

ON THE OCCASION OF JANJATIYA GAURAV VARSH DHARTI AABA JANBHAGIDARI ABHIYAN (Awareness & Benefit Saturation Camp)

**DHARTI AABA JANJATIYA GRAM UTKARSH ABHIYAN
& PM-JANMAN**

CAMPAIGN PERIOD: 15th – 30th JUNE → 15th November, 2025 (MISSION 100%)





Dharti Aaba Janbhagidari Abhiyan

Awareness and Benefit Saturation camp

**Dharti Aaba Janjatiya Gram Utkarsh Abhiyan
& PM-JANMAN**

Campaign Period: 15th – 30th June → 15th November, 2025 (Mission 100%)

1. Executive Summary

The **Dharti Aaba Janjatiya Gram Utkarsh Abhiyan** and **PM-JANMAN** are transformative initiatives designed to empower tribal communities through comprehensive socio-economic interventions. These initiatives focus on raising awareness about government schemes and ensuring the saturation of benefits across **63,000+ tribal-dominated villages** in **549 districts**, including **29,000+ PVTG habitations** in **207 districts**.

The core objective is to promote grassroots-level awareness and enable maximum benefit distribution, particularly targeting vulnerable populations such as **Particularly Vulnerable Tribal Groups (PVTGs)**. This is achieved through an extensive **IEC (Information, Education, Communication) campaign** running from **15th June 2025 to 30th June 2025**, coupled with a **Benefit Saturation Camp Action Plan**.

The success of this initiative hinges on **effective stakeholder engagement**, robust **communication strategies**, and efficient **execution mechanisms** to ensure the broad reach and sustained impact of the interventions at the community level.

It seeks to bring **government benefits to the doorstep** of tribal communities, ensuring **maximum impact through active community participation, targeted IEC campaigns**, and **real-time benefit tracking**.

2. Objective

Objective	Details
Awareness Generation	Make tribal communities aware of schemes, rights, and entitlements through multi-channel, multi lingual campaigns.
Benefit Saturation	Deliver entitlements (Aadhaar, Bank Accounts, Health Cards, Gas Connections, etc.) to every eligible household through village-level benefit camps.
Community Mobilization	Strengthen participatory democracy via Gram Sabhas, Nukkad Nataks, local exhibitions, etc.
Empowerment	Train tribal youth as “Change Leaders” for sustainable advocacy and leadership development.
Real-Time Monitoring	Track field performance through daily geotagged uploads and dashboards.

3. Launch Strategy

Level	Activity
National Launch	Hon'ble Union Minister for Tribal Affairs, MoS (Tribal Affairs), State Tribal Welfare Ministers, CMs to virtually launch the campaign (15 June 2025).
State Launch	Chief Ministers to inaugurate at the state level.
District Launch	District Magistrates/Collectors to launch at local events.
Gram Panchayat Launch	Special Gram Sabhas, IEC Van Rallies, Community Gatherings.
Live Streaming	National event live-streamed across districts, blocks, villages.

4.a Partners

1. Steering Agencies

Partners	Role	Responsibility
Ministry of Tribal Affairs (MoTA)	Apex policy maker and fund provider	- Issue guidelines- Provide funding support- Coordinate with other ministries- Monitor progress
State Tribal Affairs Departments	State-level implementers	- Prepare state-specific plans- Coordinate with TRIs and DMs- Ensure convergence of schemes
Tribal Research Institutes (TRIs)	Knowledge and capacity building partners	- Provide IEC content- Conduct baseline and impact assessments- Support training of stakeholders
District Magistrates	Nodal district-level coordinators	- Ensure camp organization- Coordinate inter-departmental efforts- Monitor scheme saturation
Block and Gaon Panchayat Officials	Ground-level execution and mobilization	- Mobilize communities- Ensure beneficiary participation- Verify and enroll beneficiaries

2. Elected Representatives

Partners	Role	Responsibility
Cabinet Ministers, Chief Ministers	Strategic leadership and public outreach	- Launch camps- Mobilize public support- Ensure inter-ministerial coordination
MPs, MLAs	Political mobilization and monitoring	- Participate in camps- Monitor local implementation- Raise issues in Parliament/Assembly
Local Bodies (Zila Parishad, Block Samiti, Gram Panchayats)	Community representation	- Promote community participation- Identify gaps in service delivery- Support planning and feedback

3. Administrative Machinery

a. Line Ministries of GoI

Partners	Role	Responsibility
Respective Ministries	Policy and Scheme Implementation	- Ensure last-mile delivery of schemes- Depute staff for service camps- Track saturation indicators

b. State Departments Mapped to GoI Ministries

Partners	Role	Responsibility
State Line Departments	Scheme delivery	- Integrate service delivery- Share MIS data- Ensure presence in camps

c. Other State Departments

Partners	Role	Responsibility
Revenue, Forest, Food, GAD, Culture, Science, etc.	Additional enablers and service providers	- Provide land, forest, and food entitlements- Organize cultural engagement- Support IEC with scientific innovations

d. District-Level Agencies

Partners	Role	Responsibility
Bank Managers	Financial inclusion	- Open accounts- Link Aadhaar and DBT- Promote Jan Dhan, PMJJBY, PMSBY
FPS Dealers	Food security	- Ensure ration delivery- Update PDS database
Cultural Ambassadors, FRA Holders	Motivation and mobilization	- Share success stories- Encourage community participation

Health and Anganwadi Workers	Health & nutrition outreach	- Conduct check-ups- Distribute supplements- Track maternal/child health
Livelihood & Agriculture Workers	Economic empowerment	- Promote self-employment schemes- Share techniques and input support
NYK/NSS Volunteers, SMCs	Youth and institutional support	- Mobilize youth- Support event organization
Swachhagrahis	Sanitation awareness	- Promote hygiene and sanitation initiatives

4. Media

Partners	Role	Responsibility
Print, Electronic, Radio	Mass outreach	- Publicize camp details- Showcase success stories- Broadcast community voices
Social Media, Bloggers	Digital engagement	- Trend campaign hashtags- Share testimonials and real-time updates
Local Media- Community Radio, In shorts, etc	Grass root impact	- Local language

5. Communities & Citizens

Partners	Role	Responsibility
Tribal Groups including PVTGs	Beneficiaries and cultural anchors	- Participate actively- Provide feedback- Preserve and promote indigenous identity
NGOs, SHGs, Artisans	Community mobilizers	- Support IEC and awareness- Ensure beneficiary enrollment- Facilitate service delivery through last-mile presence

4. b. Multipliers/Stakeholders

Stakeholder	Key IEC Responsibilities	How to Engage
CRPs (Community Resource Persons), Forest Committees	- Distribute IEC materials- Support application/documentation for benefits- Mobilize SHGs and Gram Sabhas	- Through NRLM, VDVVs, SHGs, Forest Rights Committees- District nodal agency coordination
Panchayats (PRI Members)	- Mobilize Gram Sabhas and community participation- Ensure messaging reaches the last mile	- Through Panchayati Raj Dept.- Letters from District Administration
Anganwadi Workers	- Educate mothers, pregnant/lactating women- Display posters and facilitate meetings	- CRPs to distribute materials and conduct briefings- Engage via WCD Department

Doctors, ASHAs, Health Workers	- Promote health, hygiene, nutrition- Conduct village health IEC drives	- Mobilize through PHCs and State Health Department- Formal letters from DM/BDO
School Teachers	- Educate students and families- Conduct competitions and student-led outreach	- Engage via School Management Committees, CRPs- Through TWD for Ashram Schools
EMRS & Ashram Schools	- Organize campaigns and serve as info hubs- Involve hostel students in outreach	- Coordinate via NESTS and TWD- School heads and nodal officers
SHG/VDVKs, Village Organizations	- Promote scheme within self-help groups- Drive participation through livelihood networks	- Through SRLM/NRLM network- Link with Cluster-Level Federations
Branch Managers (Banks)	- Conduct financial literacy sessions- Display IEC posters- Help beneficiaries open accounts	- DM to instruct Lead Banks and Branch Heads- CRPs to support locally
ITDAs (Integrated Tribal Dev. Agencies)	- Anchor IEC implementation at district/sub-district level- Coordinate with line departments	- Engage via TWDs and State PMUs- Align with TRI and MoTA guidance
District FRA Cells	- Inform land rights beneficiaries of scheme benefits- Assist in documentation	- Direction from DM/Collectors- CRPs to assist in field
DMs/BDOs/Govt. Officers	- Lead awareness campaigns and inter-department coordination- Ensure wall paintings, hoardings, and IEC rollouts	- MoTA/State-level directives to districts- Planning through block/district meetings
NGOs/Experts	- Conduct community mobilization- Innovate IEC tools (folk media, storytelling)- Train local facilitators	- Through MoUs/empanelment by TWDs- Utilize local volunteers
Village Elders	- Build credibility and encourage participation- Speak at Gram Sabhas and local meetings	- Mobilize via Panchayats, CRPs
Tribal Pradhans/Chiefs	- Lead traditional mobilization channels- Advocate during village festivals, gatherings	- Formal letters from MoTA/States- Engage via PRIs and Tribal Advisory Councils
Tribal Healers	- Promote messages through local knowledge systems- Use trusted influence to encourage scheme adoption	- Through Panchayat Secretaries and CRPs
Artisans	- Create visual/traditional IEC content (murals, artifacts)- Use platforms like haats and melas for dissemination	- Engage via Tribal Handicraft Boards, DICs, artisan federations
Tribal Celebrities	- Promote schemes via social/digital media- Act as campaign ambassadors	- Official invitations from MoTA/States- Collaborate for special campaigns/events

TRIs (Tribal Research Institutes)	- Develop culturally relevant IEC content- Document best practices and impact stories	- TRI nodal officers to coordinate IEC and M&E efforts- MoTA guidance for content standardization
State PMUs (Project Mgmt Units)	- Strategic IEC oversight and planning- Monitoring and reporting- Toolkit and template development	- Coordination through MoTA- Work with TRIs, ITDAs, media, and implementation units
Educational Institutions (NSS/NCC)	- Involve youth in street plays, door-to-door awareness, poster campaigns	- Collaborate with Higher Education Depts- Engage with NSS/NCC Program Officers and MY Bharat Volunteers
Fair Price Shop Owners (PDS)	- Display posters visibly at shops- Verbally inform ration beneficiaries	- CRPs to provide IEC materials- Coordinate via District Food Supply Officers

5. IEC Strategy

i. Dissemination of Information about Dharti Aaba & PM JANMAN Schemes, Rights, and Entitlements

Objective: Create awareness about both schemes among the target audiences (tribal communities) through influential figures.

Activity:

- Produce **Video Bytes** featuring CM, Cabinet Ministers, MPs, MLAs, and celebrities who will share details about the schemes and their benefits for tribal communities.
- **Target:** Ensure messages are culturally sensitive and easily understood by the target audience.
- **Delivery Platforms:** Television, social media, local community channels, and public announcements in tribal regions.

Timeline: By 15 May 2025

Responsibilities:

- **State Tribal Departments, TRI,NGOs:** Coordinate the filming, creation, and dissemination of these video bytes.

ii. Community Engagement Through Participatory Sessions and Interactive Meetings

Objective: Engage the community directly to raise awareness about rights and entitlements.

Activity:

- Organize **interactive workshops** and **participatory sessions** with community members to discuss the benefits of schemes, rights, and entitlements.
- Focus on **two-way communication** (feedback, queries) to make the workshops more impactful.

Timeline: By 20 May 2025

Responsibilities:

- **District Magistrates (DMs):** Collaborate with ITDAs, Panchayats and NGOs to create detailed plans for conducting these sessions.
- **Media:** Utilize both print and electronic media to amplify the reach of these workshops.
- **NGOs:** Facilitate the sessions and ensure community involvement.

iii. Ensuring Benefit Saturation Through Enrollment and Access to Government Schemes

Objective: Ensure that tribal beneficiaries access government schemes and entitlements effectively.

Activity:

- **Camps** will be organized at **village-level** and **habitation-level** to help individuals avail of services such as:
 - **Bank account openings**
 - **Aadhar card registration**
 - **New gas connections**
 - **Aayushman cards**

Timeline: By 20 May 2025

Responsibilities:

- **State Tribal Affairs Department (TAD):** Develop plans in consultation with DMs and relevant district-level officials.
- **NGOs:** Play a crucial role in mobilizing the community, setting up camps, and ensuring all beneficiaries are served.
- **District Magistrates (DMs):** Work alongside NGOs to ensure coordination and smooth delivery of services.
- **CSC :** Aadhar

iv. Real-time Performance Tracking

Objective: Track the progress of IEC activities and ensure transparency in their implementation.

Activity:

- Develop a **real-time performance tracking system** to capture the following:
 - **Geotagged photographs** of camps and workshops
 - **Activities undertaken** during the sessions
 - **Attendance records** for all sessions and camps

Timeline: By 1 June 2025

Responsibilities:

- **MOTA:** Develop a **dashboard** where all photos, activities, and attendance can be uploaded and monitored.
- **Field-level officers:** Upload data via the template, ensuring accountability and transparency in operations.

v. Incentivization/Competition- Ranking – Awards*

Consider providing incentives (e.g., certificates, recognition) to DMs, communities or individuals who demonstrate exceptional participation and leadership during workshops and camps.

6. IEC Strategy – Design, Tools & Execution Plan

Phase	Activities	Anchor (Govt. Functionary)	Executor (Implementation Partner)	Deadline
Planning	Develop IEC Content (Videos, Brochures, Flyers, Hoardings, Standees, Jingles, Tweet Bank, Multilingual Materials)	MoTA	Tribal Research Institutes (TRIs), NGOs, Communication Experts	1 June 2025
Planning	Develop WhatsApp Chat Engine and Exclusive State WhatsApp Groups	MoTA	NIC (National Informatics Centre), State IT Cells	1 June 2025
Distribution	Distribute IEC Material to State Departments and DMs	TRIs	NGOs, Private Logistics Partners	5 June 2025

Distribution	Engage Local Tribal Leaders, Influencers, Brand Ambassadors for Scheme Promotion	District Magistrates	NGOs, Local Media Agencies	5 June 2025
Mobilization	Form Field Teams; Orient Officials, Volunteers, SHGs	ITDAs	NYK Volunteers, NSS, SHGs, NGO Mobilizers	5–10 June 2025
Infrastructure	Set Up Hoardings, Install Publicity Materials (Banners, Standees, Selfie Points, etc.)	District Authorities	Urban Local Bodies, PR Agencies, Gram Panchayats	13 June 2025
Launch	Organize Launch Events (National, State, District)	MoTA (National), State Tribal Departments, DMs	Event Management Agencies, Tribal Cultural Groups	15 June 2025
Rollout	Conduct Daily Benefit Saturation Camps (Doorstep Services: Bank, Aadhaar, Gas, Health, etc.)	District Administration, ITDAs	Block-level Line Department Staff, Volunteers, Bank Mitras	15–30 June 2025
Mid-Term Review	Conduct Review & Course Correction Meeting	State Tribal Welfare Departments	TRIs, DMs	22 June 2025
Monitoring	Launch and Operate Real-Time Monitoring Dashboard (Geo-tagged Photos, Attendance, Activity Logs)	MoTA	NIC, State Monitoring Cells	1 June 2025
Closure	Compile Beneficiary Lists and Document Success Stories	District Magistrates	TRIs, Media Units, Youth Volunteers	5 July 2025

Medium	Activity	Tools/Formats
Mass Media	Newspapers, TV , Radio Jingles	National and Vernacular Languages
Local Media	Community Radio, In shorts, Public App	Local for Vocal, breaking language barriers

Outdoor Media	Hoardings, Wall Paintings, Banners	Visual Branding
Social Media	Facebook, Twitter, Insta, YouTube Reels, Public App	Content Bank, Live Streaming
Interpersonal	Door-to-Door Awareness, Gram Sabhas	Trained Volunteers, IEC Vans
Community	Haat Bazaars, Nukkad Nataks, Sports Events	Local Engagement

7. Implementation Level Activities

Level	Activities	Responsibility	Timeline
National	Conduct <i>Manthan Shivir</i> with Chief Secretaries, State Secretaries, Directors (VC Mode allowed) to discuss Dharti Aaba Abhiyan and PM JANMAN guidelines, objectives, and expectations.	MoTA	By 10 June 2025
	Launch awareness campaign materials (press kits, guidelines, social media kits).	MoTA	10 June 2025
State	Organize <i>Mega Launch Event</i> by the Chief Minister, attended by Ministers, MPs, MLAs, MoTA officials, and influencers.	State Govts., TRI, MoTA	15 June 2025
	Execute mass media outreach: Press releases, newspaper articles, radio jingles, bulk SMS campaigns, social media drives.	State IPR Depts., TRI, MoTA	15 June onwards
	Install hoardings, standees, selfie points at strategic locations (airports, district HQs, tribal markets).	TRI, NGOs	13 June 2025
	Organize press conferences, media briefings to sensitize journalists.	TRI, State IPR Dept.	15 June 2025
	Continuous monitoring and reporting through dashboard.	MoTA, States	Continuous (Dashboard Live by 1 June 2025)
District	Formation of multi-tier teams at District, Block, GP, and Village levels.	DMs, NGOs	By 5 June 2025
	Orientation of District and Block officials, youth leaders, and volunteers.	DMs, NGOs	By 10 June 2025

	Distribution of IEC material to district and block teams through TRI and nodal NGOs.	TRI, NGOs, DMs	By 10 June 2025
	Official public launch events at district HQs (aligned with State Mega Launch).	DMs, PRI Reps	15 June 2025
Block & Village	Conduct <i>Benefit Saturation Camps</i> for services: Bank A/C opening, Aadhaar, Ayushman Bharat, Gas connections, etc.	Block Development Officers, Panchayats	15-30 June 2025
	Deploy IEC Vans across villages; loudspeaker announcements in tribal and regional languages.	NGOs, District IPR Cells	15-30 June 2025
	Organize <i>Interactive Community Events</i> : Gram Sabhas, Nukkad Nataks, Storytelling, Wall Paintings, Sports Meets, Village Vision Competitions.	BDOs, PRI Leaders, Volunteers	15-30 June 2025
	Informal & formal dialogues between officials, SHGs, and community members to explain benefits and entitlements.	NGOs, PRI Leaders	15-30 June 2025
	Real-time social media updates of events, testimonials, activities via Public App and official social handles.	Village Teams, Youth Volunteers	Continuous
	Identify and train <i>Change Leaders</i> and <i>Adi Shakhis</i> to act as scheme champions.	NGOs, District Officials	By 15 June 2025
	Performance tracking with daily uploading of geotagged photos, attendance records, event reports to dashboard.	Block, District Teams, Volunteers	15-30 June 2025

Special Initiatives:

- **"My Village, My Vision"** Model: Every village develops a visual roadmap (painting or display) for its development goals.
- **Selfie Points** at major camps and haat bazaars promoting the theme "Dharti Aaba Abhiyan-My Gram, My Pride".
- **Wall Paintings** showcasing schemes' benefits in tribal and local languages.
- **Sports & Debates** to draw youth participation.

Monitoring Tools:

- **State-wise WhatsApp Groups** (Live by 1 June 2025).
- **Dashboard for Real-Time Tracking** (Live by 1 June 2025).
- **Mid-Term Review Meeting** at District and State level (22 June 2025).

8. Monitoring & Performance Tracking

Mode	Details
Dashboard	Centralized real-time dashboard managed by MoTA for tracking activities at National, State, District, Block, and Village levels.
Daily Uploads	Mandatory daily uploads of: <ul style="list-style-type: none"> - Geotagged Photos - Short Event Videos - Attendance Sheets of Camps/Events
Performance Metrics	<ul style="list-style-type: none"> - Number of Benefit Saturation Camps conducted - Number of Beneficiaries Reached - Services Delivered (e.g., bank accounts opened, Ayushman cards issued) - Community Events Organized
Feedback Loops	Collection of: <ul style="list-style-type: none"> - Beneficiary Testimonials (video/text) - Success Stories (with photos/videos) - Suggestions/Challenges from field teams
Mid-Campaign Review	State and District Level Reviews to be held by 22 June 2025 to: <ul style="list-style-type: none"> - Analyze progress - Identify gaps - Implement mid-course corrections
Reporting Frequency	<ul style="list-style-type: none"> - Daily updates at District level - Consolidated Weekly Reports at State level - Fortnightly National Summary
Recognition	Best performing Districts/States to be recognized during the campaign closing event.

9. Branding and Visual Identity

Element	Options and Details
Slogan	<ol style="list-style-type: none"> 1. "अपना गांव, अपनी शान — समग्र विकास का अभियान! — धरती आबा अभियान" 2. "धरती आबा का सपना — 63,000 गांवों का उत्कर्ष अपना!" 3. "जनजातीय गांव, देश की जान — समग्र विकास, हमारी पहचान!"
Primary Color Palette	<ol style="list-style-type: none"> 1. Oxford Blue

Logo	<p>1. Integrated Logo of Dharti Aaba + PM JANMAN:</p> <ul style="list-style-type: none"> • Tribal motif (tree/leaf or human figures holding hands around a tree). • Slogan curved around the logo.
Mascot (Optional)	<p>1. Tribal Child Character:</p> <ul style="list-style-type: none"> • With traditional attire, holding a book or sapling. • Smiling face symbolizing hope. <p>2. Adi-Shakti Mascot (Youth Leader Representation):</p> <ul style="list-style-type: none"> • Depiction of a young boy and girl in tribal dress promoting village pride.
Taglines and Hashtags	<p>Standard Hashtags:</p> <ul style="list-style-type: none"> • #DhartiAabaAbhiyan • #PMJANMAN • #JanjatiyaGauravVarsh • #Birsa150 <p>Optional Social Campaign Taglines:</p> <ul style="list-style-type: none"> • #MeraGaonMeriPehchaan • #JanjatiyaUtkarsh • #VikasKaNayaYug
Visual Themes	<p>1. Tribal Folk Art Integration:</p> <ul style="list-style-type: none"> • Warli paintings, Gond art, Pithora art borders. <p>2. Nature and Earth Motifs:</p> <ul style="list-style-type: none"> • Trees, leaves, hills, tribal tools, village life scenes. <p>3. Celebrating Community and Unity:</p> <ul style="list-style-type: none"> • Group visuals — Gram Sabha scenes, benefit camps, happy families.
Typography Style	<p>1. Primary Font: Clear, bold Hindi fonts (e.g., "Mangal" or custom tribal-style fonts).</p> <p>2. Decorative Touches: Selective use of tribal motifs around headings/titles.</p> <p>3. Dual Language: Important headings bilingual (Hindi and English) for urban/rural mixed audiences.</p>
Public Interaction Points	<p>1. Selfie Points: Life-size cutouts of tribal motifs, mascots, "My Dream Village" backdrops.</p> <p>2. Photo Booths: Rural setups with campaign slogans.</p> <p>3. Testimonial Walls: Spaces where beneficiaries can write or share their stories.</p>
Merchandise Ideas	<p>1. T-shirts, caps, and badges with campaign logo.</p> <p>2. Eco-friendly bags with slogans.</p> <p>3. Wristbands or ribbons for volunteers.</p>

Special Branding Days	1. "My Village, My Pride" Day: Decorate villages with campaign flags. 2. "Tribal Day": Discussions/stock taking themed on holistic development.-every month 3. "Voice of the Village": Beneficiaries sharing video messages.
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10.Operational Plan

i. Partnership Structure

- **Lead Agency:** Ministry of Tribal Affairs (MoTA).
- **Implementation Partners:** Tribal Research Institutes (TRIs), State Governments, District Magistrates (DMs), and NGOs.
- **District-Level Execution:**
 - **One Nodal NGO** to be selected per district as the **Implementing Partner**.
 - Nodal NGOs will coordinate all grassroots-level activities under the guidance of District Magistrates.

ii. NGO Engagement Process*

Phase	Activity	Responsibility	Timeline
Identification	Prepare and share selection criteria for NGOs (experience with tribal areas, capacity, presence)	STWDs/DMs	1 May – 15 May 2025
Empanelment	Finalize and empanel one nodal NGO per district through State Governments and DMs	States/TRIs	By 25 May 2025
Orientation	Organize orientation sessions for selected NGOs on Dharti Aaba Abhiyan objectives, targets, branding, monitoring tools	MoTA/States	30 May 2025

*Note – states to use their existing model only.

Roles and Responsibilities of Nodal NGOs

- **Team Formation:**
 - Mobilize local volunteers, SHG members, youth leaders.
 - Create district/block/GP-level micro teams.
- **Campaign Execution:**
 - Organize Benefit Saturation Camps, IEC Van deployment, cultural events, Gram Sabhas.
- **IEC Material Dissemination:**
 - Distribute brochures, posters, banners provided by MoTA/TRIs.
- **Mass Mobilization:**
 - Conduct door-to-door outreach.
 - Organize street plays (Nukkad Nataks), storytelling sessions, wall paintings, competitions.
- **Reporting and Monitoring:**
 - Daily updates (photos, videos, attendance) uploaded to MoTA Centralized Dashboard.
 - Submit a brief weekly performance report to DMs.

Coordination and Support

- **At District Level:**
 - DM will chair weekly review meetings with Nodal NGOs.
 - District Project Management Units (PMUs) will assist in monitoring progress.
- **At State Level:**
 - TRI/Nodal Officer to coordinate with NGOs for troubleshooting and resource facilitation.
- **At National Level:**
 - MoTA Monitoring Cell will oversee dashboard analytics and provide policy support.

Monitoring Indicators for NGOs

- Number of camps organized.
- Number of beneficiaries reached.
- Number of individual entitlement availed
- IEC Material distribution count.
- Number of community events conducted.
- Real-time social media engagement (hashtags use, updates).
- Quality of beneficiary testimonials and case studies submitted.
- Media Coverage

Performance-Based Incentives (Optional)

- Best Performing NGO at district/state level to be recognized.
- Certificates of Appreciation/ Awards during National Closing Event.

Exit Plan

- Upon campaign closure (5 July 2025):
 - NGOs to submit a final report (with success stories, best practices).
 - Assets such as banners, IEC vans to be returned/ accounted for.
 - Final Audit of campaign activities at the district level.

10. Budget Summary

Level	Activity	Unit Cost	Quantity	Total Cost
National Level	National Launch Event	₹ 200 Lakhs	1	₹ 200 Lakhs
	Development of IEC Materials (Video, Audio, Pamphlets, Banners)	Included in National Budget	-	-
State Level	State Launch Event (per state)	₹ 5 Lakhs	1 per State	₹ 5 Lakhs x No. of States
District Level	District Launch Event	₹ 1 Lakh	1 per District	₹ 1 Lakh x No. of Districts
	District Orientation Workshop	₹ 50 Thousand	1 per District	₹ 0.5 Lakh x No. of Districts
Block/Village Level	Benefit Saturation Camps (per GP)	₹ 10 Thousand	1 per GP	₹ 10,000 x 100 GPs per District = ₹ 10 Lakhs per District
	(Camps include: Honorarium to volunteers, Transport, IEC Van, Loud Speakers, Prize Money, Refreshments, Miscellaneous)			
Grand Total	(Per District Approximate Cost)			₹ 12 Lakhs per District (District Event + Orientation + Camps)

Notes:

- One Nodal NGO will manage the full execution at the district/block/GP level.
- One camp will be organized in every Gram Panchayat (GP).
- Assuming:
 - **10 Blocks per District,**
 - **10 GPs per Block,**
 - **Total = 100 Gram Panchayats per District.**
- **Cost of One Camp = ₹ 10,000** (all-inclusive).
- **Total for Camps = ₹ 10 Lakhs per District.**
- **Additional ₹ 1.5 Lakhs** for District Event and Orientation combined.

Funding Strategy:

- **MoTA** will sponsor activities **up to the District Level only**.
- **Districts to augment resources** using IEC budgets available under:
 - NHM (National Health Mission)
 - MGNREGA (Mahatma Gandhi National Rural Employment Guarantee Act)
 - JJM (Jal Jeevan Mission)
 - WCD (Women & Child Development schemes)
 - BPBP (Beti Bachao Beti Padhao)
 - NRLM (National Rural Livelihood Mission)

11. Annexures

- **Annexure 1:** SOP for Benefit Saturation Camps
- **Annexure 2:** Social Media Content Bank
- **Annexure 3:** IEC KIT (Brochure, Poster, Flyer,etc)
- **Annexure 4:** Dashboard Reporting Templates
- **Annexure 5:** Volunteer Training Handbook
- **Annexure 6:** Role of Nodal NGOs and Reporting Mechanisms
- **Annexure 7:** Monitoring Checklist and KPIs

*Annexure 1

Benefit Saturation Camp

Government at Your Doorstep – A Mass Awareness & Benefit Saturation Campaign for Tribal Communities

Unlike conventional IEC campaigns, this initiative will **go beyond awareness-building** by actively delivering individual entitlements such as:

- Aadhaar Card
- Ration Card
- Kisan Card
- Caste Certificate
- Ayushman Card
- Other essential benefits beyond the 25 interventions of *Dharati Aaba Janjatiya Gram Utkarsh Abhiyan* and 11 interventions of *PM-JANMAN*.

The campaign will ensure **village-level and PVTG habitation-level execution**, maximizing outreach and direct benefit delivery to tribal communities, including PVTGs.

The following is a tentative but not exhaustive list of individual entitlements provided by the Government of India and State Governments for tribal communities, ensuring social security, financial inclusion, and overall well-being:

Category	Service/Entitlement	Who Will Do It	How It Will Be Dovetailed
Identity & Basic Documentation	Aadhaar Card	UIDAI & District Administration (CSC Operators, Mobile Aadhaar Units)	Aadhaar enrollment/updating kiosks at camp sites with mobile Aadhaar vans
	Caste Certificate	District Magistrate/SDM Office, Tribal Welfare Department	On-the-spot processing with pre-verification through Gram Sabha or village heads
	Domicile Certificate	State Revenue Department	CSCs will assist with uploading documents; certificates issued at the camp through digital portals
Food & Nutrition Security	Ration Card (NFSA)	Food & Civil Supplies Department, State Governments	Village-level PDS verification; new/duplicate ration cards printed on-site
	Poshan Abhiyaan (ICDS)	Department of Women & Child	Mobilization of Anganwadi workers to enroll eligible

		Development (Anganwadi Centres)	women & children; nutrition kits distributed
Health & Insurance	Ayushman Bharat (PM-JAY)	State Health Agency, Health Department, CSCs	CSC operators assist with Ayushman card generation and e-KYC; Health camps for awareness & onboarding
	PM Matru Vandana Yojana (PMMVY)	Ministry of Women and Child Development (ICDS Supervisors)	Use of mobile app/portal to enroll beneficiaries during camp
	TB Mukta Bharat & Nikshay Poshan Yojana	Ministry of Health, District TB Officer	Linkage of diagnosed TB patients through health camp screening with immediate onboarding
	Mission Indradhanush	Ministry of Health, PHC/CHC Staff	Immunization drives conducted at camp venues with door-to-door reminders
Financial Inclusion	PM Jan Dhan Yojana	Banks, Lead District Manager (LDM), CSCs	Bank representatives open accounts on-site with biometric kits
	Stand-Up India Scheme	Banks, SC/ST Finance Corporations	Banks and SC/ST Development Corporations to set up helpdesks for application support
	Mudra Yojana	Banks, Financial Literacy Counselors	Application support and loan camps with partner NBFCs
	Van Dhan Yojana (TRIFED)	TRIFED, Forest Department, District Collectors	Identification of SHGs/Van Dhan Vikas Kendras for market linkage
	PM Vishwakarma Yojana	MSME Department, CSCs, Skill Development Missions	Enrolling tribal artisans with on-the-spot biometric verification
Agriculture & Livelihood	Kisan Credit Card (KCC)	Agriculture Department, Banks, NABARD	Agriculture Officer and LDM jointly conduct KCC registration drives
	PM-KISAN	State Agriculture Department, CSCs	E-KYC and land record verification at camp level
	MGNREGA	Rural Development Department,	Real-time job card issuance or updating; orientation on new worksite allocation



जनजातीय कार्य मंत्रालय
Ministry of Tribal Affairs
Government of India



150th

Birth Anniversary Year of Bhagwan Birsa Munda

JANJATIYA GAURAV VARSH



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