

CLUSTER-BASED CAMP ADOPTION APPROACH TO SATURATE ALL PRIME MINISTER FLAGSHIP SCHEMES IN DHALAI (TRIPURA)

In a nutshell: To saturate all 7 flagship schemes – PM Ujjawala Yojana (PMUY), PM Sahaj Bijli Har

Ghar Yojana–Saubhagya, Unnat Jyoti by Affordable LEDs for All (UJALA) Yojana, PM Jan Dhan Yojana (PMJDY),

PM Jeevan Jyoti Bima Yojana (PMJJBY), PM Suraksha Bima Yojana, Mission Indradhanush in the district, and to create awareness about government flagship programmes.

Nodal agency: District administration, Dhalai

The cluster-based approach was adopted as an innovation measure in Dhalai district in Tripura to achieve the objectives of Gram Swaraj Abhiyan. Under this approach, all the related departments of the Prime Minister's flagship schemes under Gram Swaraj Abhiyan were brought together in a cluster by clubbing 3-4 gram panchayats/village committees together. All the services and facilities were provided to the citizens in one camp, including additional services such as providing free health checkup and awareness activities related to other programmes such as Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), Pradhan Mantri Awas Yojana (PMAY), Prime Minister's Overarching Scheme for Holistic Nutrition (POSHAN) etc.

Prior to introducing the cluster-based camp approach, several rounds of meetings were held with all the line departments, stakeholders, panchayat representatives and other senior officials to chalk out an additional action programme, keeping in mind the constraints posed by the remoteness and geographical topography of Dhalai district.

To achieve maximum results, the schedule of camps was shared with all concerned line departments in advance so that they can mobilize their resources. Further, the pradhan/chairman/vice chairman of concerned gram panchayats/village committees were also informed. The citizens of the gram panchayats/village committees were sensitized through pamphlets and posters in vernacular languages (Bengali/Kokborok) to achieve maximum result. The camp was generally kept on market days, with a focus on remote locations, so that the services could be delivered to maximum number of citizens. A special emphasis was put on covering Tripura Tribal Area Autonomous District Council (TTADC) which had almost 50% tribal population.

The district administration also involved NGOs such as Nehru Yuva Kendra (NYK) for sensitization and awareness generation of the programme among the masses. Separate meetings were held with banks, with the active involvement of prabhari officer of the district and senior bank managers who played a key role in enabling 100% saturation of PMJDY and PMJJBY. The district administration also played a key role in coordinating the activities of various departments through frequent field visits to the cluster-based camps by the prabhari officer, district magistrate, collector and other senior officers of the district.

Encouraged by the positive response and achievement of objectives of the Gram Swaraj Abhiyan, the district extended the cluster-based camp approach to other flagship schemes of

the government such as PMAY, SBM, PMJAY etc. This has increased the reach of the schemes, with active participation from the people. For example, the Swachh Bharat Mission (SBM) was a huge success in the district which achieved 100% sanitation coverage because of the information dissemination by the cluster-based camp.

Another important aspect of the campaign was the active participation of local media which helped to popularize the programme amongst local citizens and played a key role in making Gram Swaraj Abhiyan a huge success in Dhalai district.

Impact

- There has been a perceptible improvement in the functioning of different line departments. There is also better coordination between the line departments to achieve a common objective whereas earlier, departments were working in silos which hampered the overall development of the district. The camp has also positively impacted other Central and State government schemes as the administration is now more robust, citizens are more aware about government schemes and service delivery has become more efficient.
- To leverage technology and improve service delivery, separate WhatsApp groups were created with the concerned line department officials for all 7 flagship schemes where daily reports were uploaded and any concern of any line department in implementing the schemes were quickly brought to the notice of the district administration for prompt action.
- Feedback from citizens in the cluster-based camp was also taken through WhatsApp to ensure better delivery of services.

The outcome of the cluster-based camps was 100% saturation of all 7 PM flagship schemes in Dhalai district.



Beneficiaries of Ujjwala Yojana