

অসম চৰকাৰ



सत्यमेव जयते

GOVERNMENT OF ASSAM

**Presentation to the Empowered Committee,  
Prime Minister's Award for Excellence in Public Administration, 2020**

**ASPIRATIONAL DISTRICT GOALPARA**





**Area: 1824 Sq Km**  
**Population: 10,08,959**  
**Literacy Rate: 68.27%**

Formidable Access: terrain, topography, braided Brahmaputra



➤ Heterogenous population mix:  
95% are tribes, minorities & backward  
(Rabhas, Garos, Bodos, Hajongs, Nath Yogis, Koch Rajbonshis, Adivasis/Tea Tribes, Goria Moria, Deshi, Bengali, Nepalis, Bhatia muslim minorities and Assamese)



Volatile society; prone to conflicts along ethnic/religious/linguistic lines;



169 km sensitive border



Insurgency prone; Preferred entry point by insurgents from Bangladesh/illegal immigrants; extortion/threat to Govt. officials



Disaster prone – Floods, Flash Floods, Cyclones, Storms, Erosion, etc.



High rainfall and longer monsoons



Man-animal conflicts



High dependency on agriculture (90%), least industrialised



Frequent Bandh calls



NRC exercise

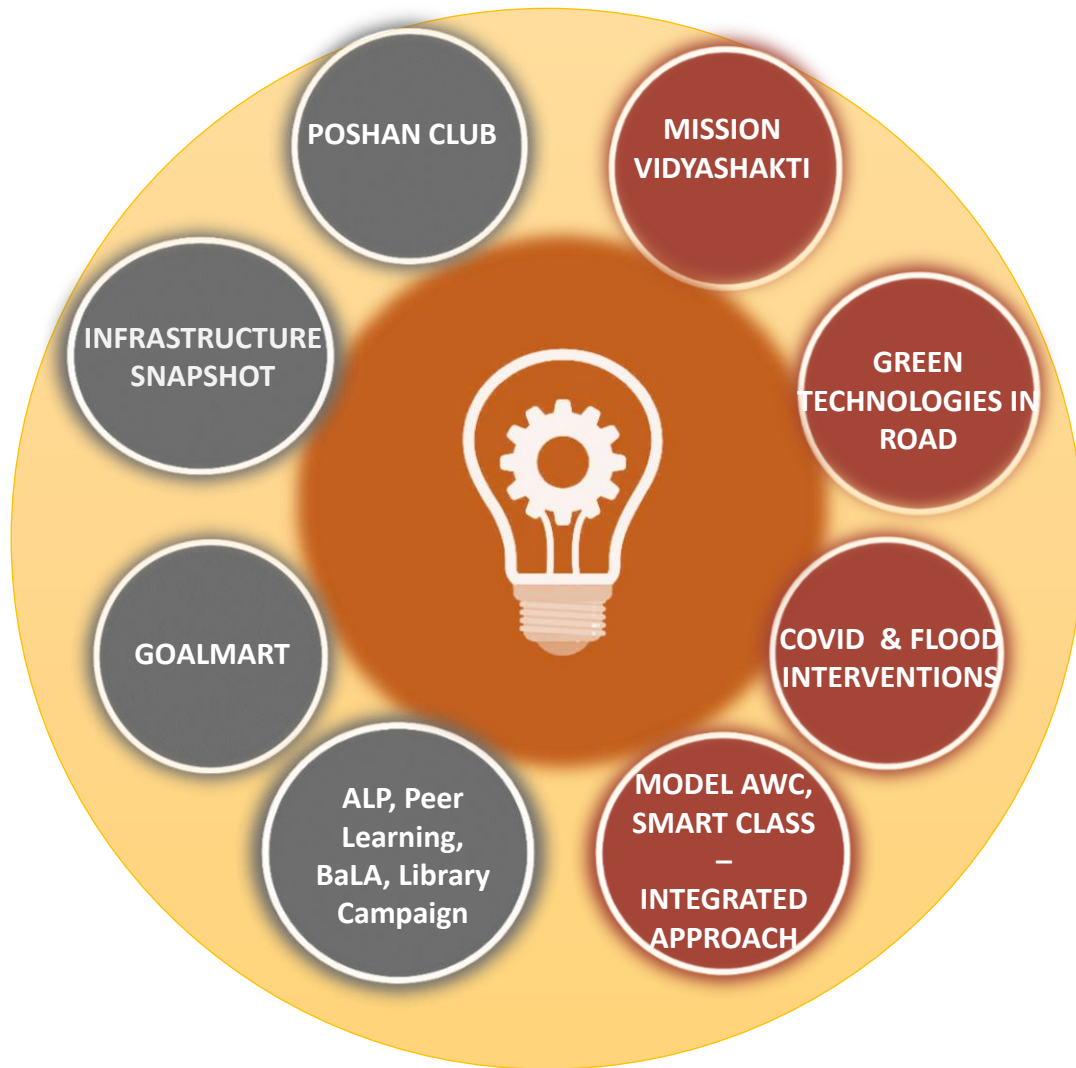


Low literacy rates; superstitious; Lack of receptivity to outsiders;

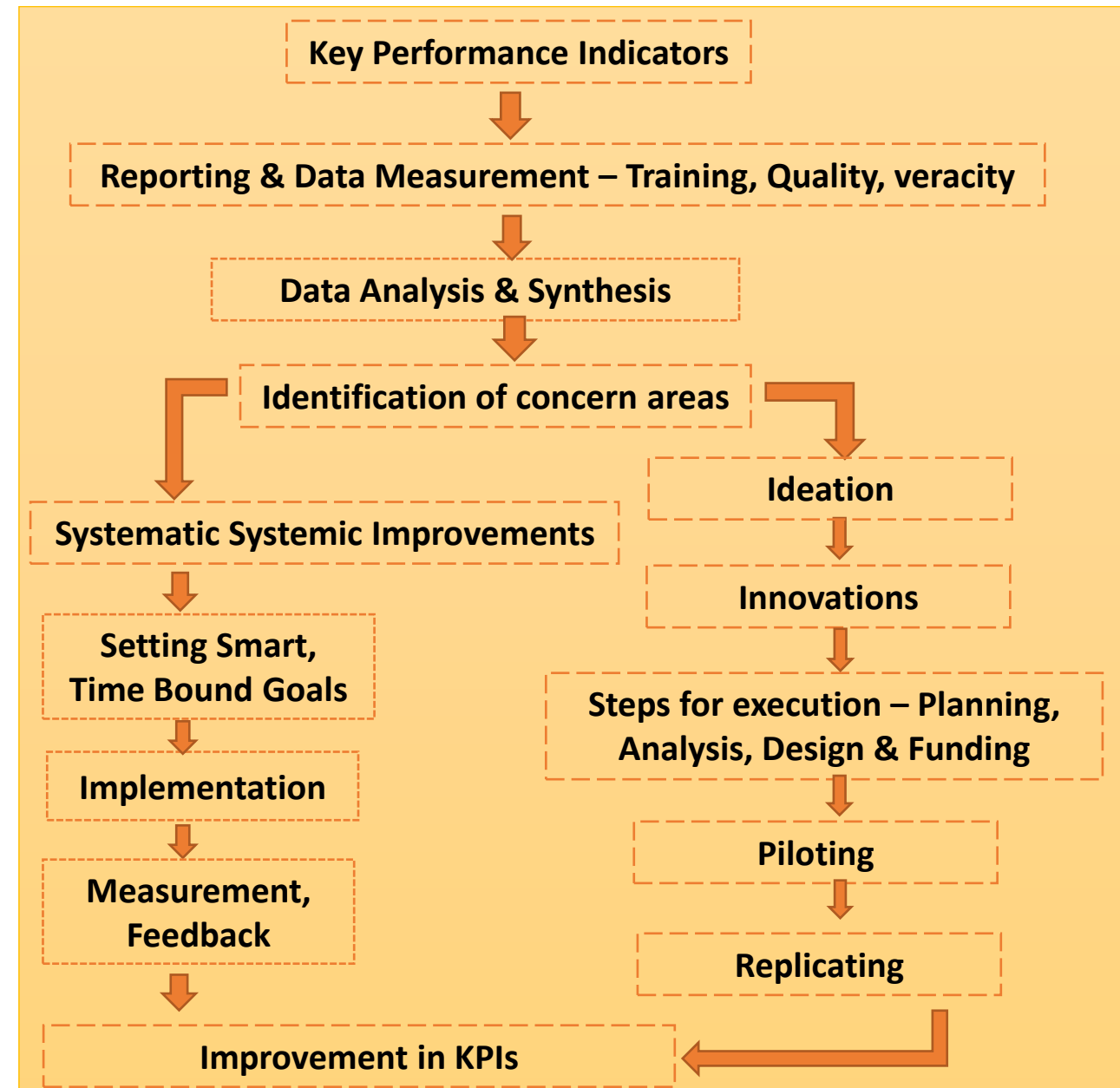


“One size fits all” approach impossible

## INNOVATIONS AT GOALPARA



## Ushering in Data Driven Governance



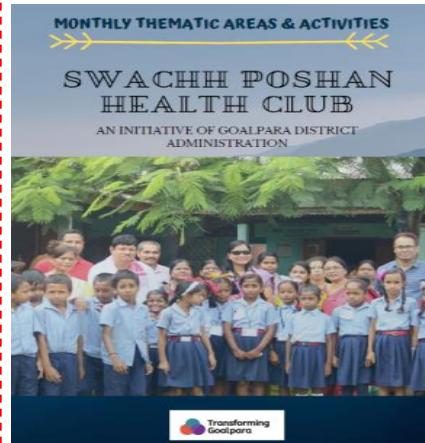
## **ACHIEVEMENTS & BEST PRACTICES:**

**HEALTH & NUTRITION,  
EDUCATION**

## Challenge

- Shortage of educators at schools, role models at home, lack of growth oriented peer activities
- Apathy toward community developmental targets
- Need to encourage children in co-curriculars for overall personality development, nurture their voices in their family and in the community.
- Children as key leaders & drivers for societal, attitudinal and behavioural changes.

## Intervention



## Outcomes

**Community outreach programmes - 100% transition rate**

**Bal Sansads, Bal Sabhas, Mothers meets, Personality development workshops**

**Launched in all 1698 schools**

**Outreach on Nutritive Diet in all villages; decrease in underweight/ SAM/MAM**

**Impacting upto 15 KPIs under ADP**



## Achievements

**Awarded Best Innovative Practice; Best Convergence by Government of Assam**

**Appreciated by MoWCD; Selected as Best Practice under Poshan Jan Andolan, approved for replication in all districts of Assam**



## Department of Education

- 100% Transition Rate (LP to UP, UP to Secondary)
- Resource Teachers , CRCCs oriented
- All 1698 Bal Sansads activated
- 1800 Bal Sabhas, 132000 community members reached
- Sparsh Campaign



- **Mentorship Model**
- Incorporation into training /orientation programmes of all Departments

## Department of Forestry/Social Forestry

- 5.2 Lakh saplings planted
- Planting trees where girl child born
- Protection of 15.6 L saplings



## Public Health Engineering

- Orientation for members on energy & water conservation, pollution
- Swachh Gaon – Leading Waste Management Practices



## Department of Agriculture

- Oriented on good agriculture practices, nutritive food values by KVK
- 2000+ Nutri Gardens in Schools & AWCs



## Food & Drug Administration

- Recipe Competition on local nutritional dishes
- Traditional mixed community potlucks



## Youth Icons, Role Models

Engagement by Youth Icons, Community Leaders



## Department of Sports

- Self Defense classes started in 170 schools
- Sports Coaching



## Social Welfare

- Fruit Trees planted at every house having a girl child
- 10000+ Parents under **Smart Papa Campaign**

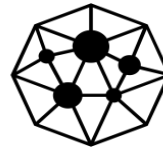


## Department of Health

- Alignment with RKSK; Encouraging participation by adolescent girls in VHSND
- 1565 street plays
- Bal Sabhas on nutrition, hygiene
- 1000+ Sanitation and Cleanliness Drive, Potlucks, Plogging Runs



**Poshan Clubs (Promotion of Social Leadership, Skills, Physical/Mental/Emotional Health & Nutrition of Children & Adolescents)**





District Management Committee for operationalization & supervision



Monitored by DC every fortnight with concerned Departments



3 Tier Reporting & Data Collection Mechanism



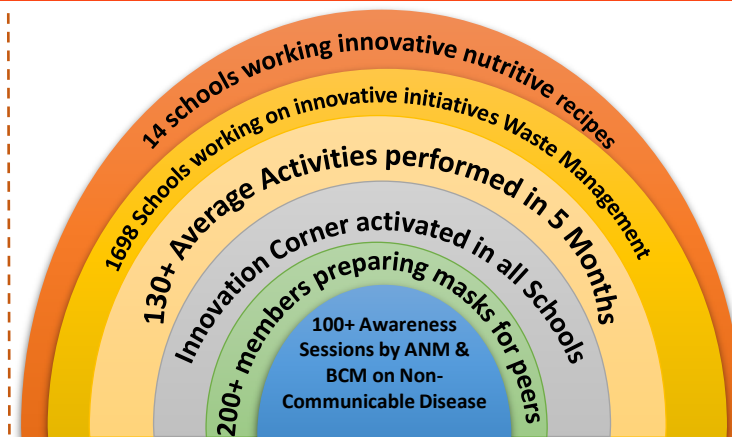
Analytics Centre at DC Office for verification



Data Management Repository For Data Tracking



- Evaluated and incentivized Best Performance
- Every month: Trip to DC office, opportunity to interact with DC and senior officials on 3<sup>rd</sup> Wednesday
- Every Quarter: One Educational trip sponsored
- Annual: DC's running Cup of excellence on 15 Aug
- Best Performers also felicitated on local, social media



Activity Calendar developed to sync activities with events & programmes

## Activities During the Pandemic and Disasters

- SEE (Social Emotional Ethical) Learning
- Operationalizing small groups of students in *Sotaals* to ensure learning continues

- "Care Kits" to frontline COVID warriors
- Online classes on self defence

## The Way Ahead

- Building progressive, strong & resilient youth leaders
- Incorporation into Programme Inputs

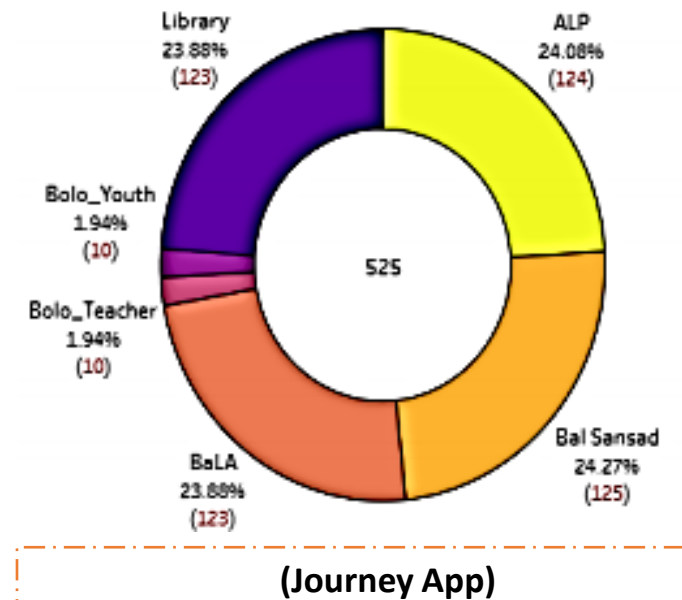
**100+ Poshan Clubs mobilized volunteers in 50 Localities To improve learning outcomes of 8000 students by 15%**



Challenge	Intervention	Outcome	Skills	Baseline	Endline	Baseline & Endline Assessment by Piramal Foundation with Assessment Tracker App
Low learning Outcomes, High Dropout, Cascading aggravation	<ul style="list-style-type: none"> <li>Mobilising Volunteers by Poshan Clubs</li> <li>Orientation workshops</li> <li>Rabha Community as Pilot</li> </ul>	<ul style="list-style-type: none"> <li>Learning outcomes 15% ↑</li> <li>Corps of volunteers for outreach activities</li> </ul>	Paragraph	15%	26%	
			Story	50.4%	74.6%	
			Division	4.5%	7.9%	
			Subtraction	29%	44%	



Challenge	Intervention	Outcome
<ul style="list-style-type: none"> <li>Lack of libraries</li> <li>Scarcity of books</li> <li>Old dilapidated classrooms, lack of Teaching Learning Materials</li> </ul> <p>(Journey App)</p>	<ul style="list-style-type: none"> <li>127 Cluster heads, teachers of 200+ Schools oriented</li> <li>Book Donation drives, Hanging Libraries, BaLANisation drives</li> </ul>	<ul style="list-style-type: none"> <li>Improved learning ecosystem in 600 schools (Journey App)</li> <li>Learning levels improved (on ASER Testing Tool by Assessment Tracker App)</li> <li>BaLANization by SSA Assam based on Goalpara inputs</li> </ul>





## 6895 Illiterate women in Rangjuli Pilot Block identified and made literate

### Challenge

**Low Female Literacy rate (15+)**

### Intervention

- Dovetailing resources – SSA, Adult Education, PRIs, ZP, PHE, ASRLMS, Health
- 690 community youth volunteers as Instructors.
- Daily small group sessions (10:1)
- Home visit support
- Minute Supervision
- All round handholding

### Outcome

- 100% Beneficiaries able to read/write/ sign
- Study groups continue
- Being Replicated in all blocks



Corps of 690 youth educators, used in other outreach activities

22000 Households in 9 Gram Panchayats surveyed

Handholding by ASRLM - Atmanirbhar Bharat

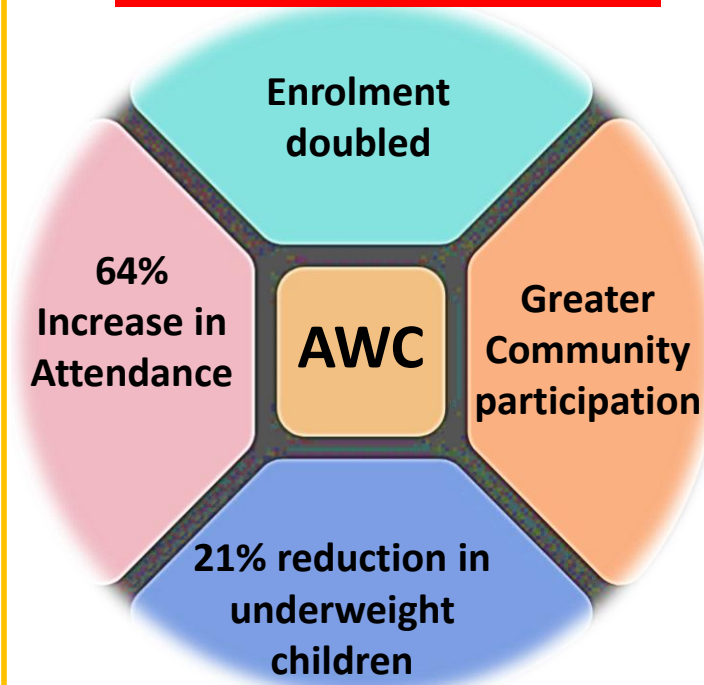
All 6895 made literate, 4623 got Grade A

Health Camps, Insurance, Sanitation Support

- Evaluation by Adult Education Supervisors taking the key assessment parameters of the Saakshar Bharat Mission – Center based Approach
- Beyond Vidya to Shakti – Better Livelihood options, income generation



## Outcomes



Early childhood Skills Developed  
(National Curriculum Framework 2005)



## Challenges

Irregular attendance, Lack of community interest, Underweight high

## INTERVENTIONS

- AWC equipped with child friendly facilities/furniture, multi modal teaching, BALA, baby toilet, running/clean drinking water, solarization & electrification, RWH/ground water recharge, proper garbage disposal, nutri garden, vermicomposting.
- Tagged with Poshan Clubs

## WAY AHEAD

- Replicated across District & State
- “Model AWC lite” – Low Cost Version





## Network of Smart Classes through untied funds, CSR & Crowd funding

### BEFORE



### AFTER



### Challenge

- Lack of Integrated STEM approach
- Lack of connectivity, infrastructure, Quality educators

### Intervention

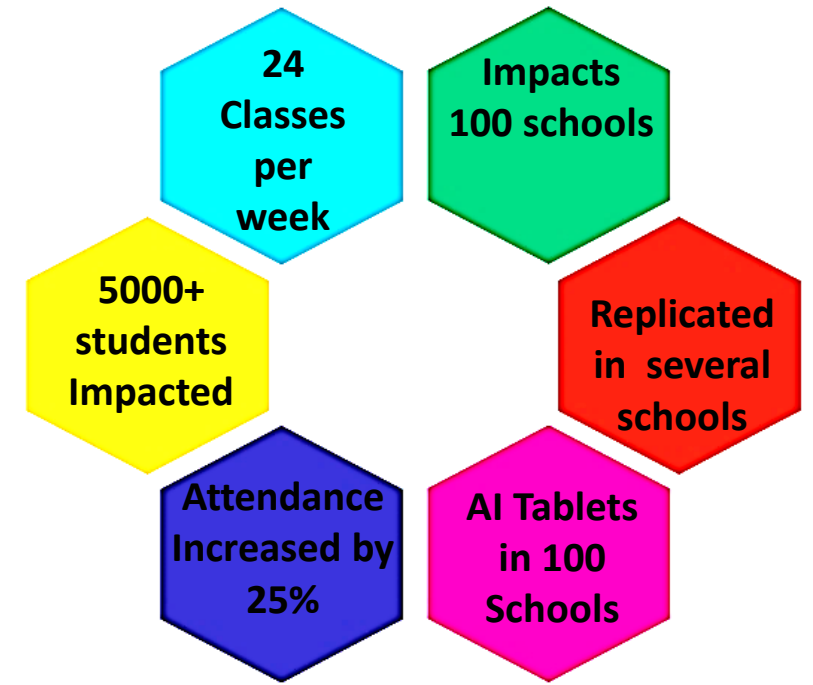
Network of Smart Classes;  
AI Tablets

### Outcomes

- Better Learning Outcomes
- Addressing teacher shortage
- Access to a database of live researchers

## Other Achievements

- Xth pass percentage increased from 38% in 2018 to 59% in 2020
- 100% in KPIs for construction of Girls toilets, drinking water, electrification (CSR, Crowd funding)
- PTR improved from 76% to 94%
- Alternative model of education for Zero Teacher Schools





- Character “*Pehi*” (Aunt) created as a relatable protagonist
- Content rich IEC strips

## Strategy



Create interest and increase engagement toward developmental IEC messages

## Vision

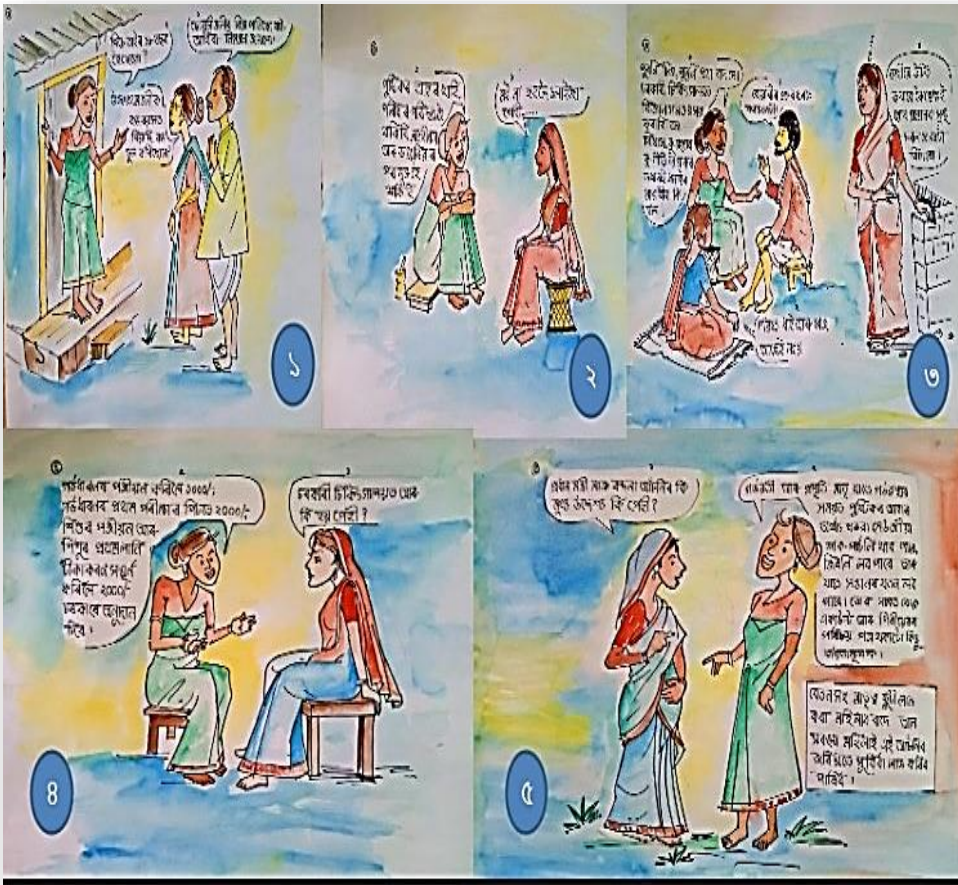


- Grassroots Comics methodology
- Aimed at Behaviour change
- Launched by Hon CM during Pradhan Mantri Matru Vandana Saptah
- Content in 6 languages

## Outcome



- More Awareness & public participation
- Useful in tribal belts, riverine *chars*, tea gardens
- Better attendance in VHSND, Immunization, ANC, Institutional Deliveries
- Way Forward: Replicated for all verticals, *Pehi* mascots





- 100% in KPIs - ANC Registration, Pregnant Women taking Supplementary Nutrition, live babies weighed at birth, newborns breastfed at birth, full immunisation, Specialist Services in District Hospital etc
- Pregnant women having severe anaemia treated, showed remarkable increase from 36% to 100%,
- First Civil Hospital in state to achieve LaQshya & NQAS; Patient load of neighbouring Districts
- TB success rate improved from 65% to 91%
- Moderate Acute Malnourishment reduced from 22% to 5.71%
- 100% VHSND/UHSND conducted (from 23%), Model VHSND sites increased
- 100% coverage under AB - PM JAY



*Right: Goalpara CH first in state to achieve LaQshya & NQAS*

*Above: Incinerator at CH*



*Left: Boat Clinics for hard to reach chars*



# **ACHIEVEMENTS & BEST PRACTICES: BASIC INFRASTRUCTURE**

- 100% electrification under SAUBHAGYA in spite of logistical constraints, short working season, long agricultural season; Shortlisted for PM Awards 2019
- Protection of life & property (standing crops/houses etc) from wild hordes/rogues; better security; greater connect
- 100% GPs with Common Service Centres
- 100% GPs with Internet Connection
- Pucca Houses constructed increased from 9% (2018) to 100%; National Award under PMAY



## Clean Goalpara, Green Goalpara

- Launched by Hon'ble CM in July 2018
- 15.6 Lakh saplings planted with protection measures
- Forest cover increased from 19.90% to 25%
- Swachhata as Jan Andolan



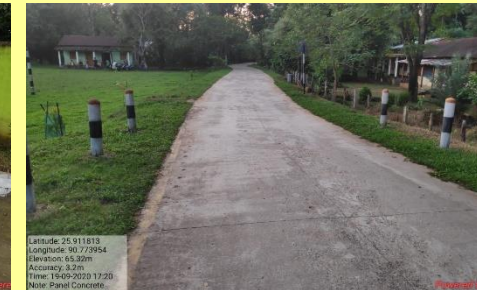
## Green Technologies In Road Construction

**Challenges:** Standstill in road construction from May, 2018

- Breakdown of Bridge at NH-17 in March, 2018
- Closure of quarries

**Intervention:** Introduction of Green Technologies in June, 2018 (Waste Plastic, ICBP, Geo-Grid, Cell Filled, Panel Concrete, Cold Mix)

**Advantages:** Better disaster resilience, lower ecological footprints, flexibility to site conditions, reduces waste plastic hazard, livelihood opportunities to youth



## Road Length Constructed:

2000-2018	534 kms (@ 29.67 km/year)
2018-2020	<b>530 kms through use of Green Technologies</b>

100% in KPIs – Construction of All-Weather Roads (49% in 2018) & Habitations covered by All Weather Roads (55% in 2018)



**SOURCING INPUTS  
LOCALLY - PLASTIC  
SHREDDER MACHINE**





**Conventional Method Bitumen Road (Above) & Adjacent Cell Filled Concrete Road (Below) – both submerged Flash Floods July, 2020**



**Less Damage to Cell Filled Road**

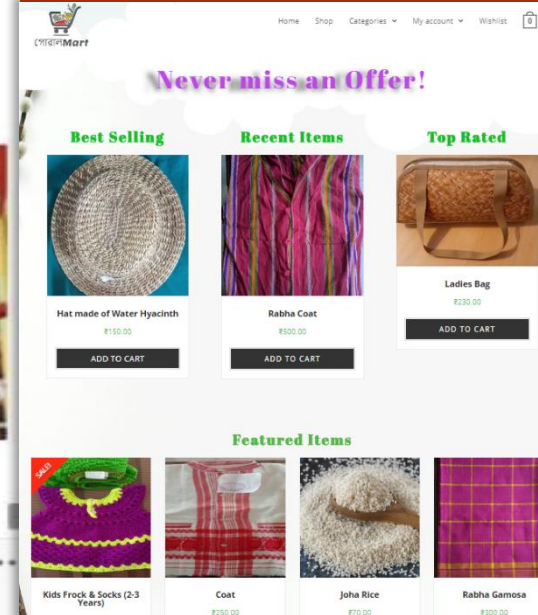
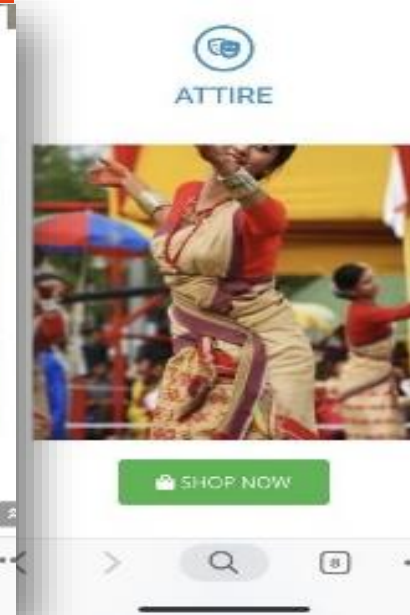
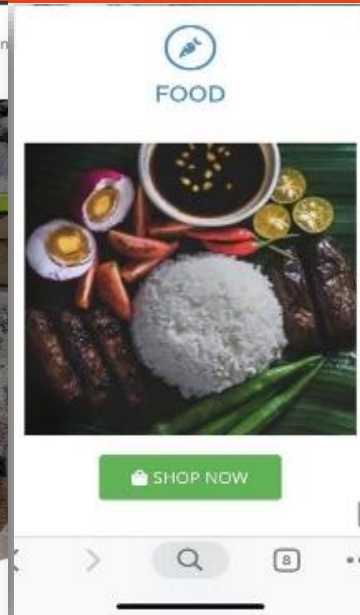


**ICBP Block Production Units set up by local youth; Youth employed as masons**

- First in state to use Waste Plastic in PMGSY; Replicated throughout state
- Shortlisted for PM Awards 2019
- Published in Best Practices by Niti Aayog



**ACHIEVEMENTS & BEST PRACTICES:  
FINANCIAL INCLUSION  
&  
SKILL DEVELOPMENT**



- E-commerce website “GOALMART” for local produce & products; Developed in-house
- Wider market reach, better pricing options, eliminates middle men, encourages innovation, overcoming constraints of access

- ✓ Rank 1 in FI & Skill (Cumulative Since Inception)
- ✓ Encouraging Participation of Women/Vulnerable sections



- Under PLASTIC FREE GOALPARA
  - Specially abled persons trained on plastic alternatives
  - Upstream/downstream handholding & marketing support
- Producing masks, hairnets during pandemic

# **ACHIEVEMENTS & BEST PRACTICES: AGRICULTURE**



- Promoting women farmers groups
- Use of new technologies/extension through KVK:
  - Fertigation with solar power for banana cultivation (25% increase in Productivity, 15% Cost reduction)
  - Systems of Rice Intensification (SRI)
  - Seedling Tray
  - Mechanical Pest Protection
  - Bio Fertilizers
- Increased Disaster resilience, productivity, Reduces resource use
- New agricultural crops/products, Value-added products (black rice muesli/cake, Chips) - Reduced disaster vulnerability, enhanced farmer's repertoire, better pricing options, year round cropping
- Percentage of vaccinated animals increased from 11% to 100%; AI coverage from 11% to 65%



*Left: Fertigation in Banana*

*Below(R): New range of products (Dragon fruit Cultivation)*

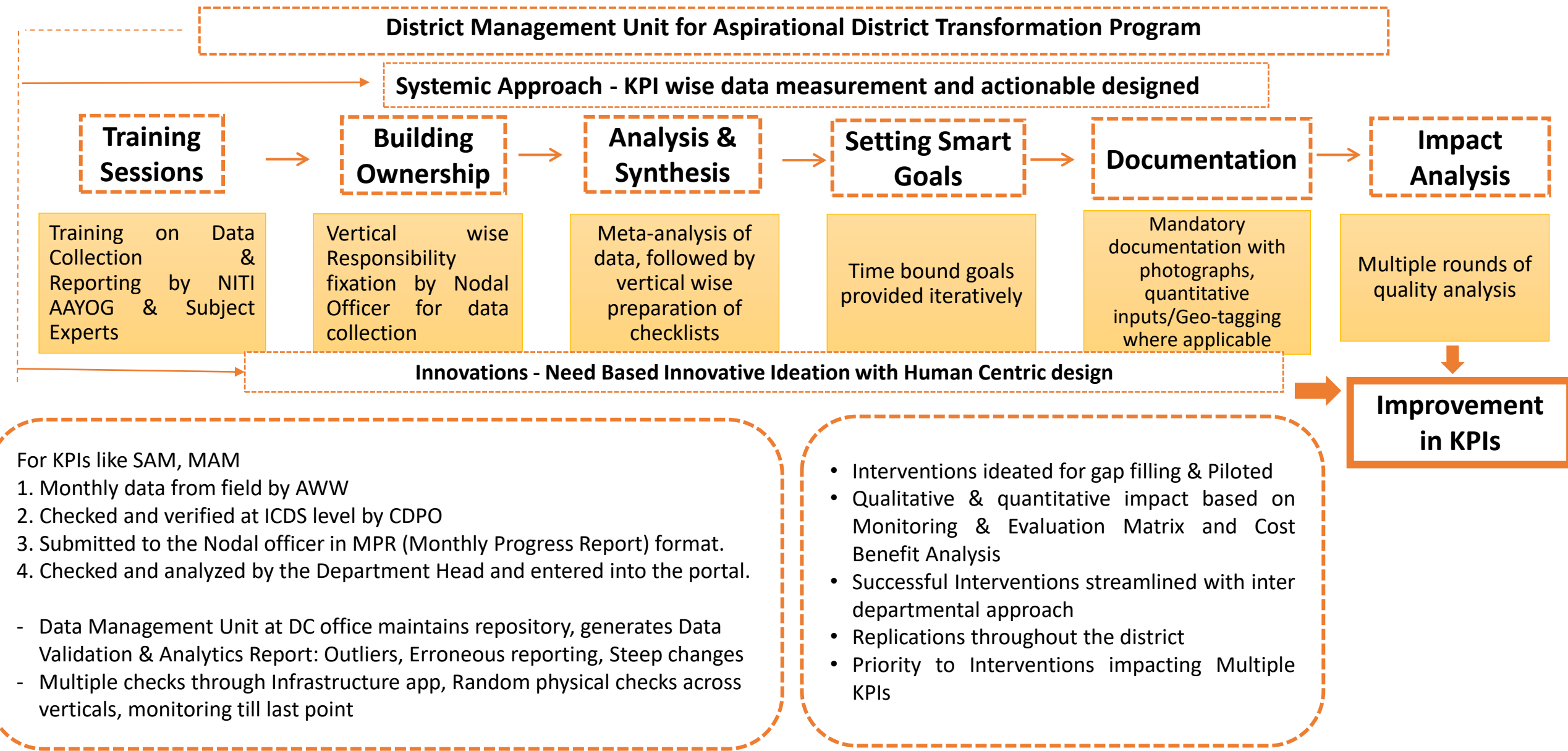
*Below (L): Tractors to Women Farmers Groups*





# **DATA BASED OPERATING & TECHNOLOGICAL INTERVENTIONS**

*Innovative mechanism of formulating data based participatory “District Transformation Roadmap” with monthly & annual goals*



## Infrastructure Snapshot App

An Android based convergence app to overcome problem of supervision, monitoring, grievance redressal due to logistical and demographical constraints

Serves as a cross platform for reporting of issues and monitoring tool -by public, third parties

Swift grievance redressal; brings participatory governance at the doorstep with use of ICT

Public Feedback helps monitor government schemes and departments.

Creation of verified Database to identify & prioritise focal areas of Governance & Administration

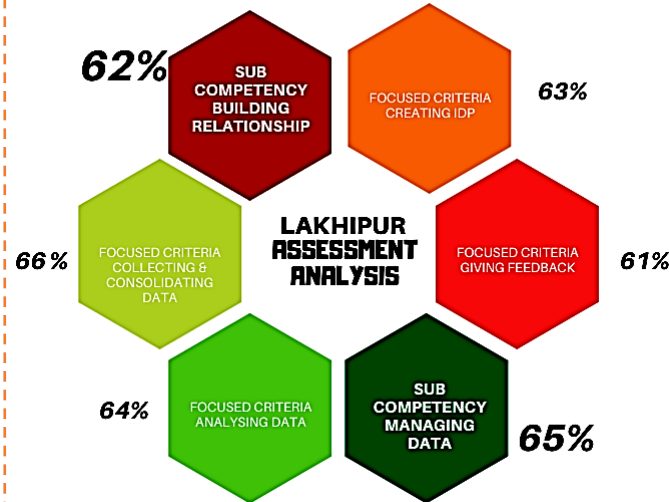
Instant alert mechanism for disaster, domestic violence, moral policing etc



## Education:

Smart Classrooms,  
Apps: Assessment Tracker,  
Samiksha, Unnati,  
Pratham Digital (PraDigi)

Pic (R) - Analysis of competencies by Samiksha App



**Health:** Refurbished boat ambulances, Digital Heamoglobinometers (R), Skill building of ANMs/MPWs on use of appropriate technology, Baby weighing machines at all Health Centres/Model VHSND sites, Comcare app



Mandatory geo-tagging and Photograph for authentication

Version 1 released in December 2018

Version 2 released in Sept 2020 – already reached 3000+ downloads

**Published in Best Practices (Vol 1) by Niti Aayog**



## Agriculture:

Fertigation Technology, Technology Systems of Rice Intensification (SRI) in summer paddy, Kshyamata portal for capacity building, Web based training with Google Meet, Cisco Webex, Zoom



## Basic Infrastructure:

Green Technologies, SANJOG app; e-Suvidha App

## Instant reporting, monitoring, grievance redressal; Disaster Alert

### Challenge

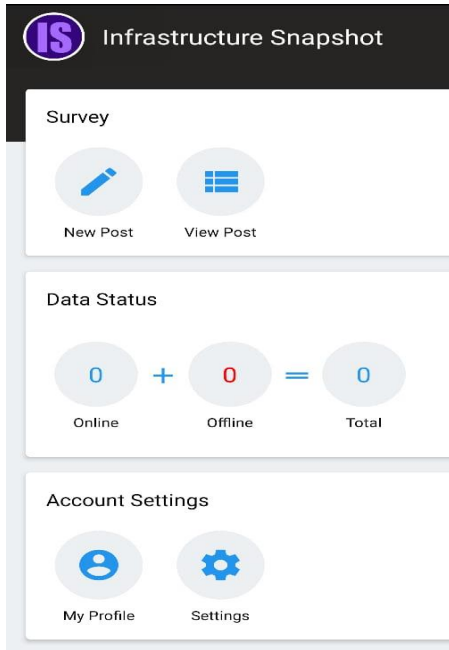
- Lack of proper monitoring mechanisms for schemes and Departments
- Disjoint in Grievance Reporting, Redressal and Feedback
- Unreported instances of teacher irregularity, MDM, non attendance of staff, infrastructure damage etc

### Intervention

- 24x7 Android Based mechanism for inspection, supervision, grievance reporting with photograph & geo-tagging for authentication
- Accessible on Playstore to all
- Version upgrade as per need

### Outcomes

- Improvement in the Inspection and Supervision Regime
- Deterrent effect due to quick reprisal
- Increased community involvement in uplifting of Services/Infrastructure; Participatory Governance at Doorstep
- Creation of a Database for Disaster Damages
- Authentic Database of District Infrastructure and HR; Planning Tool



**IS Infrastructure Snapshot**

Survey

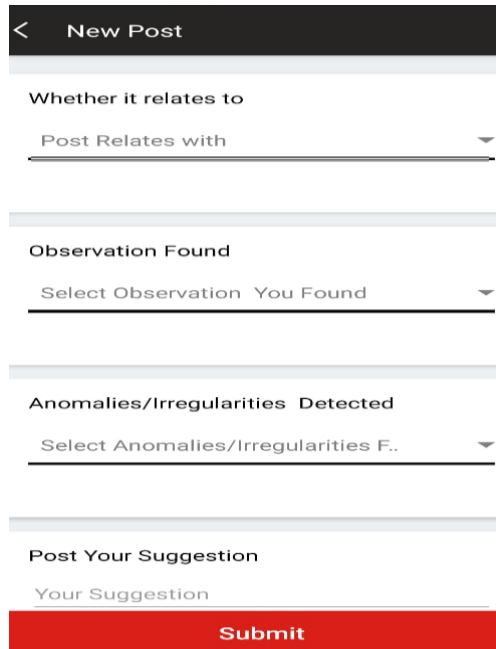
New Post View Post

Data Status

Online + Offline = Total

Account Settings

My Profile Settings



**New Post**

Whether it relates to

Post Relates with

Observation Found

Select Observation You Found

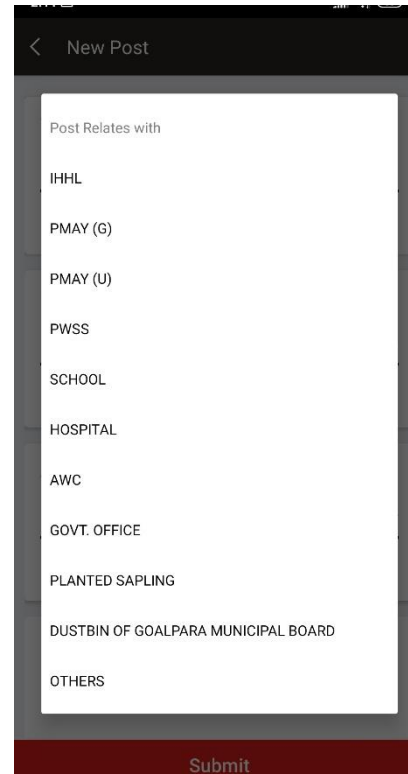
Anomalies/Irregularities Detected

Select Anomalies/Irregularities F..

Post Your Suggestion

Your Suggestion

**Submit**

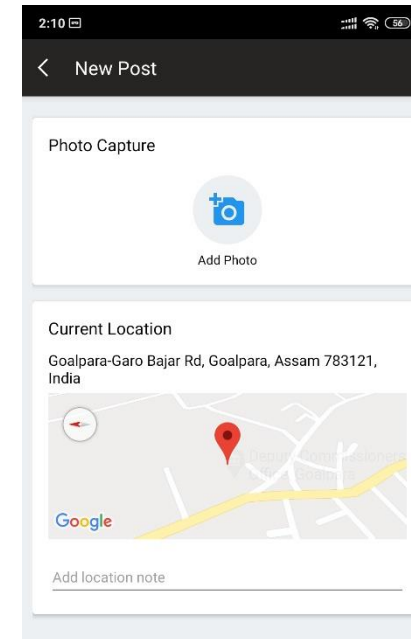


**New Post**

Post Relates with

- IHHL
- PMAY (G)
- PMAY (U)
- PWSS
- SCHOOL
- HOSPITAL
- AWC
- GOVT. OFFICE
- PLANTED SAPLING
- DUSTBIN OF GOALPARA MUNICIPAL BOARD
- OTHERS

**Submit**



**New Post**

Photo Capture

Add Photo

Current Location

Goalpara-Garo Bajar Rd, Goalpara, Assam 783121, India

Add location note



**GoalparaCares**

For a small amount you can Help a family for a week

**EACH ONE - FEED ATLEAST ONE**

কোভিড-১৯ ব ফলত চলি থকা ল'কডাউনৰ বাবে খাদ্য সংকট মোচনাৰ্থে এটা পৰিয়ালক অন্ততঃ এসপ্তাহ সহায়ৰ হাত আগবঢ়াওক।

Kit	Amount (Rs)	Food Items
Essential Food Kit	500	Rice, Dal, Mustard Oil, Salt, Soybeans, Soap etc
Single Food Kit	250	Dal, Mustard Oil, Salt, Soybeans, Soap etc

**YOU CAN MAKE A DIFFERENCE IN SOMEONE'S LIFE**

Please WhatsApp: 7896160234 for more details.



IEC

- Miking through PA system of Mosques
- Infographics from UNICEF



To boost morale/express appreciation for front line medical practitioners specially designed 'care kits' with goodies, personalized mug with their pic & a message from DC

**COVAAS Home**

Confirmed: 37 Persons, Active: 7 Persons, Recovered: 29 Persons

**ASSAM FIGHTS CORONAVIRUS ASSAM NEEDS YOU**

Join Assam Government's Swasthya Sewak

Assam Caregivers Voluntary Network

Message from Hon'ble Chief Minister

"To the people, you all are conscious, aware, know your duty. It is you who can ensure that remain healthy and protect Assam & India from Coronavirus"

Assam COVID Portal

Ministry of H&FW

Worldwide Data

Apply Lockdown ePass

Call 104 Helpline

Live Helpdesk

District Nodal Officer

Join as Volunteer

Government Advisories

Awareness media (A/V)

Travelling Instructions

FAQs

About

Privacy Policy

Send Feedback/Issue

Ideated by DC & developed by local NIC, COVAAS (Corona Virus Alert, Assam) - one stop integrated platform for COVID19 related info, messages, advisories, helplines, links etc.

**Home Delivery Service**

A Goalpara District Administration Initiative

For Home Delivery of Groceries/Essential Commodities during the 21-days lockdown period

Contact/WhatsApp on the following numbers.

VISHAL MEGA MART	City hub
Call/WhatsApp (9AM-5PM)	Call/WhatsApp (9AM-5PM)
91016-80641 70023-54497	97069-61978 84866-27569
70027-39640 70024-51020	86388-64262 91012-60299
70028-08750 98542-27005	60015-05204

Amir Store	Iman Store
Call/WhatsApp (10AM-3PM)	Call/WhatsApp (10AM-3PM)
60026-45107	70027-31039
60032-63557	91010-86766

#StayHomeStaySafe #CoronaFreeIndia

Creation of new era supply chains addressed two pronged challenges of livelihood loss/spoilage of produce & food to Goalpara & neighbouring Districts



PMJJBY coverage through CSR to all frontline workers & Safai Karmacharis

Job cards under MGNREGA (application forms at Screening Centre itself) & skill training provided to returnee migrants

Goalpara District Administration, Assam is with Ashrumoni Malakar.

"CoronaWarriors HEROES OF THE DAY"

Ashrumoni Malakar, Dist. Development Commissioner (DDC), is really challenging for her being a single mother to manage the house, taking care of two school-going daughters and maintain the office at the same time. However, with exemplary acumen, she is...

**#CoronaWarriors**

**#HerosOfTheDay** series highlighting inspiring stories of 1-2 frontline warriors daily

To recognize efforts of front line workers

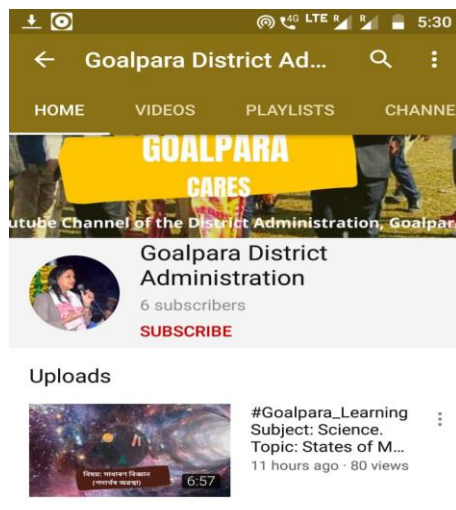


## Innovative Initiatives during COVID 19 Pandemic, cyclones & floods

Modular videos on syllabus content – screened to students, uploaded on whatsapp & District Youtube channel  
**#GoalparaCares**

Under Mission Tarang (Learning from Home), 1500+ teachers providing telephonic teaching, doubt clearing sessions to 10000+ students in the District

Training of teachers by UNICEF in Digital Pedagogy, Online Safety & Psycho Social Counselling



- Child friendly spaces made mandatory in Relief Camps: Stress free environment, nutritive diet and learning activities provided
- Learning for older children made mandatory
- Teachers from 162 flood area schools oriented

- Monthly Knowledge Kits by Piramal Foundation translated to local languages & delivered to children along with Midday Meal delivery system (24000+ students)
- Under #GoalparaTechCares drive, Administration reached out to citizens for donating usable smartphones, tabs, laptops etc
- Use of the hiatus created by the pandemic for training needs analyses & Continuous Professional Development of CRCCs
- To tackle stress during pandemic, cyclones, floods - teachers provide Psycho-Socio Counseling to students
- Mission Utthan for life skills & Social Emotional Skills



Best  
innovation  
award from  
Hon'ble CM,  
for Poshan  
Club

Topped in  
Krishi Kalyan  
Abhiyan;  
KVK Dudhnoi  
Best  
Performer

Govt. of Assam  
awarded District  
for outstanding  
performance in  
Best Practices -  
Convergence  
model

Innovations published in  
NITI Aayog Best Practices:

- Clean Goalpara, Green Goalpara
- Infrastructure Snapshot
- Implementation of Green Technology in road construction

Shortlisted For PM's Award For  
Excellence In Public  
Administration, 2019:

- Performance under SAUBHAGYA;

Initiative also selected for  
Publication in "New Pathways",  
2019



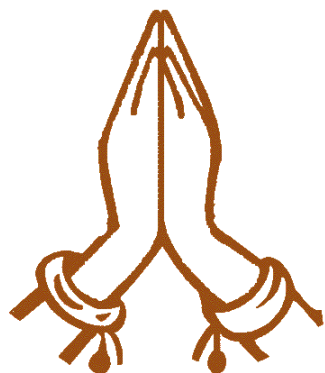
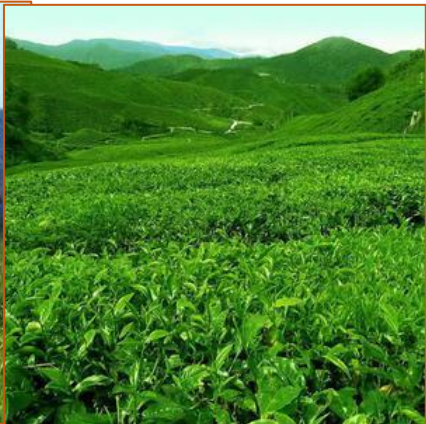
National  
Award for  
PMAY (G)  
performance

Governance Now  
Digital  
Transformation  
Awards in Mobile  
App and Digital  
Services Category  
for Infrastructure  
Snapshot App in  
2019

Awarded Skoch Order of Merit,  
2019: Saubhagya/Clean Goalpara, Green  
Goalpara/Infrastructure  
Snapshot/Immunization/Green  
Technologies And 2020: Mission  
Vidyashakti/Infrastructure Snapshot  
/100% Immunization/Paving the Green  
Way/District Response to COVID19

Under the Innovations Category for  
PM's Award for Excellence in Public  
Administration, 2019 -  
Implementation of Green  
Technologies in Road Construction  
in Goalpara shortlisted;  
Initiative also selected for  
publication in "New Pathways",  
2019





**THANK YOU**

