BEST PRACTICES IN SOCIAL SECTOR: A COMPENDIUM 2023

75 BEST PRACTICES

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सत्यमेव जयते

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MESSAGE

The Government of India is committed to meeting the 2030 Sustainable Development Goals (SDGs) and has made several strides in its endeavor to "leave no one behind". At the UN General Assembly, the Hon'ble Prime Minister noted that "when India grows, the world grows, when India reforms, the world transforms". India's policies on education, gender equality, healthcare, digitization, green economy, and sustainable living reflects the nation's resolve to achieve growth for all.

The rapid progress made by India in adopting sustainable practices and providing a better quality of life to all its citizens was impacted by the onset of the COVID-19 pandemic. Lives and livelihood were deeply affected. However, necessity is the mother of invention: the pandemic proved to be an opportunity to develop and adopt innovative schemes that met the pressing needs of ordinary citizens while addressing the concerns associated with sustainable development.

Many line ministries, states and districts adopted novel practices and schemes better to address a range of apprehensions in those uncertain times, while others prioritized preserving the environment to provide a better world for future generations. This compendium of best practices indicates that sustainable development and growth can go hand-in-hand. With community participation and support of other stakeholders, these best practices can be emulated at the national level to bring about significant changes in the quality of living and the environment.

As India celebrates 75 years of Indian Independence, an effort has been made to compile 75 Best Practices in the form of this compendium. These best practices have been carefully chosen from amongst those collated from the Central Ministries/ Departments and the States/UTs. While identifying the best practices, due care has been taken to ensure that the stories identified are replicable, have benefited a large segment of the society and are spread over diverse themes.

This publication is an opportunity for peer-to-peer learning among states, to applaud the efforts of others and to adopt practices that are best suited for one's circumstances. I congratulate Ms Shoko Nada, Resident Representative, UNDP India and her team, Mr Parameswaran Iyer, CEO NITI Aayog and Dr. Yogesh Suri, Senior Adviser and his team to spearhead the effort to document the innovative approaches adopted by the Ministries or States/UTs in reaching out to the most marginalized sections in the society.

I would like to thank all the Central Ministries and State Governments that have been a part of this exercise. I hope that the best practices illustrated in this compendium give impetus to success stories in other parts of the country.

(Suman Bery)

स्वच्छ भारत
एक कदम स्वच्छता की ओर

MESSAGE, RESIDENT REPRESENTATIVE, UNDP INDIA

The Sustainable Development Goals (SDGs) – a set of intuitive targets to transform the world – act as a blueprint for creating a more peaceful, prosperous and sustainable world for all.

Fulfilling this agenda by 2030 requires the support of and coordination between different stakeholders, steered by governments at the central, state and local levels. With one-sixth of humanity and the scale of its ambition, India is driving global progress on the SDGs. This progress is led by national and state governments – to frame and implement policies that work for the people and planet. Under the guidance of NITI Aayog, state governments are equal partners in institutionalising the SDGs.

Best practices in social sector: a compendium is a compilation of innovations in policymaking – national and state level – in health, education, agriculture, information technology (IT) and the environment. It highlights 75 best policies and practices that are delivering the goals for people and communities. UNDP supported NITI Aayog in reviewing and compiling these 75 best practices from over 200 innovative initiatives.

The compendium also provides a glimpse of the many sustainable measures undertaken in different parts of the country and offers an opportunity to emulate these practices.

UNDP is extending support to NITI Aayog on several initiatives, for the localization and integration of SDGs, including the SDG India Index which ranks progress of states and UTs in achievement of Agenda 2030.

It is highly encouraging to see the number of initiatives undertaken by governments to meet local needs, particularly for the most vulnerable and marginalised, while accelerating to achieve the Global Goals. People's participation has been a vital factor in the success of these initiatives.

I would like to congratulate the team at NITI Aayog for undertaking this initiative and presenting stories that are a beacon of hope in the endeavour to leave no one behind.

Ms. Shoko Noda
Resident Representative,
UNDP India

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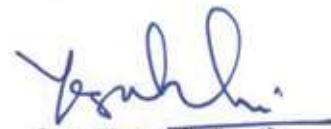
MESSAGE

The Constitution of India underscores the role of good governance in a welfare state, in Part 4 on Directive Principles of State Policies. It is, thus, a fundamental role of the State to improve the overall socio-economic status of the nation, thereby enabling its citizens to lead a life of dignity and value.

Knowledge sharing and cross-learning across various stakeholders has a critical role to play in enabling the states to address the numerous developmental challenges. This resource book attempts to document and disseminate information on certain successful Government projects, aiming to reach a wide audience and enabling them to replicate these good practices in their own local contexts.

NITI Aayog has been committed to maintain a state-of-the-art Resource Centre, be a repository of research on good governance and best practices in sustainable and equitable development as well as help their dissemination to stakeholders. Ministries and the Governments of the States and UTs have played a pivotal role by contributing their stories to this compendium. Furthermore, special emphasis has been given to success stories from Aspirational Districts. This document aims to foster dialogue among Government officials, development practitioners, researchers, think tanks and other key stakeholders.

As India is celebrating Azadi ka Amrit Mahotsav, NITI Aayog and UNDP is bringing out this compendium showcasing 75 Best Practices in the social sectors which truly highlight the theme 'Achievements@75' at the grassroot level. We, at NITI Aayog believe that these case studies will be found useful and contribute to good governance for a 'sustainable and equitable' nation.

(Dr. Yogesh Suri)

स्वच्छ भारत
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BACKGROUND

The social sector is an important sector in India and includes several important components such as education, health and medical care, drinking water and sanitation, social security, environment, food and nutrition security, women and child development, livelihoods and skill development, etc. that play a vital role in human development.

Over the years, the social sector in India has shown notable success with vast number of developmental interventions by different stakeholders, especially the Central Ministries and State Governments. These have displayed innovative approaches, effective strategies, long-lasting impact, and sustainability in reaching out to the most marginalised sections of the population. Considering the importance of such initiatives and their importance as reliable reference models, it is necessary to document the recent case studies from across sectors and geographies, in the form of a compendium on the best practices in the social sector.

In this regard, specific, innovative best practices were sourced from States/UTs and selected Ministries/ Departments. As India is celebrating 75 years of Independence, 75 best practices have been selected for this volume. Efforts have been made so that cases are best distributed across States and sectors. The aim is to highlight models which are innovative, sustainable, replicable, and impactful and also synthesize lessons for the future to expand quality of life at the grassroots level. This will be a resourceful document for not just highlighting the good practices in place but will also serve as a handbook for replicability and scale-up.

Disclaimer

This Report has been brought out jointly by NITI Aayog and UNDP. The case studies for the Report have been sourced from Central Ministries/Departments and the State Governments. While due care has been exercised to collate these case studies, the authenticity of the data and claims lie exclusively with the Ministries/States which have provided the case study.

ACKNOWLEDGEMENT

CONTENTS

AGRICULTURE

CROP CLUSTER DEVELOPMENT PROGRAMME-INNOVATION IN HARYANA

In a nutshell: A programme for building post-harvest management infrastructure for horticulture produce in Haryana

Nodal agency: Department of Horticulture, Government of Haryana

Under the aegis of the Horticulture Department of Haryana, the Crop Cluster Development Programme aims to provide on-farm facility to farmers for proper aggregation of produce and its grading/sorting, transportation, processing of surplus produce during the glut period. It aims to ensure farm sustainability by developing farmer socio-economic security model in the villages.

Around 400 horticulture potential clusters are marked and 683 FPOs are formed in the state to cater to the needs of farmers and horticulture producers. 140 integrated pack houses are established in 140 clusters with the financial support of government. Each integrated pack house is equipped with collection centres, grading/packing/cold room facilities, primary processing unit, retail outlets, waste management and solar power, vehicles for transportation, and E-platform/ market portal.

An Integrated Pack House

Only Farmer Producers Organizations (FPOs) registered under Companies Act in India are eligible for submission of project proposal for crop cluster center and for availing assistance under the scheme. Any organization which has availed assistance from any government agency for similar project shall not be considered eligible for assistance.

Impact

To analyze the impact of the programme, a study of 2 Integrated Pack Houses was conducted. The following were the observations:

- Direct purchase and marketing of produce in the project area- contract farming was observed for some fruits and vegetables
- Increase in direct income of farmers – improved market access resulted in better price realization for farmers.
- Reduction in the post-harvest losses and availability of better-quality produce due to cold chains
- Increase in agricultural productivity due to strengthening of crop and produce management practices.

Challenges

- The project required professional services for effective market linkages and FPOs do not have such professionals. So, support of government was required for the sustainability of the project.
- In most of the clusters, the project is based on the seasonal crops, therefore, it is very hard to utilize the facilities around the year. Due to this reason, FPOs face issues in managing the expenditure during off-season period.

Rewards and recognition

The program was rewarded with Best State Agri-business Award & SKOCH Award in 2022-23.

Scale-up

This program will be scaled up with the establishment of 500 more Integrated Pack Houses in all the clusters in Haryana. The Government of India has considered this project in collaboration with Japan International Cooperation Agency (JICA) with a total cost of Rs.3796 crore, with JICA offering a loan of Rs. 2600 crore.

The State Government is also going to establish Haryana – UK Centre of Excellence on Crop Post Harvest Management and Sustainable Cold Chain for development and transfer of post-harvest technologies.

Sorting of Potatoes in a Pack House

ORGANIC LARGE CARDAMOM PRODUCTION–
AN INITIATIVE OF FARMERS PRODUCER COMPANY
IN NAGALAND

In a nutshell: Producing and developing a value chain for organic large cardamom has reaped high economic benefits for the farmers in the State of Nagaland.
Nodal agency: Department of Horticulture, Nagaland and Phek Organic Large Cardamom Producer Company (Nagaland).

Cultivating commercial crops is known to generate higher revenue than conventional crops. However, the absence of a crop-specific value chain that caters to the processing, handling and marketing of these commercial crops has restricted the number of farmers cultivating them. In Nagaland, Phek Organic Large Cardamom Producer Company is a farmer's producer company (FPC) that is registered under the Ministry of Corporate Affairs, Government of India. The company launched an initiative aimed at producing and developing a value chain for organic large cardamom in the State.

The objective is to develop commodity-specific organic value chain and address gaps in organic crop production, wild crop harvesting, organic livestock management and processing, handling and marketing of organic agricultural products with necessary infrastructural, technical and financial support. This will enable farmers to replace conventional and subsistence farming system with high value commercial organic enterprises.

The initiative has facilitated partnerships between farmers and organic businesses in domestic and export markets in the form of FPCs, while linking cultivators with growers. The FPCs support the development of entire value chains starting from inputs, seeds, certification, creation of facilities for collection, aggregation, processing, marketing and brand-building initiations.

Impact

- The organic cultivation of large cardamom proved to be a highly profiting enterprise. The farming community achieved a very good harvest and earned an astonishing ₹ 54,60,000 from the sale of 12 MT of large cardamom capsules in Dimapur at ₹ 455/kg.

- The dried large cardamom capsules are harvested and available from October till May. The income generated from the sale of large cardamom during the last three years is mentioned below:

Year	Production (MT)	Turnover (₹ in lakh)
2018-19	20	100.00
2019-20	45	250.00
2020-21	65	320.00

- The company has also started to venture into the by-products of cardamom fibre.
- Womenfolk and unemployed youth have also been imparted training on large cardamom fibre craft in 2021.
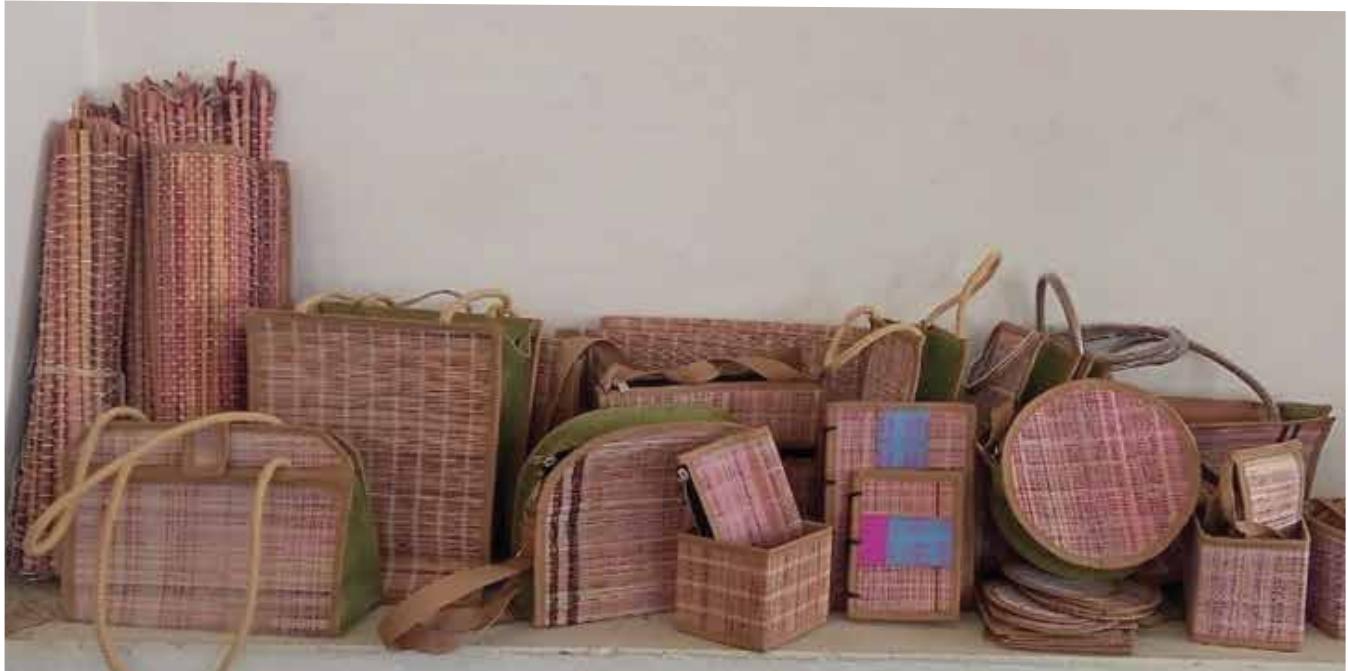
Challenges
- Crop damage due to natural calamities like droughts and heavy rainfall.
- Disease and infection, resulting in lesser yield.
- Inadequate storage space for the large amount of dried cardamom capsules before their transportation to the market.
- Lack of drying machines, resulting in poorly dried capsules.
- High transportation costs.
- Lack of facilities for packaging, labelling and branding of the product.
- Lack of processing machineries and equipment.

Collection of Dried Large Cardamom Capsules

Packing of Dried Large Cardamom Capsules

Products made from Large Cardamom Fibre

DIRECT AND FULL BENEFIT OF MINIMUM SUPPORT PRICE TO FARMERS

In a nutshell: Shift from indirect payment of the Minimum Support Price (MSP) to the direct, online transfer into the accounts of the farmers has been highly beneficial to the farmers of the states of Haryana and Punjab

Nodal agency: Department of Food and Public Distribution, Government of India

Farmers in Punjab and Haryana have been traditionally selling their produce through commission agents or Arhatiyas for many decades. The commission agents were entitled to payment of Dami or Arhatiya commission for their services under the Agriculture Produce Market Committee (APMC) Act. However, the Minimum Support Price (MSP) was also paid to the Arhatiyas, along with commission, and the Arhatiyas in turn, passed the MSP payment on to the farmers.

There were reports that full MSP payment was not always distributed to the farmers. Since they completely relied on the Arhatiyas for their required payments, the farmers were often exploited. There were no checks available with the authorities to see whether MSP payments were correctly passed on to farmers or not.

The Food Corporation of India (FCI) utilized the Public Financial Management System (PFMS) to ensure Direct Benefit Transfer (DBT) to the farmers' account. In addition, an integrated and powerful database network system was created by integrating farmers' information with their land records. Through these data-driven technological interventions, the FCI was able to start linking the Aadhar number of the farmers with their land records data with the help of the state agencies.

Impact

- Record high fund transfer – Farmers have received a record to ₹84,369 crore in their bank accounts for the wheat sold to the government procurement agencies led by the Food Corporation of India since April 2021.

- Fostering transparency in the system – Previously, farmers were at the mercy of the Arhatiyas to find out how much money was owed to them, but now they know the quantity, at what rate, and on what date the procuring agency purchased and how much money was paid to them.

- Timely payments – Direct benefit transfer (DBT) has been instrumental in reposing faith of the farmers in the MSP system and government policy, in general. As the payment

directly goes to the bank account of the farmers, they start earning an interest the day the amount is credited to their account.

- Reducing dependency of farmers on moneylenders – with the timely payment of MSP, famers would be able to utilize their money as per their requirements, such as for purchasing seeds, fertilizers, farm equipment, paying off debt and for other household requirements, without having to depend on moneylenders.

Challenges

- The farmers, Arhatiyas, agencies, etc. have become so used to the traditional system that they refuse to change at every level.
- It was perceived that it would be difficult to deal directly with such a large number of farmers. As a result, the implementation of the direct online payment to the farmers kept getting delayed/postponed.

DR. YSR RYTHU BHAROSA KENDRALU – A ONE STOP SOLUTION FOR FARMERS

In a nutshell: Making available quality inputs for agriculture and allied sectors, enabling knowledge transfer and providing capacity building.
Nodal agency: Government of Andhra Pradesh

Agriculture is one of the paramount sectors in Andhra Pradesh, with farmers striving to provide food security to the entire nation. Despite technological advancements in the country and in the agricultural sector, the farmers have relied on the advice of fellow farmers and input dealers, without residual knowledge of agronomic practices and critical stages of various crops. They often pay exorbitant amounts to fetch seeds, fertilizers and other inputs, despite them not being recommended against the crop. By the time the crop is harvested, the farmers receive poor quality yields, are deprived of remunerative prices, as a result of fleecing by middlemen and are forced into debt traps.

To tide over the difficulties faced by the farmers, the Chief Minister of Andhra Pradesh established Rythu Bharosa Kendralu (RBK) in 2019.

The objective of the project is to ensure the availability of pre-tested, certified and quality inputs of agriculture and allied sectors at a competitive price at the village level, along with knowledge transfer on the latest and innovative technologies to augment farmer incomes and knowledge. It is the first of its kind in the nation and renders services from "seed to sale".

RBKs chiefly function through 4 verticals

1. **Supply of pre-tested quality inputs**
   a. Ensures reduced prevalence of spurious seeds
   b. Averting sale of inputs at exorbitant prices at private outlets
   c. Inputs are made available ahead of the sowing season

2. **Delivery of services, capacity building and knowledge dissemination**
   a. Farm mechanization
   b. Free crop insurance registration
   c. Seed-to-seed training programme
   d. Trainings and field diagnostic visits by scientists
   e. Use of posters, pamphlets to spread information
   f. Libraries with books and video materials for information dissemination on crop management

3. **Farmers advisories and call centre**
   a. Agri advisory board was constituted to aid in adopting best practices, providing support package and addressing domestic demand-supply gap
   b. Integrated call centre set up to facilitate instant remedies and immediate redressal of farmer grievances
4. **Procurement operations**
   a. The government has declared all RBKs as procurement centres to ensure MSP and provide impetus to farmers
   b. Reducing transportation costs

Impact

- Helped to achieve higher yields and improved quality of crops.
- Ensured the supply of quality agricultural inputs like seeds, fertilizers and pesticides
- The right advisories were provided at the right time
- After the RBKS were declared to be procurement centres, farmers were able to sell their supply in the village itself
- Famers can now access government schemes through the RBKs and this has ensured transparency.

Inauguration of New RBK buildings by Hon'ble CM, Andhra Pradesh

CLIMATE RESILIENT RICE – FISH FARMING IN ASSAM

In a nutshell: Encouraging pisciculture in the paddy fields of Assam, taking advantage of the symbiotic relationship between the rice plant and the fish.
Nodal agency: Department of Fisheries, Assam

The Fishery Department, Assam has been implementing a pilot of rice – fish farming in about 431 ha of water bodies in 11 districts of Assam, covering 867 beneficiaries for the last three years 2018-19, 2019-20 and 2020-21. In paddy – fish systems, paddy and fish form a mutualistic symbiosis. The fish excreta provide nutrients for paddy. Also, the fish control pests in paddy field by feeding on insect eggs, larvae and on planktons. Rotation type paddy-cum-fish farming as a climate resilient farming practice gives an opportunity to increase the incomes of rural farmers, apart from nutritional security.

Around 2.3 million ha of seasonally flooded paddy cultivated lands of Assam have the potential for fish production along with paddy farming. However, productivity and viability of conventional paddy-cum-fish farming system is very low due to the lack of capacity and technological knowhow. Due to this, the paddy-fish farming system contributes only 5.43% of total fish production in Assam.

The technology partners of this initiative are World Fish and International Rice Research Institute. Some of the technical help extended include:

- Trench/pond preparation, renovation of canals, liming of ponds etc.
- Stocking fish seed, maintaining stocking density, feeding the fingerlings etc.
- Techniques in effective disease management of the fish.

Impact

The production of a fish crop between the rice crops gives the farmers an off-season occupation which increases the income without increasing expenses. The combined culture leads to a reduction in labour in weeding and an increase in the yield of paddy by 10 to 25%. The increase in rice production (average 7.0 tonne/Ha/year) and nearly 2.0 tonne fish production/ha/crop is ascribed to various factors:

- Increase in organic fertilization by fish excreta and remains of artificial feed.
- Better tillering of the rice seedlings due to the activity of the fish.
- Reduction in the number of harmful insects, such as paddy stem borers, whose larvae are eaten by fish.
- Increased mineralization of the organic matter and increased aeration of the soil resulting from the puddling of mud by benthic feeders.

- Control of algae and weeds (by phytophagons fish) which compete with rice for light and nutrients.

The success and the experience gained in this pilot project will inspire other similar projects to be taken up, increasing both income and nutritional security of rice farmers.

Photos from the field site in Assam

ODISHA MILLETS MISSION: REVIVING MILLETS IN FARMS AND PLATES

In a nutshell: Odisha Millets Mission launched to encourage production and consumption of millets in Odisha and to promote indigenous culture
Nodal agency: Department of Agriculture & Farmers' Empowerment (DA&FE), Government of Odisha

Odisha Millet Mission (OMM) was launched through a multi-stakeholder participatory approach - a decentralized operational framework, and financial and institutional support from the government, to promote the production and consumption of millets in the state. OMM was initiated in 30 blocks covering 7 districts in 2017, which was extended to 84 blocks covering 15 districts by 2021. This is further scaled up to 143 blocks in 2022 covering 19 districts.

OMM is implemented in close coordination with Mission Shakti Department (Involvement of WSHGs), Tribal Development Department (Procurement and inclusion of millets in ST Hostels), Cooperation Department (Storage support to FPOS through PACS), WCD Department (ICDS), S&ME Department (MDM), Food Supplies Department (Distribution in PDS), MSME Department (Start Ups & MSMEs), etc. Under the programme, each block in the state needs to cover at least 1000 hectares for millet production in 5 years.

Cultivation of millets in Odisha

Key components

1. **Promoting Household-level consumption:** Massive awareness campaigns at village and Gram Panchayat (GP) level through food festivals, millet recipe events, millet mother events, street plays etc. are taken up through WSHGs with active involvement of Anganwadi workers and village level influencers.

2. **Promotion of Decentralized Post Harvest & Processing facilities:** Threshers and tarpaulins etc. are provided to WSHGs to provide post-harvest services to farmers at village and GP level.

3. **Promotion of value addition enterprises:** At GP levels/Block level, tiffin centers/kiosks are promoted through WSHGs/FPOs. At the district level, millet outlets/mobile outlets are promoted through FPOs. At the district level or urban towns, millet outlets/Millet Shakti restaurants are promoted through WSHG Federations.

4. **Improving productivity of millet crops:** Crop demonstrations with improved agronomic practices such as system of millet intensification, line transplanting, line sowing and intercropping through natural farming practices are promoted. In addition, Custom hiring centres are promoted at GP level for making implements such as weeder, marker etc. available for farmers.

5. **Conservation and promotion of landraces:** Participatory varietal trials are done with local landraces along with improved varieties under technical guidance of OUAT (Odisha University of Agriculture and Technology) and IIMR (Indian Institute of Millets Research). Local landraces preferred by farmers are then taken up for seed release and seed multiplication.

6. **Marketing and Exports:** Village level cleaning and aggregation is done by WSHGs. This in turn is aggregated at block level by FPOs. FPOs generally supply market players/MSMEs in bulk quantities. In addition, FPOs have been registered as export agencies for targeting export markets.

7. **Procurement and inclusion of millets in Government schemes:** Under Odisha Millet Mission, Tribal development Cooperative Corporation Ltd has been chosen as nodal procurement agency. It partners with FPOs and WSHGs to procure finger millet (ragi). Procured finger millet is distributed in PDS and ICDS.

Awareness drive on Millets in Odisha

United Nations has declared 2023 as International Year of Millets (IYOM). This will entail large scale awareness on millet and millet initiatives across the world. India is forerunner on millets and Odisha is model for millets in India.

Impact

- OMM reached out to 1.18 Lakh farmers covering 54,495 Hectare during FY 2021-22. It is planned to cover 1.50 Lakh farmers for an area of 81,700 Ha.

- Establishment of 1,042 units under threshing/ cleaning/ pulverizing and 188 millet value addition enterprises through WSHGs/FPOs. A sum of 169 community managed seed centres and 227 custom hiring centres established and managed by WSHGs and FPOs.

- Millet (Ragi) procurement of 6.39 Lakh Quintals from FY 2018-19 to FY 2021-22. 209.94 Crores have been transferred to farmers through Direct Benefit Transfer (DBT) at the remunerative price.

- Under PDS, 1.10 Lakh quintals of Ragi was distributed to 50.60 Lakh ration card holders from FY 2019-20 to FY 2020-21. 5.14 Lakh quintal is expected to be distributed in FY 2022-23.

- Implementation and management of Ragi Ladoos inclusion programme in ICDS in Keonjhar and Sundargarh District covering 1.49 Lakh pre-school children.

- 61 NGOs and 75 FPOs and 9 WSHGs are involved in OMM implementation till FY 2021-22. An additional 36 NGOs as facilitating agencies and 67 FPOs/WSHGs as implementing agencies will be involved during the FY 2022-23 during the scale up phase.

Awards and recognition

- Odisha was recognized as 'Best Millet Promoting State' award at the National Convention on Nutri Cereals in 2021 by the Ministry of Agriculture & Farmers Welfare and ICAR.
- Odisha was recognized as 'Best State for Scaling Up Millet Mission' award at the National Convention on Nutri Cereals in 2022 by the Ministry of Agriculture & FW and ICAR.
- The Ministry of Agriculture & Farmers' Welfare, Government of India and NITI Aayog identified OMM as one of the best models and asked different state governments to adopt the OMM approach for promotion of millets.
- Government of India has set up a task force to understand the framework of Odisha Millets Mission and to revise the National submission on millets based on the learnings of OMM.
- World Food Programme identified OMM as one of the best practices that can be replicated in other states and other countries in Africa as part of South-South Collaboration.

Launch of Ragi Ladoo scheme

BLACK RICE INITIATIVE IN CHANDAULI, UTTAR PRADESH

In a nutshell: Black rice cultivation by the farmers of Chandauli district in Uttar Pradesh is resulting in an increase in their income.
Nodal agency: Department of Agriculture, Chandauli, Uttar Pradesh

Chandauli is an Aspirational District, also known as the "rice bowl of Uttar Pradesh", where two-thirds of the population is engaged in agricultural work, providing ideal conditions for the production of all types of paddy. The objective of the initiative was to bring innovation in the agriculture sector to increase the income of the farmers of Aspirational District. Black rice farming was selected for innovation in cultivation.

Black rice as such is not native to the area and is produced in high quantities in Manipur. However, given the increasing demand for the product in the global markets, the district administration promoted the product among a small group of 300 farmers. Black rice farming does not require any type of chemical fertilizer and is cultivated in all blocks of the district.

Black rice produced in 2018 with the help of Agriculture Department Chandauli, was publicized among farmers of the district through Kisan Pathshala, Farmers Seminar and district level farmers fair exhibition organized at block level. In addition, it was also published through print and mass media.

For trading of black rice, "Chandauli Kala Chaval Krishak Samiti" was constituted with the support of District Administration consisting of farmers cultivating it. The branding of black rice was done, and the product was sold at Rs.300 per kg versus Rs.30–50 per kg common rice. The income per hectare for farmer went up from Rs.54,532 to Rs.2,55,500. The District Administration helped the Samiti in obtaining Collective Mark, Packaging Design and FSSAI certificate. In 2020, Chandauli Kala Chawal Krishak Samiti was converted into an FPO (Farmers Producers Organization) capable of exporting Black rice on their own.

Impact

- The result of black rice cultivation is that farmers had to reduce the use of chemical fertilizers and got better price than other varieties of paddy crops. The farmers are happy to be cultivating black rice and every year, the area under black rice farming is increasing. Black rice farming is proving to be helpful in increasing the income of the farmers.

Challenges

- Despite high returns, farmers in Chandauli are facing the problem of marketing black rice due to non-availability of its GI (geographical indication) tag in the region. Manipur was awarded the GI tag for black rice in the year 2020.

Scale up

- Initiative replicated in more than 15 districts across States
- Seeds procured by various districts from KVK Chandauli, Agriculture department Chandauli and Chandauli Kala Chawal Krishak Samiti
- 14 districts of U.P. and 2 districts of Bihar (Buxar and Aurangabad) started cultivation of Black Rice

Awards:
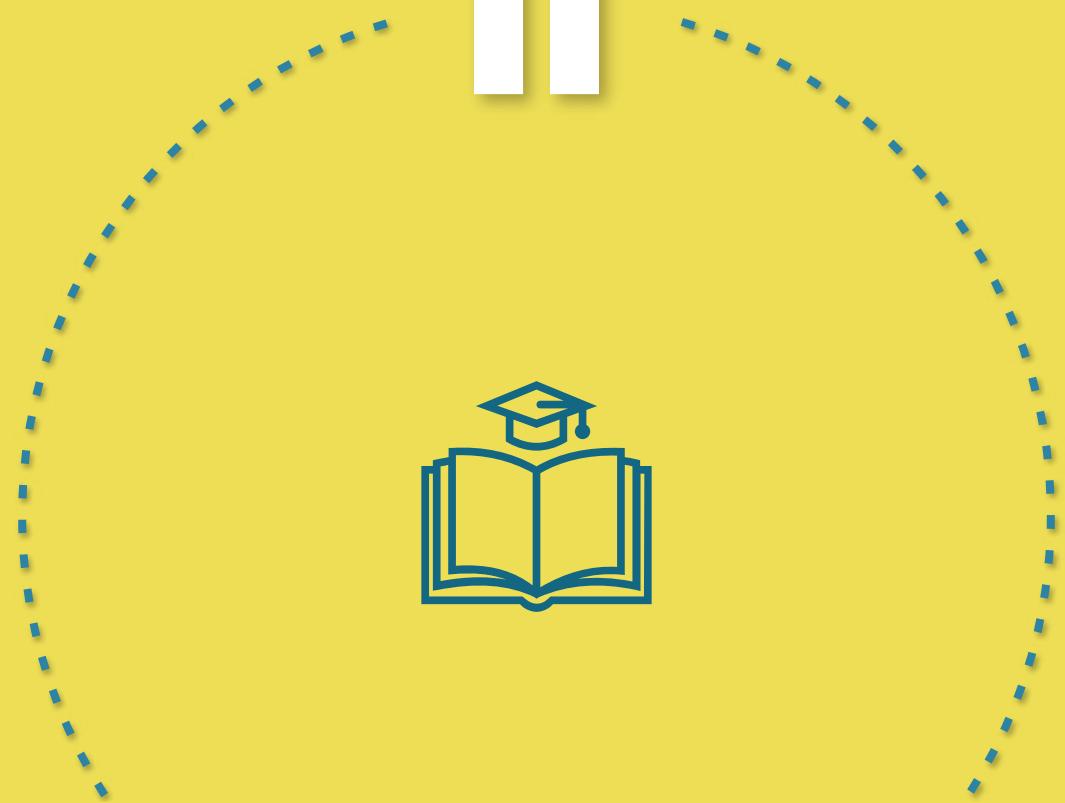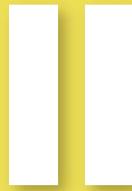
Prime Minister's Award for Excellence in Public Administration 2020

Packaged Black Rice

Experts and farmers at a black rice field

EDUCATION

SCHOLARSHIP SCHEMES FOR CHILDREN OF THE TEA COMMUNITY IN ASSAM – A RAY OF HOPE

In a nutshell: A set of scholarship schemes have been introduced to create opportunities to encourage children of the tea community to continue their education.
Nodal agency: Directorate of Tea Tribes' Welfare, Government of Assam

Although education is a fundamental right and is enshrined in the constitution, it continues to remain an elusive dream for many children in the tribal regions of the country. Without much access to the world outside their community, these children are deprived of a secure future due to lack of infrastructure and other facilities in their vicinity. The tribal communities in the Northeast State of Assam that are involved in the cultivation of tea are the most backward in the State, and their children are often at the receiving end of social exclusion as a result of illiteracy and unemployment.

The Directorate of Tea Tribes' Welfare of Assam launched a set of scholarship schemes to provide scholarship to students from class 9, to facilitate opportunities for encouraging children from the tea community to continue their higher studies, such as MBBS, B.Tech, Ph.D., and other job-oriented courses. Funded by the Government of Assam, the project covers all students belonging to the tea tribes' community in Assam, irrespective of the geographical area where they are pursuing their studies.

The project covers a number of scholarship schemes:
- Pre-matric scholarship to students of class 9 and 10
- Post matric scholarship to HS and normal TDC courses
- Simon-Singh Horo special post matric scholarship to students from the tribes community who have cleared HSLC and HSSLC during the current year
- Financial assistance for higher studies to tea tribes students pursuing technical/higher education like MBBS, B.Tech, PhD and other job-oriented courses
- Financial assistance for ANM/GNM/technical courses

To avail the scholarship, an online portal was set up in 2020, through which aspiring students can submit their application from wherever they are residing. They can also monitor the status of their application through this portal, thereby reducing the time taken to process the application and the chances of errors, such as applications getting lost or misplaced.

Impact

The shift from the earlier offline mode of submitting the application to the online mode has increased the number of applications. Students have been able to avail themselves of the benefits of the scholarships, and this has proven to be extremely beneficial in their pursuit of higher education.

Challenges

While the project has been largely successful, it has faced its own share of problems. Non-availability of documents, like bank account and caste certificates, especially of pre-matric students is a major issue resulting in many students not being able to apply.

Online portal for scholarship for students of Tea Tribe Community

Online portal for scholarship for students of Tea Tribe Community

VIDYA SAMIKSHA KENDRA FOR MONITORING OF LEARNING OUTCOMES

In a nutshell: Vidya Samiksha Kendra (VSK) is a technology-enabled, online, real-time mechanism to monitor the learning progress of every student across every grade in every school, thereby improving grade-appropriate learning outcomes of every student.

Nodal agency: Department of Education, Government of Gujarat

Gujarat's school education system consists of 54,000+ schools, 4 lakh teachers, and 1.15 crore students. The Department of School Education of the state has over 2.5 lakh government teachers and approximately 10,000 officials, constituting about 51% of the State Government's total employees. Effective monitoring and support are key to the success of government programs, but there was limited capacity at the State level to do so.

The State thus developed a mechanism to conduct large-scale monitoring through use of technology. Gujarat annually collects 500-crore plus data points, and analyses these for effective decision-making and actionable feedback, using technologies such as Artificial Intelligence (AI), Machine Learning (ML) and Big Data Analytics. The Vidya Samiksha Kendra is a mechanism that makes use of technology to create dashboards to monitor the programs and interventions of the education department in real-time.

Features

The following are the key features of Vidya Samiksha Kendra:

- Praveshotsav 2.0: Integration of data of Health Department with UDISE to ensure maximum enrolment from 2019

- Online attendance of students and teachers: Daily online attendance of 1.15 crore Students and 3.92 lakh Teachers was implemented from 2018-19

- School Monitoring Application: Real-time monitoring and reporting of CRC, BRC and supervisors introduced in 2019

- School Administrative Software: Helped 20,000 Head Teachers reduce clerical work and contribute more than 10 million man-hours to academic work every year

- Centralized assessment of learning outcomes from Grades 3 to 12: Semester exams and weekly periodic exams from 2018; over 10 million periodic tests in last 3 years; total 15 Crore learning outcome-based Student Report Cards

- Gunotsav 2.0 – School Accreditation: Gujarat School Quality Accreditation Council (GSQAC) formed; 500 School Inspectors deployed in 2019–20; First State to accredit all 32,500 Government Primary Schools; School Report Cards generated for every School

- Divyan App for CwSN: Individualized tracking of progress of each CwSN (Children with Special Needs) students; 2000 Special Educators reported 2,33,000 visits and progress through Divyan App since 2021

- Technology-enabled learning: 25 crore Virtual classes through Microsoft Teams; Live classes on YouTube with 8 crore+ views; TV tutorials through 13 news channels and BISAG; QR coding of textbooks for access to DIKSHA; first State-owned EdTech company in 2021 with 3 million users of G-Shala app

- Smart Classrooms - 'Gyankunj': Gyankunj is a school digitalization programme aimed at strengthening digital infrastructure in schools to enhance classroom interaction and teaching-learning process with the help of technology tools like projectors, interactive infrared cameras, laptops, speakers, whiteboards etc. It aims to reinforce teaching-learning and evaluation process. 16,000 classrooms have been equipped as smart classrooms, with implementation under progress in 24,000 classrooms. All 20,000 schools covered under Mission Schools will be equipped with Smart Classrooms in the next 4 years.

- A dedicated state-of-the-art building for the Vidya Samiksha Kendra was later built in 2021, equipped with cutting-edge technology. Fifty specially selected and trained teachers are providing continuous guidance from two large video walls.

Awards and recognition

Vidya Samiksha Kendra has received the Prime Minister's Award for Excellence in Public Administration, 2021. Teams from The World Bank, UNICEF, OECD, British Deputy High Commissioner, and Cambridge University have visited and studied the VSK Model. The VSK has been deemed a global good practice by The World Bank.

HOME BASED EDUCATION TO CHILDREN WITH MULTIPLE DISABILITIES AND PROFOUND/SEVERE DISABILITIES

In a nutshell: To provide home-based education to children with severe and profound disabilities who are unable to attend regular schooling.
Nodal agency: Department of Education (Samagra Shiksha-Delhi), Government of NCT of Delhi

The Right to Education aims to provide free and compulsory primary education to all children in the age group of 6-14 years. Even though states have taken extensive measures to provide quality education, some children continue to be deprived of this fundamental right due to their severe disabilities. They are unable to attend regular classes, engage in social settings with friends and classmates, and are unable to complete their basic primary education. Children with special needs (CWSN) have, for a long time, been deprived of the opportunity to attain education. In 2020, the Delhi Government introduced a project that was aimed at ensuring that these children are not left behind in their learning and education levels.

The home-based education for children with multiple disabilities and profound/severe disabilities is a project that aims to provide home-based education to those who are unable to attend regular schools. This is in line with the Right of Children to Free and Compulsory Education Amendment Act, 2012, the Samagra Shiksha Abhiyan and the "Zero Rejection Policy".

While the RTE Amendment of 2012 seeks to widen the beneficiary net for disabled children and provide those with severe disability the option of receiving education at home, the zero Rejection Policy means that no child having special needs should be deprived of the right to education, and should be taught in an environment which is best suited to his/her learning needs.

How the program works

- Resource persons (RPs) visit allocated areas to verify the CWSN as per the list of out-of-school children with disabilities identified during the last five years. The screening and identification of the CWSN who require home based education is done by the RPs (CWSN) who visit their homes.

- Thereafter, RPs collect basic information about the child such as, demographic data, family details, type of special needs, etc. They undertake an intensive case study of the child to get in-depth knowledge about medical history, any other major injury or illness during the developmental years of the child. They build rapport with the family and the child to provide a conducive environment for teaching and learning.

- The RPs then assess these children to prepare an intervention plan for training and teaching purpose. The assessment is done intensively at two levels.

o Skill-based assessment for domestic and recreational skills and activities of daily living.

o Academic assessment to understand subject-based current academic level of the child.

Post the assessments, the next phase is planning for the intervention. Planning is done for a minimum period of 3 months in the form of individualized education plan (IEP).

- The IEP is divided into fragments of 15 days, during which the child is taught through home base education. The RP (CWSN) demonstrates and explains the implementation of intervention as per IEP to the parents.

- The RP (CWSN) prepares tailor-made teaching and learning materials for each student requiring home-based education. They also train the primary caretaker/parents of the student on how to teach various personal, social, occupational, and educational skills to their ward.

- The primary caretaker/parents follow the instructions till the next visit of RP (CWSN). During the subsequent visits the parents discuss the achievement and difficulties faced, modifications are made in the mode of teaching. Through the combined efforts of RP (CWSN) and parents, home-based education is implemented.

Although the COVID-19 pandemic posed a serious blockade in the implementation of the programme, efforts were made to keep the initiative going, by switching to online mode. The RPs contacted the students through means like, WhatsApp, video calls and telephone. The home visits were resumed once the lockdown was lifted, and it was safe to resume in-person teaching.

Impact

The project has created considerable positive changes in the lives of the children. Improvements in the day-to-day functioning and in learning cognitive skills were observed in the students by parents as well as the RP (CWSN).

Resource persons (RPs) visiting children with disabilities at their homes

PHEONIX MOBILE APP – MEASURING STUDENTS' PROGRESS

In a nutshell: To identify students' progrss periodically and to ensure that all the students acquire at least minimum levels of learning.
Nodal agency: Samagra Shiksha, Department of Education, Chandigarh

Continuous monitoring of children's educational progress helps parents, teachers and administrators take corrective measures. Samagra Shikhsa, the Education Department of Chandigarh, has launched an innovative project – Phoenix, to identify students' progress and to ensure that all the students acquire minimum levels of learning.

Phoenix was launched in 2018 with the aim to assess students' progress at elementary level (Class 1-8) for all subjects. The key feature of the project is the 'Phoenix mobile app'. Developed with the help of Society for Promotion of IT in Chandigarh (SPIC) in 2019, this mobile app is used to track the performance of students in each subject, as well as the performance of teachers in each school. The project has been funded by the Project Approval Board (PAB), Government of India, Ministry of Education, under Samagra Shiksha, Chandigarh.

The app functions as a monthly report card for students and techers. Prescribed learning outcomes of all the subjects and classes have been pre-fed into the appliation, helping the officers and supervisors to keep track of the status of each class and subject in each government school. It is useful to track the performance, subject-wise, class-wise, school-wise and cluser-wise. The reports from the app are also useful for preparation of annual pedagogical plan at the school/cluster/state level. On the basis of the reports from the app, the low performing subjects and classes were identified and need-based strategies were drawn up to correct them.

The mobile app is accessible to the principals, officers at the directorate level and Secretary of education, for tracking the performance and taking remedial measures.

The app has proven to be useful to facilitate teachers to keep the progress record of every student, in each subject, throughout the academic session. The monthly progress of the student is then shared with the parents. Thus, it helps to fix the accountability of the teacher by tracking their performance in the particular class/subject. This app has also been extremely helpful in maintaining a continuous academic record of the student, which is then passed on to the next teacher, who can take the necessary steps to ensure improved performance of the child.

Impact

- This initiative has been helpful in identifying and bridging learning gaps that could arise owing to the "No Detention Policy" derived from Section 16 of the Right to Education Act, 2009, which states that "no child admitted in a school shall be held back in any class or expelled from school till the completion of elementary education".
- The initiative has improved the quality of education by making sure that students are not left behind in class due to difficulty in understanding the subject. It provides for need-based remedial measures for low achievers to help them be at par with their peers.
- The monthly report of each student is passed on to the teacher of the next higher class, helping them devise lesson plans to meet the needs of the low achievers. It puts the onus on the teachers to perform better, to improve their teaching methods and to be of assistance to all the students in the class.

Monitoring and taking corrective steps in education through the Phoenix app

ACADEMIC BANK OF CREDITS

In a nutshell: As per National Education Policy 2020, the Academic Bank of Credits (ABC) has been envisaged to facilitate the academic mobility of students with the freedom to study scross the higher education institutions in the country with an appropriate "credit transfer" mechanism from one programme to another, leading to attain a degree/diploma/PG-diploma, etc.

Nodal agency: Ministry of Electronics and Information Technology, Government of India

The Academic Bank of Credits (ABC) has been created to facilitate students' seamless mobility between or within degree granting higher education institutions through a formal system of credit recognition, credit accumulation, credit transfers, and credit redemption in order to promote flexible teaching and learning.

It provides academic credit deposit accounts to all the students who are studying in any recognized Higher Educational Institution (HEI). The credits earned by a student in the system can be automatically credited to his/her account and after a certain level, the student can accrue and redeem the credits for any academic program, at any convenient time. Here, the academic program is an educational program leading to the award of a degree, diploma or certificate.

The ABC is a digital entity established and managed by the Ministry of Education (MoE) and the University Grants Commission (UGC). The ABC serves as an online storehouse of students' data and their credits, where it deposits credits awarded by registered institutions into students' accounts.

The ABC will provide students with substantial autonomy by offering a diverse range of courses for their programme of study, curricular flexibility, and new and exciting course selections from a variety of higher education disciplines/institutions. It will not provide any awards, degrees, diplomas or certificates, since the statutory powers for those would be vested in universities and autonomous institutions as defined from time to time by the MoE. The bank will perform three functions: Credit accumulation, Credit transfers and Credit redemption.

The ABC service will have 3 portals:
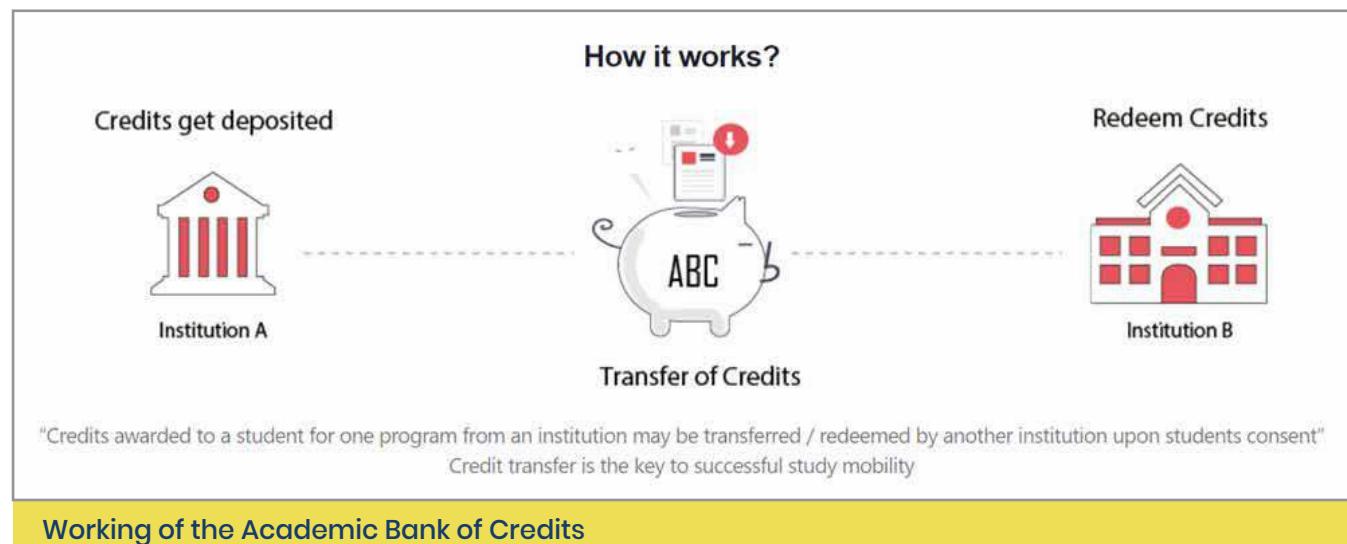
1.   **Portal for higher education institutions:** There is a dedicated portal for educational institutions where they can upload academic credits, update and redeem credits for students, provide registration facility for educational institutions as a credit issuer or verifier or both. It approves the verification request of an educational institution and as a facility to redeem credits from a students' account.

2.   **Portal for students:** The ABC provides an account to students that is managed by DigiLocker. The credits earned are deposited/ recorded against the account ID of the student and have a shelf life for the purpose of its value in award of any degree/diploma/PG diploma/certificates. It is a facility for the students to see transaction statements, such as allocation and redemption/transfer of credits. It also provides the facility to access the ABC account on web and on mobile application.

3.   **Portal for verifying partners/verifiers:** The verifying partners (employers, banks, consulates, and education institutions, etc.) can easily verify academic award credits of the students through the system post obtaining the consent.

Impact:

a.   Allows multiple entry, multiple exit

b.   Facilitates seamless student mobility across various disciplines

c.   Academic recognition for periods of study

d.   Promotes distributed and flexible teaching-learning

How it works?

Credits get deposited

Institution A

Redeem Credits

Institution B

ABC

Transfer of Credits

"Credits awarded to a student for one program from an institution may be transferred / redeemed by another institution upon students consent"
Credit transfer is the key to successful study mobility

Working of the Academic Bank of Credits

NATIONAL ACADEMIC DEPOSITORY

In a nutshell: An online repository of all academic awards such as degrees, mark-sheets, diplomas and certificates for easier access and safekeeping.

Nodal agency: Ministry of Electronics and Information Technology, Government of India

The Indian education system is a large and growing system with approximately 55 school boards, 412 state universities, 124 deemed universities, 53 central universities, 361 private universities and 107 other institutions. These institutions issue academic awards such as degrees, diplomas and certificates along with mark sheets and evaluation reports. Apart from these, institutions under various ministries/departments and other skill-based institutions also issue certificates, diplomas and advanced diplomas.

The Union Cabinet approved establishing a digital depository of academic awards to be known as National Academic Depository (NAD) to create an online repository for students to access all their academic awards at ease. NAD seeks to provide a legitimate and user-friendly method for online submission, verification, and validation of academic awards granted by various educational institutions.

Maintaining academic awards in a digital depository would enable educational institutions, students and employers to access, retrieve and verify digitized academic awards, and would eliminate fraudulent practices such as forging of certificates and mark sheets.

The National academic depository (NAD) is an online storehouse of all academic awards duly digitized and lodged by academic institutions/boards/eligibility assessment bodies. The NAD not only ensures easy access to and retrieval of an academic award, but also validates and guarantees its authenticity and safe storage. Academic institutions submit student data to the site, and students after registration, can download their certificates and documents to their individual DigiLocker account.

Benefits to students

- DigiLocker is a single digital wallet for the students: Important documents like birth certificate, school certificates, graduation certificate, Aadhaar, PAN, passport etc. are made available at one place.

- Convenient access to all important documents of Indian residents.

- Authentic documents; legally at par with original documents.

- No risk of losing, spoiling or damaging the certificates/documents.

Impact

- No need for issuing duplicate academic awards and reduced risk of forgery.
- Efficient, effective and transparent administration.
- Immediate availability of academic awards once uploaded by academic institution.
- Online permanent record and verification of academic awards.
- Transforming the admission process - no physical presence and documents required during admission process, since all the required documents can be fetched from DigiLocker.
- Providing 'One Government Experience' to the students by offering integrated digital services through multiple channels, in a contactless, frictionless manner.
- Enhancing the efficiency of delivery of services.
- Enhancing the productivity of employees and agencies through quicker access to up-to-date information for verification of certificate/documents.
- Providing integrated and cross-cutting services through seamless interoperability across the Government.
- Maintaining the right balance between security of data and privacy of personal information.

Scale up

There are plans for bringing all skill certificates into this repository, and for facilitating the publication of results for all boards and universities on the day of their declaration.

National Academic Depository (NAD) webpage

KALIKA CHETARIKE – ACTIVITY BASED LEARNING IN KARNATAKA

In a nutshell: Kalika Chetarike focuses on addressing learning gaps and attaining subject-wise, grade-specific learning outcomes for all students by using an approach that does not restrict classroom interactions to mere textbooks and completion of syllabus but instead, is designed around activities to develop 'competencies' for all students irrespective of their existing learning levels.

Nodal agency: Department of School Education, Government of Karnataka

Kalika Chetarike or learning recovery is a programme that was designed to address the learning disruptions due to the COVID-19 pandemic. However, its genesis, institutionalization, and prospects have far-reaching consequences for teaching-learning, congruent with the vision of the new National Education Policy (NEP 2020).

It evolved in its current form primarily through the educational practices of teachers during the pandemic. Faced with unprecedented academic disruptions, the Samagra Shikshana Karnataka (SSK) explored ways to continue education for students. Along with multiple means, this created a teacher-centric initiative resulting in more than 40,000 Vathara Shaalas or neighbourhood-based learning centres in the State in the academic year 2020-2021. Beyond engaging students, the teachers in these centres often relied on activity-based learning rather than chalk-and-talk method. While addressing the scale of disruption and its consequences on learning, it gradually became evident that a sole emphasis on completion of syllabus and its previous backlog would not be adequate.

It was critical to develop grade-appropriate 'competencies'. Thus, Kalika Chetarike was designed, with the underlying belief that learning recovery may be done more effectively by developing a program that addresses academic concerns incorporating the pedagogic experiences of teachers during the pandemic.

Features

The programme aims to address the disruptions by focusing on attaining subject-wise, grade specific learning outcomes through activities for all students from grades 1 to 9.

- Its child-centric approach is fundamentally different in two ways:
    I. It does not restrict classroom interactions to mere textbooks and syllabus completion.
    II. It is designed around activities to develop competencies for all students irrespective of their learning levels.
- Instead of regular textbooks, activity books were specially designed by teachers through series of workshops. The Activity Books cover specific learning outcomes of previous two academic years as well as the present year, emphasizing on Foundational Literacy and Numeracy, especially for early grades. Activity Banks have also been designed for teachers.

- Kalika Chetarike intrinsically addresses the bridge-courses that the State's education department conducts annually to address variabilities in learning levels among students. While doing so, Kalika Chetarike creates a programme much broader than the ambit of bridge courses. It incorporates the rationale and focus of bridge courses, and yet by universalising activity-based learning for classrooms, it makes it a continuous exercise throughout the academic year.

- Teacher training is a significant aspect for such an ambitious programme. The Department of State Education and Research Training (DSERT) has continuous programmes for teachers' professional development. Using its experience and infrastructure, the Department conducted training in cascading mode for 2 lakh teachers across the State. This massive training is also aimed at capacity building on activity-based learning envisaged in the NEP 2020.

'Kalika Habba' - A State-wide Festival on Learning

The festivals are designed around activities in sciences, mathematics, social sciences and languages. The festival and all the activities are designed by teachers, thus reflecting their experiences of classrooms. An estimated 10 lakh students will participate in these festivals, involving students from grade 4 to grade 9, with age-appropriate segregation of grades 4 to 6 and grades 7 to 9.

The festival also aims to involve the community with the education programme and academic practices of schools. There are estimated 82,000 SDMC members who will be directly part of organizing these learning festivals. Thus, these festivals will allow conversations on education with the communities.

Impact

Kalika Chetarike has received excellent feedback from stakeholders on ground, including students, teachers, parents, and education officials.

- Activity-based learning has made academics joyful for students and helped improve their learning levels.

- The activity books and handbooks developed for the program have provided materials to systematically improve competencies of students and address learning gaps.

- The program has also showcased the creativity of teachers in developing grade-specific activities using local resources, thus setting the tone for a promising future for development of teaching-learning materials (TLMs) through involvement of practitioners.

Students learning by doing activities

SCHOOL ADOPTION INITIATIVE, DARRANG (ASSAM)

In a nutshell: Under this initiative, one college teacher adopted one school in the district of Darrang, Assam with the aim of improving teaching and learning practices.

Nodal agency: District administration, Darrang, Government of Assam

Darrang district in Assam performs poorly in the education dimension among the parameters of human development. An important indicator which is also included in the indicators of Aspirational Districts Programme (ADP) is learning outcomes. According to the Annual Status of Education Report (ASER), the percentage of children in the district in classes V–VIII who could read a Class II textbook was 28.4% in 2016.

To improve the learning outcome of students in Darrang, an innovative programme namely school adoption initiative was designed and started in Darrang district by engaging 98 college teachers as Mentors in 98 schools. In response to the appeal of the district authority, the college teachers agreed to be part of the programme. Every college teacher adopted 1 school and designed their support plan initially in consultation with the teachers and school management committee of the concerned school. These teachers support the school in improving the learning outcomes through co-created academic activities specifically in class VIII for language and mathematics. The programme is being run on a voluntary basis without funding.

One college faculty member was designated as programme coordinator against each college for coordination. Once the initiative was launched, the college teachers started visiting the schools assigned to them and extended onsite support to the teachers and the students from June 2018 onwards. The programme coordinators submit a bi-monthly consolidated report to the district authority. The report is reviewed at the district level and support is extended accordingly.

The programme aims to achieve the following -
- To impart complete learning as per Learning Outcome indicators.
- To identify the gaps in teaching-learning methodologies.
- To bring changes towards effective teaching-learning processes.
- To give information on a wide range of resource materials.
- To make them aware of a new approach, the way of communication and transaction of classes.
- To reshape the vision of students towards education and influence them to pursue higher education.

Impact

- The attendance of teachers and students has improved considerably.
- Better results have been observed because of effective classroom learning and better participation of students.
- Effectiveness of classroom teaching is observed.
- Conceptual clarity in subject matter among students has improved.
- Teaching learning process is being modified, as per classrooms requirement.
- Community members are involved in school activities.

Photos from School Adoption initiative, Darrang[1]

[1]Photos provided by Ms. Anmol Narain, Monitoring and Evaluation Lead, DMEO, NITI Aayog

ENROLLMENT DRIVES AND IMPROVEMENT IN SCHOOLS WITH COMMUNITY SUPPORT IN BORDER AREAS

In a nutshell: Various initiatives were taken by the district administration of Baramulla in Jammu and Kashmir to encourage students to attend, and to encourage parents to send their children to schools.

Nodal agency: District administration, Baramulla, Government of Jammu & Kashmir.

The Government of Jammu and Kashmir has conceived and implemented several programmes for improving the access and quality of elementary education in the State. The Sarva Shiksha Abhiyan and Rashtriya Madhyamik Shiksha Abhiyan (flagship programmes), now merged, as Samagrah Sikhsha Abhiyan is one such effort. One of the major interventions of the programme is the community participation in the management of schools.

The objective was to identify the sections of the community participating directly in the schools' management, create awareness in academic and non-academic activities, retention and re-enrollment of the dropouts and measures taken to regularize the students. One such great effort was taken by Deputy Commissioner, Baramulla with headmaster and staff of High School Katipora Zone, Tangmarg, of this district to increase the enrollment of the school. They started this effort by admitting their own children to the school. A major step that motivated the students and parents of the area to enroll their wards. At the school's Annual Day celebrations, they rewarded outgoing students for their excellent performances in the annual examinations by giving cash awards and certificates. The school also encouraged girl students to represent the school in various zonal and district level competitions such as sports, quiz and Naat. By virtue of the efforts by the headmaster and staff, they successfully increased the enrolment from 140 to 200 of their school.

Nambla is a village located 5 kms from Uri town on a hilly terrain near the Line of Control (LOC). There were about 200 out-of-school children in the age group of 6-14 in this village. The condition of the school was dismal, with only 6 rooms, and a part of the building was damaged during an earthquake. In June 2014, Mr Wali Mohammd Kakroo a local headmaster was transferred by the Deputy Commissioner, Baramulla and the CEO Baramulla to the school. Upon taking charge, he managed to take on board the local community, staff members and the School Development and Monitoring Committee members of the schools to generate funds for the damaged building. While the civil society donated towards this cause, the CEO Baramulla also released ₹ 5,00,000 which led to renovation of the damaged buildings. With improved facilities, the institution saw higher enrolment. The school's result also improved from 30% to 70%. In 2017 the school got 15 distinctions with one student securing 2nd position in the district by securing 95% marks in class 10th. The school also broke stereotypes by taking the extraordinary step to enhance the enrollment of girls. The headmaster conducted counselling of the parents to send their wards to school. The headmaster took the support of the local *Imams* to counsel parents and convince them of the importance of education for their children.

Impact

- Enrolment of the school increased from 200 to 698.

- Infrastructure of the school has improved with the establishment of science laboratory, library, additional classrooms, separate toilets for boys and girls and a herbal garden in the school campus.

- ICT lab was also granted by Ministry of Education and an additional computer lab of 13 computers was established locally.

- Sports infrastructure was made functional, as a result of which the school participated in various sports competitions at district and zonal levels.

- Parent-teacher meetings were made mandatory, which led to an improvement in the results.

Awards and recognitions

The district also received the Prime Ministers Award for Excellence in Public Administration in 2021 for this initiative.

Enrollment drives in schools at Baramulla

ABHYUDAYA DHUBRI: RISE OF EDUCATION OVER BRAHMAPUTRA, DHUBRI (ASSAM)

In a nutshell: The initiative uses cutting-edge virtual reality technology to introduce new fun-filled ways of learning and providing better conceptual understanding among students.

Nodal agency: District administration, Dhubri, Government of Assam.

Dhubri, a district on the banks of the Brahmaputra river and inter-spread into various riverine islands, has set a perfect example of public education system, where the district administration has come up with an innovative model 'Abhyudaya Dhubri: Rise of education over Brahmaputra' which ensures the students of riverine islands get access to quality education. The initiative is based on four key features: gamification of learning adapted to local conditions, continuous monitoring of performance of every student, district-level dashboard to analyze the progress of the project and providing scalable solutions for personalized learning experience to students.

The initiative uses virtual reality (VR) to make learning a more fun experience for the children, where the focus has shifted from memorizing to understanding. The real-life examples used in the VR-based learning modules have created interest among students in learning something new each day. Highly animated concept videos in assamese language are used to grab the attention of the students and clear their concepts. As the medium of communication is kept in vernacular language it becomes convenient for the students to understand better.

The performance of students from each school is recorded on the mobile-based Abhyudaya Portal to provide personalized feedback to students on their strengths and weaknesses using artificial intelligence. This latest technique known as 'Adaptive Learning' allows for identifying students who are facing problems in improving their learning in the long run and teachers can take efforts to bring such students at par with the class.

A web-based centralized monitoring dashboard is developed to continuously track the progress of every school of the district by all the stakeholders. Key benefits of the portal include centralized monitoring of all the schools and students of the district, non-performing schools are identified, and appropriate actions are taken and tracking of daily attendance and progress of students. This brings accountability and transparency in the education system of the district including char schools, where monitoring of char schools has been a huge bottleneck for Assam.

Another key feature of the initiative is the accessibility of the complete Abhyudaya learning module to all the students of Dhubri on mobile-based Eckovation App where all the animated and interactive video lectures and 24×7 doubt discussion with teachers is accessible to students. This has helped students in regularly reviewing key concepts and stay connected with their teachers.

The project started in October 2018 taking only 10 schools in the pilot phase to understand the challenges in implementation of the model. The results clearly improved the learning outcome, as the average scoring percentage increased to 65% (endline assessment) from 43% (baseline assessment). Presently this project is functional in 21 schools of the Dhubri district including schools from the Char areas and KGBV (Kasturba Gandhi Balika Vidyalaya) schools.

Impact

- To have a clear understanding of the effectiveness and impact of this new initiative, two Optical Mark Recognition (OMR) based evaluations were conducted. The result clearly indicated improvement in the learning outcome of these students as the average scoring percentage increased from 43% to 65%.
- The average attendance in these schools have also increased to a substantial level.
- This initiative has helped the students in better conceptual understanding and shifted their focus from memorizing concepts to understanding concepts.
- They are enabled with VR learning where students are shown curriculum-based video lectures in 3D with the help of VR headsets which makes learning fun and interesting.
- The dashboard has helped in regular monitoring of performance of schools. The progress of schools located in remote riverine island regions can now be easily monitored from the district centre.
- Students are encouraged to engage in discussions, conduct the class and explain the topic etc. This has helped in boosting the confidence among students and developing their communication skills.
- Teacher training session has helped in developing their skill set for using latest technology.

Awards and recognitions

The district received the Prime Minister's Award for Excellence in Public Administration in 2021 for this initiative.

Children learning using Virtual Reality (VR) Technology

The Eckovation Dashboard

SHIKSHA SARATHI YOJANA, SINGRAULI (MADHYA PRADESH)

In a nutshell: The main objective of this project is to fulfill the requirement of minimum availability of teachers in the schools of the downtrodden areas in the pursuit of "Right to Education Act".

Nodal agency: District administration, Singrauli, Government of Madhya Pradesh.

A large population of Singrauli district resides in the rural areas. Therefore, enhancing rural education is of vital importance. Shortage of teachers in schools in the rural areas is a major concern. Children in the rural areas are completely dependent on government schools. Due to lack of teachers, students are unable to receive standard and quality education. This is a major reason for the decline in the rank of Singrauli district. The district is also included in the Aspirational Districts listed by NITI Aayog.

Under the Shiksha Sarathi Yojana, one of the parameters is ensuring pupil-teacher ratio (PTR) as per the Right To Education (RTE) Act. The ideal ratio is 35 students to 1 teacher. However, in Singrauli the PTR in rural areas is more than 50 students to 1 teacher.

The following were found to be the major reasons for lack of good teachers in rural schools are as follows:

1. Teachers of urban areas were not willing to go to remote rural areas.
2. No provision of transportation.
3. Unavailability of trained applicants.

Shiksha Sarathi Yojana was launched to ensure the fulfilment of quality teachers in rural schools. The initiative aimed to address the unavailability of regular/guest teachers in remote rural schools, as well as to ensure the availability of quality teachers in primary schools. Since there were no qualified teachers, especially for mathematics, physics and English at high school and higher secondary levels, students could not even get the minimum passing marks in the board examinations. Furthermore, there was a need to appoint teachers for extra-curricular activities, to retain school children residing in hostels.

The government increased the stipend provided to the teachers, they were paid weekly, and transportation was also made available. More qualified teachers were given incentives as well as higher pays. Teachers performing well were also honored at the district level. The qualifications were altered to attract higher number of applicants. Post-graduation was no longer essential for a higher secondary teacher, even though it was still compulsory to have graduated in the related subject. People without a B.Ed. or D.Ed. degree were also encouraged to apply. There was a conscious effort to select candidates based on their real knowledge, rather than on the degree in hand.
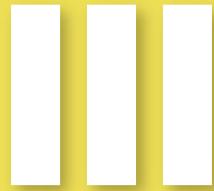
Impact
- More than 3 thousand online applications were received in a week.
- 564 shortlisted applicants were called for the interviews. The interview panel consisted to 20 teachers from Delhi Public School, De Paul School, Central school and Government Excellence School.
- Under the Shiksha Sarathi Scheme, 33 Shiksha Sarathi were selected as part of the pilot project with the aim to ensure the availability of teachers in primary schools and high school / higher secondary schools in remote rural areas of the district.
- After the selection, district collector and CEO zila panchayat counselled Shiksha Sarathi.
- After the appointment of Shiksha Sarathi in 16 primary schools, the student enrollment, attendance and proficiency levels in all subjects have increased.
- The presence of teachers for subjects like Mathematics, Physics and English has been a major boost of confidence for the students since they have started performing better.
- During their checks and inspections, the district administration received positive comments from both students as well as parents, showing the extent of impact the initiative has had on the community.
- The student-teacher ratio has also improved, and this has reflected in the increased learning levels in students.

Awards and recognitions
- The district received the Prime Minister's Award for Excellence in Public Administration in 2021 for this initiative.

College teachers teaching school children as part of the initative

III

ENVIRONMENT

PARADIGM SHIFT TO GREEN TRANSPORT

In a nutshell: The increasing number of vehicles in the pristine Andaman and Nicobar Islands is proving to be a threat to the biodiversity of the region. Various projects by the Transport Department have been launched to encourage a shift to eco-friendly mode of transportation.

Nodal agency: Department of Transport, Andaman and Nicobar Islands

The Andaman & Nicobar Islands are endowed with rich biodiversity, and indigenous flora and fauna, and is a hotspot for tourism. Owing to the enticing initiatives to usher in tourists, as well as due to exciting offers from automobile sellers, there has been a drastic increase in the number of registered vehicles from 39,151 in 2004-05 to 1,54,502 in 2020-21 (up by nearly 394.63%)

Port Blair, the capital of the archipelago, has narrow, single lane roads with almost regligible scope for widerning. Unauthorized parking, urbanization and continued dependence on personal vehicles have led to inevitable traffic congestion, accidents and air pollution due to vehicle exhaust. This has created an alarming situation and if uncontrolled, could be detrimental to the life of the people.

Under these compelling situations, the administration has proactively taken initiatives to Awards and recognitionshift towards e-Mobility, by encouraging Green Transport in the form of electric vehicles (EV).

- Electric buses have been introduced for facilitating easier mode of commutation for tourists. The transport department has introduced Go-Go (Get on-Get off) bus services, that would provide luxury along with an unconventional, tailored experience to the tourists visiting the important heritage sites in the city at a nominal fare.
- The government departments of the island group are leading by example, by embracing eco-friendly solutions and operating e-cars as staff cars. Electric charging points have been installed on the premises of government offices as well as at public places to encourage the transition to cleaner urban transportation.
- The administration is also promoting e-mobility by making it mandatory to include electric cars within the fleet of government cars. Vehicles hired for government use should have a minimum percentage of electric vehicles.
- The transport department has also placed restrictions on issuance of new permits for conventional vehicles. For instance, while permits for new auto rickshaws are not being issued, the permits are available for new e-rickshaws.
- An EV policy for promoting non-polluting vehicles has been drafted to encourage more usage of greener vehicles. EVs are being promoted on the islands such as Shaheed Dweep and Swaraj Dweep, which also have higher potential of attracting tourists.

Impact

- The quality of the lives of the citizens improved due to improved air quality, reliable public transport system and better connectivity to the interior regions of the island.
- There has been a boom in the economy, which is mainly driven by tourism. Visitors have access to heritage sites and clean environment.

Challenges

- It is not an easy task to transport the electric buses, transformers and chargers from mainland to the islands. This has been made even more difficult due to the restrictions imposed by the administration during the COVID-19 pandemic.
- Further, e-buses require specialized drivers, and training drivers to get accustomed to these buses is a time-consuming process.

Awards and recognition

The pilot project, funded entirely from the budget of the Union Territory, has received its share of accolades. The Green Transport Project of Andaman & Nicobar Island was awarded the "Award for Excellence in Urban Transport" under the category "City with Best Green Transport Initiative" by Ministry of Housing and Urban Affairs, Government of India during the valedictory session of the Urban Mobility India Conference 2021. Due to its widespread acceptance and success, the department is taking steps to introduce the e-buses and charging stations all across the Union Territory.

Fleet of electric vehicles with UT of Andaman and Nicobar Islands

ELECTRIC VEHICLE POLICY AND INDUCTION OF ELECTRIC BUSES – A MEASURE TO IMPROVE DELHI'S AIR QUALITY

In a nutshell: Eco-friendly measures to improve Delhi's air quality by reducing emissions from the transport sector
Nodal agency: Department of Transport, Government of NCT of Delhi

Every year, Delhi grabs the headlines for worsening air quality and pollution during winters. While there has been attempts to control the smog and air pollution through various schemes, they have only been partially successful. A solution with long-term impact is the need of the hour, and the electric vehicle policy is the first step in this direction.

Funded by the Government of National Capital Territory of Delhi (GNCTD) and launched in 2020 with the aim of bringing down emissions from the transport sector, and create jobs in driving, selling, financing, servicing and charging of electric vehicles, the project aims to establish Delhi as the electric vehicle (EV) capital of India.

The project focuses on increasing the sale and usage of EVs, including buses, through various initiatives.

- E-auto mela for prospective buyers.
- Setting up an online portal to receive applications from citizens.
- Installation of 100 public charging stations across Delhi.
- Providing financial incentives of up to ₹6,000 for the installation of first 30,000 electric charging points in residential/workplace premises and capital subsidy of ₹10 crore for electrical infrastructure augmentation across identified sites in Delhi.
- The Delhi Transport Corporation (DTC) awarded a contract for 300 e-buses under the OPEX model FAME II.

Impact

- About 22,000 EVs have been registered.
- 9,633 electric vehicles have been purchased and subsidies amounting to INR 34.31 crore have been disbursed to eligible beneficiaries upon purchase of these vehicles.
- At present 28 private charging points have been installed.
- Installation of 100 public charging stations across Delhi is under way
- Bids floated for 300 e-Buses under Cluster Scheme.

Delhi's fleet of e-buses[2]

²ev.delhi.gov.in

A LIFE, LESS ORDINARY: GANGA PRAHARI – GUARDIANS OF THE GANGA

In a nutshell: Establishment of a trained cadre of local communities for institutionalizing the conservation efforts of river Ganga at the grassroots level.
Nodal agency: National Mission for Clean Ganga (Ministry of Jal Shakti) in collaboration with Wildlife Institute of India, Dehradun, Uttarakhand.

Biodiversity Conservation and Ganga Rejuvenation project, part of the larger Namami Gange programme, was initiated by the National Mission for Clean Ganga, with Wildlife Institute of India as the lead partner. This initiative stands out in eliciting participation of local communities in the conservation of Ganga – these band of conservation volunteers are called "Ganga Praharis" – Guardians of the Ganga.

The creation of this cadre was visualized in the framework of participatory conservation efforts. This initiative aims to support the local institutions in their efforts towards conservation of the river ecosystem, by mobilizing local communities and mainstreaming conservation in the village developmental process. Ganga Praharis were identified through a series of regular site-level consultative meetings and workshops held in select villages located along the banks of the Ganga and its tributaries. The primary criterion for identification was their passion and zeal to serve the river.

The Ganga Praharis were trained in various aspects of river conservation such as
- Monitoring of aquatic ecosystem and its biodiversity,
- Rescue of aquatic animals in distress,
- Plantation techniques,
- Community mobilization,
- Organization of awareness and cleanliness programmes,

Select Ganga Praharis were trained in preparation of village level micro-plans for mainstreaming biodiversity conservation in village level development planning.

Apart from this, to secure the livelihoods of the Ganga Praharis in a manner favorable for a clean Ganga Basin, sustainable livelihood initiatives were introduced. Various skill development trainings in health and wellness, ecotourism guide, tailoring, handicrafts etc., were imparted at various locations in the Ganga basin. A database containing profile of individual Ganga Praharis is hosted at NMCG website, to be used by the agencies interested in hiring the services of the trained Ganga Praharis.

Impact

A total of 2202 (Female – 1049, Male – 1153) Ganga Praharis have been identified and registered in the Ganga basin.

The Ganga Praharis have organized a total of 1361 activities including awareness

programmes, consultative meetings, and trainings. They have actively participated in ecological monitoring, cleanliness drives, plantation drives, and in other programmes such as Ganga Amantran expedition, wetland and water programme, National Geographic Society surveys, people biodiversity register data collection and so on.

The Ganga Praharis are also actively engaged in Ganga Mashal Yatra along the Ganga under the aegis of NMCG. They have engaged approximately 42000 members from different stakeholder groups including local communities, forest department, and educational institutions.

Moreover, they have used their green skills to improve their income and standard of living. For example, Ganga Praharis of Varanasi work as tourist guides, provide health and wellness services and sell homemade products while sensitizing tourists about Ganga and biodiversity conservation in Jalaj -- a mobile livelihood centre. The Ganga Praharis of Sahibganj, Jharkhand started three stitching centres as an alternative livelihood option.

Taking these efforts further, citizens from 17 countries have joined the Pravasi Ganga Prahari cadre.

Way forward

After four years of continuous engagements the Ganga Praharis have become the mode for various agencies to establish a link with the communities at the grassroots level. Ganga Praharis are being looked upon as role models who are inspiring other members of the community to join hands in the conservation efforts -- 'Each One Make Ten'.

These interventions are creating a positive environment for developing a larger societal constituency for conservation of the Ganga River.

Bal Ganga Prahari awareness

Village level interaction to design livelihood framework, Sahibganj, Jharkhand

BIO DECOMPOSER SOLUTION AND SPRAY PROGRAMME – FIGHTING STUBBLE BURNING

In a nutshell: To fight pollution caused by stubble burning by providing Bio-decompose spray to farmers

Nodal agency: Agriculture Unit, Development Department, Government of NCT of Delhi

Delhi's air pollution and smog woes during the winter season are largely due to the burning of crop residue in farms in nearby regions. In 2021, the Government of the NCT of Delhi launched a unique programme - the bio-decomposer and spray programme - to reduce the number of cases of stubble burning, and thereby reducing the amount of harmful gases released into the atmosphere.

The programme was launched with the aim of eliminating pollution caused by stubble burning, by providing bio-decomposer spray, free of cost, to farmers to convert stubble into manure.

The programme, launched at Kharkhari Nahar village in Southwest Delhi, uses a bio-decomposer solution, which is a mix of seven fungi that produces enzymes to digest cellulose, lignin and pectin in paddy straw. The liquid formulation is formed using decomposer capsules and is fermented over 8-10 days. This mixture is then sprayed on the fields with crop stubble to ensure speedy bio-decomposition of the stubble. The microbial solution can turn stubble into manure in 15-20 days.

The bio-decomposer liquid is a ready-to-use spray which requires no further multiplication This manure can then by reused in the fields, thereby eliminating the need to burn the stubble, and causing pollution. Funded by the Government of the National Capital Territory of Delhi, the programme has been scaled up under the guidance of Indian Agricultural Research Institute (IARI), Pusa.

Impact

- The soil organic carbon has increased by 5.36 to 42.11% and the available nitrogen increased by 2.70 to 24.21% in the paddy fields where spraying was done.

- Seed germination of Wheat increased by 17% to 20%.

- Consumption of DAP and urea reduced by 20–25 kg. per acre.

- Average wheat productivity increased by 3% - 3.25 % quintal per hectare.

Challenges

The Delhi government conducted a third party study through Water and Power Consultancy Service (WAPCOS) Limited, a GoI undertaking under the Ministry of Jal Shakti, to assess the impact of the bio-decomposer. As per the WAPCOS report, despite its many advantages, the project faced some resistance from the farming community during its initial stages. However, the Delhi government allayed their fears and provided them with the decomposer free of cost. Another challenge was the unexpected rain that caused delays in the scheduled time of spraying the decomposer. Despite the multiple challenges it faced, the bio decomposer solution is a game-changing step towards ensuring a smog-free New Delhi during the winter months.

DELHI PUSHES TOWARDS SUSTAINABLE POWER ECO-SYSTEM

In a nutshell: The solar policy mandates solar installations on government buildings with an area above 500 sq.mt.
Nodal agency: Power Department, Government of the NCT of Delhi

Implemented by the power department of the government of NCT of Delhi, the solar policy makes solar power installations mandatory in all buildings with rooftop area of 500 sq.mt. and above as per the 'Unified Building Byelaws'.

As part of the government's efforts to mainstream solar power infrastructure and its usage, the following steps have been taken

- A proposal is in works for the merged implementation of "Mukhya Mantri Kisaan Aay Badhotary Solar Yojna" with the KUSUM scheme of MNRE, Govt. of India, for installation of elevated solar panels for power generation along with farming.
- A 110 KWp Solar plant has been installed at KVK, Ujwa, KVK, Ujwa beneficiaries will be paying Rs. 3.13/unit for solar power generated.
- Around 1349 MW power flow is available from tie-ups to Delhi and the power flow from rest of the plants is expected to be available by 2022-23.
- Group Net Metering and Virtual Net Metering Policy have been notified on 31.05.2019.

Impact

- Till September 2021, installation of 216 MW of solar rooftop plants has happened in Delhi along with 5,439 registered net metered connections.
- The department has also received a sanction of 62 MW from the Ministry of New and Renewable Energy (MNRE), Government of India, for the year 2021-22 under the PM-KUSUM (Pradhan Mantri Kisan Urja Suraksha Evam Utthaan Mahabhiyan) scheme
- Incentives are being provided under MNRE solar subsidy schemes and other schemes like, generation-based incentive (GBI), Mukhya Mantri Solar Power Yojana.

SOLVING DRY WASTE HANDLING – MATERIALS RECOVERY FACILITY AT NITTE GRAM PANCHAYAT

In a nutshell: An innovative project that provides good waste management service and uses non-recyclable waste as a raw material in cement factories.

Nodal agency: Zilla Panchayat, Udupi, Rajatadri Manipal, Udupi District, Karnataka

Waste materials are hazardous to the lives of humans and animals, if not disposed of correctly. While inappropriate waste disposal mechanisms could be harmful to the people living in the vicinity of dumping grounds and landfills, it also causes health problems to those who handle the waste at the dumping centre. Nitte Gram Panchayat in Udupi district of Karnataka, has come up with the materials recovery facility (MRF).

The project aims to derive maximum resource from the waste, thereby preventing unscientific waste management and protecting the environment, and increasing the efficiency of manpower by performing the waste management duties with the help of simple machines. The initiative also aims to dispose waste to the authorized and final recycling centre and supplying raw materials that cannot be recycled to recycling companies.

Dry waste that is collected from every household within the project area of the gram panchayat is brought to the solid waste management (SWM) centre. This waste is weighed and packaged, and the MRF station's waste collection vehicle collects the dry waste from the SWM centre every week. The waste, thus collected, is weighed at the centre and stored. It is then divided into sections with the help of a conveyor belt and then baled with the help of the baling machine. The recycled waste is sold to authorized recycling companies, while the non-recyclable waste is transported to cement factories for the process of co-processing.

Outcome

- The project has been a great success. It has been critical in increasing the quality of waste collected and reducing public littering.
- It has also been instrumental in increasing public knowledge and awareness about the scientific handling and disposal of different categories of waste.
- Whereas earlier, the gram panchayats either faced difficulty in selling waste or were selling it at low rates to local waste buyers, the MRF centre now buys the waste in large quantities and for a higher rate.
- Where earlier, there was no system for disposal of non-recyclable waste in the gram panchayats, such non-recyclable wastes from the MRF centre is sent to the cement companies to be processed and used in construction of roads.
- Many waste buyers were not willing to buy waste from the Gram Panchayatas there was no waste baling facility in the Gram Panchayats, which increased the cost of transport. This has been eliminated by the MRF unit.

Challenges

- The main challenge was to identify the right location for this project. The people of the gram panchayat and the public had to be convinced and the location had to be identified.

- The project required large capital. The total cost of the project is ₹300.10 lakh and under the Swachh Bharat Mission (G), ₹250 lakh were sanctioned and other required grants were matched by various schemes.

- Gram panchayats had to be convinced of the benefits of giving the waste to the MRF center.

- Engaging with an operator who would be instrumental in making the project successful was difficult, because there were no specialized organizations present locally.

- Since there is no official landfill site adjacent to the site, the residual waste is transported to the landfill site at Udupi, which raises the cost of operations.

Scale-up

There are plans to scale up waste collection and to build 4 additional Plastic Waste Management Units (PWMU) at Badagabettu, Kedur, Thrasi and Hebri to support the remaining 144 gram panchayats.

Baled waste

Recycling facility

PALLE PRAKRUTHI VANAM / VILLAGE NATURE PARK

In a nutshell: Creating dense mini forests in rural areas using the Yadadri Model of plantation.

Nodal agency: Gram panchayats across Telangana, along with the State Rural Development and Forest Departments

'Telangana ku Haritha Haram' is a flagship programme of the State, with the main objective of increasing the green cover from 24% to 33%. Under this programme, an initiative has been taken up for creation of village nature parks in 19,472 gram panchayats and habitations across 32 districts of the State. These nature parks are based on Miyawaki planting model, which has been suitably adopted in the State as Yadadri model of plantation.

The programme strives to create mini forests with locally available native plant species. It serves as a good example of convergence of rural development department and the forest department. The programme is carried under the ambit of Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), with technical help from the forest department.

The principles of Yadadri forest model:
- High density planting i.e., 4,000 seedlings are planted in an area of one acre.
- Planting of native species in the right matrix to ensure creation of different canopies of natural forests in a short time.
- Natural selection process will set in due course and the principle of survival of the fittest operates.

Dense plantation has been taken up with different local native species, which include forest trees, shrubs, medicinal herbs, fruit plants etc. 4000 plants are planted in 1 acre area by following an escapement of 1m x 1m from plant to plant.

With the active participation of the sarpanch, ward members, public representatives and the general public, creation of village nature parks was made possible:

- Soil was ploughed and vermicompost prepared in the village dumping yard. Farmyard manure was added for enriching the soil.

- Leaves of neem, glyricidia and pongamia were added to the soil for decomposition, before planting.

- The soil enrichment inputs were adopted differently based on the locallyavailable material.

- 10% green budget was being utilized from the 15th Finance Commission and State Finance Commission funds.

Impact

Biodiversity improvement

- These village nature parks/Palle Prakruthi Vanam with dense plantations are home to several birds, insects, butterflies etc. An entire ecosystem has been created in a span of one year, improving the gene pool of local flora and fauna.

Climate change mitigation

- There is more carbon fixation per unit area, with an increase in soil carbon storage due to dense plantations at close spacing.

Soil and water conservation

- Rainwater is trapped in the plot, with no scope for run off because of the crown, closer escapement and root network system. There is no rain splash erosion and runoff. This improves moisture regime and ground water in the area. This is a better bio harvesting structure compared to the traditional check dams and percolation tanks.

Way forward

- The Telangana government is also planning for Bruhat Prakruthi Vanam (BPV), which is a dense forest type plantation but in an area of 5–10 acres. It is to be planned in every mandal across the state. It is proposed to take up 2725 BPVs in 545 mandals of Telangana @ 5 BPVs per mandal.

High density plantation

Pitting and planting

Fertilizer application

ECO-FRIENDLY PRACTICES INITIATED BY FOREST DEPARTMENT

In a nutshell: Inculcate eco-friendly practices while doing departmental ativities and promote the same in target groups which are general and villagers of the area
Nodal agency: Mayabunder Forest Division/ Andaman and Nicobar Islands

To counter the growing menace of plastic and non-biodegradable waste, the forest department of the Andaman & Nicobar Islands has initiated a set of eco-friendly practices while carrying out departmental activities, while promoting the same among the general public and villagers of the area.

The various initiatives include:
1. **Eco-friendly practices adopted in forest nurseries in various ranges to minimize polybag usage.**
   - Use of areca nut leaf sheath for making seedling bags as an initiative.
   - The raw material/areca nut leaf sheaths are procured/collected from local villages.
   - The final product is used for short duration seedlings i.e., for 4-6 months old seedlings of flower cuttings, medicinal plants and vegetables.
   - Use of bamboos instead of poly bags as containers for seedlings.

2. **To promote green manuring.**
   - Use of compost pits in forest nurseries where dried leaves, twigs, grass, vegetable waste etc. are decomposed using cow dung slurry to produce green manure.

3. **To promote butterfly conservation.**
   - An initiative towards butterfly conservation at model nursery in Karmatang - a small structure is made which is planted with nectarous flowering plants and host plants nearby, to attract butterflies and facilitate pollination.

4. **Water conservation efforts.**
   - Under this initiative, efforts have been made by cleaning of perennial water sources, construction of temporary loose boulder check dams, gully plugging in freshwater reservoirs to facilitate surface recharge of aquifers, to check soil erosion and also to provide adequate water for departmental livestock and other wild animals.
   - Construction of ring wells at range office complex to cater the local needs of freshwater for the forest colony and model nursery camp water requirements.

5. **Sanitation and cleaning works at the beach area**
   - To maintain plastic free zones and to segregate and dispose off garbage waste generated by incoming tourists, regular cleaning works are carried out by engaging departmental workers on a regular basis.

6. **Sensitization activities**
   - To sensitize local youths, general public and school students on importance of forestry, marine ecology etc., territorial ranges under this division has conducted various field visits, nature camps, interactive sessions to strengthen forest conservation and protection.

The initiatives have elicited positive response from the public and has reaped positive outputs as well. The challenge, however, is to ensure that people follow the cleanliness rules and guidelines at various eco-tourism spots in the region.

Water conservation efforts

Compost pit made for generating green manure from dried leaves/grasses at Model Nursery Karmatang

An Initiative towards Butterfly conservation at Model Nursery Karmatang
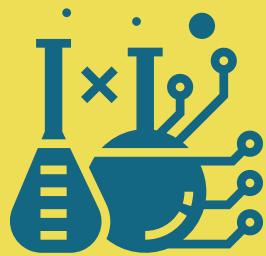
Preparing green manure using compost pit

IV

SCIENCE AND TECHNOLOGY

NATIONAL ARTIFICIAL INTELLIGENCE PORTAL – A CRITICAL HUB FOR EVERYTHING AI IN INDIA

In a nutshell: The National AI Portal (INDIAai) operates as a one-stop digital platform for artificial intelligence (AI) related developments in India. It was developed to create and nurture a unified AI ecosystem in the country, and to promote knowledge creation, fostering economic growth and social empowerment.

Nodal agency: National e-Governance Division (NeGD), Ministry of Electronics and IT (MeitY), in partnership with NASSCOM.

Artificial intelligence leverages computers and machines to mimic the problem solving and decision-making capabilities of the human mind. It has a broad spectrum of applications, and as Nandan Nilekani remarked, "…the time is right to apply AI across the board to India's most challenging issues, whether it's healthcare, education or judicial pendency…"

In keeping with the vision of Government of India, of making India a global AI hub, a one-of-a-kind digital platform called The National AI Portal (www.indiaai.gov.in) was developed.

Targeted towards AI practitioners and researchers, policy makers, students and aspiring entrepreneurs, INDIAai portal was designed to be a trusted and a reliable source of information related to AI to all stakeholders, at a single place through the web. INDIAai, through its initiatives, amplifies the voices of India's researchers, policymakers and industry leaders on AI and showcases many transformational use cases.

The project was launched on May 30, 2020 for a period of 3 years. "One Year of INDIAai" booklet can be downloaded here - **https://indiaai.gov.in/news/one-year-of-indiaai-report-unveiled**
INDIAai specializes in agritech, fintech and healthcare.

INDIAai portal: At a glance
These are some of the resources provided by INDIAai:
- Articles: nuanced coverage of leading trends in AI
- Learning: courses delivered by leading academic institutions and industry partners
- Research reports: collection of the most relevant research in AI today
- Datasets: to aid research
- AI standards: acceptable standards in AI development

It also spins together an AI ecosystem in the country by providing:
- Information on local and global AI related events
- Repository of cutting edge startups and companies
- Information on investment opportunities, including venture capital
- Compendium of AI initiatives of both the Government of India and other countries around the world

Impact and reach

As of Feb 2022, INDIAai had published:

- 986 articles
- 633 news items
- 194 videos
- 86 research reports
- 93 case studies

It also had information on 279 startups, 23 investment funds and AI developments from 27 countries across the world.

A team led by Professor Surjya K Pal, Professor-in-Charge, Centre of Excellence in Advanced Manufacturing Technology, IIT Kharagpur provides testimony to the effectiveness of the portal in advancing the AI ecosystem in India. "One of the most impressive works the portal has done is the effort it took in identifying and understanding the AI & ML research works happening across some of the premier institutes in India. Some of the work from our institute, IIT Kharagpur, was also featured on the portal", they opine.

A snapshot of the INDIAai website

SANTHE KAUSHALKAR – SELF-HELP GROUP AND ARTISAN PROFILING PLATFORM (KARNATAKA)

In a nutshell: With an aim to target rural women entrepreneurs and artisans, the initiative is creating a rural self help group (SHG) and artisan profiling platform that provides profiles of rural SHGs/artisans engaged in manufacturing of various products and artefacts, and facilitates their connection with potentials buyers and customers.

Nodal agency: UNDP Karnataka developed this portal under the aegis of Department of Planning, Programming, Monitoring and Statistics and implemented by the Karnataka State Rural Livelihood Promotion Society (KSRLPS) across the State to profile the SHG and artisan products.

The COVID-19 crisis brought focus and impetus towards accelerating the need for SHGs and artisans to be part of the digital economy and to have a digital identity. Given the prior and projected impacts of COVID-19 pandemic in India, the emphasis on enabling digital inclusion of SHGs and artisans is one of the critical strategies to support their economic recovery and maximize the potential to gain traction on transactions through online platforms, to compete effectively in the increasingly digitized and integrated economy. As part of the COVID-19 response, UNDP supported several digital interventions for economic empowerment through entrepreneurship and value chain activities to address the adverse socio-economic impact brought on by this unprecedented crisis.

Santhe Kaushalkar is one such online SHG and artisan products profiling platform that has been developed with an objective to create an online marketplace, product registry and inventory of SHG enterprises and products in Karnataka in discussion with multiple relevant stakeholders.

The platform offers the SHGs and artisans with a digital identity and an online presence of their products/services and thus, opportunities for increase in business and networking among Business-to-Business (B2B) and Business-to-Consumer (B2C).

On this platform, SHG members/artisans can add details like, SHG name, member name, contact number, location and address for communication to their profile. They can also add their products and availability of each product with images and videos related to the same.

As part of the platform, two Hybrid Android Applications have been developed - a seller app and a buyer app - which are moderated through admin panels available at the State and district levels. Hybrid apps imply there are both mobile app and a parallel web app available that can be accessed through any web browser. SHG's/artisans and buyers are able to download their respective Android apps from Google Play Store. The users can upload their details with minimum effort and the same will be published based on an approval process at

the State/district admin level. The apps have both English and Kannada versions which can be made accessible through a language toggle option in the menu. There is no limit to the number of products that can be added to an SHG/artisan's profile and these published products and SHG/artisan details are visible to the end user in the buyer's mobile/web app.

Sanjeevini – KSRLPS will hence be an aggregator of SHG enterprises/product information.

This platform provides visibility of SHGs/artisans and their products to customers. Users can download brochures of products by providing their mobile number and email ID. SHGs/artisans can either proactively connect with those who have downloaded brochures or translate the leads generated via calls/ emails into business prospects. It is expected that the State departments will also benefit from this portal as a central database or inventory of SHG/artisan products.

Outcome and impact

The KSRLPS rolled out the profiling exercise in the State in 8 pilot districts - Raichur, Yadgir, Belgavi, Dharward, Haveri, Koppal, Uttar Kannada and Gadag. As part of the pilot project, trainings of master trainers were conducted at State mission with the help of representatives from UNDP. Post these trainings, key performance indices (KPIs) observed are given below:

Overall KPIs	
Number of product categories	13
Number of product sub-categories	95
Product templates	1182
Total number of active products	2148
Materials	406
Total SHG member profiles registered	1002
Total artisan profiles registered	938
Total users/buyers registered	20
Total number of product entries in the portal	3276
Total number of products active in the portal	2148
Total number of products inactive in the portal	1128

*KPI data last updated as on 31st March 2022

The pilot project has been funded by UNDP COVID-19 Response and Recovery fund and launched jointly in 8 districts by KSRLPS and UNDP. Followed by the master training, these master trainers were deployed to the pilot districts to conduct training of local community resource persons (LCRPs)/ master book keepers (MBKs) who were selected for facilitating the onboarding/profiling of SHG and artisans enterprises. The master trainers handhold the LCRPs/MBKs during the data collection and they also function as district admins of the portal.

It is expected that around 1,700 LCRPs/MBKs will be deployed for data collection in the pilot districts. With this, KSRLPS team has been equipped and prepared to further build this centralized database of SHG/artisan products information for the entire State.

Screenshot of the Santhe Kaushaklar platform.

Training of master trainers

INNOVATIONS FOR DEFENCE EXCELLENCE

In a nutshell: Innovations for defence excellence (iDEX) is a unique initiative that is the only channel that provides the startups of India a direct link to the defence industry and creates a platform for the ease of doing business with the Ministry of Defence.

Nodal agency: Defence Innovation Organisation (DIO) under the aegis of Department of Defence Production, Ministry of Defence

The iDEX framework was launched by the Government of India with the aim to foster innovation and technology development in defence and aerospace sector by engaging industries including MSMEs, start-ups, individual innovators, R&D Institutes, and academia, and promote self-reliance. The initiative is unique as it is the only channel that creates conditions for the start-up ecosystem to directly engage with defence and creates a platform for ease of doing business with the Ministry of Defence (MoD). The MoD has also created avenues for procurement by the services in accordance with Chapter III of Defence Acquisition Procedure 2020 (DAP-2020) from iDEX winners. It aligns itself with the goal of indigenisation and supports the vision of Atmanirbhar Bharat.

After the launch of iDEX and operationalisation of DIO, significant strides have been made to foster innovation and synergy in the engagement of Ministry of Defence with the R&D institutes, academia, industries, start-ups and individual innovators. The DIO is treading with efficacious methodology which effectively translates the intent into implementation.

The start-ups are selected and managed as innovation partners and not merely as vendors, and the desired co-creation engagement between the sponsor (challenge owner) and the start-up is intended to be managed with the best practices of technology and product management as opposed to being administered purely through the traditional project and financial/cost management approach.

The start-ups are given the flexibility to operate with autonomy, if the decisions made by them are backed by sound implementation, indicating measurable progress towards these desired metrics and outcomes.

Features of iDEX:

- The Defence Acquisition Procedure-2020 ensures that once a prototype is developed, only the successful developers through iDEX stand a chance of getting the order.
- The procurement cycle is shortened, already two iDEX winners have got orders, in less than 24 months of their iDEX Contracts.
- The iDEX grant has boosted the prospects of cash strapped talent to contribute in this capital intensive sector.

- The academia, defence forces, innovators have come closer to achieve the common aim.
- Self-sufficiency and indigenization have gotten a shot in the arm.
- Other ministries/departments have become associated with iDEX to utilize the branding and outreach available; some have also started similar schemes.

Impact

- The engagement of iDEX has now swelled up to almost 150 iDEX winners, thus contributing to the generation of employment, both direct and indirect, of thousands of skilled and semi-skilled Indians. With the transition of the iDEX winners into manufacturing enterprises, the employment generation would be in lakhs.
- The iDEX is also featured as a procurement avenue under the defence acquisition procedure, which lays the guidelines for the defence procurement. Recently, the procurement procedure was simplified, as well as 14 products developed under the umbrella of iDEX were granted the acceptance of necessity for procurement of about ₹380.43 crore by Government of India assuring all our startups and motivating them to continue working on the myriad of solutions being innovated and developed by them.
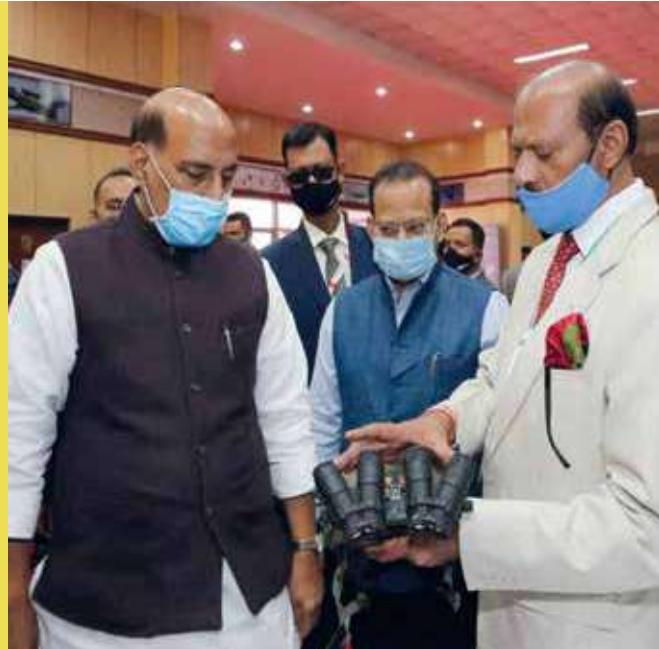
Challenges

Some of the existing processes and trends in the defence sector which require change are:

a) Long gestation period from identification of requirement in defence, to placement of order, leading to higher costs, disillusionment of smaller firms/ startups/MSMEs, which in turn led to brain drain of the illustrious, innovative minds and under-employment.

b) Limited/ difficult access to the defence personnel/ facilities, leading to poor understanding of the defence requirements.

c) The above made seeding of defence enterprises a difficult task, leading to less jobs and low talent in the defence sector, in turn, the indigenization, and self-sufficiency levels are low.

Rewards and recognition

Team iDEX has been awarded with the Prime Minister's Award for Excellence in Public Administration, 2021, in the category "Innovation-Central". There are plans to scale up iDEX-DIO for meeting future requirements related to 2000 contracts for prototype development by the end of March 2024.

Start-ups interacting with Union Defence Minister, Shri Rajnath Singh and other officials from the Ministry of Defence (MoD)

V

SOCIAL WELFARE

COMBATING DRUG ADDICTION– NASHA MUKT BHARAT

In a nutshell: National Action Plan for Drug Demand Reduction (NAPDDR) focuses on preventive education, awareness generation, counseling, treatment and rehabilitation of individuals with substance dependence.
Nodal agency: Ministry of Social Justice and Empowerment

Article 47 of the Constitution of India, as part of the Directive Principles of State Policy, morally obliges the State to control the consumption of intoxicating drugs that are injurious to health. Consumption of narcotic substance has gone up in the recent years, be it plant based cannabis to synthetic drugs such as tramadol.

Ministry of Social Justice and Empowerment implemented the NAPDDR to combat the drug menace. The NAPDDR focuses on preventive education, awareness generation, counseling, treatment and rehabilitation of individuals with substance dependence. It also focuses on training and capacity building of the service providers through collaborative efforts of the central and State governments and NGOs.

Among other things, the major focus of NAPDDR is to:

- Provide a whole range of community-based services for identification, counseling, de-addiction, after care and rehabilitation for whole person recovery (WPR) of dependents,

- Alleviate the consequences of substance dependence amongst individuals, family and society at large,

- Reduce stigmatization of and discrimination against those dependent on substances, to integrate them back into the society.

NAPDDR finances NGOs for maintenance of Integrated Rehabilitation Centres for Addicts (IRCAs), community based peer led intervention (CPLI) for early drug use prevention among adolescents and Outreach and Drop In Centres (ODIC) and addiction treatment facilities (ATFs) in government hospitals. It is planned to set up a District De-Addiction Centre (DDAC) in each district that would provide comprehensive facilities hitherto being provided by IRCA, ODIC and CPLI together.

The ministry has also launched Nasha Mukt Bharat Abhiyaan (NMBA) in 272 identified vulnerable districts. Under NMBA, the following activities have been conducted so far:

- Until now, 8,000 master volunteers have been selected and trained to lead the Abhiyaan activities in the 272 identified districts, and reached out to over 80 lakh people.

- More than 42 lakh youth have actively participated in the activities of the Abhiyaan to spread on-ground the message against substance use.

- Around 4,000 Yuva Mandals, NYKS and NSS volunteers, youth clubs have also been associated with the Abhiyaan.
- The contribution of more than 29 Lakh women have also been vital in reaching out to a larger community through the Anganwadi & ASHA Workers, ANMs, Mahila Mandals and women SHGs.
- Across the country, over 13 lakh students have been reached out to with events and competitions organized in 6000+ schools.
- Effective use of social media by creating handles on Facebook, Twitter and Instagram and sharing daily updates on them.
- Initiated an internship programme where more than 180 students worked as social media interns and engaged up to 13 lakh people across the country in 3.5 months.
- Developed an Android mobile app to capture data of activities happening on ground on a real-time basis by the districts and master volunteers.

Impact

From 2019–21, around ₹393 crores were released under NAPDRR. It has impacted the lives of around 3 lakh people throughout the country.

Going forward, by the end of 2025–26, Ministry of Social Justice and Empowerment aims to set up 290 DDACs for an even stronger response to the drug problem in India.

Awareness programme being conduced on Nasha Mukt Bharat Compaign

AANGAN – DIGITAL INSPECTION OF CHILD CARE INSTITUTES

In a nutshell: Digital inspection of the childcare institutes being run by the department and registered under the Juvenile Justice (Care and Protection of Children) Act, 2015.
Nodal agency: Department of Social Security and Women & Child Development, Government of Punjab

The Department of Social Security and Women & Child Development has collaborated with Aangan NGO for conducting digital inspections in all childcare institutes of the State through SafCa App. The inspections are based on Form 46 of the Juvenile Justice (Care and Protection of Children) Act, 2015. The State shall also organize 15 training programmes for the stakeholders in collaboration with Aangan on the discrepancies found during the inspection and for better functioning. The results of the App are calculated digitally and are depicted in different colours (red, orange and green).

Highlights of SafCa App:
- User friendly.
- Points falling under red zone/colour need most improvement and those falling under orange colour need attention.
- The points falling under green zone/ colour are perfect.
- The App allows comparative study between different childcare institutes of the State and also allows comparison between previous inspections.
- The data shows improvements of the childcare institutes after the inspections.

Outcome:

The team of Aangan along with district level inspection committee visits childcare institutes registered under Juvenile Justice (Care and Protection of Children) Act, 2015 for conducting digital inspections through SafCa App. During the inspections, the merit and demerits of the childcare home are shown in the App highlighting the areas of improvement.

Challenges:

Below are the few challenges faced during implementation, which were addressed later:
- Quantitative indicators to be included, wherever available.
- Login problems. The App automatically logs out every few minutes.
- If complete data is not pre-stored in the App, the App does not function.

Scalability:

The application is cost effective and can be used to monitor childcare homes across country.

Pictures of field trip by Aangan (The Juvenile Justice (Care and Protection of Children) Act, 2015 does not permit to click the pictures of the children)

CLUSTER-BASED CAMP ADOPTION APPROACH TO SATURATE ALL PRIME MINISTER FLAGSHIP SCHEMES IN DHALAI (TRIPURA)

In a nutshell: To saturate all 7 flagship schemes – PM Ujjawala Yojana (PMUY), PM Sahaj Bijli Har Ghar Yojana-Saubhagya, Unnat Jyoti by Affordable LEDs for All (UJALA) Yojana, PM Jan Dhan Yojana (PMJDY),PM Jeevan Jyoti Bima Yojana (PMJJBY), PM Suraksha Bima Yojana, Mission Indradhanush in the district, and to create awareness about government flagship programmes.

Nodal agency: District administration, Dhalai

The cluster-based approach was adopted as an innovation measure in Dhalai district in Tripura to achieve the objectives of Gram Swaraj Abhiyan. Under this approach, all the related departments of the Prime Minister's flagship schemes under Gram Swaraj Abhiyan were brought together in a cluster by clubbing 3-4 gram panchayats/village committees together. All the services and facilities were provided to the citizens in one camp, including additional services such as providing free health checkup and awareness activities related to other programmes such as Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), Pradhan Mantri Awas Yojana (PMAY), Prime Minister's Overarching Scheme for Holistic Nutrition (POSHAN) etc.

Prior to introducing the cluster-based camp approach, several rounds of meetings were held with all the line departments, stakeholders, panchayat representatives and other senior officials to chalk out an additional action programme, keeping in mind the constraints posed by the remoteness and geographical topography of Dhalai district.

To achieve maximum results, the schedule of camps was shared with all concerned line departments in advance so that they can mobilize their resources. Further, the pradhan/chairman/vice chairman of concerned gram panchayats/village committees were also informed. The citizens of the gram panchayats/village committees were sensitized through pamphlets and posters in vernacular languages (Bengali/Kokborok) to achieve maximum result. The camp was generally kept on market days, with a focus on remote locations, so that the services could be delivered to maximum number of citizens. A special emphasis was put on covering Tripura Tribal Area Autonomous District Council (TTADC) which had almost 50% tribal population.

The district administration also involved NGOs such as Nehru Yuva Kendra (NYK) for sensitization and awareness generation of the programme among the masses. Separate meetings were held with banks, with the active involvement of prabhari officer of the district and senior bank managers who played a key role in enabling 100% saturation of PMJDY and PMJJBY. The district administration also played a key role in coordinating the activities of various departments through frequent field visits to the cluster-based camps by the prabhari officer, district magistrate, collector and other senior officers of the district.

Encouraged by the positive response and achievement of objectives of the Gram Swaraj Abhiyan, the district extended the cluster-based camp approach to other flagship schemes of

the government such as PMAY, SBM, PMJAY etc. This has increased the reach of the schemes, with active participation from the people. For example, the Swachh Bharat Mission (SBM) was a huge success in the district which achieved 100% sanitation coverage because of the information dissemination by the cluster-based camp.

Another important aspect of the campaign was the active participation of local media which helped to popularize the programme amongst local citizens and played a key role in making Gram Swaraj Abhiyan a huge success in Dhalai district.

Impact

- There has been a perceptible improvement in the functioning of different line departments. There is also better coordination between the line departments to achieve a common objective whereas earlier, departments were working in silos which hampered the overall development of the district. The camp has also positively impacted other Central and State government schemes as the administration is now more robust, citizens are more aware about government schemes and service delivery has become more efficient.
- To leverage technology and improve service delivery, separate WhatsApp groups were created with the concerned line department officials for all 7 flagship schemes where daily reports were uploaded and any concern of any line department in implementing the schemes were quickly brought to the notice of the district administration for prompt action.
- Feedback from citizens in the cluster-based camp was also taken through WhatsApp to ensure better delivery of services.

The outcome of the cluster-based camps was 100% saturation of all 7 PM flagship schemes in Dhalai district.

Beneficiaries of Ujjwala Yojana

DHIMSA RADIO – TRANSMITTING SOCIAL CHANGE IN KORAPUT

In a nutshell: Dhimsa, a community radio station, has become a tool for social change in disseminating information on government schemes.
Nodal agency: District administration Koraput, implemented by South Odisha Voluntary Action (SOVA) with UNICEF support, Odisha

Community Radio, Dhimsa is bridging gaps in information dissemination to the rural masses by creating a platform where local language and local youths play an important role to take the government messages to the community repeatedly in time. The platform is people-centered and people-responsive.

Highlights:
- It reaches out to areas in a 12 km radius, covering a population of 1,25,000 people spread across 63 villages of six gram panchayats.
- It broadcasts for nine hours in a day, including one hour of live show where information on government schemes, people's rights and issues are highlighted by reporters.

The community radio is set up by the district administration and is being implemented by SOVA with support from UNICEF at Chhapar village of Koraput. The community radio broadcasts for nine hours a day and has been disseminating information on government schemes, highlighting various issues and news through narrowcasting in Desia language and other local dialects. There are listeners clubs in each village of the district. The community radio station has 12 reporters who travel extensively to all the rural areas in the district and interview villagers.

Community radio features:
- The community radio highlights many issues, from food sovereignty, organic farming to women's health and empowerment and problems faced by children.
- The radio also provides a platform to the rural residents to air their grievances and local artistes to showcase their talent.

The community radio covers specific programmes at specific hours. While mornings are meant for programs like 'Gitkudi' (musical show by tribal artistes, 'Sust Gagod' (good health), 'Chasi Bhaitanay Podey (agriculture updates and techniques), the evenings are meant for special shows like 'Kenta Koley Kenta Hoisi' which focuses on how to avail government benefits and 'Emti Amor Gaon' where villagers are given training on skills like making leaf plates, paddy preservation and bamboo products among other things.

Impact

During the pandemic time when the schools were closed, the community radio focused on bridging the education gap in tribal villages. They had roped in teachers who taught children different subjects, class-wise in a program called Pathsala. Besides, Anganwadi workers and ANMs have a phone-in program 'Katakoru' where they speak to women about various health and livelihood issues.

Also, during the COVID-19 pandemic, Dhimsa was one of the key channels for disseminating information across district. With State government's awareness campaigns on dos and don'ts during COVID-19 mostly being in Odia language, the radio played an important role in producing and broadcasting information related to the disease and its preventive measures in local dialects.

Scale- up

Community radio 'Dhimsa' looks to upgrade its existing system for better outreach and quality service for the people of unreached areas in the tribal districts of Odisha.
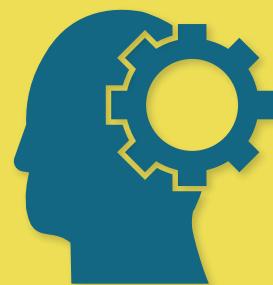
- The community Radio station will reach out to an additional 5000 listeners within the next two years and plans to conduct special talk sessions with different government department officials on government provisions and entitlements.
- Initiatives to bring more local youth to the radio network will be the prime focus of Radio Dhimsa in the coming two years.
- To improve learning level of children that has been reduced during the pandemic, the community radio will develop digitized content specific audio lessons based on the school curriculum for primary class children

Community radio used to broadcast information on health and nutrition issues in Koraput district

VI

SKILL DEVELOPMENT

PRAYATNA: SPECIAL PROJECT FOR TRANSGENDERS

In a nutshell: A livelihood and enterprise training program for transgenders in Delhi-NCR.

Nodal agency: Ministry of Skill Development and Entrepreneurship (MSDE), through its implementing agency National Skill Development Centre (NSDC).

Transgenders across the country often face social ostracization, are denied many basic rights and face difficulties in securing employment.

"Prayatna" project was approved by Pradhan Mantri Kaushal Vikas Yojana (PMKVY) Executive Committee as livelihood and enterprise training program for transgenders in Delhi-NCR. The program aims to help beneficiaries from transgender group to attain a basic quality of life and impart entrepreneurship skills to some of them so that they can run their own enterprise. The program not only targets to provide a knowledge base, but also boost confidence level of participants and their families.

The training is provided at training centres in New Delhi and Uttar Pradesh and it receives funding through PMKVY.
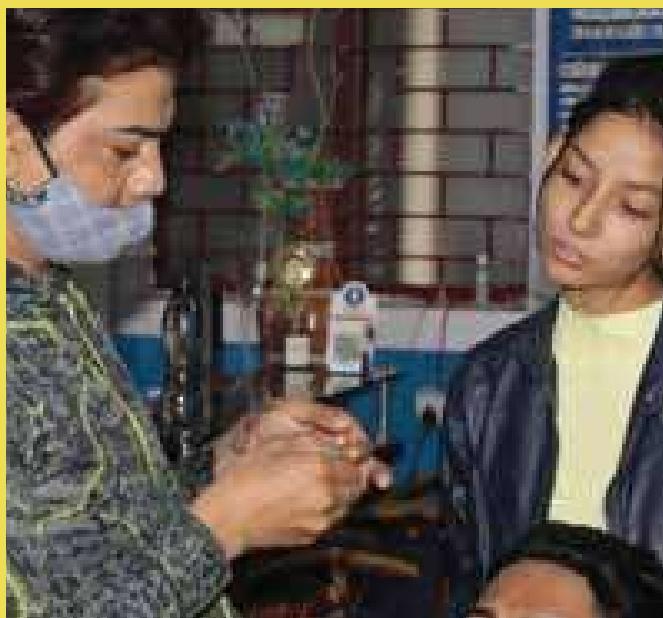
Outcome

A total of 150 beneficiaries had enrolled and completed their trainings. State and sector wise details are given below.

TC State	Sector	Enrolled	Trained	Assessed	Certified
DELHI	Apparel	35	35	33	32
DELHI	Beauty & wellness	40	40	36	35
UTTAR PRADESH	Apparel	40	40	32	32
UTTAR PRADESH	Beauty & wellness	35	35	32	30
Total		**150**	**150**	**133**	**129**

Challenges

• The transgender community, due to societal pressure, are unable to regularly attend the training imparted at the training centres.

• Due to long training duration of the courses, their regular livelihood is also impacted.

Skill development programmes for Transgenders

PROJECT EXCEL– PROGRESS OF THE MARGINALIZED IN GUJARAT

In a nutshell: The initiative aims to empower women, youth, orphans, minority communities, fishing community, scheduled castes (SCs) and other marginalized groups, to access government schemes and entitlements.

Nodal agency: Department of Labor and Employment, Department of Women and Child Development, Department of Health and Family Welfare, Department of Horticulture and Food Processing, Department of Social Welfare (Government of Gujarat)

Continuing its mission on strengthening livelihoods and entrepreneurship for marginalized communities, UNDP is implementing programme "PROGRESS" in partnership with the Ministry of Skill Development and Entrepreneurship. Within the overall framework of the programme, a special initiative – "Excel' is being implemented in Jamnagar and Dwarka districts in Gujarat.

The project, that is being implemented from 2021-2024, aims to enhance income and livelihoods of 10,000 households in Devbhumi Dwarka and Jamnagar in Gujarat by promoting entrepreneurship, farm value chain interventions, skilling and employment and social security and convergence. It also aims to improve awareness and increase access of the community members to various schemes and entitlements of the government.

The project focuses on a combination of social entitlements, welfare schemes and credit linkages or livelihoods related available funds, such as National Social Assistance Program (NSAP), Building or Other Construction Work (BOCW), Public Distribution System (PDS), Micro, Small and Medium Enterprises (MSMEs) schemes, Pradhan Mantri Jan Dhan Yojana (PMJDY), Sukanya Samridhi Yojana, Rashtriya Swasthya Bima Yojana (RSBY), Pradhan Mantri Mudra Yojana (PMMY), E-Shram, E-Nirman, COVID-19 Ex-gratia, girl child education, widow pension, support to orphans and other such schemes.

The community is mobilized and screened for eligibility under various schemes using a tech platform. Once the shortlisting of eligible beneficiaries is done, the community is made aware of various schemes and entitlements through Gram Sabhas and awareness camps in villages. Further, registration camps are organized where beneficiaries are enrolled in schemes. These forms are then submitted to the respective line departments for approval and access of schemes. This is done with the support of the village council body and a cadre of soochna sathis (Information Friends).

The soochna sathis are backbone of the overall approach and ensure sustainability of the project. They help in setting up channels, collecting and preparing relevant documentation to make sure correct documents are submitted by the community members to the relevant government departments.

Along with this, a Yojana Kendra has also been setup which serves as a walk-in center for beneficiaries to access information on any kind of social entitlement. It is a one stop solution to provide end to end information and enrollment facility on any government scheme for which a beneficiary might be eligible.

The project is funded by the CSR Trust for SDGs in India (CTSI).

Impact

The project targets to train at least 40 soochna sathis in local villages in the districts and reach 10,000 households by 2024. As of now, 15 soochna sathis have been trained, 3100+ households have been informed and 2,069 households are linked to government schemes.

A compendium listing 25 schemes, along with eligibility and documents required for application, has been developed in the local language, which has also been approved by district administration.

Challenges

- Documentation is a challenge, specifically for sensitive groups like especially abled persons, elderly and orphans. There are instances where it is extremely difficult to prepare/generate further documents due to lack of basic documents.

- Village Computer Entrepreneurs (VCEs) deployed in gram panchayat have played significant role in delivering registration services. However, there is a scope for building capacities of the VCEs and members of gram panchayats which can ensure inclusion of marginalized. Moreover, building capacities of all the actors of the eco-system would be pivotal in ensuring social protection for all.

- Efforts are required to put in place a policy which is shock-responsive and caters to livelihood needs of marginalized. Government's response to COVID-19 victims and Garib Kalyan Yojana was indeed a welcoming step, but errors of exclusion and inclusion has kept many devoid of necessities.

Scale-up

The project has been scaled up in Maharashtra under the name "Project Uddyam" where UNDP has achieved the following:

- 25,048 households informed on government schemes and entitlements through awareness sessions.

- 19,088 individuals supported to apply for schemes.

- 13,728 individuals received benefits of schemes.

Soochna Sathis working with beneficiaries in Gujarat

STRENGTHENING HANDLOOM CULTURE IN SAHASPUR: A PILOT

In a nutshell: To enable handloom weavers and local artisans for market-oriented skills, quality standardization, value addition, branding, and better marketing linkages for enterprise sustainability.
Nodal agency: Department of Rural Development, Government of Uttarakhand and UNDP India.

Few decades back when Uttarakhand was part of Uttar Pradesh, 60 families of Sahaspur block of Dehradun district were traditionally involved in handloom as their main source of livelihood. With the passage of time, handloom products were replaced by machine made products, since the former takes more time, and the latter was more attractive, less expensive and better in variety. Slowly, people started leaving this business and started alternate livelihoods.

A six-month project was implemented by UNDP in collaboration with Uttarakhand State Rural Livelihood Mission (USRLM) in 2021-22. The project was mainly focused on the revival of a dying art – the handloom culture using natural fibres, productive employment generation for SHG members, local brand promotion, establishment of backward and forward marketing linkages and creation of a sustainable model amongst the community.

Following the interventions, 37 artisans from 8 families were trained and capacitated in 90 days. During this small timeslot, 7 product lines and 45 prototypes were developed and made ready for the market.

UNDP assessed the need of the artisans and key gap areas for needful interventions and developed a scoping study. Based on that study, following potential interventions were carried out:
- Training and capacity building of handloom artisans on design thinking, product upgradation, hand embroidery, and market linkage.
- Market research and development of market-oriented products.
- Product costing and determination of maximum retail price.
- Brand building, sustainable packaging, and market linkage.
- Social media marketing.

Impact

Product development:

The intervention helped the artisans to improve sale of their products. They were encouraged to use different colours to make their product more attractive, incorporate new prints and embroidery to increase the value of the final product and explore new materials for a wider reach.

Product collections were made under the umbrella of 3 themes:

Theme 1: The surrounding mountains and skyline (created with wool) - Three product collections were created under this theme and material - stoles, mufflers, and shawls.

Theme 2: Forests (created with wool and silk) - Two product collections were created under this theme and material - stoles and saris.

Theme 3: Land and people (created with cotton and silk) - Two product collections were created under this theme and material - kurta and cushion covers.

Branding and packaging:

In discussion with the artisans, to build an identity and brand image for their products, through the process of mind mapping/design process, the name SAHAS KHARGHA was decided as the brand name.

Challenges

- It was very difficult to train identified artisans on various technical aspects of handloom enterprise in a very short timeslot of 90 days. Hence, UNDP organized a training of trainers (ToT) to get this done.
- Women participants were also involved in their domestic chores, and hence, the trainers had to reschedule the training hours as per participants' convenience.

Scale up

There are plans to scale up the production. While a generic training of identified key entrepreneurs had been conducted, further specific training and capacity building is required for different target groups as per area of interest of the entrepreneurs, e.g.:

- **Research and development:** new design thinking, upgradation, quality assurance (lead entrepreneurs),
- **Weavers group:** weaving practices and skills upgradation (SHGs/ women artisans),
- Value addition: embroidery, surface ornamental skills (SHGs/ women artisans),
- **Business development:** demand creation, customer relations (lead entrepreneurs),
- **E-marketing:** online marketing, order handling, product delivery mechanism (lead entrepreneurs),
- **Use of social media:** brand promotion (lead entrepreneurs),
- **Financial management:** accounting and financial records keeping, availing financial services, investment planning (lead entrepreneurs),
- **Training and capacity building of tribal communities** (ST HHs residing in surrounding villages) can be carried out,
- Development of an **e-Commerce website** for the enterprise to promote digital marketing,
- Establishment of **delivery mechanism for online orders** through e-commerce website, and
- Training of **entrepreneurs on maintenance of handloom units** and machinery.

Logo of Sahas Kargha

RURAL SELF-EMPLOYMENT TRAINING INSTITUTE IN GOALPARA, ASSAM

In a nutshell: Under this initiative, youth of the rural regions in Goalpara are being provided training to increase confidence, develop capacity building, communication skills and other competencies in the field of entrepreneurship development.

Nodal agency: District Administration, Goalpara, Assam, and Ministry of Rural Development, Government of India

The UCO Rural Self-Employment Training Institute (RSETI), Goalpara was established in 2011 at Agia, Balijana block of Goalpara district by UCO Bank under the initiative of Ministry of Rural Development (MoRD), GoI. The initiative was aimed at building confidence, increasing competencies, improving communication skills, providing training for skill upgradation and capacity building. It also was aimed at women empowerment and promotion of SHGs.

The deputy commissioner cum chairperson, District Level RSETI Advisory Committee (DLRAC), has been taking an active part in shaping this skilling initiative. A continuous monitoring and focus on identification of market trends and opportunities was done to conduct innovative programmes for the rural masses. Special focus has been given towards women entrepreneurs for encouraging them to be economically independent. Exclusive programmes for women have been organized in various trades depending upon the local demand.

The RSETI offers 30–35 skill development programmes in a financial year across various avenues. The programmes are of short duration, ranging from 1 to 6 weeks and falls into the categories such as agricultural Entrepreneurship Development Programs (EDPs), agriculture and allied activities, product EDPs, general EDPs, EDP for micro-entrepreneurs etc. With impetus from the district administration, training is specially provided to below poverty line (BPL) categories which cover at least 70% of the total trainees. In each of the training programmes the RSETI staff take sessions on various EDP classes and organize behavioural games which help to mold the mindset of the trainees. Upon completion of the training programmes, officials regularly follow-up with the trainees and help them in generating loan applications, which are then sent to various UCO bank branches.

After successful completion of the training, the trainees are recognized by providing a certificate. Linkages with banks enable access to scheduled banks for loan/credit to start their own entrepreneurial ventures. Through this innovation, an attempt has been made to mitigate the problem of unemployment in the region. Many youths previously engaged in insurgency have also been targeted. At the same time, bank linkages reduce the challenges to financial inclusion and address the long-standing problem of non-performing assets of banks.

Impact

Since its inception, it has been providing free EDP training programmes to rural youths to enable them to take up self employment to earn their livelihood. The prime objective of this initiative is to create self employment opportunities by providing free EDP training for all BPL candidates under the age group 18-45, especially to those marginalized sections like minorities/STs/SCs, physically/mentally challenged, and to other categories like women involved in trafficking, MGNREGA workers etc.

With the support of administration and bank officials, beneficiaries of the programme have been able to secure bank loans easily. In the last year, 50 training programmes were conducted, covering 1,304 candidates out of which 992 have settled into entrepreneurial roles. Out of these candidates, 612 had availed bank loans from various banks and are repaying in regular installments.

Training programme for the youth at Goalpara

NAVPRAVARTAN: A STARTUP ZONE IN CHANPATIA, WEST CHAMPARAN

In a nutshell: Turning the COVID-19 adversity into opportunity by providing innovative solutions to the returnee migrants.
Nodal agency: District administration, West Champaran (Bettiah), Bihar

The unavoidable lockdowns and travel ban that was imposed globally during COVID-19 were seen as a necessity to tackle the pandemic. Among the populace, the migrant returnees were found to be one of the most vulnerable groups in this lockdown, as their livelihoods came to a complete standstill. The pandemic brought about a situation of 'reverse migration' in which people returned to their native place from their place of employment. For decades, going to other States for better economic prospects has been a way of life for residents of West Champaran district. Hence, this district also received many returnees who had the pressing need to head back home during the unprecedented crisis.

Launched in May 2020 and with support from the Bihar government 'Zila Audyogik Navpravartan Yojana', Navpravartan startup zone, Chanpatia provided an innovative solution to the plight of returnees who faced grave financial and psychosocial crises during this time. Through this initiative, the district administration ensured the economic growth of the region through measures like bulk production model using latest technologies, generating employment, nurturing entrepreneurial ecosystem, and providing an efficient public service delivery system, leading eventually to the goal of Atmanirbhar Bharat.

There was no such existing setup or industry to provide employment and to re-integrate the returnees in West Champaran district. The administration undertook the task of skill profiling each returnee and preparing a digital database, formed Udyami Mitra Mandals, deployed an officer of district administration as single point of contact (SPOC) to each Udyami. Further, it created a plug and play model by taking warehouses and tweaking the existing schemes to create Navpravartan startup zone.

The idea was to tap into the potential of the varied skill pool of the workers to provide employment solutions that were closer to home. This startup zone houses 57 returnees' production units and items worth more than ₹ 15 crore have already been sold in and outside India. The startup zone churns out a host of different products, from shirts, lowers, tracksuits, jackets, saree, lehnga, suits, sanitary pads, and footwear, to steel utensils and cricket bats.

Impact
- The Navpravartan startup zone has provided an innovative solution to the plight of the returnee migrants who were anxious about their uncertain future. These returnees have grown from migrant workers to owners.
- Developed as production manufacturing hub: So far 57 entrepreneurs have been allotted space under Chanpatia startup zone. While 141 other entrepreneurs are in line for allotment of seats.

- They have sold their items within and outside India as well, with orders coming in from Brazil and South Africa.
- Led to creation of thousands of direct and indirect employments in the home district.
- Since the zone is in their district, the returnee migrants have saved money on rent for accommodation. They also can enjoy their local culture while spending time with family.
- Women have also been able to get employment, and contribute to the economic upliftment of their families.
- The zone has created a startup ecosystem, whereby more startups established by youth have sprung within and around the zone.

Challenges:

Initially, banks were reluctant to provide loans to returnees. Weekly meetings with the banks and organizing regular loan mela resulted in sanctioning of Prime Minister's Employment Generation Programme (PMEGP) loans in record time.

Rewards and recognition

Shri Kundan Kumar, District Magistrate, West Champaran, received the prestigious Prime Minister's Award for Excellence in Public Administration 2021 for setting up Navpravartan startup zone. The initiative has also been covered by various media channels.

Scale-up

There are plans for scaling up the programme, and other such startup zones are being created. Due to space constraints at the Navpravartan startup zone, there is a need to expand it to other parts of the district. For scaling up the ecosystem already developed and for getting ideas from the interested entrepreneurs, the District Registration & Counselling Centre, West Champaran has been designated as a one point facility for counselling, grievance redressal, and feedback mechanism.
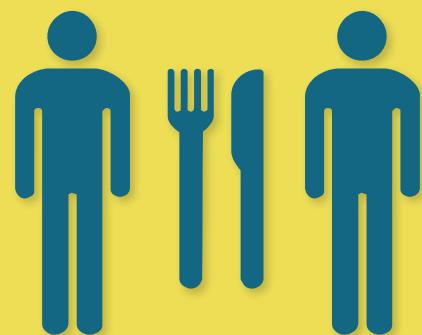
Startup zone in Chanpatia

VII

HEALTH AND NUTRITION

PROMPT TREATMENT OF HEART ATTACKS THROUGH STEMI/NSTEMI PROGRAMME

In a nutshell: ST Elevation in Myocardial Infarction (STEMI), a grave complication of Coronary Artery Disease (CAD) is a significant healthcare problem in India
Nodal agency: Government of Tamil Nadu

Ischemic heart disease is the leading cause of death in India. A treatment plan for the acute care of ST Elevation Myocardial Infarction (STEMI) was launched within a large rural district of Tamil Nadu, India. The STEMI programme of Tamil Nadu Accident and Emergency Care Initiative (TAEI), Government of Tamil Nadu aims at free and prompt treatment of coronary artery disease.

- Traditionally, a heart attack is treated by two strategies of re-perfusion. If a patient arrives at a hospital equipped with a catheterisation laboratory or 'cath lab', a procedure known as Primary PCI is performed — an urgent balloon angioplasty.

- The patient is then 'Thrombolysed' — treated to dissolve clots in blood vessels, improve blood flow, and prevent damage to tissues and organs before being discharged.

- The new model implemented in Tamil Nadu uses the pharmaco invasive strategy, which can be administered in any small hospital or even in the ambulance.

- The Classic STEMI India model has a hub hospital, where a cath lab is available and primary PCI is done for patients directly presented at these hospitals.

- These are linked to peripheral spoke hospitals, where thrombolysis is done following which the patient is shifted within three to 24 hours to the hub hospital for invasive treatment.

Impact:

This "systems of care" for STEMI management creates new opportunities to deliver adequate reperfusion therapies in India. As a result of this initiative, data demonstrates an improvement in the quality of acute STEMI care by dramatically decreasing the time from symptom onset to hospital arrival and subsequent receipt of Percutaneous Coronary Intervention. Other states like Telangana and Karnataka are in the process of adopting this model with government support.

Training session for Tamil Nadu STEMI Program

HBNC+ FOR REDUCING DIARRHEA AND PNEUMONIA AND IMPROVING NUTRITION

In a nutshell: Addressing diarrhea and pneumonia, which are major factors contributing to the high infant mortality, compounded by high levels of undernutrition.
Nodal agency: National Health Mission, Government of Odisha.

Diarrhea and pneumonia are major factors contributing to the high infant mortality in Odisha, compounded by high levels of undernutrition.

Since 2014, project HBNC+ (Home based Newborn Care) for reducing diarrhea and pneumonia and improving nutrition is being implemented in 3 districts of Odisha. The main component of the project is to follow up on infants beyond 42 days by ASHAs. It provides an opportunity to reach the infant at 3rd, 6th, 9th and 12th month. It promotes exclusive breastfeeding for first 6 months; improves routine immunization, early childhood care and development, correct use of ORS at the time of diarrhea, counselling on complementary feeding and administering Iron folic acid syrup with the objective to reduce diarrhea, pneumonia and malnutrition. A total of 3,027 ASHAs and 81 ASHA facilitators have been trained in HBNC+.

Outcome

Over 68% of the infants received complete four home visits in 3 districts. Overall, 9,303 supportive supervision visits were provided to 3,027 trained ASHAs and 79% of the infants who were undernourished at the age of 3 months improved by the time they reached the age of 12 months.

Implementing partners: NHM Odisha and NIPI.

Financial implications

One time cost per district was ₹45 lakh (training of 1400 worker). Recurring cost per year was ₹36.7 lakh (inclusive of printing and ASHA incentives @ ₹200 per infant)

Scalability

The model has the potential to be scaled up, given the universal availability of ASHA and ASHA facilitators in all high focus States.

Information dissemination to beneficiaries for Home Based Newborn Care (HBNC+)

REDUCING MATERNAL AND NEWBORN DEATHS THROUGH MOBILE APPLICATION IN UTTAR PRADESH

In a nutshell: Strengthening systematic supportive supervision of ASHAs to reduce maternal and newborn deaths.
Nodal agency: National Health Mission, Government of Uttar Pradesh

Uttar Pradesh has one of the highest Infant mortality rate (IMR) (64) and under 5 mortality rate (U5MR) (78) in India. One of the key interventions to reduce neonatal mortality is home based neonatal care (HBNC). They play an integral role in improving maternal and newborn health outcomes. An evaluation of the ASHA programme in Uttar Pradesh found incomplete training and limited supervision as the main barrier to improve ASHAs performance.

Reducing maternal and newborn deaths (ReMiND) project was implemented in response to poor health indicators in Uttar Pradesh (UP) and the unrealized potential of the ASHA. The goal of the project is to contribute to increased and sustainable improvements in maternal, newborn and child survival (MNCH) by increasing coverage of ASHA and the quality of counselling they provide.

ReMiND has some key intersecting components that work together to strengthen community-level systems around maternal and newborn health:

- The ASHA app: A phone based counselling job aid to support the ASHA to mobilize the beneficiary to access health services.

- The Sangini app: An app that helps the ASHA supervisor supervise and support the ASHA's work, according to a 10 indicator list.

- Meeting platforms: Existing meeting platforms are reworked to ensure they are an opportunity for problem solving, support and learning. There are meetings for ASHAs, Sanginis and one for Block Health Education Officers.

- A training program—to build interpersonal counselling skills and phone literacy.

Through the mobile app Pregnant women are registered and tracked through pregnancy, delivery and the postpartum period with continued tracking of newborns and young children through their second year of life. Once a birth is reported, SMS reminders repeatedly prompt the ASHA to conduct scheduled postpartum visits until that visit is recorded in the system. The system also alerts ASHA supervisors via SMS if ASHAs miss postpartum home visits.

Impact

- Increased beneficiary knowledge: After 2 years of ReMiND implementation there was an increase in knowledge of pregnancy danger signs (from an average of 1.60 to an average of 2.57), and delivery danger signs (from an average of 0.86 to an average of 1.22) with the greatest increase among women who were less educated (CRS 2014).

- Increased care-seeking: Women were 12 percent more likely to receive the recommended three antenatal care visits at midterm compared to baseline (CRS 2014).
- Increased quality of care: Women in the ReMiND catchment area received a greater average number of care components, including blood pressure checks (6.3 percent increase), ultrasound (8.6 percent increase), abdominal examinations (7.1 percent increase) and urine samples taken (9.3 percent increase) than in non-ReMiND comparison areas.[5]

Implementing partners

UP-NHM, Catholic Relief Services, Vatsalya, Dimagi Inc., Sarathi Development Foundation.

Financial implications

Cost effectiveness study by PGIMER, Chandigarh (2016) showed that the use of ReMiND application resulted in incremental cost saving of ₹6078 per DALY averted and ₹176,752 per death averted.

Scalability

The mobile application is already developed and can be scaled up to other States.

ASHA using mobile app to provide quality counselling to beneficiaries

[5] Prinja et al. 2016a

NUTRI-GARDEN INITIATIVE, RAJASTHAN

In a nutshell: Community nutrition gardens – promoting nutrition security and dietary diversity.

Nodal agency: Department of Women and Child Development in collaboration with MGNREGA and National Rural Livelihood Mission, Government of Rajasthan

An unbalanced diet and lack of food is directly linked to high rates of stunting, wasting, and death in children under five years of age. The Government of Rajasthan has been looking into multiple strategies and means to combat the critical problem of malnourishment amongst pregnant and lactating women and young children. It has implemented programmes for providing food security and ensuring access to adequate quantity of quality food. However, there is a need to look at multiple strategies to combat the issue of food security.

Community and nutrition garden is one such innovative approach that can gear the community towards attaining food security, enhancing dietary diversity by providing micronutrients through ready and constant supply of fruits and vegetables sufficient to meet a family's demand. In a bid to address the challenge of malnutrition among children and to make better use of the vacant space on the premises of Anganwadi centres (AWCs), the 'nutri-garden' program was launched on a pilot basis in the district of Shri Ganganagar.

Taking cue from the nutri-garden initiative at Sri Ganganagar, the Secretary DWCD took the decision of development of nutri-garden in the AWCs across the State of Rajasthan in convergence with MGNREGA and NRLM.

This is an innovative, cost effective and sustainable approach for promoting nutrition security, dietary diversity, fulfilling the additional nutritional requirements, and reducing malnutrition. Recently, the COVID-19 pandemic also posed a challenge for food to be readily available in remote areas of Rajasthan. The complete lockdown was a challenge that perpetuated already existing malnutrition in rural areas of Rajasthan.

Realizing the need of the hour the Secretary DWCD expedited the process of development of nutri-garden with the convergence with MGNREGA.

The collectors were notified about this initiative and urged to take forward the concept of nutri-garden in their respective area.

The program was scaled-up State-wise and it was decided that the kitchen gardens would have:
1. Trees like karonda, mehendi, lemons, oranges etc. which grazing animals generally don't consume, and will be used for line fencing.
2. Fruits – lemon, guava, banana, pomegranate, papaya, mango, amla etc.
3. Vegetables – Okra, gourd, tomato, chilly, radish, coriander, mint, onion, potato, pea, cucumber, spinach, fenugreek and other green leafy vegetables.

The concept and the entire process of developing nutri-gardens in the AWCs across the State of Rajasthan has been facilitated by UNICEF.

It is envisaged that successful nutri-garden project at AWCs would encourage the households to adopt the concept in their backyards to start cultivating nutritional varieties for domestic consumption that can include, spinach, potatoes, other green leafy vegetables. Anganwadi workers and beneficiaries would be trained for cultivation and on the significance of healthy food for undernourished children.

Impact

ICDS, a central government scheme, disbursed Rs 10,000 per nutri-garden and with the help of workers of MGNREGA (Mahatma Gandhi National Rural Employment Guarantee Act), these gardens were set up at anganwadi centres across the state to grow vegetables and fruits conducive to the local weather conditions. In Banswara district, 149 nutri-gardens were constructed in Anganwadi centres due to which 70% of 300 malnourished children registered in these centres were able to fight malnutrition.

Nutri-garden In Rajasthan

EFFECTIVE SCREENING OF PNEUMONIA AMONG CHILDREN IN PUNJAB

In a nutshell: Utilization of Multimodal Device (MMD) for screening pneumonia among children under SAANS initiative in Health & Wellness Centres (HWC)
Nodal agency: Department of Health & Family Welfare, National Health Mission and USAID Vriddhi, Government of Punjab

Childhood pneumonia continues to be the topmost infectious killer among under five children. As per current statistics, pneumonia mortality in children is 5.1 per 1000 live births and India is aiming to reduce pneumonia mortality in children by 3 per 1000 live births by 2025. In Punjab approximately 15–20% of child death occur due to respiratory causes every year. The government of India launched **social awareness and action to neutralize pneumonia successfully – SAANS** initiative to intensify action for reducing mortality due to childhood pneumonia.

The Department of Health & Family Welfare, along with USAID **Vriddhi** project conducted a pilot in SC-Shakoor, SC-Kamalwala in Punjab to understand the utilization and efficacy of multimodal pulse oximeter for the screening of pneumonia by the staff posted at HWCs.

Description of the model:

- The pilot, conducted from June 2019 to January 2021, bridges the knowledge and skills gaps by using multimodal device (pulse oximeter with a respiration rate counter) for pneumonia management at community level.

- The health staff faced challenges in counting the respiratory rate in children, which is a diagnosis of pneumonia in children as per Integrated Management of Neonatal and Childhood Illness.

- A training aligned to IMNCI was organized with focus on use of multimodal device.

- In Punjab, during the pilot, a total of 502 children were screened, out of which 138 (27%) children were diagnosed to have severe pneumonia. All these cases were managed as per IMNCI protocol and timely referred with first dose of antibiotic.

- Improved referral and rational use of antibiotics was seen (as per data)

- Based on the success of this pilot intervention, the State decided to scale up this model in all HWCS throughout the State HWCs.

- The State procured 660 multimodal pulse oximeters to screen children under five for pneumonia.

- **Vriddhi** project provided technical support to the State in conducting training based on IMNCI to master trainers.

- **Vriddhi** project also conducted E-IMNCI (Integrated Management of Neonatal and Childhood Illnesses) due to COVID-19 protocols and supported the master trainers in

conducting training on E-IMNCI as well as in handling the multimodal device. This was helpful to measure the respiratory rate as well oxygen saturation of children below 5 years.

- The training aimed to intensify the screening of pneumonia via multimodal pulse oximeter and implementation of the SAANS programme across the State.

- The State provided these devices to all CHCs, selected PHCs, and HWCs.

- Vriddhi project also supported in developing a standard format for record keeping and monthly report formats as per GoI requirement. Report from each center were to be submitted to the State before the 5th day of the following month.

- A multimodal pulse oximeter cannot be repaired at the local level. Hence, districts were requested to share the non-functional devices with the State, and these were replaced.

- The pilot study showed, that the device is robust and did not require any repair and the battery life was also found to be very long - usually more than 1 year.

- Vriddhi project supported the information, education and communication (IEC) cell to develop IEC materials including posters, training guide, registers, and reporting formats for HWCs.

- A WhatsApp group between providers, programme managers and project staff was created to interact and solve any issues with device, patient diagnosis and addressing queries instantly. The district has been sharing pictures and reports in this group. Participants are also encouraged to ask technical and operational questions in this regard.

- All the district nodal officers (DIOs) were instructed to share the monthly reports with MCH division every month.

Highlights:

- No extra staff were used /recruited. It helped existing staff by providing them more time for clinical care and establishing trust with patients.

- Existing staff of HWCs were trained for managing children with respiratory problems as per SAANS guidelines.

- Technical module, IEC material, reporting, and recording mechanism were established.

- Reporting of SAANS implementation is minimal, monthly reports can be prepared in 10 minutes.

Outcome

- In this pilot study , Community Health Officers (CHOs) at HWC centers (19) were provided with Multi-modal Pulse Oximeter and trained on IMNCI package. In Punjab it was done in sites of Aspirational District (Ferozepur) Punjab. It has been into action since April 2019.

- A total number of 502 children (with fever and cough) were screened with the help of Multi-modal Pulse Oximeter.

- 27% of them were found positive for Pneumonia out of which 6 had severe pneumonia.
- With the help of IMNCI Training and multimodal device 96% of screened children received the correct diagnosis and 95% received the correct treatment.

Multimodal Pulse Oximeter launch by the Punjab State Officials

SAANS Training by MO Pediatrics to Staff Nurse, ANM, ASHA at District SBS Nagar

Newborn screening using Multimodal Pulse Oximeter

ACUTE MALNUTRITION MANAGEMENT ACTION (AMMA) PROGRAM INITIATIVE

In a nutshell: Acute Malnutrition Management Action (AMMA), is a community-based programme for management of acute malnutrition.
Nodal agency: Department of Women & Child Development, Government of Rajasthan in collaboration with medical and health department of Dungarpur district.

The AMMA program was executed from July 2020 to January 2021 in 212 AWCs of seven ICDS sectors of Dungarpur block of district Dungarpur, Rajasthan. In this program children in the age group of 6 - 59 months were screened, identified, treated and follow-up was conducted on MCHN days at AWC level and energy dense nutrition supplement (EDNS) packets were provided to the children enrolled as SAM but without medical complication, as per the guidelines of AMMA program. This program was implemented by ICDS in collaboration with the medical and health department of Dungarpur district.

The pilot was conducted in 4 phases during implementation:

1. **Screening** of children under 5 years of age (U5) by ASHAs through Mid Upper Arm Circumference method– conducted in the month of June - July 2020.

2. **Identification and enrolment** of screened children by anthropometric measurement (MUAC, Weight, Height/Length) at AWCs by ASHA & AWW, along with health check-up conducted by ANM for medical complications and appetite test at MCHN session sites conducted in the month of July 2020.

3. **Treatment** for two months using EDNS packets based on the child's weight, monthly anthropometric measurement at MCHN session sites, and weekly home visits by ASHA/AWW – conducted in the months of August and September 2020.

4. **Follow-up** for four months without EDNS, home visits and monthly anthropometric measurement conducted from October 2020 to January 2021.

The Regional Centre of Excellence (RCoE) team with support from Integrated Child Development Services (ICDS) Directorate and UNICEF provided online training to all female supervisors and NNM staff of Dungarpur block, developed data collection and reporting formats and coordinated with ICDS Dungarpur for the implementation of the pilot.

Based on final data reported in Google sheets 13,023 children were screened by ASHAs in the entire Dungarpur block of which 443 (3.4%) children with SAM were identified without any medical complication and enrolled in the AMMA program.

Outcome:

• 88.6% children in the 6 - 59 months age group were screened by ASHAs in seven sectors of Dungarpur block and 3.6% of screened children were enrolled in the program after

conducting anthropometric measurement (Weight, Height/Length and MUAC). Enrolment ratio is very low as compared to NFHS-4 (2015-16) data in which 16.1% of severely wasted children were there in district Dungarpur.

- Higher number of girls (56%) were enrolled in the program than boys (44%), signifying a higher prevalence of wasting among girls in the area. Also, Dungarpur is a tribal majority district with highest sex ratio (994) in Rajasthan (Census 2011).

- Highest SAM prevalence recorded in Thana sector with 5% enrolment, and lowest in Dungarpur and Metali sectors with 2.9% each.

- More than 87% children recovered during the treatment phase and very few <3% defaulted from the program. Recovery rate shows that the program was implemented effectively. Highest number of children (90%) recovered in Thana and Kheda sectors whereas lowest (84%) children recovered in Gada Marrya sector.

- No child death was reported among enrolled children during the treatment and follow up period.

- 100% recovered discharged children attended first follow-up, whereas 95% attended fourth follow-up. Follow-up percentage reduced gradually till third follow-up then after intervention from RCOE team follow-up percentage increased in fourth follow-up.

- 100% of recovered discharged children maintained their malnutrition status in normal range (Green zone). Till fourth follow-up 88% children maintained their malnutrition status in normal range (Green zone).

Growth monitoring at Anganwadi centre

MERA BACCHA ABHIYAN: AN INITIATIVE TO FIGHT MALNUTRITION THROUGH PUBLIC PARTICIPATION (MADHYA PRADESH)

In a nutshell: An initiative where government officials, NGOs and members of public can 'adopt' a malnourished child as their own, to ensure the child's speedy and time bound recovery in the district of Datia, Bundelkhand in Madhya Pradesh.
Nodal agency: District administration, Datia

Datia district in Bundelkhand, where malnutrition is an inherent issue and has historically affected the growth and development of children, ultimately affecting the development of the region.

Following intensive brainstorming, the idea of having officials and other capable influencers utilize their personal capacity to adopt a malnourished child as their own 'Mera Baccha' to ensure the child's speedy and time bound recovery was developed. To enable planned execution of this idea, an initiative 'Mera Baccha Abhiyan' was started in Datia district under Poshan Abhiyan as an approach based initiative in which a capable person ensures the speedy recovery of the adopted malnourished (SAM or MAM) child by establishing an emotional connect with the child and the child's family.

The execution of the initiative began with detailed discussions in the DCG followed by preparation of a list of potential adopters. Thereafter, the identified potential adopters were invited for orientation. Following the orientation, an awareness campaign was undertaken to inform other stakeholders such as public, PRIs, doctors etc. about 'Mera Baccha Abhiyan' and to further motivate them to take part in the initiative.

The adopters must maintain regular contact through weekly telephonic conversations and by visiting the child once in fifteen days. The adopters address the capacity gap by counselling the parents of the child and providing required support such as medical, nutritional as well as through knowledge sharing. The adopter is required to maintain the progress of the child using charts in the file of the child through regular follow-ups and update the file regularly.

To reach the target of exclusive breast feeding of infants up to six months of age, 100% exclusive breast-feeding program was also launched in hospitals. This is to ensure 100% breast feeding of the child within one hour of the birth and exclusive breastfeeding till six months after the birth.

Suposhan Mela, the first such activity, was organized once in three months in every block of the district. The adopters bring the child to the mela, where the health check-up of the child is conducted by paediatricians and a diet plan is prepared by a nutritionist. Suposhan & Swachhta kits are also provided.

Furthermore, strengthening of AWCs of the district was taken up through improvements in its infrastructure through public participation. Poshan Matka Karyakram has also been initiated in which a handful of grains were brought by women of AWCs each day and these grains are then cooked on Saturday for balbhoj. This increased the attendance of children in AWC and improved the regularity of women in AWC.

Poshan clubs were also established to provide training to the AWWs and counselling to the parents. The clubs are conceived as a one-stop centre to provide resources to the child under Mera Baccha Abhiyan. To further deepen community involvement local Bhajan Kirtan Mandli were used as community mobilizers to spread the message regarding the necessity to fight malnutrition through folk songs and to bring social change by generating awareness about nutrition. School teachers were also used as Poshan Gurus to generate awareness about nutrition among children of the school and among the people of the respective local area.

Convergence of various departments and their schemes such as PHE department for Jal Jeewan Mission, health department for health check-up of child, food and civil supplies for the availability of food grains to children, education department for awareness, ST welfare department for reducing malnutrition among Sahariya tribe ensures that the child receives all the necessary care to combat malnutrition among the tribals.

Outcome

A remarkable reduction of 17.5% in malnutrition rate has been achieved in NFHS-V data. As a result, current malnutrition rate stands at 4.99%, which is very low in comparison to the State average. Datia district has not only reduced stunting and wasting cases but has also seen improvement in other parameters such as increment in rate of immunization from 53.2% (NFHS-IV) to 79.6% (NFHS-V), reduction in diarrhoea from 12.9% (NFHS-IV) to 5.7% (NFHS-V), increase in breast feeding from 32% to 56.4% (as per recent NFHS-V data). In fact, Datia has achieved 100% breast feeding through Mera Baccha Abhiyan.

Poster for Mera Bachha Abhiyan, Datia

Poshan Club in action as part of Mera Bachha Abhiyan

MISSION INDRADHANUSH (ARUNACHAL PRADESH)

In a nutshell: To ensure full immunization with all available vaccines for children up to two years of age and pregnant women.
Nodal agency: Health & Family Welfare Department, Government of Arunachal Pradesh with the support of the WCD Department

Mission Indradhanush was launched by the Hon'ble Prime Minister of India to bring all left out and dropped out children up to two years, along with left out and dropped out pregnant women under the ambit of immunization, with the aim to increase full immunization coverage. Launched all over the country and implemented in the East Siang district of Arunachal Pradesh from April 2017 to December 2018, the flagship project is funded by the National Health Mission.

Parents are provided an incentive of ₹1000 per infant for getting their children immunized before their first birthday under the State sponsored scheme - incentivization of full immunization. Tribal immunization, a State sponsored scheme has also been launched to involve NGOs, CBOs and public leaders to increase immunization within the tribal population.

Impact

The East Siang district attained full immunization coverage of 85.3% as per the comprehensive evaluation survey report conducted in 2018–19. The increase in full immunization coverage was 32% more than the previous year.

Challenges

Floating/migratory population: Labourers from different States flock in during the cultivation season and leave by the end of the season. Labourers also come in search of jobs in the urban areas and leave after completion of the task.

Awards and recognition

Deputy Commissioner, East Siang was awarded the Prime Minister's Award for Excellence in Public Administration, 2019 in April 2022 in New Delhi.

Scale-up

For proper routine immunization of the target population, a micro plan has been prepared and is in place. It covers all areas, including high risk areas and hard to reach areas to further sustain and improve coverage.

Implementation of Mission Indradhanush in Arunachal Pradesh

MISSION SANJEEVANI, RAJGARH (MADHYA PRADESH)

In a nutshell: To build a malnourishment free Rajgarh district, by taking children out of severe acute malnourishment grade to normal weight grade. Further, improving the nutritional and health status of children in the age group of 0-6 years, laying the foundation for proper psychological, physical and social development of the child.

Nodal agency: District administration, Rajgarh

The NFHS-4 figures showed that that malnutrition in the Rajgarh district was a major cause of backwardness of the district. This set off the initiative, Mission Sanjeevani, with the aim of eliminating malnutrition.

The main objective of the mission was to take children out of the vicious circle of malnutrition and make the district free from malnourishment.

The following steps were taken to ensure the successful implementation of the mission

- Preparing the action plan and providing training: Training of nominated master trainers of all the projects was organized at the district level. A one-day Mission Sanjeevani training of Anganwadi workers and helpers was also organized in all 10 integrated child development projects.
- A child categorized as malnourished is 'adopted' by government officials and dignitaries. The children thus adopted by Sanjeevani parents and provided with personal attention and financial support for the next 3 months.
- To overcome malnourishment, the children were provided four meals a day. While breakfast and lunch were provided by SHGs based on a pre-decided menu, provision was made for providing two additional meals to complete their nutritional requirements. the third meal is made from jaggery, groundnut, gram, murmura and oil seeds, while the fourth meal is in the form of a nutritious "halwa".
- Massage using ayurvedic oil and ensuing intake of milk and fruits on daily basis.
- Providing 1ml Iron syrup to the children in the age group of 6 months to 6 years on certain days of the week, to ensure complete nutrition. Full immunization of the identified malnourished child was also ensured.
- Monitoring of weight and grade change by departmental officials through Sanjeevani card.

Impact

- Positive results of working according to the action plan laid out under Mission Sanjivani have been documented. In December 2017, under the mission, a total of 2,748 severely malnourished children and 26,489 moderately malnourished children were included.
- These numbers reduced from 2,748 severely malnourished children to 1,526 and from 26,489 moderately malnourished children to 10,013 children within 8 months of implementation

Challenges

- Parents often move to other States in search of employment and for agriculture, often taking their children with them. As a result, the malnourished children are unable to benefit from the mission.
- The packet of nutritious food that was provided by the department for the consumption of the malnourished children and for their mothers was often shared among all the members of the family, thus leaving the child with little to no nutritional intake.
- Parents had to be convinced to send their wards to the Anganwadi centres 3-4 times a day for receiving the benefits of the mission.

Nutritious meal provided to a child under Mission Sanjivani

IMPROVING TELE-MEDICINE SERVICE IN KHUNTI

In a nutshell: eSanjeevani OPD, a model telemedicine to provide better access to health consultation services, free of cost, to every individual without any boundaries.

Nodal agency: District administration Khunti, Government of Jharkhand, in collaboration with TRI.

eSanjeevani OPD was implemented in Jharkhand as a model in telemedicine, to provide better access of health consultation services, free of cost to every individual without any boundaries. The eSanjeevani OPD model provides for direct interaction between doctors and patients. It was aimed at ensuring healthcare services for long distance and hard to reach patients with continuum of care.

The initiatives undertaken by Health System Transformation Fellows (HSTFs) -Khunti to ensure greater efficiency were:

1. Conducting a situational analysis to understand the current challenges in the utilization of the system. Visiting ground zero and conduct stakeholder analysis and estimate the requirements at State, district, block and community level, in coordination with all the stakeholders.

2. Engaging both State and non-State actors in an integrated response to prevent duplication of activities and over supply of services.

3. Conducting training of trainers (ToT) at district level – Medical officers, STTs, BTTs, and CHO. A total of 85 healthcare workers were trained successfully.

4. Monitoring the implementation with officials at district, block level and community training – CHOs, ANMs, Sahiya, Sahiya Sathis etc.

5. Ensure apt outreach and availability of IEC materials by working with community stakeholders for effective outreach and awareness.

6. Regular knowledge assessment of front-line healthcare workers, to understand the knowledge retention, and preparation of capacity building plan.

7. Monitoring and supportive supervision at district and community level with officials to ensure continuous improvement in utilization.

8. Facilitate review meetings with data point of targets vs achievement and laying out the future workplan.
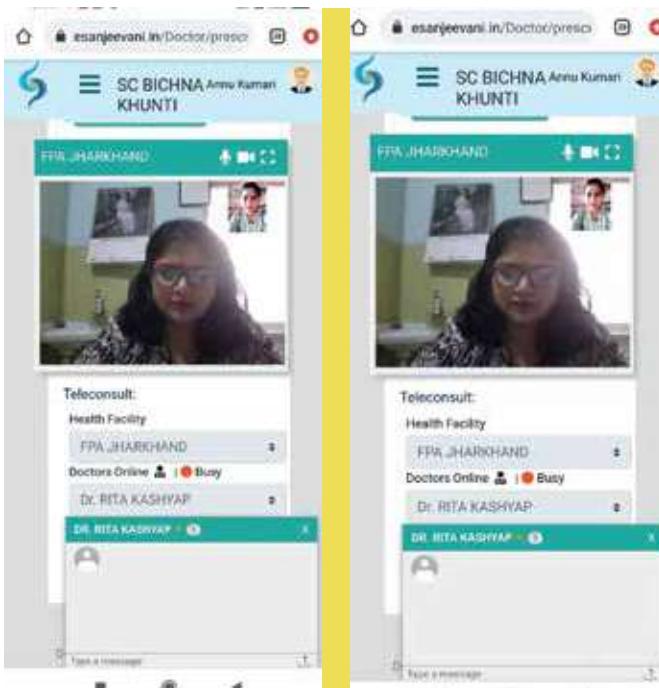
Impact

The implementation of eSanjeevani enabled timely, affordable as well as quality healthcare treatment without having to travel long distances from villages resulting in saving of time and money.

Challenges:

Although the project has been successful, there have been challenges during implementation:

1. The health workers were involved in multiple work: tele-consultation, vaccination and routine health work and reporting.
2. Availability of doctors was a concern in the initial phase of the project duration, which is improving now due to few initiatives at State and district level.
3. Multiple teleconsultation activities by non-State players running at parallel.
4. Network and other technical challenges keep popping and need immediate attention to keep the momentum going.

Doctors interacting with patients at HWC Bichana, Murhu Block, Khunti

eSanjeevani telecommunication at HWC Torpa, Torpa Block, Khunti

VIII

FINANCIAL INCLUSION

FINANCIAL INCLUSION FOR STREET VENDORS UNDER PM SVANIDHI

In a nutshell: Providing working capital loans to urban street vendors affected by COVID-19 pandemic, and other benefits to their family members.
Nodal agency: Ministry of Housing and Urban Affairs

Street vendors have been among the most affected population due to the COVID-19-induced lockdowns. Launched in June 2020, the PM SVANidhi scheme aims at financially empowering street vendors impacted by the pandemic and at providing a safety net to their families against insecurities of livelihoods. The PM SVANidhi not only aims at facilitating availability of working capital loans but also at subsidising repayment, promoting digital inclusion among street vendors, and bringing about allied benefits to the street vendors' family members.

Urban street vendors are eligible to avail a one-year tenured working capital loan of up to ₹10,000. On timely or early repayment, vendors will be eligible for loans up to ₹20,000 and ₹50,000 during the second and third tranches.

The following components of the scheme make it a good model on financial inclusion:

1. The scheme incentivizes digital transactions through a cashback program. The transaction trail so created will build the credit score of vendors, thereby furthering their financial inclusion.

2. SVANidhi se Samriddhi programme was launched as a component of PM SVANidhi scheme. Socio-economic profiling of beneficiaries and their families is conducted to link them to select 8 Government of India schemes. Currently, the initiative has been launched across 127 urban local bodies (ULBs) across the country.

3. An integrated technology platform enabling paperless implementation of the scheme has been developed. The platform supports real time analytics, information access, knowledge sharing and coordination between the various stakeholders.

4. Swadisht Vyanjan Ki Adhunik Dukaan (SVAD) is an agreement between MoHUA and online food delivery platforms such as Zomato and Swiggy to increase the delivery footprint of street vendors. The e-commerce companies help street food vendors with menus digitisation, FSSAI training, licensing, PAN card application and so on.

5. Main Bhi Digital campaign, through which vendors are on-boarded and trained to become digitally active.

6. To ensure that maximum number of unregistered street vendors are legally recognized and supported through the scheme, ULBs were instructed to issue a letter of recommendation to the street vendors for them to obtain the certificate of vending.

7. To on-board banks and lending institutions into the scheme and encourage them to lend to street vendors in large numbers, they're provided an attractive credit guarantee.

Impact

PM SVANidhi is a first of its kind micro-lending scheme at such a large scale, targeting the welfare of street vendors. In the 19 months since its launch, 26.4 lakh street vendors across India have availed benefits, with the disbursed loans amounting to about ₹2660 crores in the first tranche. Apart from this more than 24 lakh street vendors have been on-boarded digitally.

Currently about 180 lending institutions are taking part in implementation of the scheme.

Type of bank/ lending institution	Number of such banks/ lending institutions
Public sector bank	12
Regional rural bank	43
District co-operative bank	39
State co-operative bank	27
Private sector bank	21
Micro finance institutions	16
Urban co-operative bank	14
Small finance bank	7
NBFC	1

Under the SVANidhi Se Samriddhi component, 7.45 lakh PM SVANidhi beneficiaries were profiled, with 13.5 lakh number of scheme sanctions facilitated.

Schemes	Sanctioned
PM Suraksha Bima Yojana (PMSBY)	5,69,014
PM Jeevan Jyoti Bima Yojana (PMJJBY)	3,74,883
PM Shram Yogi Maandhan Yojana (PMSYMY)	1,41,997
One Nation One Ration Card (ONORC)	1,87,078
PM Jan Dhan Yojana (PMJDY)	68,994
Registration under BoCW	9,382
Janani Suraksha Yojana (JSY)	2,237
PM Matru Vandana Yojana (PMMVY)	187
Total	13,53,772

Finally, under the SVAD component, around 8500 street vendors were on-boarded, with sales reaching ₹4.9 crores

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Business News › Industry › Banking/Finance › Banking › Public sector banks sanction 95% of total loans under PM SVANidhi scheme

Public sector banks sanction 95% of total loans under PM SVANidhi scheme

PTI · Last Updated: Jun 03, 2021, 08:24 PM IST

Synopsis

Under the scheme, collateral-free working capital loans of up to Rs 10,000 of one-year tenure is being provided. The scheme aims at financing approximately 50 lakh street vendors, to resume their businesses.

Advertisement

Benefits of PM SVANidhi Scheme

PROJECT UDDYAM – ENHANCING THE INCOME OF THE TRIBAL HOUSEHOLDS IN TALASARI (MAHARASHTRA)

In a nutshell: The overarching goal of the project was to educate tribal households of Talaseri block to livelihood interventions for enhancing their income, ensuring human development and improved access to benefits and programmes of the Government. The project also focused on micro-level achievement of SDGs 1, 5 and 8 through various activities.

Nodal agency: Government (district administration of Palghar and UMED – Maharashtra State Rural Livelihoods Mission), Private sector (Larsen and Toubro Public Charitable Trust), UNDP

Project Uddyam was initiated for the years 2018-2021 in Talaseri block in Palghar district of Maharashtra with the aim of transforming it into a model block. The project's approach for integrated local economic development of the block focussed on three main components – livelihood enhancement (agriculture and allied activities), convergence (access to entitlements), and promotion of Warli art.

The project formed farmer producer groups, provided agri-extension services on crop advisory to farmers and established demo farms. The project also established procurement centers to enable aggregation of farmer produce and market linkage with big buyers. Digital advisories were issued to farmers through creation of a WhatsApp group (audio messages, pdf documents) during the COVID-19 pandemic. SoPs for focus crops (paddy, chilli, mango) have also been developed by the project.

An innovative component under the project was the creation of a cadre of local women managers who can serve as managers for local collectives and provide day-to-day managerial services to them.

Under this, selected women from UMED's community cadre were trained on an Enterprise Leadership Development Programme, the curriculum of which was developed jointly with, and certified by IRMA (Institute of Rural Management). With their newly acquired leadership and management skills, they will be able to ensure that the local farmer producer groups, procurement centers and collectives remain functional. They will also be critical in terms of backward and forward linkages for the producer groups as well as in post-harvest handling of the produce for cleaning, grading, aggregation and lot creation at village level procurement centers.

Uddyam also worked with Warli artisans, organizing them into producer groups, training them on Warli art-related product design and development, creation of a brand "WARLI SHAILI" to promote Warli products, as well as linking the artisans to institutional buyers.
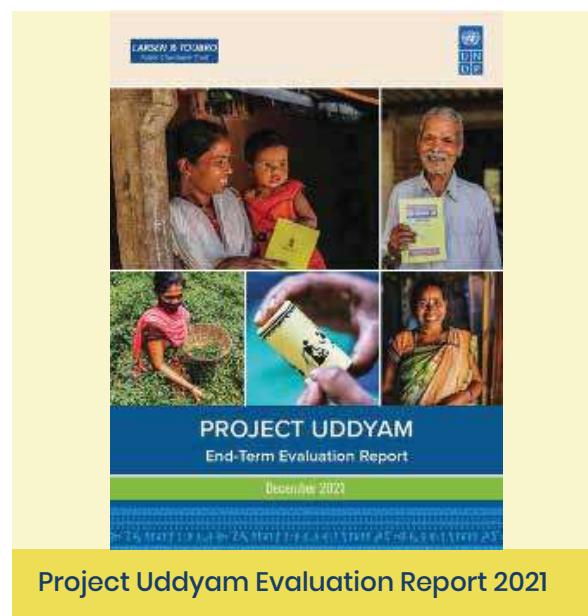
Convergence or social protection was a very important component under the project. Under this, households were informed of government schemes and entitlements through awareness sessions and were then supported to apply for these schemes. The project also supported the households to get the schemes and entitlements sanctioned by following-up with relevant government departments. Moreover, the project helped the community to access block and district level funds for livelihood development by submitting proposals and following-up for their sanction. A cadre of local community professionals were trained on helping the community access these schemes and entitlements. A compendium of schemes and entitlements applicable to the community in Talaseri was also developed under the project to serve as a ready reference to the community professionals to aid access.

Impact

- Agri-extension services provided to 10,554 farmers and 386 demo farms established. 1,315 farmers linked to 20 procurement centers made functional by the project; farmers organized into 56 producer groups. 300+ tonnes of agricultural commodities sold with revenue of INR 93 lakhs.

- 100 community cadres of UMED provided Enterprise Leadership Development Training on enhancing agri-managerial capacity certified by IRMA

- 20 Warli producer groups have been formed with 200 artisans. 40 types of products were developed in various materials such as terracotta, fabric, glass, wood etc. Artisans were linked with 14 institutional buyers' and a revenue of 15.26 lakhs generated. "AADIM KALAKRUTI" brand was created to promote Warli products, including through social media.

- 25,048 households have been informed about government schemes and entitlements and 13,728 individuals have benefitted from the initiative.

Scale-up

UNDP is scaling up this approach of building managerial capacity among rural women for producer collectives in its own projects and advocating with State and central government to adopt this innovative approach by sharing curriculum and project impact reports.

Project Uddyam Evaluation Report 2021

IX

ENERGY CONSERVATION

TELANGANA STATE ENERGY CONSERVATION BUILDING CODE (ECBC) FOR COMMERCIAL BUILDINGS

In a nutshell: Effective implementation of the Energy Conservation Building Code (ECBC) of the Ministry of Power by the State government of Telangana
Nodal agency: Government of Telangana

The building sector represents about 33% of electricity consumption in India, with commercial sector and residential sector accounting for 8% and 25% respectively. Two thirds of India's total building stock that will exist by 2030 is yet to be built. In this context, the Energy Conservation Building Code (ECBC) provides minimum requirements for energy efficient design and construction of buildings and their systems. It is estimated that ECBC compliant buildings can use 40% to 60% less energy than conventional buildings. The ongoing successful implementation of ECBC in the State of Telangana is the focus of this article.

For effective implementation of the mandatory provisions of the ECBC, the Government of Telangana has constituted the ECBC technical committee consisting of representatives from the relevant government departments and the academia.

The technical committee has developed a third-party assessor model, under which the applicant can obtain ECBC compliance certificate from the empaneled third-party assessors (TPAs). In Telangana, around 38 ECBC TPAs have been empaneled. The ECBC implementation is made mandatory through the online development permission management system (DPMS). The mechanism was first started with Greater Hyderabad Municipal Corporation's DPMS and later it was extended to all the urban local bodies. Presently in Telangana, no commercial building shall be constructed without ECBC compliance.

In Telangana, the following steps are followed by real estate developer/owner/builder for ECBC compliance as per the compliance framework:

1. Real estate developer/ owner/ builder shall submit building design with the support of any Architect to licensed ECBC third party assessor.

2. The TPA will verify the submitted designs and recommend necessary measures for ECBC compliance and certify the design along with simulation report.

3. The real estate developer/owner/builder submits the modified designs along with certificate issued by TPA.

4. Urban local body gives the permission for construction.

5. During the construction phase of the building ULB may do random inspections.

6. Before occupancy Certificate, real estate developer/owner/builder submits the data (materials used, certificates etc.) to TPA for physical inspection. The TPA after inspection issues ECBC compliance verification certificate mentioning building construction is as per ECBC compliance.

7. Real estate developer/owner/builder will submit the same to ULB for occupancy certificate.

8. Urban local body issues occupancy certificate after inspecting the ECBC compliance certificate.
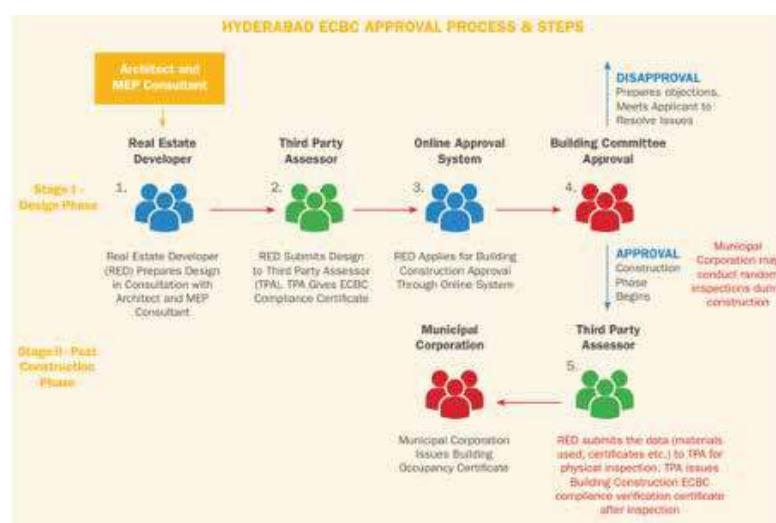
> Telangana State Renewable Energy Development Corporation Limited (TSREDCO) is supporting ULBs through the ECBC cell in smooth implementation of ECBC in the entire State. Further, the mandatory provisions of ECBC are incorporated in the Telangana Municipalities Act, 2019. This makes Telangana the first State in India to do so.

Impact

Under the initiative, around 430 commercial buildings have been certified as ECBC compliant. They have a cumulative built-up area of 13.12 Lakh square meters, and it is estimated to have saved energy of 336 MkWh per annum. This initiative also received the National Energy Conservation Award, 2020 from Bureau of Energy Efficiency, Ministry of Power.

Way forward

The latest ECBC version for the commercial buildings shall be implemented. Along with it, adoption and implementation of Eco-Nivas Samhita Code (ECBC – R) for residential buildings across the State is being planned.

Flowchart showing the process of approval for ECDC[6]

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[6]TSREDCO - Telangana State Renewable Energy Development Corporation Ltd.,

ETHANOL – A SUCCESS STORY

In a nutshell: Ethanol, produced from sugarcane, has multiple benefits to indian economy. It can be blended with petrol for a cleaner and more sustainable fuel, helps to reduce import bills and is an investment opportunity.

Nodal agency: Department of Food and Public Distribution, Government of India

India has been producing excess sugar than the requirement for domestic consumption, since the last 4 – 5 years. This excess production adversely affects the liquidity position of sugar mills and consequently affects the timely payment of cane price to the farmers. To overcome the problem, the Government of India introduced several measures from time to time. However, to find a long term and permanent solution to the problem of excess production of sugar, it was found necessary to divert sugarcane for the purposes other than the production of sugar. Therefore, production of ethanol for blending in petrol was initiated.

Ethanol is agro-based product, mainly produced from a byproduct of sugar industry, caled molasses. It has the potential to not only address th problem of excess sugarcane/sugar, but its use in petrol has several other benefits like, improvement in air quality, reduction in oil import bills, new investment opportunities etc.

Around 5 crore people and around 5 lakh workers would benefit directly through this intervention. To monitor the upcoming ethanol projects and ethanol production capacities, a separate portal as well as a dashboard has been launched, which tracks the progress of each ethanol project on a real-time basis.

Features of the dashboard

- Monitors overall progress.
- Ascertain expected date of commissioning of the project and expected ethanol production.
- Generate various reports pertaining to ethanol supply, production capacity of States, etc.
- Monitors sugar sector.
- Data analysis can help take decisions on upcoming distilleries and their production capacities to reduce the cost of transportation.

Recently, the Government of India decided to achieve 20% blending by 2025 itself, a target earlier scheduled to be achieved by 2030. Also, to promote investment opportunities in this sector, the Department of Food and Public Distribution (DoFPD) has launched a scheme for extending financial assistance to project proponents for enhancement of ethanol production capacities or to setup new distilleries for producing 1G ethanol. The DoFPD is also facilitating creation of an ecosystem wherein the sugar mills/distilleries can easily get loans, permissions etc. from various authorities.
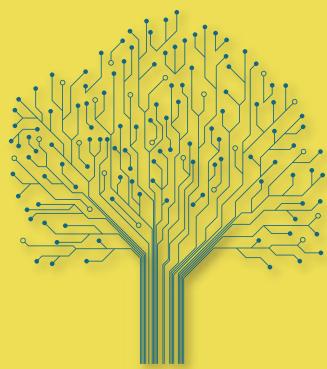
Impact of ethanol blending

- Reduce the dependency of the country on imported fossil fuel.
- Improve the viability and liquidity of the sugar industry in the country.

Impact on India's economy

- Promote ethanol as a fuel that is indigenous, non-polluting and virtually inexhaustible.
- Improve the environment and the ecosystem.
- Huge investment opportunity, which could create employment opportunities in the country.
- Save foreign exchange on account of crude oil import bills and would help in achieving the goal of Atma Nirbhar Bharat in the petroleum sector.

X

E-GOVERNANCE AND DIGITIZATION

PORTABILITY OF RATION CARDS
'ONE NATION ONE RATION CARD'

In a nutshell: Migrants and poor people who often relocate from one place to another are now able to receive their ration from Fair Price Shop (FPS), as a result of the One Nation One Ration Card programme of the Govenment of India.

Nodal Agency: Department of Food and Public Distribution, Government of India

Access to food throughout the year is a basic necessity of people, and food insecurity can have devastating impacts on human survival, health and ability to engage in productive work. The Government of India runs one of the largest food security programs in the world through a Public Distribution System (PDS) that guarantees access to food grain to over 80 crore people (almost two-third of the country's population as per Census 2011) as a legal right under National Food Security Act (NFSA), 2013.

Since ration cards were tagged to nearby Fair Price Shops (FPS), and card holders were allowed to take the subsidized food grains from only the tagged FPS, the delivery of the food subsidy throughout the year to the vulnerable migrant beneficiaries remained a major challenge. As many ration card holders often moved from one place to another in search of better job opportunities, temporary employment, etc. they lost access to the food grains distributed through PDS.

It was difficult for the migrant beneficiaries to locate a nearby FPS and check their Aadhar seeding status. Beneficiaries also faced issues relating to lack of transparency about their transaction history and were often unable to verify their entitlement details.

The One Nation One Ration Card (ONORC) facility in the PDS, which is a part of the Prime Minister's technology-driven system reforms under the 'AtmaNirbhar Bharat Abhiyaan' empowers all beneficiaries under the NFSA to seamlessly obtain their food grains from any FPS of their choice in the country by using the same ration card with biometric authentication through electronic point of sale (e-PoS) device. In this scheme, migrant NFSA beneficiaries may walk into the nearby e-PoS enabled FPS anywhere in India and simply quote existing ration card or Aadhaar number for availing highly subsidized/free of cost food grain entitlements after biometric authentication.

Implementation of micro level data-driven technological intervention in the form of ONORC system ensures availability of ration to beneficiaries under the NFSA and other welfare schemes, especially to the migrant workers and their families, at any FPS across the country.

Mera Ration App

As mobile phones and internet access became more widely available in India's remote areas, the Mera Ration App was developed to assist the country's ONORC system.

Features of Mera Ration App:

- The app facilitates access to numerous ONORC related services for NFSA beneficiaries, including migrant workers, FPS dealers, and other key stakeholders.

- The FPS are geo-tagged, allowing beneficiaries to use the mobile app to find and locate the nearest FPS.

- The application is also linked to the Integrated Management of PDS (IMPDS) portal, allowing beneficiaries to view information such as food grain entitlement, transaction history etc.

- The app facilitates to know the status of Aadhar seeding in ration card which makes it a single window information system for the beneficiaries.

- Mera Ration app provides services in 12 regional languages to serve a broad number of recipients in their own language.

- Beneficiaries and FPS dealers can also submit recommendations or feedback using the application. The real time feedback system of the application nudges the FPS dealers to improve their service quality to the satisfaction of poor and vulnerable beneficiaries.

Impact of the scheme

- Facility to choose the FPS as per convenience – This technology-driven reform enables the migrant beneficiaries to get their entitled quota of food grains from any e-PoS enabled FPS of their choice anywhere in the country.

- Transparency – Beneficiaries can now obtain information such as transaction history and food grain entitlement by entering their ration card details on the application.

- Seamless delivery of food grains – At present a total of 34 States and UTs have been seamlessly integrated under a single national portability cluster, covering nearly 75 crore beneficiaries (almost 94.3% NFSA population). Around 2.2 crore monthly portability transactions (including inter–State and intra-State transactions), and 'Pradhan Mantri Garib Kalyan Anna Yojana (PMGKAY)' transactions are being consistently recorded under ONORC plan.

- Ensuring food security – The facility proved to be a lifesaver for millions of migrant NFSA beneficiaries who were either working, living or got stranded in their location of work during theCOVID–19 pandemic.

- Empowering the end beneficiary – Besides supporting migrant beneficiaries, ONORC plan has also served as a game changer by empowering poor and vulnerable beneficiaries with the option to choose any other FPS of their choice. The power to

choose any FPS proves extremely helpful as the beneficiaries do not have to tolerate the FPS with bad service, irregularities in providing right quantity, erratic working timings, etc. This infuses a sense of healthy competition among FPS dealers and thereby nudging them to improve service quality to the satisfaction of poor and vulnerable beneficiaries.

Testimonies from beneficiaries of ONORC

FARMER REGISTRATION AND UNIFIED BENEFICIARY INFORMATION SYSTEM

In a nutshell: Farmer registration and unified beneficiary information system (FRUITS) is a database of farmers across Karnataka. This new-age IT platform is facilitating faster and targeted delivery of agriculture related services to the farmers.
Nodal Agency: Government of Karnataka

FRUITS negates the limitations of manual and isolated IT systems by facilitating farmers registration based on Aadhaar. The database is being used across farm related departments of the State government of Karnataka. The FRUITS database acts as a one stop destination for accessing, among others, the following details of the farmers:

- Personal details including age, gender, address, caste etc.

- Land ownership details including survey numbers, acreage, land type etc. Land coordinates are plotted on a GIS portal.

- Details of benefits availed by a farmer under various schemes.

- Details of the crops grown in the land plots season by season.

- Soil health test reports for land parcels, including fertilizer recommendation.

- Crop insurance details.

- Location specific weather forecast for each land plot.

Apart from self-registration, registration through common services centers and NGOs, the data of farmers is obtained, among others, from the following portals:

- UIDAI (Aadhar)

- NPCI (Aadhaar seeding with bank account, payment status after DBT)

- BHOOMI (Land records)

- Soil Health Card database

- Crop survey data

- Atalji Janasnehi Kendra (Caste certificates)

- Kutumba (Family details)

- Karnataka State Natural Disaster Monitoring Center (Weather forecast for next 72 hours)

    Karnataka State Remote Sensing Applications Centre (Geospatial data)

FRUITS has broken new ground, and is being used for the following:

1. Helps in ease of administering minimum support price (MSP). Government just requires farmer ID to purchase farmers' produce. It is a single MSP registration module across all procurement agencies. Land details, crops grown, crop extent and financial address are fetched from FRUITS with no need of physical documents. It also helps in deciding locations of procurement centres.

2. FRUITS is being used as a common repository for provision of all agriculture loans, bringing all farmers under institutional finance. The department of financial services has endorsed the use of FRUITS portal for carrying out agricultural lending by banks. Also, the Ministry of Agriculture has directed NABARD to use FRUITS for finalizing interest subvention claims of various banks in Karnataka.

3. Kisan credit card (KCC) details are being compared with FRUITS data. List of farmers not having KCC in any bank is being provided to State level bankers' committee (SLBC) for covering under KCC.

4. Farmer-wise nutrient and fertilizer recommendation module is provided in FRUITS. It is automatically calculated using data already available with FRUITS. It has tremendous potential benefits. The Ministry of Fertilizer can regulate supply in accordance with the extent of land and crops grown. It would stop diversion of fertilizers. Also, soil health will be taken care of.

> FRUITS is being used to send targeted advisory services to farmers. Since FRUITS has information regarding an individual farmers' crops and livestock, it is being leveraged to send SMS on crop advisory, animal disease forewarning and vaccination advisories.

FRUITS has had a positive impact on the 3 stakeholders - government, farmers and the private sector. It stands today as a successful model in leveraging technology for effective delivery of government services.

Geospatial analysis of land plots

District	Taluk	Hobli	Village	Survey No.	Owner No.	MainOwner No.	Owner	Year	Season	Crop Name	Area
Chitradurga	Hosdurga	ದಿಶ್ಯಾದ	ಕ್ಷಿ ರಾನ್ಷಿ ರ್ಡೆಕ್ಷ	3/71A	1	1	ಹಿಜ್ಞ	2021-22	Kharif	Coconut	4.8.0.00
Chitradurga	Hosdurga	ದಿಶ್ಯಾದ	ಕ್ಷಿ ರಾನ್ಷಿ ರ್ಡೆಕ್ಷ	3/71A	1	1	ಹಿಜ್ಞ	2021-22	Kharif	Betel Nuts (Areca nuts)	2.0.0.00
Chitradurga	Hosdurga	ದಿಶ್ಯಾದ	ಕ್ಷಿ ರಾನ್ಷಿ ರ್ಡೆಕ್ಷ	3/71A	1	1	ಹಿಜ್ಞ	2021-22	Kharif	Moong (Green gram)	2.8.0.00

Sample of the crop details of an individual farmer

KUTUMBA: SOCIAL PROTECTION CUM ENTITLEMENT MANAGEMENT SYSTEM

In a nutshell: Kutumba, translating to "family" in Kannada, is an IT-based platform for improving ease of access to government benefits to the poor, bringing about inclusive growth.
Nodal agency: Government of Karnataka

Created under the Aadhar Act, Kutumba aims to:

- Prioritise poor and needy for getting government benefits based on 'need score'

- Minimise the physical interaction between citizen and the State machinery by automatic identification of entitlements.

- Enable poor to seek and get State help when faced with sudden shocks.

- Enable evidence-based planning.

At the heart of Kutumba is a social registry, which is a centralized, dynamic data repository. It has details of around 1.75 crore families and 5.5 crore individuals of Karnataka. No survey has been done to gather this data. Public distribution system (PDS) data is used as base and other government registries (including those of Central government) are integrated with it. It not only ensures authenticity of data, but also enables dynamic data update.
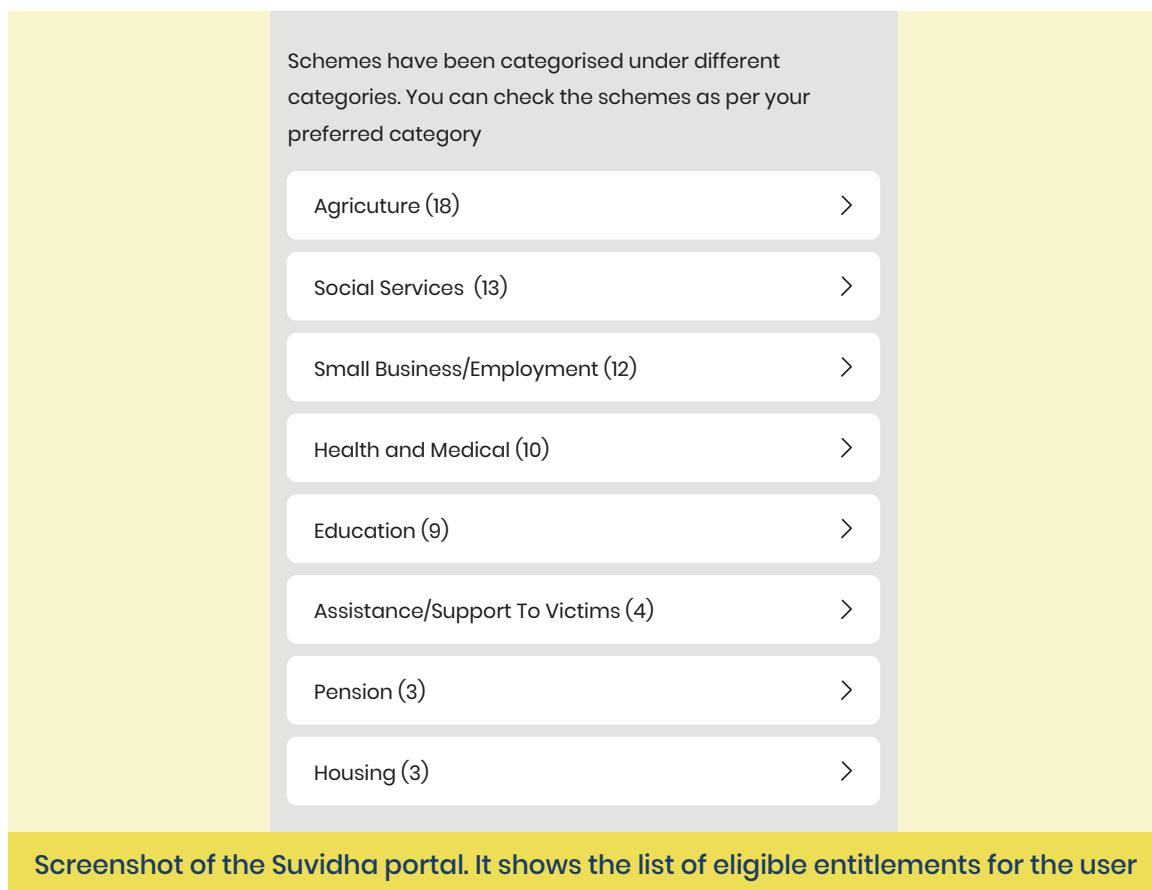
Among others, data from the following registries have been used to populate Kutumba records:
- Socio Economic Caste Census,
- Anganwadi data,
- Ayushman Bharath Arogya Karnataka,
- Data from labour and education departments,
- MGNREGA, PwD and Housing related data,
- IT/PT payee,
- GSTIN holder and so on.

This data is used in creating both individual attributes (such as name, gender, education, occupation, disability etc.) and family attributes (caste, income, land holdings, deprivation status, and priority household under NFSA etc.).

Kutumba has revolutionized ease of access to government services, by the following ways:

- Kutumba has enabled a fully automated beneficiary eligibility and entitlement identification process. Based on the data in the social registry, the system identifies families/individuals who have not received benefits though entitled to it and identifies those who have received benefits. When people apply for the entitled schemes, the requirement of document submission for eligibility criteria is removed.

- Helps in data analytics. It helps to understand if there is an impact of welfare schemes in the improvement in socio economic status, if the beneficiaries are moving out of deprivation parameters and to understand the income and poverty trends across the State.

- Suvidha platform (https://suvidha.karnataka.gov.in) enables citizens to access, check eligibility and enroll for several schemes at once with just the Kutumba ID. There is no need to visit to multiple access points. The citizen can also submit some data into the portal. This data is verified by the concerned data owner department and not by the department giving the benefit. Verified data flows back to social registry and is updated.

- Enables extension of social protection safety net to families/individuals. For example, families with deceased primary earner, families with no land/educated adult member, families who have suffered loss in income and are thus eligible for schemes, children who have become orphans etc.

- Enables departments to periodically verify beneficiaries and remove those meeting the exclusion criteria or those who are deceased. For example, pensioners whose family income/land holding has increased beyond the eligibility limit, change in ration card status from priority household to non-priority household.

- Other applications such as Ashraya, eJanma, Seva Sindhu etc. are built on the Kutumba portal.

- In the future, Kutumba will utilize iPGRS (Integrated Public Grievance Redressal System). It is a centralized call centre for all departments of the State.

- Kutumba used Aadhar enabled payment system for direct benefit transfers.

Schemes have been categorised under different categories. You can check the schemes as per your preferred category

Agricuture (18)	>
Social Services (13)	>
Small Business/Employment (12)	>
Health and Medical (10)	>
Education (9)	>
Assistance/Support To Victims (4)	>
Pension (3)	>
Housing (3)	>

Screenshot of the Suvidha portal. It shows the list of eligible entitlements for the user

Impact

Increase in number of beneficiaries due to suo moto identification of eligible beneficiaries.

- ◇ Post Matric scholarships benefitting 9.03 lakh students in 2021-22 as against 4.7 lakh students in 2020-21.

- ◇ Social security to 6.7 lakh likely eligible beneficiaries identified for old age pensions.

- ◇ Widows/differently abled/elderly with annual income less than ₹ 32,000 and land holding less than 5 acres.

- ◇ Citizens who have not availed housing benefits and falling under the reservation criteria (PwD /SC/ST) and with family income below the specified limit.

Crop loss payment to 10.5 lakh farmers
Identified 2.82 lakh ineligible beneficiaries of priority household ration cards through exclusion criteria such as IT payees, government employees, and family income above ₹1.2 lakhs per annum etc.

Way forward

Kutumba is working towards compliance to policies on personal data protection, automatically including newborns into the beneficiary system and adding information on more schemes such as PM Matru Vandana Yojana and Janani Suraksha Yojana.

A snapshot of Kutumba portal showing schemes and beneficiary details

UNIFIED MOBILE APPLICATION FOR NEW-AGE GOVERNANCE (UMANG)

In a nutshell: UMANG is a mobile application that aggregates citizen-centric government services on a single platform.
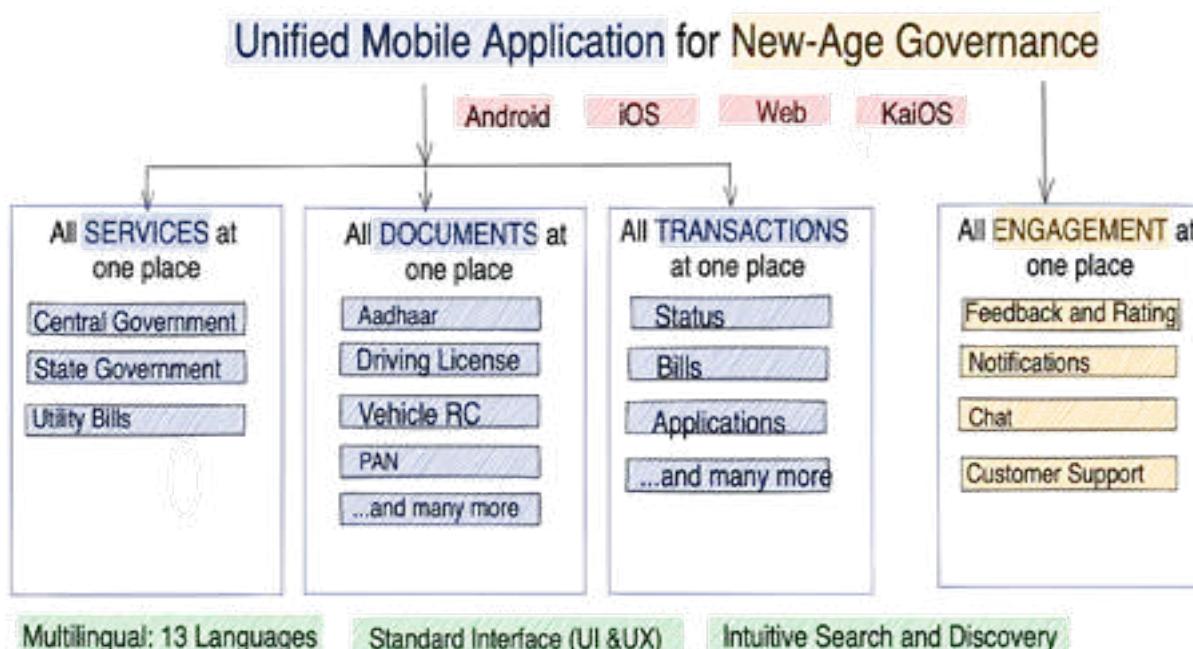
Nodal Agency: National e-Governance Division, Ministry of Electronics and Information Technology.

To improve the ease of access to government services, National e-Governance Division has conceptualized the unified mobile application for new-age governance (UMANG) mobile app, which aggregates major citizen centric services of Central and State governments and local bodies on a single mobile app.
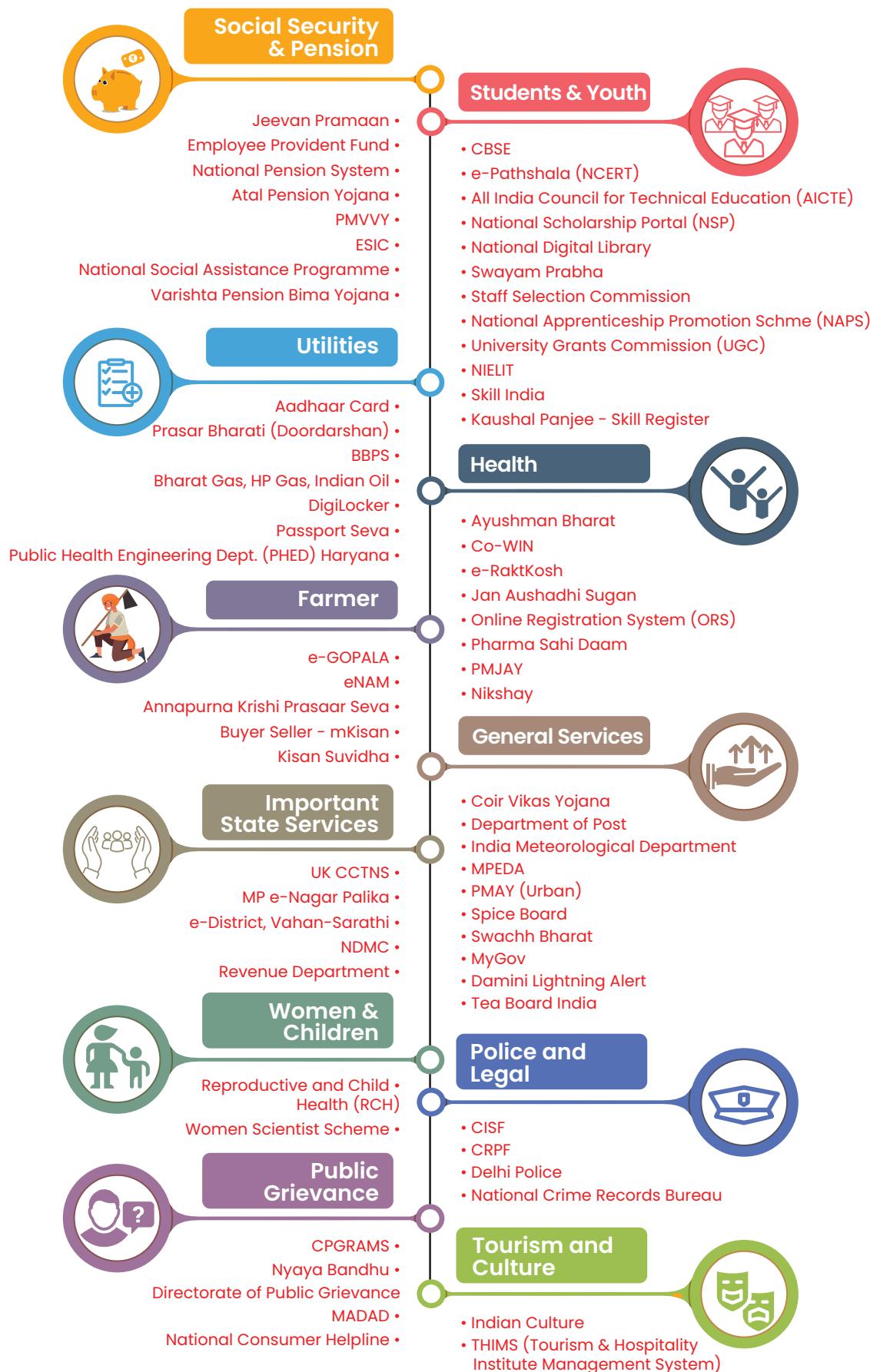
UMANG provides 1300+ services from 265 departments of the Central government, 32 State/UT Governments and 20,000+ bill payment services on a single platform. As of October 2021, UMANG had 3.8 crore registered users, while maintaining an average Google Play Store rating of 4.2 and with more than ₹200 crore transactions.

At the backend, UMANG integrates with the department services through APIs, while the frontend (interface to the end users) is developed afresh, following the design guidelines to maintain consistency in the UI/UX across all services. Transactions typically happen between the end-user and the concerned department(s), with no data/details saved at UMANG.

UMANG: At a glance

Unified Mobile Application for New-Age Governance

Android   iOS   Web   KaiOS

All SERVICES at one place	All DOCUMENTS at one place	All TRANSACTIONS at one place	All ENGAGEMENT at one place
Central Government	Aadhaar	Status	Feedback and Rating
State Government	Driving License	Bills	Notifications
Utility Bills	Vehicle RC	Applications	Chat
	PAN	...and many more	Customer Support
	...and many more		

Multilingual: 13 Languages   Standard Interface (UI &UX)   Intuitive Search and Discovery

Major services offered by UMANG

Social Security & Pension

- Jeevan Pramaan
- Employee Provident Fund
- National Pension System
- Atal Pension Yojana
- PMVVY
- ESIC
- National Social Assistance Programme
- Varishta Pension Bima Yojana

Utilities

- Aadhaar Card
- Prasar Bharati (Doordarshan)
- BBPS
- Bharat Gas, HP Gas, Indian Oil
- DigiLocker
- Passport Seva
- Public Health Engineering Dept. (PHED) Haryana

Farmer

- e-GOPALA
- eNAM
- Annapurna Krishi Prasaar Seva
- Buyer Seller - mKisan
- Kisan Suvidha

Important State Services

- UK CCTNS
- MP e-Nagar Palika
- e-District, Vahan-Sarathi
- NDMC
- Revenue Department

Women & Children

- Reproductive and Child Health (RCH)
- Women Scientist Scheme

Public Grievance

- CPGRAMS
- Nyaya Bandhu
- Directorate of Public Grievance
- MADAD
- National Consumer Helpline

Students & Youth

- CBSE
- e-Pathshala (NCERT)
- All India Council for Technical Education (AICTE)
- National Scholarship Portal (NSP)
- National Digital Library
- Swayam Prabha
- Staff Selection Commission
- National Apprenticeship Promotion Schme (NAPS)
- University Grants Commission (UGC)
- NIELIT
- Skill India
- Kaushal Panjee - Skill Register

Health

- Ayushman Bharat
- Co-WIN
- e-RaktKosh
- Jan Aushadhi Sugan
- Online Registration System (ORS)
- Pharma Sahi Daam
- PMJAY
- Nikshay

General Services

- Coir Vikas Yojana
- Department of Post
- India Meteorological Department
- MPEDA
- PMAY (Urban)
- Spice Board
- Swachh Bharat
- MyGov
- Damini Lightning Alert
- Tea Board India

Police and Legal

- CISF
- CRPF
- Delhi Police
- National Crime Records Bureau

Tourism and Culture

- Indian Culture
- THIMS (Tourism & Hospitality Institute Management System)

Impact

- Many government entities (such as EPFO, e-District Assam, Dept. of Science) that were planning to have their own mobile apps have shelved the plan and have on boarded their services on UMANG.

- Entities such as AICTE (PMSSS, PG Scholarship), PMVVY, Dept. of Sports (incl. Youth), DAY- NULM, Ministry of Tribal Affairs etc. got on mobile, for the first time, through UMANG

- Increase in Year-over-Year transaction growth in UMANG

Transactions (Cumulative in Crore)

Way forward

Having bagged the Best m-Government Service Award 2018 at the 6th World Government Summit in Dubai, UMANG now plans to expand its horizons by adding more services into its fold, make it accessible to the visually challenged and use big data analytics for further improvement of services.

AKANKSHA: AN INTEGRATED ONLINE PLATFORM FOR SDG AND CSR ALIGNMENT

In a nutshell: : IT platform that brings together the stakeholders of the CSR ecosystem.

Nodal agency: Department of Planning, Programme Monitoring and Statistics, Government of Karnataka in partnership with UNDP's Sustainable Development Goals Coordination Centre (SDGCC), Karnataka

The Government of India, through the Companies Act, 2013, made corporate social responsibility (CSR) mandatory for certain class of companies. India is the first country in the world to make CSR initiatives compulsory.

In this context, the Government of Karnataka, in partnership with UNDP has launched the Akanksha web platform for creating synergies between the various stakeholders involved in CSR activities in the State of Karnataka, enabling stakeholders to align their CSR goals with Karnataka's SDG priorities.

Features

By bringing together the government, the donors and the implementing agencies on a common platform, Akanksha helps in the following ways:

- Specific government departments can broadcast their intent in wanting to solve certain issues in-line with SDGs and solicit CSR financial support and technical expertise from NGOs or other implementing agencies

- Identification, facilitation and mobilization of resources available with the Central & State PSUs, national and international donor organizations and private sector as part their CSR commitments.

- Providing a platform for NGOs to access the available proposed projects and show intent in implementing them

- Automate the matchmaking of most suitable funding and implementing agencies using artificial intelligence and machine learning algorithm.

- Hassel-free departmental approvals and simple MoU signing process.

Impact

- Enhanced support to the government departments and district officials in achieving priority SDG indicators and focus areas.

- Provide DCs/ CEOs an overview of CSR activities in the districts.

- Provide an overview to State government on the requirement and nature of CSR spending.

- Various stakeholders should be able to report on progress of the projects undertaken. This will help the sponsors in evaluating the projects and witness the impact achieved through their spending.

- This ensures accountability and transparency of the government and CSR spending.

- Akanksha focuses on ease of doing business, as there is no need for any paper movement or physical contact with respective department officials to get necessary clearances or approvals.

As of April 2022, around ₹288 crores have been committed by as many as 233 registered donors. 23 projects spreading across the SDGs spectrum have been completed, with 74 more in progress. The portal has 456 registered NGOs, who have shown interest in implementing the projects.

Virtual launch of Akanksha portal

DIGILOCKER

In a nutshell: : Providing citizens a secure platform to access all documents from a public cloud.

Nodal agency: National e-Governance Division (NeGD), Ministry of Electronics and Information Technology (MeitY)

As a key initiative under Government of India's flagship Digital India programme, DigiLocker is targeted at the idea of paperless governance. It is a platform for issuance and verification of documents and certificates in a digital way, thus eliminating the use of physical documents. It currently has more than 102 million registered users, with more than 5 billion legitimate documents issued.

Why DigiLocker?

- A citizen need not visit a counter to avail a document.
- Easier to validate the authenticity of documents as they are issued directly by the registered issuers.
- Less turnaround in service delivery, along with reduced costs.

Outcome

Some important areas where DigiLocker has been used are as follows:

Education

- The Ministry of Education has created the National Academic Depository platform to be implemented as a permanent scheme through DigiLocker.

- Over 41 million authentic digital educational certificates from academic institutions, including 28 State & UT educational boards, the Central Boards of Education and 980 higher education institutions have been on-boarded.

- Data is being verified by foreign universities via the DigiLocker repository and the eSanad (MEA system) of academic publications.

2. Traffic and road transport

- Drivers in India use the DigiLocker smartphone app to display their driving license and vehicle registration certificate.

- Sixteen States have issued transportation notifications allowing enforcement officers to accept digital driving licenses and registration certificates.

3. **Railways and airports**

- Pan-India acceptance of DigiLocker produced ID for passenger verification

4. **Kerala Flood Rehabilitation**

- Following the floods in Kerala, the government has accelerated the integration of eight ministries with DigiLocker, allowing residents to identify and claim crucial documents.

5. **Health**

- For the issue of digital health cards, the National Health Authority has partnered with DigiLocker.

- CoWIN application integration for issuing COVID Vaccine Certificates to citizens.

Way forward

Going ahead, DigiLocker has a target of 5 crore citizen accounts and 100 crore government issued documents. To expedite the adoption of the DigiLocker system, MeitY has notified the Information Technology (Preservation & Retention of Information by Intermediaries Providing Digital Locker Facilities) Rules, 2016.

DigiLocker is a one-of-a-kind solution, with few global counterparts. The amount of legitimate data available through this service may already make it one of the world's largest providers of such data.

Issuing Lok Adalat Certificate in Kerala using DigiLocker.

Digital India Pavilion at India International Trade Fair showcasing features of DigiLocker

BLOCKCHAIN BASED CASTE CERTIFICATES

In a nutshell: Issuance of caste certificates whose authenticity is guaranteed by a blockchain, thereby preventing forgery and disallowing fake caste certificates to be used for availing government services.
Nodal agency: Office of Sub-Divisional Officer, Etapalli (Gadchiroli, Maharashtra), partnering with software firm LegitDoc

Blockchain technology allows data to be stored in a secure and tamper-proof way. By guaranteeing fidelity, it generates trust without the need for a trusted third party. Taking advantage of this, the district administration, Gadchiroli has launched a programme to issue caste certificates which are cryptographically anchored on polygon POS blockchain. This enables anybody to instantly authenticate certificates with the help of un-censorable, publicly auditable data stored on-chain (on public blockchain).

The project is being piloted in the Etapalli sub-division of gadchiroli district, catering primarily to the 70% Scheduled Tribe population, including many particularly vulnerable tribal groups (PVTGs) such as Madia, Gond.

At the heart of the blockchain system is what are called the issuance decentralized application (DApp) and a verification DApp, which is built on top of public blockchains. The issuance DApp is operated by the district administration. The issuance DApp takes as input the caste certificate generated by the MahaOnline portal (currently being used by Maharashtra to issue caste certificates). Depending on the details present in this input (such as name, village, caste, etc.), the issuance DApp produces a hash code unique to this input dataset. The issued DApp then not only uploads this hash onto the blockchain but also generates a QR Code that is appended in the original caste certificate. This blockchain-powered caste certificate reaches the citizens via common service centres.
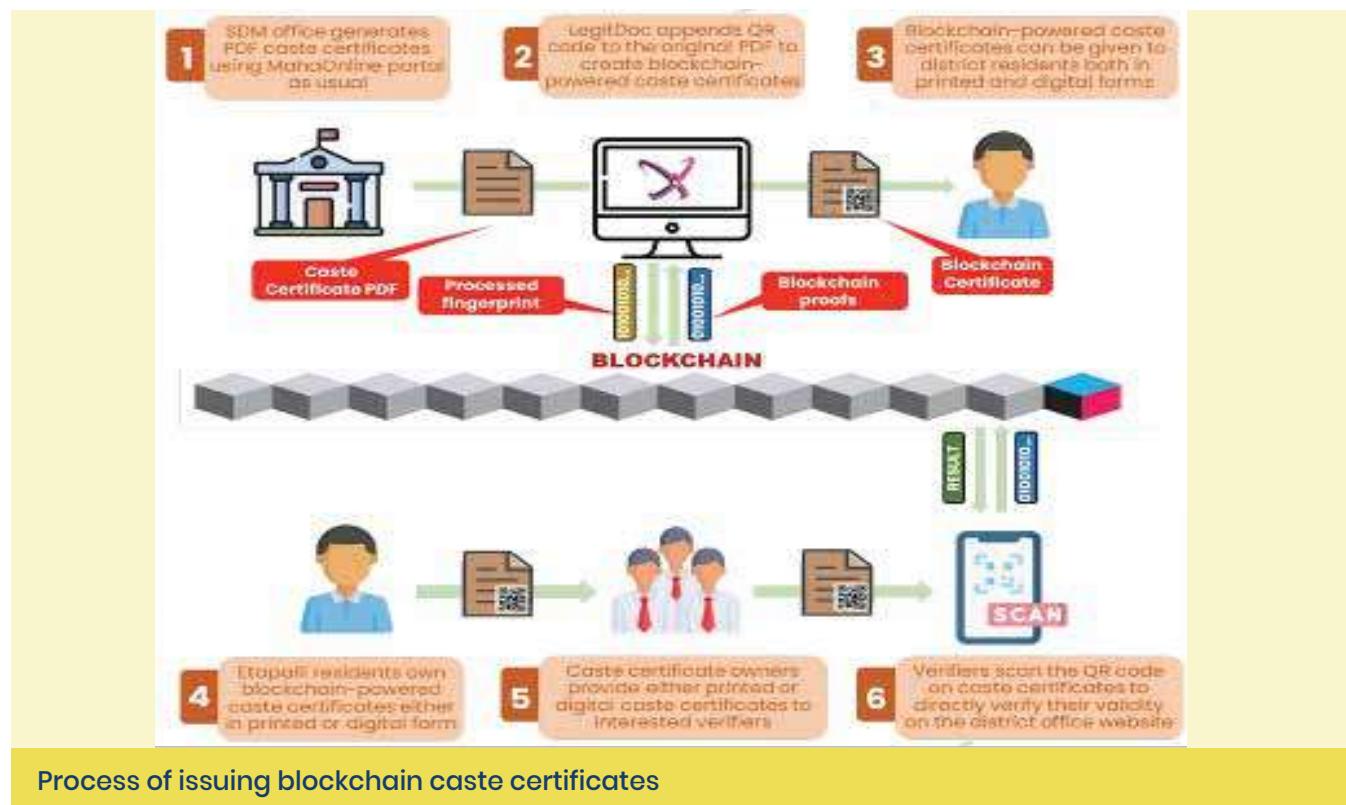
Further, the verification DApp, which is hosted on the Gadchiroli district administration website can be used by anybody to verify the authenticity of the caste certificate. One shall only need to scan the QR code on the certificate. The system does not respond to tampered QR codes. Moreover, if a valid QR code is pasted on a fake certificate, the verifier will see a mismatch between the data shown on the verification portal and the forged certificate.

Outcome

Currently, 65,000 caste certificates are being covered, with a plan to gradually expand it to all the eligible population of the sub-division in the coming months. This project is a step ahead in the adoption of Web 3.0 (umbrella term used to refer to new-age internet technologies, including bl ain the governance systems. The success of this project proves that the source of truth of citizen records need not be government files or administrator-governed cloud repositories. Instead, it can be the undeniable, cryptographically verifiable data proofs stored on-chain.

Process of issuing blockchain caste certificates

Media coverage of the Blockchain based caste certificate project of Gadchiroli

INFRASTRUCTURE SNAPSHOT APP, ASSAM

In a nutshell: The application enables a user to monitor the maintenance of public services in the district and hold the concerned officials accountable for tardy work. The application has ushered in a new era of transparency by enabling people to track the progress of their complaints and suggestions.
Nodal agency: District administration, Goalpara, Assam

Goalpara in Assam is a district that is in a difficult terrain with undulating topography and riverine chars. The population of this district comprises mostly of tribal groups and minorities, who lack basic facilities and awareness. As a result, monitoring in this district is a challenge. The Infrastructure Snapshot App, an innovative Android-based mobile application, newly launched by the Goalpara district administration, is envisaged to address this issue.

It is a convergence application developed specifically for the all-round monitoring of infrastructure, human resources, of public institutions like government offices, hospitals, schools, anganwadi centres, government schemes like Pradhan Mantri Awas Yojana (Grameen/Urban) Houses, Swacch Bharat Mission individual household latrines and Public Water Supply System (PWSS) and public sites like municipality dustbins and plantation areas. The initiative is envisaged to combat relatively meagre levels of current redressal mechanisms.

The app has smart features like GPS-based service to capture current location in both online and offline modes with data sync facility, options to upload photos, reporting of encompassing issues-non-existent/damaged infrastructure, repair needs, absence of government personnel, doctors, teachers, nurses, Anganwadi workers, lack of electricity, proper toilet facilities and medicines etc.

Monitoring is the first step in the process. The app is designed to enable follow-up of the issues reported by the concerned department and action taken reports to ensure an end-to-end solution of issues and grievances reported. Based on the daily reports, alerts are marked to the concerned departments for necessary action and the action taken is then reviewed in the DDC and special review meetings headed by the Deputy Commissioner. The app also allows users to provide suggestions to fix the irregularities/anomalies with tailored admin features, which aims to provide a seamless, easy, transparent investigation and troubleshooting tool, grievance reporting and redressal mechanism ultimately envisaged to bring complete transparency and public audit.

The provision of GPS ensures a check against spurious complaints as the exact location gets tagged. Anyone who wishes to contribute, complain or register an issue in the district can register on the app through their android mobile phone. The application is authenticated and thereafter, user-id and password are generated.
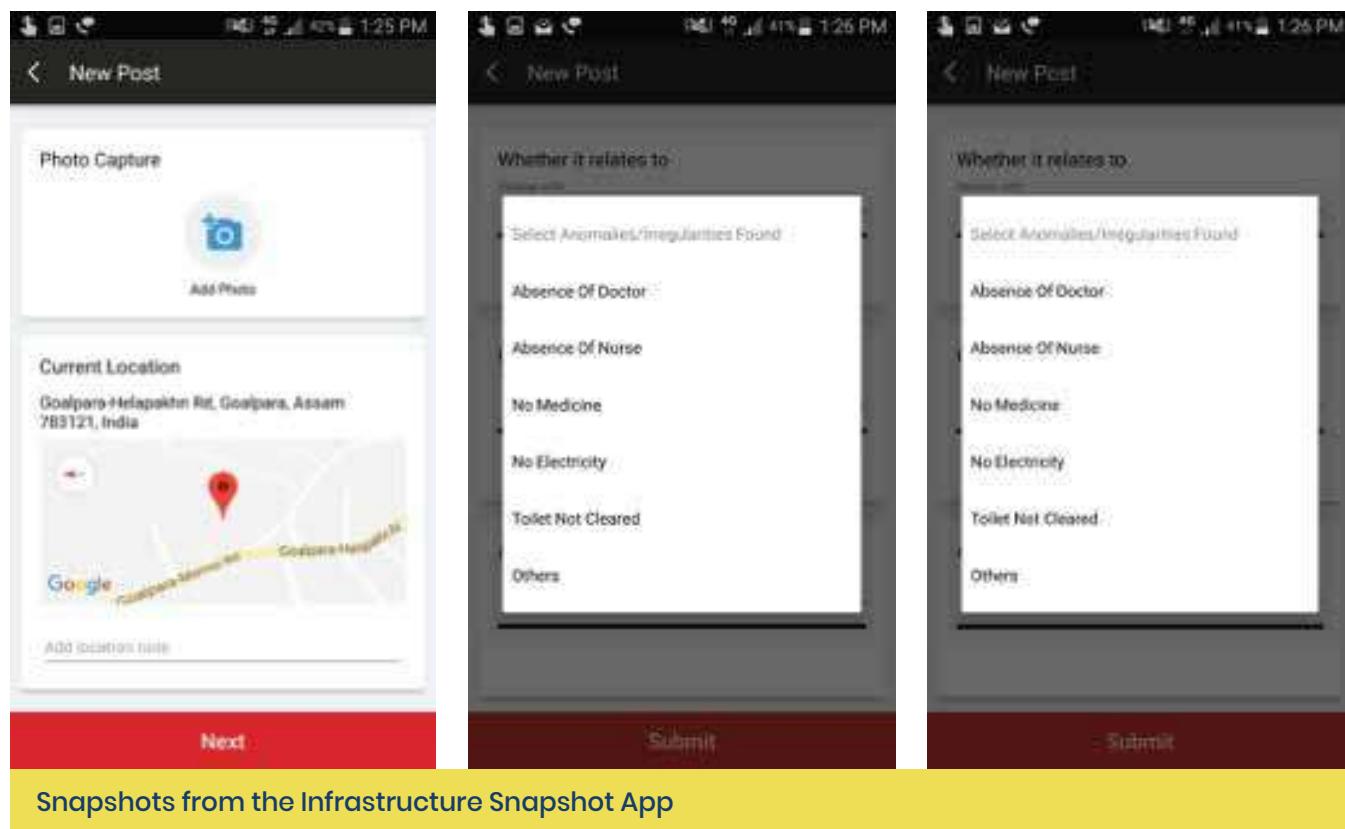
The app is essentially an attempt towards all-round monitoring of all Departments and schemes for monitoring by government officials as well as any members of the public, citizens, media, community-based organizations, NGOs and interest groups.

Multiple rounds of training sessions and awareness camps were organized with all officials of district administration, all heads of the departments, department-wise nodal officers, members of media, leading citizens, community-based organizations, civil society organizations etc. of the district. All development block officials and even grassroot level functionaries such as Gram Panchayat Secretaries were given hands-on training on the mobile app. Special care was also taken to make the elderly users and senior citizens get acquainted hands on to the mobile app.

Impact

- With the launch of the Infrastructure Snapshot App, there has been a qualitative and quantitative increase in the redressal of public grievances and rigorous monitoring of Government infrastructure

- There has been a significant improvement in the inspection regime. Now, any Government scheme and infrastructure is open for inspection by third parties, bringing quantum enhancement in the transparency and accountability of the system with a check on whether public funds and benefits are reaching the public, acting as a check against pilferage of government funds.

- Many stakeholders have already registered and lodged the details of their grievances, and many are coming forward every day. It can also act as an alert during natural disasters, law and order issues or cases of violence. Thus, from monitoring to action to redressal to review there is a 360-degree change and enhancement in the paradigm of Infrastructure review and Public Grievance Redressal Mechanism.

- An interesting feature of this application is that an instant snapshot of the whole district is readily available with this new application. This is helping the administration in identifying the areas of focus and in prioritizing the affected areas.

- The reported issues are being closely monitored by the Public Grievance cell of district administration under the supervision of a designated Additional District Magistrate. Necessary actions are being taken for resolution of the issues reported within set timelines.

- The issues related to other line departments are forwarded to the concerned department for necessary action with defined timelines for action taken report.

Thereafter the actions initiated are reviewed at the district level DDC meeting and special review meetings. Senior officials and field officers have engaged themselves on a regular basis for field verification and inspections of schemes and infrastructure and actions are being taken accordingly.

Snapshots from the Infrastructure Snapshot App

LOKSEWAK APP: E-ATTENDANCE APPLICATION, KHANDWA (MADHYA PRADESH)

In a nutshell: Using the Loksewak app, Khandwa district is establishing a new dimension in the direction of good governance, where an average of 8,500 government servants and other public servants compulsorily log into the app to mark the activities completed.

Nodal agency: District administration, Khandwa.

Attendance in the government offices during working hours is essential for efficient administration. The progress of any department and the public services being provided by it are done in the office and field by the government employees working under the department. Unfortunately, many government employees either do not attend their offices or arrive very late for work. Khandwa district in Madhya Pradesh has taken steps in the direction of good governance with the use of m-governance. District e-governance society has created a public service portal to effectively monitor the presence and activities of the government staff posted in different departments under the district.

Lok Sevak is an attendance and field monitoring tool based on M-governance and E-governance technology, which has 2 parts – a mobile app and a web portal. Every government staff is provided a user id and password to register their presence through mobile phones, within working hours and when they attend the office. However, the portal has also been created for effective monitoring of all the activities, which can be accessed with the supplied user ID and password for the app and can be reviewed based on various facilities and reports given in the portal.

The app has ensured the presence of all government staff in their office and field, which has in turn, improved the quality and delivery of government work, and has created better communication with the public.

The app has also been beneficial in tracking the status of health and nutrition in the district. It is used to track the supply and intake of Iron-Folic-Acid (IFA) tablets by pregnant women of the village, for which reports are generated. The app also tracks the third meal initiative that is provided to malnourished and underweight children. Activities such as TB screening camps at Haat Bazar and village level, village health and nutrition day, home visits (Dastak Abhiyan visits) are also logged on the Loksewak App. Since the daily attendance and activity reporting in Loksewak App is linked with the salary of staffs, their salaries are generated based on the reports generated through the app.

Features
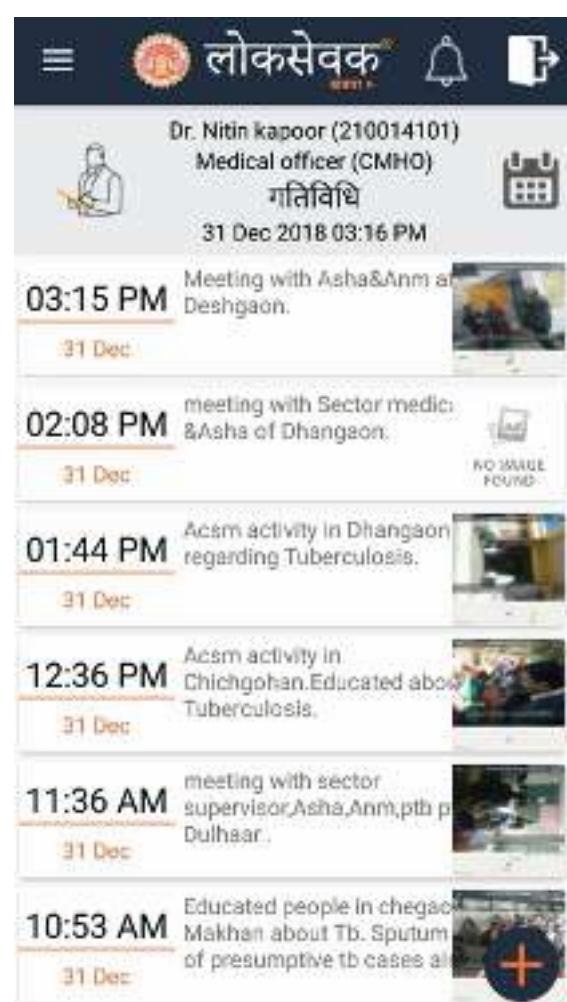
- Loksewak app dashboard – Monitors the activities of the employees like daily activity, tour diary, leave application, report etc.

- Loksewak app – Login and logout report: Through this, employees can easily enter the time of their entry and exit. This report can be accessed by both the officer as well as their reporting officers. Face detection and location (GPS) is a must for logging into the app.

- Loksewak app activity – With the help of this option, the officers/employees can report the responsibilities handed over by their officials, which are then monitored by the reporting officer.

- Loksewak app-tour – Through this respective officers/staff can keep track of their tours.

- Loksewak my team – Reporting officers can view daily attendance reports of all the governing officers under their supervision.

- Desktop dashboard of App – Using District admin login we can see all the department employee login and logout reports, number of activities recorded for the day, number of recorded tours, late entries of officials and absenteeism.

Impact

- The Khandwa District Administration is using Loksewak app in all the government departments for monitoring day-to-day activities and increase the work efficiency of every government employee across different departments such as: health, school education, higher education, and all other district level departments.

- All the departments using Loksewak App to monitor their employees assign a minimum number of tours and activities to do in a month. All employees are to visit the assigned area and inspect the workplace, upload photographs on the app, which are monitored by the reporting officer.

- Maximum indicators of different themes (health and nutrition, education, agriculture and water resources, basic infrastructure) on 'Champions of Change' portal are monitored by the Lok Sewak App.

Snapshots from the Loksewak App

Snapshots from the Loksewak App

XI

WOMEN'S EMPOWERMENT

NAVCHETNA BAKERY – LIVELIHOOD GENERATION DANTEWADA (CHHATTISGARH)

In a nutshell: The Navchetna bakery is run exclusively by women who were trafficked and rescued, and members of transgender and differently abled community.
Nodal agency: District administration, Dantewada, Chhattisgarh

The district administration in Dantewada, Chhattisgarh is working towards providing inclusive employment opportunities for the vulnerable groups. Navchetna is a one-of-a-kind bakery that employs women who were trafficked and rescued, transgenders, and those who are differently abled — the district administration hopes to chart a new course with this initiative in Chhattisgarh's Dantewada.

The aim is to provide employment to vulnerable groups that does not constrain them to a routine job yet makes them self-sufficient. The Navchetna bakery supplies bread and other items to hotels and government-run canteens, as well as explore other markets.

Highlights
- Confluence of modern baking skills and local produce.
- Ragi bars to millet brownies, a bakery with flavours of Dantewada.
- Set up at an initial cost of about ₹10 lakh, the bakery is equipped with high-end machinery.
- Ragi nutrition bars with local produce.

Impact
- The bakery sells items which were previously unknown in the district.
- The administration is constantly upskilling these women towards model bakery skills with local produce. Earlier, any baked item in Dantewada had to be sourced from Jagdalpur, which is over 85 km away, but now the district has their own place to bake.
- The baked goods are packaged and supplied across the State and even outside.

The Navchetna bakery is working on providing both the services as well as the items that were not known in the district so far. The district is working on providing basic flavours and are experimenting with mahua, moringa and local jaggery flavours. They are also planning to use millet and other grains to make bread and brownies.

Navchetna Bakery in Dantewada

AABHA SAKHIS IN MADHYA PRADESH– ENCOURAGING PEOPLE TO TAKE LEGAL ELECTRICITY CONNECTIONS

In a nutshell: The Aabha Sakhis are encouraging people to take up legal electricity connections and pay their electricity bills on time. Along the way, they are also changing the way society views women.

Nodal agency: Madhya Pradesh Madhya Kshetra Vidyut Vitran Company Limited (MPMKVVCL) and National Rural Livelihood Mission

The Madhya Pradesh Madhya Kshetra Vidyut Vitran Company Limited (MPMKVVCL) and the National Rural Livelihood Mission (NRLM) collaborated with the Self-Help Group (SHG) Didis at the village level to work towards electricity bill reading, bill distribution and recovery of revenues. The SHG Didi are known by the name 'Aabha Sakhi' and act as representatives of the distribution company at the panchayat/village level. A total of 10 Aabha Sakhis work in two blocks across 30 villages.

Distribution of electricity bill and creating awareness among the people of the villages is done by the Aabha Sakhis. They also have the responsibility of ensuring that the bill payment is made on time. For this, the Aabha Sakhis go door-to-door, collect the amount, and submit it in the office. In case a family refuses to pay on time, the Aabha Didis create awareness about the importance of timely payment of bills. The Aabha Sakhis also spread awareness about the different government schemes among the people.

They are transforming the lives of the villagers in many ways.

- By making people aware about various government schemes, so that rural people can enjoy the benefits of the schemes.

- Informing people about the consequences of the malpractices.

- Assisting them to take readings from the meters and providing support when the meters stop functioning.

Impact on women:
- Aabha Sakhis receive a monthly stipend, allowing them to be financially independent.
- Their decision-making capacity has also increased, and they have also started enjoying a respectful position within their family.
- Aabha Sakhis are becoming role models for rest of the women in the village.
- Since the minimum educational qualification for an Aabha Sakhi is 10th standard, this has had a positive impact on the educational level of the women, with more women enrolling in schools.
- This has ensured the overall empowerment of women in society.

Outcome

- 230 new connections have been established.
- 45 illegal connections have been transferred to legal connections.
- 57 Households are paying electricity bills on time, recovery percentage has been increasing.
- A total of 1,859 connections have been set up at village level by Aabha Sakhis, and people are now paying their bills on time.
- The distribution company's financial burden has reduced considerably as people have started paying their bills. This has also led to a reduction in conflict between the officials and villagers over power cuts due to non-payment of bills.
- More people are coming out to take legal electricity connections.
- People are also benefiting from schemes such as Sambal Yojana.

Aabha Sakhis at work

BIZ SAKHI: COMMUNITY BASED MENTORS FOR WOMEN ENTREPRENEURSHIP AND PROMOTION AND EMPOWERMENT (KARNATAKA)

In a nutshell: Biz Sakhi is an initiative that aims to improve access to entrepreneurship and employment opportunities for women in both rural and urban areas, through increased awareness, psychosocial support, enhancing employability and business skills capacity, facilitation of linkages and mentorship support.

Nodal agency: Deshpande Foundation, Karnataka in partnership with the Department of Skill Development, Entrepreneurship and Livelihood, Government of Karnataka, Humana (New Delhi) and Access Livelihood Consulting in partnership with the National livelihood mission, Government of Karnataka

In India women constitute a very small percentage of the total entrepreneurs. It was found that one of the reasons for this lack of uptake is the absence of mentorship and handholding support for women entrepreneurs who wish to start/scaleup enterprises. Other issues include lack of awareness about opportunities, difficulty in market access and access to forward-backward business linkages, lack of management skills etc.
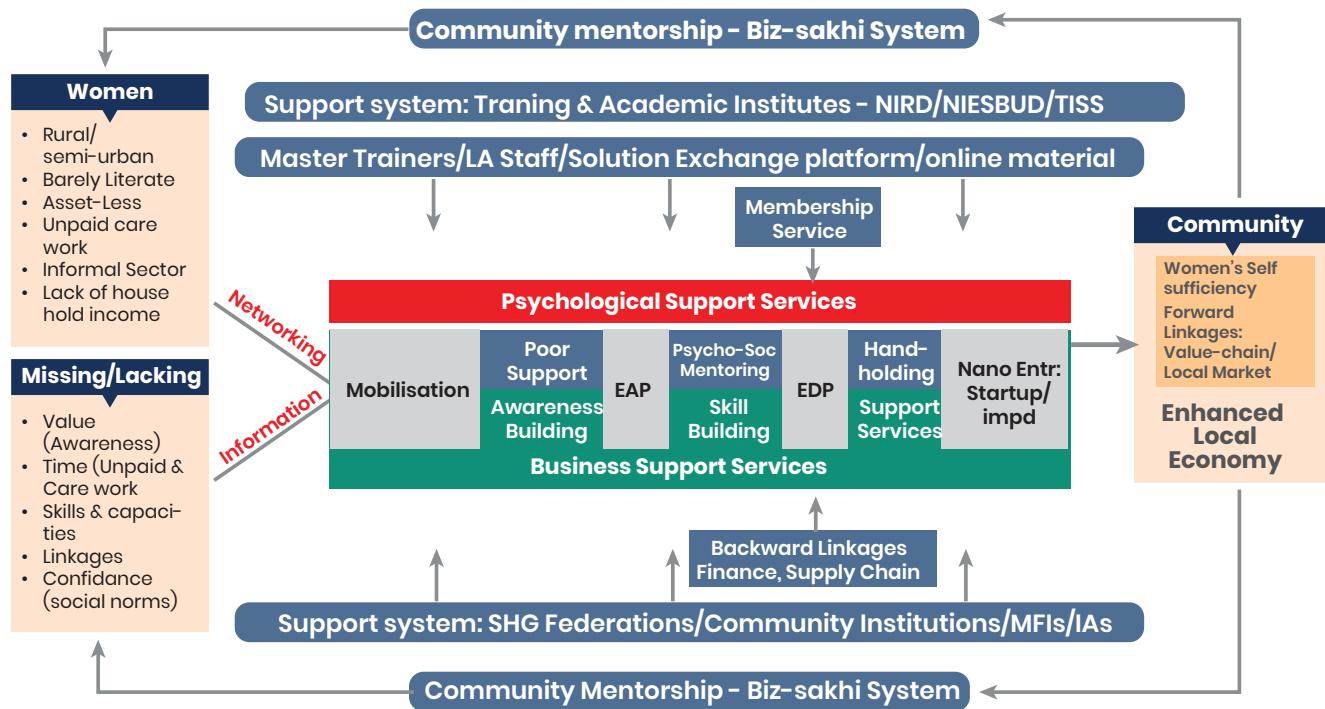
To address the above challenges, the creation of a community-based cadre of mentors for entrepreneurship promotion is a well-accepted methodology and has been included under various government programs. Similarly, Disha project of UNDP also created 'Biz-Sakhi' curriculum and training materials for certifying 'Biz Sakhis' as community mentors for entrepreneurship promotion. The curriculum, which was jointly developed by UNDP, TISS, National Institute for Entrepreneurship and Small Business Development (NIESBUD) and National Institute of Rural Development and Panchayati Raj (NIRDPR) consists of two components - psychosocial aspects of mentorship and business support mentorship.

The psychosocial support component involves:
- Exploring self and understanding gender
- Life skills
- Supporting women through mentoring
- Wellbeing and self care

And the business training component focusses on:
- Discovering the entrepreneur in you
- Discovering your first business idea
- Business plan and your first marketing plan
- Your first financial and funding plan

Community mentorship - Biz-sakhi System

Women
- Rural/semi-urban
- Barely Literate
- Asset-Less
- Unpaid care work
- Informal Sector
- Lack of house hold income

Missing/Lacking
- Value (Awareness)
- Time (Unpaid & Care work)
- Skills & capacities
- Linkages
- Confidance (social norms)

Networking
Information

Support system: Traning & Academic Institutes - NIRD/NIESBUD/TISS

Master Trainers/LA Staff/Solution Exchange platform/online material

Membership Service

Psychological Support Services

| Mobilisation | Poor Support / Awareness Building | EAP | Psycho-Soc Mentoring / Skill Building | EDP | Hand-holding Support Services | Nano Entr: Startup/impd |

Business Support Services

Community

Women's Self sufficiency
Forward Linkages: Value-chain/Local Market

Enhanced Local Economy

Backward Linkages Finance, Supply Chain

Support system: SHG Federations/Community Institutions/MFIs/IAs

Community Mentorship - Biz-sakhi System

Graphical representation of the Biz Sakhi ecosystem

The Biz Sakhi curriculum builds the capacities of the Sakhis to promote entrepreneurship among women in their community by offering mentorship and other services such as information, networking, backward and forward linkages to name a few. Through consistent mentorship and guidance, the Biz Sakhis can guide women to set up and successfully run microenterprises leading to self-sufficiency of the women and local economy development.

The project is being implemented in the rural and urban areas of selected districts in Karnataka, Haryana and Maharashtra. The Biz Sakhi curriculum has been translated into Kannada and Gujarati. The curriculum and the mentorship model have been adapted and customized further to be used in current projects such as Project Code Unnati (2020-23) in Karnataka and Project Excel (2021-24) in Gujarat.

Impact

- Independent evaluation of Biz Sakhi component of Disha project mentioned 8-13% increase in profitability by the women entrepreneurs supported by Biz Sakhi.

- 88% of the women reported an increase in agency with respect to household decision making after going through the program.

- The one-year survival rate of the enterprise was reported to be 70% at the time of independent evaluation.

- The psychosocial approach of the initiative provided a solution to the challenges arising due to gender norms faced by women entrepreneurs by supporting them in mental and physical self care and reducing socio-cultural barriers.

- Further mainstreaming of the Biz Sakhi concept is underway through UNDPs partnership with the National Rural Livelihood Mission in Karnataka.
- During Disha project (Karnataka, Haryana, Maharashtra), leveraging Biz Sakhi training manuals,
    ◇ 1,25,377 informed on enterprises
    ◇ 15,131 trained for enterprises
    ◇ 9,156 started enterprise
    ◇ 300 Biz Sakhi trained
- Ongoing impact include the adaptation of the Biz Sakhi curriculum and mentorship model in other UNDP projects such as Excel and Code Unnati.

Challenges

- Identification of self motivated community women
- Continuous handholding support to the trained women to transfer the knowledge and business skills.

Scale-up

There are plans to scale up the initiative. UNDP has partnered with the Karnataka Rural Livelihood Mission (Sanjeevini KSRLPS) to provide technical support in implementation of NRETP. In continuation of this partnership two enterprise promotions cadres of Sanjeevini KSRLPS will be trained on a customized model of Biz Sakhi, thus taking the Biz Sakhi model to the entire State. The customized model will be further used by Sanjeevini KSRLPS to train all its enterprise promotion cadre and staff.

Training of Biz Sakhis

GAURA SHG - FOOD PROCESSING (UTTARAKHAND)

In a nutshell: Gaura SHG was formed in 2018, when community resource persons (CRPs) from UNDP-Uttarakhand State Rural Livelihood Mission (USRLM) visited the village of Valli in Pauri Garhwal district to provide information about forming SHGs and the associated benefits of the same. The prospect of getting financial assistance and support for livelihood activities was lucrative and soon five women in the village came together and formed the SHG.
Nodal agency: UNDP and Rural Development Department, Government of Uttarakhand

Many farmers in the village of Valli in Pauri Garhwal district are marginal, owning land between 0.25–0.5 Ha. With low volumes of production and lack of markets, they often did not get the right price for their produce. Their interaction with the CRPs from UNDP and USRLM opened new opportunities and a chance to increase their income.

After considering the locally available resources and market opportunities, the group expressed an interest in undertaking a food processing activity for augmenting their income to the business motivation model.

UNDP-USRLM provided support in setting up the venture, starting with organizing hands-on training for the members on food processing activities. Besides being trained on different methods of preservation, processing and value addition to fruits and vegetables, developing processed products with increased shelf life, packaging and storing, they were also imparted training on hygiene and good manufacturing practices.

USRLM also facilitated a fund of ₹50,000 through cash credit linkage (CCL) from the local bank at 7 per cent interest as seed fund for the group to start the business. Armed with the new skills and financial support, the women sprang into action. Since the village has an abundant supply of fruits such as mango and amla, the first products that the group prepared for sale were mango and amla pickle, amla juice and amla and tamarind candy. With a good response from the market, the group expanded their product range and are now preparing various pickles based on traditional recipes using local fruits and vegetables such as turmeric, timla and garlic, along with mango, malta and amla squashes.

Impact

In about one year, the SHG has been able to sell enough to cover their expenses and earn a nominal profit. They also have ₹10,000 unutilized from the CCL availed at the beginning. The group is assured that soon the quantum of profits will increase to meet each members' needs.

By encouraging them to participate in different melas, USRLM helped them create a market network and build good brand value.

Social recognition is one more achievement of the women through the group. A member from another SHG in the same village was elected as the Panchayat Pradhan with the support from Gaura SHG during the elections and her claim to popularity was her association with the SHG. Owing to their work, the members have become popular in their area as well as outside. They have received more respect and support from their families and their self-confidence is also higher.

Challenges

- The site selected for a few of the enterprises/unit were very challenging in terms of logistical connectivity and market outreach.
- The SHGs have yet to take ownership of their own enterprises. They are completely dependent on BMMs for sourcing raw materials, marketing, and sales.

Plan for scaling up implementation

The SHG has plans to scale up production. The group plans to include a wider range of products made from local fruits and vegetables. They also plan to establish polyhouse farming for certain fruits and vegetables so that they can get raw materials locally at lower costs and provide income to others in the village. They also wish to establish a low-cost packaging unit which will help make their work easier and more efficient.

The group would like to venture into other activities like mushroom cultivation for which they have requested the USRLM team for training. For the activities such as increasing production, adding new products, packaging units and setting up poly houses, the SHG will require a loan of ₹5 lakh, for which the USRLM team is trying to link them with a local bank for availing a loan on lower interest rates.

Gaura SHG being felicitated by the Hon'ble Chief Minister Govt. of Uttarakhand for best SHG in Uttarakhand

GAUTHAN - MULTI ACTIVITY CENTRES FOR LIVELIHOOD GENERATION IN CHHATTISGARH

In a nutshell: Multi activity centers that create livelihood for local women through the involvement of women's SHGs.
Nodal agency: District administration Bijapur, Korba, Rajnandgaon, Chhattisgarh

Rural economy of Chhattisgarh has got a new impetus with the Gothan and Godhan Nyay scheme launched in 2020 for the conservation and promotion of livestock. The unutilized disposable cow-dung procured by the Chhattisgarh government from livestock owners and villagers has opened employment opportunities and has the potential to boost the rural economy. The activities carried out at Gauthans (cattle shed premises) include creation of super compost, vermicompost, mushroom plantation, and horticulture-related activities

Additionally, these centres allow flexibility for further activities, albeit on a smaller scale. For instance, in Bijapur, Gauthan in Bhairamgarh run by SHGs supplies eggs to Anganwadi centres, sells manure to farmers after composting, and has also utilised the remaining land to construct a recharge pit and enable vegetable cultivation.

A 'Gauthan Map' (multi activity and livelihood management) mobile app that will carry every detail on cow dung procurement, working of Gauthan, outputs of self help groups, infrastructure and the database of such cattle sheds set up across the State is in the works.

In a Gauthan, massive vermicompost manures have been diversified, creating varieties of useful products from cow dung. Ahead of Deepawali, hundreds of women led SHGs got orders to supply lakhs of eco-friendly diyas (earthen lamps) besides some other products made from cow dung to different cities of the country.

Along with the colourful Diwali diyas of different sizes, idols of Gods, mobile and candle stands, name plates, slippers, key chains, flowerpots, incense sticks, herbal Gulal for Holi festival among others are being supplied in bulk in markets. The process to make paints, pen, cement and bricks using cow dung has also begun.

It is noteworthy that Chhattisgarh Government is the only government in the country that is procuring cow dung from the cattle rearers in rural areas of the state for last two years. The cow dung procured is then used in the manufacture of vermicompost and super compost.

Impact

- Cow dung worth more than Rs 116 crore has been purchased in Gauthans under the Godhan Nyay Yojana.

- The production of Vermi Compost and Super Compost is being done on a major scale in about 7800 Gauthans of the State by the women's groups from the purchased cow dung.

- The cost of compost manure produced and sold to date is over Rs 100 crore[7].

- Under the Godhan Nyay Yojana, people from all sections of society are selling cow dung in Gauthan at Rs 2 a kg. In the last two years, an amount of more than Rs 300 crore has been transferred to the accounts of cow dung vendors, Gauthan committees and women's groups through the scheme.

- The initiative is not only an excellent solution for farming and livelihood but also reduces the problem of decreasing fertility of the land due to indiscriminate use of chemical fertilizers and pesticides in agriculture.

- Many problems like toxicity, damage to the environment and global warming can be reduced to a great extent.

Gauthan in Rajnandgaon district of Chhattisgarh

Women making compost in a Gauthan

[7]As of December, 2021

BLEED WITH PRIDE, MANIPUR

In a nutshell: The Bleed with Pride campaign was formulated in Imphal East to empower women and young girls to understand menstruation as a natural body cycle and to fight the stigma attached with menstruation.
Nodal agency: District Administration, Imphal East

Menstruation is a topic that continues to be stigmatized in India, as a result of which knowledge about menstrual hygiene is very limited. Conversations around this natural body cycle has been restricted due to social stigma, taboos, and cultural practices. Almost 75% girls lack awareness on menstrual health and almost 70% Indian women are at risk of infection due to poor menstrual hygiene management. It is also shocking that more than 80% of women are unable to afford safe and hygienic menstrual products such as sanitary napkins, leading them to adopt unsafe practices such as using improvised cloth, old newspapers, rags, leaves, sawdust, sand and ash as the last resort.

The Bleed with Pride campaign was launched in East Imphal with the objective to empower women and encourage girls in times of their monthly menstruation period. During the project, campaigns were organized to educate adolescent girls about the body's natural process and take pride in the symbol of womanhood.

Implemented as a form of Jan Andolan or community participation, the campaign focussed on talking openly about menstruation, providing a platform to discuss issues faced during the menstrual cycle and to overcome barriers, empowering girls and teaching students about menstruation.

Features

- The District Administration, Imphal East provided reusable and washable sanitary pads to 5000 students from Government schools of classes 6 to 12 with the help of CSR initiative of Shashi Kiran Charitable Trust
- The 5000 sanitary kits are eco-friendly and have a life span of 2years.
- Several educational workshops on menstrual awareness, hygiene management were undertaken
- Direct outreach of over 10k participants
- Community movement or Jan Andolan
- Convergence with other campaigns such as Beti Bachao Beti Padhao (BBBP), Eat Right, Fit India, Midday Meals, Poshan Maah, Mental Health for Adolescents and Free Anaemia

- The initiative is in line with various Sustainable Development Goals of the United Nations. These include, Good Health and Well-being (SDG 3), Quality Education (SDG 4), Gender Equality (SDG 5), Clean Water and Sanitation (SDG 6), Decent Work and Economic Growth (SDG 8), Responsible Consumption and Production (SDG 12).

Outcome:

- Reduced financial burden on families since the pads are reusable
- The initiative helped to break the taboo and discriminatory practices surrounding menstruation
- The ramification of the initiative was felt by individuals, the family and the society
- Improved attendance, increased self esteem and reduced infections among girls and women
- Informed choice on menstrual hygiene products
- Convergence with other initiatives
- Focus on menstrual health and hygiene management
- Sustainable and scalable initiative – Tamenglong district in Manipur has emulated the project with the same partners
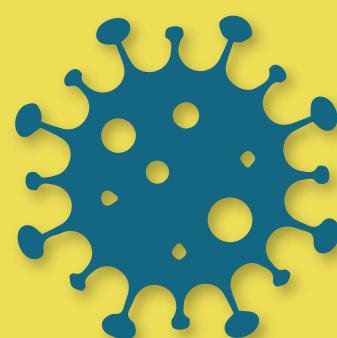
Awards:

- Dr Rangitabali Waikhom, former Deputy Commissioner, Imphal East was awarded the Prime Minister's Award for Excellence in Public Administration 2020 for this project.
- World Economic Forum recognized "Bleed with Pride" as one of the impactful projects under Equity and Inclusion, Global Shapers Annual Summit.

Bleed with Pride campaign in one of the schools of Manipur

XII

COVID-19

CRASH COURSE FOR COVID WARRIORS

In a nutshell: Customized crash course programmes for COVID warriors were implemented through NSDC with due support from District Skill Committees (DSCs) and State Skill Development Missions (SSDMs)

Nodal agency: Ministry of Skill Development and Entrepreneurship (MSDE) through its implementing agency National Skill Development Corporaiton (NSDC)

The COVID-19 pandemic was an unprecedented crisis that affected people of all sections of society. Without prior knowledge of the virus and ways to mitigate its impact on human life, people relied on existing knowledge, advice of doctors, and to some extent, on social media.

Objectives

The crash course programme aims to train about 1 lakh candidates ('COVID warriors') in COVID response and around 2,800 drivers in handling and transporting Liquid Medical Oxygen (LMO) across the country. This programme would provide avenues to youth for skill training, certification and opportunity for wage employment. The key objectives include:

- Meet the rising demand of skilled healthcare professionals and associated workers from logistics sector

- Reduce the burden of existing healthcare workers

- Provide timely healthcare services in every corner of the country

As part of MSDE's flagship programme Pradhan Mantri Kaushal Vikas Yojana (PMKVY) 3.0, the customized crash course programme for COVID warriors was implemented through NSDC with due support from district skill committees (DSCs)/State skill development mission (SSDMs). It aimed at overcoming the COVID-19 crisis by imparting skills to eligible citizens under different short-term trainings.

Uttar Pradesh (23743), followed by Maharashtra (22805), Karnataka (16818) witnessed maximum enrolment. As on February, 2022, 1,18,386 candidates were enrolled for on-the-job training. Further, under this programme, the list of successfully trained candidates are made available on the Atmanirbhar Skilled Employee Employer Mapping portal (ASEEM) for providing further placement by matching candidates and their skills with market demand.

Challenges

- Launching the program to meet the COVID-19 healthcare worker requirement in a short duration of time.

- Onboarding of huge number of organizations on Skill India Portal (SIP) especially hospitals that were relatively new to the system.

- Mobilization of candidates across India in a short duration of time.

COVID warriors at work

DISTRICT JAIL ENSURES 100% COVID VACCINATION TO ITS INMATES, LOHARDAGA

In a nutshell: 100% vaccination for prisoners who live in extremely vulnerable condition.
Nodal agency: District administration, Lohardaga, Jharkhand

Lohardaga district is situated in the south-western part of Jharkhand. It is under the Ranchi commissionary and consists of seven blocks. viz- Lohardaga, Kuru, Bhandra, Kisko, Peshrar, Kairo and Senha. The total population of Lohardaga is 4,61,738 (as per the 2011 Census).

Mandal Karagar is district level Jail which is situated in the district headquarter. At present, there are 375 prisoners in custody. Mostly prisoners are convicted for murder and rape cases and sentenced to life imprisonment. During the second wave of the pandemic, 90% of custodians were infected and treatment was initiated at the jail premises. The special task force, Lohardaga understood the gravity of the situation and shared the vulnerable condition of the prisoners inside the jail with the Deputy Commissioner in the wake of the Supreme Court judgement on vaccination rights for the prisoners.

Special task force, Lohardaga spoke with the jail superintendent of Mandal Karagar regarding the health implication of the pandemic on the prisoners who reside inside the district jail. A doctor, two nurses, a compounder and a data operator formed a team under the monitoring of the special task force to ensure 100% vaccination. It was conducted in four stages and parallelly, prisoners were informed of the importance of vaccination for their own health.

A counselling session by a doctor and a nurse led by the health department was conducted and the first dose of vaccine was given to 100% of prisoners. A considerable number of prisoners also received the second dose.

Impact

The special task force played a catalyst role in identifying the vulnerable communities and institutions in different geographic areas and highlighted to the district administration with proposed solution. Moreover, systemic follow up and monitoring action plan was prepared to ensure successful vaccination drive. Apart from this, other institutions, such as old age home, where population age group was above 50 years were identified and aligned with health department and vaccination teams.

Jail inmates receiving COVID vaccination

SARTHI AND SAKHI - MENTAL HEALTH HELPLINE

In a nutshell: Dedicated mental health helpline established for individuals to access mental health care from a professional in Covid-19 times
Nodal agency: District administration, Ghaziabad, Uttar Pradesh

COVID-19, besides infecting the physiological well-being of individuals, also brought the risk of psychological distress to people who were diagnosed with it. The healthcare professionals and other essential workers who were at the front line were more vulnerable, since they were in proximity to the disease. Increased screen time, no schools, and lack of outdoor activities impacted psychological wellbeing of children and adolescents as well.

It was recognized that patients undergoing COVID-19 treatment had many apprehensions and misinformation which led to resistance in getting treatment initially. They were also non-cooperative with the healthcare professionals. Many patients had depressive symptoms, and various studies even suggested that people with attention deficit hyperactivity disorder (ADHD), depression, schizophrenia and bipolar disorder were more vulnerable to COVID-19.

With the increase in stress, depression and anxiety, women all around the world saw a steep rise in domestic violence against them. The sharp increase in the cases of domestic violence during the lockdown caused by the pandemic was termed as the 'shadow pandemic' by the Executive Director of the UN Women. In India, the number of domestic violence complaints received by the National Commission for Women doubled from 123 distressed calls to 239 domestic violence complaints from March to April 2020.

To counter these challenges district administration established two helpline numbers, 'Sarthi' and 'Sakhi'. Sarthi helpline - 01204155313, was established as a dedicated mental health helpline for individuals to access mental health care whenever they would feel extremely distressed and would like to refer to the professional for help and **Sakhi helpline - 7235004603** a dedicated helpline number for women in distress and victim of domestic violence.

SARTHI HELPLINE	SAKHI HELPLINE
Sarthi, a mental health and psychosocial support helpline number was made operational in 2020 with support from UNICEF at Mukundlal Municipal Government (MMG) Hospital, Ghaziabad to assist people to navigate through their psychological issues and equip them to deal with their mental health issues. The helpline engaged	A rise in domestic violence cases led the district administration in Ghaziabad to take initiative to protect the rights of the women and to make help accessible and available to all women. The district administration, Ghaziabad established Sakhi helpline number to support women who were the victims of domestic violence during the

14 counsellors who provided online counselling services from 10 a.m. to 8 p.m. to cater to the mental health and psychosocial support of the people. The helpline number was disseminated among people and in community through local print media, existing WhatsApp platforms of volunteers, NSS cadres, and government functionaries. A poster was placed at every police station, Government office, hospital, CHC, block office, chemist and major retail grocery store.

Since inception, the helpline centre received various cases of rise in feeling of anxiety, worry, depression, loneliness, uncertainty due to the lockdown and post lockdown, the anxiety and stress increased with the surge in the number of positive cases. The counsellors helped the cases through immediate response, professional counselling services with complete anonymity and non-judgmental attitude and supported through cognitive behavioural therapy and by referring mental exercises along with some lifestyle changes.

COVID-19 pandemic. The Sakhi Helpline Number was published in print and local media. Flyers were posted on every social media platform and awareness regarding the dedicated Sakhi helpline number was done through ASHAs, Anganwadi workers, supervisors from block and district level, healthcare officers. Sakhi helpline provided assurance about the confidentiality of identity of their callers and a safe mode of counselling (telephonic and video conferencing) during lockdown by psychosocial counsellors of One Stop Centre (OSC).

The Sakhi helpline used to refer cases to OSC for far reaching interventions where the victims received

1. Emergency response and rescue services
2. Medical assistance
3. Assistance to women in lodging FIR/NCR/DIR
4. Psycho-social support/counselling
5. Legal Aid/advice
6. Shelter
7. Video conferencing facility.

The dedicated helpline received cases related to domestic violence, dowry, sexual harassment, stalking and eve teasing, cyber crime, missing, kidnapping and abduction cases. These cases were also forwarded to the OSC centre in-charge and to the OSC counsellor panel. The centre in-charge along with her team helped survivors with immediate response, medical help, police help and legal services. The counselling panel consisting of four counsellors who provided professional counselling services with complete anonymity and non-judgmental attitude to the survivors.

Outcome

- The counsellors under Sarthi provided psychosocial support to the patients, their families and residents of Ghaziabad who faced anxiety, stress, insomnia and depression. The efforts of the counsellors proved to be critical in dealing with patients in the hospital.

- Sarthi helpline provided counselling for a total of 3,835 cases and cumulatively provided counselling session for 764 hours. The counselling services reached to people as young as 6 years and people as old as 79 years of age, with the average age of the callers being 44 years. Out of the total, 17 cases were found critical and referred for higher level intervention for mental health experts.

- As awareness about the Sakhi helpline number increased, OSC Ghaziabad received highest number of complaints of women and children amongst all OSC's in Uttar Pradesh.

- Sakhi helpline number received 15 to 20 calls on average daily by women in distress. With continuous effective counselling, 511 cases out of 616 cases of domestic violence were resolved, 56 cases are under counselling process, 43 cases are under follow-up process and only 6 went for judicial intervention. With the coordination of Sakhi helpline and one stop centre, effective counselling was provided to survivors to resolve domestic violence cases during the pandemic.

Fliers for 'Sarthi' and 'Sakhi'

COMBATING VACCINE HESITANCY
WITH SUPPORT OF WOMEN VOLUNTEERS

In a nutshell: Setu didi as community champion in mobilizing 1000+ people for COVID-19 vaccination.
Nodal agency: Lohardaga district and Ranchi district, Jharkhand

With the sudden surge in COVID-19 during its second wave in 2021, the Government of Jharkhand like other states undertook a series of measures to protect people from the pandemic. Soon after COVID-19 vaccination was rolled out, hesitancy came up as one of the critical challenges in tackling its spread. People from different sections, especially of the rural society in the state, developed wrong perceptions regarding the vaccination drive.

Under such challenging circumstances, a collaborative initiative involving the state government and development organizations engaged motivated local women volunteers with an objective to bust the vaccine myths. Their efforts in facilitating vaccination have been encouraging. These women volunteers are referred to as 'Setu Didi' because they acted as a bridge between communities and public health services and convinced them to get vaccinated.

In this regard, services of the Jharkhand State Livelihood Promotion Society, which has a network of self-help groups (SHGs) and mentoring sessions for members, were utilized. Community-based incentivized volunteers selected through the existing women collectives were introduced as part of Jharkhand Integrated Development for Health & Nutrition (JIDHAN), a COVID-19 response initiative by PRADAN, PHIA Foundation, Transform Rural India Foundation (TRIF), and Azim Premji Philanthropic Initiative., Transform Rural India Foundation (TRIF), and Azim Premji Philanthropic Initiative.

The Setu Didis get symptomatic people screened and get them isolated at home if necessary or give timely referral through accredited social health activists (ASHAs). They encourage returnee migrants and others to get tested for coronavirus, promote COVID-appropriate behavior with the help of SHGs and CLFs and encourage villagers to get vaccinated.

Impact

- Setu didis' team approach proved to be very effective. Supporting their approach, state government issued guidelines to promote testing and vaccination by involving auxiliary nurse midwives, ASHAs, anganwadi workers, teachers, PRI members, religious/traditional leaders, etc.

- Effective psycho-social counselling and inter-personal communication to address the concerns of rural communities busted the myths related to vaccination and testing.

- Each Setu Didi covered 12 to 14 villages, working with local women's institutions, Panchayati Raj Institution (PRI) members and frontline workers.

- During lockdown they found it difficult to reach all villages within their respective working area, but they took charge of 3 to 5 villages neighboring their own village.

PROMOTING EXCELLENCE IN SPORTS AND WELLNESS THROUGH 'KHELO INDIA' SCHEME, BISHNUPUR (MANIPUR)

In a nutshell: To infuse the sports and sporting excellence in the State, promoting indigenous games and sports, and converting Bishnupur into the powerhouse of sports by bringing medals and laurels at national and international events.

Nodal agency: District administration Bishnupur in association with various line departments: Department of Youth Affairs & Sport, NYKS Bishnupur, SAI STC Utlou, Zonal Education Office Bishnupur, MGNREGS, MLA-LAD, Krishi Vigyan Kendra (KVK), Utlou, Assam Rifles through MCA, NHPC through CSR.

Since 2017, the district administration in Bishnupur has been making efforts for development of sports in the district through the convergence of different departments and programmes such, as Khelo India, MLA Local Area Development Programme (MLALADP), MGNREGS, NYKS, Krishi Vigyan Kendra, Military Civic Action Programmes, CSR etc.

Under Khelo India, infrastructure development of football, swimming and water sports have been taken up. In addition, sports equipment has also been provided to the grassroot sports associations for various sports such as football, volleyball, hockey, kick boxing, gymnastics, boxing, belt wrestling, wrestling, thang-ta, softball/ baseball, water sports etc. Scholarships are also being provided to individual athletes.

Playgrounds have been renovated under schemes such as MLALAD and MGNREGS. In fact, one playground has been constructed in each of the six assembly constituencies by utilizing MLALAD funds. Further, TYDA Club football ground, which is the lone one star rated ground by All India Football Federation in the district has been constructed with MGNREGS funding. Military civic action programmes, CSR funding from NHPC have also been used for procurement of sports equipment and improvement of infrastructures.

Besides infrastructure, the absence of sports nutritionist in the district has been filled up by utilizing the services of one nutritionist of KVK, Utlou on voluntary basis.

This multi-pronged intervention at the grassroot level and convergence of various programmes and schemes has proven to be successful in the district. A testimony to this statement is the presence of more than 2000 national players, 60 sports infrastructures/playfield/water sports complexes, local playgrounds and more than 25 sports disciplines. The district is now the 'powerhouse of sports' due to the conducive environment available for athletes.

Impact

- The district boasts 2000 active national players, 60 sports complexes and more than 25 sporting disciplines.

- Players of the water sports complex won 222 awards during the year 2019 at national and international events.

- 89.19% (99 schools out of 111 schools) schools are registered under Fit India

- More employment opportunities for youth, especially in government jobs such as SSB, CRPF, SAI, Railways, Indian Police, etc.

- Economic benefits to the district: 11 Indian Super League players from the district brought more than ₹ 10 crore per year as their seasonal fee.

Challenges

- Absence of full-time dieticians/ nutritionists.

- Lack of knowledge about government schemes related to sports among the athletes.

- Connectivity and transportation challenges in the district

Rewards and recognition

The initiative taken up by the district administration Bishnupur was awarded the Prime Minister's Award for Excellence in Public Administration, 2021 under priority programme 'Promoting excellence in sports & wellness' through Khelo India scheme.

Scale-up

The administration has plans to scale up the implementation of the scheme. It is aiming for 100% registration of schools in the district under "Fit India". The administration is also aiming for the creation of a district sports development fund to help athletes excel by providing them gap funding for travel to participate in national / international competitions of Olympic sports discipline.

Sports infrastructure in Bishnupur

A sportswoman from Bishnupur felicitated for her achievements

ACHIEVING SPORTS EXCELLENCE THROUGH 'KHELO INDIA' SCHEME, CHURU (RAJASTHAN)

In a nutshell: Churu has carved out a place for itself as the nursery of sports in Rajasthan. In the past few years, the district has grown by leaps and bounds, both in terms of the availability of sports facilities as well as achievements earned by its sportspersons.

Nodal agency: Sports Department and District Sports Council, Government of Rajasthan

In the past few years, Churu district in Rajasthan has grown by leaps and bounds, both in terms of the availability of sports facilities as well as achievements earned by its sportspersons. The district administration has undertaken several efforts to build and augment sports infrastructure across multiple disciplines. As part of a three – tiered development effort, the focus has been to set up sports facilities at district, block and gram panchayat level.

- Firstly, a centre of excellence for multiple disciplines at the district level has been created.
- Secondly, multiple sporting centres have been operationalized at different blocks, which are being run both in government as well as private facilities, so there is comprehensive convergence of efforts of various stakeholders.
- Thirdly, the district has consistently improved its infrastructure, not just at the elite centres level, but also at the grassroots. This has been done using funds in convergence from various schemes such as NREGA, MPLAD, MLA LAD, SFC/FFC and through public contribution.

It has been a focus area of Khelo India to promote rural and tribal games such as kabaddi, archery etc. to enable a far greater segment of population to attain fitness by engaging themselves in their traditional sports.

Under this scheme, athletes are provided accommodation within the stadium at a nominal fee per month. This comes with the obvious advantage of letting the athlete focus exclusively on their sport by allowing them to stay on site and being in continuous touch with the coach. The efficacy of the scheme can be judged from the fact that it has not just attracted talent from within the district, but from other districts and even from outside the State as well. The initiative receives regular funding from the Khelo India scheme, private academies, and the district sports council.

Impact

- Sporting achievements – The achievements in terms of medals and participation in national level competitions are proof of the fact that Churu is punching above its weight.

- Sport for peace and development - It is a truism that sport is an antidote for a lot of societal evils such as substance abuse. Churu lies in a vulnerable pocket as its neighbouring districts of Ganganagar and Hanumangarh are battling the menace of drugs. Significantly, while the number of cases in Hanumangarh and Ganganagar have continued to rise and have reached 230 and 309 respectively in 2021; the number of cases in Churu has stabilized and shows a declining trend at 76 cases in 2021.

- The sporting culture has also led to the emergence of Churu as a cradle for the armed forces as every village boasts of sending multiple youth to the armed forces every year.

Awards and recognition

The initiative received the PM Award, 2021 in Promoting excellence in Sports and Wellness through "Khelo India" scheme.

Scale-up

The district organized 11 Aakashwani programmes with important personalities. To serve as inspiration for the youth, sports personalities like, Khel Ratna awardee Sh. Devendra Jhajharia, CWG Gold medalist Smt. Krishna Poonia as well as two Dronacharya Awardees (Sh. Virender Poonia and Sh. Anoop Kumar) from the district are sources of encouragement to the youth of the district. With this aim to increase the reach of sports, an idea of rural Olympics was conceived. Even though it could not be held due to the outbreak of COVID-19, the initiative garnered attention and witnessed the registration of over 65,000 participants for the same.

Sports facilities at Churu

XIV

DISASTER MITIGATION

SHIFTING GEARS FROM DISASTER MANAGEMENT TO DISASTER RISK REDUCTION IN CHITRAKOOT DISTRICT

In a nutshell: Concerted efforts are being made in the worst-affected areas of Chitrakoot for better preparedness and response to combat drought.
Nodal agency: District administration, Chitrakoot

Chitrakoot, one of the eight aspirational districts of Uttar Pradesh, is vulnerable to both natural and human induced disasters. This district has experienced recurrent droughts, especially in 2002, 2004, 2007, 2008, 2014, 2015 and 2016. Arising from this is a situation of grave water scarcity with a direct bearing on the availability of safe and adequate water and food for the people. As a result, the nutritional and health status of children and women, especially from poor households, are affected the most. Also, under drought conditions, children often drop out of schools to help their families with either household chores or earning a livelihood. To combat drought in Chitrakoot, there is an urgent need to make a paradigm shift from disaster management to disaster risk reduction. Shifting gears, concerted efforts are being made for operationalizing a multi-sectoral, convergent disaster risk and response plan with the overall objective for enhancing the resilience of the most vulnerable.

Aligned to the Prime Minister's 10-point agenda on Disaster Risk Reduction (DRR), the focus is on:
    a. Integration of disaster risk reduction in development programming;
    b. Building on local capacities and community preparedness; and
    c. Leveraging technology to enhance efficiency of disaster risk management efforts.

- A mobile app has been designed for online and offline incidence communication of hazards through notifications, SMS and IVRS. Such an early warning and early action system aims at minimizing damage and losses. This mechanism ensures that during a disaster, reporting of the incident shall be instant from the point of incidence and alerting authorities who would need to take immediate action to ensure a quick response. All the 649 villages across 4 tehsils of Chitrakoot have been mapped. Around one million people will benefit through the sustained use of this mobile app.

- Multi-sectoral convergent community-based drought preparedness and response measures have also been undertaken. Preparedness and response measures across core sectors such as water, rural development, environment, nutrition and health are being implemented for enhancing the resilience of the most vulnerable residing in the drought affected Manikpur Block of Chitrakoot.

- Specifically, the focus is on sustained availability of adequate and safe water, implementation of risk integrated gram panchayat development plan, capacity building of women self-help group members on environment conservation and waste management for generating alternate sources of livelihood, improving nutritional status of children and proper early childhood education in Anganwadi centres.

- Check dams have been restored to reduce surface water run-off, thereby leading to increased levels of ground water.

- Women self-help group members are also trained on implementing a sustainable model of environment risk reduction and waste management, thereby, carving alternate sources of income for themselves and their families.

- A system is developed for categorization of out-of- school children in this region. Additionally, a community- based strategy has been devised to bring children back to school.

Impact

- Strengthened disaster risk governance by leveraging technology for a district disaster management system.

- Enhanced resilience of communities, especially, children and women to climate-induced stress (drought) in worst affected areas of Chitrakoot.

Facilities and infrastructure to mitigate the drought conditions in Chitrakoot

FLOOD AND LANDSLIDE DISASTER MANAGEMENT, WAYANAD (KERALA)

In a nutshell: The Wayanad district administration had put in place a Standard Operating Procedure (SOP) that helped it to reduce the casualties caused by landslides during the 2018 floods that hit Kerala.
Nodal agency: District administration, Wayanad

Wayanad is a hilly district lying in the North-East part of Kerala. It is situated at the tip of the Deccan Plateau and is part of the Western Ghats. The geography of Wayanad is largely dominated by hillocks, valleys and forests. The flood and landslides that hit the district in a major way in August 2018 were mitigated through well laid out disaster management efforts of the district administration, Wayanad. It was a race against time and a test of resources, strength and capacity. Almost all parts of the district were severely inundated due to the incessant rainfall that virtually paralyzed the lives of people in the district.

The continued occurrence of high intensity rainfall resulted in the occurrence of nearly 250 major and minor landslides, as well as land subsidence in different parts of the district. Major road connectivity to other parts of the State was also virtually cut off. The total loss sustained to the district due to the flooding was estimated at ₹2251 crore.

Preventive evacuation was done from disaster prone areas, by assessing the risk through direct field visits by experts. These preventive evacuations helped to minimize casualties. Despite this being the worst calamity in the district in this century, the proactive and systematic interventions of district administration resulted in saving the lives of several people. Expert field level risk appraisal teams were deployed by the district administration to assess field level risk. Based on the feedback, immediate preventive evacuations were conducted.

Proper coordination between all the departments, agencies, functionaries and population was made through effective, pre-planned, pre-installed, well-rehearsed and well-established communication modalities and protocols. Role of agencies and responders were defined and decided beforehand, in the form of SOPs. This had resulted in proper management of the disaster and minimising the distress of population. The district administration manned the DEOC with additional staff from revenue department, police, fire and rescue and health department apart from technically qualified engineers, communication experts, multilingual experts, psychological counsellors, hazard analyst and disaster risk reduction experts.

Relief camps were started at safe public buildings to accommodate the rescued population. The centralised control facility of the district administration is the District Emergency Operating Centre (DEOC). Communication experts, engineers, medical officers, volunteer co-ordinators, disaster management experts, Hazard Analysis experts etc were deployed as part of the initiative.

Thousands of phone calls as well as emails were handled by the DEOC every day. All available means of communication, including VHF radio, satellite communication devices and HAM radio were utilised in addition to telephone and internet. Coordination between the district administration and all rescue teams from Army, Navy, NDRF, Police, Fire force, NGO, Local volunteers etc. minimized human causality to the maximum extent possible.

Special communication devices like satellite phones, HAM radio, VHF radio were utilized in addition to internet, telephone and mobile phones. Fully charged power banks were distributed to the people of remote areas to always maintain communication with the population. Vehicle-mounted HAM radios were deployed in the field to ensure proper communication in any adverse situation. Social media channels like Facebook and WhatsApp were also utilized for communication with the population. These platforms were effectively utilized for mobilizing manpower and resources also. Special care was exercised to keep the power supply of mobile communication towers active all the time.

The district administration was successful in ensuring the restoration of vehicular traffic through roads promptly through targeted interventions. Special teams were deployed for re-opening and re-establishing roads with the minimum possible down time. In isolated areas, alternate transport arrangements like boats were deployed.

It was ensured that the opening or widening of dams and reservoirs were done only after sounding pre-warnings. It was further ensured that preventive evacuation was carried out from the disaster-prone areas before opening or widening of the spill of reservoirs.

Impact

- Though the disaster was very severe in its intensity, preventive evacuations helped in saving more than 100 lives. As a result of the initiative, a total number of 30,186 persons were evacuated. 29,768 citizens were safely accommodated in 223 relief camps.

- Despite having 223 relief camps with 29,768 inmates, the district administration ensured food, clothing, medicine and drinking water supply to all relief camps without any interruptions.

- Counselling sessions were also provided. Special care was also given to children, lactating mothers, old and sick inmates.

- Immediate relief of ₹10,000 and free ration for three months were provided. 50 days of additional wage employment is provided under MGNREGA.

- Crop loss compensation issued to 14000 beneficiaries and moratorium on agricultural loans is also provided.

Rescue activities during the floods in Kerala in 2018