

Shastri Bhawan, New Delhi  
Dated: 18<sup>th</sup> September, 2024

To,

1. The Secretary,  
Tribal Welfare Department (as per list)
2. The Director,  
Tribal Research Institute (as per list)

25 intervention  
by 17 line ministries

**Subject: Dissemination of Information about Pradhan Mantri Janjatiya Unnat Gram Abhiyan – reg.**

Sir/Madam,

It is intimated that the Union Cabinet has approved Pradhan Mantri Janjatiya Unnat Gram Abhiyan, which aims at saturation of more than 63,000 tribal majority villages and tribal villages in Aspirational Districts with specified interventions. The budget outlay for the Mission is Rs. 79,156 crore for improving the socio-economic condition of tribal communities. The Mission will cover 549 districts and 2,740 blocks spread across all tribal majority villages across 30 States / UTs, benefitting more than 5 Crore tribal people. A list of the Districts covered in your State is enclosed at Annexure I. The Mission comprises of 25 interventions (list enclosed at Annexure II) which will be implemented by 17 line ministries. Each Ministry/Department would be responsible for implementation of scheme related to it in a time bound manner through funds allocated to them under Development Action Plan for Scheduled Tribes (DAPST) in the next 5 years.

2. Thus, under the Development Action plan for Scheduled Tribes (DAPST), the Abhiyan intends to achieve the following goals in the next five years:

- i. Goal-1: Developing Enabling Infrastructure
- ii. Goal-2: Promotion of Economic Empowerment
- iii. Goal-3: Universalization of Access to Good Education
- iv. Goal-4: Healthy lives and Dignified Ageing

3. The PM Janjatiya Unnat Gram Abhiyan is a unique example of cooperative Federalism and whole of Government approach for welfare of the people through convergence and outreach.

4. Keeping in view the wide coverage of the Abhiyan and with the aim to ensure dissemination of information about the same amongst the intended beneficiary population in particular and the public in general, it is essential that wide publicity for the decision of the Cabinet be undertaken immediately. This will enable expeditious implementation of the Abhiyan.

AETW

कलेक्टर  
भिला-कोणार्ज

report to be  
sent by 21/9/24

5. In this regard, an illustrative list of activities that may be undertaken at the State and District levels for dissemination of information about the Mission is at **Annexure III**.

6. Therefore, it is requested to arrange for immediate dissemination of the information in the next few days to enable maximum awareness generation about the Mission and to submit the first report in this regard by 21.09.2024 by email and on the portal specified for this purpose. For further information and clarification, your office/organisation may contact Sh. Kumar Govind, Project Analyst (Mobile no. 9717253396, Email id: kumar.govind@iitdalumni.com).

Yours faithfully,

*Jaya R.*  
8/9/2024

(R. Jaya)

Additional Secretary

Copy to:

1. DMs of the concerned Districts for action as per **Annexure III**.
2. Commissioner, NESTS (with the request to disseminate information regarding the Mission amongst the EMRSs)
3. MD, TRIFED (with the request to disseminate information regarding the Mission amongst the VDVKs/Suppliers and other stakeholders)
4. CMD, NSTFDC (with the request to disseminate information regarding the Mission amongst the stakeholders)
5. NGO Division (with the request to disseminate information regarding the Mission amongst the NGOs funded by the MoTA)
6. CoE Division (with the request to disseminate information regarding the Mission amongst the CoEs funded by the MoTA)
7. PM-Unnat Gram Abhiyan Division (for information)
8. PPS to STA (for information).

**List of interventions for Pradhan Mantri Janjatiya Unnat Gram Abhiyan**

S. No.	Ministry	Interventions/ (Scheme)	Beneficiary/ Intervention figure
1	Ministry of Rural Development (MoRD)	Pucca houses- (PMAY)-Gramin	20 lakhs houses
		Connecting Road – (PMGSY)	25000 km road
2	Ministry of Jal Shakti	Water Supply-Jal Jeevan Mission (JJM)	(i). Every eligible village (ii). 5,000 hamlets $\leq$ 20HH
3	Ministry of Power	House Electrification- [Revamped Distribution Sector Scheme (RDSS)]	Every unelectrified HH and unconnected public institutions (~ 2.35 lakh)
4	Ministry of New and Renewable Energy	Off-grid Solar. New Solar Power Scheme	(i). Every unelectrified HH and public institutions not covered through grid.
5	Ministry of Health and family Welfare	Mobile Medical Units- National Health Mission	Up to 1000 MMU
		Ayushman Card – Pradhan Mantri Jan Arogya Yojana (PMJAY)-NHA	Every eligible HH covered under the Abhiyan
6	Ministry of Petroleum & Natural Gas	LPG Connections-(PM Ujjwala Yojana)	25 Lakhs HH (subject to approval of targets under original scheme and upon continuation of the scheme)

S. No.	Ministry	Interventions/ (Scheme)	Beneficiary/ Intervention figure
7	Ministry of Women and Child Development	Establishment of Anganwadi Centres- Poshan Abhiyan	8000 (2000 New Saksham AWC) & 6000 upgradation to Saksham AWC)
8	Ministry of Education	Construction of Hostels- Samagra Shiksha Abhiyan (SSA)	1000 hostels
9	Ministry of AYUSH	Poshan Vatikas- National AYUSH Mission	700 Poshan Vatikas
10	Department of Telecom	Universal Service Obligation Fund/Bharat Net (DoT-MoC)	5000 Villages
11	Ministry of Skill Development and Entrepreneurship	Skill India Mission (Existing Schemes)/propose	Skilling Center in tribal districts
			1000 VDVks, Tribal Groups etc
12	Ministry of Electronics & Information Technology	Digital Initiatives	As applicable
13	Ministry of Agriculture & Farmer welfare	Promotion of sustainable agriculture - Multiple Schemes of DoAFW	FRA Patta holders (~2 lakhs beneficiaries)
14	Department of Fisheries	Fish culture support- Pradhan Mantri Matsya Sampada Yojana (PMMSY)	10,000 community and 1,00,000 individual beneficiaries
	Department of Animal Husbandry & Dairying	Livestock rearing- National Livestock Mission	8500 Individual /Group beneficiaries

S. No.	Ministry	Interventions/ (Scheme)	Beneficiary/ Intervention figure
15	Ministry of Panchayati Raj	Capacity building- Rashtriya Gram Swaraj Abhiyan (RGSA)	All Gram Sabhas and concerned officers at Sub division, District and State level dealing with FRA
16	Ministry of Tourism	Tribal Home Stays- Swadesh Darshan	1000 Tribal Home Stays with support of upto Rs 5 lakh per unit (for new construction), upto Rs 3 lakhs (renovation) and Rs 5 lakh for village community requirement.
17	Ministry of Tribal Affairs	Pradhan Mantri Adi Adarsh Gram Yojana (PMAAGY)	Enhancing the scope of SCA to Tribal Development / PMAAGY by including other interventions#

#100 Tribal Multi-purpose Marketing Centers, improving infrastructure of Ashram Schools, Hostels, Govt./State Tribal Residential schools, Centre of Competencies for Sickle Cell Disease (SCD) and counselling support, Support for FRA & CFR Management interventions, setting up of FRA Cells, and project management funds with incentives for top performing tribal districts.

## ANNEXURE III

### I. List of Activities to be taken up by the State Government

1. The State TWD Secretary to hold a press conference with reference to the Abhiyan – Districts included, population covered, list of interventions.
2. Press Release to be given to both the State DIPR and to the PIB of the State . The **PIB release** (<https://pib.gov.in/PressReleaseDetail.aspx?PRID=2055995>) of the Government of India is attached as ready reference. The State's specific details may be added.
3. Social Media to be well-utilized: The tweet bank of the MoTA, which is [https://drive.google.com/drive/folders/1gniXwreda-1b88r1Wh00UP984wlpam2E?usp=drive\\_link](https://drive.google.com/drive/folders/1gniXwreda-1b88r1Wh00UP984wlpam2E?usp=drive_link) may be utilized.
4. Use of the Public App may be maximized. Accounts of the same may be opened by all the States in the TWD, TRIs and in the line Departments concerned with the Abhiyan. This is especially significant in reaching the grassroots.
5. Standees and hoardings (to be displayed in State capitals and concerned Districts at vantage points), devised by the MoTA are available at [https://drive.google.com/drive/folders/1t7KWXJWaFo5punfo2QHLz2UykjTUxtU0?usp=drive\\_link](https://drive.google.com/drive/folders/1t7KWXJWaFo5punfo2QHLz2UykjTUxtU0?usp=drive_link)
6. All IEC materials, including those at Sl. Nos. 3, 4, 5 and 6 need to be translated into the State language and as many tribal languages as possible. Services of TRI may be used for this purpose. A copy of the translated material needs to be shared with MoTA.
7. Districts may also make their own content, which should reflect the Mission's objectives
8. All activities/information to be shared with the MoTA on the portal for this purpose, url for, which is the same as for the PM-JANMAN, which is <https://adiprasaran.tribal.gov.in/pm-janman/man.aspx>
9. Hashtags for tagging and sharing of the social media content are as follows:
  - #EmpoweringTribalsTransformingIndia,
  - #EmpoweringTribalsViksitBharat,

## • #PMJanjatiyaUnnatGramAbhiyan

It may be noted that all States/DMS and other agencies may be urged to use the social media platforms effectively to amplify and spread the information regarding the Abhiyan.

10. All line Departments of the State Government to be also implementing a similar communication plan
11. DMs to be instructed and monitored for ensuring the wide dissemination about the Mission.

## II. List of Activities to be taken up by the DMs

1. The DMs to hold a press conference with reference to the Abhiyan – Number of villages included, population covered, list of interventions.
2. Press Release to be given. The PIB release (<https://pib.gov.in/PressReleaseDetail.aspx?PRID=2055995>) of the Government of India is attached as ready reference.. The District's details, as available, to be added.
3. Social Media, including Public App to be well-utilized The tweet bank of the MoTA, which is [https://drive.google.com/drive/folders/1gniXwreda-lb88r1Wh00UP984wlpam2E?usp=drive\\_link](https://drive.google.com/drive/folders/1gniXwreda-lb88r1Wh00UP984wlpam2E?usp=drive_link) may be utilized.
4. Use of the Public App may be maximized. Accounts of the same may be opened by all the Districts, where they are not yet opened. Further, there are found to be many inactive accounts which need to be activated in the Districts. This is especially significant in reaching the grassroots.
5. Standees and hoardings (to be displayed in State capitals and concerned Districts at vantage points), devised by the MoTA are available at [https://drive.google.com/drive/folders/1t7KWXJWaFo5punfo2QHLz2UykjTUxtU0?usp=drive\\_link](https://drive.google.com/drive/folders/1t7KWXJWaFo5punfo2QHLz2UykjTUxtU0?usp=drive_link)
6. The IEC material should be in the State language and preferably in the tribal language of the area where information is being disseminated.
7. Districts may also make their own content, which should reflect the Mission's objectives

8. All activities/information to be shared with the MoTA on the portal for this purpose, url for which is the same as for the PM-JANMAN, which is <https://adiprasaran.tribal.gov.in/pm-janman/man.aspx>

9. **Hashtags** for tagging and sharing of the social media content are as follows:

- **#EmpoweringTribalsTransformingIndia,**
- **#EmpoweringTribalsViksitBharat,**
- **#PMJanjatiyaUnnatGramAbhiyan**

10. Nodal District officers to be nominated for dissemination of information and for future IEC campaign and Beneficiary Saturation Camps, as done in the case of ongoing PM-JANMAN. .

11. Wall paintings, using tribal motifs, for effective communication need to be used in the Gram Panchayats and tribal habitations.

12. All DIOs and PROs to be involved in ensuring the effective dissemination of information and reporting thereof.



SL.No	Name of District	No of Blocks	No. Of Villages
1	BALOD	5	186
2	BALODA BAZAR	4	46
3	BALRAMPUR	6	421
4	BASTAR	7	377
5	BEMETARA	3	4
6	BIJAPUR	4	187
7	BILASPUR	4	102
8	DANTEWADA	4	156
9	DHAMTARI	4	108
10	DURG	2	4
11	GARIYABAND	5	334
12	GAURELLA PENDR	3	169
13	JANJGIR-CHAMPA	4	21
14	JASHPUR	8	417
15	KABIRDHAM	4	275
16	KANKER	7	552
17	KHAIRGARH CHHU	2	16
18	KONDAGAON	5	352
19	KORBA	5	479
20	KOREA	3	154
21	MAHASAMUND	5	308
22	MANENDRAGARH	3	151
23	MOHLA MANPUR	3	245
24	MUNGELI	3	35
25	NARAYANPUR	2	138
26	RAIGARH	7	316
27	RAJNANDGAON	4	105
28	SAKTI	4	39
29	SARANGARH BILA	3	17
30	SUKMA	3	277
31	SURAJPUR	6	284
32	SURGUJA	7	416
	<b>Grand Total</b>	<b>138</b>	<b>6691</b>