and Fine Arts University (JNAFAU) was involved for the designs of 2BHK housing model.
- In addition, fly ash bricks and PPC cement was used in compliance with regulations by Ministry of Environment, Government of India.

Impact

The total demand received was 1,19,255. Further, the number of validated demand is 1,07,267. Out of this, the total number of houses sanctioned between 01.04.2016 – 31.12.2017 are 94,108.

DEEN DAYAL UPADHYAYA GRAMEEN KAUSHALYA YOJANA



Group: North East and Hill States

District: Demaji, Assam

Exemplary Work Done in District under the Programme

- Awareness was created through the circulation of leaflets, banners, and conducting meetings in the village and Gram Panchayat.
- A youth database survey through Community Resource Persons (CRPs) was also conducted. Eligible school dropout youths are identified and registered by DDU-GKY officials from different villages and Panchayats so as to prepare them for sending them to training centers.
- The CBOs and their sub committees are given orientation about the Yojana and accordingly they discuss it in their meetings so as to get good output from the Scheme.
- DDUGKY stall was highlighted during NAMAMI Brahmaputra and Dhemaji Haat.
- Organizations such as CBOs/SHG/VO/CLF were strengthened and were provided access to the training centres and encouraged to interact with the trainees. Regular meetings were conducted in the PIAs at Block and District level.
- There was convergence with MGNREGA to create awareness about the DDUGKY scheme.
- Use of technology was promoted at multiple levels by promotion of Kaushal Panjee for online registration of candidates, and the use of smart phones to relay information relating to the scheme.

- To ensure transparency, SHG and VO members were given access to the training centres to meet candidates from their region and interact with them.
- In addition, the candidates were counseled by District and Block level officials through visits to the training centres.
- Before mobilization, regular meetings were conducted with PIAs and strategies were adopted to reduce the number of dropouts. The community was made aware about the reasons of dropouts and the possible ways to combat them, and the parents are counselled for the same.
- The sustainability and replicability of this programme stemmed from the positive impact that was created in Dhemaji as deprived sections of the community gained access to a career and develop their skills

Impact

- Out of the allocated District target of 1875 for training, 153 candidates completed training. Further, 120 candidates are placed for 3 or more months.
- The number of candidates in SECC households in the District with at least one deprivation is 1,55,978 and a total of 272 candidates were mobilized.



Group: Other States

District: Karimnagar, Hyderabad

Exemplary Work Done in District under the Programme

- Awareness was created through campaigns at Panchayat level and wide publicity through various media mediums.
- Visits to junior colleges were made where the young unemployed were briefed about the programme and resource persons interacted with the youth.
- At every level of the process, community organizations like SHGs and Village Organizations (VOs) were involved at every level of the process, specifically in motivation and awareness generation, identification of skill gaps, identification of target skills, and registration of students. NGOs, public representatives, and alumni of the programme were also involved in motivation of candidates.
- The use of the technology for this programme involved SMS alerts, interaction with employers through video call facility, and counselling with job role based videos.
- Call centre support for registration, counselling, and grievances redressal was also established, and success stories of candidates were shared on the website of the programme.
- To maintain transparency, candidates were selected through screening camps at the village level. All training and placement details were provided on the programmer website. Progress reports of candidates/trainees were prepared which were shared with the parents, supplemented with monthly parent meetings at the training centres.
- District Rural Development Authority staff carried out home visits for mobilization, counselling of dropped out youth and acquired feedback from stakeholders.

- The courses offered in the training programmes were recognized by the National Council for Vocational Training (NCVT), Sector Skill Council (SSC), or Ministry of Rural Development (MoRD), with a minimum duration of 90 days with 75% assured placements, with mandatory coverage of 50% SC/ST, 15% minorities, 33% women and 3% people with disabilities.

Impact

- 2209 candidates were trained in the programme, exceeding the allocated target of 1201. 2072 candidates were placed into jobs for 3 months or more.
- The total number of candidates in SECC households in the District with at least one deprivation were 4,78,473, out of which the programme reached to 1%. A total of 3767 candidates were mobilized in the District.

INNOVATION IN PUBLIC GOVERNANCE



Initiative: Unnayan Banka- Reinventing Education using Technology - District Administration, Banka, Bihar

Awarded Organization: District Administration Banka, Bihar

Exemplary Work Done in District under the Initiative

- Unnayan Banka is a multi-platform model in which students are getting modern day animated, contextualized and comprehensive videos on various technological platforms like LCD/LED TVs, projectors, laptops and mobile phones.
- **Mera Mobile - Mera Vidyalaya:** Anytime, anywhere learning access is being provided on mobile phones. The app has the following major features:
 - o **Focused Content:** 5-10 minutes of concept videos and **contextualized content** in the local language.
- **Complete Learning Cycle:** online assessments, digital report cards generation, round the clock doubt solving and real-time discussion groups by students from the remotest part of the District with expert teams scattered throughout India and abroad comprising of IIT graduates, corporate professionals and educators.
- **Preparations for Competitive Exams** by integrating PO, SSC, IIT JEE, and UPSC Civil Services on the mobile platform and students benefit by using the course content as well as by appearing in the mock tests on the platform, and getting feedback of their performance and their relative ranking with the other students appearing for the same test on the platform.

- **Unnayan Smart Class included** interactive video lectures, class assessments, audio learning, etc. School on Wheels is an LCD mounted van that visits LWE affected remote areas and provides specially designed crash course for Board exams.
- Boot camp has been started which provides latest and in demand technological skills to students like mobile app development, web designing, artificial intelligence, big data analytics, etc.
- Special Employability Bridge Programme is in place to facilitate placements.

Impact

- Attendance has increased from 17% to 53% and average marks have increased from 26% to 77%.
- Number of high schools using LCD TVs for multimedia learning have been extended to 40 schools after the success of 5 pilot schools.
- "Mera Mobile-Mera Vidyalaya" is being used by more than 10,000 learners, educators/experts and parents across India.
- 17 students got placement in the IT giant Tata Consultancy Services (TCS) and most of them belong to the underprivileged category.



Initiative: GST-One Nation, One Tax, One Market

Awarded Organization: Team GST, Department of Revenue, Government of India

Exemplary Work Done under the Initiative

- Introduction of Goods and Services Tax on 1st of July 2017 has been a very significant step in the field of indirect tax reforms in India. Introduction of GST would also make Indian products competitive in the domestic and international markets. Studies show that this would have a positive impact on economic growth.
- GST has subsumed various indirect taxes thus the multiplicity of taxes is reduced. With GST, uniform rate of CGST/SGST/IGST is applicable across all states. GST prevents cascading of taxes as Input Tax Credit is available across goods and services at every stage of supply.
- Final price of goods is expected to be lower due to seamless flow of input tax credit between the manufacturer, retailer and supplier of services.
- Simplified and automated procedures for various processes such as registration, returns, refunds, tax payments, etc in GST has introduced a transparent system
- A massive four-tier training programme has been conducted under the leadership of NACIN. This training project is aimed at imparting training on GST law and procedures to more than 60,000 officers of CBEC and Commercial Tax officers of State Governments.
- Officers of the office of CAG are also participating and getting trained in this training programme. More than 52000 officers (including around 20000 officers from States) have already been trained. Out of these 7000 officers have attended refresher training course also.

Impact

- It will boost export and manufacturing activity, generate more employment and thus increase GDP with gainful employment leading to substantive economic growth;
- More efficient neutralization of taxes especially for exports thereby making our products more competitive in the international market and give boost to Indian Exports;
- Improvement in the overall investment climate in the country which will naturally benefit the development in the states;
- Reduction in compliance costs - No multiple record keeping for a variety of taxes- so lesser investment of resources and manpower in maintaining records;

INNOVATION BY GOVERNMENT OF INDIA OFFICERS



Initiative: Ease of Doing Business

Awarded Officers: Team India represented by Sh. Shailendra Singh, Additional Secretary & Sh. Ravinder, Joint Secretary, Department of Industrial Policy & Promotion, and Government of India

World Bank, as part of their Doing Business study, ranks 190 countries across 10 parameters annually. These parameters are: Starting a Business, Dealing with Construction Permits, Getting Electricity, Registering Property, Protecting Minority Investors, Paying Taxes, and Trading across Borders, Enforcing Contracts and Resolving Insolvency. In India, World Bank assesses two cities, Delhi and Mumbai across these 10 parameters to arrive at country ranking.

Exemplary Work Done under the Initiative

- EoDB initiative has been launched with an aim to create a conducive business environment by streamlining regulatory structures and create an investor-friendly business climate by cutting through red tape.
- An online portal was launched by DIPP with the aim to provide real time ranking and tracking of the States and UTs based on the implementation of the recommendations and details of the good practices to learn and replicate from the experience. Final ranking of State/UTs on implementation of the 340 points were released in November, 2016.
- In 2017, DIPP has identified 372 reforms across 12 broad parameters covering; Labour Enablers, Contract Enforcement, Registering Property, Inspection

Enablers, Single Window System, Land Availability and Allotment, Construction Permit Enablers, Environment Registration Enablers, Obtaining Utility Permits, Paying Taxes, Access to Information and Transparency and certain Sector Specific Reforms.

- The officers have contributed in identifying the reforms, whether in Central Government Ministries or State Government and development of an Action Plan for proposed reforms.
- They have contributed through their vast experience in development of Business Reforms Action Plan for State Governments.
- They tirelessly worked towards implementation of difficult and time taking reforms by conducting review meetings, engaging in stakeholder consultation, preparation of reports on reforms implemented, publicising reforms for wider reach and field visits to ground truth claimed reforms.
- Their vision and uncompromising attitude has helped in ensuring that reforms which look otherwise impossible have been implemented in record time.

Impact

- India marked its best performance on the independent assessment of business regulatory environment by the World Bank.
- World Bank has recognised efforts made in this exercise where India's rank in Doing Business Rankings has gone up from 142 in 2014 to 100 in 2017. India has made a jump of 30 in ranking which is highest jump in ranks by any country in 2017.
- For the 1st time India broke the ceiling of top 100 economies and scaled 30 ranks within just 1 year.
- The CEO of World Bank visited India and congratulated Prime Minister and Indian Government for such rare feat in the programme organized on 4th November, 2017 at Pravasi Bhartiya Kendra, New Delhi.
- The States across country now quote their rank if they are in top 10 in DIPP's state ranking. Every state is making efforts to outdo others.



Initiative: Information, Education and Communication (IEC) of Swachh Bharat Mission (Gramin)

Government of India Awarded Officers: Shri Yugal Kishore Joshi, Director, Ministry of Drinking Water & Sanitation

Information Education Communication (IEC) activities were undertaken for Swachh Bharat Mission (Gramin), which is an integral part of the behaviour change communication efforts made under the mission. The focus on changing sanitation behaviours is one of the key aspects of the Swachh Bharat Mission that set it apart from previous sanitation programmes.

Exemplary Work Done under the Initiative

- Dr. Yugal Kishore Joshi focuses on IEC (Information Education Communication) activities undertaken under the Swachh Bharat Mission (Gramin).
- Dr. Joshi played a crucial role in the organization of several mass mobilization events such as 'Swachh Shakti Celebration', 'Swachh Sankalp se Swachh Siddhi', 'Swachhata Hi Seva' and 'Swachh Shakti 2017'.
- He planned high powered media campaigns like Darwaza Bandh and Shaucha Singh series that were broadcasted through electronic and print media to promote adoption of sustainable sanitation behaviour.
- For busting myths and age-old traditions related to open defecation, he planned special radio campaign around a central character, salesman Shaucha Singh who educates, informs and creates mass awareness for safe sanitation.

- He has spearheaded iconic national mega events and rolled out other national campaigns to mobilise support, toilets construction and accelerate momentum for the programmes.
- Dr. Joshi has also contributed at the policy level by spearheading the drafting and issue of the IEC Guidelines of Swachh Bharat Mission (Gramin) and changes in policy for expenditure of these funds by State governments that made IEC spends much easier and smoother for States and districts.
- He was also instrumental in the design and implementation of the Swachh Bharat Mission (Gramin) mass media national campaign, Darwaza Band, in seven languages, which became a beacon for rallying forces of rural sanitation champions across the country.

Impact

- Behavioural change has noted among citizens towards sanitation, cleanliness and freedom from open defecation.
- 2.4 crores pledges, 2.9 crores paintings, 2.78 crores essays and about 4 lakhs short films received during one awareness campaign is a reflection of the impact generated among citizens.

During 'Swachhata Hi Seva' campaign, a huge response was received where citizens, including armed forces and divyangs, across the length and breadth of the country volunteered for Shramdaan towards sanitation and cleanliness through various activities.

ADDRESS BY HON'BLE PRIME MINISTER



Sh. Narendra Modi, Prime Minister of India

मंच पर उपस्थित सभी महानुभाव और विज्ञान भवन में उपस्थित आप सभी अधिकारीगण, देश के सुदूर कोने में अनवरत देश सेवा में जुटे सिविल सेवा के अन्य अधिकारीगण, देवियों और सज्जनों। आप सभी को सिविल सेवा दिवस की बहुत-बहुत बधाई है, बहुत-बहुत शुभकामनाएं हैं।

एक बार फिर मुझे आप सभी के साथ बातचीत करने का अवसर मिला है। आज का ये अवसर कई प्रकार से महत्व का है, Appreciation है, evaluation है और सबसे बड़ी महत्व की बात है introspection भी है। आज ये भी सोचने का दिन है कि बीते समय में जो संकल्प लिए गए, जो दिशा तय हुई, उस तरफ हम कितना आगे बढ़े, कितना सफल रहे। देश के सामान्य मानवी की जिंदगी में हम कितना बदलाव ला पाए।

साथियों, व्यक्ति हो या फिर व्यवस्था, कितना भी सक्षम, कितना भी प्रभावी क्यों न हो, बेहतर काम के लिए निरंतर motivation की आवश्यकता रहती है। एक प्रयास पुरस्कारों के माध्यम से किया जाता है। Prime Minister's Awards इसी कड़ी में एक कोशिश है।

आज कई अधिकारियों को अपने क्षेत्र में अच्छे काम के लिए Prime Minister's Award दिए गए। जिनको ये सम्मान मिला, उन सबको मैं बहुत-बहुत बधाई देता हूँ और भविष्य में इससे भी ज्यादा अच्छा करने के लिए बहुत-बहुत शुभकामनाएं भी देता हूँ।

साथियों, इन awards का उद्देश्य motivation तो है, लेकिन साथ-साथ इसका विस्तार हो, व्यापकता हो, और ज्यादा कैसे हो; ये एक प्रकार से सरकार की प्राथमिकताओं को भी परिलक्षित करता है। और इस बार भी priority programs और innovation की कैटेगिरी में पुरस्कार की व्यवस्था की गई थी। priority programs में प्रधानमंत्री फसल बीमा योजना, दीनदयाल उपाध्याय कौशल योजना, प्रधानमंत्री आवास योजना और digital payments, इनके प्रचार-प्रसार के लिए भी award दिए गए।

जिन योजनाओं के लिए सम्मान दिया गया है, ये न्यू इंडिया के हमारे जो सपने हैं, उनको पूरा करने के लिए बहुत महत्वपूर्ण है। ये हमारी अर्थव्यवस्था और सामान्य जन-जीवन के स्तर को ऊपर उठाने के लिए, उनकी ease of living के लिए अहम है। World Bank हो या global rating agencies हों, वहां पर तो ease of doing business की चर्चा होती रहती है। लेकिन भारत जैसा देश ease of doing business से कुछ हासिल करके रुक नहीं सकता है। हमारे लिए तो सामान्य मानवी की जिंदगी में सरलता कैसे आए, सुगमता कैसे आए? और इस बात को हम भूल नहीं सकते हैं कि हमारी इतनी बड़ी फौज, इतने सालों का अनुभव, पीढ़ी-दर-पीढ़ी लोग आए, कुछ-न-कुछ अच्छा करके गए; लेकिन इसके बावजूद भी एक सामान्य मानवी को सरकार के साथ हर पल जद्दोजहद रहती है, वो जूझता रहता है, सरकार में अपनी जगह खोजता रहता है, अपने हक का पाने के लिए तो तड़पता रहता है। और ये सबसे बड़ी रुकावट है ease of life के बीच में।

अगर हम इतना सा कर लें, उसके हक के लिए उसको मांगना न पड़े, मैं समझता हूँ सवा सौ करोड़ देशवासियों की जिंदगी में जो बदलाव आएगा, उसको देश को बदलने में समय नहीं लगेगा जी। वो बदल देंगे, देश वो ही बदल देंगे, हम तो देखते रह जाएंगे, बदल जाएगा देश। उस शक्ति का हम एहसास करें, हम अनुभव करें और ये सारी व्यवस्था, ये ताम-झाम, ये कानून, ये नियम, ये व्यवस्थाएं, अगर उस इंसान के केंद्र में रख करके हम करते हैं तो न जाने जिंदगी कैसे बदल पाएगी और हमें भी अपनी आंखों के सामने जब चीजें बदलते देखते हैं तो बहुत संतोष मिलता है। परिवार में भी बेटा अपनी आंखों के सामने जब बड़ा होता है तो मां को भी ध्यान में नहीं आता है, वो कल कितना था, आज कितना हो गया। लेकिन अगर दो-तीन साल कहीं बाहर गया है और वहां से जब आता है तो मां भी देखती रह जाती है, अरे! तू तो इतना सा गया था, इतना बड़ा बनके आ गया। उसके मन को एक नया संतोष मिल जाता है।

और मुझे बताया गया है कि इस वर्ष इन पुरस्कारों में जो आवेदन आए, यहां पर बैठे हुए तो लोग बहुत प्रसन्न हैं, लेकिन मुझे प्रसन्न होने में बहुत मुसीबत रहती थी। अच्छा ही है।

क्या आज भी मेरे देश में ऐसे districts हो सकते हैं, ऐसे अफसर हो सकते हैं कि जिनका मन ही न करे कि मैं भी स्पर्धा में शरीक हो जाऊं? मैं भी कोशिश करूं? मैं समझता हूं जो आए हैं उनका स्वागत है लेकिन जो नहीं आए हैं उनके लिए मुझे चिन्ता सता रही है।

इसका मतलब हुआ कि उनकी जिंदगी में ठहराव आ गया है, भीतर की ऊर्जा समाप्त हो चुकी है और ये जिंदगी नहीं हो सकती। जीवन के आखिरी पल तक नया करने का अगर इरादा नहीं, उमंग नहीं, उत्साह नहीं, कोशिश नहीं, तो फिर उससे बड़ा जीवन का अंतकाल नहीं हो सकता है।

और मैं नहीं मानता कि district level पर कोई बहुत बड़ी आयु में और बहुत मुसीबतों में फंसे हुए लोग हैं, मैं नहीं मानता। ऊर्जा से भरे हुए लोग होते हैं, कुछ कर दिखाने के हौसले को लेकर आए होते हैं। तो मैं चाहूंगा कि अब हम ये भी कर सकते हैं कि कोई ये भी कहे कि- लिखे- मुझे इस बार, इस साल कुछ कहने को, करने योग्य मेरे पास नहीं है, क्षमा करें, बस इतना कर दे। कभी तो उसका पता ही नहीं होता है कि वो स्पर्धा से हट चुका है।

और मैं ये चाहूंगा कि इस बार जो आपके पास आए हैं, उसमें जो आखिरी 25 हैं, उनको जरा खोजा जाए। उनको एक बार बुलाया जाए, उनकी मुसीबतें समझी जाएं। मैं किसी के प्रति एक्शन के पक्ष का व्यक्ति नहीं हूं। उनको हम समझें, क्या कठिनाई है। क्षेत्र विशेष की कठिनाई है, उसके परिवार में कोई समस्या है; कुछ तो होगा।

मैं नहीं मानता हूं मेरा साथी ऐसा हो सकता है, यार चल लो, चलने दो, जिंदगी गुजारी है, ऐसा नहीं हो सकता है; वो मेरा साथी हो ही नहीं सकता। उसके दिल में कुछ न कुछ तो ऊर्जा पड़ी होगी। लेकिन हम में से कोई फिर से एक बार जो उस पर राख जम गई है, उसमें एक बार फिर चेतनमंद करने का प्रयास करे। आप देखिए वो 25 जो इस बार पीछे हैं, मैं विश्वास से कहता हूं, अगर उनको मौका मिलेगा तो शायद पहले 25 में वो ही होंगे अगली बार।

आखिरकार सफलता के अंदर योजनाओं का जितना महत्व है उससे ज्यादा मानवीय स्पर्श का है, और ये मानवीय स्पर्श ही है जो team spirit को पैदा करता है। ये मानवीय स्पर्श ही है जो सपनों को साकार करने के लिए खपरे के इरादों को मजबूत करता है। और इसलिए कहा, हमारी कोशिश जो अच्छे हैं उनको पुरस्कार करने का अवसर मिले लेकिन जो कठिन हैं उनको अधिक प्यार दे करके, अधिक प्रोत्साहन दे करके, एक अच्छे माहौल में यहां बुला करके, आओ हम भी, और मैं भी समझ लूंगा, क्योंकि कोई निकम्मा नहीं है जी, कोई बेकार नहीं है। हर कोई एक ऊर्जा ले करके आया है। आवश्यकता है कि हम उस ऊर्जा को....

कभी-कभी हमने देखा होगा कि घर में एकाध बिजली का बल्ब चलता नहीं है। तो सीधा सी सोच यहीं होता है कि नहीं ये तो फ्यूज हो गया है, ये लट्टू बेकार है। लेकिन दूसरा समझदार होता है, कहता है ठहरो जरा, कहीं disconnect तो नहीं हो गया? तो वो प्लग को ठीक करता है और फिर वो लट्टू काम करने लग जाता है। कहीं-कहीं वो किनारे पर बैठा हुआ हमारा व्यक्ति हमसे disconnect तो नहीं हो गया है? और एक बार आप देख लीजिए, थोड़ा सा connect कर लीजिए, फिर वो बिजली की तरह चमकने लग जाएगा और पूरी रोशनी देना शुरू कर देगा, जो ओरों की जिंदगी को बदलने के लिए काबिल होती है।

आज मुझे यहां दो पुस्तकों का लोकार्पण करने का भी मौका मिला है। Prime Minister's Award जो प्राप्त किए हैं, उसकी सारी उसमें बारीकियां हैं, एक इसे और दूसरा जो किताब है aspirational districts के संबंध में। अब तो मैं समझता हूं बहुत बड़ी मात्रा में यहां से हमारे अधिकारी district में जा रहे हैं। एक प्रकार से back to basic का movement चल रहा है।

उसने भी सोचा नहीं होगा कोई ऐसा भी प्रधानमंत्री आएगा यार, फिर उसी काम में रगड़ेगा। लेकिन मैं देख रहा हूं कि करीब-करीब 1000 अफसर दूर-सुदूर उन district में जाएं और जो उस राज्य की एवरेज में भी पीछे हैं, और कोई ये 1000 लोग आगे आए हैं, वो कोई हुक्म से नहीं आए हैं, अंतःप्रेरणा से आए हैं। ये अंतःप्रेरणा ही है जो मुझे उस aspirational district को leading role में देख रही है जी। आप देखिए अगर तीन साल हम, तीन साल निर्धारित लक्ष्य को ले करके time frame में उस काम को करेंगे तो ये hundred and fifteen districts राज्य के driving force बन जाएंगे, देश के driving force बन जाएंगे; ये ताकत उसमें पड़ी है।

और हर किसी को लगता है कि जितने parameter में हमको, क्योंकि अनुभव ये आता है कि व्यवस्था में कोई district होता है, push करते हैं, हमारे आंकड़े-वांकड़े ठीक हो जाते हैं तो जब भी पेश करना होता है और हो जाता है भई हमने hundred का टारगेट किया था 80 achieve कर लिया, लेकिन 80 एक ही कोने में कर लिया है।

कभी हम, अब तो साइकिल का जमाना नहीं रहा, लेकिन पहले के जमाने में साइकिल में जब हवा भरने जाते थे फिर वो एक मीटर रहता था, नापते थे कि कितने point हवा उसमें भरी, तो उससे पता चलता था कि अब साइकिल चलेगी। लेकिन कभी-कभार साइकिल की ट्यूब में किसी एक तरफ गुब्बारा हो जाता था। और वो जो मीटर था वो बराबर दिखाता था कि हां जितने point हवा जानी चाहिए, उसमें गई है। मीटर सही चल रहा है; साइकिल चलेगी कि नहीं चलेगी? क्योंकि एक तरफ वो गुब्बारा हो गया है, बाकी ट्यूब खाली पड़ी है; वो गुब्बारा ही रुकावट का कारण बन जाता है। कभी-कभी कुछ राज्यों में एकाध-दो district इतना अच्छा कर लेते हैं कि आंकड़ों में तो राज्य बहुत अच्छा लगता है लेकिन पूरे विकास की यात्रा के लिए वो ही एक रुकावट बन जाता है।

हमारी कोशिश है hundred fifteen districts में समान रूप से विकास की मात्रा को बढ़ाते चलें, आप देखिए परिणाम तेज आएंगे। एक सबसे बड़ा मनोवैज्ञानिक प्रभाव पैदा होता है और मनोवैज्ञानिक प्रभाव पैदा होता है कि आपने देखा होगा घर में भी तीन-चार बच्चे हैं, एकाध अच्छा करता है तो मां-बाप का हमेशा उस पर ध्यान रहता है। कोई मेहमान आ जाएंगे तो उसी को पेशकरते हैं, इस बार दसवीं में इतने marks लाया था। ये XII में गया है, बहुत अच्छा है, ये तो डॉक्टर बनेगा जी। और दो जो हैं उसको क्या, अभी तो बात मत कर, कमरे में बैठ और पूछते हैं तो नहीं वो खेल रहा है, खेलने के लिए गया है बाहर। अब, हमें तो खुशी हो जाती है मां-बाप ने अच्छे बेटों को दिखा दिया, दुनिया को मैसेज चला गया, लेकिन उन दो बच्चों के मन पर इतनी बीतती है वो निराशा की गर्त में हमारे ही प्रयासों से हम धकेलते चले जाते हैं। फिर वो खुद में उठने का हौसला खो देता है।

हमारे यहां भी इन districts का वही हाल हुआ है कि जो अच्छे हैं उनको तो बहुत बार ले आए, Prime Minister Award तक खींच करके ले आए, लेकिन जो- कठिनाई है उनकी, कोई न कोई स्थानीय अवस्थाएं होंगी, कुछ न कुछ कारण होंगे; अब वो, उनको लगता है छोड़ो यार हम तो किसी गिनती में ही नहीं हैं, हमारा तो कोई हिसाब-किताब है नहीं, चलो यार दो-तीन साल यहां लगी है ड्यूटी, निकाल देंगे यार। और वो भी फिर सोचता रहता है कि कोई अच्छे कुर्ते वाले नेताजी कौन हैं जरा ट्रांसफर करवा दो और जितना लंबा कुर्ता उतनी लंबी फिर पहुंच।

और इसलिए मैं समझता हूं कि हम लोगों के लिए बड़ी आवश्यकता है कि हम सिर्फ आंकड़ों की पूर्ति और उसमें हमारा ग्राफिक सिस्टम में ऊंचाई के बजाय सफलता के लिए एक strategic सोच बहुत आवश्यक होती है। अगर strategic thinking होता है तो फिर proper planning के लिए भी मन उसके साथ अपने-आप जुड़ता रहता है, experience उसमें role play करता है। और आपने देखा होगा कि जो लोग सफल हो रहे हैं वे जो detailing करने की आदत रखते हैं वही सफल होते हैं।

कभी-कभार हम लोगों को लगता है यार ये कोई आपका कार्य है, इतना detail काहे देखते हो। उसको हर बार इस detail में नहीं जाना होता है। कुछ चीजों में अगर detailing वो कर लेता है तो अपनी टीम को भी आदत लग जाती है और वो एक character बन जाता है, एक स्वभाव बन जाता है, एक संस्कार बन जाते हैं। और आप, उसके बाद आप देखिए कि आपको बार-बार implementation के लिए देखना नहीं पड़ता। वो अपने-आप चलता रहता है।

आपने किसी मां को सब्जी में नमक कितना डाला, वो सोने की तरह तराजू में करते देखा है क्या? की सोने तरह घर में तराजू लगा है, बड़ा इलेक्ट्रॉनिक तराजू लगा है और फिर आप नमक का नाप लें, फिर आप डाल दें, ऐसा तो नहीं होता? आंख बंद करके डाल देती है ठीक हो जाता है क्योंकि किसी समय detailing कर लिया था, अब practice हो गई है, अब आराम से

इस चीज को कर लेती है। हम हमारी व्यवस्था में स्वभाव को अगर लाते हैं तो हम अपने-आप में समझता हूं कि बहुत बड़ा परिणाम ला सकते हैं।

इन aspirational districts को हर parameter से हमने ऊपर लाना है। एकाध-दो चीज में अच्छा कर-करके दिखावा नहीं करना है जी। हर प्रकार से हमने उन parameters को बदलना है। लेकिन अगर सरकारी व्यवस्था से हुआ होता तो बहुत पहले ही हो गया होता। ऐसा तो नहीं है कि ऐसे district में कोई अफसर नहीं आए होंगे। आज भी हो सकता है जो aspirational districts हैं, वहीं पर जिसने अपने जीवन की शुरुआत की होगी, वो शायद उस राज्य का chief secretary बन करके बैठा होगा। मतलब अफसर तो होनहार था ही था, अफसर तो शानदार था ही था, कोई यहां दिल्ली में आ करके बहुत ही अच्छे department का secretary बना हुआ होगा। हो सकता है कोई ऐसा भी अफसर होगा कि जिसकी चारों तरफ वाहवाही सुनने को मिलती होगी और वो वहीं से आया होगा जहां आज कई पिछड़े हुए district में जिंदगी के महत्वपूर्ण 25-27-30 साल की उम्र में तीन साल वहां बिता करके आया होगा। इसका मतलब ये हुआ कि वहां कुछ योग्यता का ही अभाव होगा, ऐसा नहीं होगा, सब कुछ होगा।

भारत जैसे देश में सफलता के लिए हमारी लोकतांत्रिक व्यवस्था, ये कोई पांच साल का contract system नहीं है जी। हमारी democratic व्यवस्था, यानी हम और जनता के बीच का नाता है, ये जो सोच है वो ही एक सबसे बड़ी रुकावट है। और इसलिए जन-भागीदारी भारत जैसे देश की सफलता का आधार है participatory democracy. हमने देखा है, आप में से सब लोगों ने अफसर के नाते जब district level पर काम किया होगा, हम natural calamities के समय कल्पना भर का quantum of work जिसको कहते हैं, हम बड़ी आसानी से कर लेते हैं। एक व्यवस्था तो वो ही है लेकिन होता इसलिए है कि natural calamities के समय समाज पूरी तरह हमारे साथ जुड़ जाता है। हर कोई हाथ बंटाता है, और उसके कारण हम संकट से बाहर निकल आते हैं। और मुझे लगता है कि हम देश को आगे ले जाने में जन-भागीदारी का महात्म्य कैसे बढ़ाएं? उसके महत्व को कैसे हम स्वीकार करें?

दुर्भाग्य से माना गया है कि ये काम elected body का है, political leaders का है। ये हमारी सोच की सबसे बड़ी गलती है। उनको जो करना है वो करते रहेंगे लेकिन शासन व्यवस्था में हम वो लोग हैं कि जिसके करने से सामान्य मानवी को कभी ये नहीं होता है कि अरे कुछ अपने लिए कर रहा है। मैं कुछ भी करूंगा तो पहले- यार, हूं, 2019 आ रहा है, इसलिए मोदीजी आए हैं। तुरंत उसके दिमाग में और 24x7 का तो यही काम होता है, वो inject करता ही रहता है।

आप जाएंगे तो ऐसा नहीं लगता है, आप जाएंगे तो उनको लगता है अरे नहीं, नहीं, साहब आए हैं, इतनी मेहनत कर रहे हैं जरूर यार कुछ मतलब की बात होगी। वो तुरंत आपके साथ जुड़ता

है। और इसलिए आज हमारे administrative system के जो अलग-अलग स्तर के लोग हैं, उन्होंने leadership देने की दिशा में आगे आना चाहिए। ये एक नया पहलू है जिस पर हमने सोचना चाहिए।

आजादी के पहले administration का काम अंग्रेज सल्तनत को सलामत रखना था, आजादी के बाद administrative व्यवस्था से जुड़े हुए लोगों का काम जनता-जनार्दन को आन-बान-शान-आबाद करने का होता है। यही अगर सपना रहता है तो मैं मानता हूं जिन उम्मीदों को ले करके चले हैं हम उन उम्मीदों को पूरा कर सकते हैं। और इसलिए हम जिन कामों को ले करके निकले हैं, न्यू इंडिया का सपना है। ये बात सही है जब चम्पारण सत्याग्रह महात्मा गांधी ने किया होगा, जब आजादी के लिए बिगुल बजाया होगा तो कोई दूसरे ही दिन सुबह आजादी मिल जाने वाली है, ऐसा थोड़ा होगा। लेकिन चूंकि दूसरे दिन आजादी नहीं मिलने वाली है, इसलिए गांधीजी को अपने मुंह पर ताला लगाकर बैठना? कि यार आजादी मत बोलो, अभी मिलने वाली नहीं है, लोग निराश हो जाएंगे; जी नहीं, समाज के सामान्य मानवी के हृदय में आशा-आकांक्षा-अरमान-सपना-उम्मीदें इसकी cumulative effect होती है जो उसको आगे चलने के लिए हमें सहज रूप से जोड़ देती है।

अगर 2022 आजादी के 75 साल हो रहे हैं, इससे बड़ी प्रेरणा क्या होती है जी? हम पारिवारिक जीवन में भी देखते हैं, पता होता है कि भई कि चलो मई महीने में बच्चे का जन्मदिन आने वाला है तो फरवरी-मार्च से ही, अच्छा जी जन्म दिन पर क्या करेंगे? समझदार मां-बाप कहते हैं देखो भई इस बार तुम्हारा जन्मदिन बहुत बढ़िया मनाना है। तुम एक काम करो, इस महीने इतना कर दो। उसको भी लगता है, हां-हां मेरा जन्मदिन है, मैं जरा ये कर लूं। घर में शादी होने वाली है, लगता है यार बहुत साल हो गए घर को चूना-वूना नहीं लगवाया, रंग-रोगन नहीं किया है; चलो शादी है करवा लेंगे।

हर एक व्यक्ति के जीवन में एक-एक-एक-एक ऐसे मुकाम होते हैं। उन मुकामों के आधार पर ही गति निर्धारित हो जाती है। 2022, इससे बड़ा कोई मुकाम नहीं हो सकता है हमारे लिए, कि देश के दीवानों ने देश की आजादी के लिए जिंदगी खपा दी थी। इससे बड़ी कोई प्रेरणा नहीं हो सकती है। आइए हम जिसको भी प्यार करते हैं, उसका पुनः स्मरण करें और उसके जो सपने थे, उसका स्मरण करें। और स्मरण करें, हम भी चल पड़ें, पांच साल में हम बहुत कुछ देश को दे सकते हैं जी, बहुत कुछ दे सकते हैं। जिन्होंने आजादी के लिए जंग लड़ा होगा, उन्होंने थोड़ा सोचा होगा कि चलो भई देश की आजादी आ जाएगी, मैं कुछ बन जाऊंगा। नहीं, उनको तो पता था जब आजादी आएगी तब तक हम पता नहीं कहां होंगे कहां नहीं होंगे। लेकिन वो अपने सपनों के लिए खपता रहा। और वो खप गए तो हम उसको पाने के लिए सौभाग्यशाली भी बने। क्या हमारा भी तो आने वाली पीढ़ी के लिए कोई दायित्व होता है? और इसलिए हमारी जो एक व्यवस्था है उसको ले करके हमें आगे चलना चाहिए।

ये भी बात हमको स्वीकार करनी होगी कि हमारा एक structure होगा, हमारी निर्णय प्रक्रियाएं होती होंगी, एक, मैं तो अनुभव किया हूं, क्योंकि मुझे लंबे अर्से तक राज्य में काम करने का सौभाग्य मिला। एक प्रकार से आप ही लोगों के बीच मैं पिछले 20 साल से पला-बढ़ा हूं। आप ही लोगों के अनुभव से सीखता आया हूं मैं क्योंकि आपही के बीच मैं रहा हूं। लेकिन मैंने ये अनुभव किया है कि यही पुराना structure होने के बावजूद भी अगर नवाचार नहीं होगा, innovation नहीं होगा, हमारी निर्णय प्रक्रियाओं में हम तेजी नहीं लाएंगे। और आज सौभाग्यसे technology हमारी कमियों को पूरा कर सकती है, हमारी वो additional strength बन सकती है। हम चीजों का सरलीकरण करने के लिए technology का भरसक उपयोग कर सकते हैं। क्या हम उन चीजों को स्वीकार....

आपको पता होगा जब मैं नया-नया आप सबके बीच में आया था तो मेरा बड़ा आग्रह था कि हम space technology का उपयोग हमारी governance में कैसे करें? और मैंने joint secretary level के अधिकारियों को अभ्यास दिया, फिर weekend में लगातार उस प्रक्रिया को चलाए रखा। तो हमारे अफसरों को भी ध्यान, ऐसा नहीं कि उनको कोई technology की समझ नहीं है, लेकिन उनको लगता है चलो भाई जो चलता है, मैं कहां बदलाव करूं, कौन मानेगा मेरी बात को, तो वो बदलाव मैं isolation में फील करता था और उसे institutionalize नहीं कर रहा था।

अब धीरे-धीरे समझ आया कि हां space technology ultimately तो governance के लिए काम की चीज है। जिसने भी दिमाग खपाया, एकाध नौजवान को अपने साथ रख लिया, उसको कह दिया कि चलो तुम mind apply करो। Planning की detailing के अंदर उसको space technology के अंदर बड़ा role play कर रही है।

ये सारी व्यवस्थाएं जो आज से 20-25 साल पहले जो अफसर थे, उनके भाग्य में नहीं थीं, हम लोगों के भाग्य में हैं। क्या हम उपलब्ध जितनी भी प्रकार की technology है, ये हमारी स्वयं की capacity building के लिए, हमारे अपने सामर्थ्य के expansion के लिए, हमारी reach को और अधिक बढ़ाने के लिए, क्या हम इसका उपयोग कर सकते हैं क्या? अगर उन चीजों को हम करते हैं तो मुझे विश्वास है कि हम इच्छित परिणाम को प्राप्त कर सकते हैं, और इसलिए समय की मांग है, जिस समय हम नारे सुन रहे थे, 21वीं सदी, 21वीं सदी आ रही है; हमने, आप भी तो उस समय शायद जूनियर अफसर रहे होंगे, राज्यों में काम करते होंगे। और उस समय बड़ा interesting cartoon भी famous हुआ था। एक सज्जन रेलवे प्लेटफार्म पर खड़े थे और दूर से ट्रेन आ रही थी। तो किसी ने उनको पकड़ा, अरे भाई तेरे को दौड़ने की जरूरत नहीं, वो तो आने ही वाली है; यानी 21वीं सदी आने ही वाली थी, तुझे सामने से भागने की जरूरत नहीं है। 21वीं सदी के दो दशक पूर्ण होने पर आ रहे हैं। क्या हमने 21वीं सदी के अनुकूल हमारी निर्णय प्रक्रियाओं को, हमारी व्यवस्थाओं को हमने बदलाव करने की कोशिश की है क्या?

आज आपके सामने बड़े विस्तार से artificial intelligence की बात की गई। अब by and large लोगों को artificial intelligence कहो तो driverless car की तरह गाड़ी रुक जाती है उनकी। दुनिया बहुत बदल चुकी है जी। हम उन चीजों से, हो सकता है हम कर नहीं पाएंगे लेकिन ये भी एक शास्त्र है जो हमारे काम आ सकता है, उसके लिए expert हम hire करेंगे, रखेंगे। लेकिन हम व्यवस्थाओं की ओर अगर खुला मन नहीं रखेंगे तो क्या वो कहेंगे।

और आज दुनिया में सबसे बड़ी चुनौती विकास के सामने सपनों को पूरा करने के लिए हम बदलती हुई technology के साथ अगर cope up नहीं कर पाएंगे तो शायद हम बहुत पीछे रह जाएंगे।

भारत के विषय में दुनिया में सभी तो हैं कि भई IT revolution में हमारा बहुत बड़ा contribution है। लेकिन हमारा दुर्भाग्य है कि हम उसी को ले करके, वाह-बहुत हो गया, बहुत हो गया। हम मूलभूत चीजें ले करके बैठ गए हैं, दुनिया ने उसी में से अपनी-अपनी चीजें create कर-करके विश्व खड़ा कर दिया।

हमें जो श्रेष्ठ हैं उसी के गीत गा करके बैठे रहने से काम चलने वाला नहीं है। हल पल, शायद 200 साल में technology ने मानव-जाति पर जितना प्रभाव पैदा नहीं किया होगा, उतना technology ने गत 40 साल में प्रभाव पैदा किया है। और मैं मानता हूं कि सामान्य मानवी के जीवन में, governance की जिंदगी में ये बहुत बड़ा role play करने वाला है। हम उन चीजों को ले करके अगर कर सकते हैं तो हो सकता है हमारा काम तो आसान होगा ही होगा, दूरगामी साकारात्मक प्रभाव पैदा करने वाला होगा।

किसी भी सरकार की सफलता के मूल में, जब मैं कभी कहा था भाई minimum government – maximum governance. कभी-कभी ये सोचना चाहिए आपके इस award में कि कौन department है, department सरकार का, जो इस minimum government – maximum governance को साकार कर रहा है।

मैंने शायद पहले एक बार कहा था कहीं, मुझे पता नहीं किस forum में कहा होगा, शायद छोटी मीटिंग में, शुरू-शुरू में नया-नया आया था तो बात कर रहा था।

हिन्दू mythology में कहते हैं कि चार धाम की यात्रा करो तो मोक्ष मिल जाता है। ऐसा कहते हैं, पता नहीं कहां है, कहां नहीं, मुझे तो मालूम नहीं। लेकिन सरकार में 32-32 यात्रा के बाद भी फाइल का मोक्ष नहीं होता है। क्या हम लोगों को नहीं लगता है कि इसके कुछ हम रास्ते, और मैं ये shortcut शब्द प्रयोग नहीं करता, क्योंकि आप, अब तो शायद आपको रेलवे में जाने का सौभाग्य नहीं मिलता होगा, लेकिन मेरी तो पटरी पर जिंदगी गई तो मुझे मालूम है वहां पर लिखा रहता था- shortcut will cut you short. अगर कोई पटरी cross करके जाने वाली जगह है

तो वहां लिखा रहता है- और इसलिए मैं आपको shortcut नहीं कह रहा। लेकिन क्या हमें नहीं लगता है कि इतनी सारी चीजें, ये चीज यहां से जा करके ही आएगी साहब, ये foolproof, कहां तक हम ये चलाते रहेंगे जी?

हर फाइल को, हरेक को ठप्पा मारना ही चाहिए, जरूरी है क्या? क्या हम इन प्रक्रियाओं को सरल कर सकते हैं क्या? क्या उस पर जिसने अच्छे से काम किया, और foolproof बन सकता है, ऐसा नहीं प्रक्रियाएं सरल हो गईं तो foolproof नहीं होता है। लेकिन हमें ये आदत छूटती नहीं है, हम आदत बदलते नहीं हैं।

What's app का जमाना आ गया होगा, SMS का जमाना आया होगा, हमने SMS कर भी दिया होगा घर पर कि आज शाम को मेहमान आने वाले हैं, दो लोग खाना खाने के लिए आने वाले हैं, दोपहर को तीन बजे SMS कर दिया होगा, लेकिन 5 बजे फिर फोन करके पूछेंगे, मेरा SMS पढ़ा था? तो हम व्यवस्थाओं पर भरोसा नहीं कर रहे। और इसलिए हम अतिरिक्त हमारी शक्ति खपा रहे हैं।

ये civil service day है, इसे introspection के लिए होना चाहिए कि दुनिया की तुलना में हम उसी दिशा में चल रहे हैं कि deviated. दुनिया की तुलना में हम गति में बहुत पीछे हैं क्या? जो काम वो twenty-thirty में कर लेंगे क्या हमको उस पर सोचते-सोचते ही twenty-seventy आ जाएगा क्या?

आप कल्पना कर सकते हैं जो हाल वो aspirational district का है, कहीं ऐसा तो न हो हमारे रहते हुए, हम दुनिया की नजरों में अपने-आपको वहां ला करके खड़ा कर दें। संभावनाओं से भरा हुआ देश है, शक्ति-सामर्थ्य ये भरा हुआ देश है, नई चीजों को स्वीकारने के स्वभाव का देश है, बदलती हुई परिस्थितियों से मुकाबला करने की ताकत रखने वाला देश है। क्या हम उसके लिए अपने-आपको सजगकर रहे हैं क्या? क्या घड़ी की सूई मेरी जिंदगी को चला रही है कि सामान्य मानवी के सपने मुझे चला रहे हैं? अगर घड़ी की सूई मेरे को चला रही है तो हर पहली तारीख को तनख्वाह आ जाता होगा, बैंक एकाउंट में जमा हो जाता होगा, जिंदगी वहीं अटक जाती है लेकिन जो सामान्य मानवी के साथ अगर मेरी जिंदगी का हर पल जुड़ जाता है तो उसको तो सपने साकार होंगे ही होंगे, लेकिन मेरी जिंदगी में पीढ़ी-दर-पीढ़ी संतोष का एक अनुभव करके मैं चला जाऊंगा। ये विश्वास मेरे भीतर अगर भरा हुआ है तो मैं समझता हूं मैं बहुत कुछ देश को दे सकता हूं।

और इसलिए मैं आपसे आग्रह करता हूं, आप में से किसी के पास दो साल होंगे, एक साल होगा, 6 महीने होंगे, पांच साल होंगे, दस साल होंगे; और दूर-दूर जो technology के माध्यम से मुझे नई पीढ़ी के मेरे नौजवान साथी सुन रहे हैं; और मैं आपको विश्वास दिलाता हूं जी मैं आपका एक साथी हूं। मेरे कभी दिमाग में मुझे अभी तक आया नहीं है कि वो पहले पता नहीं

क्या-क्या होता था। मैं उस दुनिया का नहीं हूँ जी। मैं सामान्य मानवी आपका साथी हूँ। आपके साथ कंधे से कंधा मिला करके काम करना चाहता हूँ।

जब मुझे मंसूरी जाना था तो जो कार्यक्रम बनके आया था जाएंगे भाषण झाड़ेंगे और वापस आएंगे; मैंने कहा, जी नहीं मैं जाऊंगा, उनके साथ गुजारा करूंगा। मैं जरा देखूंगा तो सही कि जिन कम से कम हिन्दुस्तान के twenty percent districts को आने वाले तीन साल में जिनके हाथों में सुर्पद होने वाले हैं, मैं जरा देखूँ तो सही उनके भीतर वो कौन सी ऊर्जा है, वो कौन सा उनका सपना है, मैं जरा पाऊँ तो, अपने-आपको तो समझूँ। और मैं, मैं वहां ऊर्जावान हो करके वापस आया था, क्यों हर नई-नई ऊर्जा से भरा हुआ नौजवान था।

इस रूप में मेरी काम करने की तैयारी है। और इसलिए आपके एक साथी के रूप में मैं काम करना चाहता हूँ। हम मिल करके, और मैं चुनाव के लिए काम नहीं करता, और चिंता मत करो आपमें से एक भी अफसर नहीं होगा हिन्दुस्तान के किसी कोने में। 20 साल का मेरा शासन व्यवस्था में जीवन होने के बाद भी एक बार भी किसी को एक टेलीफोन ले करके मैंने काम चिन्हित नहीं किया जी, ये मेरी जिंदगी की विशेषता है। और ये इसलिए है क्योंकि देश के सिवाय जीवन में कोई सपना नहीं है जी।

सवा सौ करोड़ देशवासियों की जिंदगी को बदलने के सिवाय कोई इरादा नहीं है। जो व्यवस्था में जहां भी काम करने का मौका मिला है, सिर्फ और सिर्फ इसी एक भाव के लिए समर्पित जीवन जीने का प्रयास रहा है। और इसलिए मैं कहता हूँ दोस्तो, मेरे जीवन में आप असामान्य लोग हैं, सामर्थ्य से भरे हुए लोग हैं, अनुभव की विरासत ले करके आए हुए लोग हैं। आपकी शक्ति, आपका सामर्थ्य, आपका सपना, उसे मैं अपना बनाना चाहता हूँ ताकि सवा सौ करोड़ देशवासियों के सपने साकार हम अपनी आंखों के सामने देख सकें।

इसी एक भाव के साथ आज आपका ये Civil Services Day सच्चे अर्थ में देश के सामान्य मानवी को समर्पित हो, उनके सपनों को समर्पित हो; इसी संकल्प को ले करके चलें। 2022 भारत की आशा, आकांक्षाओं को नई ऊंचाइयों पर ले जाने वाला बने। इसी अपेक्षा के साथ मेरी आप सभी को बहुत-बहुत शुभकामनाएं।

बहुत-बहुत धन्यवाद।




ANNEXURE





A. PLENARY: EVOLVING STRATEGIES FOR ASPIRATIONAL DISTRICTS

1. Sh. Saurabh Kumar, Collector and DM, Dantewada, Chhattisgarh


DAKSHIN BASTAR DANTEWADA

SAURABH KUMAR, IAS
DISTRICT MAGISTRATE AND COLLECTOR






ASPIRATIONAL DISTRICTS PROGRAM



- 115 districts; 8,600 Gram Panchayats
- 20% of India's population
- Evidence based policy making and real time monitoring
- Customized approach for every district – District Action Plans
- Collaborative efforts between Government, foundations and civil society



Aspirational Districts Program – Focus areas

Weightage of Thematic Areas						
Health Nutrition	&	Education	Agriculture	Skill Development	Financial Inclusion	Basic Infrastructure
30%		30%	20%	5%	5%	10%

OPPORTUNITIES

- Tap the low hanging fruits ex. SNCU/ NBSU/ Medical HR
- Ride the development wave
- District issues can be raised at GOI level
- Recognition for improvement in key indicators
- Activities can be carried out in mission mode

CONSTRAINTS

- Lack of flexibility (or awareness of flexibility) about Government schemes, especially GOI schemes
- Attitude readjustments (within system) of officials/ stakeholders
- Stability of tenure

KEY INDICATORS: HEALTH & NUTRITION

Indicator	Periodicity	Status on 31st March 2018 (%)	Annual Target (%)			
			2018 – 19	2019 – 20	2020 – 21	2021 – 22
Percentage of institutional deliveries to total estimated deliveries	Monthly	72	88	92	95	98
Percentage of pregnant women receiving 4 or more ANC's to total number of women registered for ANC's	Yearly	96.57	98	100	100	100
Percentage of children fully immunized (9 – 11 months) (BCG+DPT3+OPV3+Measles1)	Monthly	90.43	95	100	100	100
Proportion of sub – centres converted into Health & Wellness Centres (HWCs)	Quarterly	0	10.11	23.59	35.95	56.17
Percentage of underweight children under 5 years	Monthly	35.92	30	25	21	18
Percentage of Severe Acute Malnourishment (SAM) in children under 5 years to total children under 5 years	Monthly	14.03	12	10	8.5	6
Proportion of Anganwadis with own buildings	Quarterly	67.08	80	95	98	100

Adapted from 31 indicators selected in Health & Nutrition thematic area by NITI Aayog

INNOVATIONS: HEALTH

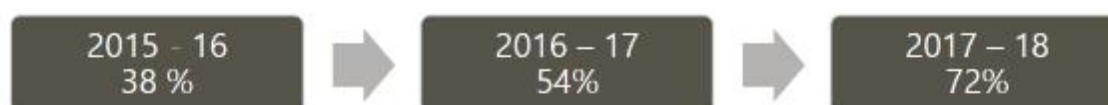


- Establishment of Birth Waiting Homes
- Hemoglobin estimation for ANC/ students at field level (**UNICEF/ DMF**)
- SNCU & Hemodialysis Unit at FRU (**NHM/DMF**)
- Telemedicine & PPP model in inaccessible areas
- Haat Bazar immunization
- MBBS doctors: 22 → 38
- Specialist doctors: 1 → 17
- Paramedical staff: 184 → 456

(**NHM/DMF**)



INCREASE IN INSTITUTIONAL DELIVERIES IN DANTEWADA



Figures - SNCU, District Hospital & Haat Bazar Immunization Canopy in Dantewad

INNOVATIONS: NUTRITION



- Model Anganwadi construction (**CSR**)
- Project Dumduma - to identify malnourished children, expecting mothers and mothers with young children and educate them about ideal food habits, vaccination and medical facilities to reduce malnourishment and stunting (**DMF**)
- Rs. 1000 paid under Sukanya Samriddhi Yojana for every girl child born in the district (**DMF**)
- Nutritional Rehabilitation Centres (**NHM/ DMF**)



दुमदुमा दंतेवाडा
स्वस्थ गर्भवती स्वस्थ माँ स्वस्थ बच्चा
जिला खनिज न्यास, दंतेवाडा



Figures - Model Anganwadi centre & NRC in Dantewad

KEY INDICATORS: EDUCATION



Indicator	Periodicity	Status on 31st March 2018 (%)	Annual Target (%)			
			2018 – 19	2019 – 20	2020 – 21	2021 – 22
Transition rate from primary to upper primary school level	Yearly	84.1	86	88	91	94
Transition rate from upper primary to secondary school level	Yearly	96.53	98	99	99	99
Learning outcomes (Average in Government schools)	Yearly	44.34	59	72	84	90
Percentage of schools with functional girls' toilets	Monthly	92.66	100	100	100	100
Percentage of elementary schools complying with RTE specified Pupil Teacher Ratio	Monthly	100	100	100	100	100

Adapted from 14 indicators selected in Education thematic area by NITI Aayog

INNOVATIONS: EDUCATION



- Contextual curriculum & books in local dialects (**SSA**)
- Introduction to basic technology – 7000+ students
- Mobile computer and science labs (**DST**)
- Atal Tinkering Labs & Incubation labs (**DMF/AIM**)
- Granular/ Aadhaar tracking and monitoring of student Learning & Health levels for 33,000 students by Padhe Dantewada Likhe Dantewada (**DMF**)
- Increase in Board pass percentage from 70.21 to 84 in class 12th and 64.44 to 84 in class 10th in 1 year due to external assessment of model test series (**RMSA**)
- Higher education/ competitive exam guidance by best in class coaching institutes (**CSR/ DMF/ Tribal Department**)
- Saksham – Barrier free residential schooling for Divyang children – 250 students



Figures – School students of Dantewada in Drone Training Workshops, Mobile Science labs and interactive Smart classes

KEY INDICATORS: AGRICULTURE



Indicator	Periodicity	Status on 31st March 2018 (%)	Annual Target (%)			
			2018 – 19	2019 – 20	2020 – 21	2021 – 22
Percentage of net sown area under micro – irrigation	Monthly	0.85	1.52	2.62	4.11	6.11
Percentage of net sown area under PMFBY	Half Yearly	9.63	12.98	17.97	23.96	39.94
Number of water bodies rejuvenated under MGNREGA during this period	Half Yearly	68	150	250	400	600
Percentage share of high value crops to total sown area in district	Half Yearly	3.08	5.1	7.2	9.5	13
Percentage of animals vaccinated	Monthly	76.21	80	84	89	95

Adapted from 12 indicators selected in Agriculture & Water Resources thematic area by NITI Aayog

INNOVATIONS: AGRICULTURE



- Bhoomgadi organic FPO impacting 3000 farmers (**ATMA/ NMSA/ CSR/ DMF/ IAP**) – Brand Aadim
- Fencing of farms under Mocho Badi (**IAP/ MGNREGS/ Agriculture Department/ Horticulture Department/ DMF**)
- Saur Sujala Yojana & borewell irrigation (**CREDA/ DMF**)
- Mini rice mills run by 250 SHGs to avoid post – harvest distress sale (**NRLM/ DMF/ KVK**)
- Kshir Sagar farmer's cooperative society (**Veterinary Department/ DMF/ CSR**)
- Cattle sheds constructed for supplementing family incomes (**MGNREGS/CSR**)
- 8 nursery farms developed to produce 15 lac fruits and flowers per year (**IAP/ MGNREGS/ CSR/ DMF/ Agriculture Department/ Horticulture Department**)
- 850 farm ponds constructed for irrigation and fishery development (**MGNREGS/DMF**)



Figures – Mocho Badi Yojana, Bhoomgadi & Mini Rice Mills in Dantewada

KEY INDICATORS: FINANCIAL INCLUSION



Indicator	Periodicity	Status on 31st March 2018	Annual Target			
			2018 – 19	2019 – 20	2020 – 21	2021 – 22
Total disbursement of Mudra loan per 1 lakh population	Monthly	4.47Cr	4.80 Cr	5.30 Cr	5.80 Cr	6.40 Cr
PMJJBY: number of enrolments per 1 lakh population	Monthly	3563	4000	4600	5500	6500
PMSBY: number of enrolments per 1 lakh population	Monthly	10022	13000	16000	20000	25000
APY: number of beneficiaries per 1 lakh population	Monthly	248	350	500	750	1000
Percentage of accounts seeded with Aadhaar to total bank accounts	Monthly	79.35	95	100	100	100

Adapted from 6 indicators selected in Financial Inclusion thematic area by NITI Aayog

KEY INDICATORS: BASIC INFRASTRUCTURE



Indicator	Periodicity	Status on 31st March 2018 (%)	Annual Target (%)			
			2018 – 19	2019 – 20	2020 – 21	2021 – 22
Percentage of households with electricity connection	Monthly	72.95	100	100	100	100
Percentage of Gram Panchayats with internet connection	Monthly	12.9	48.39	80.64	100	100
Percentage of habitations with access to all weather roads under PMGSY	Monthly	56.6	65	73.18	84.1	100
Percentage of rural habitations with access to adequate quantity of potable water	Monthly	95.11	100	100	100	100
Percentage coverage of establishment of Common Service Centres at Gram Panchayat Level	Monthly	100	100	100	100	100

Adapted from 8 indicators selected in Basic Infrastructure thematic area by NITI Aayog

OTHER INNOVATIONS



150 women SHGs/ 1600 families
Income – ₹ 8000/ month*



Employs 1000 youth from
Bastar Division



151 women SHGs/ 1900 families
Income – ₹ 5-7 lakhs/ 6 months*



0% loans to private partner
(DMF)



250 women SHGs/ 3000 families
Income – ₹ 2/kg X 150 kg./hr. X 8
hrs. X 25 days = ₹ 60,000*



Support from India BPO
Promotion Scheme and State
Government IT/ITES policy



280 women SHGs/ 3200 families
Income – ₹ 45,000/ year*



Training of youth under MMKVY

* Estimated

THANK YOU




3. Sh. Kundan Kumar, District Magistrate, Banka, Bihar





Agriculture & Irrigation

Banka: Aspire To Transform

- ❖ **Energy Free Household Cold Storage-**
Developed by IIT Bombay. Useful for Tomato preservation which is perishable in nature.(3000 Acres)
- ❖ **Aromatic & Herbal Plantation-**
Unirrigated lands are being used for it. E.g- Lemongrass etc.
- ❖ **Mushroom Village, Jhirua-**
Oyster & Button Mushroom Cultivation by Women Farmers.
- ❖ **Project Jal Sanchay, Banka-**
Convergence of MGNREGA, PMKSY, Irrigation .
- ❖ **Treadle Pump For Irrigation-**
Developed by CTRA-IIT -B. Very useful for Marginal Farmers.
- ❖ **Custom Hiring Model-** For Agriculture Implements Bank.






Earned Rs 80,000 in four months.

Requirements:

- ❖ Food Processing & Market Linkage -For Tomato Produce.
- ❖ Market Linkage For Silk fabric.
- ❖ Online Cocoon Bank.
- ❖ Linkage with specialized Agencies e.g CIMAP, Lucknow



Health & Nutrition

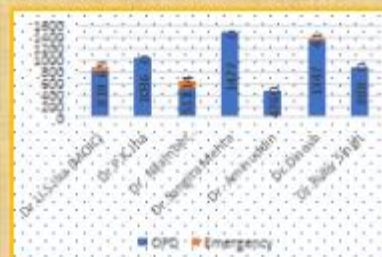
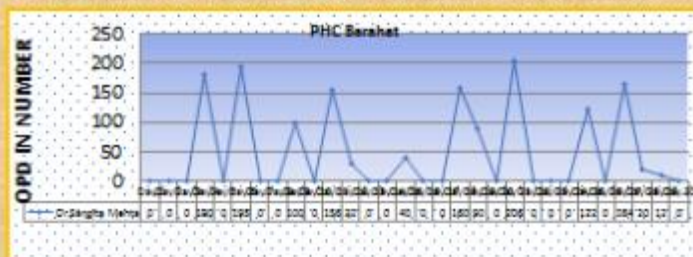
Pradhan Mantri Surkshit Matritva
Abhiyan(PMSMA)

Banka: Aspire To Transform

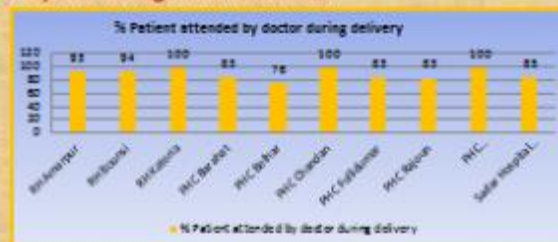
- ❖ **Convergence** of-Health, ICDS, Jeevika, Care & UNICEF officials for collaborative effort for PMSMA.
- ❖ **Survey and line listing** of all beneficiaries done by the all the concern departments.
- ❖ Proper **Mobilization** of all beneficiaries by ASHA/AWW/JEEVIKA FLW's on the day of PMSMA(9th of Every Month).
- ❖ All the necessary arrangements planned & ensured a day before PMSMA at facility level to cater all the beneficiaries.
- ❖ **Monitoring** by district & block level officials with active feedback mechanism with the support of Care & UNICEF.



- ❖ **Day wise and month wise OPD performance review of medical officers**-Availability of medical officer in OPD has increased



- ❖ **Started Patient feedback mechanism(ROKO TOKO Initiative)- Perception Management Initiatives.**



- ❖ **Updation of RI survey & due list from 64 to 97%- Increase in coverage of immunization from 77% to 83%**

Banka: Aspire To Transform







Concept Videos

उन्नयन

"Focal Point" of the Initiative

- ❖ 5-10 Min Videos- Based on Child Psychology- For Better Retention-Chapter is breakup in short **Modular units** in a **coherent Way**.
- ❖ Pause & Repeat, Revisit- In own time & with own pace.
- ❖ Standardization in All Schools
- ❖ Chalk & Talk To Modern Multimedia Based-Complex Topics- In the Easiest Way e.g Chemical Equation Balancing.
- ❖ Students- More Engaged & Interested Now.
- ❖ Well Planned & Structured : Subject/Chapter-wise Videos
- ❖ I Hear, I Forget...I See, I Remember- Confucius
- ❖ Student **Raza's Statement**-Retained as a Movie.
- ❖ Magnifying the Knowledge Of Good Teachers. (Class of 40 vs Class of 10000)

The 'Concept Videos' section highlights the initiative's focus on short, modular, and coherent videos (5-10 minutes) based on child psychology to improve retention. It lists several benefits, including standardization across schools, ease of understanding complex topics like chemical equations, increased student engagement, and a well-planned, structured approach. It also mentions the retention of student statements like Raza's as movies and the magnification of good teachers' knowledge. The visual part shows a laptop displaying a video titled 'विद्युत् उत्सर्जन' (Electric Discharge) with bullet points in Hindi, a smartphone showing a 'Class 10 Boards' app interface, a tablet displaying a 'CYBER SECURITY Certification Course' with a key icon, and another laptop showing a video titled 'भूकंप से सुरक्षा' (Safety from Earthquake) with a car on a road.

Assessment

- Continuous Progress Monitoring
- Interactive Videos: By inserting interesting Questions during the Video as Contextual Points.
- Weekly -Baseline & Analysis Test
- Generates- Digital Report Card
- Grouping Based On it.
- Brings Accountability in the Model
- Reducing-ExamPhobia
- Increase-Attentionness
- Group Recommendations- Based on AI
- Adaptive Learning Tools- Personalized Learning Suggestions For Improvement
e.g. Quadratic & P&C.

Assessment

Assessment Test's Window on the Mobile Platform

Weekly Tests
Weekly Baseline Test (Every Month)
and Analysis Test (Every Friday)

Chapter Quiz
Chapter wise test of Class 10 Science (Hard Medium)

Summative Chapter Quiz
Chapter wise test of Class 10 Social Science (Hard Medium)

Final Quiz

Weekly-Baseline & Analysis Test

Baseline test - week 1
Analysis Test - Week 1
Baseline Test- Week 2
Analysis Test- Week 2
Baseline Test, Week 3

System Generated Digital Report Card Of Students

Rank	Name	Score
#1	pruthvi	100
#2	prajwal kumar singh	91
#3	harsh	88
#4	prajwal	83
#5	karnika kumar	82
#6	pruthvi	81
#7	prathmesh gajra	80
#8	SHRUTI KUMAR	74
#9	latah kumar	72
#10	SONU KUMAR	70
#11	Divyanshu Kumar	71
#12	Shiv Mishra	67
#13	Ashish Kumar	66



Continuous Doubt Discussion

मेरा मोबाइल- मेरा विद्यालय
Technology For Change

Question Asked By a Class-X Student From Banka

Answered By Ritesh From Delhi, An IIT Graduate

Interacting With The Experts- "Anytime-Anywhere" Model
A Big Virtual Classroom-No Geographical Boundary
One's Few Minutes can change Lives
Joy Of Giving-Self Contentment
Power Of Crowdsourcing For a Better cause.

Continuous Doubt Discussion

मेरा मोबाइल- मेरा विद्यालय
Technology For Change

Promoting Peer To Peer Learning
[Level Playing Field]

उन्नयन

A Case Study

Mousam Rani
CMS Sr Secondary High School, Shikpur

Extended & Personalized Teacher-Student interaction. Time- 8:58 pm.

Question By Mousam

Answer of Her Question

मेरा मौसम- मेरा विश्वास

Continuous Doubt Discussion

मेरा मौसम- मेरा विश्वास

Pankaj From Banka is asking his Question

Anurag from MIT, USA pursuing his Masters has answered that Question.
Distance ~15000 km
Hyper Connected & Hyper Local World

- ❖ Collaborative Networked Learning
- ❖ Global Expert Group-Inviting Everyone for The Good Cause - "Quality Education for All"
- ❖ Power Of Crowdsourcing- e.g Wikipedia.

मेरा मौसम- मेरा विश्वास

Technology Used: To Complete the Learning Cycle



**Simple Yet Effective
Chat Based Interface**



**AI Based Recommendation
To match the interest of learners**



**Big Data Analysis
For Learning Outcomes**



**Geotagging With Face Recognition -For
Attendance**

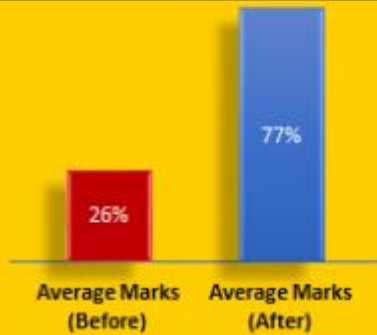




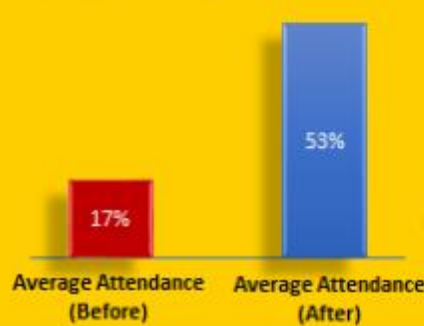


IMPACT OF IMPLEMENTATION:

Improvement in Weekly/Monthly Topic Tests



Improvement in Attendance



Employability Bridge Programs (By TCS, Mahindra, Suzuki, Bootcamp etc.)



TCS to make Banka youth job-ready

CUTTAMSKAR
Banka: Software major Tata Consultancy Services (TCS) will help the administration give jobs to youth in Banka, a poverty-ravaged district and a Maoist stronghold, in a first of its kind initiative in Bihar.

TCS has started organising an 'employability bridge and placement' programme for youth of the district, especially those registered with the district registration and counselling centre (DRCC). Students can register themselves under the Mukhya Mantri Kisan Nidhi Yojana for whom the Kisan Yojana Programme and related credit and training scheme is DRCC, Banka.

The programme, the DRCC will, would provide opportunities and skills to youth in and economically excluded youth from the most vulnerable sections of the society.

The programme will give a bridge to education generally to providing and corporate world. With a week of completion of

the course, the youth from Banka and Cuttack would be the probable location 'providing training at all levels has been the driving philosophy behind TCS' initiative on the education front. The programme aims at strengthening the employability of its registered youth so that they can see a brighter future with aspiration and hope. Participants of the TCS training are

TCS move to boost job options in Maoist-hit Banka

Banka

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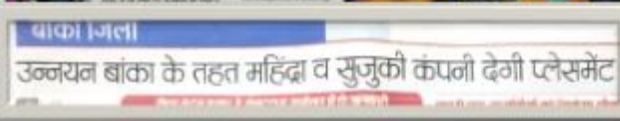
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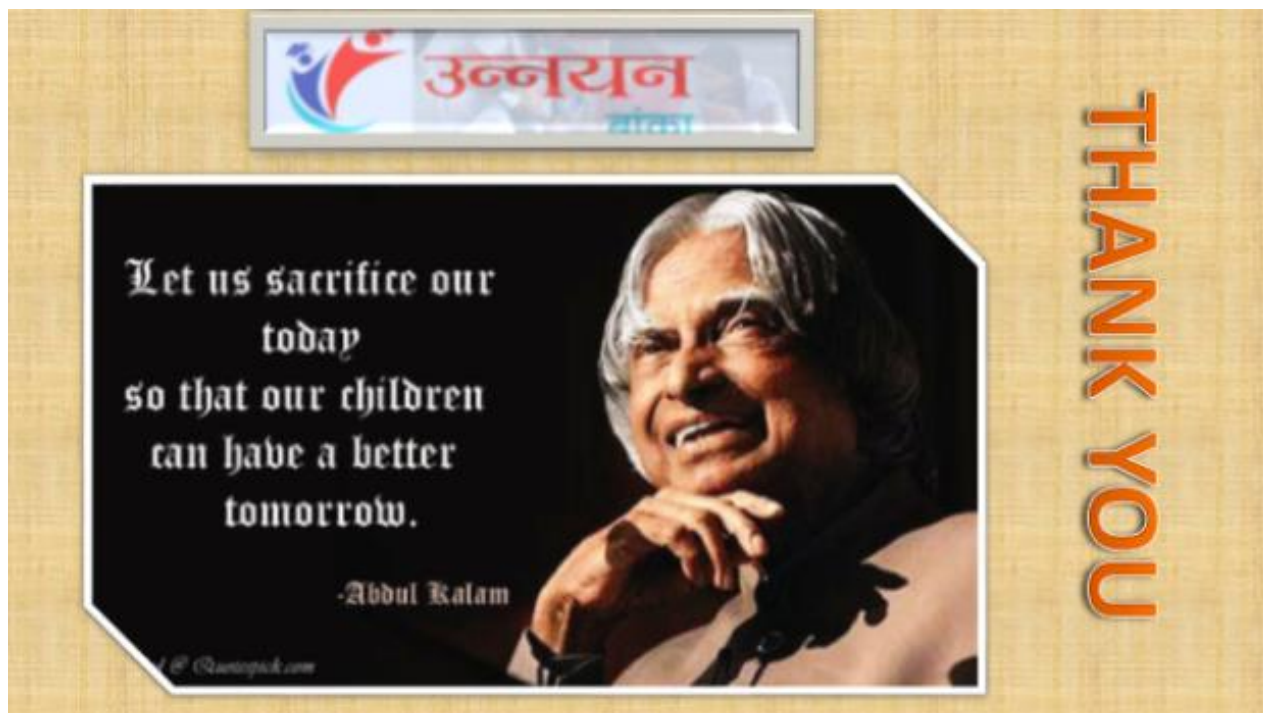
SELECTED CANDIDATES WILL BE PLACED IN DIFFERENT OFFICES OF TCS ACROSS THE COUNTRY. BANKA WILL BE THE LAST LOCATION FOR COLLECTING CANDIDATES.



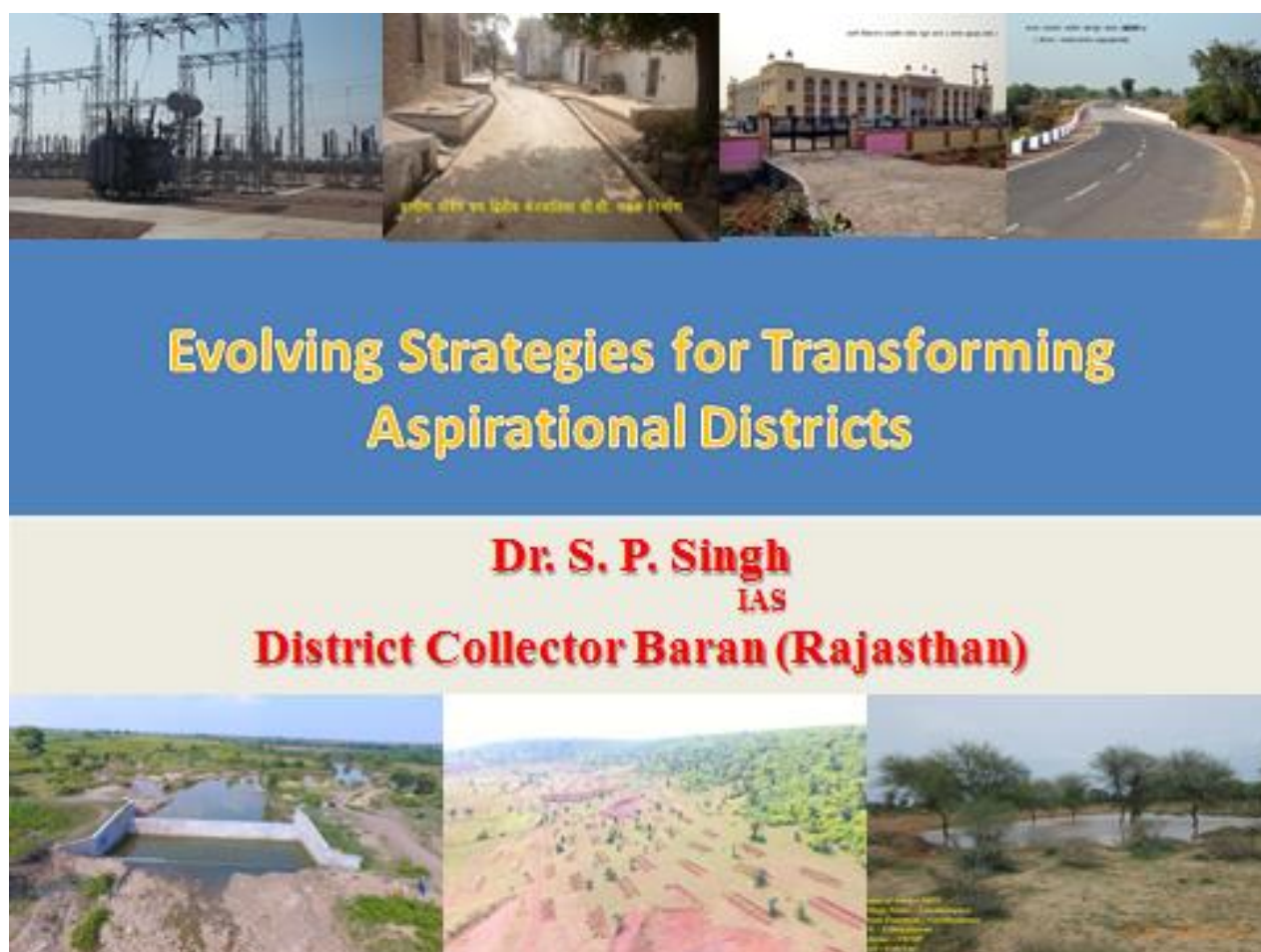
TECH EDGE: Banka DRCC students participate in the TCS programme.







vii) Dr. S. P. Singh, District Collector, Baran, Rajasthan



District - Baran

Baran is situated in South-eastern part of Rajasthan which is popularly known as Hadoti area. It becomes a separate from Kota district on april 10, 1991. Baran district shares its boundaries with Shivpuri, Shyampur and Guna districts of Madhya Pradesh and Kota district in the north-west and Jhalawar district in the south-west.

The main river which flows from near the district is River Chambal. The district is spread over 103 km from north to south and the calculated width of the district is 104 km from east to west. Mamooni is the highest hill situated in the district with a height of 546 m above sea level.



AREA	6992 sq. km. (Urban 135.62 sq. km. and Rural 6856.38 sq. km.)
PROJECTED POPULATION – (Year-2017)	1362149
AVERAGE RAINFALL	1009 mm (in 2016), 552 (in 2017)
CROPS	Wheats, Oats, Rice, Maize, Bajara, Linseed, mustard, tarameera, til, groundnut, soyabeen, jwar, Gram, Garlic, Corriender, Methi, Orange, Guvava
SEX RATIO – 2011	959 (NFHS-4 15-16)
LITERACY RATE TOTAL	66.66 %
LITERACY RATE MALE	85.6 (NFHS-4 15-16)
LITERACY RATE FEMALE	52.9 (NFHS-4 15-16)
INFANT MORTALITY RATE	55 (AHS 12-13)
MATERNAL MORTALITY RATIO	222 (AHS 12-13)
SEX RATIO AT BIRTH	917 (AHS 12-13)
CHILD SEX RATIO	805 (NFHS-4 15-16)
ENROLLMENT BOYS AND GIRLS	Boys -198674, Girls- 167940, Total- 366614
RIVERS	Parwati, Parvan, Kalisindh, Badganga, Andheri, Kethali, Lahasi, Kunu, etc

The Way Ahead

Baran has been selected as aspirational district. Encouraged with the positive motivational attitude from highest level, team Baran has set to achieve the highest goal with a commitment to change scenario at grass-root level. To begin with as being Aspirational District following are the key preparatory events

- ❖ District Level Officers orientation work-shop on dated – 6-Jan 2018 was held and hands-on training was provided to all stake-holders.
- ❖ One day workshop was conducted at each block . all the panchayat level and block level officers were given hands-on training for all indicators. A half –day session was dedicated to making different five groups and subjects wise presentation were prepared by each group after detailed discussions.
- ❖ Action plan was prepared with the consultation of all Gram panchayat and block level stake-holders. Regular monitoring and discussions were held through VC at district Level.
- ❖ Using ICT a District Information setup was prepared . Subject wise whats-App group were created to communicate directly with village level workers.

- ❖ For Administrative strengthening we have created a Panchayat level team under the leadership of Panchayat Elementary Education Officer (PEEO).
- ❖ The team is responsible to enhance public participation, periodic discussion with stake-holder and send suggestion for improvement.
- ❖ Public awareness campaign were started through Ratri-Chowpal, Street-walk of officials and door to door visit by village level workers.
- ❖ To meet with the resources crunch convergence and intra-departmental co-ordination were established through Monday weekly meeting.
- ❖ Innovative initiative were taken for targeting indicators for improving performance.
- ❖ A detailed action plan prepared.

Opportunities

- Being aspirational district we are supported with supervision and monitoring by senior officers from State and Central Government. Additional secy. Niti Aayog have conducted three review meetings which have geared up the District Administration.
- Team Baran is committed to get best position in the state and will try to perform in the best way at national level.



Thematic Area : Health & Nutrition

Baran – which is a Tribal District has lot to do for uplifting living standards of people, improving health scenario and eradicating the malnutrition in tribes

For Better Health service delivery in Baran District-

- ❖ 20 PHCs out of 49 has been converted into Adarsh PHCs for better service delivery.
- ❖ 104 Subcenter out of 265 has been selected to be Wellness centers where weekly OPD by Ayush has been started.
- ❖ Piramal Swasthya and Tata Consultancy are Development Partner to give us technical support.
- ❖ In the month of January-18, fourth ANC coverage was 19% only and now with collective efforts and convergence with AAA we reach up to 28.51 % ANC coverage at the end of March-18.
- ❖ ANC Registration from January to March has increases from 67.59% to 90.29, whereas 12 week ANC registration has increased from 50.31 to 66 %
- ❖ In NFHS survey our breast-feeding within one hour after delivery is 44.1 and with intervention in last three months upto 99.40 % for institutional deliveries as per PCTS finding.

Strategy ..

- Anemia in pregnant women is also a big hurdle in tribal belt of Kishanganj and Shahabad Block of Baran District. To meet out this problem, we started AAA (Akshada Program) at Aanganwari level for close monitoring and supervision of beneficiaries and also ensure 100% consumption of Iron Folic Acid, Calcium and Albendazole tablets to each PW.
- Also ensure 100% Take Home Ration to Pregnant Women (ICDS).
- For better implementation of PMSMA from July 2016 at 9th of every month at all health institutions including PHC, CHC where no Medical Officer is available, we have ensured free services of Private Gynaecologist and Obst.
- We ensure to provide all 4 doses of Iron Sucrose to PW whose Hb level is less than 9 gm.

Immunization

- Mission Indradhanush implemented in mission mode
- In urban area hired vaccinators are working on the immunization day to meet out the HR issue
- Hence immunization coverage has increased 67 % to 83.3 % as per PCTS in last three years

Bhamashah Swasthya Bima Yojana

- BSBY Scheme started in District from 13th Dec. 2015
- **Entitlements-**
- Cashless treatment facilities for IPD Patients.
- Only for NFSA Families
Rs. 30000/- for Secondary illnessess per year per family
Rs. 3.00 Lacs for Tertiary illnessess per year per family

Beneficiary Identification:-

Bhamashah Card or Bhamashah Card Acknowledgement slip

- **Total No. of Hospitals empanelled- 23**

(1 DH, 13 CHCs and 9 PVT Hospitals)

- **Total No. of Package available -1401**

- Secondary Illnesses-678
- Tertiary illnessess-663
- For Govt. Hospitals reserved-46
- For PVT Hospitals reserved-14



BSBY Progress

- Total No. of Beneficiries-66390
Govt. Hospitals 49217 PVT Hospitals-17173
- Total Insurance Amount-14.41 Cr.
Govt. Hospitals-7.77 Cr. PVT Hospitals-6.64 Cr.
- Total Amount Reimbursed -11.48 Cr.
Govt. Hospitals-5.62 Cr. PVT Hospitals-5.86 Cr.



War against malnutrition a success story– Poshan Baran

- Children with Severe acute malnutrition (SAM) are managed either at the community or facility level based on presence or absence of medical complications and appetite.
- Experience from other countries show that with good screening in place, approx. 85 to 90 % SAM children without medical complications may be successfully managed at the community level
- Considering prevalence of malnutrition at large scale specially in Shahbad and Kishanganj block with the help of NHM, ICDS ,ACF, GAIN and UNICEF. We started a nutrition supplement program “Poshan Baran” in July 2017. The salient features are:

Implementation and Timeline of CMAM

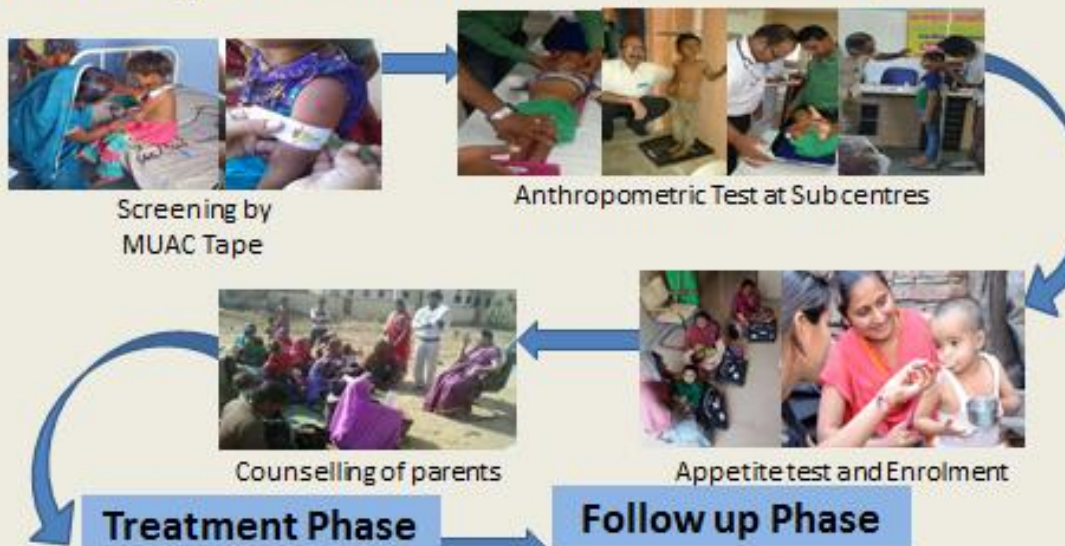
Screening	Identification	Enrollment	Treatment Phase 1	Post Treatment Phase 2
<ul style="list-style-type: none"> • Screening Criteria's: MUAC<115mm Bilateral pitting oedema • By ASHA • At Community Level 	<ul style="list-style-type: none"> • Anthropometric Measurements Z-score < - 3SD Appetite test • By ANM • At Sub Center Level 	<ul style="list-style-type: none"> • Without Complications enroll in CMAM • With Complications refer to MTC 	<ul style="list-style-type: none"> • Weekly distribution of MNT Kit, anthropometric and clinical assessment on Poshan Day • By ANM • At Sub Center Level 	<ul style="list-style-type: none"> • Monthly follow up Visit anthropometric and clinical assessment on Poshan Day • By ANM • At Sub Center Level
1 Month	20 Days	7 days	2 Months	4 Months

Overview- Success story to Combat Malnutrition by POSHAN Baran:

Program was implemented in 20 sub center of two blocks of Baran District: Kishanganj and Shahbad

Duration- July 2017 to March 2018.

Steps....



Outcome

- 6304 Children were Screened, out of which 402 were identified as SAM.
- 341 were enrolled in CMAM.
- After Treatment 163 children were discharged from program with positive impact and still in continuation



“Suposhan” the initiative in Baran District

- From January 2018 we started Suposhan program in Baran district, under close supervision and guidance of District collector.
- Through the program we have line listed all the beneficiaries of AWC area and promoting them to celebrate the memorable event like birthdays, anniversary with Aanganwadi children's on weekly basis to improve nutritional status of children's.
- Though this communities are providing the home made nutritional food to the children on the day of celebration.



Distributing the *halwa* to the children during celebration at Aanganwadi

Opportunity....

- Regular meetings with PEEO at village level in presence of PRI members and health functionaries
- Sharing the MMR and IMR data (Social Audit) with PRI members in detail.
- We have started Rs. 500/- and Rs. 200/- incentive amount to first right informer of MMR and IMR from VHSNC untied fund.

Convergence

- AAA- convergence at Aaganwadi level is initiated which has improved service delivery.
- WIFS and NIPI programs has been implemented with Education and ICDS Department.

Constraints

- We have Medical Officers in good number but skilled number is less . We are organizing training for such medical officers at Medical College and DH.
- Education and awareness level for Health and sanitation is low, to meet out the situation organizing health awareness camps doing IEC at community level. In these camps members of PRI, NGOs, Religious leaders and students participation is ensured.
- Civil infrastructure is being improve by means of Govt. schemes, CSR and MP, MLA LAD.

Thematic Area : Education



GOVERNMENT OF RAJASTHAN

Presentation By

District Administration, Baran



About Baran District

- Aspirational District having 50 % barren area
- One third population of District is tribal
- Dominance of Sahariya Tribal specially in Shahabad & Kishanganj Block
- Literacy in Rural area is relatively low (54.93%)
- Far from Digital empowerment specially in school education

Opportunities in School Education

- Need of integration of Technology at grass root level for overall qualitative changes
- Creating Smart- Education ecosystem leveraging available resources
- Contributing in Skill Development through Digital Empowerment
- Creating Remote monitoring mechanism for real time information

Available Resources for Smart Education

- 105 Government Schools of Baran District have ICT Labs with minimum 10 computers, one Projector/LED, Internet Connection and power backup
- Reasonable Teaching Staff in Secondary/Senior Secondary Schools.
- RSCIT Trained Teachers with basic I.T. Skills

Constraints in Smart Education

- Lack of curriculum mapped interactive e-Learning Content in Hindi Language
- Lack of Remote monitoring mechanism which could provide real time information
- Long Term Capacity Building of Teachers for smart teaching

District Innovation

Learning Outcomes

- ❖ District Innovation has been made to conduct weekly assessment for the class 3,5 and 8 to improve learning outcome in language and maths.
- ❖ Weekly Examinations started from 24 Jan. 2018 for Class 3,5 and 8.
- ❖ As per 7 test analysis regional and subject specific gaps has been identified and corrective major has been taken. To improve the outcome assessment is now being done on fortnightly basis and the copies are checked by interschool teachers.

❖ Niti Ayog Result Analysis Date 24-01-2018

Subject	Class 3		Class 5		Class 8	
Grade	A	B	A	B	A	B
maths	24.58%	28.07%	26.23%	27.92%	26.34%	27.45%
Language (hindi)	12.41%	26.82%	18.68%	29.68%	17.08%	26.67%

❖ Niti Ayog Result Analysis Date 21-02-2018

Subject	Class 3		Class 5		Class 8	
Grade	A	B	A	B	A	B
maths	29.33%	35.42%	31.79%	33.35%	28.28%	31.32%
Language (hindi)	29.70%	35.87%	43.22%	32.35%	33.08%	28.99%

Conversions (Key Steps) for Smart Education

- Initiated 'Project Utkarsh' in all 105 Govt ICT schools to bring qualitative changes in school education
- District administration and education department are aligned as key executor and owners of the program.
- Revived & Activated ICT labs in school through internal resources.
- Created curriculum mapped content for better integration with day to day teaching and learning in classroom. This helped in faster acceptance to program by teachers.
- Teachers Training Program Organized for Capacity Building
- Customized Remote Monitoring Dashboard created to establish effectiveness and accountability
- Regular school visits, monitoring and progress review done by key stakeholders

Success Story (Outcome)

- ❖ All 105 Schools have been provided access for virtual smart-class setup and also put on District Dashboard of Remote monitoring
- ❖ 10000+ Students have been provided direct access to smart-class
- ❖ More than 70% Schools initiated Smart-Class and using regularly
- ❖ 5000+ Students created their email IDS for smart class and regularly used.
- ❖ 3000+ Students participated in online/offline formal assessment.
- ❖ 10th Board average result of Project Utkarsh enabled School increased by 9.29% in year 2017.
- ❖ Enrolment in Project Utkarsh enabled schools increased by 18.89% in year 2017
- ❖ Project helped to compensate around 12% under staff .
- ❖ Existing ICT infrastructure of worth Rs 5 crore put to use for e-Learning
- ❖ 500+ Systems used for regular practice and learning.
- ❖ 500+ Teachers were trained for long term capacity building.
- ❖ 80% +Participation of Rural and Tribal Area Schools.



Thematic Area : Agriculture and Allied

Baran has basically an agrarian economy. Most of its population lives in small villages. It has a wide range of agro ecological situations from plain to hilly region in East & south part of the District, medium to high rainfall.

In Kharif soybean based cropping system is dominant and covers about 70 percent areas of Kharif crops and in Rabi about 70 percent farmers adopt Coriander & mustard based cropping pattern. The major Kharif crops of the district are soybean & maize while in Rabi wheat, Garlic, mustard, Gram and Coriander are the major crops.



Organic Farming State Level Award to
Mr . Brajraj Gaur

Opportunities

- Promotion of Soil health card as a tool for a rational and judicious use of fertilizer.
- Technology transfer for the best available package of cultivation practice (Pops) by Whats App group to enhance production and productivity of major crop such as wheat and paddy.
- Promotion of Integrated farming system (Ifs) among the lead farmer.
- Establishment of Farmer Producer Organization (FPO) to deliver critical input such as seed fertilizer, pesticide and marketing linkages. About 10000 farmers of 10 FPO getting benefit.
- Training and capacity building for farmer and these organization or crop production and market integration.

Transformation Strategy

- To Achieve the above envisioned transformation, following steps/practices will be taken by the District in a Collaborative manner.
- Envisaging Innovative Agriculture Model suitable to the District. Rice – Wheat for Expanding Productivity of Rice-Wheat with other Feasible Crops Pulse, Corianders, Garlic and Fruit Plant.
- Focus will be given on Organic Farming of the District. Consultation and Guidance of KVK Anta will be taken for Better Yield while using Chemical Fertilizer. Focus will be given to Distributing Micro Nutrient Organic Fertilizer, Bio Fertilizer to enhance Soil Productivity along with this.
- Ground water recharges and recycles.
- Farm Mechanization will be extended to low performing Blocks in a phased manner.
- Changing in Cropping pattern and seeding method.
- Cluster approaches of seed production component.

Constraint

- Insufficient facility of proper storage and post harvest, as per budget announcement storage facility will be increased in a phased manner.
- District having average rainfall 917 mm. But maximum rain water run off. Efforts are done to develop check-dam, percolation tanks, big tanks etc. in various available schemes.
- Shortage and irregular of electricity and higher cost of fuel. Planning to develop renewable source of energy like Solar-energy.



Progressive Farmer Award (ATMA) : Mr.

Success Story

- ❖ Use of plastic in agriculture as carrying of water through PVC/HDPE pipe line to save 25-30% water losses. Above 70% farmer are using PVC/HDPE pipeline to irrigate their field crops.
- ❖ farmers are using improved farm-implements to prepare the field, sowing, harvesting and threshing field crops to save time and money.
- ❖ Most of the farmers are using certified seed and timely plant protection majors.
- ❖ Increase in farmer income by making straw with crops residues and to safe environment.



Thanks

Dr. S. P. Singh
IAS

District Collector Baran (Rajasthan)



B. BREAKAWAY: AGRICULTURE – PRADHAN MANTRI FASAL BIMA YOJANA

1. Dr. Milind Ramteke, District Magistrate & Collector, West Tripura

IMPLEMENTATION OF PRADHAN MANTRI FASAL BIMA YOJANA(PMFBY)

UNDER

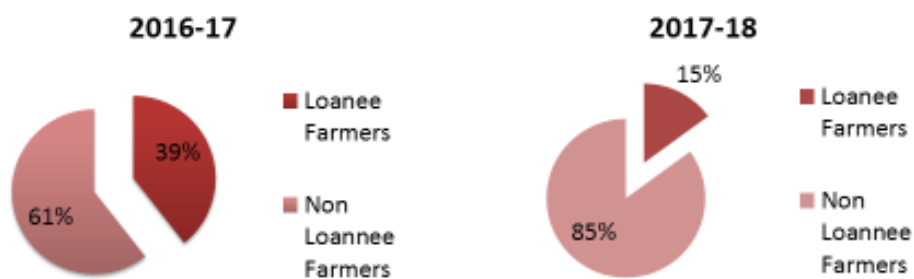
WEST TRIPURA DISTRICT 2017-18

D.M & COLLECTOR, WEST TRIPURA DISTRICT

1

Achievement of Insurance Cases under PMFBY

Item	2016-17	2017-18	% Increase
Loanee farmers	763	700	-
Non Loanee Farmers	1175	3969	327%
Total	1938	4669	241%



2

**PUBLICITY CAMPAIGN, AWARENESS PROGRAMME &
TRANSPARENCY**

SN	Awareness Camps	Number
1	District Level	8
2	Block Level	15
3	Agri Sector Level	24
4	Gram Panchayat Level	93
	Total	140

- Publicity done through pamphlets, Flex, Banners, leaf lets, door to door campaign in local languages, local news papers, Awareness creation and agricultural technology dissemination through ATMA etc
- Active Involvement of Women Self Help Groups, Farmers Interest Group, Farmers club and involvement of PRI
- Training programmes for farmers at various levels
- Time bound uploading of CCE data by Agriculture Office

3

CONVERGENCE WITH EXISTING SCHEMES

- Use of existing MG-NREGA Bank accounts for PMFBY.
- Awareness creation & Agriculture technology dissemination through ATMA.
- Outreach to female members in the interior areas through SHGs under North eastern Rural Livelihood Programme (NERLP)
- Sensitisation of Farmers through Village Level Entrepreneurs of Common Service Centres (NeGP)

4

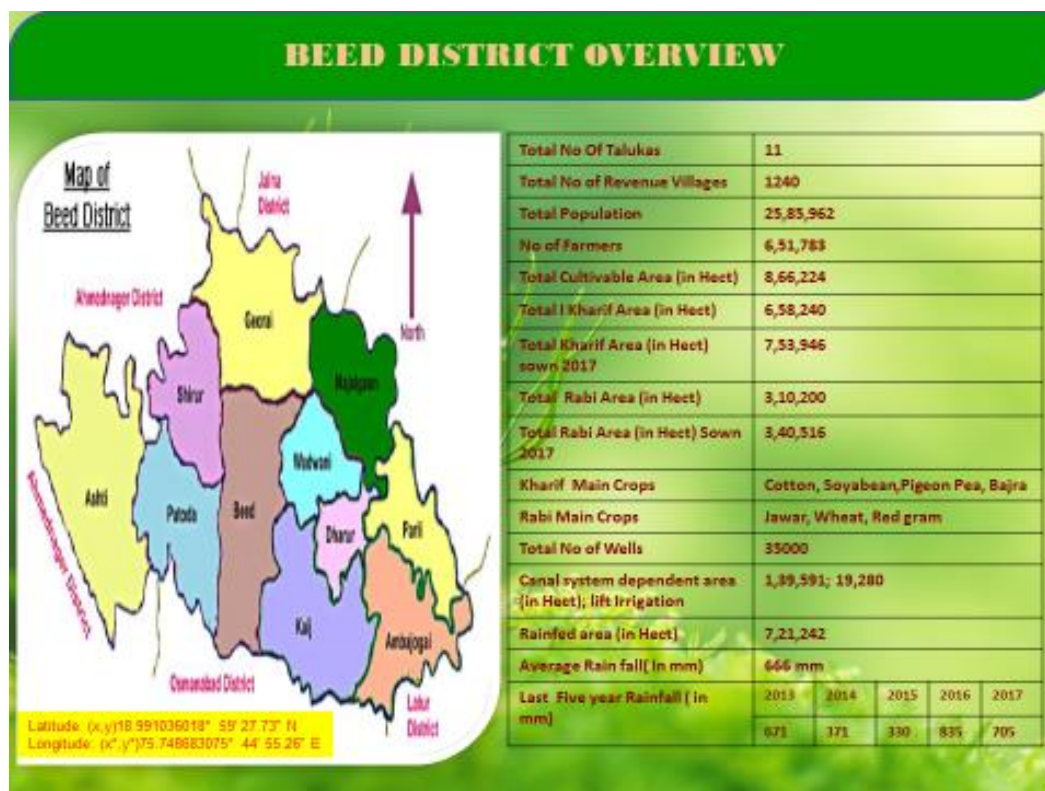
INNOVATIVE APPROACH IN IMPLEMENTATION

- Processing of application and crop damage assessment in the presence of both Insurance Agents and Agriculture Official
- Sensitisation of Farmers through Village Level Entrepreneurs of Common Service Centres (NeGP)
- Active Involvement of Women Self Help Groups,
- Publicity through M- Kisan Portal

5



2. Sh. M Davender Singh, District Collector, Beed



Kharif and Rabi Information (2016,2017)

Sr. No	Item	Kharif 2016	Kharif 2017	Rabi 2016	Rabi 2017
1	Total Farmers in Dist	6,51,783	6,51,783	6,51,783	6,51,783
2	Total Insured Farmers in Dist	5,06,558	5,43,200	1,61,074	1,42,122
3	Total No. of non loanee farmers out of total insured farmers in Dist	3,51,242	4,78,472	1,57,554	1,35,431
4	Total No. of insured farmers Applications in Dist	13,58,466	12,18,257	1,70,867	3,71,062
5	Total Crop Area In Dist (Hect)	7,98,685	7,53,946	3,61,761	3,40,516
6	Total Insured Crop area in Dist (Hect)	6,33,286	5,58,925	99,041	1,99,140

Kharif & Rabi Information (2016,2017)

- ❖ 1st in the state to get maximum no of Applications in Kharif 2016 & Kharif 2017
- ❖ Highest in the state to for maximum non-loanee farmers get insured out of total insured farmers in the district
- ❖ Highest in the state to cover maximum Crop area under kharif 2016 vis-à-vis Kharif 2017
- ❖ 100 % claim settlement of kharif 2016 within time (Rs. 232.84 crore)
- ❖ 1st in the state to get maximum no. of application in Rabi 2016 and Rabi 2017
- ❖ Doubled the insured crop area in 2017 vis-a-vis 2016
- ❖ Highest in the state to cover maximum crop area in 2017
- ❖ Out of total applications, 7.42 lacs received in the state, 3.71 Lac applications received from Beed district itself
- ❖ 100% settlement of claim of Rabi 2016 within time (Rs.4.05 Crore)

Innovation and Best Practices



- ❖ WhatsApp Group involving officers and public representatives
- ❖ Synergy among all. Appreciation from various quarters
- ❖ All India Radio usage : Interview of Dist Collector, DSAO etc
- ❖ Usages of Social Media like FB, Twitter, NIC website etc
- ❖ District Call Center Toll free - 18001801551
- ❖ Additional counters opened at bank
- ❖ CSC Center & VLE help

Technological Interventions



WhatsApp Groups



CCE App



Crop Insurance Portal



Dist FB and Twitter Pages

Accountability and Transparency

- ❖ People's faith in the scheme and campaigning focus on individual (approach)
- ❖ Mandatory usage of Aadhar number for de-duplication for years 2016 and 2017
- ❖ As per Operational Guidelines of PMFBY, random inspections (5% at regional level, 10% at DLCC level out of 5% and 1 to 2% should be verified by head office of the insurance company at the state level)
- ❖ Proper monitoring at all stages such as premium collection, reporting, claim settlements and disbursement
- ❖ Meeting with MLAs and MLCs for grievance redressal and complaints regularly

Sustainability and Positive Impact

- ❖ Farmers are ready to pay premium as its much less than NAIS premium rates
- ❖ 5 years in NAIS vs 7 years in PMFBY – Threshold yield calculation
- ❖ Use of Technology Ex: CCE App, immediate conversion of wet weight to dry weight and likely date of harvest and www.agri-insurance.gov.in website
- ❖ The Gross cropped area(GCA) has increased from 6.58 lac hectares to 7.53 lac hectares in Beed
- ❖ A Net Cropping Area of 95000 hectares has come under cultivation in Beed
- ❖ Assurance to farmers in case of crop failure
- ❖ Agricultural distress has been mitigated to a great extent
- ❖ The sum insured is now closer to the cost of production than before. This means in case of losses, farmers should theoretically get significantly higher compensation than before

Suggestions and Improvements

- ❖ Website server issues:- CCE App and website during last few days
- ❖ Finger capturing issues for farmer above 60 plus age during UID authentication
- ❖ For commercial/cash crops, the premium should be less. Ex:- Cotton and Onion in Beed
- ❖ Robust grievance redressal mechanism at insurance company
- ❖ Insurance unit should be taken as gram panchayat not a group of GPs or Revenue circle
- ❖ Banks and insurance companies should be made responsible if they delay or make mistakes in execution

Thank you

C. BREAKAWAY: HOUSING – PRADHAN MANTRI AWAS YOJANA

1. Sh. Sandeep Kumar, Deputy Commissioner, Kangra Himachal Pradesh [PMAY (Gramin)]



Sh. Sandeep Kumar(IAS)
Deputy Commissioner-cum Chief Executive Officer
DRDA, Kangra at Dharamshala

Target vs Achievement-2016-17

Total target-776 Total completions-741

Target	Completion	% Ach.	Target	Completion	% Ach.	Target	Completion	% Ach.
SC			ST			Other		
350	334	95.43%	59	52	88.14%	367	355	96.73%

Women			Men			Joint		
Target	Completion	% Ach.	Target	Completion	% Ach.	Target	Completion	% Ach.
182	175	96.15%	300	288	96.00%	294	278	94.56%

Parameters Vs Timely completion

- ❑ Geo-Tagging before sanctioning, two stages were to be Geo-Tagged i.e. first stage: where the existing beneficiary is residing and Second where he will build the House.
- ❑ If both the stages were Geo-Tagged only then sanctioning and first installment could be released.
- ❑ 100% sanction has been granted for construction of all the targeted houses i.e. 776.
- ❑ Status of completion of PMAY(G) houses for 2016-17 is 741/776 i.e. 96% as on 20.03.2018, Not only this, District Kangra has completed 405/776 i.e. more than 50% in less than 6 months of sanctioning.

Technical care

- ❑ Mason was the key person to incorporate the local style and typology. Masons were provided training along with technical staff of Blocksat Sundernagar Polytechnic regarding construction techniques, particularly about earthquake resistant bonds as Kangra district falls in Zone IV.

Monitoring

❑ Each technical person was assigned one house as per target Panchayat wise, so that better implementation and monitoring can be ensured. Beneficiary was guided at each and every point. Also the technical and other issues raised from time to time were addressed immediately both at block and district level.

Optimum Resource Management

- ❑ Only the existing technological options were used like mobiles lying with officials and technical expertise of field level functionaries and trained masons.
- ❑ Dedicated Whatsapp group from the district level upto block level was formed to monitor the daily progress of houses under construction. Another whatsapp group from block to beneficiary level was formed to monitor the qualitative and quantitative progress .

Convergence

□ Convergence was done with the MGNREGA by way of special drive to provide job card to those who do not have these and 95 DAYS unskilled labour to the beneficiary whose house is under construction, so that he can contribute to his own construction and earn money also by the way of wages to enhance his livelihood and improve the quality of life.

□ Toilet was constructed in convergence mode under MGNREGA.

Convergence detail of 95 Days

Target	Ach.	Total Person Days	Total Convergence Amount (In Lakhs)
776	515	48925	87.576

Success stories-Happy moments

□ In Indora block ,GP Surdwan one women beneficiary named Kunja Devi was living in tent for the past 4 years.

□ Another beneficiary in Nagrota Bagwan block named Raj Kumar was blind with one handicapped child. He was helped in construction by local ward member and one of his relative along with technical person deployed by block office.



2. Sh. Kaushlendra Vikram Singh, District Magistrate, Neemuch, Madhya Pradesh
[PMAY (Gramin)]



Pradhan Mantri Awas to Pradhan Mantri Parivar : A Holistic Upliftment



Kaushlendra Vikram Singh
District Magistrate, Neemuch
Madhya Pradesh

Contents

- General overview
- Challenges faced
- Prominent initiatives undertaken
 - PM parivar and its status
 - Monitoring portal
- Special priorities
 - Facilitation and mobilization of 3Ms
 - Backward linkages
 - Grievance redressal
- Suggestions

General overview

- 25,627 households were identified by SECC 2011 census as socio-economically deprived and priority households
- Of the 5026 sanctioned houses during 2016-18,
 - 85.2% houses have been completed with geo-tagging
 - Complete transfer of payments to beneficiaries of completed houses
- Target of 3272 houses for 2018-19

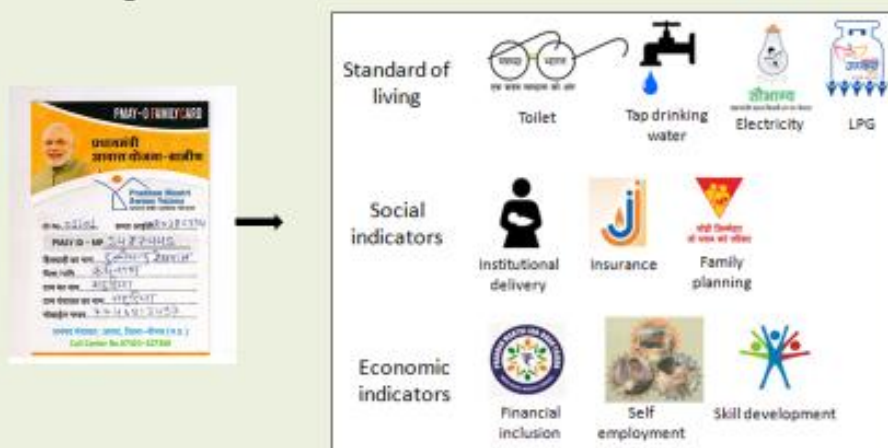


Challenges faced

- Geographical :
 - Hard rock strata in 40-50% of the district
 - Inadequate availability of sand
- Administrative :
 - Lack of communication between the stakeholders
 - Inadequate mobilization of construction materials
 - Inadequate number of masons
- Socio-economic :
 - Most of the beneficiaries are daily wage labourers, migrant workers, marginal farmers
 - Major dependance on Govt. funds
 - Lack of time to ensure in time completion of houses

Prominent initiative - Pradhan Mantri Parivar

- Unique ID and card to all completed households
- MIS of socio-economic profile of the household
- Tracking of socio-economic indicators and their attainment



Prominent initiative - Monitoring portal

- Online real-time monitoring of the socio-economic indicators
- Panchayat, block and district level reports on availability and non availability of various indicators



<http://pmay.frio.in/>

Pradhan Mantri Parivar - Status



100% financial
inclusion



100% Toilets



100% Electrified
houses



83% LPG
connections



74% Tap
drinking
water

- 99% of the PMAY households earn their income from daily wages and agriculture
- 150 SHGs formed and provided bank linkages for additional source of income
- Income of households enhanced through Mukhya Mantri Swarozgar Yojana



Special priority : Facilitation and mobilization of 3Ms

- Man (Stakeholders)
 - Discussion at gram panchayat level on selection of beneficiaries
 - Capacity building of officers at different levels on construction, technology like geotagging and software handling, monitoring, etc
 - Regular monitoring by officers for spot verification of houses and communication between the stakeholders
 - Celebration of completion of houses on Awas Diwas



Special priority : Facilitation and mobilization of 3Ms

- Mason (Rajmistris)
 - Block level mason mapping and training
 - Capacity building of 732 people from unskilled labourers into certified skilled 'Rajmistris'
 - 'Model houses' constructed during training
- Material
 - Use of locally produced bricks and cement
 - Promotion of local materials like Singoli stone and Suvakheda stone
 - Royalty free on sand used



Special priority – Backward linkages

- 12 brick enterprises set up under Mukya Mantri Swarozgar Yojana have supplied construction materials.
- 46 centring enterprises set up under Mukya Mantri Swarozgar Yojana have provided services in construction of houses
- Endorsement of local stone cutting and polishing enterprises to promote use of Singoli stone and Suvakheda stone.
- Procurement of cement from UltraTech at affordable rates



Special priority – Grievance redressal

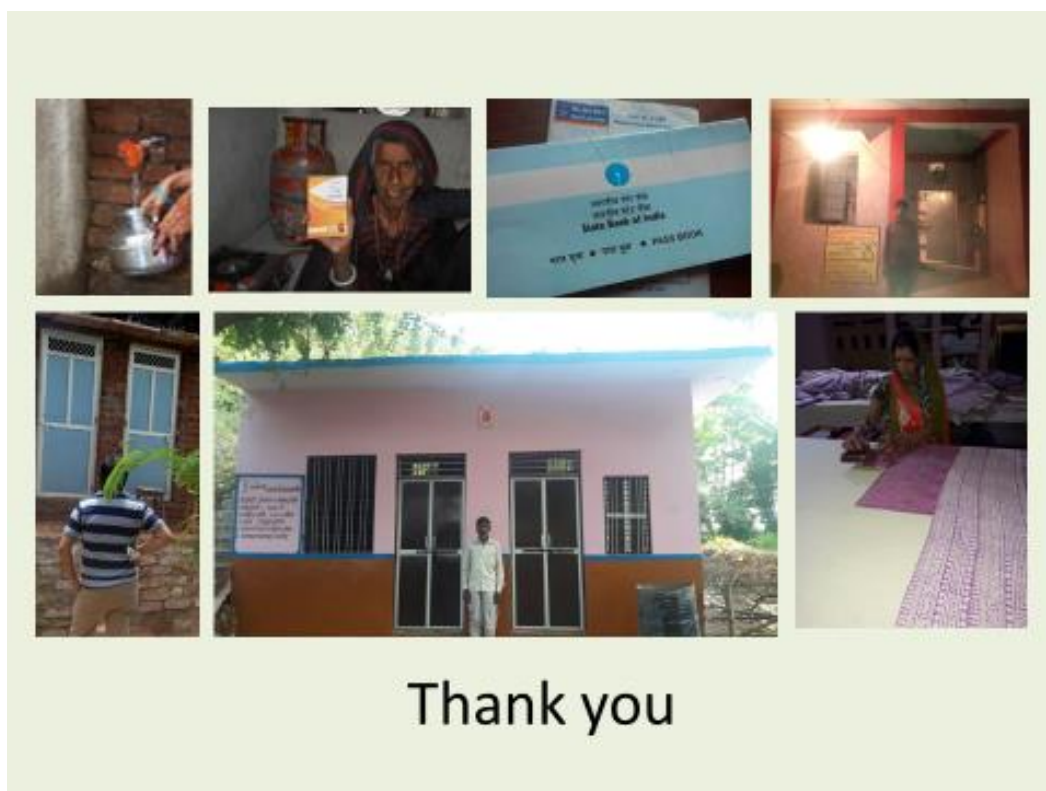
- Quick Response Team (QRT) at block level to register and address queries and complaints
- Other modes of grievance redressal - CM Helpline, Jansunwai, Call centre (07423-227388)
- 11,085 grievances addressed satisfactorily



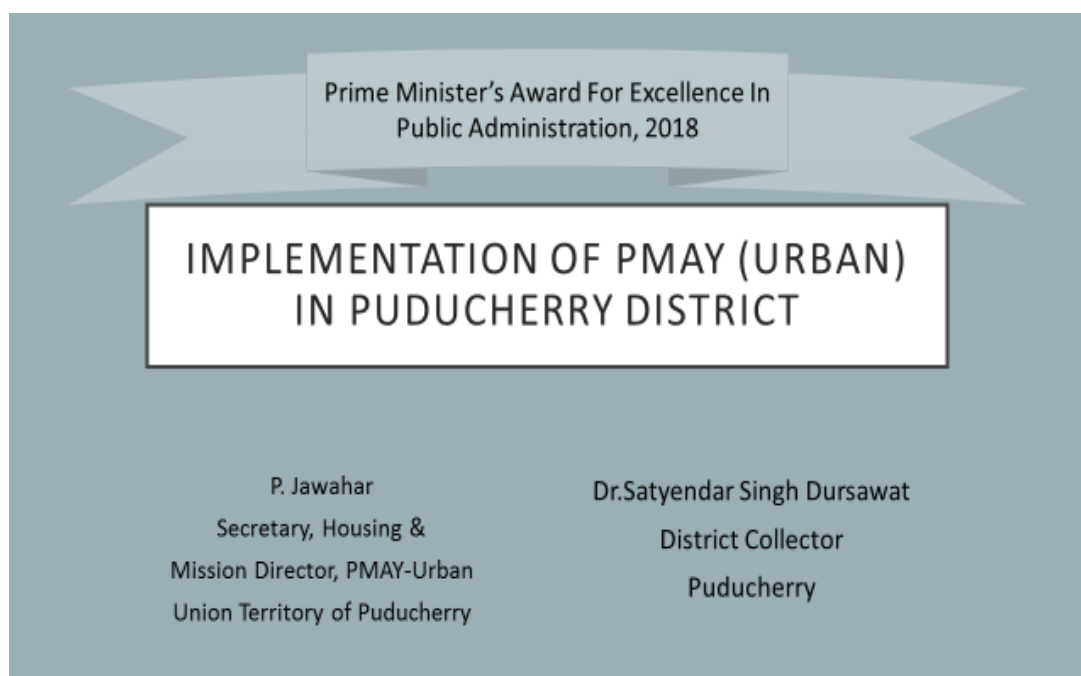
Road ahead for 2018-19

- Removal of the criteria like, presence of two wheeler and existence of landline at home, from being disqualified for the scheme.
- Concerted efforts to be made to achieve 100% access to tap drinking water and LPG connection.
- IEC campaigns - Health, Hygiene and sanitation, Self-employment, Skill development, Entrepreneurship schemes
- Bringing more PM Awas under PM Parivar umbrella.





3. Sh. Satyendra Singh Dursawat, District Collector, Puducherry, Pondicherry [PMAY (Urban)]



HOUSING DEMAND IN PUDUCHERRY

No.	Parameter	Total UT	Puducherry Dt
1	Demand Survey(ULB,CSC& online)	69697	38644
2	Demand through CSC & Online	1991	1385
3	Verified applications	17600	8928
4	Rejected applications	8616	2512
5	Validated demand (out of verified applications)	8984	6416
6	Beneficiaries selected	7766	5509
7	Work Under Progress	2468	1909

Note: Validation of all BLC applications are completed. HFAPoA preparation is underway, as a part of it the applications under other three verticals are currently being validated

UTILIZATION OF PMAY MIS WEBSITE FOR MONITORING

1

De-duplication:
to remove duplicate beneficiaries

2

Monitoring Progress: using Bhuvan application as all the BLC beneficiary house sites are geo-tagged

3

Fund Utilisation:
financial assistance disbursement to beneficiaries are tracked

CONVERGENCE IN IMPLEMENTATION OF PMAY

PMAY Plus

- Convergence with the State Government Scheme (Perunthalaivar Kamarajar Housing Scheme) [₹ 1.5 Lakh + ₹ 0.5 Lakh]
- Smart Cities Mission Convergence – 1750 houses under affordable housing in partnership was converged
- Swachh Bharat Mission IHHL Beneficiaries are given priority in PMAY

PILOT STUDY AS A POLICY FEED

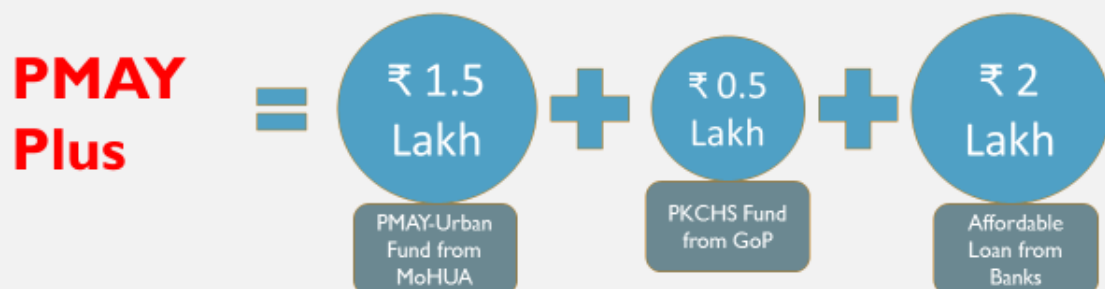
- Pilot Study revealed the following:
 - No facilitation by the implementing agency after disbursement of govt grants
 - Beneficiaries are pushed into an internal debt trap
 - Their land title was not considered as a collateral security
 - Banks were not willing to provide finance as they were considered as high risk client
 - Their Security of Tenure was at greater risk than before getting the govt grant
 - Need for a strong Government Intervention to show better housing completion



INNOVATION IN IMPLEMENTATION OF PMAY

PMAY Plus

- Creation of a **Bridge Fund** by facilitating bank loans at affordable interest rates by removal of difficulties in availing bank loans for poor beneficiaries [~ ₹ 2 Lakh]
- Relaxation of Building Plan Approval
- Common Application Form
- facilitation for Equitable Mortgage of Title Deed

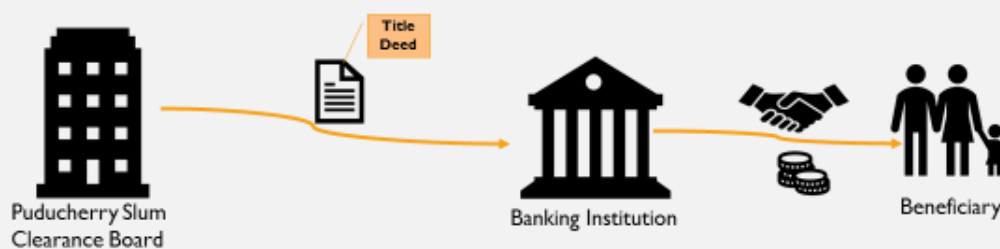


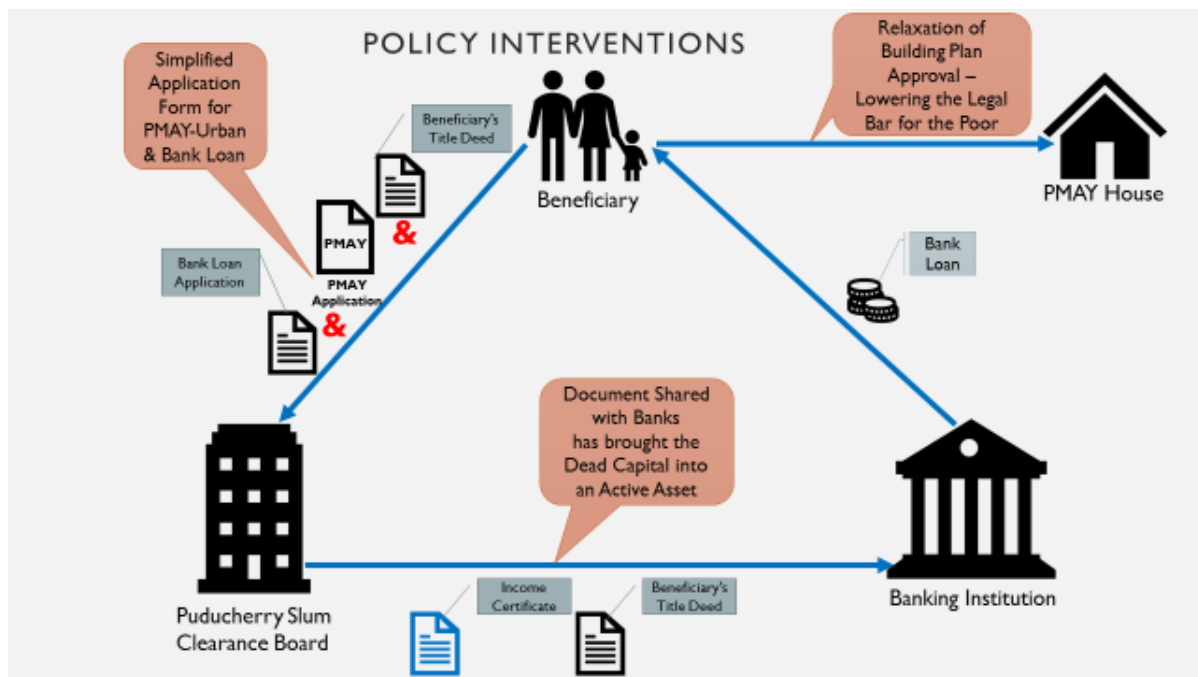


PMAY Plus

INNOVATIVE ELEMENTS

- **Government Process Re-engineering** – decision to share the title deed that lay idle in PSCB locker with banking institution
- **Location of Title Deed Matter!**– Sharing the title documents from the lockers of PSCB to Bank Lockers suddenly made the poor housing beneficiary bankable as banks took it as an instrument for Equitable Mortgage to lend
- **Unlocking the Dead Capital** of the poor beneficiaries to make them bankable for the banking institutions (SLBC passed a resolution)





AWARENESS

- Wide publicity given during demand survey through Print and digital media.
- Public functions conducted for disbursement of work orders to beneficiaries.
- Display boards of scheme at prominent places.
- Details of scheme available in websites of Government of Puducherry, State Level Nodal Agency.
- Beneficiaries lists are published in websites for social audit.

GRIEVANCE REDRESSAL

- A City Level Mission has been constituted under the Chairmanship of District Collector.
- The City Level Mission is a grievance Redressal body at the District level.
- General Online Grievance Redressal portal “CPGRAMS” <http://puduvaikural.puducherry.gov.in/> is available for citizens.
- Online Redressal portal <https://lgpgrs.py.gov.in> is also available for submitting grievances to Hon'ble Lieutenant Governor.

END

4. Dr. B. Janardhan Reddy, Commissioner, Greater Hyderabad Municipal Corporation, Hyderabad, Telangana [PMAY (Urban)]



**Implementation of Dignity Housing Programme in
GREATER HYDERABAD MUNICIPAL CORPORATION**

Administered by

Dr. B. Janardhan Reddy, IAS

Commissioner

Greater Hyderabad Municipal Corporation

HYDERABAD- Telangana

Background - GHMC



**Greater Hyderabad
Municipal Corporation**



- ✓ ULB notified as Greater Hyderabad Municipal Corporation in April 2007
- ✓ Spread over an area of 625 Sq. Km.
- ✓ Population of 6.81 million as per census 2011
- ✓ City divided into 5 zones and 30 circles

Slums in GHMC

- ✓ No. of notified slums = 1179
- ✓ No. of non-notified slums = 297
- ✓ Total Slums = 1476
- ✓ No. of Households = 4.06 Lakhs
- ✓ Slum population in million = 19.51 Lakhs

Housing Demand in GHMC

- ✓ SKS Survey Aug 2014 = 4,57,436
- ✓ PMAY-HFA DUs approved = 1,26,129
- ✓ PMAY applications received = 1,05,207
- ✓ Target Plan to build = 1.00 Lakhs
- ✓ Dignity Housing of 560 Sft with 2 Bedrooms, Hall, Kitchen and 2 Bath-cum-Toilets



Greater Hyderabad Municipal Corporation GHMC

Innovative Approaches



Beneficiary Share

To ensure hurdle free and timely completion of the projects, beneficiary share should be minimum, preferably zero.

Counselling & Awareness

- Urban Community Wing of GHMC and SRACO, a well know NGO for social engineering and family counselling issues roped in to alleviate Slum dwellers apprehensions.
- Common Possession Certificate



Tsunami Approach

- A proactive approach adopted to resolve resistance and issues raised by beneficiaries and overcome hurdles in implementation.
- Example: Bojjaguta Experience

Vertical Construction

- 1)G+3 (In-Situ)
 - 2)S+5 (In-Situ & Vacant)
 - 3)G+S+9
- Accommodating PHCs at ground level.



Innovative Approaches



Maintenance Mechanism

Layouts planned with revenue generating features / activities like shopping malls or shops at stilt floor in order to meet recurring maintenance expenditure towards lift, security, housekeeping of common facilities.

Innovative Technologies

Shear wall technology, Precast concrete building construction to complete the project in a short time with higher precision
Usage of Fly-Ash bricks and PPC cements in constructions in compliance to regulations by Ministry of Environment, GOI.



Linking Infrastructure

Provision of physical infrastructure like adequate drinking water, road connectivity, efficient drainage and sewerage systems by linking with existing schemes of State Government.

Good Architectural Design

Jawaharlal Nehru Architecture & Fine Arts University(JNAFAU), has been involved for the designs of 2BHK housing.



Ahmedguda – Open Site Development (C+S+9)



- Type of Development : **Open Site**
- Area : 20.73 Acres
- Existing Dwelling Units : NIL
- Proposed Dwelling Units : 4320
- Pattern of Housing : C+S+9
- Cost of DU : Rs. 7.9 Lakhs
- Cost of DU incl Land Cost: **Rs. 11.00 Lakhs**

Singam Cheruvu- Insitu Development (G+3)



- Type of Development : **Insitu**
- Area : 2 Acres
- Existing Dwelling Units : 176
- Proposed Dwelling Units : 176 (11 blocks)
- Pattern of Housing : G+3
- Cost of DU : Rs. 7.00 Lakhs
- Cost of DU incl Land Cost: **Rs. 15.00 Lakhs**



Status of Construction of Housing in GHMC



- Target is 1 Lakh Dwelling Units in first Phase by December-2018
- Work is in progress at **109(41 In-Situ & 68 Open Sites)** Project Sites for construction of One Lakh Houses/ Dwelling Units

Current Status:

- **Works in progress - 90 Locations**
 - **92,560 Houses**
- In- Situ Slums
 - 31 Locations
 - 8,583 Houses
- Vacant Lands
 - 59 Locations
 - 83,977 Houses





GREATER HYDERABAD
MUNICIPAL CORPORATION
Government of Telangana

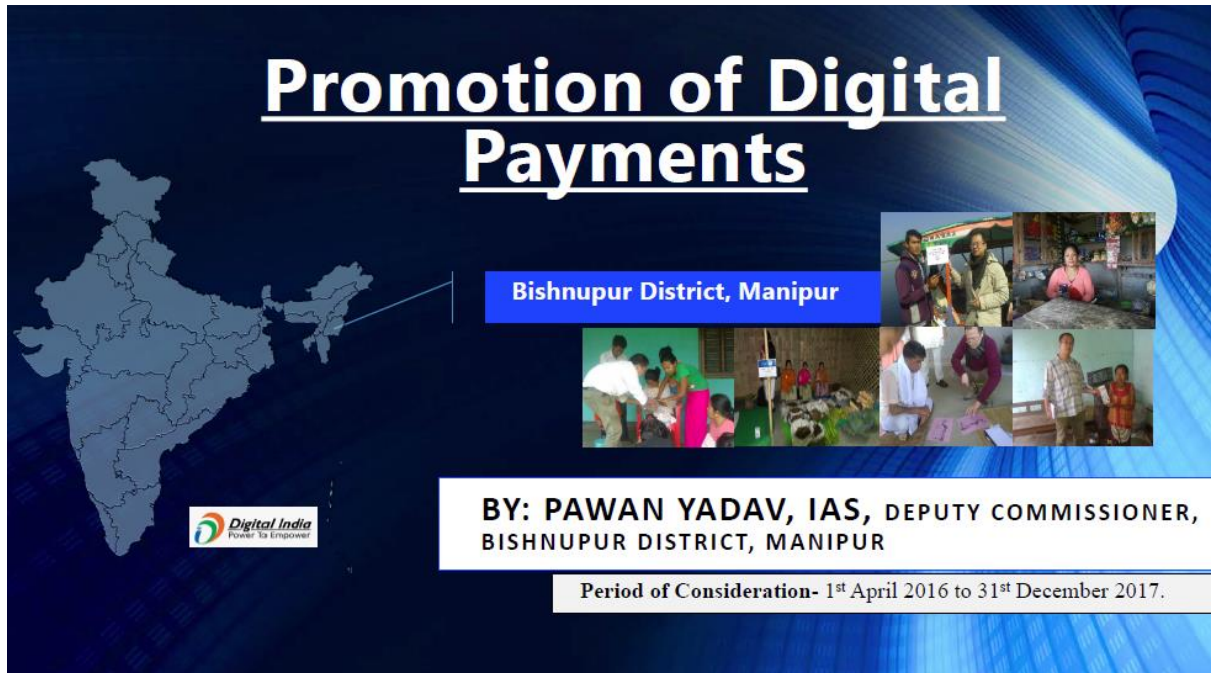


**2BHK Housing
HOPE to HOME**

Thank you

D. BREAKAWAY: PROMOTING DIGITAL PAYMENTS

1. Sh. Sumant Singh, Secretary, I.T. of Bishnupur, Manipur



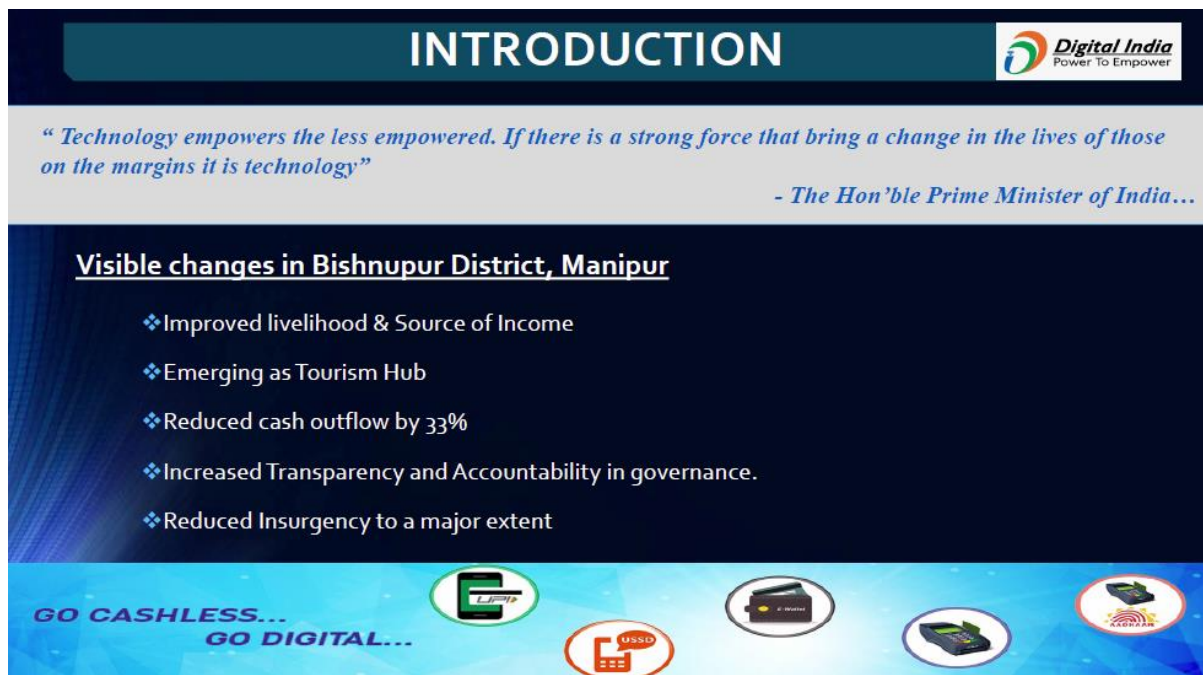
Promotion of Digital Payments

Bishnupur District, Manipur

BY: PAWAN YADAV, IAS, DEPUTY COMMISSIONER, BISHNUPUR DISTRICT, MANIPUR

Period of Consideration- 1st April 2016 to 31st December 2017.

The slide features a map of India on the left with a line pointing to Bishnupur District. On the right, there are several small photographs showing people using digital payment methods. The Digital India logo is at the bottom left.



INTRODUCTION

"Technology empowers the less empowered. If there is a strong force that bring a change in the lives of those on the margins it is technology"

- The Hon'ble Prime Minister of India...

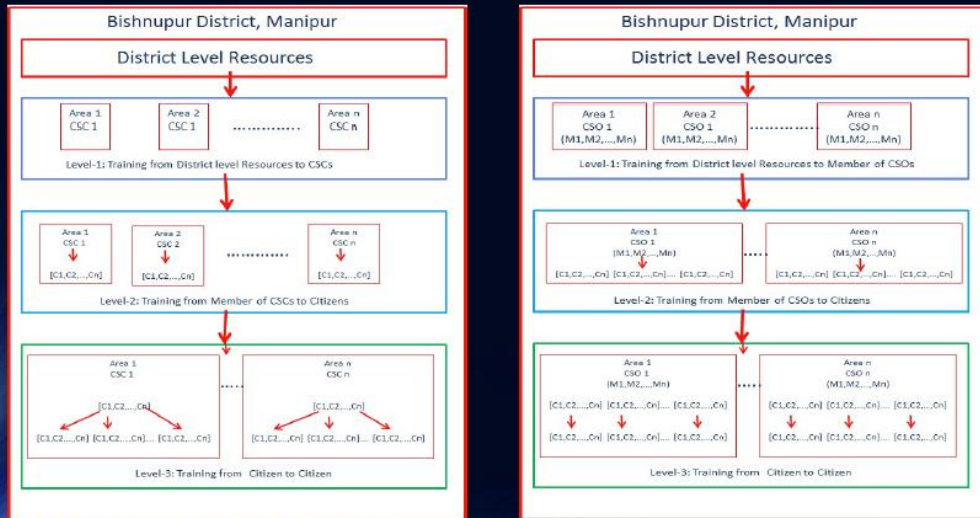
Visible changes in Bishnupur District, Manipur

- ❖ Improved livelihood & Source of Income
- ❖ Emerging as Tourism Hub
- ❖ Reduced cash outflow by 33%
- ❖ Increased Transparency and Accountability in governance.
- ❖ Reduced Insurgency to a major extent

GO CASHLESS... GO DIGITAL...

The slide includes the Digital India logo at the top right and icons for various digital payment methods (UPI, USSD, QR, etc.) at the bottom.

Architecture Diagrams for Digital Literacy



Strategy for Karang Island



- ❖ Became First Cashless Island in India
- ❖ Door-to-Door Campaign for Digital Payments
- ❖ POS Machines distributed to merchants, boat service providers & fish sellers
- ❖ Install BHIM & get Rs. 50/-.
- ❖ CSCs opened for Digital Seva Services.

❖ Results:

- Tourist attraction
- Reduced insurgency
- Improved livelihood
- Brought name & fame to Karang Island.



**GO CASHLESS...
GO DIGITAL...**



Inclusive digital payments promotion



- ❖ Digital Services at door step to Physically Challenged.
- ❖ 250 Women Artisans (Handloom) were trained on Digital Payments.
- ❖ School & College students were facilitate to go for digital transaction by hands on training.
- ❖ Fertilizer shops, PDS Shops & Petrol Pumps were encouraged to go 100% Digital

**GO CASHLESS...
GO DIGITAL...**



Innovative Methods /Technology Use



**Digital Bishnupur:
Online Youtube Channel**

**GO CASHLESS...
GO DIGITAL...**





2. Sh. Sandeep Kumar Singh, District Collector of Daman, Daman & Diu



Strategies and Methodology

2

1. The Initiation of awareness of Digital Payments: Train the Trainers

2. Mass Awareness Activities

3. Targeting Specific Sectors & Groups

4. Tapping the Industries

5. Launch of Mega Cashless Campaign : Booth Level Management

6. Reaching the Masses (Door to Door Campaign)

7. Special Initiatives & Results

8. Self Assessment Methodology

Engagements of Stakeholders

3

**Merchants &
Kirana Shops**

**Government
Departments
& Offices**

**Small Traders &
Service Providers**

**Vegetables
& Fish
Markets**

**Transport
Facilities**

**Common
Services
Centres**

Shopping Centres & Retail Shops

Petrol Pumps

Ration Shops

Industries

**Electricity Bill
Collection
Points**

**Distilleries &
Wholesalers**

**Liquor Retailers,
Bars & Restaurants**

Bank accounts seeded with Aadhaar and Mobile Numbers

4



Digital Payment facilities at Ration Shops & Fertilizer shops

5

- Ration Distribution at every Fair Price Shops (FPS) in Daman district is through **Aadhaar Enabled POS Machines**. And it is connected to Centralized Online Portal of NIC, New Delhi.
- POS Machines and other Digital Payment Facilities are provided at all 38 FPS
- POS Machine and other Digital Payments are provided at the Fertilizer Shop
- Special Mention: All 10,000 Fishermen purchase Diesel at subsidised rate through cashless methods only (100 % Cashless)



Ration Cards	Beneficiaries	Digitization (%)	Aadhaar Card Seeding (%)
24039	88303	100 %	99.99%



Revenue Offices having Digital Payment Facility in a District

6

- ▶ All Departments & Offices of UT Administration of Daman including Revenue Office are accepting payments through various Digital Modes e.g. POS Machines, BHIM App and Aadhaar Enabled Payment System.
- ▶ In last two months, Tehsil Office in Revenue Department has seen 100 % Cashless Transactions.

Collection of Electricity Bill Payments through Digital Mode

7

- ▶ Collecting Electricity Bill Payment through various Cashless Modes in Daman district like Internet Banking, Credit/Debit Cards, POS Machine etc at all collection centres.
- ▶ E-Payment facility : www.dded.gov.in
- ▶ Department has Google Play Store Mobile Application, BHARAT QR code and BHARAT bill pay facility
- ▶ Payment service available on UMANG platform launched by Govt.



Period	No. of Electricity bills paid through digital Payment		
	Receipt	Amount (Cr.)	Percentage (%)
Jan-2017 to Dec-2017	170257	806.91	95.69%



Achievements

- *Government to Government Payment* – 100 % Digital
- *Government Payments to Beneficiaries* – 100 % Digital (DBT and AADHAR based PFMS)
- *All Government Receipts* – 99.4 % Digital (compulsorily Digital for Rs. 1000 and above)
- *Reaching the Grass-root Level* – All households and shops covered over various phases
- *Bridging the Digital Divide* - Financial Inclusion through Digital Literacy and Empowerment
- *Savings* by Workers, Economically Weaker Sections
- *Check on Leakages* – Excise Duty Evasion and Smuggling of Liquor controlled, Workers' salaries on time and as per agreement- relief from middlemen
- *Convergence with GoI Schemes*- DBT, PFMS, PM Jan Dhan Yojana, Kisan Credit Cards, Aadhar Enrolment, PMSBY, PMJJBY, PMMY, Widow/Old-Age/Disabled Pension, Scholarship Schemes, PMAY, SBM

**This is
not THE END
But a New Beginning...**

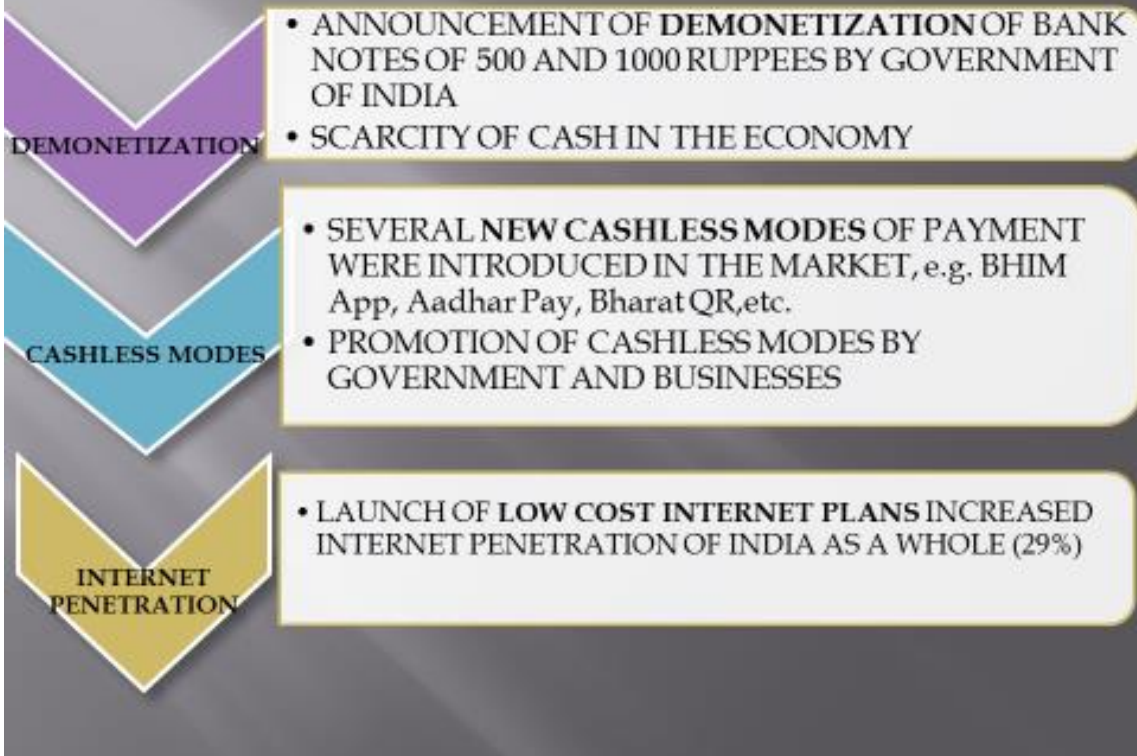
3. Sh. Vinay Singh, District Magistrate of Sonipat, Haryana



PROMOTION OF DIGITAL PAYMENTS

SONIPAT

BACKGROUND



STRATEGY DEVISED TO PROMOTE DIGITAL PAYMENTS

TRAINING AND AWARENESS CAMPAIGN

- 300+ SAKSHAM YUVA TRAINED
- 50+ COLLEGE STUDENTS TRAINED
- OBSERVANCE OF CASHLESS HOURS AND CASHLESS DAYS IN E-DISHA

IEC AND INCENTIVIZING DIGITAL PAYMENTS

- DIGI DHAN MELA ORGANIZED IN MARCH 2017
- 250+ AWARDS GIVEN FOR PROMOTING DIGITAL PAYMENTS

ENSURING DIGITAL INFRASTRUCTURE

- 800+ AADHAR PAY MACHINES INSTALLED USING DISTRICT IT SOCIETY FUND
- 732 RATION AND FERTILIZER SHOPS EQUIPPED WITH DIGITAL PAYMENT INFRASTRUCTURE

INCREASING FINANCIAL INCLUSION

- 25 VILLAGES ADOPTED BY TRAINED OFFICERS
- 101 NEW TIER 6 VILLAGES INCLUDED IN BANKABLE REGIONS

SCOPE OF THE PROJECT

-366 RATION SHOPS

-366 FERTILIZER SHOPS

CITIZEN SERVICES CENTER

- 6 TEHSIL OFFICES

-4 RLA OFFICES

-4 MUNICIPAL OFFICES

-15 UHBVNL OFFICES

PRIVATE BUSINESSES

-50+ Restaurant Owners

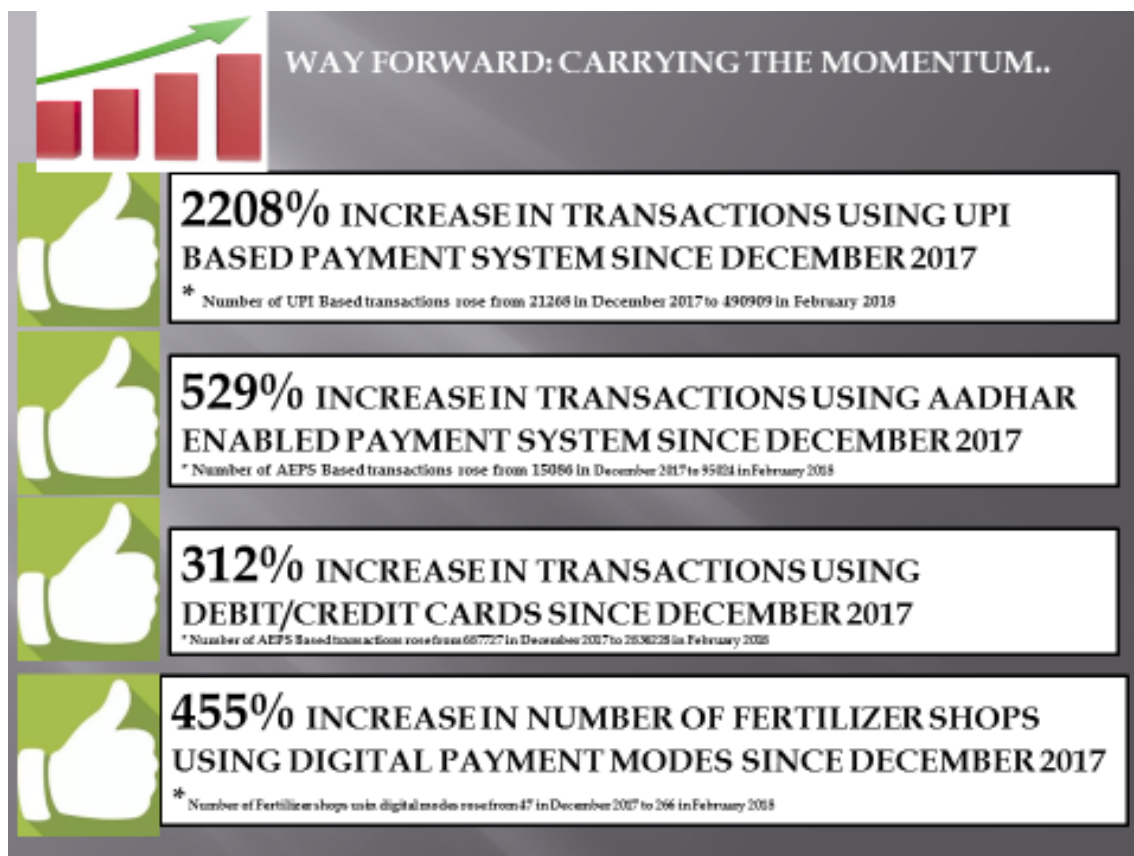
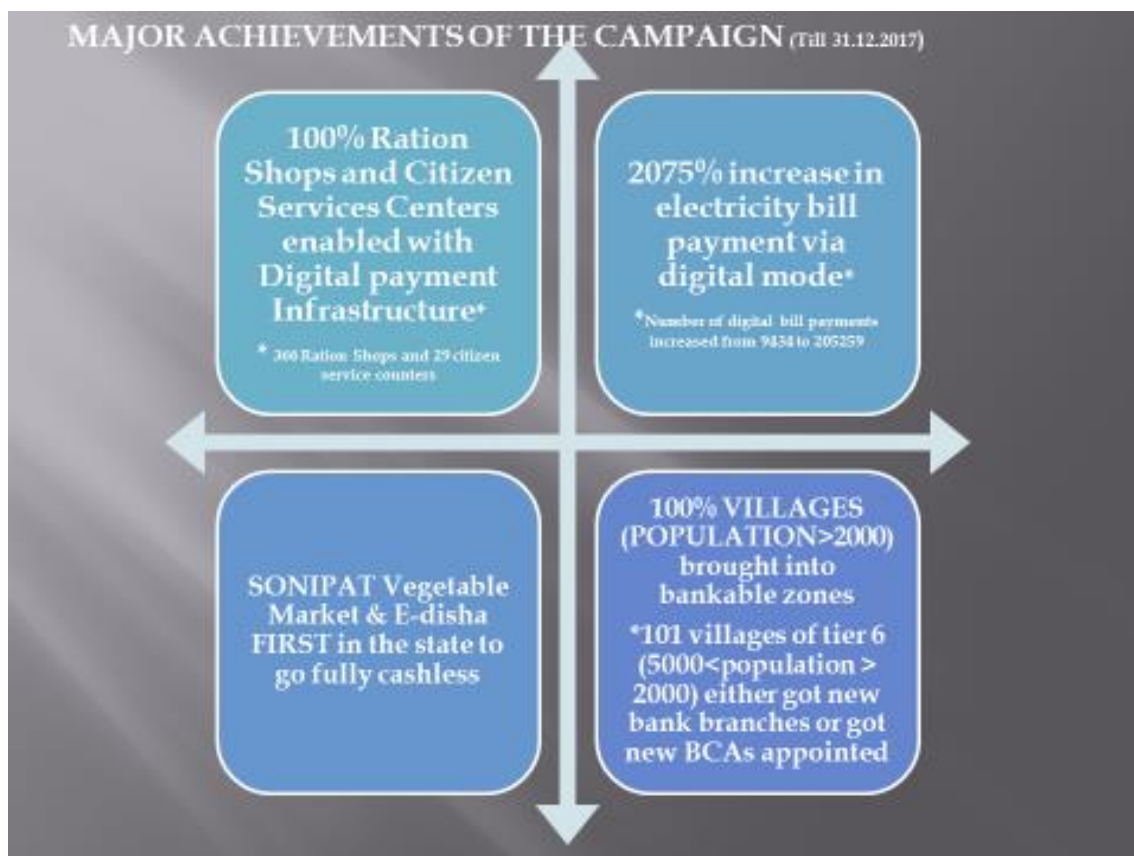
-30+ Rickshaw Drivers

-5 Vegetable and Grain Markets

-50+ Grocery stores

UNBANKED VILLAGES AND DIGITALLY ILLETERATE POPULATION

- 101 UNBANKED VILLAGES





E. BREAKAWAY: SKILLING - DEEN DAYAL UPADHYAYA GRAMEEN KAUSHALYA YOJANA

1. Ms. Roshni Aparanji Korati, Deputy Commissioner of Dhemaji, Assam



Impact

- ▶ Ray of hope in a remote and backward district like Dhemaji
- ▶ Change in mindset of the youth and guardians after witnessing placements
- ▶ More youth coming forward to take up skill training when earlier mobilisation was an issue
- ▶ Far reaching positive fallouts in local economy.
- ▶ Wide exposure to the youth who had earlier not moved out of the district even resulting in them becoming ambassadors of change in the district.

Local policy interventions

- ▶ Included DDUGKY in the meeting agenda of CBOs, SHGs, VOs and CLFs.
- ▶ Exposure visits to the training centres and persuasion of drop out cases.
- ▶ Created awareness among PRI members who became opinion leaders
- ▶ DDU-GKY stall was highlighted in all local festivals like events like Namami Brahmaputra, Dhemaji Haat, etc.
- ▶ Convergence with government schemes like MGNREGA for wider outreach.
- ▶ Effective use of apps like Kaushal Panjee for registration of candidates

Challenges

- ▶ Remote and flood prone district
- ▶ Training centre located at Guwahati which is 500km from the district headquarter.
- ▶ Reluctance of youth to move away from home.
- ▶ Guardians apprehensive of sending their wards to distant training centres.
- ▶ Minimum salary falling short of expectations.
- ▶ Shortage of staff.

Suggestions

- ▶ Trading centre should be given in the north bank of the Brahmaputra, if not in the district.
- ▶ Incentives to participants from remote districts may be given.
- ▶ The minimum salary which is Rs.6000 should be increased.
- ▶ Varied trades should be introduced as per need of aspirants.
- ▶ More staff should be recruited for smooth and effective functioning.

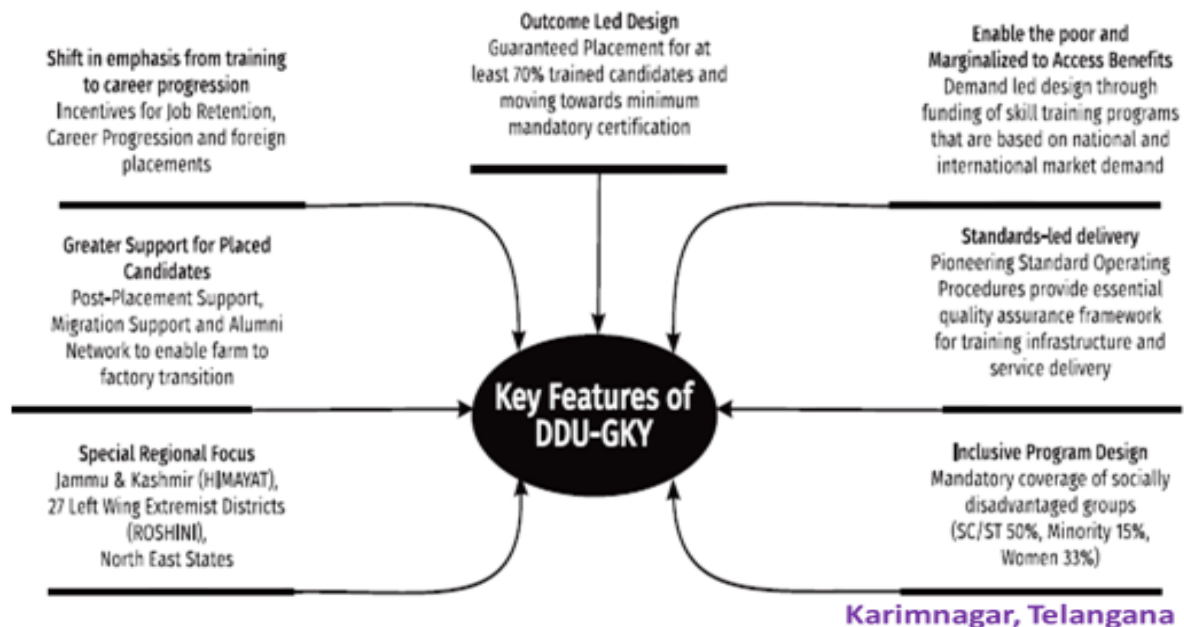


Thank you

2. Sh. Sarfaraz Ahmad, District Collector of Karimnagar, Telangana

DEEN DAYAL UPADHYAYA GRAMEEN KAUSHALYA YOJANA (DDU-GKY)

**KARIMNAGAR District
TELANGANA State**

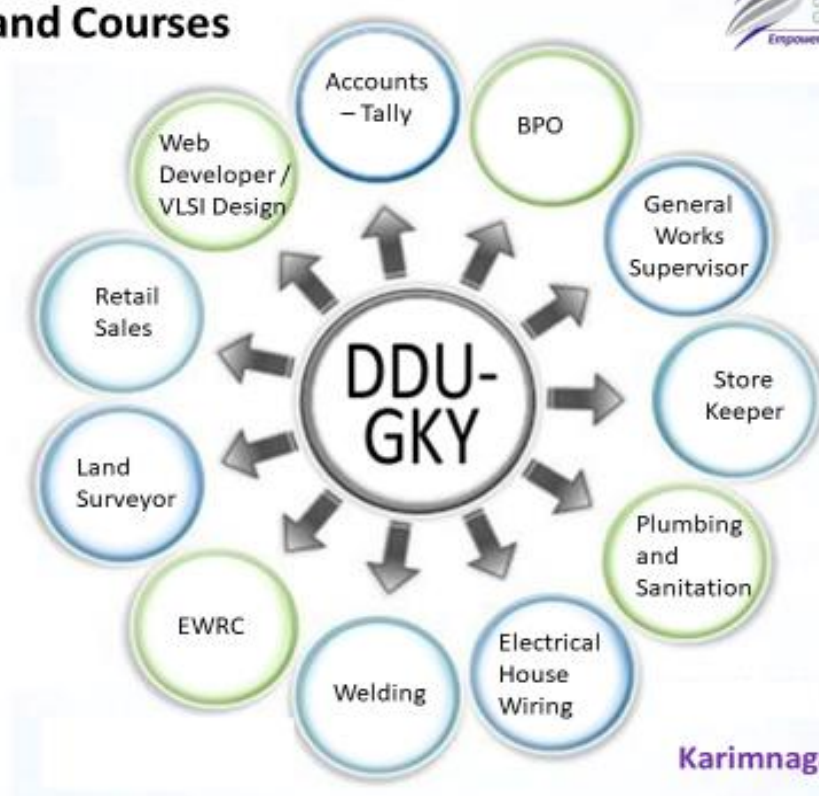


Program Statistics

Sl. No.	Caste	Apr `16 - Mar `17		Apr `17 - Dec `17		Total	
		Trained	Placed	Trained	Placed	Trained	Placed
1	Scheduled Castes	574	528	128	128	702	656
2	Scheduled Tribes	57	52	17	17	74	69
3	Backward Classes	1091	1019	225	225	1316	1244
4	Minorities	7	6	5	5	12	11
5	Others	81	68	24	24	105	92
	Total	1810	1673	399	399	2209	2072

Karimnagar, Telangana

Demand Courses



Karimnagar, Telangana

Implementation Strategies



- Collection of youth database
 - One Job to One Family
 - Involvement of CBOs and Govt. Depts
 - Parents Counseling, Door to Door Survey, Workshops at GP & Mandal / Block Level
- Wide Publicity through pamphlets, posters, print and electronic media
- Skill Gap Assessment by screening
- Demand Gap Assessment from Employers [Accenture]
- Convention of informed choices
 - Companies and youth on a platform at Division Level
- Imparting training to match industry requirement
- Typing Training and online certification

Implementation Strategies



- Market Scanning
 - Helped as a ready reckoner for placement of trained youth
- Migration Support Centre
 - Hostels Database, Smooth transition from Rural to Urban
- Post Placement Support
- Alumni Network
 - Each One Catch One
 - Video Chat of Employed Youth with Trainees from Work stations
- Placement tracking
 - Counseling of dropouts for Continuation / Migration

Challenges and Suggestions

<ul style="list-style-type: none"> • Expectation mismatch – Both ways • Govt. Job Desire • Career Growth and Diversification 	<ul style="list-style-type: none"> • Encouraging local employment with existing companies and ensuring minimum wages • Focus on demand driven courses and skill up gradation • Focusing on higher end jobs of IT & ITES by involving industries as a compulsory activity under CSR • Guiding to improve qualification through Distance mode • Helping for migration on eligibility to higher position • Entrepreneurship
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THANK YOU

