

# Gram Swaraj Abhiyan



Gram Swaraj  
Abhiyaan



14<sup>th</sup> April 2018 to 5<sup>th</sup> May 2018  
GSA Special Interventions

**The Government of India has designated the period from 14<sup>th</sup> of April to the 5<sup>th</sup> of May 2018 as the campaign for “Gram Swaraj Abhiyan”.**

**The campaign has been divided into two parts:**

- Focused interventions on specific days across the country**
- A campaign for GSA Special Interventions in selected backward villages from 14.4.2018 to 5.5.2018**



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**Pradhan Mantri Jeevan Jyoti Bima Yojana**



Focused interventions on specific days across the country

DAY	DATE
Ambedkar Jayanti	14 <sup>th</sup> April 2018
Swachch Bharat Parv	18 <sup>th</sup> April 2018
Ujjwala Panchayat	20 <sup>th</sup> April 2018
Rashtriya Panchayati Raj Diwas	24 <sup>th</sup> April 2018
Gram Shakti Abhiyaan	28 <sup>th</sup> April 2018
Ayushman Bharat Abhiyaan	30 <sup>th</sup> April 2018
Kisan Kalyaan Karyashala	2 <sup>nd</sup> May 2018
Aajeevika Diwas & Kaushal Vikas Mela	5 <sup>th</sup> May 2018

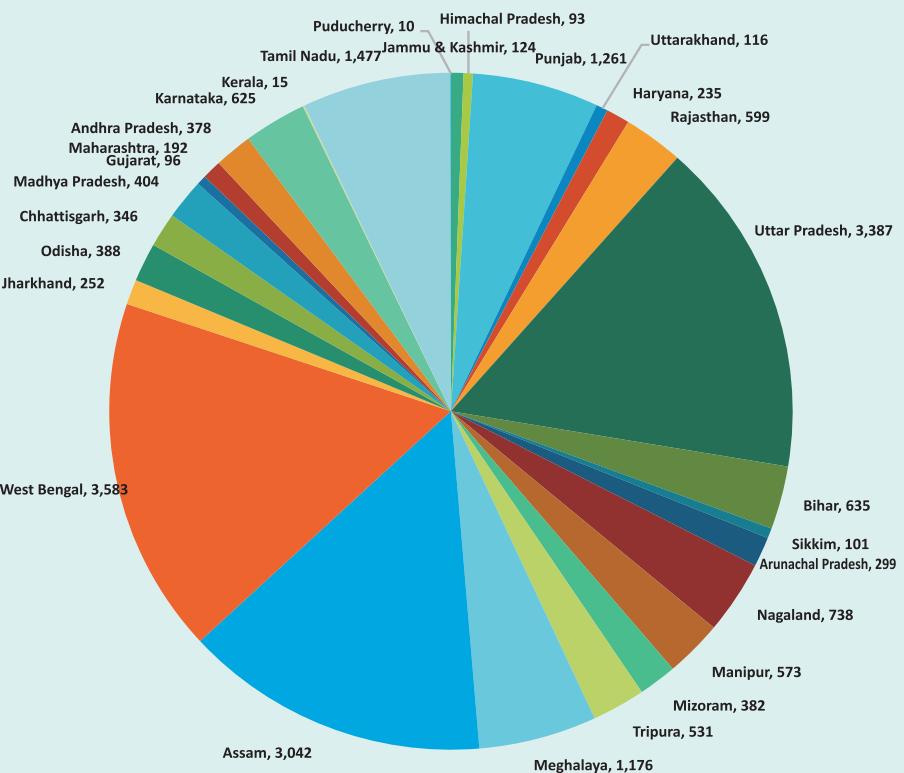
A campaign for GSA Special Interventions in selected backward villages from 14.4.2018 to 5.5.2018

Campaign for GSA Special Interventions for saturation of the following programmes in selected backward villages:

- I. Pradhan Mantri Jan-Dhan Yojana
- II. Pradhan Mantri Jeevan Jyoti Bima Yojana
- III. Pradhan Mantri Suraksha Bima Yojana
- IV. Pradhan Mantri Sahaj Bijli Har Ghar Yojna (SAUBHAGYA)
- V. Unnat Jyoti by Affordable LEDs for All(UJALA)
- VI. Pradhan Mantri Ujjwala Yojana (PMUY)
- VII. Mission Indradhanush



For the GSA Special Interventions, there are 21,058 backward villages that have been selected for saturation under 7 selected programmes. The breakup of villages among States is given in the chart

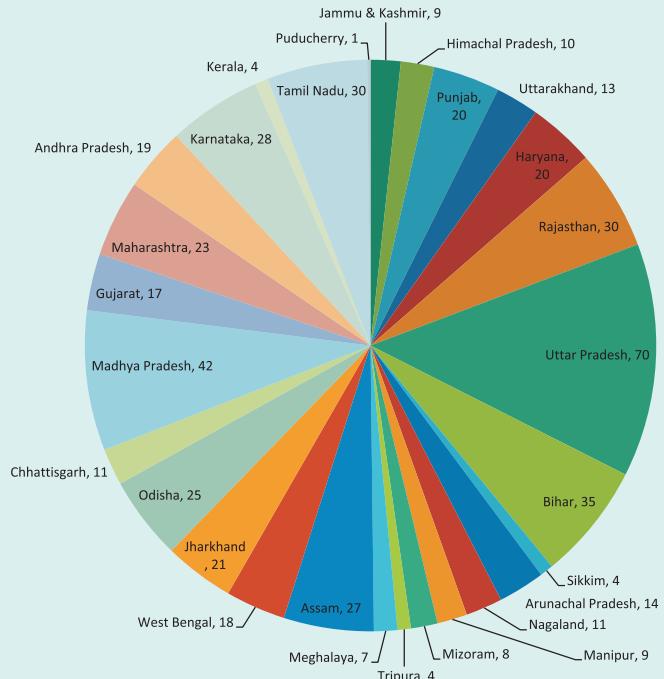


14<sup>th</sup> April to 5<sup>th</sup> May 2018:  
GSA Special Interventions



Note: due to model code of conduct, campaign will not take place in Karnataka & West Bengal

# Districts Covered



14<sup>th</sup> April to 5<sup>th</sup> May 2018:  
GSA Special Interventions



# Schemes covered for GSA Special Interventions

## Pradhan Mantri Jan-Dhan Yojana (PMJDY):



- Pradhan Mantri Jan-Dhan Yojana (PMJDY): for Financial Inclusion to ensure access to financial services, namely, Banking/ Savings & Deposit Accounts, Remittance, Credit, Insurance, Pension in an affordable manner. Accounts can be opened in any bank branch or Business Correspondent (Bank Mitr) outlet with Zero balance

## Pradhan Mantri Jeevan Jyoti Bima Yojana



- Pradhan Mantri Jeevan Jyoti Bima Yojana is a government-backed Life Insurance available to people between 18 and 50 years of age with bank accounts. It has an annual premium of ₹330. In case of death due to any cause, the payment to the nominee will be ₹2 lakh

## Pradhan Mantri Suraksha Bima Yojana

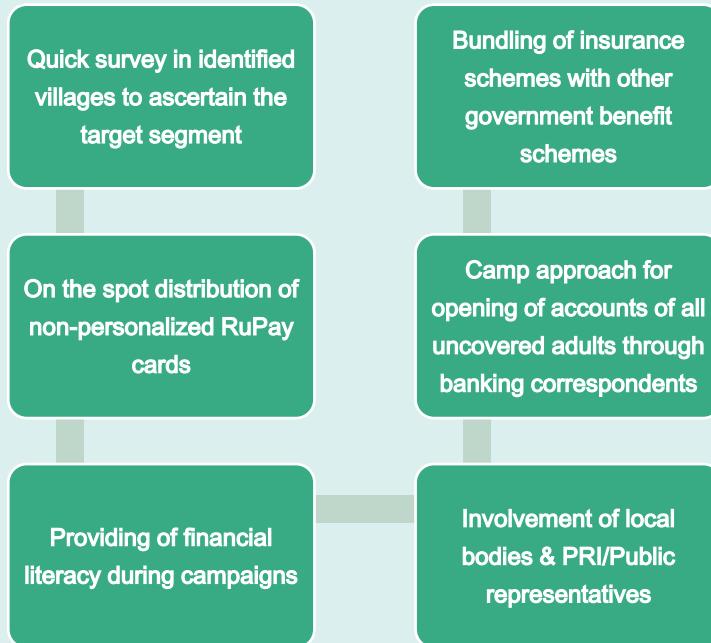


- Pradhan Mantri Suraksha Bima Yojana is a government-backed accident Insurance scheme & is available to people between 18 and 70 years of age with bank account with an annual premium of ₹12. In case of accidental death or full disability, the payment to the nominee will be ₹2 lakh and in case of partial Permanent disability ₹1 lakh



For further information on these schemes , please see the website of Department of financial services  
<http://financialservices.gov.in>

# Action Plan for Pradhan Mantri Jan-Dhan Yojana, Pradhan Mantri Jeevan Jyoti Bima Yojana & Pradhan Mantri Suraksha Bima Yojana



# Schemes covered for GSA Special Interventions



## Pradhan Mantri Ujjwala Yojana

- Aims to safeguard the health of women & children by providing them with a clean cooking fuel. LPG connections are provided to BPL families with a support of Rs.1600 per connection

For further information on this scheme , please see the website of Ministry of Petroleum & Natural Gas at  
<http://petroleum.nic.in>



## Pradhan Mantri Sahaj Bijli Har Ghar Yojna (SAUBHAGYA)

- Scheme to provide electricity connections to all remaining un-electrified households in rural & urban areas to achieve universal household electrification in the country. The electricity connection to households include release of electricity connections, installation of energy meter, wiring for a single light point with LED bulb and a mobile charging point



## Unnat Jyoti by Affordable LEDs for All (UJALA)

- Programme is designed to reduce energy consumption in the lighting sector and to promote LED based efficient lighting products to provide LED bulbs to domestic consumers with a target to replace 770 million incandescent bulbs with LED bulbs by March, 2019

For further information on these schemes , please see the website of Ministry of Power at  
<https://powermin.nic.in>



## Action Plan for Ujjwala

To saturate identified villages with Ujjwala connections

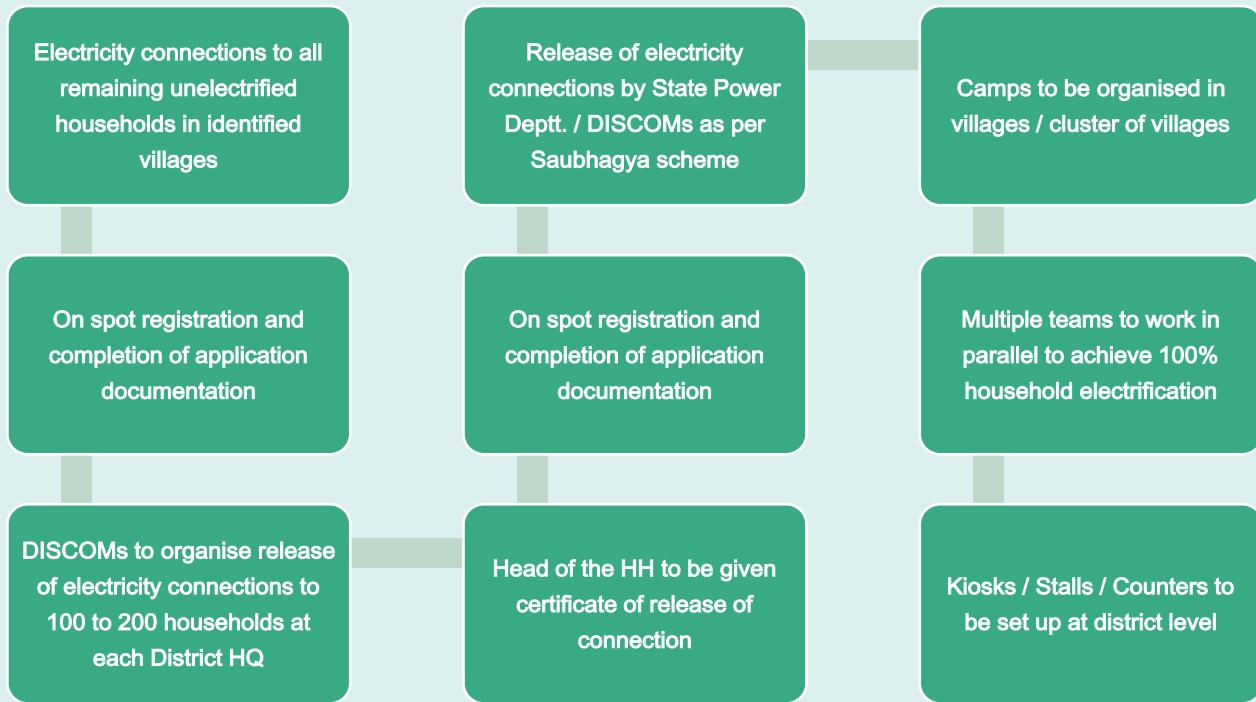
Issue of connections from 14<sup>th</sup> April to 5<sup>th</sup> May, 2018 in these villages

Daily reporting through Mobile App and Dashboard

List of these villages sent to field officers



# Action Plan for Saubhagya



# Action Plan for Ujala

EESL will organise sale of  
LED lamps, tube lights  
and other appliances  
through Mobile Vans etc

Real time monitoring on  
web enabled platform

LED bulbs to consumers  
at Rs 70/- with 3 years  
warranty

Online complaint  
redressal mechanism

Anticipated distribution of  
bulbs: 40,21,899



# Schemes covered for GSA Special Interventions



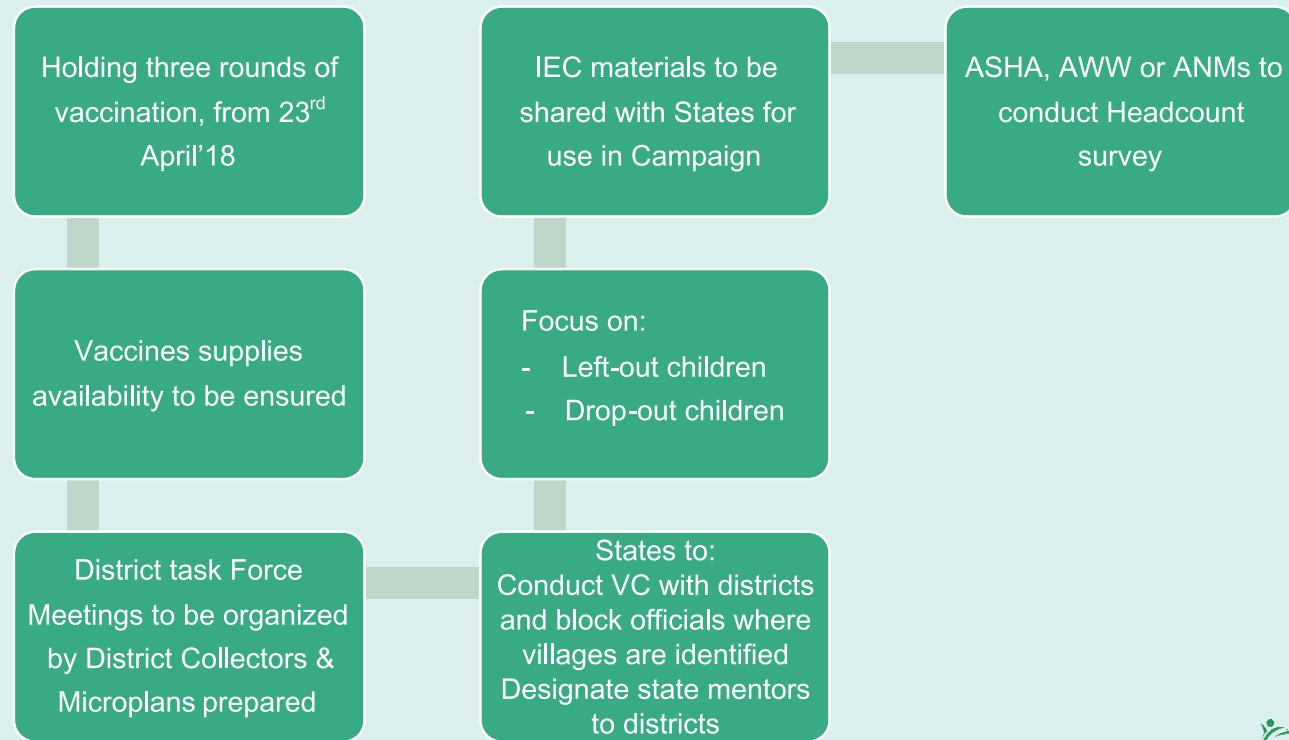
## Mission Indradhanush (MI) & Intensified Mission Indradhanush (IMI)

- MI and IMI are special immunization drives to Increase full immunization coverage to 90% by December 2018.
- 528 districts covered in 4 phases of MI and 190 districts & urban areas in IMI
- Mission Indradhanush will ensure that all children under the age of two years and pregnant women are fully immunized with all required vaccines

For further information on these schemes , please see the website of Department of Health & Family Welfare at <https://mohfw.gov.in/>



# Action Plan for Indradhanush



# Letter from Union Secretary, Rural Development & Panchayati Raj to Chief Secretaries of State Government



मंत्री  
प्रधानमंत्री का प्रबन्ध  
**SECRETARY**  
GOVERNMENT OF INDIA  
**Ministry of Panchayati Raj**  
Kirati Bhawan, New Delhi-110001  
Tel.: 91-11-23389008, 23074309  
Fax: 91-11-23389028  
E-mail: seop-mpopr@nic.in

D.O. No. J-11011/21/2018-Media

March 31, 2018

Subject: Gram Swaraj Abhiyaan 14<sup>th</sup> April to 5<sup>th</sup> May 2018

Dear Chief Secretary,

As you are aware, it is proposed to conduct "Gram Swaraj Abhiyaan" (Village Self-Governance) Campaign from 14<sup>th</sup> April to 5<sup>th</sup> May 2018. The objective of this Abhiyaan is to promote Social harmony, reach out to poor rural households, obtain feedback on ongoing programmes, enrol in new initiatives, focus on doubling farmers income, enhance livelihood opportunities and re-emphasize national priorities such as cleanliness and strengthen Panchayati Raj Institutions.

2. The details of commemorative days along with proposed dates are enclosed herewith in English and Hindi. It is requested that all concerned State Government Departments may be directed from your end to initiate preparations for celebrating the days as per enclosed schedule of the campaign. Every possible effort needs to be made to ensure that all sections of the community participate in the campaign and the campaign is meaningful, motivating and informative. This will involve mobilization of people, involvement of women Self-Help Groups, meticulous planning, large scale orientation of Panchayat representatives and officials, and systematic monitoring.

3. Separate advisories to concerned State Departments, District offices and Blocks may be sent for making this campaign more interactive, effective and citizen centric. Members of Parliament (MPs), Members of Legislative Assemblies (MLAs) and District Panchayat Presidents may be invited to these meetings and their suggestions to make the campaign effective be sought.

4. An important aspect of the campaign this year will be the public disclosure to Gram Panchayats (GP's) regarding segregated funds and the activities to be carried out in each GP area, for each of the schemes implemented by the line departments. This public disclosure should be made in the form of a Wall Painting or a Flex in the Panchayat area.

5. Necessary IEC material in the form of print and audio visual aids may be provided for the use of District, Block and Gram Panchayats in Regional language/Hindi/English. These materials should be read out and discussed in the Gram Panchayats.

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6. The spirit of the Gram Swaraj Abhiyaan would need to be conveyed to the local level representatives, as well as officials. Face to face discussions and video conferences as well as written materials may be used to communicate the message. Media of all kind may be used to spread the message of the campaign. Information may be provided in the print and electronic media. The **Gram Swaraj Abhiyan** should be covered widely in the media. Drawing and painting competitions, as well as essay competitions in Bal Panchayats may be organized. Social media may be leveraged fully.

7. The details of activities to be undertaken on important commemorative days i.e 24<sup>th</sup> April National Panchayati Raj Day, 28<sup>th</sup> April 2018, Gram Swaraj Divas and 5<sup>th</sup> May 2018 Ajeevika Diwas(Sva-sahayta Sammelan) are given in the Annexure. However regarding the activities to be undertaken by other Ministries, State Government department may be requested to be in direct touch with them for further details of respective programmes.

8. At the end of the Abhiyaan, State Governments are requested to submit a detailed report on activities undertaken during the campaign. I am sure that with the coordinated efforts of the State Governments, the **Gram Swaraj Abhiyaan** will be a grand success.

With personal regards and best wishes,

Yours sincerely,

*(Amarjeet Singh)*  
3 March 2018

Encl: As above.

To:

**The Chief Secretaries of all the States and UTs**



# Letter from Union Secretary, Rural Development & Panchayati Raj to Chief Secretaries of State Government

अमरजीत सिंह  
AMARJEET SINGH



सचिव  
ग्राम स्वराज  
सरकार नियमों का विभाग  
सरकार नियमों का विभाग  
सूचि संख्या: नं. १००५-१००६  
SECRETARY  
Government of India  
Ministry of Rural Development  
Department of Rural Development  
Keshav Bhawan, New Delhi-110001  
Tel : 011-23382230, 23384467  
Fax: 011-23382408  
E-mail: [sacrygovt@in](mailto:sacrygovt@in)

DOI#J-11011/21/2018-Media

April 5, 2018

Subject: Gram Swaraj Abhiyan- special initiative for 21058 villages with large number of poor households for saturation during 14<sup>th</sup> April to 5<sup>th</sup> May, 2018 under Special Campaign – Sabka Saath Sabka Gaon Sabka Vikas – Saturation of seven programmes.

Dear Colleague,

Kindly refer to my earlier letter dated 31.3.2018 regarding Gram Swaraj Abhiyan outlining the programme as part of the campaign for social harmony, for reaching out to households of the poor and public information. As a special initiative during this period, it has been decided to provide universal coverage of seven programmes in 21058 large villages with large number of poor households across the country. The list of villages is enclosed. The thrust is on ensuring universal coverage of the following programmes in these selected villages:

- i. Pradhan Mantri Ujjwala Yojana
- ii. Saubhagya (Pradhan Mantri Sahaj Bijli Har Ghar Yojana)
- iii. Ujala Scheme
- iv. Pradhan Mantri Jan Dhan Yojana
- v. Pradhan Mantri Jeevan Jyoti Bima Yojana
- vi. Pradhan Mantri Suraksha Bima Yojana
- vii. Mission Indradhanush

Hon'ble Prime Minister assigns the highest importance to saturation of seven programmes in 21058 villages. If we are successful in saturating these villages during the Gram Swaraj Abhiyan Campaign, it will give us the confidence to follow similar focussed approaches everywhere.

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- 2 -

Sabka Saath Sabka Gaon Sabka Vikas is a partnership of Local, State and Central Government and the intention is to use all the effectiveness and administrative acumen of all levels of the government to achieve this noble objective of saturation within a stipulated time. It is a public management challenge which requires the complete involvement of the community at all levels of Government. I seek your cooperation, leadership and guidance in meeting this very significant public management challenge.

This would require monitoring of progress made in these villages very systematically. It will also involve monitoring by officers of State Governments of the selected villages effectively. The State Governments may like to deploy senior officers to ensure success of this Mission. The Deputy Commissioners/District Magistrates will, of course, play a very important role along with Zila Parishad Chairman, Block Pramukhs, Panchayat Samitis, Gram Panchayat and PRI leadership. I would also urge you to involve women Self Help Groups under the Deen Dayal Antyodaya Yojana - National Rural Livelihood Mission (DAY-NRLM) in this Mission actively. This indeed is a societal mission for achieving the seven focussed priorities in 21058 large villages across the country. Since the lead time is short we urge you to convene a meeting of all the concerned at your level at the earliest to make this possible. The list of villages district-wise is enclosed. All elected representatives at all levels are also being requested to participate towards achievement of this noble Mission.

With regards,

Yours sincerely,

(Amarjeet Singh)  
5 April 2018

Encl: As above.  
Chief Secretaries of all States/UTs  
Addl. Chief Secretaries/Principal Secretaries/Secretaries of Rural Development, Panchayati Raj and Finance Departments of all States/UTs.

Copy to: Secretaries to Government of India of Ministries/Departments: Petroleum & Natural Gas, Power, Financial Services, Health & Family Welfare, and Department of Personnel & Training

Copy for information to:  
1. Principal Secretary to PM,  
2. Addl. Principal Secretary to PM  
3. Cabinet Secretary



No.31/10/2018-EO(MM-I)  
Ministry of Personnel, Public Grievances & Pensions  
(Department of Personnel and Training)

North Block, New Delhi,  
Dated, the 7<sup>th</sup> April, 2018

OFFICE MEMORANDUM

Subject: Gram Swaraj Abhiyaan- Special Interventions (April 14- May 5, 2018) -  
Appointment of Nodal Officers - regarding.

The undersigned is directed to refer to the abovementioned subject and to say that the officers of Government of India are hereby appointed as Nodal officers, for coordinating the efforts of the Centre and States in achieving 100% saturation coverage under select Government flagship programmes in identified villages during the period of the Abhiyan. (The list of nodal officers indicating their districts and the number of identified villages therein is enclosed at Annexure I).

2. The Nodal officers will work in close collaboration with State Government officials and the District Magistrates / Collectors / Deputy Commissioners to achieve 100% saturation coverage in respect of the following Government flagship programmes:

- i. Pradhan Mantri Ujjwala Yojana (LPG Connections for eligible families)
- ii. Saubhagya (Pradhan Mantri Sahaj Bijli Har Ghar Yojana)
- iii. Ujala Scheme (Unnat Jyoti by Affordable LEDS for All)
- iv. Pradhan Mantri Jan Dhan Yojana
- v. Pradhan Mantri Jeevan Jyoti Bima Yojana
- vi. Pradhan Mantri Suraksha Bima Yojana
- vii. Mission Indradhanush (Immunization of children under 2 years and all pregnant women)

3. In this regard, a workshop is being organised on 12<sup>th</sup> April 2018, at 9.30 a.m. at Vigyan Bhawan, New Delhi which will be addressed by the Cabinet Secretary and Secretaries of concerned Ministries. All nodal officers are required to attend the Workshop in which the tasks involved will be explained in detail.

4. The officers may kindly be directed to reach the venue of the Workshop latest by 9.30 a.m. on 12<sup>th</sup> April, 2018. For any clarification, they may contact Shri Prasant Kumar, Joint Secretary (PMAY & Admin), Department of Rural Development (Tel:23389828, email: [prasant.kumar@gov.in](mailto:prasant.kumar@gov.in))

*[Signature]*  
H.P. K. Tripathi  
Establishment Officer & Additional Secretary

To

1. All Secretaries to Government of India (as per list attached)
2. All Chief Secretaries of the State Governments (as per list attached)
3. All the Administrators of Union Territories (as per list attached)



Nodal Officers are to submit their reports on this format

Reporting Format: To record observations during field visits by the Charge Officers

Visit Details:

1	Name of Charge Officer	
2	Mobile No.	
3	Email	
4	State Assigned	
5	District Assigned	
6	No. of Villages Allocated	
7	Village(s) visited	
8	Period of Visit	From : _____ To : _____

Observations:

S.no	Schemes	Mission Indradhanush	PM Jan Dhan Yojna	PM Sevaan Jyoti Bima Yojna	PM Suraksha Bima Yojna	PM Ujjawala Yojna	Saubhagya (PM Sahaj Bijli )	Ujjala Scheme
	Check points							
1	Citizen Awareness about the Scheme							
2	Beneficiary selection guidelines followed							
3	Arrangements made by the Line Departments for coverage/saturation							
4	No. of camps set up by implementing agency							
5	Beneficiaries' feedback, if any							
6	Key Constraints observed							
7	Any other comments on saturation of schemes							



Reports to be uploaded on the portal: <http://gramswarajabhiyan.nic.in>

For any further information please refer to the following websites:

<http://www.panchayat.gov.in>

<http://rural.nic.in>

<http://gramswarajabhiyan.nic.in>





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**Ministry of Panchayati Raj**