



S h i n i n g H o r i z o n s

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Seamless
End to End
Delivery of
Service
without
Human
Intervention



Connected, Informed and Growing

Easy registrations and convenient infrastructure

Kanniyakumari District is compact, but highly urbanized with 70 percent of its population living in urban areas. With a high population density of nearly 1300 persons per square km, second to Chennai District in the State of Tamil Nadu, the District accords immense importance to the rights of citizens.

These factors have made it a highly demanding society and as a result, the District Administration needs to be sensitive, responsive and legally right towards providing efficient Government services. The District Administration has been working

tirelessly to bring about improvement in service delivery and some of the initiatives have been extremely effective in easing citizen pain points.

Aadhaar e-Token: Aadhaar has become an important document in availing Government services and benefits and as a result Aadhaar enrolment centres see huge crowds through the day. Kanniyakumari District has 6 Aadhaar enrolment centres catering to a population of 20 lakhs. To ensure ease of service and relief to the citizens, the District Administration came out with Aadhaar e-Token system.

Launched online in July 2021, people can log on and choose the centre and time as per their convenience. One token is provided against one phone number to avoid misuse. While more than 19,000 entries have been done using the service, the main benefit is in the orderly and calm atmosphere in the Aadhaar Enrolment offices where the Government servants and the citizens can both be seen working peacefully.

COVID Vaccination

A similar token system was experimented upon to cater to the vaccination programs during the second wave of COVID-19. As there was a mismatch between demand and supply in the early days, it was a trying time for all. To address the information dissymmetry, <http://bookmyvaccine.kumaricovidcare.in/> was rolled out, wherein people could register themselves at their nearest centre and get vaccinated as per availability of the vaccine. Timely information was given through SMS with details of centre, date and time, and with a unique identification number for authenticity. This helped tremendously in managing the pandemic and also ensure COVID appropriate behaviour amongst all.



Maintain Social Distancing. Stay Home & Stay Safe.

Let's beat the Corona Virus Together

Choose Vaccination



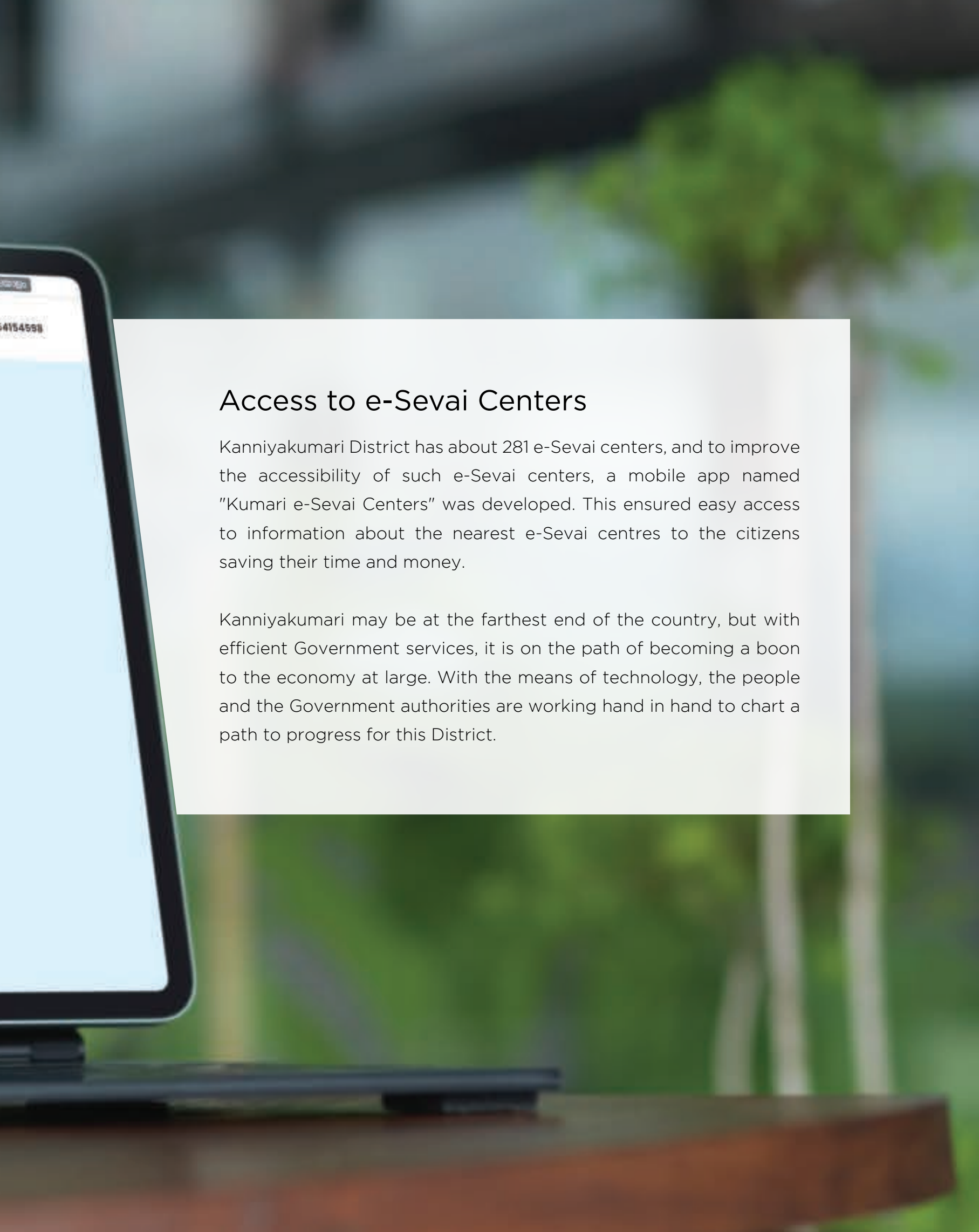
Covaxin

Available



Covishield

Available



Access to e-Sevai Centers

Kanniyakumari District has about 281 e-Sevai centers, and to improve the accessibility of such e-Sevai centers, a mobile app named "Kumari e-Sevai Centers" was developed. This ensured easy access to information about the nearest e-Sevai centres to the citizens saving their time and money.

Kanniyakumari may be at the farthest end of the country, but with efficient Government services, it is on the path of becoming a boon to the economy at large. With the means of technology, the people and the Government authorities are working hand in hand to chart a path to progress for this District.

DIGITAL SEVA

Common Service Center

SUBHASHGRAM, GRAM PANCHAYAT, DIGLIPUR, NORTH ANDAMAN

CONTACT NO: 03192-271137



The Islands are Now Connected

Creating digital societies seamlessly

Andaman & Nicobar Islands

The idyllic Andaman & Nicobar Islands is divided into three districts, of which North & Middle Andaman (N&M Andaman) is the northern-most. One can imagine how secluded it is, from the fact that Mayabunder, the administrative headquarters, is located 250 km from Port Blair.

This sparsely populated District is spread across 14 inhabited islands, making provisioning of services at the doorstep a massive task. This was aggravated by the absence of reliable internet services and mobile connectivity. While in mainland India, internet and e-District projects are ubiquitous,

Hopes and dreams were kindled in December 2018, when the Hon'ble PM, Sh. Narendra Modi announced the laying of 2,300 km under-sea Optical Fibre Cable connecting Chennai to Andaman & Nicobar Islands (CANI).

The first line of CANI connecting Chennai with Port Blair was inaugurated in May 2020 enabling increased use of technology and innovation for efficient delivery of public services. The numbers tell the story. When the e-Services were launched in 2019 only 16 online applications were received and

for these rural, distant islands it was a distant dream.

E-District project is a Mission Mode Project under National e-Governance Plan (NeGP).

The Project Aims:

To improve Government to Citizen (G2C) interactions

Seamless delivery of services to all citizens through the internet, CSCs, PFCs at DC, SDO and Circle Offices

Efficiency, transparency and reliability at affordable costs

disposed of which went up to 1,600 in 2020 and 16,000 in 2021.

The availability of a reliable IT infrastructure and internet connectivity bore fruits during COVID-19 as e-Revenue courts, online classes, etc. ensured the delivery of these services to the citizens.

The future for the islanders is looking bright as the laying of OFC in N&M Andaman District is still underway. And with it the dreams of the islanders are set to soar.



Salient Features of e-District Project in A&N Islands

- Phone based access
- Digital sign enabled
- Online Payment Gateway
- Citizen SMS alerts for transparency
- Online MIS report
- Online Certificate Verification
- Dashboard
- User feedback based changes



Upcoming Changes in N&M Islands

Under Universal Service Obligation Fund (USOF), Department of Telecommunications, Government of India (DoT) has set itself a time bound target of ensuring mobile connectivity in uncovered villages of the District by 2022. All 37 Gram Panchayats are to be linked with internet connectivity under 'Bharat Net' by Bharat Broadband Network Limited (BBNL) this year.

For ease of the general public, wi-fi hotspots are being established in the District under 'PM-WANI'.

IT Department of A&N Administration is in the process of shortlisting the System Integrator for the development of 50 new G2C services spanning services of various Departments.

SARAL KENDRA

सरल केन्द्र



Seamless Citizen Experience

People's welfare at door-step

Getting an electricity connection, driving licence, ration card or old age allowance, delivery of schemes and services is an aspect of governance that touches and impacts citizens multiple times in their lifetime. To ease all these services was the genesis behind the design and concept of Antyodaya Saral. From availing benefits of family pension to corrections in Aadhaar cards or getting an income certificate, this integrated online portal serves the needs of the people of Haryana.

The Government of Haryana offers 600+ schemes and services through 47+

departments. In short, the Government system can appear to be a spiral of formalities for any citizen. From lack of awareness of where to apply for specific schemes, to complex application processes, and poor visibility of status, there are a number of issues the citizens of Haryana come across.

To reimagine scheme and service delivery with seamless citizen experience as the primary goal, ushering in efficiency and bringing transparency, the Antyodaya Saral portal was brought into picture.



Objectives

Making all schemes and services available on one integrated, online platform

Ensuring end-to-end processing of applications in an online, paperless manner

Process re-engineering of schemes and services to make procedures simple and minimalistic

Establishing State-of-the-art citizen service delivery centres at District, Sub-division, and Tehsil Levels

Ensuring availability of all schemes and services at Common Service Centres (CSCs)

Ensuring all schemes and services are delivered within clearly stipulated time limits

Clear visibility to citizen (and officials) at all stages on the status of applications

Leveraging citizen feedback to continuously improve service delivery



With a three-pronged approach achieving accessibility, convenience and efficiency, Antyodaya Saral has gone a long way in realising the Chief Minister's vision of overhauling the scheme and service delivery experience in Haryana.

The Impact

Increased Coverage: 150 of the highest footfall schemes and services have witnessed 15% increase in the number of applications received over time

Timely Delivery: 85% out of approximately 5 crore applications have been closed within RTS timelines; an analysis was done on the comparable schemes/services where a decrease of 31% was observed in the average number of days for service delivery

Citizen Satisfaction: 4.3 average rating on a scale of 5 has been received from more than 1 crore citizen feedback calls

A Future of Ease & Efficiency

Going forward, as all residents get verified under the Parivar Pehchan Patra (PPP), a unique Family ID will be provided to every family in the State, the vision is to offer schemes and services instantaneously (over the counter) at the time of application itself, without the need for any backend processing. Implementation of Right to Service Act (RTSA) for all the schemes and services for the citizens will ensure that Antyodya becomes the true motto of the Government of Haryana.



Delivering Smiles. Reaping Blessings.

A unique service delivery mechanism

Andhra Pradesh

The delivery of Government services has to be at the citizen's doorstep. With this objective in mind, the Andhra Pradesh Government brought in a system of village and ward secretariats. GSWS or 'Grama Sachivalayam and Ward Sachivalayams' documents the development and implementation of this unique service delivery mechanism.

The system operates through 15004 grass root level 'secretariats' to decentralize public administration and bring them closer to the citizens. Delivering 680 plus services pertaining to 35 Government Departments, it ensures accountability and speed across

multiple stages of service delivery. It also helps proactively identify eligible beneficiaries for different schemes and benefits transfer directly to beneficiaries' Aadhaar linked bank accounts.

Decentralisation of service delivery ensures that the citizen no longer has to make the rounds of the Mandal headquarters for the smallest of requirements. Whether a citizen wants a pension, a ration card, house title deeds, or payment of electricity bills or has a drinking water supply problem or has a job related to civil works, the village/ ward secretariats will solve the problem. This has reduced the time to delivery by multiple folds thereby adding to citizen comfort.



Detailing is the Key

Manpower: To ensure zero delay because of manpower, 10 functionaries in ward secretariats and 11 functionaries in village secretariats have been deputed from various State Government line Departments.

Hardware Management: Every secretariat has been equipped with hardware such as computers, biometric scanner, iris scanners, printers, mobile phones and sim cards.

Internet Connectivity: Wired internet connectivity through optic fibre covering all 15,004 secretariats ensures seamless delivery of eServices.

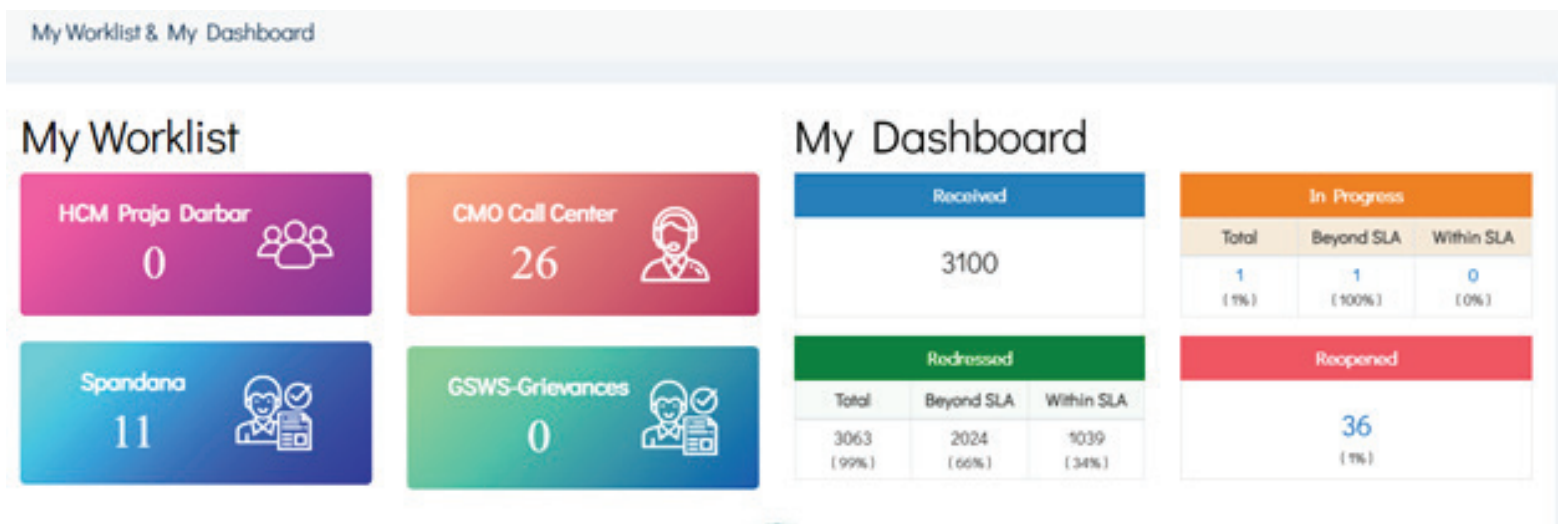
Aadhaar based authentication & payment: Direct transfer of benefits made possible vide the beneficiaries Aadhaar linked bank accounts.

Monitoring and Grievance redressal: Spandana, the simple and robust grievance redressal mechanism ensures that the citizen centric governance is delivered to the people of Andhra Pradesh.

Citizen Outreach: Monthly citizen outreach program is in place to gather feedback.

Technology Portals: Technology platform, AP Seva portal, is enabled to deliver 330 State and 125 Central Government services electronically with 15,000 trained digital assistants supporting citizens in availing these services.

Navasakam Beneficiary Management: Besides the services, secretariats also disburse 34+ Government welfare schemes directly to the beneficiaries' Aadhaar linked bank accounts.



Outcomes

In 30 months, 3.4 crore services were delivered seamlessly to the beneficiaries electronically.

Civil supplies were delivered directly at the doorstep of the actual beneficiaries.

An additional 43,000 km of optical fiber was laid to connect all secretariats with broadband connectivity, 5929 villages have been digitally connected with broadband internet connections.

1.6 lakh secretaries were trained through professionally designed courses.

More than 1.5 lakh employment opportunities were generated in the secretariat.

Promoted financial inclusion by enforcing Aadhaar linked benefit transfer.

This unique service delivery mechanism is the center stage of efficiency in providing Government services to the citizens. It has drastically improved the entire service delivery lifecycle with real time responsive features and addressal to requests. Paving a right path for the Government and a convenient service for the citizens.



Digital India Personified

Delhi, the Rajdhani of e-services

Delhi

When the Hon'ble Prime Minister, Shri Narendra Modi gave the clarion call for 'Digital India', the New Delhi Municipal Council (NDMC) took little time in coming up with an actionable plan. The objective given was for strengthening of e-Governance through IT based initiatives and technology interventions in an equitable, non-discretionary and transparent manner.

Without the use of technology, NDMC used to suffer from a slew of issues including lack of transparency, ineffective governance and poor accountability of resident grievances. A

need was felt to put in place a system where the resident is empowered to demand his public services in a transparent and efficient manner.

Facilitating better services and faster resolution to the needs of citizens, to increase efficiency using the unmatched power of modern technology, offering paperless processes, providing constituents with on-demand access to applications, information and other services that traditionally require a trip to Government offices. Facilitating remote work and business continuity even on days when

Government offices are closed, e-services continue to offer essential services to the citizens of the national capital.

This offers timely resolution of complaints and grievances, helps combat healthcare challenges and reduces turn around time for Government formalities. NDMC is using the power of Digitization to restore public trust, find new solutions to policy challenges and increasing transparency.

The Impact

Footfall on citizen facilitation centre has drastically reduced by 65% to 70%.

150,000 complaints received and 99% plus complaints resolved.

Turnaround time for getting the certificates reduced by 99%.

Total 299,114 patients have registered through e-Hospital.

With pre-emptive planning and monitoring, aim to reduce the cases of Chikungunya and Dengue in the coming years.



Ensuring Access and Accountability

Refining and defining service delivery

Maharashtra

In Maharashtra, people often struggled for delivery of Services from the Government and there was a huge lack of accountability by the administration when it came to improvement in the quality of these services.

The Government of Maharashtra realized that delivery of Public Service at the last

point is often the weakest link and accordingly enacted the Maharashtra Right to Public Services Act, 2015, with the objective of ensuring transparent, efficient, and time-bound delivery of Public Services to Citizens.

Acknowledging the importance of the Maharashtra Right to Public Services Act, 2015, the Government of Maharashtra undertook the following steps for its effective implementation:

Former Chief Secretary to the Government of Maharashtra was appointed as the first State Chief Commissioner for Right to Public Services.

All Government Departments were mandatorily required to notify the public services which eligible citizens could avail under this Act.

- Further in order to handle grievances, all Government Departments were required to publish details of the Designated

Officers, First and Second Appellate Authorities and the time limit for receiving each service.

The State created a Digital Delivery Channel for the Citizens by way of "Aaple Sarkar Service Portal" and "RTS Mobile Application".

The State created Physical Delivery Channel for the Citizens by instituting 33,945 'Aaple Sarkar Seva Kendras' across the State. This ensured that Citizens who do not have access to the Internet or lack knowledge in handling online applications can still benefit from the Right to Service Act.



Impact of the Act

389 Services across 37 Departments of Government of Maharashtra are available via the Aaple Sarkar Service Portal and RTS Mobile application.

11,49,87,613 applications have been received on this platform and 96% of the applications have been disposed of as on 31st Jan 2022.



Aaple Sarkar platform is not only useful for availing services but it also equips the citizen with real time data of services by Departments, applications received, disposed and pending on their end, etc. Further, this platform is architected in such a way that the user experience is the same whether delivery channel is the portal, mobile app or the centre itself, making it a seamless, portable experience for the citizens of Maharashtra.

Thus, the Government of Maharashtra has evolved the service delivery to the next level using technology to provide a seamless service to the people.



— Add New Applications —

Notice

- Only related revenue department related applications should be uploaded on this system.

Service as Duty

Accountability and quality delivered together

Nashik, Maharashtra

Service delivery has always been a challenge even in the best of times. The gap between promises and fulfillment are often insurmountable. To address this and to provide a legal right to citizens, the Maharashtra Government enacted Right to Service Act vide notification dated 21st Aug, 2015. This act, on the one hand, recognizes delivery of public services as a matter of right of the citizens, and, on the other hand, also provides for instant punishment to the public servants who deliberately mess up with the process.

Secondly, to nullify this later negative connotation, the act also provides a system of awarding those public servants who excel in

the delivery of public services in a time bound and transparent manner. Looking at the rising aspirations of the citizens and the willingness of the administration to honor those aspirations, this act came as a breeze of fresh air for cleaner and speedier delivery of public services.

Taking the Right to Services Act to the next level in Nashik, the District Administration voluntarily notified 81 services over and above 20 services notified by the Revenue Department and actually started delivering the same instantly. Notifications were based on deliberations and discussions with all stakeholders.

To do away with human interventions, an online facility for citizens to avail those services was developed. This web-based portal, easily accessed from mobile or PC browsers without allowing access to any credential or personal information of the user, offering easy access to the portal from any device proved to be a boon for the people of Nashik.

विषयात येणाऱ्या सेवांचे परिशिष्ट					
३३	पेसा दाखला देणे	७	प्रशासन नायब तहसीलदार	तहसीलदार	उपविभागीय अधिकारी
३४	पोलीस पाटोल मुदतवाढ	३०	शिरस्तेदार	उपविभागीय अधिकारी	अपर जिल्हाधिकारी
३५	शेतधर परवानगो महाराष्ट्र जमीन महसूल अधिनियम १९६६ चे कलम ४१ (३)	३०	निवासी नायब तहसीलदार	तहसीलदार	उपविभागीय अधिकारी
३६	भारतीय दंड साहिता चे कलम १७४ नुसार आकस्मिक मृत्यू प्रकरणे (नोटिस बनावणी झाल्यानंतर)	६०	उपविभागीय अधिकारी	अपर जिल्हाधिकारी	जिल्हाधिकारी
३७	तलाठी रजा रोखीकरण	१५	उपविभागीय अधिकारी	अपर जिल्हाधिकारी	जिल्हाधिकारी
३८	विविध प्रकारच्या राज्यातील कलावंतांना शासनस्तरावर दिलेल्या मानधनाकरीता प्रस्तावावर शिफारस कामी साक्षात्कृत करणे	७	निवासी नायब तहसीलदार	तहसीलदार	उपविभागीय अधिकारी
३९	घू - संपादन प्रकरणातील कोर्ट फी रिफंड	१५	उपविभागीय अधिकारी	अपर जिल्हाधिकारी	जिल्हाधिकारी
४०	भोगवटा प्रमाणपत्र देणे - वर्ग - १	३०	शिरस्तेदार	उपविभागीय अधिकारी	अपर जिल्हाधिकारी
४१	भोगवटा प्रमाणपत्र देणे - वर्ग - २	३०	शिरस्तेदार	उपविभागीय अधिकारी	अपर जिल्हाधिकारी
४२	महाराष्ट्र जमीन महसूल (जमीनच्या वापरावर निबंध) नियम १९६८ चा २ (२) पोटखुराव वर्ग अ संदर्भात कार्यवाही	३०	शिरस्तेदार	उपविभागीय अधिकारी	अपर जिल्हाधिकारी
४३	महात्मा फुले आरोग्य योजनेसाठी पुरवठा विभागाचे प्रमाणपत्र घेणे	३०	शिरस्तेदार	उपविभागीय अधिकारी	अपर जिल्हाधिकारी
४४	मु. कु. वॉहेवाट अधिनियम कलम ३२ प्रमाणपत्र निर्गमित करणे	३०	शिरस्तेदार	उपविभागीय अधिकारी	अपर जिल्हाधिकारी
४५	कर्मचारी वंतन दाखला	३०	शिरस्तेदार	उपविभागीय अधिकारी	अपर जिल्हाधिकारी
४६	विटभट्टी परवानगो	३०	शिरस्तेदार	उपविभागीय अधिकारी	अपर जिल्हाधिकारी

Overall this initiative has proved to be a game changer in the public delivery system at Nashik. The citizens got emotionally connected with the District Administration as this instilled a confidence that the grievances and services will be processed purely on merit and in a time bound manner. The Administration too experienced unprecedented joy of contentment of working towards the noble goal of "Antyodaya".



Citizen First Movement

Experience oriented service delivery

Nammude Kozhikode is a comprehensive citizen centric governance initiative that aspires to usher in fundamental transformation in service delivery and optimize the potential of public participation in governance. It follows the **'Citizen First'** approach while focusing on delivering a seamless **'Citizen Experience oriented Service Delivery'** and **'Total Citizen engagement'** using technology platforms of its App and the District collectors' social media handles. The initiative builds on the civic culture for a prosperous, vibrant, cleaner, and greener District.

Earlier, the citizens often struggled to avail public interest schemes and services and it was imperative to restructure service delivery mechanisms of the District. Nammude Kozhikode integrates departments, local self-governments and citizens on a single digital governance platform by leveraging technology. It facilitates seamless service delivery for citizens and enables the administration with real time response capabilities, making the system more open, responsive and efficient.

To further the impact of this initiative, the multi-sectoral approach of Nammude Kozhikode involves a lineup of impactful programs like Enabling Kozhikode, Edu mission, health initiatives, Cradle, Uyiram Onnichu, Enterprise Kozhikode, Happy Hill, Oppam, tourism initiatives, etc.

The program is built on three pillars:

- Citizen Centric Service Delivery
- Participation and Co-creation
- Nammude Apps

There is a long list of benefits entailing this end-to-end service delivery system, as it can be used for information on various Government services, to book appointments with the Government officials, to register complaints, report issues, avail emergency services, etc.

Leveraging this innovative system, several other programs have been designed with a goal to improve service delivery lifecycle for the citizens of Kozhikode.

Udayam: A Home for All

Meant for sustainable rehabilitation of all street dwellers, the District Administration rehabilitated about 1,500 street dwellers under this initiative and developed a State of art residential, as well as psycho-social and economic rehabilitation facilities with the help of citizens and NGOs.

Clean Beach Mission

A joint venture of Kozhikode District Administration, local self-governments and the District's voluntary organizations, Clean Beach Mission has an objective to raise awareness on littering and developing sustainable beach tourism.



Mission Sundara Pathayoram

This programme encourages road users to respect our shared environment and do little things to clean and beautify the Highways.



‘Nammude Kozhikode’ has successfully demonstrated newer dimensions of citizen centric governance and seamless service delivery. Further, it engages citizens and taps upon their contribution for building a progressive society. The Nammude Kozhikode program, likewise, despite originating in Kozhikode, could be universalised for transforming service delivery standards and heralding a new era in public governance.



One Window for all Solutions

Envisioning single point clearance digitally

Odisha

The Odisha-One Portal has been envisioned as a single window for the citizen to access various kinds of services that are available in the State of Odisha. The services can be Information related or those provided by Government.

This project aims to fulfill the vision of providing easy and convenient services to the citizens primarily through:

- A Single State Portal for all departmental services

- Mo Seba Kendras (MSKs)/Service Delivery agencies operators can access the

Odisha-One Portal instead of various department or services specific portals

Along with a number of e-Governance applications of the State under different phases of project conceptualization, design and implementation, the State of Odisha needed a common framework that can integrate various departmental applications as and when these are in fully operational stage, and Odisha-One Portal was the solution.

Objectives

- To provide easy, anywhere and anytime access to Government Services (both Informational & Transactional)

- To reduce direct interaction of citizen with the Government and encourage 'e'-interaction and efficient communication through portal, mobile app

- Promotion of uniform web interface across Government Departments and to build in synergies with any national level portal for services

- Delivery of services through Mo Seba Kendra (MSK) centres in assisted mode, for the citizens who lack computer knowledge

- To enhance perception and image of the Government and its constituent Departments among citizens

On a wider scale, it is an important step in creating an integrated service delivery infrastructure, that shall expand, integrate and enhance the utility and reach of the services provided by the Government to the citizens directly.

The Outcomes of Odisha - One Portal

More than 3 lakh transactions of Rs. 63 Crore carried out on Odisha-One Portal

100 G2C services have been integrated with Odisha-One Portal

Planned to integrate more than 500 services in the Odisha-One Portal

More than 4000 Mo Seba Kendras (MSK) are already in operation in the State

More than 8000 numbers of MSK being planned across the State

Highlights of Features

Two step registration for citizens

Dedicated modes of service delivery for unskilled and remotely residing citizens through MSKs

Hassle free and one stop solution for service delivery

Automated feedback collection to receive feedback directly from end-users for quality analysis and improvement purposes

Dedicated support system to address issues

Quick payment of bills

One time registration for various services

End to end workflow management for onboarding Urban Level Entrepreneurs/ Village Level Entrepreneurs (ULEs/ VLEs) and managing ULEs/ VLEs

Provision for extensive user profile management

Prepaid wallet system for MSK centres

Option to pay through multiple payment gateway

Different modes of payment like Wallet, Debit Card, Credit Card, Net Banking, UPI, etc., are available

Auto calculation of commission

ULE/ VLEs can view earned commission

Multiple departmental services

Provision to download the documents/ certificate

Mo Seba Kendra Locator

Citizens may raise issues or support tickets using support features

The app supports bi-lingual interpretations, i.e. Odia & English

Odisha-One has met objectives and is on a path to newer configurations of convenience and ease in the future. It has set higher benchmarks for e-Governance models across the country, and made the Government services convenient for the people of Odisha.





Where Justice Flows Like a River

Seamless experience for all citizen rights

Government services have always been perceived as slow, bound by red tape and inefficient. Seva Sindhu is the initiative by the Government of Karnataka to usher in an era of seamless delivery of Government services to its citizens. By reducing turn-around time for formalities, allowing contactless, cashless services without the need of physical visits to departments, the effort is to make ease of living a way of life.

Seva Sindhu is a single digitally accessible platform for over 800 services, across 74 departments as well as Boards and Corporations of Karnataka, and is largely beneficial in helping people spend less time and money on Government specific formalities.

The Challenge

In the past, the people of Karnataka faced a number of issues while dealing with Government offices. The smallest of requirements like procuring a bus pass for students, getting soil samples analysed on time by farmers, etc. required physical visits to Government offices, a longer than expected turn-around-time. This made things difficult and often unworthy of the time and efforts invested.



The Solutions

Easing up the lives of the people seeking Government services, Seva Sindhu has helped individuals and businesses navigate all their requirements. The platform being integrated with various Government agencies and departments offers ease of access and other time critical services like healthcare, etc. to the farmers, traders, and the common public of Karnataka.

Seva Sindhu passed the litmus test when it proved instrumental in offering financial aid to the public during the pandemic, when almost the entire population of Karnataka was affected directly or indirectly due to the economic consequences of lockdowns and other disruptions.



The Future

Seva Sindhu has been tried and tested among the masses and has been widely accepted as an instrument of ease when it comes to Government services. In the future, Seva Sindhu will ensure that the days of waiting endlessly for Government services will be a thing of the past.

AeBAS Using Face Authentication



Identification App

Efficiency and Safety

Digital means speed, security
and satisfaction

Unique Identification Authority of India (UIDAI) carries out around 6 crore authentication transactions daily in various modalities like Biometrics (fingerprint and iris), OTP and demographic modalities. During Aadhaar Enrolment process of an Indian resident, the following identity information is captured.

Demographic Information: Name, Address, Gender and Date of Birth; Mobile Number and e-mail address of the resident (optional)

Biometric Capture: Face, Fingerprint and Iris

The COVID-19 pandemic brought forth an alarming issue with systems that require physical contact. It was also observed that fingerprint biometric modality does not function efficiently for residents with labour intensive jobs and for senior citizens. And the requirement for a touchless biometric authentication in the wake of COVID pandemic, gave impetus to in-house development of face authentication technology.

UIDAI has developed a robust Artificial Intelligence-Machine Learning (AI-ML) based Face Authentication functionality, wherein a resident can perform Aadhaar authentication using Face as a biometric modality. Face Authentication is an easy to manage contactless mobile phone-based technology that provides freedom from any physical touch between the man and the machine.

UIDAI uses Face Authentication as a “Consent Based” authentication process to verify an Aadhaar number holder’s identity. A successful Face Authentication confirms that the physical face which is being scanned for verification matches the one which was captured at the time of enrolment when your Aadhaar number was generated. A successful face authentication confirms that you are who you claim to be.

This indigenous technology developed for Face Authentication was tested for Proof of Concept (POC) with National Informatics Centre (Jeewan Praman), National Health Authority (Co-Win application) and a few banks as well. Even after a couple of rounds of POCs involving thousands of residents in various population groups of different age groups, gender and geographic regions, the application was continuously upscaled. Encouraged by the successful results and after such a comprehensive analysis of the technology, it has been enabled across the entire Aadhaar ecosystem.

Face Authentication RD App has clocked 160,000+ authentications from 15th Oct 2021 to 28th Feb 2022 and increasing

Very high success rate across all age groups

~80000 authentication transactions reported for Jeewan Praman from Jan to Feb 2022

Unique Features of UIDAI

A very robust application with inherent securities ensuring end to end security of the Face Authentication

Provides higher success rate compared with the Fingerprint (FP) one, essentially owing to abrasion/cuts and bruises of FP across sections of the populace

Face Authentication is consent based where the user is authenticating his/her identity using face as a credential to secure access to online account

It is gratifying to observe that face authentication success rates are even better than the Iris based authentication. With the use of AI/ML in Face Authentication, especially for photographs taken as much as 10 years ago, the technology works perfectly for the aged population as well as those under 20 years who undergo significant changes in facial imprints over time.

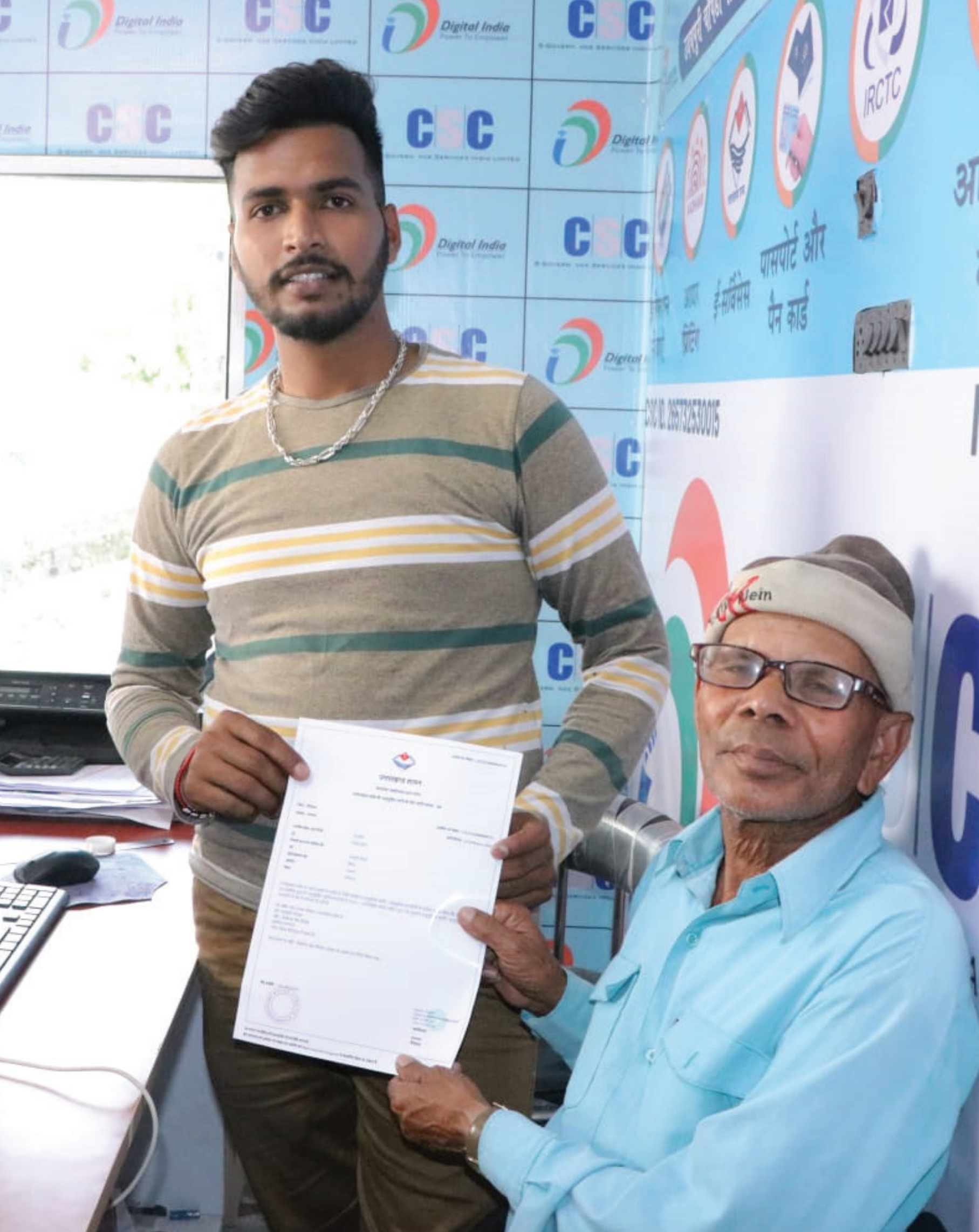


75
Azadi Ka
Amrit Mahotsav

AADHAAR
MERA AADHAAR
MERI PEHCHAAN

- **Safe**
- **Contactless**
- **Secure**

#FaceAuthentication



संस्था का नाम
संस्था का पता
संस्था का फोन नंबर

आपका नाम
आपका पता
आपका फोन नंबर

आपका आधार नंबर
आपका बैंक खाता नंबर
आपका बैंक शाखा का नाम

आपका पासपोर्ट आइडी नंबर
आपका ड्राइविंग लाइसेंस नंबर
आपका वोटिंग आईडी नंबर

आपका पैन कार्ड नंबर
आपका एनपीसी नंबर
आपका एनडीए नंबर

आपका एनडीए नंबर
आपका एनडीए नंबर
आपका एनडीए नंबर

Delivery of Happiness and More

The wonder wand of
innovation and ease

Apuni Sarkar, a G2C initiative is started to provide services to the citizens of Uttarakhand directly and to facilitate public service delivery with pace. The innovation is unique and offers end to end, seamless, faceless, and cashless service delivery to the citizens. The citizens can apply for these services from anywhere, anytime through a personal login and can download the digitally signed certificates. It has pictorial depictions and analytics of the performance of districts, departments, and employees. According to the Right to Service Commission, there are 265 notified citizen-centric services. The successful implementation of 75 services (additional 20 services in the trial) and

roadmap for the rest of 170 services lead to the decision of the Right to Services Commission to expand the services beyond 265 services.

The new portal, Apuni Sarkar was launched to overcome the challenges & constraints faced by citizens in using the e District portal rolled out in 2013 with 32 services. The old portal required them to go to Common Service Centre (CSC) or Tehsil, or District Headquarter to apply and get the certificates. The process was very cumbersome considering the harsh topography of the State, making people refrain from using and practicing Government services and utilities at most.

Apuni Sarkar, A Solution

The Apuni Sarkar portal offers all the features which were not available earlier. The biggest relief given to citizens is the personal login and dashboard, from which citizens can apply for any services, download the certificates and track their status.

The portal is OTP and SMS enabled. For Government functionaries, higher officials can monitor the performance of the employees. Moreover, the ranking of departments, districts, and employees have inculcated healthy competition

The new portal has end-to-end service delivery and on an average, 12,000 applications are being disposed of daily, which was a few hundred in the older portal

The average time taken is even less than what is notified in citizen charters and significantly less than in the older system

Key Features

Apuni Sarkar portal has completely changed the workflow and made services accessible from anywhere at any time

The integrated portal has citizen, departmental, District Magistrate, Chief Secretary, and Chief Minister dashboards

The steps in service delivery have also been reduced as many unnecessary forwarding is eliminated

Citizens can track the action on their application with a timeline. The pendency time can be seen by the citizens. This has increased accountability and transparency

All files are given colour code (Green - ontime, Yellow - time about to expire, and Red - time already over). Red files can be seen by higher authorities who ensure seamless delivery

A complete faceless portal is in place that ranks districts, departments, and employees based on performance-based analytics. The entire State is monitored through a single dashboard

Unique pictorial analytics help monitor the performance quickly. The grievance redressal is integrated with the CM helpline and CPGRAMS

The citizens can give feedback through call centers

It covers the entire State and provides services to approx 1.25 crore citizens. To provide 75 online services, a total of 8,600 CSC centers, 95 Block/ Tehsil Headquarters, and 13 District Headquarters are involved. However, citizens can also apply for services through a personal login. Approx. 2.5 lakh citizens have a personal log in. A team lead of e-District Manager (EDM) is available to provide support at the local level. Applications are received from every part of the State (Upper hills- 23 %, Middle hills- 20 %, and Plain - 57 % (having maximum population). Almost 99 % of applications are processed on time, which was earlier below 50%. Uttarakhand is a very disaster-prone State. The most common disasters are flash floods, landslides, heavy snowfall, cloud bursts resulting in frequent closure of roads. The topography of the State also makes accessibility to remote areas difficult. The current portal has end-to-end service delivery, which is online-enabled with a citizen login portal. This has resulted in accessibility to the service even when the road is closed.





Holistic
Development
through **One**
District One
Product
Scheme



Super Food for the World

Globalising the benefits of 'Makhana'

Darbhanga District has more than 8,000 water bodies which in convergence with Jal-Jeevan-Hariyali-Mission, have been surveyed, geo-tagged (with area & land details) and mapped for Makhana Cultivation with around 2 lakh families involved in cultivation and processing of the product.

Demand for Makhana is expected to increase with a compounded annual growth rate (CAGR) of 7%, for the period 2019-2023. This is due to its health benefits and emergence as one of the super foods, as major populations in the world are facing lifestyle diseases. This is emerging as snack food for diabetics and patients with heart ailments.

This potential makes Makhana a preferred cash crop option for the farmers in the District. Despite Bihar being the main producer, it was not able to actively engage in direct export. Indirect export is largely done by companies in Maharashtra & Gujarat,

keeping Darbhanga out of the economic loop that waited to be tapped upon.

With the new Bihar export promotion policy under consideration, there is a likely change in the coming financial year.

Adding to the yield, the Research Center for Makhana, Darbhanga has developed Swarna Vaidehi variety having higher production potential of 3.0 tons per hectare as compared to traditional variety.

Food Safety and Standards Authority of India (FSSAI) licenses are being obtained for Farmer Producer Companies who are marketing and supplying Makhana products and innovative strategy for market expansion is done through large milk cooperatives-Sudha in the State. Organic Certification, separate Harmonized System (HS) code, Custom and phytosanitary certification at Patna and Darbhanga airport is under process to exponentially multiply export.



Various Financing Structures are also Put in Place to Boost the Export of this ODOP of the Region

District Innovation Fund- Rs.10 lakh each to two Makhana cultivation and processing based groups

CM Udyami Yojana- Rs.10 lakh each provided to 18 groups

Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME)- Rs. 40,000 each as working capital & small tools for enterprises. Total 97 enterprises entered in National Rural Livelihoods Mission (NRLM) portal and Rs.158.8 lakh were transferred. (mainly JEEVIKA Self Help Groups (SHGs))

National Bank for Agriculture and Rural Development (NABARD)- 2 Farmer Producer Companies (FPCs) have been provided Business development assistance of Rs.5 lakh each

JEEVIKA- 2 Farmer Producer Organisations (FPOs) funded Rs.4 lakh each for Processing & marketing. Training of approx. 5,000 Women Self Help Groups(SHGs)

District Bagvaani Vikas Scheme- Subsidized quality hybrid seeds (**Swarna Vaidehi & Sabour Makhana-1**) given to farmers groups for doubling the output & financial gain

Makhana processed food being advertised through **Sudha stalls**

Prime Minister Employment Generation Programme (PMEGP)- Loans up to Rs.25 lakh given to 5 enterprises

Subsidy for Makhana cultivation to the extent of Rs.13,400/ ha in pond system and Rs. 16,000/ha in case of Makhana cultivation in cropping system mode



District Administration is keen on continuing its various inputs for promotion of its cultivation, processing, and marketing to bring value not only for the consumers but also to the producers. This would bring much needed development to the District and the State and will improve other human development indices and overall wellbeing. This fits well with the idea of **AtmaNirbhar Bharat** and doubling farmers income through pumping in necessary finances, innovation, and market building.



Pathbreaking Sustainable Ideas

The bounties of Goalpara

Goalpara, Assam

Goalpara District has been the cradle of innovation for newer and sustainable ideas in many areas ranging from agriculture, water conservation, channelizing digital platforms for re-energising local producers to educational empowerment of women for rural and agro tourism. The underlying themes in all areas of innovation have been community participation, convergence of Government Departments and their schemes and sustainability.

From developing black rice variety by the agri scientists of Krishi Vigyan Kendra,

Dudhnoi to promoting it among local farmers and subsequent popularity of this flood resistant and nutritious variety of rice, to the District Administration developing the award winning online platform Goal-Mart for local producers, mainly SHG to sell their produce ranging from Black Rice, handicrafts, pottery, tribal attires, etc. to revolutionary water conservation effort, Goalpara has shown much promise.

Rangshapara & Nishangram villages have emerged as niche areas of rural and agro tourism in Goalpara Districts.

Nishangram, nestled in the foothills of the Garo Hills, has a population of around 1,700, with more than 220 predominantly Christian families belonging to the Garo tribe. This quaint village boasts of being second only to Rangshapara in terms of cleanliness and is the epitome of harmony of nature and simple living.

The roads of the village are made with recycled plastic making for a picturesque walk. Laid back life of Nishangram, roadside bamboo benches, gardens in front of houses, lack of any litter or plastic waste and the noise and pollution free ambience leave tourists mesmerized.

The populace of the village is predominantly dependent on agriculture and sights of women working in the paddy fields are common. The Baptist Church in the village, built over 150 years ago, and the Babupara Hilltop view add to the charm of Nishangram. Apart from Nishangram, the adjoining areas of Meghalaya State has mesmerizing beauty and has many waterfalls, streams, dense foliage and birds. It is now a slice of this Shangri La like life that Nishangram is now offering to the world.



Under the aegis of the ever friendly and active local branch of the Assam State Rural Livelihoods Mission Society, which implements the Deen Dayal Antyodaya Yojana-National Rural Livelihoods Mission in first of its kind initiative in the entire State, started a home stay in collaboration with Nishan Village Organization in September 2021. Since then, 4 more home stays have

come up and have already catered to more than 800 guests, who come to experience local hospitality, healthy traditional cuisine, music and dance over bonfire, shopping local handicrafts at the village emporium, hiking, nature walks in and around the village, photography and immersion with the friendly local community to understand and experience first hand age old styles of



agriculture and fishing. The District Administration has already started the renovation of the centuries old Church and setting up of fisheries, entrance gate and expanding the outreach of Jal Jeevan Mission to the village are in the pipeline. Low on cost and high on output in terms of sustainability, financial stability to the locals, promoting cohesive social existence and providing

respite from the hustle and bustle of daily life, such a model of tourism has tremendous potential and reflects the successful congruence of governmental and community based efforts to promote healthy and better living.



The 'Ratans' of Ratnagiri

Serving health and wellness to the world

Ratnagiri, situated on the Western Coast of India, is in the State of Maharashtra. With a coastline of 167 K.M., it has 90 villages engaged in fishing with 48 jetties in the area.

It has abundant availability of natural resources along with suitable climatic conditions for growing fruits. The District has a rich ecology and tradition of handicrafts.

Ratnagiri Geographical Indicators

Ratnagiri can be physically divided into 3 zones.

Coastal Zone: This zone extends to about 10-15 km from the seacoast and generally has low altitude and approximately 2,500 mm rainfall. Most of the activities in this area are connected to the sea. This area contains numerous beaches, creeks, sea forts, harbours, hot water springs, caves, temples, other religious places, scenic beauty, and the birthplace of some great personalities.

Hill area Zone: This area includes the western slopes of Sahyadri and extends up to about 10-15 km. It generally has medium to high altitude and high rainfall of about 3,500 mm. A large area in this zone is covered by forest, although it is deteriorating quickly.

Middle Zone: This area lies between the coastal and hill areas and generally has a medium altitude. It is more accessible due to the Bombay-Goa-Highway and the Konkan railway.

Ratnagiri Exports:

The District exports were INR 6,345.78 Cr. from Apr 2021 to Jan 2022; the major exporting products from the District are herbicides, chemicals, and fisheries. The District contributes 1.43% of total exports from the State of Maharashtra.

Ratnagiri Geographical Indication Products:

Ratnagiri District has 3 GI-tagged products. Major agriculture produces are Ratnagiri Alphonso Mango, Ratnagiri Cashew, and Ratnagiri Kokum. With a rich coastline, the District has a strong presence of Marine Products and most industries are concentrated on Cashew Processing, Mango processing, and fisheries. The area under cultivation is 2 lakh 75 thousand hectares.

Ratnagiri Alphonso Mango:

Laterite soil with hilly terrain is the characteristic of Ratnagiri District. Ratnagiri Mango received GI tag in 2018. The fruit is known for its uniquely sweet taste. The colour of the fruit is attractive orange-yellow, and the pulp is firm but melting. Fibreless, soft texture, pleasant flavour, and sweet taste makes Alphonso the "King of Mangoes".

Ratnagiri Kokum:

Most of the Kokum plants grow naturally under vegetation, and the cost of cultivation is negligible. The plants require partial shade, which is available under natural vegetation. The fruit has medicinal qualities and adds a unique taste to food preparation. Kokum has a very strong sweetish acid taste. (Konkan Amruta variety has: pH value 1.81, Konkan Hatis variety has : pH value 1.80). Value added products of Kokum are Lonavala Kokum, Kokum seed, Kokum butter, Dried Kokum Rind-Amsol, Kokum Agal which have great demand in society.





Vengurla Cashew

Cashew is known as 'Wonder Nut' as the seed is outside the cashew apple. The District has a fantastic atmosphere, soil, and climate for cashew crop; Vengurla Cashew is a traditional variety of cashew grown in Ratnagiri. Vengurla Cashew variety V7 is especially famous for its high juice content. The cashew apple or false fruit is an edible food rich in Vitamin C. It can be dried, canned as a preserve or eaten fresh from the tree. It can also be squeezed for fresh juice. Cashew syrup is a favourite product of Cashew apple. Cashew apple squash, Cashew apple jam, and Cashew apple chutney are also fantastic products prepared from Cashew apple.



Fisheries

These are wide variety of Saltwater fishes along the naturally clean coast. The famous fishes present in Ratnagiri are Pomfret, Shrimp, and Bombay Duck. Fishing is done across all the beaches of Ratnagiri. However, there are three main fishing ports: Mirya port in Ratnagiri, Harne port in Dapoli, and Nate port in Rajapur Taluka. The fishing business begins on a large scale during the end of the monsoon season, in the month of September.



Mango Processing

The Mango processing for the Alphonso mango has a great export demand. The value-added products are Pickles, Dry mango powder, Juice concentrate, etc. There are around 40 processing units present in the District.



Cashew Processing

The cashew processing converts cashew into broken, whole, and roasted. There are around 60 industries present in cashew processing. The Ratnagiri cashew nuts are delivered all over India and also exported.



Economic Revival with Leadership

Digging profits out of lost glory

Kalanamak rice, commonly known as “Gift of Lord Buddha” is an ODOPI and Geographical Indication product of District Siddharthnagar. This rice has been featured in Specialty Rice of the World by Food and Agriculture Organization, (FAO), United Nations (UN). It is known for its unique aroma and nutritional qualities. Over the years, the total cultivation area belonging to Kalanamak rice in Siddharthnagar showed massive

decline. Kalanamak rice, being more expensive due to its process of production, needs a much broader and affluent market for selling. Due to lack of adequate marketing, the sale of Kalanamak rice was restricted only to nearby areas, thus leading to lesser sales at a lower price point. This led to farmers losing interest in growing Kalanamak Rice, which led to a massive fall in production in the District, almost leading to extinction.

Other Areas of Concern Leading to Less Production were

Lack of timely supply of high-quality seeds.

Declining genetic purity.

Underperformance in yield.

Difficulty in access to finance.

Lack of dedicated rice mills for Kalanamak rice.

Lack of proper storage facilities.

Loss of aroma due to loose packaging.

Lack of consumer interest due to absence of proper branding.

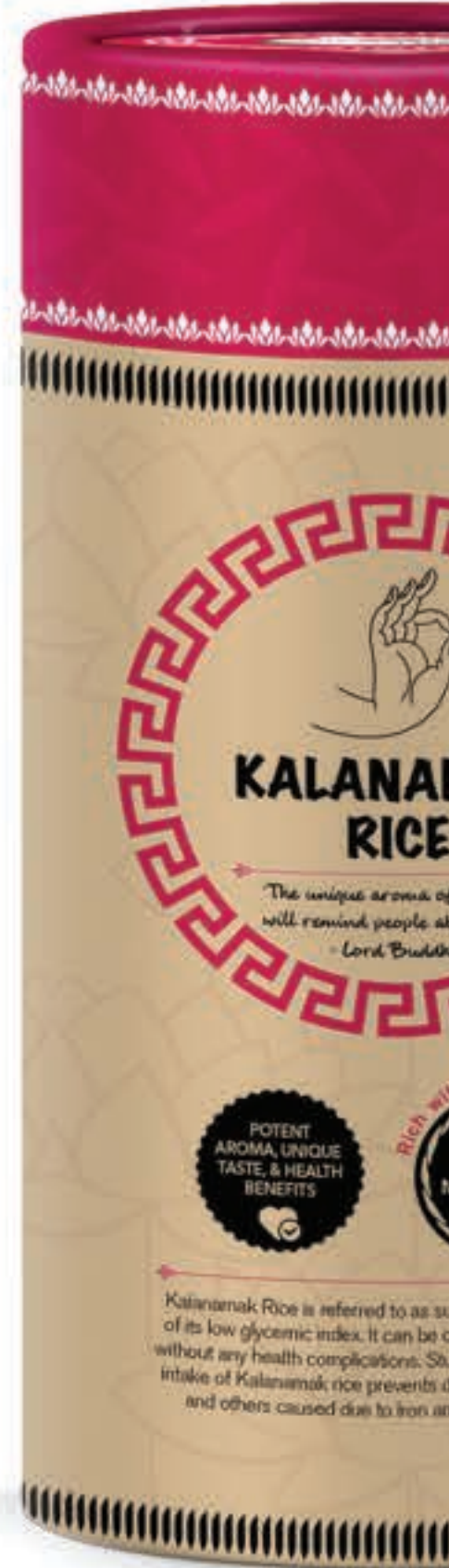
Since the start of ODOP scheme in 2018, various initiatives have been undertaken to promote production and marketing of Kalanamak rice, to achieve the objective of doubling farmers income by 2024. Pricing of Kalanamak rice has increased rapidly from Rs. 40/kg in 2018 to Rs. 90/kg in 2020 to Rs. 135/kg in 2021, which is much higher than the current selling price of normal variety of rice at Rs. 40/kg. The yield of new varieties of Kalanamak rice has gone up to 40 quintal per hectare in 2021, thus comparable to yield of 50 quintal per hectare for normal rice. Thus, the profitability obtained per hectare from Kalanamak rice is approximately thrice obtained from normal rice. This has led to an increase in grown area from 2700 hectares in 2018 to 12,000 hectares in 2021, and increase in number of farmers cultivating it from 2950 in 2018 to 13500 in 2021.

Intervention by the District

Formation of District Task Force: The District has formed a District task force under the leadership of District magistrate to ensure regular review and to make “District Action Plan” on Kalanamak Rice to review and promote production, timely availability of quality inputs, processing, marketing and branding.

Renewal of GI (Geographical Indicator): The kalanamak rice has got its first GI tag in year 2012 which was valid up to 2020. The District renewed the GI tag in year 2020.

Scientific research and field trials: Through Krishi Vigyan Kendra (KVK), research is being done over an area of 40 acres of 46 farmers on 10 varieties of Kalanamak rice. Through International Rice Research Institute (IRRI), detailed nutritional profiling of Kalanamak Rice has been done.





Certified Seed production: Timely availability of certified seeds has been a major issue for the farmers in the area. For the first time in the District, certified seed production of 80 quintal has been done in 4 hectares of area.

Irrigation: Through convergence of MGNREGA and Irrigation Department, ensuring adequate irrigation facilities by rejuvenation of 360 ponds across the District, creating bunds, dredging 55 kms of canals.



Training of Farmers and FPOs

Training of 400 farmers through KVK and ODOP on latest agricultural and business practices has been done. During Kalanamak Mahotsava 2020-21 & 2021-22, training of around 10,000 farmers through 3 day conference and workshop by KVK, ODOP Cell, IRRI, Agricultural and Processed Food Products Export Development Authority (APEDA) and NABARD. Training of 23,040 farmers for scientific farming through Kisan Pathshalas held in 152 Nyaya Panchayats and 256 Gram Panchayats.

Financing: For Entrepreneurs/Industries - Financial support of Rs.6.3 crores under Common Facility Centre (CFC) sub component of ODOP scheme for setting up of CFC with advanced processing, packaging and storage facilities has been provided. For Sellers/Traders - Under ODOP margin money scheme, loans of Rs 528.5 lakh has been disbursed to 60 beneficiaries at 25% subsidy from Sept 2020 to Dec 2021 to provide financing for production, processing and marketing. Under ODOP Marketing Promotion Scheme, financial assistance of Rs 97,734 has been provided to sellers and traders for travelling and stay to facilitate participation in national and international trade fairs and exhibitions in different parts of the country.

Procurement of raw materials: Establishment of Farmer Producer Organizations - 14 FPOs have been established under the Companies Act, 2013, with 3479 farmers as its members.

Processing, packaging and storage: Establishment of Cluster Facilitation Center (CFC) - At a project cost of Rs.696.38 lakhs at 90% Government grant, implemented through a Special Purpose Vehicle (SPV) with FPO, a CFC has been established to provide a dedicated, advanced processing facility for Kalanamak rice with capacity of 6 processing 4MT/hr, a dedicated temperature controlled warehouse of capacity 5,000 Tons and an advanced vacuum packaging machine.

Branding and Marketing

Kalanamak Mahotsava 2020-21 and 2021-22- For the first time in the District Kalanamak Mahotsava was organized, in which more than 10,000 farmers participated. Promotional pack of Kalanamak rice developed and sent to 1,000 dignitaries across the country. Exposure visits and setting up of stalls of FPOs and farmers at national and State level trade fairs and exhibitions such as India International Trade Fair, Delhi, Hunar Haat Lucknow, and GI products exhibition Varanasi. E-commerce onboarding of 25 sellers representing 4,000 farmers (including Flipkart, Amazon, Walmart and ODOP Mart).



Outcome of the Initiatives

The District has achieved the following outcomes with these key initiatives:

Increase in cultivation area from 2,700 hectares in 2018 to 12,000 hectares in 2021

The selling price of Kalanamak rice has increased from Rs. 40/kg in 2018 to Rs. 135/kg in 2021

Number of farmers cultivating Kalanamak rice has increased from 2950 in year 2018 to 13500 in 2021

Export has increased from 10 tonnes in year 2019 to 56 tonnes in year 2021



Production of Kalanamak rice, holds true potential for doubling farmers income by 2024 in Siddharthnagar. Thus, all the above measures combined with the planned activities will go a long way in providing employment and increasing per capita income in Siddharthnagar.



Himalayan Medicinal Shrubs

A legacy to be shared with humanity

Lahaul & Spiti, also known as “The Land of Wide Contrasts”, stands as the largest District of Himachal Pradesh with the lowest population density of 2 persons per sq. km. The District is home to a humble shrub of the Himalayas, the **Seabuckthorn**, acclaimed across the globe for its health benefits and immense commercial and medicinal value. And thus, the Administration advanced actions to formalize the production opportunity by identifying it under One District One Product.

The District falls in the cold desert region and the valleys are marked by high mountains on one side and cold sandy terrain on the other. With heavy snowfall during the winter season (temperature dipping to -25 degree Celsius)

and harsh weather conditions, locals have very limited working seasons and therefore, limited working opportunities. Additionally, the biggest challenge faced by the industry here is supply constraints. The major source of raw material is in the wild, and there is a need to augment nursery plantations.

Another problem lies in **seabuckthorn processing** is that the berries of the seabuckthorn plant are harvested by hand using the ‘beat the bush’ method in Sept. In practice, labour-intensive primary processing is done because Seabuckthorn grows in remote Himalayan region where use of costly and sophisticated equipment is challenging. Besides, long distance transportation of fresh berries is tricky since the berries are highly perishable in nature.

To solve this problem, the Administration has approached the Agricultural University to provide fruit harvesting tools to reduce labour inputs and develop a proposal for setting up an integrated processing industrial unit cum incubation centre in the District for capacity building producing value-added products.

The administration has also helped to setup a processing unit in Spiti under the name of Spiti Seabuckthorn Society to produce Seabuckthorn pulp, Jam, Dry leaves etc. The society works with around 100 local women to enhance their income levels and the plan includes setting up new processing units with the help of the Forest Department. The District Administration is committed to greening the value chain of seabuckthorn by deploying solar based technologies like solar dryers.

Training, branding and quality is the next focus area. The products were observed to be in shabby packaging without any branding/labeling and required better quality control. To solve this problem, SHGs under NRLM were identified and training has been imparted to SHGs on aspects such as book-keeping, financial inclusion and hygiene maintenance. Training is also planned for mechanization of pulp extraction, processing, oil extraction, packaging and marketing under a unified brand like Him Ira of NRLM. In

the Miyar valley, Seabuckthorn products have been developed under the brand name of 'KangLa Basket' (named after the high altitude pass) by SHG Khandoma, which have high-quality eco-friendly packaging, use locally produced organic dye-cotton bags and solar dryers. They have also received technical support to set up a processing unit under SECURE Himalaya Project (Global Environment Facility (GEF), United Nations Development Programme (UNDP) and Forest department). This has built a good demand for these products.

Finally, the biggest business opportunity lies in **building demand** for the product. It has been observed that there exists a serious lack of information regarding the wonderful qualities of this product. For this purpose, social media campaigns and collaborations with brand ambassadors have been planned to propagate these products via modern marketing strategies. These products are also sold at Him Ira Shops run under NRLM across the State, and plans are in place to market



these products on Amazon. Also, SHGs are being mobilised and sent to events for exhibitions and the response is very encouraging. In most exhibitions and sale pop up stores, the products are sold out and there are many tourist enquiries for a larger supply for next season. Several agreements have been made with hotels and homestays to promote these products. An effort is being made to provide various certifications such as Geographical Indication Tag and Organic India certification. The District Administration is also involved in the implementation of Van-Dhan Kendra Scheme under Ministry of Tribal Affairs and developed products will be displayed in Tribe India outlets across India. The District Administration is also encouraging multiple user groups for healthy competition, core competencies and alliances.

Conclusion

Seabuckthorn is a wonder shrub wildly grown in high altitude areas of India, which is yet to be capitalized, for which formalization in harvesting, packaging and marketing is required. The interventions of the administration to creatively converge the conventional livelihoods to the mainstream market will ensure that the District emerges as a role model for other regions. The Administration is optimistic to augment livelihood of locals by these efforts.

Further Scope

Beverages such as flavored juices, cookies, jellies, natural energy drinks etc. could be diversified using creative packaging and tetrapacks. Oil from seeds of the berries has not been capitalized owing to lack of technology. Currently, there are 4 industries in Himachal (Sundernagar, Shoghi, Paonta Sahib and Baddi) for Seabuckthorn products for which 80% of the raw material is imported from Pakistan, China etc. There is a scope for import substitution to match the demand of raw materials which is set to rise exponentially to 5,000 tonnes per year by 2025 for domestic industry. This will further the objective of AtmaNirbhar Bharat. Later on, export promotion is to be pursued to meet the heavy international demand.

Tourists can be introduced to seabuckthorn through herbal gardens by local guides. In addition to this, experiential tourism could be established where SHGs provide opportunities to tourists to participate in berry harvesting, processing and packaging, allowing them to purchase self-harvested products.



King Chilli Rules

Innovative ways to regain a lost regime

Jorhat, Assam

Agriculture forms an important part of Jorhat District and the climate and topography of the District is conducive for production of different types of crops throughout the year.

Out of the many cultivated crops, one of the most notable crops of Jorhat District in Assam is the King Chilli, locally known as Bhoot Jolokia. This particular crop has also been selected under the One District One Product scheme for Jorhat owing to the

climatic conditions of the region which is conducive for the growth of the Bhoot Jolokia plant as it requires hot and humid conditions. After the declaration of King Chilli as the ODOP for Jorhat District, efforts have been made to realize the goal of promotion of King Chilli production and the locals are being educated about the vast economic prospects of the crop. People have been made aware of the scheme, in general, and the product, in particular, through various innovative measures to create a niche brand for the product.

Benefits of Bhoot Jolokia

Bhoot Jolokia has antioxidant properties

The capsaicin found in Bhoot Jolokia is said to cure skin diseases

Capsaicin triggers our brain to produce endorphins. Endorphins are natural pain relievers and produce a sense of well-being

Capsaicin represses the growth of various malignant cell lines by induction of Cycle arrest, Apoptosis, Autophagy and also by the inhibition of cellular metabolic activation

It also finds usage in the defence sector in making hand grenades as well as in aerosol sprays



Efforts made to promote the production of King Chilli and the vast economic prospects of the crop.

A Logo has been designed and widely circulated across the District through popular as well as innovative mediums like hoardings, stickers on public vehicles, shopping bags, etc.

A mascot has been designed and circulated to popularise the product.

To increase reach, publicity is being carried out through media.

Social media is being used for better outreach and publicity of the said product.



Awareness initiatives conducted for farmers by the District Administration in collaboration with the Department of Agriculture

Linking farmers to various entrepreneurs associated in the processing of King Chilli products to establish a direct connection between the two.

Support farmers to sell their produce directly to various vendors from different North-Eastern States.

Organizing buyer-selling meets like Sale of Articles of Rural Artisans Society (SARAS) Mela, Bhogali Mela Jorhat, Bohagi Mela, Jorhat in association with the Assam State Rural Livelihood Mission for providing markets to the farmers and entrepreneurs.

Empowering entrepreneurs to sell their products related to King Chilli like pickles, sauces, powders, flakes, etc. to various E-commerce platforms like Amazon, Flipkart, Snapdeal, etc.

Formation of King Chilli-centric FPOs named Janji Agro Producer Company Ltd. and North Eastern Regional Agricultural Marketing Corporation (NERAMAC). These FPOs aim to create an ecosystem for providing farmers with a profitable market for the product.

Conducting surveys to identify beneficiaries pertaining to the ODOP. A total of approximately 2,500 beneficiaries have been identified so far.

Capacity building in terms of digital marketing in collaboration with Assam Agricultural University, Jorhat for boosting sales.

While this crop proposes various economic prospects for the region, its cultivation poses a number of challenges. The Crop is highly prone to pests owing to the humid conditions of the State. The shelf life of the crop is very low, irrigation facilities are yet to reach some of the areas where King Chilli is being cultivated.

With extensive efforts underway to overcome each of these challenges, the Jorhat District Administration believes that with efforts from various stakeholders, we will be able to take King Chilli to a global platform and make it popular all across the world. A Conclave for Entrepreneurship development & self employment generation, named SwaNiyojan, was organized by the Jorhat District Administration from 07/04/2022 to 09/04/2022, where technical sessions dedicated to production, processing and marketing of King Chilli were held.

Cultivation, if done in a progressive manner, with a marketplace to make the process economically feasible, will lead to a complete transformation of life in the region. This king of chillies is likely to become a brand and identity of the region, scaling economic influx at the least.



A Turmeric Cure for Growth

Reaping benefits of collective marketing

West Jaintia Hills, Meghalaya

Meghalaya brings to mind gentle hills, beautiful streams and valleys. Another image can now be added, that of the Lakadong turmeric.

Lakadong turmeric (*Curcuma Longa* Linnaeus) grown in West Jaintia Hills District, is one of the finest turmeric in the world (6 - 9% curcumin) and has been notified as the ODOP. As most of individual Lakadong turmeric farmers are small and marginal with small production, there was a need for intervention by authorities to scale up this export worthy product in order to boost the economic activity in the region.

The 17 CMCs are owned and run by Cooperative Societies, SHGs and Village Organisations. Within the CMCs, a business committee is formed to attract investors into the CMCs. They are provided with a collection centre and basic processing machineries like washers, slicers and hybrid solar tunnel dryers, which are partly grant plus interest free loan from the Government (through banks) and partly contributions from the groups.

As part of the measures taken up by the State and the Central Government to build the competitiveness of Lakadong turmeric domestically and globally, the Ministry of Commerce Industries ODOP team under Districts facilitated the first consignment of 13,146 kgs on 1st April, 2021.

To enhance the bargaining power of turmeric farmers, they are organised into groups of 17 Collective Marketing Centres (CMCs) and upgradation of 2 Processing Units are being taken up. The production from the previous year's area expansion is linked with the CMCs and Processing Units for strengthening the value chain.

Training for capacity building is being provided to these CMCs on various aspects including technical operations of machinery, book keeping and best practices through an extensive training programme. In the initial phase, financial assistance was given to these groups to ensure that they have the working capital for the units to function.





Under Mission Lakadong, each CMC is provided with an interest free loan of Rs.10 lakh each from Livelihood Investment and Finance Company (LIFCOM) as a working capital for procurement of fresh rhizomes from the farmers.

With the assistance from Mission Lakadong, Government of Meghalaya'owned Programme, small farmers like **Smt. Pdiang Jingshaihun Dkhar** produced good quality Lakadong turmeric rhizomes of 560 kg in the year 2019 and 1,800 kg of turmeric rhizome. In the year 2020, she was able to plant 1,500 kg in 1 hectare of land and produced 5,600 kg of fresh rhizome.

Smt. Ribha Kanai from Saphai village of West Jaintia Hills when provided with healthy planting material of about 300 kg, was able to harvest about 900-1,000 kg of rhizome. Under Lakadong Mission, she has expanded her area of cultivation by increasing the seed rhizome to 1,200 kg in 2020 and she harvested 3.5 MT of fresh rhizome. During 2021, she had increased to 1,500 kg of seed rhizome and could produce about 8,000 kg of fresh rhizome.



Thanks to the committed efforts by the Government for encouraging the farmers to cultivate turmeric, Mission Lakadong will bring sustainable income and livelihood opportunity to the people of the villages and also the region as a whole.



Forging and Casting a Bright Future

An industrial hub innovates to surge ahead

Rajkot has been the leading center in India in the field of diesel engine and submersible pumps. Submersible pumps are manufactured and marketed throughout India with some of the larger manufacturers also exporting them. Products manufactured in Rajkot include Engineering items such as bearings, diesel engines, watch parts, automotive parts, forging industry, casting

industry, machine tools, CNC machine. The geographical spread of the cluster includes Aji Vasahat, Gondal Road, Bhavnagar Road areas, Shapar - Veraval and Metoda.

The majority of foundry units in Rajkot produces grey iron castings for the domestic market. Electric motor castings and automobile castings are also exported from Rajkot.

Key Statistics

Rajkot is famous for casting forging industry which caters to 70% of India's demand

Home to about 90,452 units, which includes 53,882 Manufacturing Enterprise (i.e., about 60%) and about 36,573 Service Enterprise (i.e., about 40%)

Out of total 90,452 units, there are 77,001 Micro scale industries, 13,012 small scale industries and 439 medium scale industries

More than 12.5% of investments of Gujarat State come from Rajkot District

District has around 8.3% units of total units in the State, and it employs around 8% of total employment in the State

Initiatives Taken to Promote One District One Product

District Industries Centre has conducted more than 30+ seminars and webinars on Gujarat Industrial Policy 2020 for young entrepreneurs, university students, association members and exporters in the year 2021-22.

Centre for Entrepreneurship Development (C.E.D.) is a programme initiated by the Government of Gujarat which imparts Entrepreneurship Development Training and Skill Development in order to develop entrepreneurs. They have engaged and trained more than 1,300 local entrepreneurs under more than 50+ programmes in order to establish their manufacturing, service and trading based units.

A new intervention, Centre for Excellence has been initiated by Gujarat Industrial Development Corporation (GIDC), Lodhika for skill development of existing MSME's employees and unemployed in order to enable them to gain employment. Also, with Government intervention, Rajkot Engineering Association (REA) has set up a testing centre for pump testing and has received National Accreditation Board for Testing and Calibration Laboratories (NABL) approval.

Laghu Udyog Bharti in collaboration with MSME Commissionerate Office, Gandhinagar had organized the event "Make in India Show"

at Rajkot in line with the Atmanirbhar Bharat initiative perceived and emphasized by the Hon'ble Prime Minister of India.

A Rs.200 Cr. MSME Technology Development Centre will be set up with focus on forging, foundry and Engineering in order to support MSME Enterprises. It will facilitate mainly training and consultancy services.

Efforts were made towards provision of institutional support for finance, setting up, branding, marketing through initiatives like Exporter's Conclave (Vanijya Utsav), Investor Facilitation Portal, District level facilitation committee meetings, International Trade Shows by "Saurashtra Vepar Udyog Mahamandal."



Schemes and Trainings by National Small Industries Corporation Rajkot

216 units were given certification for capacity assessment that enabled them to participate in Government tenders

23 B2B (Infomediary Services) units were associated with MSME Mart

Rs. 1.54 Cr financial support was provided under Raw Material Assistance Scheme

895 students were trained in various discipline such as Fashion designing, Computer Numerical Control (CNC)/ Vertical Machining Center (VMC), Programmable Logic Controller (PLC) Programming, Automatic Computer-aided Designing (AutoCAD) etc.

One District One Product Initiative has made a substantial difference to the lives of local manufacturers of Rajkot and has paved a path to a brighter future, built upon the global export of machinery.





A Futuristic Dairy Movement

Livestock and livelihood as two sides of the
same coin

Dairy has been inherent in Indian culture for centuries. Milk and milk products have always been an integral part of India's food consumption habits. India is endowed with the largest livestock population in the world and hence is the world's largest producer of milk.

Rajouri district in Jammu and Kashmir is hilly and consists of about 36% of Tribal Population of Gujjars and Bakerwals, who migrate to the highland pastures along with

their livestock during the summer season. Several initiatives were rolled out under PM Formalization of Micro Food Processing Enterprise Scheme (PMFME) in order to address the challenges faced by the community and scale up production of milk. These schemes focused on meeting the projected demand from domestic production through productivity enhancement, strengthening and expanding village level infrastructure for milk procurement and providing producers with greater access to markets.

Government Initiatives

The District Administration, with the collaboration of Department of Animal Husbandry, has upgraded almost 70% of local livestock population particularly in Nowshera and Sunderbani areas.

The Department has constituted special migratory teams for providing veterinary healthcare services to the nomads in highland pastures.

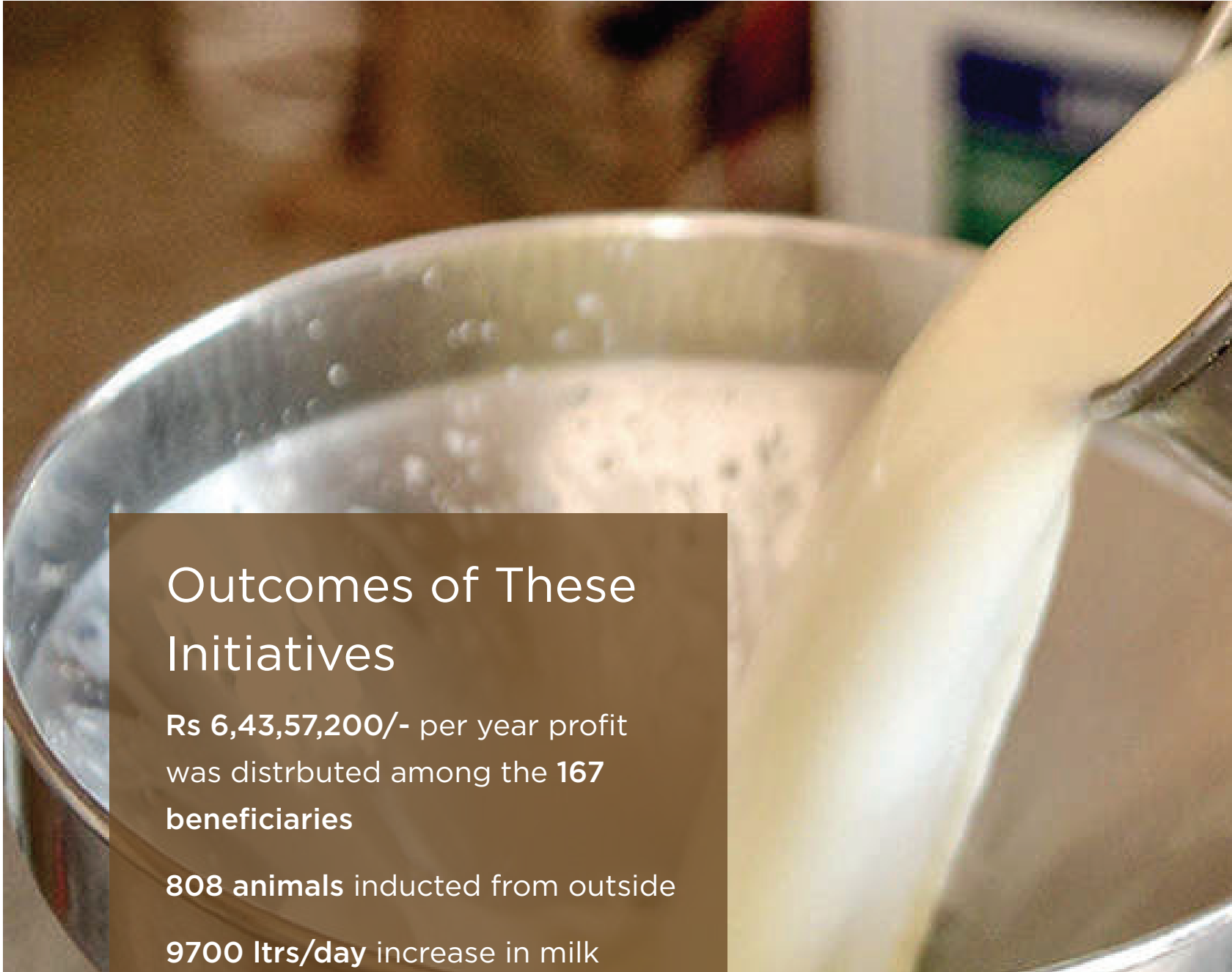
The Department of Animal Husbandry has conducted a number of awareness camps across the District regarding various departmental schemes particularly the PMFME Scheme ODOP approved Dairy products for District Rajouri.

Under this programme, individuals having varying number of animals from different hamlets of District Rajouri are identified and constituted in Self Help Groups to form various Farmers Producer Organizations.

For setting up of new Dairy Farms, dairy animals with high quality genome are inducted from outside the UT, particularly under Integrated Dairy Development Scheme.



The ODOP of Rajouri is setting a bright future for this region, brimming with employment opportunities, export prospects and projected to be the major dairy product provider of the region.



Outcomes of These Initiatives

Rs 6,43,57,200/- per year profit was distributed among the **167 beneficiaries**

808 animals inducted from outside

9700 ltrs/day increase in milk production

6 processing units sanctioned under ODOP

14 processing units to be sanctioned by 31st Mar 2022



Buzzing with Good News

Trading in sweetness and warmth

Ramban District has suitable agro-climatic zones, ranging from low altitude sub-tropical, intermediate and temperate, making it ideally suited for beekeeping activities. The District has great potential for both migratory and non-migratory beekeeping with a good percentage of forest cover (51.73%) and negligible use of pesticides in cropped land. The District is famous for producing mixed flora, Sulai, Kikar, Ajwain, Honey which are amongst the costliest in global and domestic markets.

There are about 480 registered beekeepers having 26,800 *A. mellifera* colonies producing over 6,000 quintals of honey worth Rs.9 Cr every year. Ramban has the distinction of producing 40% of total honey production of UT of J&K. Under the Formalization of Food Processing Enterprises Scheme framed by the UT Government, Ramban District has been listed for the development of Honey processing facilities under “One District One Product”.

The business of Apiculture suffers from occasional losses, i.e the pest infection & climatic adversities, etc. for which the Agriculture Department plays a hand holding role with beekeepers. The farmers in Ramban District have peculiar requirements around financial, material and technical guidance needed for beekeeping industry in the region.

To further promote honey production with an aim to increase volume, the cluster based approach has been adopted under SFURTI (Scheme of Fund for Regeneration of Traditional Industries) under which a Citizen Facilitation Center at Nowgam, Banihal is under construction. Once completed, the asset will be a stepping stone to further push production and help in penetration to newer markets.

40 New units of beekeeping with 20 colonies/beekeepers worth Rs.26.25 Lakhs have been distributed. Rs.5.50 lakhs of Migration Fund has been disbursed to private beekeepers during the financial year 2021-22.

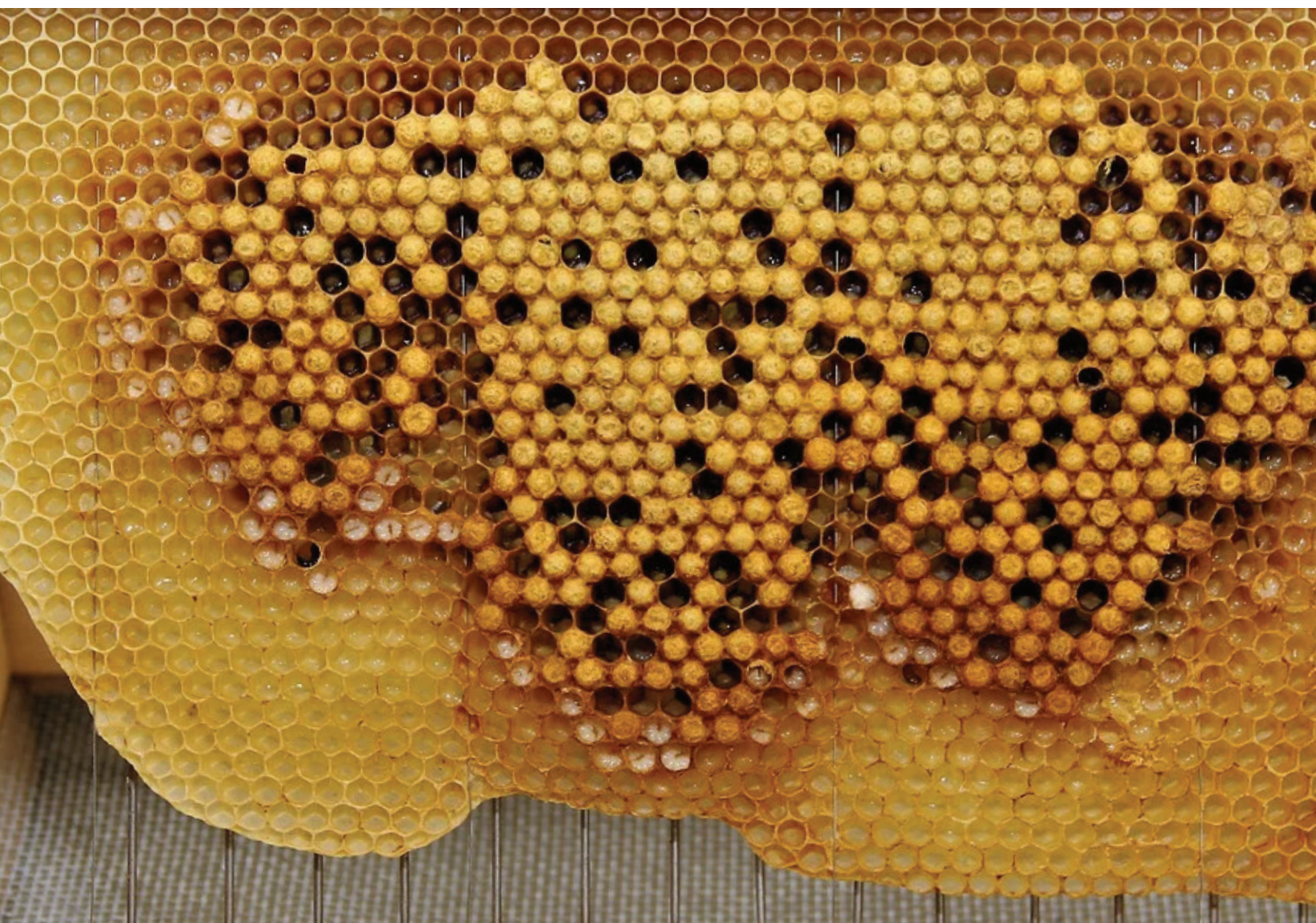
Success Story

Sh. Nadir Bakerwal, aged 85 years, with only 5 honey bee colonies in 1990, had ventured into the honey bee business with an aim to supplement his farm income in his village, Gandhote perched atop a hill overlooking the national highway in Seri Panchayat of Ramban District. Now, he and his three sons, who own more than 350 honey bee colonies, inspired 40 others in his village who own 5,000 colonies.

Nadir earns an annual income of Rs.1,000,000 (Rupees Ten Lakh) from bee keeping business. He is satisfied with this business which has now become the mainstay of their livelihood and his unemployed son, Mohammed Showkat has also adopted bee keeping as full time business who has his own 90 colonies.



“ The honey made by the bees after feeding on Solai is one of the best in the world with several medicinal properties and sells like hot cakes. ”



As many as 35,000 colonies of beehives have been established in the District which includes 450 big Beekeepers. Thirty new beekeepers will be established in Batote Tehsil alone in 2022-23, which will boost the rural economy. For 'Promotion of Beekeeping; 2 honey extracting machines have been given to Nadir's family. And in all, 11 machines to other bee keepers in the village besides Beehives, Bee Colonies, Comb Foundation Sheets and necessary medicines were distributed during 2021-22. All these beekeepers are registered with National Bee Board as a part of Sanglab Valley Federation, Honey Producer Company Ltd. Banihal, Farmer Producer Organization (FPO). They will be able to sell their honey to any part of the world and would start fetching a good price of their product.

Sh. Nadir Bakerwal was awarded by District Administration on 26th Jan 2022.



Savoury Sprinkling from Ratlam

Serving global markets the 'Namkeen' of India

Namkeen shops in Ratlam's market are hard to miss. Taking pride of place is the 'Ratlami Sev' which is a snack, side dish and ingredient to the local cuisine. Ratlami Sev bagged the Geographical Indication (GI) Tag in the year 2015. The GI award opened up a new avenue for the local industrial ecosystem up-gradation. In the next year a foundation stone for the Ratlam Namkeen and Allied Cluster in Karamdi was laid, which resolved the issues of basic infrastructure, efficient production process, and quality of Ratlami Sev.

Ratlam, Madhya Pradesh

The Ratlami Sev has become a household name with popular snack brands, such as Haldiram, Akash, Jabsons, Balaji, and others selling it as their product. However, these big brands have posed tough competition for the local producers. Here comes the role of the District Administration in handholding the local manufacturers by providing multi-level interventions.

The cluster mentioned earlier is an initiative under the Union Government's Micro and Small Enterprises Cluster Development Programme (MSE-CDP). The Ratlami Sev business is expected to create at least 3,000

jobs in the Namkeen cluster, and it would earn Ratlam a name "at world level".

It was observed that the Ratlami Sev was not exported by the manufacturers but through informal channels by local people. To service the global demand, the District-level export promotion meeting was held under the chairmanship of the District Collector. This meeting was aimed at understanding the process after which Ratlami Sev could be rolled into the export basket of India. In the discussion which followed in this meeting, the Ratlami Sev was selected under the "One District One Product".

The Regional Office of the Director-General of Foreign Trade, Bhopal is also providing its expertise and guidance by organizing workshops and meetings and exploring possibilities by which Ratlami Sev could be rolled into the export basket of India.

The District also participated in an exhibition organized by the Madhya Pradesh Industrial Development Corporation on 9th Sept 2021, at Indore. The exhibition was organized under the banner of Self Reliant India and the District exhibited Ratlami Sev's products which were appreciated by one and all.

The District Administration plans to focus on connecting the present manufacturers with the industrial experts and helping them grow their business. The first step in this direction has already been taken by providing land to the small manufacturers at a competitive price in the Ratlam Namkeen and Allied Food Products Cluster.

Furthermore, several initiatives like the accessibility of credit, marketing workshops, quality enhancement space, and connecting to e-commerce websites for Ratlami Sev manufacturers, are under the pipeline.



The Versatile Bamboos

Weaving a world of elegance and prosperity

Bamboo plays an important role in the rural economy of Tripura by providing subsistence activities, employment generation and household income. The State has a rich heritage of traditional skills in weaving – cane and bamboo products, carpentry, wood carving, etc.

The Government of Tripura has taken various initiatives in order to boost the manufacturing of the Bamboo products and to support the producers by handholding them in various fields like Marketing, Branding. These initiatives were rolled out with an aim to achieve holistic socio-economic growth across the region and to enable profitable trade and generate employment, which will help to raise the socio-economic status of the traditional craftsmen who are engaged in these activities.

Government Initiatives

Tripura Bamboo Mission: Under TBM activities like distribution of bamboo plantation material, setting up of bamboo depots, bamboo waste management, distribution of tool kits, cutters and splitters to local artisans etc. have been addressed.

Tripura Industrial Investment Promotion Incentive Scheme, 2017 and North East Industrial Development Scheme (NEIDS), 2017: It provides various incentives like subsidies, reimbursements, partial reimbursement, export promotion subsidy, procurement preference and special incentive for industries continuing beyond 5 years.

Tripura Rural Livelihood Mission: Various hand holding incentives of the SHG members is done right from the setting up of units for the production to the marketing and branding of their products in order to avail sustainable and profitable livelihood.

Mukhyamantri Agarbatti AtmaNirbhar Mission Tripura: Various units have been set up in collaboration with schemes like Prime Minister Employment Guarantee Programme, SWAVALAMBAN, National Bamboo Mission.

Outcomes

The Forest Department has been working for the Promotion of cultivation of *Thyrsostachys Oliveri* bamboo, locally known as Kanak Kaich bamboo in forest areas under Tripura Japan International Cooperation Agency (JICA) Project, National Afforestation Programme. The convergence of various Government Schemes has also taken up for the creation of bamboo nurseries through MGNREGS with the Forest Department.

Tripura Handloom and Handicrafts Development Corporation (THHDC), Tripura Rehabilitation and Plantation corporation Limited (TRPC) and Tripura Khadi and Village Industry Board (TKVIB) are engaged in marketing the bamboo based products. In the FY 2020-21 Purbasa corporations under THHDC has done the procurement of bamboo handicrafts of worth Rs.72.68 lakhs and the sale of the handicrafts items is Rs.81.30 lakhs.

Bamboo & Cane Development Institute (BCDI) under North East Centre for Technology and Recharge (NECTAR) is engaged in R & D activities to facilitate bamboo based products.

SFURTI (Scheme of Fund for Regeneration of Traditional Industries) scheme cluster has been formed for design development, skill training and market promotion to traditional bamboo artisans.

Bamboo park at Bodhjungnagar industrial Estate has been established to facilitate bamboo based industries and Bamboo clusters in rural areas to support local traditional artisans.

Export of bamboo for value addition and use, such as javelin, fishing rod, etc. in South East Asian countries.





With the technical and financial support from the various institutions of the Government, the bamboo stands poised to usher in an ecological and economic prosperity revolution. These efforts would further lead to building up of the secondary sector, generating trade and commerce within the country and beyond the borders, adding ultimately to national prosperity.



The Groundbreaking Groundnut

Innovative approach for better reach,
sales and profits

Tiruvannamalai, Tamil Nadu

Tiruvannamalai is a rural District with more than 80% population in rural areas and most of them depend on agriculture for their livelihood. Groundnut is the predominant crop in the District.

The Deputy Director of Agricultural Marketing and Agri Business, the NABARD

District Development Manager and the Project Officer of Tamil Nadu Rural Transformation Project have a consolidated list of all the farmers, the FPOs and the groundnut oil producers in the District who interact with the administration regularly. They have been motivated and encouraged to take the benefits of ODOP and other relevant schemes.

Policy Interventions for Improving the Supply Chain of Groundnut taken by District Administration

35 Farmer Producer Organizations, each having 600-1000 members, were created across the District based on the place of production.

A Consortium of nearly 21 FPOs was formed which has a total membership of more than 15,000 farmers. This Consortium will pool the groundnut oil from the FPOs across the District and then market and sell the product under the common brand name 'ADARA'.

A Modern Packing and Marketing Promotion center worth Rs.3.2 Crore was sanctioned by the District. This center will be leased to the Consortium for their packing and marketing activities.

Several workshops and training programs on the ODOP of the State, Groundnut Oil, have been conducted regularly by the Krishi Vigyan Kendras (KVK) and the office of Deputy Director of Agricultural Marketing and Agri Business. These farmers, in turn, have passed on the knowledge to the members of their respective FPOs which indirectly benefited more than 20,000 farmers of the District.



Additional Activities that have been Undertaken to Ensure Better Sales/Market Reach/Pricing of the Product

The FPOs were given technical support in registering their own brands, FSSAI

Certificates, Good and Services Tax (GST) registration, pricing of products through the support of Auditor

Given support in establishing trade links in the market and in negotiating the price

Given opportunity to exhibit and sell their products during the events like Bank Melas, celebration of important days, Grievance Days etc. where there is maximum footfall

Additionally, some of them were taken to Chennai to participate in the expos

Establishing institutional support, additional measures have been undertaken to ensure segregation/data collection of beneficiaries that require financial support. The District Administration has promoted schemes like ODOP through newspapers, pamphlets, farmer meetings etc.

Financial Support Provided are

Producers: The groundnut oil producers are given loans under the ODOP scheme by various banks to purchase machinery like wood press machine, decorticator etc. A back ended subsidy of 35% or Rs.10 Lakhs (whichever is minimum) is provided to the beneficiaries after the inspection of the sites.

Farmers: Multiple Government schemes related to agri insurance, agri production, agri subsidies implemented by the Government of India and Government of Tamil Nadu available to the farmers.

Farmer Producer Organizations: They were given 100% grants to purchase the machinery and to set up a manufacturing unit in their area.

Entrepreneurs: A Modern Packing and Marketing Centre worth Rs.3.21 crores has been sanctioned.



The once dormant farmer community of the District is now buzzing with activities, and everyone has owned up this consortium and are working for its sustainable business. The youth of the District who were working in software companies in Chennai have also come back and joined the consortium as CEO and are in the Board of Directors. It is a perfect synergy between the brains and hands of the District. This is not only the success story of the FPOs but the success story of the farmers and people of Tiruvannamalai.

Success Story

Hardworking couple who fought against all odds to survive.

Manikandan completed his schooling and could not study beyond that due to financial constraints. However, he started doing odd jobs and learnt to repair cars and other machines in the process. He could landed a job in Larsen and Toubro as a mechanic which gave him a decent salary.

Unfortunately, the COVID-19 lockdown and the consequent economic crisis resulted in his job loss like millions of others in the country. However, he decided to stand on his own feet. He came back to his village, Kozhipuliyur and with his wife, Rathika, by his side started groundnut cultivation in their land of 1 Acre.



Rathika and Manikandan in Kozhipuliyur village



Additionally, they could take another 4 acres under lease for increasing cultivation.

Manikandan came to know about the One District One Product Scheme through the awareness programs conducted by the Department of Agricultural Marketing and Agri Business. The District Resource Person helped Rathika in filling the necessary forms and in the processing of loans. They purchased machinery worth Rs.5 Lakhs with the help of a loan.

They are producing the groundnut oil in their unit which is being sold in the nearby areas. They procure the groundnut seeds from their own field and from other farmers. Their product has received good response from the public in the nearby locality. The District Administration is also helping them in registering their brand and get the certifications of GST, FSSAI etc.

Rathika and Manikandan are a happy couple today who stand as an example that with hard work and dedication one can turn a crisis into an opportunity. Today, they have a good social status and a healthy financial situation.



Lemon Race

World waking up to benefits of the Kachai variety

The specialities of the north east are like a well kept secret known only to a few. One of such secret is the flavour and aroma of Kachai Lemon. Of the many organic products in the Ukhrul District, Kachai Lemon is one of the more familiar and closely associated names registered in the hearts of the people of Manipur. With a weight ranging from 200-500 grams per piece, the Kachai lemon resembles an orange and is twice the size of an ordinary yellow lemon. The uniqueness of Kachai lemon can be attributed to its high Ascorbic content as compared to other regular lemons.

The exotic Kachai Champra or Kachai lemon commonly known as the “pride of Manipur” is found only in the remote village of Kachai in Ukhrul District of the State

Kachai lemon is a high yielding landrace with an equally high economic value. This delicious fruit is consumed as fresh fruit and also used for making juice, squash and pickles. Fresh Kachai lemon can be stored for several days at room temperature and for several weeks in the refrigerator. Citrus fruits are high in vitamin C and they are good sources of Vitamin A and Folic acid and rich in fiber. Kachai lemon juice is more refreshing and healthy as it is naturally grown and is chemical free.



Kachai Lemon has been accorded Geographical Indication (GI) Registration (GI-466) in 2014. The Kachai Fruit Farming and Processing Cooperative Society Limited (KFF & PCS Ltd.) is a local body responsible for promotion and upgradation of Kachai Lemon from the State to the national level. This society is constituted by the Headmen/village authority and it has organised various trainings cum workshop program under the Government of Manipur and the North Eastern Council (NEC).

Some field visits were carried out during the visit of a central team along with the District Administration during the third week of March, 2022 to Kachai village. Every lemon farmer has a farm with not less than 500 lemon trees. The number of trees in each farm may vary from 500 to 3,000 or above. Mission Organic Agency Manipur (MOMA), a unit of the State Horticulture and Soil Conservation department, Government of Manipur had procured around 400 kg of Kachai lemon in March, 2021.

Despite the efforts taken up for the promotion and upgradation of the Kachai Lemon, there still exist some bottlenecks

which require attention. These are installation of a cold storage and marketing (value addition) of Kachai Lemon. The District Administration is coordinating with Government and private players to bridge this gap. Installation of State of the art cold storage facility in the villages will enable the fruit to remain healthy for a longer period of time. These will provide more time and space and enable farm growers to target buyers.

Furthering the efforts to empower Kachai Lemon Farmers, trainings on the topics such as 'Importance of Soil Health and Management, Organic Kachai Lemon and Integrated Approach, Bee Keeping-Its Importance on pollination and augmentation of income, Food processing lemon Product, Oil Extraction and Marketing of raw Lemon and processed product' among others have been imparted by experts from departments of Krishi Vigyan Kendra (KVK), Indian Council of Agriculture Research (ICAR), Manipur Organic Mission Agency (MOMA) and North Eastern Regional Agricultural Marketing Corporation (NERAMAC). Over 530 farmers including entrepreneurs from



Kachai and neighbouring villages were participants of these training sessions. Such trainings imparted by experts serve as a platform for farmers to interact with scientists and experts on pest management, modernisation of agricultural activities, value addition and marketing.

Presently, it is observed that more and more educated youths have shifted their focus into lemon plantation by engaging into commercial lemon orchard planting 500-3,000 lemon trees.

This is a clear shift from the backyard garden type of orchard where 30-60 lemon trees were grown in the garden. This exercise has resulted in an exponential increase in the number of lemon plantations in the villages bringing in prosperity and peace.



Promoting
Excellence in
Sports and
Wellness
through
Khelo India
Scheme



Sports and Fitness Foremost


Land of winners, achievers and bravehearts

Sports not only promote fitness and team spirit but also induce a sense of patriotism. Baghpat in Uttar Pradesh is the perfect example to prove this Statement. It stands out for having a significant number of Bravehearts serving the motherland by joining the Indian Armed Forces. A number of youngsters can also be seen running on roads to achieve their aim of joining the Indian armed and paramilitary forces. Besides this, it has also produced many eminent sports personalities.

Despite their enthusiasm for sports and fitness, the people of this region lacked proper sports infrastructure, guidance, and concrete solutions to cultivate their talent and take it to larger platforms. Lack of

planning at the grassroot level, encroachment on sports fields, scarcity of land for building stadiums, etc. were the biggest challenges that the Government faced in order to promote sports here.

To tackle these challenges, a sports development campaign 'Baghpat Khel Vikas Abhiyaan' was launched in June 2021. The campaign focussed on providing sporting facilities like Running Tracks, Kabaddi, Wrestling and Volleyball Courts, Open Gymnasium, Football ground and Sports equipment. It also envisaged one model sports field in every Nyay Panchayat having facilities of running tracks, pull-up bars and obstacle course as per laid down standards of the Indian Armed and Para Military Forces.

An aerial photograph of a rural village. In the foreground, a large, rectangular green field, likely a sports field, is visible. A red truck is parked on a dirt path near the field. In the background, there are several small, simple houses with thatched roofs, surrounded by trees and vegetation. The overall scene depicts a rural setting with a focus on sports infrastructure.

The campaign was implemented in a phased manner where 51 revenue villages were earmarked for the first, 121 for the second and 72 for the third phase. Regular communication and follow-up meetings with all the stakeholders were organised to check the progress of the campaign. Gyms were developed exclusively for females to promote gender equity.

In addition to this, sports fields and sporting infrastructure available to various educational institutions are also being upgraded and aligned with this campaign to mitigate the shortage of land and fund availability. Provisions for organising regular sports competitions, sports events, and open gyms, etc. were made in order to spot budding sports talents and promote fitness among all.

About 211 sports fields have already been developed and are being used by sportsmen and villagers. One model sports field has also been developed in every block. The work is in progress for the development of another 33 in due course.

The stakeholders of the campaign are exploring options such as partnering with Corporate Social Responsibility (CSR) activities, adopting stadiums by eminent sports personalities and developing a dedicated mobile application for "Baghpat Khel Vikas Abhiyaan" to give it the impetus it requires for the success of this campaign.





Hope, Happiness and Wellness

Where hostility is a bygone story

Story of a declared conflict zone shaping lives and future with sports. Kokrajhar District in Assam has a history of insurgency and strife and is declared a disturbed area. The region is economically and educationally backward as well. The area has issues of access and reach due to difficult terrain and topography. It is a disaster prone area with cases of man-animal conflict. In the background of such difficult circumstances, the District has seen a surge in sports activities recently. The development has not just brought laurels to the winners but has also boosted the moral and confidence of the people here. A fit and healthy individual leads to an equally healthy society and strong nation.

The heterogeneous population groups comprising of various tribes, minorities and backward groups, lagging in most development indicators have a reason to smile now. They are part of the Khelo India movement of the Government of India.

The foundation of a strong sporting background was laid in Kokrajhar by Late Kandaram Basumatary in athletics in 100 m and 200 m events. He represented India in the 12th and 13th Asian Athletic Championships in China (2002) and Bangkok (2004) respectively, winning Bronze and Silver.

A Nursery of Talent

District has gifted many sports persons to the nation. The general levels of fitness amongst the population is very high. This success story of Kokrajhar can be traced to the many best practices adopted as part of the 'Khelo Kokrajhar' scheme launched in District.

The Strategy

Promoting health, fitness and wellness resulting higher fitness and activity levels even in groups and communities traditionally found reticent to engage in sports and fitness activities

Promoting sporting excellence, scouting talent and grooming sportspersons



Outcomes

Poshan Clubs launched in all 1,614 schools

Super food mushroom in Mid-Day Meal Scheme

Participation of girls in sports increased

Bodoland University research on food supplement for sportsperson

Livelihood options for locals in making sports goods and food products



A Bright Future Ahead

Today, District Kokrajhar has world-class sports complexes for sports like Boxing, Archery, Hockey, Football, Wushu, Taekwondo, Kabaddi, Athletics, Table Tennis, Karate dojo and a State of the art Gymnasium with Khelo India Scheme. Applicants applying to Sports Authority of India (SAI) from District has increased from 620 in 2016 to 800 in 2019. In 2020 Khelo India, Assam was ranked 7th out of 37 States in India with 76 medals to which Kokrajhar alone contributed 8 medals.



Sports for All Cure

A saga of wellness and health coming victorious

Churu, Rajasthan

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 and the achievements earned by its sportspersons.


Although the number of medals won by sportsmen from Churu is remarkably high, the District faces challenges in terms of sports infrastructure, availability of equipment and proper guidance for taking up sports as a career. Moreover, Churu is

Public and private centres such as the handball centre at GSS Loha, the hockey centre at GSS Gajuwas and the athletic centre at Rajgarh are being developed under the Khelo India scheme. SAI-approved centres, where coaching facilities are provided to the athletes by the District Sports Council, are also being run. In Churu, increasing female participation rate along with promoting rural and tribal games has been a focus area for Khelo India.

vulnerable to drug abuse as its neighbouring Districts of Ganganagar and Hanumangarh are battling the menace of drugs. Lack of health awareness and nutrition is another pitfall for Churu.

Under the Khelo India scheme, the District Administration has undertaken several efforts to build and augment sports infrastructure such as a State-of-the-art stadium, table tennis court, Kabaddi centre, archery centre, badminton hall and shooting facility.

The District is steadily progressing towards its goal of providing playing fields and courts for Basketball, Volleyball, Kabaddi, Kho-Kho and Running Track in every Gram Panchayat. Playgrounds have been developed in at least 292 schools using funds from NREGA, MPLAD, MLALAD, SFC/FFC and public contributions.

A photograph showing four young men practicing archery outdoors. They are standing in a line, each holding a traditional wooden bow and arrow, aiming towards targets in the background. The setting is a sandy area with trees and a stone wall behind them. A teal text box is overlaid on the left side of the image.

One of the most significant benefits of promoting sports in the Churu District is that the cases of drug abuse have shown a declining trend, with 76 cases in 2021. A total of 5431 people have been identified, and special outreach camps have been organised to encourage such people to turn their lives around by encouraging them to pick up and engage more with sports and physical fitness, along with skill training and the creation of self-employment opportunities. Also, 904 camps have been organised in various schools to spread awareness regarding the ill-effects of substance abuse.

Sports through Khelo India is not only getting laurels for Churu but also ensuring its youth get a second chance in life.





Playing as a Way of Life

When health regime becomes part of a habit

Sports are an inseparable part of human life. They are critical to the growth of any country. In recent years, Gujarat has taken the lead in showing remarkable growth in the sports sector. The District Administration of Surat, with support and guidance from the State Government, has taken many initiatives in order to inculcate a culture of sports and promote a fit and healthy lifestyle.

Surat faced challenges related to lifestyle diseases, malnutrition, gender inequality, lack of guidance and sports infrastructure in the past. However, with the launch of the Khelo India initiative, the District is now touching new heights in the realm of sports.

The District sports officer and senior coach have identified grassroots level academies

and associated them with Public-Private Partnership (PPP) schemes. They also ensure that these academies have proper training facilities, necessary sports equipment, and other resources such as coaches, diet advisors, supportive staff, physiotherapists, and competition exposure.

An innovative approach in identifying Government land parcels to develop them as community play grounds in rural areas using MGNREGA funds has ensured employment to rural labour and building basic sports infrastructure in villages.

Surat has always been a front runner in inclusive participation in the Khel Mahakumbh event started by the Hon'ble Prime Minister (then Chief Minister of Gujarat) about a decade ago.





In the year 2019, out of the 155 State-level medallists from Surat, 75 were women
Of the 14 tehsils in the District, 5 are scheduled talukas with a predominant tribal population

A total of 138,110 participants in the 2019 year, included 67,914 people who belonged to the scheduled tribes

A prominent feature is the inclusion of special events for the blind, deaf, and people with other disabilities

Females made up 40.56% of the total number of participants



Sports in Surat are not just impacting the lives of the people but are becoming a stepping stone towards a sustainable environment. The District has initiated at least 13 cycling clubs, which have attracted more than 1,000 amateur cyclists and 130 professionals to become members. The State's largest cyclothon event witnessed over 7000 participants (25% as women) on December 26th, 2021. This event was organised as part of the "Fit India" campaign and to mark the "Azadi Ka Amrit Mahotsav" celebration. To observe 75 years of independence, the Surat Municipal Corporation has constructed a 75-kilometer dedicated cycling track across the city streets.



Surat also has a sportsperson employment and career counselling centre that provides a one-stop solution for all kinds of sports-job requirements such as recruitment examinations, good quality study material, facing job interviews and public speaking skills. Sports are also being used as a tool to create a crime-free city. The efforts in these directions will go a long way towards establishing Surat as the sports hub of the country.



ओलम्पिक 2021

खेल महोत्सव प्रथम जिला ओलम्पिक 2021

खेल महोत्सव प्रथम जिला ओलम्पिक खेल 2021

ZERO WASTE EVENT

तैयार!

Embracing Life with Vigour

When Dewas woke up to good health

Apart from being an industrial town, the Dewas District of Madhya Pradesh is gaining a new identity as a sports attraction in India. Of late, the District has witnessed a significant development in the sports sector.

The District attracts many sports enthusiasts with its popular Dewas Sports Park, which has sporting facilities related to Hockey and Football Fields, Tennis, Volleyball and Basketball Courts, Running and Cycling Tracks, Cricket Pitches, Skating Rinks, and multipurpose fields for sports like Yoga, Mallakhamb and other local sports. The park

also has a fitness and training field for individual and group activities like Tarzan Swing, Burma Bridge, Vertical and Horizontal Ropes, Wall Climbing, Scramble Nets, Single and Parallel Bars, and a variety of open gym equipment.

This was not the case in the past. The land on which the Dewas Sports Park is being built has been plagued by illegal encroachment. Nevertheless, through stern action by the authorities against encroachers and with the help of CSR funds, the District was able to come out of the menace and is being developed as one of the major sports hubs in the country.



A talent search under the Khelo India programme was organised at Dewas sports park in various categories where 312 budding sportspersons were identified for supervised training under the guidance of coaches. Anand Utsav was organised in the District to promote community sports and traditional and tribal sports for the mental and physical well-being of citizens.

All 395 panchayats and 14 ULBs of the District organised this 7-days' long event where young and elderly alike participated. Anand Utsav is participatory in nature with the aim of achieving happiness through sports for people in all age groups and different walks of life. A special 3-day event in the tribal block of Bagli was organised to catch young talents from the tribal population and bring them into mainstream sport.

The first District Olympic Games were organised from March 24-28, 2021. The event

saw the participation of more than 2500 athletes and players in 26 different games. Other than the development of a new sports park, existing stadiums and grounds were refurbished and upgraded. Regular sports events are hosted by different federations and associations, capitalising on the newly developed sporting culture in Dewas. The District is also working towards promoting traditional sports like Mallakhamb and developing suitable infrastructure. This has provided traditional artists with a new source of income.

The initiatives taken under "Khelo India" have seen positive outcomes, such as increased numbers of participants and improvement in training of sportspersons, enhanced infrastructure; participation from the underprivileged communities; improved sports education; gender equity; and better budget allocation for sports events.

The Government is committed to taking more initiatives in this direction to promote and inculcate happiness and team spirit among the citizens of Madhya Pradesh.



Punching Path to Glory

Body and mind synchronised for victory

From popular woman boxer, Mary Kom to Tokyo Olympics, silver medallist Mirabai Chanu, Manipur is known for producing ace sports personalities. Since ancient times, the State has been famous for its rich indigenous games and sports such as Mukna (Belt Wrestling), Yubi-lakpi (Rugby), Kangjei (Hockey), Shagol-Kangjei (Polo), Thang-Ta, Martial Arts, Kang, Hiyang Tanaba (local boat race), etc.

Bishnupur, a small District in Manipur, is known as a powerhouse of sports. Since 2017, the District Administration of Bishnupur has been making several efforts to build a sports hub in the District through the convergence of several departments and

programmes such as Khelo India, MLA Local Area Development Programme (MLALADP), MGNREGS, Nehru Yuva Kendra Sangathan (NYKS), Krishi Vigyan Kendra, Military Civic Action Programmes, Corporate Social Responsibility (CSR) etc.

Despite producing legendary sports personalities such as Jojo Rajkumari, Chirom Shangkar Singh, Bidyachand, and Shubhas Singam, Bishnupur faces challenges related to nutrition, unemployment, insurgency, exclusion, etc. However, with the Administration focused on making Bishnupur District a sports hub under Khelo India, infrastructure development in the disciplines of football, swimming, and water sports has been taken up.



Sports equipment has been provided to the grass-root sports associations in various disciplines such as Football, Volleyball, Hockey, Kick boxing, Gymnastics, Boxing, Belt wrestling, Wrestling, Thang-ta, Softball/ Baseball, Water sports, etc. under the Khelo India Scheme. In addition to this, provisions for scholarships to athletes, developing sports infrastructure, providing proper guidance under expert supervision and promoting gender equality by organising events such as the Transgender Marathon, training women in martial arts, etc. are made. The Government aims at supporting,

motivating and incubating Indigenous games and sports in the District.

The District administration aims at 100% registration of schools in the District under Fit India, producing more national, international sportsmen/women, and Olympians. It aims to promote gender equity by organising more sports for women and transgenders. The aim is to make Bishnupur District a power house of sports, creating a healthy society by 2025, and organising more training programmes at grass root level for different sports disciplines.

Developing sports will provide holistic growth for the people of Bishnupur District. With sports will come a healthy lifestyle and an opportunity for making a livelihood for the people and bidding goodbye to the problems of unemployment, insurgency, and drug abuse among youth.





The Cradle of Sports Excellence

Where 'Giving Up' is not an option

Panipat, Haryana

Haryana has a tradition of producing a large number of sports talents. Sports celebrities, such as Neeraj Chopra, Abhishek Verma, and Navdeep, with their exemplary performances, have put Haryana on top of the global map. In order to continue this journey of excellence, Haryana has to develop more sporting facilities, particularly in rural areas. Today, sports aspirants have to cover a distance of around 15-20 km from their villages to Panipat city on a daily basis to practice.

The Ministry of Youth Affairs and Sports launched its flagship initiative "Khelo India" in

2017 to offer a boost to sports activities, and Haryana and specially Panipat have embraced this initiative fully. Under the Khelo India scheme, talented players are identified in various sports disciplines and are provided annual financial assistance.

To achieve the above objectives, construction of three stadiums, along with a weight-lifting hall, is underway. Three projects-Bhalsi Mini Stadium, District Level Stadium in Sewah Village, and District Level Weight Lifting Hall in Panipat-are at the brink of completion, while Vaiser Mini Stadium is yet to be started.

The efforts are showing results as District Sportspersons have bagged various medals in the Khelo India games. Four District players from Panipat represented Haryana in Kabaddi in the Khelo India Games and bagged Gold Medals in the event. Two silver medals were also bagged by Vinka and Shivani in boxing in the Khelo India games.

Female participation has shown a marks increase over the last few years. In the year 2019, only two girls participated in the Khelo India games from Panipat. This number increased from 3 to 11 in the year 2020.

Fit India in Panipat is a hit. More than 50% of schools are registered as Fit India Schools and at least 110 Government and 170 private schools participated in the Fit India Quiz. The Fit India Quiz has 21,701 participants from Government schools.



11

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SPARTAN
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With Khel nurseries and a boxing academy, Panipat is confident of continuing to bring laurels to the state and country in the years to come.





Sports Powers Development

Creating champions in paradise

When someone mentions Kashmir, a vision of a lovely paradise but little opportunities for the youth comes to mind. But that is no longer the case. The Government of India is committed to bringing about Kashmir's new identity by developing it as a sports hub.

The Government's ambitious sports initiative, "Khelo India" has been implemented with zeal and enthusiasm in the District of Srinagar. Various national campaigns and programmes under "Azaadi Ka Amrit Mahotsav" such as Fit India, Nadi Utsav, Khelo India, Jal Shakti, Catch the Rain, Back to the Village, My City My Pride, etc. are also a part of the departmental routine.

Under the Khelo-India vertical, the department engaged youth in Football, Cricket, Volleyball, Kabaddi, Kho-Kho, Badminton, Carrom, and Chess. Introducing sports like Rifle and Pistol Shooting, Fencing, Archery, residential trekking, conduct of open competitions under Khelo-India in Football, Cricket, Volleyball, Badminton, Kho-Kho, and Kabaddi have been some of the best examples of sports promotion and development in Srinagar.

Youth from Panchayat, Halqas and Municipality Wards in Srinagar have been involved in the Khelo India games from the ground up. Srinagar has some excellent sports infrastructure of standard size for many sports like lawn tennis, rugby grounds, football/cricket grounds, volleyball synthetic courts.

School Playgrounds (Standard Size)	10/8
School Play courts	45/6
Football/Cricket Grounds	15
Rugby Ground	1
Lawn Tennis Courts	3
Indoor Multi-purpose stadium	3
Volleyball Synthetic Courts	6
Total Volleyball / Kabaddi / Kho-Kho / Badminton Courts in schools	80
Synthetic Football Turf	1

Srinagar has made good progress in the number of participants in Khelo India. The growth in participation of sports persons in 2019-20 has been 84.6%. There has been active women's participation as well, and the percentage of women participants is 47%.



Participation of Sportsperson in Khelo India in District Srinagar	2019 - 13000 2020 - 24000 2021 - 35000
Growth in participation in Khelo India (2019-2020)	84.6%
Percentage of Women participants	47%

The Fit India campaign has been active in the District of Srinagar with the participation of 415 schools and 22000 students. 91% of the schools in the District registered as Fit India Schools and 85% of those schools participated in the Fit India Quiz.

Participation in Fit India	415 Schools 22000 students
Percentage of Schools registered as Fit India Schools	91%
Percentage of Schools participated in Fit India Quiz	85%

Unique and innovative initiatives such as Khelega Shehr-e-Khaas, Water Sports in Dal Lake, Dabangg Divyang, Khelo Aur Padho, Seekho Aur Khelo, Khel Se Khiladi, and Youth Services and Sports (YSS) Cup 2021 are organised from time to time to promote fitness, sports education, and felicitation of the players of Kashmir.

With all the above achievements under its belt, and a Government fully committed to providing them with the best facilities, Kashmir certainly is getting ready to rear champions.







Udupi now Serves Sports

Newer means and methods for age-old health priorities

The Spanish sports administrator Juan Antonio Samaranch has aptly summarized: "Sport is friendship, sport is health, sport is education, sport is life, sports brings the world together." The Statement emphasises the importance of sports, particularly at the present time when playing video games on their digital devices is preferred over outdoor sports.

In Karnataka, the Department of Sports and Youth Empowerment has contributed substantially to the fostering of sports and games in Karnataka, especially through the District level Sports and Youth Empowerment Offices.

Sports is no longer just a pastime or an avocation for the people of Udupi. Under the Khelo India scheme, building sporting hubs that foster inclusive cultures have seen a steady increase.

The department also provides essential sports equipment to aid the progress of sportspersons. This initiative was in line with the trainers' and athletes' requests. It also aims at establishing sports hostels for athletics and volleyball players in order to create a conducive, rigorous, and incentivized atmosphere for the nurturing of sporting talents.

In order to achieve the objectives, generous grants from the Department of Youth Empowerment and Sports of the Government of Karnataka, the local area development funds, namely the Member of Parliament Local Area Development (MPLAD) Funds and the Member of Legislative Local Area Development (MLALAD) Funds, are used judiciously. Further, the grants released by the Zilla Panchayat and the cooperation of the NGOs give the necessary fillip to the growth of sports and games through the department.



The outcome of the above aspirations and objectives can be gauged both qualitatively and quantitatively. Sportsmen/women trained here have won national medals in shuttle badminton competitions.

Aayush R Shetty of Udupi District is the top-ranked under 18 Badminton player in India

Abhin Devadiga won the 200 metre gold medal at the Khelo India Athletic Competition

Karishma Sanil has secured a gold medal in javelin throw at the 81st All India Interuniversity Athletic Championship 2022 and qualified for the World University Games 2022 to be held in China

Madhurya Shetty, from the District Sports Hostel, won the Gold Medal in the Discus Throw at the School Games Federation of India (SGFI) National Selection Trials. She has also gained eligibility to participate in an international level competition to be held in France



The Department and the District Administration hope that the above objectives, efforts, and infrastructure will percolate in the future to bring in more and more laurels in the coming days for the District and also for the State.



Creating Newer Benchmarks

Promoting excellence on and off the field

What is it that brings the diverse population of Andhra Pradesh together as one? Sports! Andhra Pradesh, like every other State in India, has a strong sporting culture with Kho Kho and kabaddi boasting immense popularity. While many of the athletes of Andhra Pradesh compete in national tournaments, competing in international championships is still a dream too far.

To fight the woes of lack of sports infrastructure, the Government has fastened its belt and is taking stock of sports facilities in Andhra Pradesh under the "Khelo India" scheme. The State-level Khelo India Scheme is being implemented successfully in the West Godavari District of Andhra Pradesh.

In Sports Authority of India Centre at Alluri Alluri Sitarama Raju (ASR) Stadium, District Sports Authority, West Godavari is imparting coaching in Athletics to 35 players and Weight Lifting to 30 players with the latest techniques and updated infrastructure provided by the SAI.

Khelo India and the Fit India Movement was launched with the view of unearthing champions and make fitness an integral part of our daily lives. To encourage youth, children, and divyangs to participate in various sports competitions, events such as the FIT INDIA Freedom Run (Azaadi Ka Amrit Mahotsav), cycle rallies, para sports activities, and so on have been organized with the support and infrastructure provided by the West Godavari District.



Seeing the popularity of Weight lifting amongst the populace, a special focus has been laid on developing champions in this discipline. In the SAI Training Centre (STC) scheme of Sports Authority of Andhra Pradesh (SAAP), many medals were won by lifters from the District.

Some of the Champions from the District who Participated Under Khelo India Youth/School Games

A.Komal Karthik	Weight Lifting	National Silver Medal held at Assam
K.Siva Kumari	Weight Lifting (45 Kgs)	Khelo India University Games held at Odisha from 22nd Feb to 1st March-2020
N.Satyavathi	Weight Lifting (55 Kgs)	Khelo India University Games held at Odisha from 22nd Feb to 1st March-2020
Md.Chan Basha	Football	SGFI U-19 held at Andaman
Md.Ameel	Football	SGFI, U-19 held at Rajasthan





Promoting
“Jan Bhagidari”
or Peoples’
Participation
in **Poshan
Abhiyaan**



Complete Nutrition Drive

When innovation sparks newer ways

Healthy citizens create a healthy society. Therefore, in order to develop a strong nation, people from all walks of life must come together and take a pledge to eradicate malnutrition completely. This sentiment has been well exhibited by the people of the Asifabad District in Telangana. The residents of Asifabad have taken up Jan Bhagidari (people's participation) in order to promote a healthy lifestyle and behavioural changes under the "POSHAN Abhiyaan."

Asifabad is predominantly a tribal and the most backward District in Telangana, the District lacked basic facilities like toilets, growth monitoring tools, and hygienic and quality food at Anganwadis. As a result, a

large number of children with multiple deficiencies like being underweight, wasted, and anemic were commonly prevalent, which was also seen among adolescent girls and women. The awareness of health, hygiene, and nutrition were minimal in all sections of the population.

With the help, support, and encouragement provided by PM's Aspirational District programme and State Government initiative in creating a new District of Asifabad, special focus was put on improving the health and nutrition standards of all vulnerable people in Asifabad. A number of capacity-building programmes were taken up at 40 different locations.



By combining the Tribal Department's "Giri POSHAN" scheme, the Agriculture Department's "RythuBhandu" input subsidy scheme, the Health Department's "KCR Kit" scheme, and the ICDS Department's ICT applications, the overall health and nutrition parameters of women and children were greatly improved, and the District ranked first in NITI Aayog's Delta Rankings in the Health and Nutritional Category for June-July 2019. Seeing the success, NITI Aayog sanctioned a pilot project,

Piloting Decentralized Millet based Recipes as Hot Cooked Meals through ICDS Scheme.



The year 2021 was a year of change in the history of Asifabad. In the first month, 15 Anganwadi centres across 15 villages were selected and a baseline survey on all nutritional parameters of beneficiaries, viz. children, adolescent girls, and women was done. All the women of the village were given training on millet cooking recipes through food festivals, explaining the role of millets in improving nutrition. All tribal community leaders, sarpanches, and ward members were motivated to revive the practice of growing and consuming millets. As a result, by the end of the first month, 95% of beneficiaries started purchasing, cooking, and consuming millets in at least one meal outside their regular Anganwadi meal.

As a result of the efforts of all stakeholders, maternal mortality was reduced from 21 in 2019 to 7 in 2021, out of which anaemia-related deaths were reduced from 18 to zero, and infant mortality was reduced from 108 in 2020-21 to 71 in 2021-22. Underweight children decreased from 13,109 to 4106 and wasted children from 6612 to 877. Due to this, we could save at least 30 to 50 precious lives of women and children in the District.

While the beginning has been made, the road is long and arduous but the residents of Asifabad are confident that the Strike Against Malnutrition by People's Upliftment through Revival of Nutrition in Asifabad or SAMPURNA Nutrition will be achieved in true spirit.



Super-nutrition for Our Future

Ensuring secure and safe tomorrow for
young ones

Chatra, Jharkhand

Rakhi, 10, lost her baby brother the day he was born in early 2019. The infant was severely underweight at the time of his birth. Her mother, too, was suffering from acute weakness. Rakhi belonged to the Birhor community, a Particularly Vulnerable Tribal Group (PVTG) in which malnutrition and iron deficiency were quite prevalent. The doctor's report stated that the infant could have been saved if he had been screened properly and had received treatment on time.

In addition to the high infant mortality, thousands of children in many villages in Chatra were malnourished. A direct impact of malnutrition was the high prevalence of

anaemia. Three years ago, in Apr 2019, number of anaemic children were 1,277, underweight children were 36,205 and wasted children were at a 10,462. As a result, both malnutrition and anaemia went hand in hand in the District.

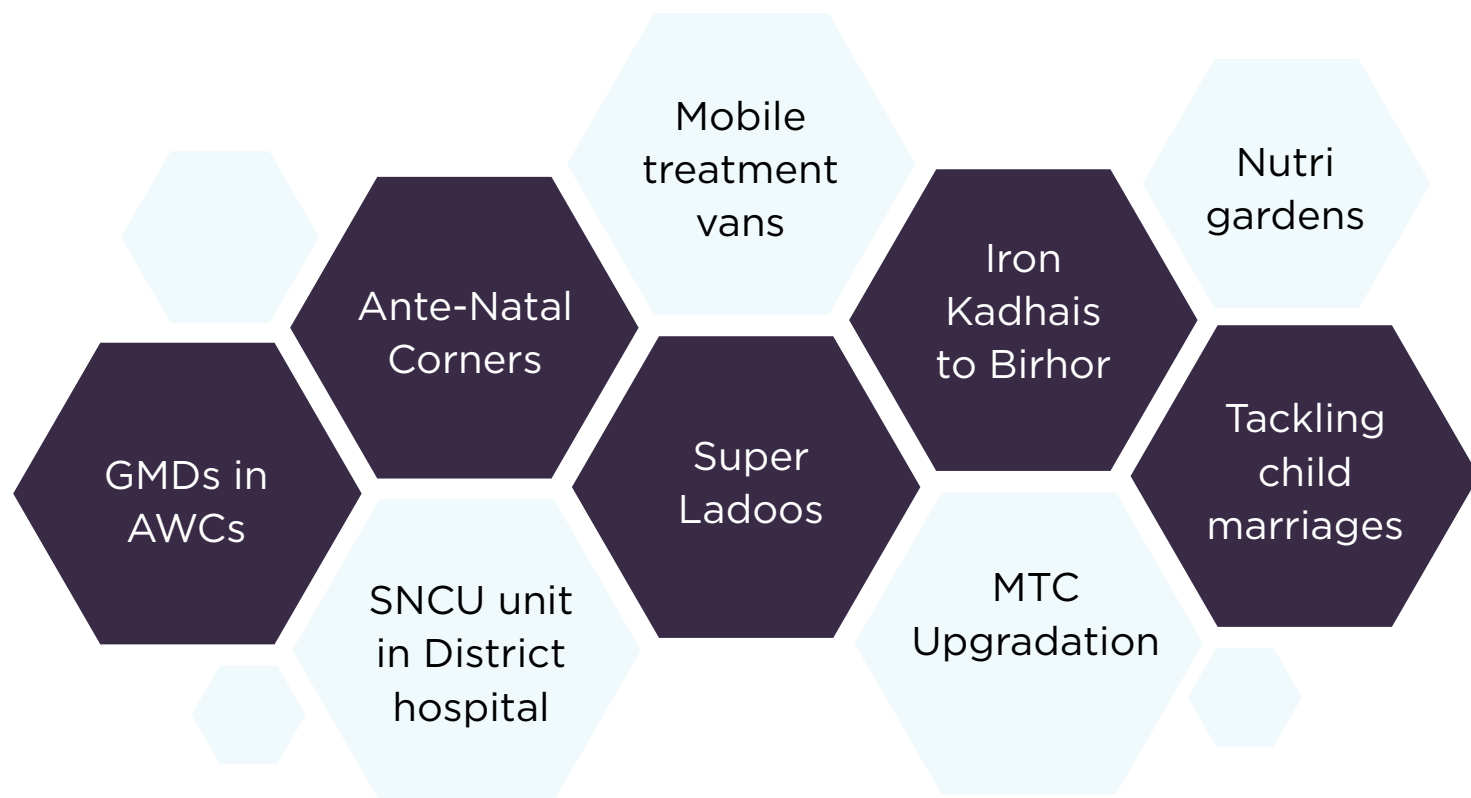
While the problem of malnutrition had been identified with data available from the health department, the solution of reaching out to Birhor and other marginalised communities had to be forged.

In this context, the District administration designed and executed many interventions, such as running a malnutrition treatment van (MTV), distributing a superfood—a ladoo

composed of high-fiber ingredients like besan, ragi, jaggery powders, and dry fruits to the Birhor community. Distribution of Growth Monitoring Devices in Anganwadis, opening 4 Malnutrition Treatment Centers (MTCs) catering to 12 blocks, a fully functional Special New Born Care Unit (SNCU) at the District hospital, and distribution of wrought iron kadhais to the Birhor community were some of the interventions. Iron folic acid (IFA) tablets were also distributed among pregnant women.

Community-based events such as Annaprasan, Godbharai, and the celebration of village health, sanitation, and nutrition day (VHSND) brought the community together. The number of nutrigardens planted by the people in the District has increased from 4194 on April 1, 2019 to 6744 on December 31, 2021. The number of AWCs having functional toilets and drinking water facilities increased by 35.7% and 23.4%, respectively.

The below graph summarises the interventions of the District administration in tackling malnutrition.



Today, Chatra sits on the cusp of a health revolution in the country. Over the last two years, the Chatra District has observed immense improvements in the nutritional outcomes of women and children across different age groups. The percentage of SAM children, a key health indicator at the District level monitored by the NITI AAYOG, has improved by 93.7 percent. Similarly, the number of wasted children (0-6 years) has decreased by 79.9 percent, from 10462 to 2093.

Locally devised solutions implemented with efficiency by the administration are closing the nutrition gap and putting Chatra on the road to being healthy.





Reforms with a Personal Touch

Combating malnourishment with personal care

Datiya is a District in Bundelkhand, an area where malnutrition is a persistent problem that has historically hampered children's growth and development, ultimately impacting the region's development.

A comprehensive survey was undertaken in the Datiya District in the year 2019 to better understand the situation and create a suitable solution. During the 15-day survey period, Moderate Acute Malnutrition (MAM) and Severe Acute Malnutrition (SAM) children were identified, with a rate of malnutrition of 12.79 percent. The data was examined and analysed by the District Core Group (DCG). The key cause of malnutrition was shown to be a capability gap in the malnourished child's family.

Following extensive brainstorming, the concept of officials and other powerful influencers adopting a malnourished child as their own, "MERA BACCHA ABHIYAAN" was conceived.

The initiative "MERA BACCHA ABHIYAAN" was started in Datiya District under POSHAN ABHIYAAN as an approach-based intervention in which a "capable person" ensures the speedy recovery of the adopted malnourished (SAM or MAM) child by establishing an emotional connection with the child and the child's family. The USP of the initiative is love, emotion, and regular informal interaction between the adopter and the child for "KUPOSHAN SE SUPOSHAN YATRA."



Initially, the adopters were District officials, but with time and increasing awareness, NGO representatives, public representatives, and local dignitaries also came forward to adopt malnourished children, which made the whole initiative a janbhagidari (public participation) based initiative. Later, after attaining a significant amount of success, the moment was extended to adopting an Anganwadi. Training and counselling were arranged for the Anganwadi workers and other stakeholders.

Besides the adoption movement, women and adolescent girls were given PW and LW, IFA tablets to specifically address anaemia.



Because of this innovative initiative, a remarkable reduction of 17.5% in malnutrition rates has been achieved in NFHS-V data. As a result, the 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 the increment in the rate of immunisation from 53.2% (NFHS-IV) to 79.6% (NFHS-V), the reduction in diarrhoea from 12.9% (NFHS-IV) to 5.7% (NFHS-V), and the increase in breastfeeding from 32% to 56.4% (as per recent NFHS-V data). In fact, Datia has achieved 100% breastfeeding through MERA BACCHA ABHIYAAN. An increase in institutional delivery led to a 90% increase in the number of Antenatal care registered during the first trimester from 49.6% to 76.5%, and post-natal check-up also increased from 58.7% to 82%, which reduced the MMR of Datia.

With their unique approach and innovative ideas, the officials of Datia District are determined to make “KUPOSHAN MUKT DATIA” (MALNUTRITION FREE DATIA).



Convergence and Innovation

A little bit of thought and lot of commitment

Kutch is known for its famous Rann, the salt water marsh, which covers most of this border District. The region faces a perennial drought situation, leading to scarcity of food and thereby a severe level of malnutrition among its population. But with the effort of the Governments in the past and present, the District has been able to combat the curse of malnutrition and food crisis.

The Integrated Child Development Services (ICDS) Scheme was launched on October 2nd, 1975, in Chhotaudepur Block, and the Scheme represents one of the world's largest and most unique flagship programmes for early childhood development. Gujarat's ICDS programme symbolises the State's commitment to its children with a holistic

approach to child health, nutrition, and development. The scheme has been universalized to 426 projects and 53029 Anganwadi centres in Gujarat. In Kutch, the largest District of India, there are 19 blocks and 2,116 Anganwadi centres.

The ICDS scheme's main goals include improving nutrition among children aged 0-6 years, lowering mortality, morbidity, and malnutrition, improving the capability and understanding of pregnant and lactating women in childcare, providing essential health services for young children, lactating and pregnant mothers, and adolescent girls through Anganwadi, preventing female feticide and ensuring the survival, education, and protection of children aged 0-6 years.



To ensure convergence with various beneficiaries, as per the guidelines of the Government of India, community-based events are conducted by ICDS. The Celebration of the 4th Tuesday of each month under the national nutrition mission is held with themes of:

SuposhanSamvad	First Tuesday
Baltula Divas	Second Tuesday
Annaprasan Divas & Baldin	Third Tuesday
Annvitran Divas & PURNA Divas	Fourth Tuesday



The people of Kutch are encouraged by creating Poshan Vatikas and Nutrigardens to grow and use local crops that result in more nutrition as well as income generation.

In their effort to reduce anaemia among adolescent girls, pregnant women, lactating mothers and children, AWWs (Angan Wadi Workers) conducted live cooking sessions from THR packets like MATRUSHAKTI, BALSHAKTI, and PURNA SHAKTI, and they also distributed IFA tablets among the beneficiaries.

For adolescent girls, pregnant women and lactating mothers and children, AWWs (Anganwadi workers) conducted live cooking session from THR packets like Matrushakti, Balshakti and Purna Shakti and they also distributed IFA tablets among the beneficiaries.

To reduce malnutrition among children aged 0 to 5, all the children in the particular age group were weighed and underweighted children were provided with the POSHAN POTLI, CHIKI, PAUSHTIK KIT, and Cooking Set by various NGOs, self-help groups, private organizations, and village panchayats.

At events like birthday celebrations and marriage ceremonies, "TITHI BHOJAN" (donation of nutritional food) is being provided to all registered children of Anganvadi through public participation.

These efforts have become institutionalised and will certainly go a long way toward eradicating hunger and malnutrition in the Kutch District.



Weighing and Measuring Tomorrow

Advance child care helps fight malnutrition

Lalitpur, Uttar Pradesh

The Lalitpur District of Bundelkhand in Uttar Pradesh has a history of mortality from famine and severe malnutrition. When compared to other parts of Uttar Pradesh, the District has a higher under-five mortality rate. Due to harsh weather conditions, Lalitpur also faces drought conditions, resulting in less crop production and an increased number of starvation cases. Poverty among its population aggravates the malnutrition woes.

To combat the menace of malnutrition, the District administration focused on aggressive implementation of the POSHAN Abhiyaan. Under the POSHAN mission, children aged 0-5 years registered at Anganwadi centres

are weighed and measured every month according to WHO norms under 'Vajan Abhiyaan'. Children with MAM (Moderate Acute Malnourished) and SAM (Severe Acute Malnourished) are identified and provided with the required nutrition and medical intervention to improve their health and nutrition status.

Identified SAM children are referred to Nutrition Rehabilitation Centres (NRC) for admission and treatment where they stay for 15 days. Lalitpur is the only District in Uttar Pradesh where at present 7 NRC are functional with a maximum capacity of 46 beds in all. In this way 92 SAM children are referred, admitted and cured in above NRCs every month.

Malnourished children are identified and treated at the Nutrition Rehabilitation Centre (NRC). With 7 NRC in Lalitpur, in this structured process 92 children are treated every month. The family members of MAM/SAM children are also trained and sensitised by Anganwadi and ASHA workers, women self-help groups, and Gram Pradhan about taking special care of their health and nutrition.

Community-Based Events (CBE) like Annaprashan Divas for infants completing 6 months of age, Godbharai Divas for 2-3 month pregnant women, Kishori Divas for adolescent girls, SuPOSHAN Swasthya Mela, Mamta Divas, Bachapan Divas, Rashtreey POSHAN Maah, POSHAN Pakhawara, etc. are organised to educate and provide nutrition and health information and facilities. District level officers, people's representatives, and



NGOs/SHG are also invited to participate in the above CBEs. In this way, systematic efforts are being made to make POSHAN Abhiyaan a Jan Andolan and spread the message of health and nutrition to the public in general. Nutrition gardens/POSHAN Vatikas are also being developed at AWCs and at the houses of beneficiaries to ensure the availability of fruits and vegetables so that their micro-nutrient requirements can be fulfilled.



Despite the fact that Lalitpur's nutrition level has improved, the District still has a lot of room for development. And that is why the Government is working on Mission Mode to remove the blemish of malnutrition from the face of Lalitpur.



Panipat Wins the Battle

Concerted public partnerships and efforts create history

Panipat, Haryana

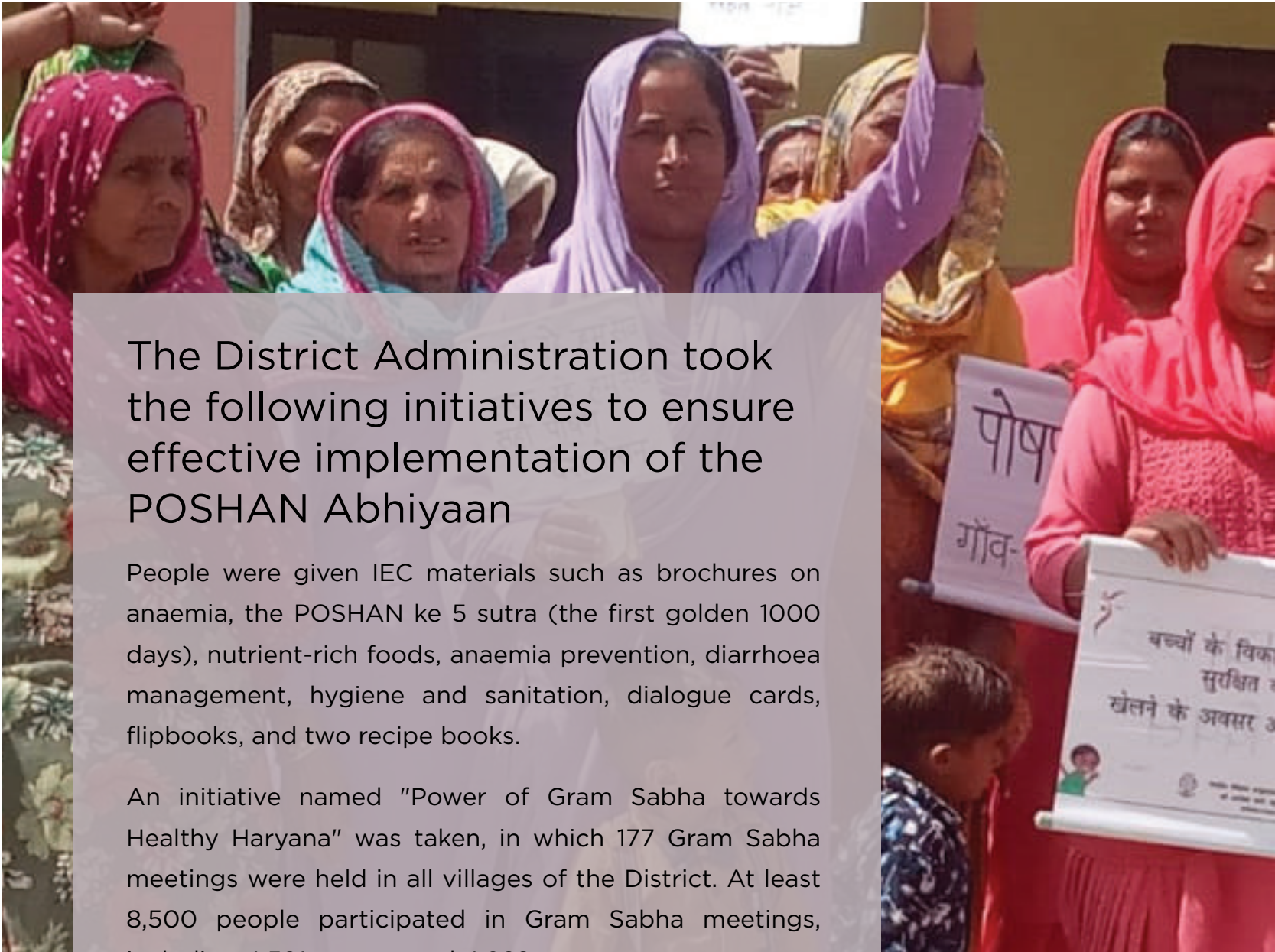
Panipat is reminiscent of the three historic battles in India that were fought in different centuries between various kingdoms, such as the Mughals, Marathas, Afghans, etc. While those battles are in the past, the Panipat District of Haryana continues to fight the battle against malnutrition.

The Panipat District has also produced many sportspersons who have brought laurels to the country on National and International stages. Therefore, it becomes imperative that its population is healthy and nourished in order to continue with the tradition of giving

extraordinary performances in sports and other fields. Besides lack of awareness, Haryana also faces the brunt of gender disparity, neglect of women, and female illiteracy. To strengthen its citizens completely, women's empowerment is critical.

Keeping this in view, various initiatives were carried out by the District Administration Panipat in order to improve the nutritional level among the children, pregnant and lactating women across the District. The activities focused on Social Behavioural Change and Communication (SBCC).

People of Panipat were sensitised on topics such as antenatal care, optimal breastfeeding (early and exclusive), complementary feeding, anaemia, growth monitoring, girls' education, diet, right age of marriage, hygiene and sanitation, eating healthy-food fortification etc.



The District Administration took the following initiatives to ensure effective implementation of the POSHAN Abhiyaan

People were given IEC materials such as brochures on anaemia, the POSHAN ke 5 sutra (the first golden 1000 days), nutrient-rich foods, anaemia prevention, diarrhoea management, hygiene and sanitation, dialogue cards, flipbooks, and two recipe books.

An initiative named "Power of Gram Sabha towards Healthy Haryana" was taken, in which 177 Gram Sabha meetings were held in all villages of the District. At least 8,500 people participated in Gram Sabha meetings, including 4,581 women and 4,269 men.

Special Anaemia camps were also organized for children, adolescent girls and pregnant and nursing mothers.

HB testing of 39,547 children (6 months to 6 years) and 4,056 pregnant and lactating women was done.

The AWW conducted regular counselling and home visits to raise awareness about anaemia, breastfeeding, immunization, nutrition, and hygiene.



Besides these measures, regular activities such as POSHAN weeks, POSHAN walks and cycle rallies were organised in the Districts, Blocks and Villages.

With such initiatives by the Government and District administration and people's participation, Panipat has fastened its belt against the curse of malnutrition and is determined to win this battle.



पूजा
फलक

The Stupa of Good Governance

Promoting health, nutrition and better tomorrow

Madhya Pradesh is popular for its art and culture and is home to unique flora and fauna found here in abundance. You name it, and MP has it at your disposal. The world-famous Khajuraho statues, immaculate stupas, wildlife sanctuaries, and tiger reserves, to mention a few.

Despite being naturally and culturally rich, the State has to face the brunt of malnutrition among its population. The ill-effects of malnutrition were especially prevalent in the Sheopur District. Lack of awareness among the masses regarding health, sanitation, and food habits were the factors contributing to these poor indicators.

In the year 2018, POSHAN ABHIYAAN was launched as the flagship scheme of the Hon'ble Prime Minister to deal with child and maternal health. Integrated Child Development Services (ICDS), being the foundational scheme, was reinvigorated with POSHAN ABHIYAAN with specific targets.

The scheme provided the opportunity to remove the blot of malnutrition from the Sheopur District by working on indicators such as underweight, stunted, wasted, and anaemia. With a focus on actually making this Abhiyaan a people's movement, the administration focused on community participation in the planning, monitoring, and implementation as well as auditing of the scheme.

The remoteness of villages, lack of means of communication and transport, dense forest area, lack of awareness regarding family planning and childcare among locals and tribal, negligence of women, the seasonal

distress migration for employment, lack of human resources to monitor work, reach and progress of the Government schemes were a few challenges to overcome for the success of the POSHAN Abhiyaan.

By tackling the problem of malnutrition, the Infant and Under 5 mortality rate have been reduced

Resultantly, the number of underweight children reduced from 3,685 to 2,350

The number of Severe Acute Malnourished reduced from 1111 to 71 and Moderate Acute Malnourished from 4,537 to 612

The number of pregnant women and lactating mothers having anaemia reduced from 9,479 to 6,475

The focus on Poshan Vatika and acceptance of people in planting them at home has increased the count from 819 to 4,022





The above project showcases the relevance of inter-Governmental and intra-Governmental convergence and the importance of community participation in making a Governmental programme successful, which shows the potential for replicability of the above-mentioned project.



A Valley of Nutritional Security

Innovative public participation
brings laurels

Srinagar, Jammu & Kashmir

With snow-clad sublime mountains in winter, flocks of sheep gazing into the green pasture in summer, and chinar leaves falling on the ground in autumn, Kashmir, the paradise on earth, has unique imagery in every season.

However, over the years Kashmir has seen constant challenges in terms of development and outreach of Government schemes. Malnutrition among children, adolescents, and women are one of the biggest difficulties

that the people of Kashmir face, amid other issues such as electricity, unemployment, and poverty.

The Government has strengthened the "POSHAN Abhiyaan" in the Srinagar District of Jammu and Kashmir to tackle malnutrition. Under the Integrated Child Development Services (ICDS) program supervisors, Anganwadi workers, and helpers organised and participated in camps in their respective zones. Currently, the District is working on at least four ICDS projects.

A door-to-door awareness campaign for Dal dwellers regarding nutritious food, breastfeeding, and yoga was carried out using Shikaras. Also, nutritious food was distributed among lake-dwelling beneficiaries.

Another door-to-door campaign was conducted in the District of Srinagar's remote and inaccessible areas, such as Fakir Gujri, Panzinara, Khanmoh, and others, with the involvement and active participation of Panchayati Raj Institutions (PRIs). The

campaign emphasised the importance of the POSHAN Abhiyaan and the steps that must be taken to effectively eradicate malnutrition.

Food stalls, cooking competitions, the distribution of nutritious meals made with locally available ingredients, and iron and calcium-rich foods for pregnant and nursing mothers were some of the activities that took place throughout the region in order to spread awareness about food and nutrition.



Anganwadi workers were motivated to develop POSHAN Vatikas and Nutrigardens at every Anganwadi centre as a primary approach to contribute to the elimination of malnutrition. Anganwadi workers and beneficiaries performed yoga sessions to convey the message of building strength and harmony in both mind and body.



With the commitment to eradicate malnutrition among the population of Srinagar District, the local and central Governments intend to focus on innovations that help make schemes and awareness more accessible to the people.



Nutrition and Education

A movement for good health

Tamil Nadu is a highly industrial State with growth staring at a visitor through visible infrastructures like roads and hospitals. But, malnutrition amongst children and women are still endemic and widespread. To bring a holistic approach to weeding this scourge, the Government of Tamil Nadu rolled out the POSHAN scheme in May 2018. By Sept 2019 all 32 Districts were brought under the scheme with Vellore being one of them.

The POSHAN Abhiyaan aims to reduce malnutrition in a phased manner through a life cycle approach. The Abhiyaan ensures mechanisms for timely service delivery, robust monitoring, as well as innovative intervention.

To guarantee the effective implementation of the POSHAN Abhiyaan and the attainment of goals set by the Government, the District administration conducts a plethora of programmes for the people of Vellore. The Anaemia Awareness Campaign, Diarrhoea Awareness Campaigns, Handwash Day, Iodine Awareness Program, Self-Hygiene & Sanitary Practices, Overall Nutrition, Plantation Activity on "Poshan Vatika", Yoga & Ayush for Nutrition & Wellness, Samudhaya Valaikappu (Community Bangle Ceremony), Promotion of Traditional Food Habits, Nutrition Exhibitions, Health and Nutrition Education for Adolescent Girls, Scheme for Adolescent Girls (SAG), Breastfeeding Week celebration, are to name a few.

Themes	Community Based Events	No. of Events Conducted (Apr 2019 to Dec -2021)	Targeted Group
I	Inviting Women of 1st & 2nd Trimester	34124	Women in their 3rd or 4th month of pregnancy who have registered their pregnancy at the Anganwadi Centers Husband and mother-in-law of the pregnant woman
II	Annaprasan Diwas	32308	Women with infants in the age group of 4-9 months. All infants who have completed 6 months. Care takers within the family such as grandfather, grandmother, father or elder brothers/ sisters of all participating infants
III	Suposhan Diwas	16236	Husbands of pregnant woman and fathers of children less than 2 years of age
IV	Celebrating coming of Age-Getting ready for preschool at AWC	21401	Children of 3 years of age. Mothers of all children in the age group of 2-3 yrs. Caregivers within the family such as grandfather, grandmother, father or elder brothers/ sisters of all such children
V	Public health messages	36884	Women and men of any age group, Adolescent Girls Community leaders and PRIs.
	Total	140953	

A total of 140,953 community-based events were conducted as of December 2021. Trainings were conducted in the cascade model of the Incremental Learning Approach (ILA) to reach the grassroots level. To address the special needs during COVID pandemic dry ration was distributed to ICDS beneficiaries.

The Government has leveraged technology and innovation to yield better outcomes from the POSHAN Abhiyaan. The POSHAN Tracker Mobile Phone Application was introduced in January 2021. This application provides a

360-degree view of the activities of Anganwadi Centres, service deliveries of Anganwadi workers, and complete beneficiary management for pregnant women, lactating mothers, and children through a digitalized monitoring mechanism. As of now, all 2999 Anganwadi centres have been registered under the POSHAN Tracker Application in Vellore District and data pertaining to all ICDS beneficiaries has been uploaded. Training on the usage of the POSHAN Tracker Application for the Anganwadi Workers is also organised through the District and Block Helpdesk.

As per the National Family Health Survey (NFHS) data, the POSHAN Abhiyaan here resulted in a reduction of underweight, wasted, and severely wasted children. The number of underweight children (age 0-5) dropped from 32.6% (in 2015-2016) to 19.7% (between 2019 and 2021). The percentage of wasted children under 5 years was reduced to 13.1% (in 2019-2021) from 27.5% (in 2015-2016). There were 2.5% severely wasted children (between 2019 and 2021) as compared to 12% (in 2015 and 2016).

Vellore is famous for its hospitals and treatment around the world, through the POSHAN program implementation, it is now fast becoming the exemplar in removing malnutrition.





Digital Payments
and Good
Governance in
PM SVANidhi
Yojana



A Landmark Drive Unfolds in Indore

Mainstreaming of street vendors
and hawkers

Indore, Madhya Pradesh

Indore, the city known for its achievements in Swachh Bharat drive as a winner for many years, has a new feather in its cap. Of more than a lakh

certificates given, more than eighty thousand street vendors were registered on the portal on the basis of their eligibility which is the highest number in the country.

A Movement for the Revival of Livelihoods in Business Hub of Madhya Pradesh

The city of Indore is famous for its food markets and cuisine. It had many vendors who were integral part of the city before lockdown and they all had to shut shops. The PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi) was launched on June 01, 2020 for providing affordable working capital loan to street vendors to resume their livelihoods that have been adversely affected due to COVID-19 lockdown. The Madhya Pradesh

Government, District Administration, Municipal Corporation, and Financing Institutions with active participation of the street vendor groups and their societies implemented the scheme expeditiously in the interest of street vendors. The results were worth a role model for many. A team of 207 officers were deployed to screen the identified vendors as per eligibility of the scheme.

Dignity Restored

Urban street vendors were given a new identity and came to be known as "hawkers for business". Specific vending zones were identified and developed, more than 25 in the

whole of the city. The sites were provided with allotted spaces, parking space, 3-bin litterbins, drinking water facility and toilets.





Indore Works with Distinction

Another distinctive feature of the vending space provided in the city was timely and 100% efficient collection of waste segregated into 6 categories. Each vendor is mandated to keep dustbins for segregated waste collection from each shop.





Financial Aid Mechanism

Ensuring future of families with support

At the southern tip of the Indian mainland, where both the Arabian Sea and the Bay of Bengal meet to merge with the Indian Ocean, is the picturesque District of Kanniyakumari. The town of this place has a

clear distinction from other ones in our country. It is a compact and highly urbanised place, with around 70 per cent of the population living in urban areas. The setting makes it clear that the street vending population is substantial in this place.

Rising Up to the Occasion

The need for a financial aid mechanism was acute for the street vendors in Kanniyakumari like in other parts of India. A strong, motivated staff and robust institutional mechanisms rose to the occasion. Field teams under the National Urban Livelihoods Mission (NULM) were mobilised and sensitised to come to the rescue of the people in need.

The teams were trained rigorously for PM SVANidhi. With the help of banking officials and urban local bodies, awareness camps were organised at market places to educate street vendors, the local public, and women's Self-Help Groups (SHG) about the scheme and the importance of digital transactions.



Rigorous Follow Ups

In total, about 12 monthly District level meetings chaired by the District Collector were held, and 36 block level Bankers' meetings were conducted to review sanction, disbursement, and repayment of loans. A District-level committee was set up for the timely redressal of grievances. Banking linkage

issues were routed to the appropriate officers in the concerned banks and reviewed on a monthly basis for resolution. A total of 14 mobile teams with data entry operators were formed to help street vendors apply online from their place of vending without losing daily income.

Outcomes and Impact

A total of 4,388 street vendors benefited, and an amount of Rs.438.80 lakhs was disbursed as a loan. Of the beneficiaries, 103 vendors successfully repaid the loan from their business profits and availed the second tranche loans. Another 1,200 vendors are expected to avail of the second tranche loan in the coming month.



“ I am a seashell vendor. I had almost given up hope and stopped working. With the loan, I have diversified my products and now doing business digitally and protected from any fraud and hassle.”

Mr. Jokin
Resident of Swaminathapuram



Keeping Young Minds Productive

Resuming vending stalls to ensure peace

Bastar District of Chhattisgarh is spread over an area more than 6500 square kilometres and has a population of over 8 lakhs. Around 63 per cent of the population of the District is tribal with 54.9 % literacy rate. The distinct fact about Bastar is that 65% of its land is under forest cover. The place is infamous for left-wing extremism making the situation here volatile and its people susceptible to violence. The area of concern here is that the

employment opportunities in Bastar are limited and the pandemic situation further deteriorated the scene with the many of the available financial activities in the place coming to a standstill. Street vendors of Bastar lost their customers and most of their income.

Bringing Back Livelihood to Keep Young People Away from Violence

Restoring employment opportunity was the primary aim of the hour after the pandemic for the administration. PM SVANidhi Yojana was put into force. It was not just used to help vendors financially, it was rather used as a tool towards formalization of the street vendors.

Bastar Goes Mission Mode

Survey of beneficiaries in all 48 wards of the Bastar Nagar Nigam was conducted at war pace.

152 "Yuvoday" volunteers were deployed for the purpose of onboarding beneficiaries. An aggressive electronic and digital campaign was put forth by them to spread the message to everyone. 15 Common Service Centres (CSCs) staff were trained on SVANidhi form filling.

Amcho Bastar Community Radio

The message of coming under the umbrella of PM SVANidhi was broadcasted through local community radio initiative Amcho Bastar in an educational and entertaining way.

Digital camps were held for the street vendors in order to learn how to use digital transactions.





Outcomes

Letters of Recommendation (LORs) were processed within 24 hours

First tranche of loan is disbursed within an average of 19 days within filing of the application

All the vending zones of the Municipal Corporation was put on Google Maps

Digital vending certificates, identity cards, T-shirts and caps were distributed to vendors to give them an identity

More than Rs.1.2 crore was disbursed to the vendors

86 bank branches were on-boarded for the scheme

61% of the beneficiaries in Bastar today belong to the SC/ST category and 68% of them are women

The PM SVANidhi scheme has truly helped Bastar in recovering from the COVID shock and taken the street vending population of the District many steps towards Atmanirbharta.



M.S. GOUD
Food Court

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ಫುಡ್ ಕೋರ್ಟ್
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Dignity and Smile Restored

A new sense of confidence and
pride for livelihood

Street vendors represent a very important constituent of the urban informal economy and play a significant role in ensuring the availability of goods and services at affordable rates to the door step of the city dwellers. The COVID-19 pandemic and consequent lockdowns affected the livelihood of street vendors.

As there was no business, they were forced to consume all their savings and were in dire

need of working capital to start their business once lockdown period is over. To cater the urgent need of providing credit facility for working capital to the street vendor, the Government of India introduced the PM-SVANidhi scheme, a special micro-credit facility for street vendors aiming to make them self-reliant and protecting them from the clutches of private credit lenders.

The Scheme at a Glance

Working capital of Rs.10,000 as collateral free loan

Rs. 20,000 as second loan for regular payees of the loan.



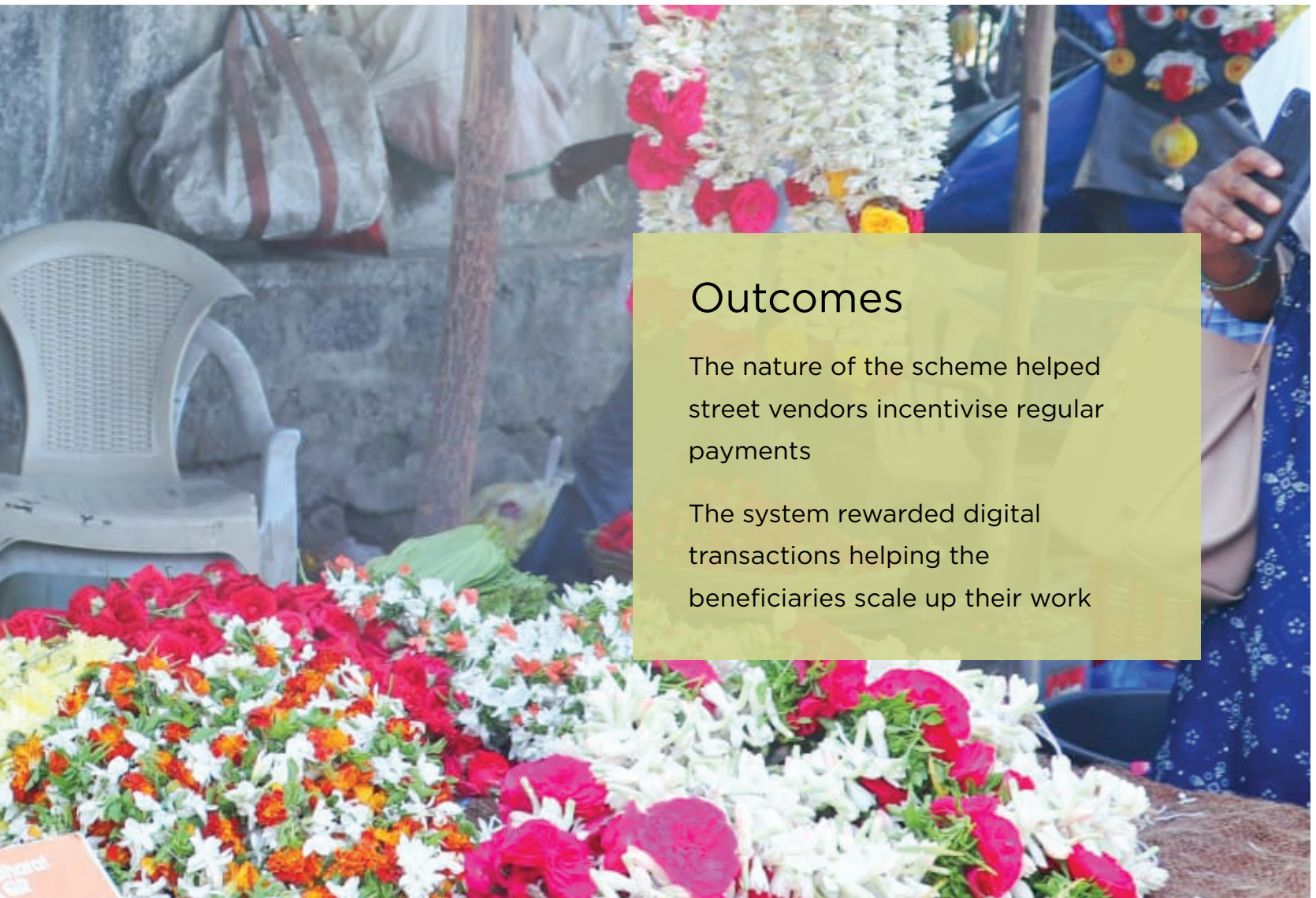
Greater Warangal Municipal Corporation

Survey and identification of the street vendors was the first step towards making the scheme successful. 521 resource persons from 15,583 SHGs were partnered with for the mammoth job.

In the year 2019 - registered street vendors were only 3,202, after the recent survey 42,593 street vendors were identified and certified.

Reinstating Livelihood Rights

All identified Street vendors' details were digitalised and the vendor Id card and certificates have been generated for all 42,593 street vendors in the municipality. A detailed Town Vending Plan was prepared for allotting them space and dignified location to do their business.



Outcomes

The nature of the scheme helped street vendors incentivise regular payments

The system rewarded digital transactions helping the beneficiaries scale up their work

“ I suffered a physical disability during pandemic and it was impossible to earn for my family. With the loan, I installed a vegetable vending unit and now feel secure and safe.

Mohammad Rahaman





Vending with Dignity

A valley full of opportunity
and beauty

Anantnag, J&K

Anantnag is one of the oldest District of the J&K UT. In fact, District Anantnag was the only District in South Kashmir prior to creation of three new Districts viz; Pulwama in 1979 and Kulgam & Shopian in 2007 from it.

Anantnag District comprises 387 inhabited villages which are grouped in 04 Sub-Divisions, 12 Tehsils and 16 Community Development Blocks with 335 Panchayat Halqas; One (01) Municipal Council and nine (09) Municipal Committees.

As per 2011 Census, the District has a total population of 10.79 lakh souls of which 2.83 lakhs constitute the Urban population. Out of the Urban population, Anantnag Town has a

population of 1.08 lakhs (Male = 0.56 lakhs = Female = 0.52 lakhs), having 25 wards, 12065 Households, 12,500 Commercial Structures and area of 15.16 Km².

Street vendors represent a very important constituent of the urban informal economy and play a significant role in ensuring availability of the goods and services at affordable rates at the door-step of the city dwellers. They are known as vendors, hawkers, thelewala, rehriwala, theliphadwala etc. in different areas/ contexts. The goods supplied by them include vegetables, fruits, ready-to-eat street food, tea, pakodas, breads, eggs, textile, apparel, footwear, artisan products, books/ stationary etc.

The services include barber shops, cobblers, pan shops, laundry services etc. The COVID-19 pandemic and consequent lockdowns have adversely impacted the livelihoods of street vendors. They usually work with a small capital base and might have consumed the same during the lockdown. Therefore, there is an urgent need to provide credit for working capital to street vendors to resume their business.

Government (District Administration) Initiatives in Priority Sector (PMSVANidhi)

Providing of single room service delivery mechanism to restrict multistage process right from submission of application to issuance of LORs

Recognition of Scheme Champions

Leverage on Technology for collateral free loans on low interest rate with minimal office visits - Common Service Centers (CSCs)

Development of three vending zones and accommodating the Vendors in these zones

Scheme was integral part of DLRC

Dovetailing of IEC component

The timeframe involved in multistage process right from submission of application to issuance of LORs were reduced to just single day activity

The LOR issuance process was directly linked with on spot report issuing by concerned Tax inspector

Loan sanctioning cum disbursement by banks within four to five days

Campaigns were organized highlighting assured sustenance of the street vendors by this scheme including cash back for digital transactions

Adoption of effective and vibrant procedure for grievance redressal by way of collecting

- Direct feedback on fortnightly basis
- Holding of monthly grievance redressal camps in Townhall
- Live interactions via Social Media/ Telephone



“

New dawn, new day, new life with respect and dignity. I was working as Street Vendor selling Crockery Items with monthly earning of Rs. 4000. Now, after the intervention of PM SVANidhi, got a loan of Rs. 30,000. Besides, District Administration gave me hassle-free atmosphere for vending activities in designated vending zone “Aalaw”. Now, I have expanded my business and my monthly earning has crossed Rs. 13,000. I have repaid the loan amount of 1st Instalment and received second tranche of Rs. 20,000 too.

”

Mohd. Yaseen Bhat
R/O Shamsi Pora





Handholding in Tough Times

Administration extends the much-needed
helping hand

Adilabad, Telangana

Adilabad District and its municipal corporation is different from rest of the towns. With a population of around 1.76 lakh in 49 wards, the town is a perfect mix of tribal and non-tribal. With the town situated bordering Maharashtra, the rural population is perfectly blended with the urban ones and it is an integrated urban local body setup.

This context mentioned above is important here because most of the street vendors in the municipal corporation of Adilabad chose to abandon their livelihood and migrating to rural areas pushing their families to a difficult time. It was important to bring them back to employment and ensure the families could sustain the hardship with some earning.

The Threat

Without any such help from the Government, street vendors would have been forced to avail micro credit from various private lenders on higher rates of interest which could have further pushed the families in debt burden.

Help at Hand

The Ministry of Housing and Urban Affairs, Government of India launched PM SVANidhi scheme, a special micro credit facility to Street Vendors (SVs) to resume their livelihoods that have been adversely affected

due to COVID-19 Lockdown. The challenge before the Administration was to identify the vendors who were in debt and abandoned their vending businesses due to COVID.

Evolution and Implementation

Socio-Economic Profiling With the rollout of the scheme, the survey of the street vendors was taken up by District administration in mission mode with ward level special officers in all 49 wards of Adilabad municipality using customized mobile Application (Pattana Pragati Mobile App) for survey and profiling them by covering 8,676 Street Vendors.

Giving Vendors an Identity

Dignity and identity of their livelihoods along with designated vending place to operate which was often ignored earlier, was important for them to return after crisis.

The 8 notified vending zones- Green (4), Red (1) and Amber zones (3) for accommodating its vendors were fully utilized to have planned vending areas. As part of the PM SVANidhi scheme, street vendors were recognised with vending identity cards.

Resource Persons for Mentoring

84 resource persons were assigned for mentoring and evaluating the need of the vendor and to help them with digital and other capacity building.



Outcomes

Loans sanctioned - 4,993

Loan disbursement - 4,906

114 organised kiosks constructed and allotted to street vendors till now and more are in pipeline

Sri Rathod Bikku was a daily wage worker at Tea stall and his earnings could suffice to meet his basic needs and has no further savings. The COVID-19 impacted him to the worse. He arranged certain amount from the private lenders and started selling fruits and vegetables. He continued the same after the lockdown also. He was identified as street vendor by the Municipal authorities. His past experience at Tea stall has helped him to establish his own Tea stall. He stated that now he has a stable income and earns enough to provide for his family. He expressed that it has taken a lot of hard work to reach here and this has been possible with the support of Municipal Authorities only.

“ I was a daily wage worker at a tea stall, with PM SVANidhi support I could gather some confidence and open my own teashop and even employ others.

Sri. Rathod Bikku





Micro Credit for Mega Impact

Rebounding back to regular business with confidence

The small yet the historic municipal town of Murtizapur is known as an important railway junction in Bhusawal division of the Indian Railways. The population of the town really mostly on the bigger city of Akola for their major shopping but they depend

largely on the small shops and town vendors for local needs. When pandemic struck, everything came to a standstill including local vending shops impacting not just the livelihood of the vendors but also influencing the local shopping needs of the town's population.

Plight of Street Vendors

The street vendors in this town like most other parts of the country work with a small capital base and savings are almost nil. It was difficult for them to return back to work after the lockdown.

Awareness Drive

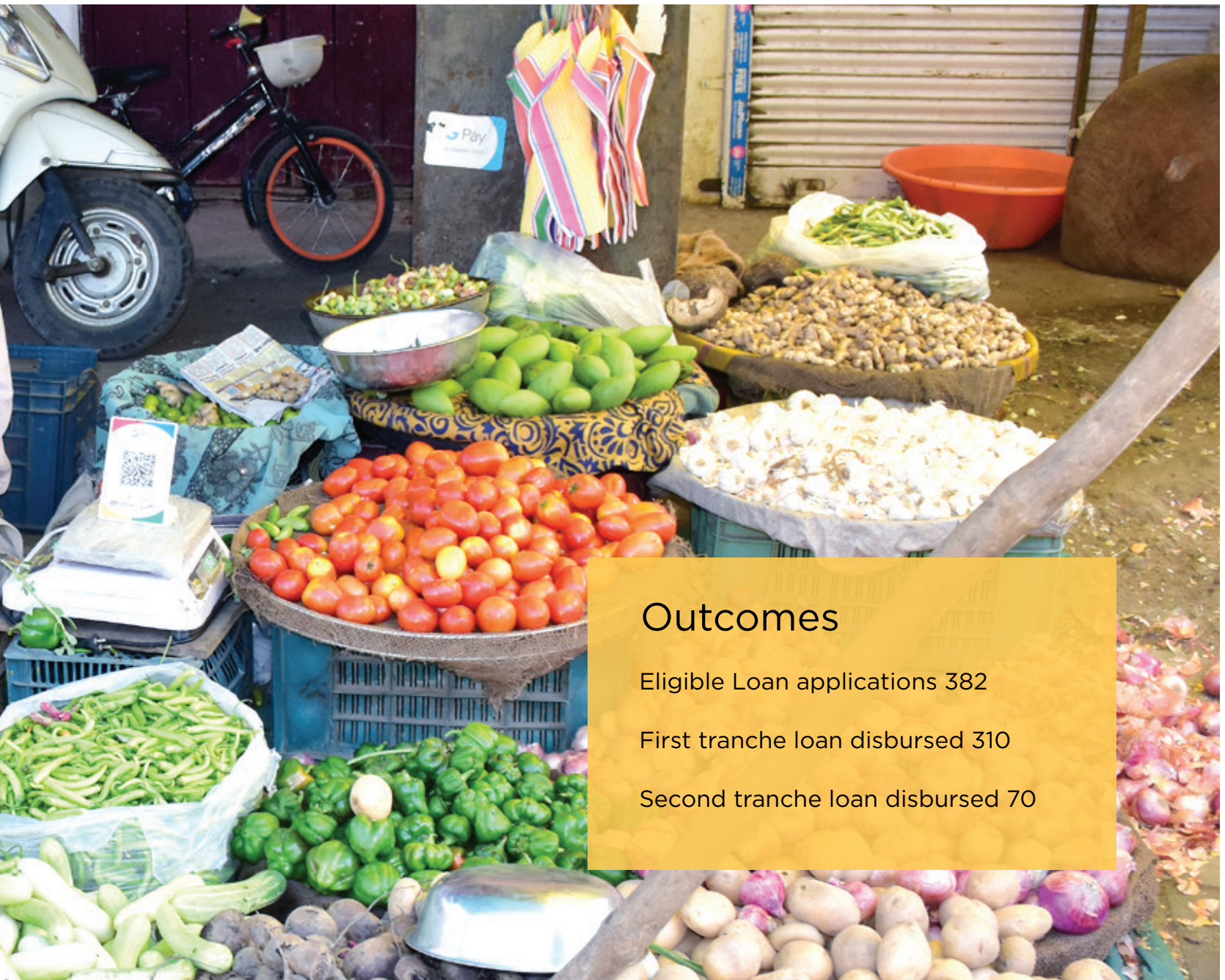
Big hoardings were put on display at municipal council premises, bus stand, railway station area, markets, and other administrative office premises. **“Mai Bhi Digital”** training meetings and camps were organized for street vendor associations in

municipal council premises. Local MLAs, all councillors, social workers were roped in for the mobilization of the scheme so that every person could be reached. 296 vendors were identified and certificate of vending and I.D. card were issued.



Administration in Urgent Action

Under the supervision of the District administration, several teams were prepared to train the stakeholders to ensure the benefits of PM SVANidhi reached even the last man on the street whose livelihood has been impacted.



Outcomes

Eligible Loan applications 382

First tranche loan disbursed 310

Second tranche loan disbursed 70

Online and offline trainings were conducted on war footing which briefed and updated each one involved in the movement on 'On boarding' 'Operational changes and updates to stakeholders'. Bank officials, SHG members, associations of street vendors were all assembled to train them about the scheme through Google Meet and WebEx meeting.



Resilient Like Steel

Bokaro strives and wins
the battle

Bokaro, Jharkhand

Chas is one of a sub-urban municipality in Bokaro District in the State of Jharkhand, With a notable large wholesale market. The COVID-19 pandemic impacted the street vendors very badly and they were forced to stay back home without a job.

Thousands of families who were economically dependent on the earnings of the street markets were pushed to the vicious cycle of debt and poverty. There was risk of hunger and malnutrition trickling in to the population after the lockdown.

The Chas Experience

Taking full advantage of the opportunity available through the scheme PM SVANidhi, Municipal Corporation of Chas prepared a 365-degree approach to implement the scheme to ensure it reaches every entitled person.

Designed leaflet were distributed physically and through the electronic mode of social media and announcements. Dedicated teams consisting of community organizers, community resource person and active SHG

members were formed to reach out to the street vendors in stress. Outreach activities like street plays, awareness camp, posters, pamphlets etc. were undertaken with the participation of schools and colleges.

One dedicated common service centre in each ward and establishment of call centre for grievance redressal and application tracking proved extremely helpful for the vendors.



Impact and Outcomes (in numbers)

Total applications received - **1379**

Loans sanctioned - **1068**

Actual disbursement of first tranche - **1016**

Actual disbursement of second tranche - **44**

Total digital disbursal of loans - **972**

“ I was working as an ice-cream seller when COVID arrived. I have a family of 4 to support. Before the pandemic, my income was around Rs. 300 daily but due to lockdown we were left without any help or income. I got my first instalment of loan of Rs.10,000 within three days of applying. I started my work again with confidence and have got the second instalment of Rs.20,000 now. I am now trying to diversify my business and my income now is double of what I earned before the pandemic.

”



Rajendra Prasad Gupta
Street Vendor



Sayaji Chaupati Regains Vigour

A story of resuming businesses
and normal life

Dewas, Madhya Pradesh

For anyone who has visited Dewas, you cannot miss the liveliness and celebration of the evenings at the Sayaji Chaupati, the hub of food lovers in the town and for tourists. Situated opposite to the District Collector's Office, the place during and after lockdown had a

deserted look with most of the vendors having left their stalls and most returning only to wind up soon wanting financial help. The COVID-19 and subsequent health and emotional burdens had taken a toll on the lives of the street vendors of Dewas.

Working Capital at Hand

With the PM SVANidhi scheme introduced to the street vendors, the problem of working capital was resolved, and the financial liquidity helped vendors to revive their

businesses. Institutional financial inclusion also helped them be saved from private money lenders and middlemen.

Online Boost to the Scheme

To facilitate the speedy and hassle-free implementation of the scheme, the State of Madhya Pradesh launched an online portal called "Shahari Asangathit Kamgar Portal" for the registration of street vendors. Promotion of the scheme was done extensively at all

places. A screening committee found a total of 19,874 vendors eligible for the scheme after a detailed survey. After due approval, identity card and vendor certificates were generated digitally using the digital contact less platform.

SVANidhi Mitra

These were the "mitra" or the mentors of street vendors, who were the key drivers in the implementation of the scheme. They served as a bridge between the Government, the bank, and the vendor.

Promotion of Digital Payment

A special campaign for the digital onboarding of the scheme beneficiaries was launched under the name "Main Bhi Digital " in coordination with banks and digital payment aggregators like PhonePe, Paytm, and Bharatpay. QR codes for 100% of the beneficiaries were generated and distributed. All transactions with vendors are now conducted digitally.

Sayaji Chaupati has a New Name

All the 65 street vendors working traditionally in this vending area are now beneficiaries of the central scheme, and they have named the market now, "Sayaji SVANidhi Chaupati."







Much More Than a Loan

Allying vendors with
confidence

The twin cities of Hubli- Dharwad located in the north western part of the Karnataka State has a booming business activity with the city located in the busy Bangalore to Pune highway. This historic municipal township has seen many a battles from the rule of the Chalukyas to the annexation by the Vijayanagara rulers. The recent battle against Pandemic was as bitter if not more

than the ones seen before. Livelihoods almost got dried out and businesses closed. Shops had to be shut as everyone was inside the home during lockdown. When it reopened, the street vendors of Hubli-Dharwad had a surprise help from the Government - the PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi).

The Much Needed Help

The micro-credit facility program provided street vendors a collateral-free loan of Rs 10,000 with low rates of interest for a period of one year. The scheme aimed at aiding the vendors to get back on their feet financially. In the long term, it aims at establishing a credit score for the vendors as well as creating a digital record of their socio-economic status, so that they can avail the Central Government Schemes whenever they need it. The scheme also attempts to formalise the informal sector of the economy and provide them safety nets and a means of availing loans in the future.



Final Outcome

By the end of 31st Dec 2021, more than 5,133 first tranche loans were despatched. 395 second tranche loans were disbursed consecutively

Socio Economic profiling of 3,193 street vendors and 7,500 family members were conducted during the scheme implementation

The vendors and their family members were given facilities of PM Suraksha Bima Yojana, PM Jeevan Jyoti Bima Yojana, PM Jan Dhan Yojana, NFSA benefits, One Nation One Ration Card, PM Shram Yogi Mandhan Yojana, Registration under BoCW, Matru Vandana Yojana, Janani Suraksha Yojana through the special SVANidhi se Samriddhi Melas



In all, PM- SVANidhi scheme ushered in a positive difference in the lives of street vendors of Hubli-Dharwad town like in other parts of the country.



Banks of Beas Back to Normalcy

Offline and online drives
ensured welfare

Kullu, Himachal Pradesh

Kullu, the broad open valley on the banks of river Beas, the favourite destination of Indian and International tourists has a silent change unfolding in its busy markets. The place known for its temples, sprawling hills covered with pine and deodar forests will now be known for one more reason - financial inclusion.

Apart from apple orchards and its exports, the economy of the markets of Kullu is also driven by the thousands of street vendors who cater to the fast-food and daily needs of tourists and the residents alike. Hence, street

vending plays a significant role in the sustenance of the city and livelihood of those associated with it.

The administration of Kullu has made arrangements for the entitled vendors to avail the Government of India's "Support to Urban Street Vendors (SUSV)" scheme which provides a collateral free loan of Rs. 10,000 as a component of Deendayal Antyodaya Yojana- National Urban Livelihood Mission (DAY-NULM). The aim of the scheme is to ensure that the vendors may resume their business after the tough time of the pandemic.

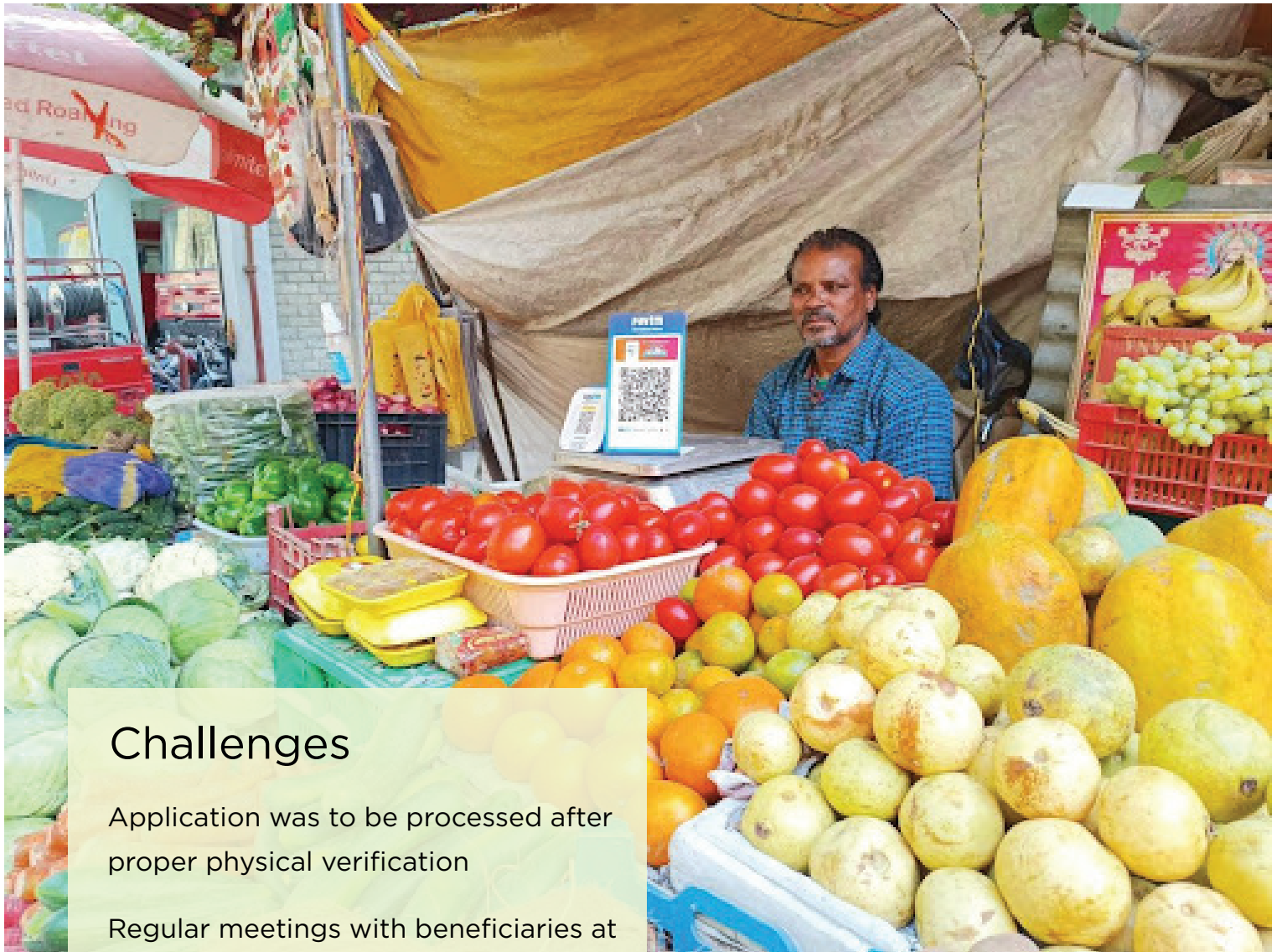
Program Implementation

The Department of Urban Development, Government of Himachal Pradesh notified the scheme on 21.06.2020 and formed a State Level Monitoring Committee for the successful implementation of scheme.

The State directed Corporations, Municipal Councils, Nagar Panchayats to constitute a City Level Committee for sponsoring of loan

application and effective implementation and monitoring of PM Street Vendors Atma Nirbhar Nidhi (PM SVANidhi) and the State also allocated the targets with deadlines.

Special camps were held with banks so that pending cases may get completed within the stipulated time frame of 30 Days.



Challenges

Application was to be processed after proper physical verification

Regular meetings with beneficiaries at vending locations

Regular awareness camps with banks for loan disbursal

Mein Bhi Digital Campaign

Special drives were organised to ensure digital literacy for the vendors to avail the scheme and also to empower them with the skills of online financial dealing for transparency and safety.

Outcomes

A total of 362 working capital loans were disbursed after verification as part of the drive till March 2022. It a landmark achievement, around 93 percent of the application received were sanctioned and disbursed in the District.



“ Income had completely stopped and our family was surviving on our meagre savings. But receiving the working capital under the scheme helped me buying more stock for vending and starting the business again with confidence.”



Mrs. Abhilasha
Town Vendor
Dhalpur Market, Kullu



Saurashtra Rebounds Back in Pride

A new sense of confidence and pride
for livelihood

Rajkot, in the Saurashtra region of Gujarat, has a strong business culture and is home to one of India's largest Medium, Small and Micro (MSME) scale industry hubs. From imitation jewellery to engineering goods, forging, casting, and agricultural farm machinery, one can name it and you will find it here. The region provides valuable livelihoods and support to millions of workers.

Due to the pandemic, the ancillary industries suffered a setback in trade and business, but they could revive in no time with the help of PM SVANidhi Yojana. This led to the much needed boost to business and trade rendered by the Government of India. The scheme was implemented in Rajkot to raise the economic levels of small-scale feeder industries and unorganised sector.

“

I applied for a PM SVANidhi loan and availed its benefits of the first loan tranche of Rs. 10,000 and started earning my livelihood once again.

After regular repayment of the first loan, I availed myself of the benefits of a second loan tranche of Rs. 20,000. Currently, I am earning about Rs.

300-400 daily and have recovered from the losses during COVID and now have an assured income.

All thanks to PM SVANIDHI YOJANA, which helped my kids dream of a better future.

Dwarika Prasad Singh
Cutlery business

”

The infrastructure to rollout PM SVANidhi schemes, specifically those based on digital media, was one of the biggest roadblocks to its successful implementation.

Action Taken

Pamphlets were distributed in all vending zones through newspapers, distribution channels as well as resident areas of the small business owners

Training for digital transactions along with QR code generation was done through digital payment aggregators representatives at camps

Wide publicity highlighting the scheme benefits was done through frequent press notes

Banners were displayed at all vending zones and hoardings were installed at major road crossings

Street vendor's survey was conducted

Innovative Ways

Departments such as the encroachment removal branch and ward officers of the municipality were involved in the promotion of digital transactions

Political functionaries were also involved to reach out to beneficiaries

Involved local NGOs and volunteers to mobilise support

Telephonic persuasion was used to bring people to the disbursement camp

Bank branches organised mega camps and beneficiaries were provided with free transportation facilities



Final Outcomes

207 PM SVANidhi camps organized

7,752 first tranche loans

3,522 second tranche loans



Ma Ganga Shows the Way

Highest average of loan
disbursement in Varanasi

Varanasi, Uttar Pradesh

The historic city of Varanasi, the spiritual capital of India, has many credentials of its own of which one is the innumerable temples and ghats it adorns and welcome guests to its fold. Thousands of local vendors in the meandering streets of Ganga banks serve the guests and residents alike with their food delicacies and small items of everyday purchase.

When the pandemic struck, the livelihood cycle of the street vendors came to a standstill. With no tourists coming and locals staying indoors, the local vendors were planning to quit their job and face joblessness. In these critical times, PM Street Vendor's

Atmanirbhar Nidhi (PM SVANidhi) scheme launched by the Central Government came to their rescue. The scheme not just helped old vendors resume their work, survey proved that with the Government help, jobless people availed the benefits and they felt confident to start up small vending businesses to support their families.

Till January 2020, there were merely 3,272 registered street vendors, out of which only 354 vendors were given vending ID and certificates. There was no authentic data for rest of vendors and they were deprived of major social benefits as a group.

Identity Boards

Keeping alive the spirit of the Street Vendors Act 2014, the vendors were not just provided with the vending space in 66 dedicated places but were also legally identified with a

certificate, a 'parichay board' or identity boards proudly displayed in front of their business units.



Varanasi Goes All Out

24 dedicated teams worked in full force

1,518 scheme awareness camps

765 PM SVANidhi application camps

1,344 loan disbursement camps were held

In the survey, 120,252 eligible street vendor family members were identified, of which 86,850 have applied for various schemes and 72,491 have been linked to the benefits already





सत्यमेव जयते

भारत सरकार,
कार्मिक लोक शिकायत और पेंशन मंत्रालय,
प्रशासनिक सुधार और लोक शिकायत विभाग

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