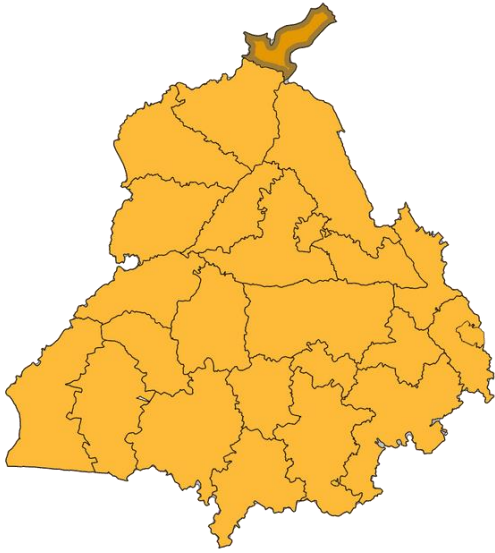




Pathankot's Roadmap to Holistic Development

Fostering Citizen Centric Governance

District Overview



Formed in 2011



929 Sq. Km



Population - 676598

Female - 314596

Male - 362002

Sex ratio - 869



Literacy rate - 84.6%

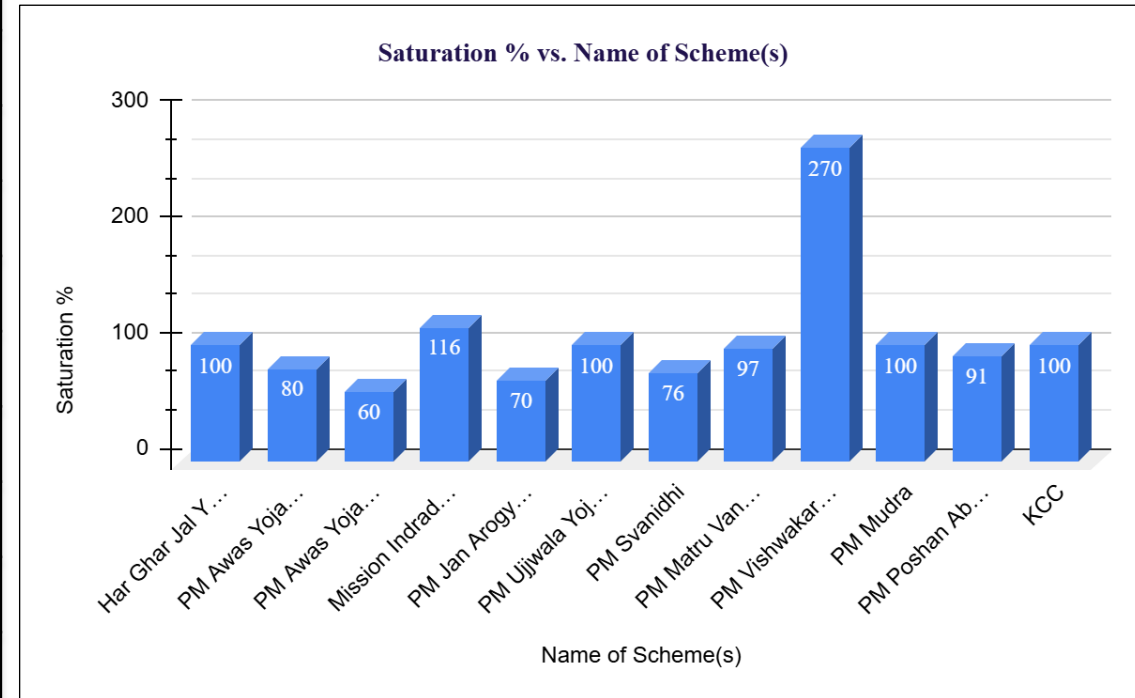
Know Our District

- Pathankot was officially *declared a District in 2011* and serves as a *meeting point for three northern states*, i.e., Punjab, Himachal Pradesh and J&K.
- It is also the *last District on the NH that connects J&K with the rest of India*.
- *River Ravi* with its general south - western course, forms the *boundary between the Punjab and the J&K for about 40 km* and the *international boundary between India and Pakistan for a distance of about 58 km*.
- *The Ranjit Sagar Dam*, also known as the Thein Dam is the *largest hydroelectric dam in Punjab* with a capacity of 600 megawatts.

Also, the dam is amongst the highest earth-fill dams in India and has the largest diameter penstock pipes in the country.
- Though well known for its *largest Military base in Asia “Mammon Cantt”*, Pathankot’s Airbase is also serving as the nation's muscle due to its strategic forward location which provides effective surveillance.
- The Punjab government in 2024 has for the first time started the *export of litchi* from the state’s sub-mountainous district Pathankot along with Gurdaspur and Hoshiarpur to England.

Performance Across Schemes

S.No.	Name of Scheme	Target (1st April, 2021 to 31st January, 2024)	Achievement (1st April, 2021 to 31st January, 2024)
01.	Har Ghar Jal Yojana	82180	82180
02.	PM Awas Yojana (Gramin)	543	435
03.	PM Awas Yojana (Urban)	1918	1147
04.	Mission Indradhanush	4848	5615 (revised figure)
05.	PM Jan Arogya Yojana	389333	271339
06.	PM Ujjwala Yojana	342	342
07.	PM Svanidhi	2932	2242
08.	PM Matru Vandana Yojana	9636	9356
09.	PM Vishwakarma	500	1350
10.	PM Mudra	15810	15810
11.	PM Poshan Abhiyan	35500	32149
12.	KCC	995	995



Targeted Factors

**Jan
Bhagidari**

**Grievance
Redressal**

**Prompt
Service**

**Capacity
Building**

**Identification of
Vulnerable Groups**

**Effective D2D
campaigns and IEC
Activities**

**Inter-sectoral &
Inter- departmental
Involvement**

Convergence



Har Ghar Jal Yojana



Pathankot has reached its **target** of providing water supply to **82526 HH** and 63339 connections has been FHTC tagged with beneficiary.



Participatory governance

Through GPWSC formed in villages. The GPWSCs have been involved in scheme estimation, procurement, O&M, record keeping & implementation. This also ensures transparency.



Har Ghar Jal

Achievement Rate 100 %



Convergence

Focus on an active collaboration of water supply under various heads such as NABARD, JJM & State Share. For last mile delivery ensured by NOC from forest and B&R.



Evaluation & Monitoring:

Water quality is tested (color, turbidity, odour, chemical & bacteriological) regularly by trained GPWSC staff, including five women pump operators, with chlorine and construction quality verified through inspections (by SE) and third-party hired by DWSS



Awareness & Grievance Redressal

- **IEC campaigns** to make people aware about the importance of clean drinking water, against wastage of water; school-level camps, village rallies, etc. 175 IEC campaigns in one year.
- **Local news channels** cover the camps, highlight beneficiaries' issues, and provide feedback to the district administration on the scheme's implementation.
- At the **village level**, the pump operator records villagers' complaints in a register issued by GPWSC and addresses them promptly with assistance from the JEs.
- The **Water Supply and Sanitation Division** Pathankot-1 consists of three Sub-Divisions and ten Sections, while Pathankot-2 includes two Sub-Divisions and nine Sections, where people's issues are addressed.
- A **state-level grievance redressal** mechanism is available through a toll-free number, **18001802468**, provided by the state government.



Mission Indradhanush



- Intensified Mission Indradhanush was held for the first time in Pathankot district in 2023, conducted in three rounds with 470 planned sessions.
- A total of 4,669 children and 946 pregnant women were vaccinated



Participatory governance

- Extensive community involvement in conducting surveys for capturing unvaccinated/partially vaccinated children.
- Presence of NGOs in DTF's meetings, ensuring their on ground support.

Achievement Rate 115 %



Inter-departmental Involvement

Stakeholder departments such as Health, Education, Women and Child Development, Labour, Industries, and Rural Development worked together to cover all dropout beneficiaries in MI



Monitoring & Grievance Redressal

- **Creation of District Task Force** for monitoring & sensitization, under the chairmanship of DC and Civil Surgeon
- WHO team monitored the rounds and provided feedback to the DIO.
- PGRS portal for raising grievances.



Trainings & Capacity Building

- **Master trainers** (DIO, WHO, and UNDP Immunization Partners) conducted district & Block level training to orient block-level Senior Medical Officers, supervisors, block educators, and Nodal Medical Officers
- Further Training of field staff & health workers such as ASHA, ANMs, LHV, CHOs on Head Count Survey & reporting formats.



Vulnerable Groups & Vaccination Hesitancy

- ASHA workers conducted house-to-house surveys, identifying vulnerable and high-risk populations (floating, slum areas, Gujjar's habitations and brick kilns), and included all eligible children in the due lists.
- Vaccine hesitancy is tackled by effective IEC campaigns. SMOs and doctors also directly interact with such beneficiaries to establish credibility





PM Ujjwala Yojana



PMUY Connections

IOC: 28,398

BPC: 2,369

HPC: 131

Total: 30,8 98

LPG Penetration (%): 139

(on 30.06.2024)

PTK avg Refill Consumption: 5.8%

India's Avg: 3.7%



Steps Taken to Increase Refill Consumption

- LPG distributor staff contacts PMUY customers who haven't taken a refill in the last 3 months, encouraging them to do so.
- Awareness about the Rs 300 subsidy on LPG refills for PMUY customers is spread through banners, audio systems on delivery vehicles, and announcements at Gurudwaras and temples.



Steps Taken during the release of Connections

- Collaboration with village Sarpanches to **organize LPG Panchayats** for collecting KYC documents for LPG connections
- Information about PMUY connections is promoted through banners and audio systems on LPG delivery vehicles.
- Cross-verification by the department through ration card and family register ensures that only eligible beneficiaries are provided the scheme benefits



Grievance & Way Forward

- Provided an online PGRS portal where an individual can submit complaints, track their status.
- With the release of new ration cards in Punjab, newly eligible households for LPG connections under PMUY will be included in the next phases of the scheme.

Achievement Rate 100 %





PM Matru Vandana Yojana



Convergence

- **Convergence** with BBBP, Mission Indradhnush, Janani Surakhsha Yojana, and others has ensured a holistic approach by streamlining efforts, data sharing, and leveraging synergies.



Participatory governance

- Regular meetings with CDPOs, AWWs, ensuring scheme adherence.
- In FGDs with beneficiary women, issues like document collection, bank accounts, and receiving benefits were discussed, along with ANC checkups, newborn immunization, and dietary practices. Suggestions for improving the scheme's implementation were also collected.



Capacity Building & Monitoring

- Regular training and sensitization programs for Anganwadi workers, circle supervisors.
- Review meeting for Anganwadi workers, circle supervisors, and CDPOs to enhance their understanding of the scheme's guidelines and regulatory procedures
- Holistic approach to IEC by engaging with male family members and in laws.



Grievance Redressal

- Utilizing Anganwadi centers as local points for addressing grievances.
- Beneficiaries can visit CDPO and DPO offices these centers to express concerns or seek assistance
- Online PGRS platform for grievance submission and tracking.

Achievement Rate 97%





PM Vishwakarma



Current Pathways

- Involvement of CSCs, Sarpanch, MCs ensures that the awareness and benefits of the scheme reaches to a large population
- Training for artisans is provided by qualified trainers at government ITIs



Inter-departmental Involvement

Involvement of multiple departments GM DIC, Lead District Manager, and department of skill development and local bodies ensures for monitoring and effective administration



Achievement Rate 270 %



Accountability

- Clearly defined performance metrics for all administrative levels, including DIC staff, the District Implementation Committee, and skill development managers.
- Ensuring adherence to eligibility verification, timely registration, provision of toolkits to beneficiaries, and direct stipend transfers to trainees' accounts.
- There is an additional level of verification of applications at the DDPO level to ascertain benefits are provided to eligible beneficiaries only.

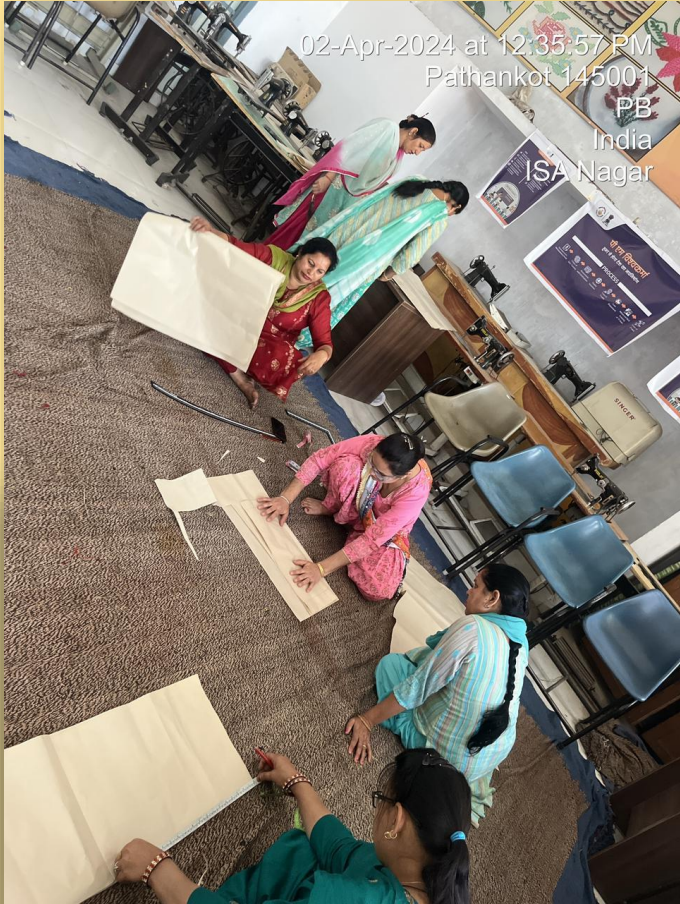


Future Initiatives

- The district will explore potential convergence between PM Svanidhi and PM Vishwakarma schemes to enhance the support for street vendors and traditional artisans.
- This convergence aims to streamline resources, provide comprehensive financial assistance, and promote skill development, ultimately boosting economic growth and self-reliance among these communities.



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Pathankot 145001
PB
India
ISA Nagar



02-Apr-2024 at 12:35:57 PM
Pathankot 145001
PB
India
ISA Nagar



OPPO Reno6 5G
2023.10.13 11:35

PM POSHAN Abhiyan



Current Pathways

- Scheme coverage in 543 schools of the District.
- Trainings of Mid day meal cooks at Block & District levels.
- Inculcation of seasonal fruits in the weekly food menu.
- Engage local leaders and influencers to advocate for and promote POSHAN Abhiyaan within the community,
- Convergence with health department to identify mal nourished children, ensuring their mental and physical wellbeing.
- Regular health check - ups under RBSK.
- Organize community-based events, Godh bhara, immunisation day with health department, VHSN Day, Poshan Month, Poshan Pakhwada



Accountability & Grievance Redressal

- At the block level, the Block Primary Education Officer and Assistant Block Manager oversee the mid-day meal program, while at the district level, the District Education Officer and Deputy District Education Officer conduct inspections.
- The school principal uploads daily mid-day meal data on the AMS portal via SMS, while the Assistant Block Manager uploads monthly records to the MHRD site.
- School-level grievances are swiftly addressed at the block level, with block and district-level issues resolved promptly and systematically.



Future Initiatives

Developing new formulations that reduce cooking time, enhancing convenience for beneficiaries, especially in remote areas.

Exploring more ready-to-eat options or other easy-to-consume items that require little to no preparation and concentrated source of calories and proteins.

Introduce Matru Sakhi initiative, where pairs of mothers, one with a healthy child and one with a malnourished child, collaborate to exchange best practices, develop personalized diet charts, and monitor their children's intake effectively

Achievement Rate 91 %



PM Awaas Yojana (Gramin)



Current Pathways

- Involvement of community through Gram Sabha Resolutions. Identification of Beneficiaries through SECC 2011 and Awaas + Survey (2017-18).
- The list of beneficiaries from the SECC 2011 data and the Awaas+ survey is cross-verified and finalized at the Gram Panchayat or village level.
- Monitoring and evaluation, along with quality checks, are conducted through regular field visits by field staff, including GRS and Panchayat secretaries.
- Tech integration such as Aadhar verification, geo-tagging for monitoring to ensure beneficiaries selection and authentication. Installments are released only after set timelines, with information easily accessible on the portal, ensuring accountability.



Future Initiatives

The district plans to organize housing fairs at the Gram Panchayat level to promote PMAY-G, showcase housing designs, guide beneficiaries about the application process and cost break-ups.

Achievement Rate 81 %



PM Awaas Yojana (Urban)



Comprehensive survey is done to identify beneficiaries through door-to-door visits, online applications, and community engagement programs.

- The Municipal Corporation promoted community ownership by involving residents in planning and implementation, while community organizations helped with resource mobilization, conflict resolution, and post-construction maintenance.
- Tech integration to enhance efficiency, with an online portal for applications, GIS mapping for land selection, and mobile apps for real-time monitoring and grievance redressal.



Awareness Campaigns

The Municipal Corporation launched awareness campaigns using pamphlets, newspaper ads, radio, and public meetings, with a focus on marginalized communities and women-headed households to ensure maximum participation.



Monitoring

A robust monitoring and evaluation mechanism was put in place to track the progress of the scheme. Regular field visits, progress reports, and feedback from beneficiaries were utilized to ensure transparency and accountability in the implementation process.



Trainings & Capacity Building

Training programs were organized for local masons and contractors to ensure quality construction in line with the guidelines of PMAY-U.



Achievement Rate 60%



PM Jan Arogya Yojana



- District Pathankot is at 1st position in e-card generation among all districts of Punjab. Individual coverage is approximately 75%.
- Beneficiaries have taken treatment under the scheme so far at district Pathankot with a claim amount of approx. Rs. 30 crores
- To achieve the target, the district administration is organizing daily PMJAY e-card generation camps at locations with high pendency
- PMJAY e-cards are being created through CSC operators and ASHA workers, and are also being issued at all government and private empaneled hospitals.



Inter-departmental Involvement

- PMJAY e-card generation camps are organized in coordination with the Health, Food Supply, Labour, Mandi Board, and Public Relations departments at various locations, including Health Centers, Depot Holders, Market Committees, and government offices, with support from ASHA workers, CSC Operators, and relevant officials.
- Every Community Health Center has a dedicated Arogya Mitra which are guiding the patients.



Awareness & Grievances

- The district PMJAY team's contact details are displayed at all empanelled hospitals for easy access. This has reduced complaints and ensured prompt resolution. The team also conducts surprise visits to prevent fraud.
- A District Grievance Redressal Committee, chaired by the DC of Pathankot, has been established to address pending grievances related to the scheme

Achievement Rate 70 %





PM Svanidhi



Current Pathways

Vendor Identification and Survey: Conducted a survey, including door-to-door visits and collaboration with vendor associations, to register eligible street vendors for the PM SVANidhi scheme.

Awareness and Outreach Programs: Organized awareness campaigns through leaflets, newspaper ads, radio announcements, and street plays, with a focus on reaching marginalized and lesser-known street vendors.

Facilitation Center: Facilitation centers in Pathankot were set up to help vendors with application forms, loan terms, and document submission.

Digital Inclusion and Assistance: Trained street vendors on digital payment methods to promote digital literacy and cashless transactions.

Collaboration with Banks: MC worked with local banks to ensure quick loan disbursement, holding regular meetings to streamline approvals.

Vendor ID Cards: Issued ID cards to registered street vendors, enabling access to PM SVANidhi loans.

Skill Development Workshops: Workshops were organized for street vendors on inventory management, customer service, financial literacy, and hygiene to enhance their business skills.

Grievance Redressal: A grievance redressal system with a helpline and online portal was set up to promptly address vendors' complaints.

Achievement Rate 70 %





Current Pathways

- Special awareness camps are being held to target micro business units. Efforts are made to reach maximum population by announcements at prominent places.
- CLFs have been empaneled by RBI in collaboration with NABARD and Lead Bank to expand financial literacy.
- Business Correspondents have been empaneled by banks at unbanked areas such as Muradpur, Dostpur etc.
- Focus is also on to identify people with good CIBIL score and also to highlight current beneficiaries as role models.
- Presently there are 153 branches of 28 Banks which are operation in the District to provide PM-Mudra services.

Future Initiatives

- To increase the number of beneficiaries of these schemes by at least 10% from the existing level by making fresh advances to new borrowers.
- Further every Bank branch is advised to increase their credit portfolio by one crore minimum.
- Pathankot's Credit Deposit (CD) Ratio rose from 34% (as of 30.06.2022) to 45.70% (as of 31.03.2024), indicating accelerated credit provision to local residents.
- The Reserve Bank of India and State Level Bankers Committee commended Pathankot District's CD Ratio growth during the May 2024 State Level Bankers Committee meeting.

Current Pathways

- KCC camps are organized at the block level during the campaign, where KCC forms are filled at CVH/CVD levels and submitted at the block level.
- Ensuring the involvement of local farmers in conducting village level camps has fostered community participation.
- KCC cases are monitored through regular communication with the LDM office.
- Inter-departmental coordination is ensured by collecting KCC cases through the LDM office and processing them by the DCO of the respective banks.
- At the CVH/CVD level, **grievances** are addressed by veterinary officers.
- Veterinary officers and inspectors are raising awareness about KCC during vaccination campaigns.

Future Initiatives

The district aims to collaborate with banks and financial institutions to set up mobile banking units and facilitate doorstep banking services.

To expand reach and educate farmers on the benefits of the KCC scheme, how to manage credit effectively, and the importance of timely repayments.

The line departments aim to encourage sustainable and environmentally friendly practices among farmers. This includes promoting organic farming methods, efficient water usage, and the adoption of renewable energy sources.

Achievement - 100%





Thank you.

