

Manoj Ahuja
Secretary,
Department of Agriculture
and Farmers Welfare



Apurva Chandra
Secretary
Ministry of Information &
Broadcasting

Shailesh K. Singh
Secretary
Department of Rural Development

Anil Kumar Jha
Secretary
Ministry of Tribal Affairs

Manoj Joshi
Secretary
Ministry of Housing & Urban Affairs

F. No.15-9/2023-NMNF (C. No.133159)
Dated the 30th October, 2023

Dear Chief Secretary/Adviser,

Subject: Viksit Bharat Sankalp Yatra - 15th November 2023 to 26th January 2024 to raise awareness through outreach activities to achieve saturation of schemes.

As you may be aware Government of India is committed to ensure that benefits of flagship schemes reach the targeted beneficiaries in a time bound manner. This saturation of eligible beneficiaries in flagship schemes and last mile delivery was also part of deliberations during the National Conference of Chief Secretaries at Dharamshala, Himachal Pradesh in June, 2022. The Government of India, with participation of States and Union Territories, is actively engaged in the mission of saturation through its flagship schemes for providing basic amenities like sanitation facilities, essential financial services, access to LPG connections, housing for the poor, food security, proper nutrition, reliable healthcare, clean drinking water, quality education etc. and making required services accessible to all targeted and eligible beneficiaries. Another step in this direction would be to ensure awareness of benefits and various facilities available to citizens so as to facilitate the last mile delivery.

2. With this aim, a nationwide campaign to raise awareness through outreach activities to achieve saturation of schemes named "**Viksit Bharat Sankalp Yatra**", is being planned. This will require concerted efforts across the board as well as active *Jan Bhagidari* to ensure that the last mile and the most vulnerable are reached effectively. The objectives of the Viksit Bharat Sankalp Yatra are as follows:

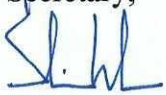
- A. Reaching the unreached - reach out to the vulnerable who are eligible under various schemes but have not availed benefit so far.
- B. Dissemination of information and generating awareness about schemes.
- C. Learning from the citizens - Interaction with beneficiaries of government schemes through personal stories / experience sharing.
- D. Enrolment of potential beneficiaries through details ascertained during the Yatra.

3. The Yatra will be launched **on 15th November, 2023** on the occasion of **Janjatiya Gaurav Divas** by flagging off IEC (Information, Education and Communication) Vans which will be initially visiting the districts having significant Scheduled Tribe population and the remaining districts from third week of November 2023 onwards up to 26th January 2024.

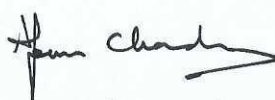
4. In States/Constituencies having elections, the Vikasit Bharat Sankalp Yatra will be scheduled after the model code of conduct is lifted.

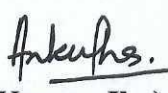
5. Further, local conditions e.g. climate, weather, festivals etc. may be taken into account while scheduling the Viksit Bharat Sankalp Yatra.
6. IEC vans will be customized to enable dissemination of information through audio visuals, brochures, pamphlets, booklets etc. in the Indian languages. Further, an IT portal and an App is being developed for the above purpose.
7. The entire organization of this campaign at the ground level would require detailed planning at the national, state, district, urban local bodies and at the gram panchayats for effective coordination and implementation of the Yatra across the country. This would require sharing of responsibilities at various levels including formation of coordination committees, nomination of nodal officers, training and orientation of the officials deployed, finalization of routes of the vans and the calendar of dates of the vans, generating awareness and enthusiasm in a “Jan Bhagidari Mode”, etc.
8. In order to have synergy, Ministry of Agriculture and Farmers’ Welfare, Ministry of Rural Development and Ministry of Tribal Affairs will be the nodal Ministries for rural and areas with significant Scheduled Tribe population. For urban areas, Ministry of Information & Broadcasting and Ministry of Housing and Urban Affairs will be the Nodal Ministries. In the past, Nodal Officers have been appointed for Jal Shakti Abhiyan and Aspirational Districts Program for facilitation and coordination. In the same manner, Government of India proposes to appoint Nodal Officers at States/ Districts for effective coordination of Viksit Bharat Sankalp Yatra with State and District administrations.
9. We seek your earnest cooperation in undertaking all necessary tasks required for the successful implementation of the campaign and ensure the widest possible participation. We would also request you to constitute a Committee of senior officers under your guidance to steer the campaign in your State/UTs. You may also like to advise the District Collectors to lead the campaign at the district level and provide necessary logistic support and to form a coordination committee for the same having representatives from Government of India organizations/ institutions at the District level.


(Manoj Ahuja)
Secretary,


(Shailesh K. Singh)
Secretary


(Manoj Joshi)
Secretary


(Apurva Chandra)
Secretary


(Anil Kumar Jha)
Secretary

1. Chief Secretary of all States/UTs (except the Election bound States of Rajasthan, Telangana, Chhattisgarh, Madhya Pradesh and Mizoram)
2. Advisers to Administrators (Ladakh, Chandigarh, DD&DNH, Lakshadweep)

Copy to: Secretary to Government of India as per select list.