

VIKSIT BHARAT SANKALP YATRA

ROLES & RESPONSIBILITIES

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1. Circular issued to States/ UTs on 31.10.2023 on Viksit Bharat Sankalp Yatra

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 Viksit Bharat Sankalp Yatra will be scheduled after the model code of conduct is lifted.

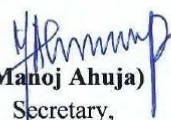
5. Further, local conditions e.g. climate, weather, festivals etc. may be taken into account while scheduling the Viksit Bharat Sankalp Yatra.


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.

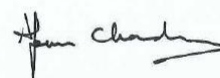
8. In order to have synergy, Ministry of Agriculture and Farmers' Welfare, Ministry of Rural Development and Ministry of Tribal Affairs will be the nodal Ministries for rural and areas with significant Scheduled Tribe population. For urban areas, Ministry of Information & Broadcasting and Ministry of 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.

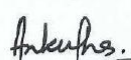
9. We seek your earnest cooperation in undertaking all necessary tasks required for the successful implementation of the campaign and ensure the widest possible participation. We would also request you to constitute a Committee of senior officers under your guidance to steer the campaign in your State/UTs. 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.

2. Suggested Activities on the Day of Event at Gram Panchayat

Swagat
Recorded message of Hon'ble Prime Minister
Sankalp (pledge) video for Viksit Bharat
Opening Movie
Meri Kahaani Meri Zubaani - Successful beneficiaries of schemes to share their experiences
Session on Satat Krishi Activities - Drone demonstration, Interaction with progressive farmers on Natural Farming & Soil Health Card
Cultural Performances - ' <i>Dharti Kahe Pukar ke</i> ', Swachata song, etc. by women SHG Members/ school students/ Local Artists
On spot Quiz Felicitations and Rewards of Women achievers, Local Sports persons, etc. Celebration of Achievements of GP - 100% digitisation of land records, ODF+ status, saturation of Jal Jeevan Mission, etc.
On-Spot Services - Health camps (and TB Screening, Sickle Cell Anaemia Screening in Tribal Areas), PM Ujjwala new enrolment, MY BHARAT and KCC enrolment

3.Roles and Responsibilities:

a.State Prabhari

1	Overall in-charge to monitor preparedness of the event at the State
2	Coordinate with District Prabharis
3	Coordinate with Central Govt. agencies / PSUs
4	Ascertain the following activities:
4.1	- State level committee is formed - District Level committee is formed
4.2	Nomination of nodal department and nodal officer
4.3	Deployment of staff
4.4	Route map finalized
4.5	Orientation of the staff
4.6	Manpower and Route data is being uploaded on the IT portal

b. District Prabhari

1	Overall in-charge to monitor preparedness of the event at the District
2	Coordinate with the District Collector, District Level Central Government Agencies / PSUs
3	Coordinate with State Prabharis
4	Ascertain the following activities updation in IT portal:
4.1	District level committee formation
4.2	Gram Panchayat Level committee formation with GP level functionaries
4.3	Urban Local Body Committee formation
4.4	Nomination of <ul style="list-style-type: none"> ● District nodal officer ● Nodal officer for the Gram Panchayat (Block Level Officer) - They should be in-charge of overseeing arrangements for the GPs the Van will visit in a particular day ● ULB Special Officer
4.5	GP Level Committee's for dissemination, Coverage and Outreach
4.6	Orientation of manpower
4.7	Control room at District headquarters
4.8	Finalization and uploading of information on IT platform - <ul style="list-style-type: none"> - Geo coordinates of the event venue - Manpower - Allocation of vans - Van routes - Event related activities (events, photos, videos etc.) - Finalization of timing of the event (forenoon + evening) @2GP per day
4.9	Enrolment of potential beneficiaries
Pre-event, event and after the event	
1	Ascertain the following activities:
1.1	Dissemination of information and awareness
1.2	Mobilization & enrolment of beneficiaries

1.3	GP level meetings / Meetings of - PACS / SHGs / VOs / CLF / FPOs
1.4	Preparedness of GP on cultural activities / competitions in schools / 'Dharti kahe pukar ke' skit performance
1.5	Logistic arrangements for conducting the event and the van including Night Halt, Security, etc.
1.6	Follow up of other GP / urban local body level activities: <ul style="list-style-type: none">● Before the event● During the event● After the event

c. Central Ministries/ Departments

SI No	Ministry/ Department	Roles & Responsibilities	Timeline
1	M/o Panchayati Raj	Jan-bhagidari activities like cleanliness drives, plantation drives at GP level	Pre-arrival of the Van
		Formation of GP Committees including Utsav Samiti and Swagat Samiti	1 week before the arrival of Van
		Meetings of Panchayat and other Departmental functionaries at GP level	3 days before the arrival of Van
		Invitation to local beneficiaries	3 days before the arrival of Van
		Invitation to local media	3 days before the arrival of Van
		Overall management of events on the arrival of the Mobile IEC Van at Gram Panchayat	1 day before the arrival of Van
		Swagat of Van – Swagat Samiti	Day of outreach program
		Felicitations and Rewards Celebration of Achievements of the Gram Panchayat	Day of outreach program
2	D/o Fertilizers	Drone (Nano-fertilizer) demonstration	Day of outreach program
		PM PRANAM & Nano-fertilizer awareness	Day of outreach program
		- Vans stay arrangements - Arrangements for VC / address of Hon'ble PM	
		Active role of PSU companies in management	
3	D/o Agricultural Research and Education (DARE)	Session on Satat Krishi - Natural Farming and Soil Health Card	Day of outreach program
		Active involvement at GP level – Technical sessions and demonstrations with scientists on new/latest practices from KVK and State agriculture universities	
		Coordination with district administration	

		Involvement of progressive farmers – ‘Meri Kahani Meri Zubani’	
		Arrangements of Hon’ble PM VC / Address at KVKs	
4	D/o Health and Family Welfare	Organize health camps (NCD screening) - Rural and Urban areas	Day of outreach program
		Organize TB screening camp	Day of outreach program
		Organize Sickle Cell Anemia screening for Tribal Areas	Day of outreach program
		ASHA workers to mobilize Ayushman card beneficiaries and finalize ‘Meri Kahani Meri Zubani’ beneficiaries	3 days before the arrival of Van
5	D/o Petroleum and Natural Gas	PM Ujjwala enrolment new beneficiaries and updation - Rural and urban	Day of outreach program
		Selection of ‘Meri Kahani Meri Zubani’ beneficiaries	
		Engagement of dealer network in the campaign	
		Uploading of information / progress	
6	M/o Youth Affairs & Sports	Mobilization of “MY BHARAT” volunteers	3 days before the arrival of Van
		Block level volunteers to be actively involved in the campaign	
		MY BHARAT volunteer enrolment	Day of outreach program
7	D/o Financial Services	Identification of applicants and enrolment under <ul style="list-style-type: none"> - PM Jan Dhan Yojana - PM Surakasha Bima Yojana - PM Jeevan Jyoti Bima Yojana - Atal Pension Yojana 	Before the event
8	M/o Women and Child Development	Anganwadi workers to mobilize mothers and adolescent girls covered under the ‘Poshan Abhiyan’	3 days before the arrival of Van
		Selection of beneficiaries for ‘Meri Kahani meri Zubani’	3 days before the arrival of Van

9	M/o Cooperation	Mobilization of PACS Members	1 week before the arrival of Van
		Support in event organization and management at venue	Day of outreach program
10	M/o Electronics and Information Technology	Development and Management of IT Portal and Mobile Responsive Platform for event data capture, uploading of photographs and videos	6th November 2023
		Linkage / Integration with MY Bharat portal	
		Promotion and amplification of campaign on various social media platforms	Continuous Task
		Mobile Responsive Platform/ Mobile App for uploading Selfies, self-video of beneficiaries, on-spot Quiz, interactive Q&A session	
		Certificate generation for Sankalp, Quiz participants, Self-video by scheme beneficiaries and Selfies	
		Set up Control Room for information sharing/ reporting/ monitoring	
11	D/o Rural Development	Mobilization of members of SHGs/ VOs/ CLFs	1 week before the arrival of Van
		Performance of 'Dharti Kahe Pukar ke' (modified version) by women SHG Members	3 days before the arrival of Van
		Invitation of the event to local beneficiaries of MNREGA, PMAY-Rural and SHGs	3 days before the arrival of Van
		Selection of beneficiaries for 'Meri Kahaani Meri Zubani' – NRLM / SRLM, MNREGA, PMAY- Rural	3 days before the arrival of van
		'Meri Kahaani Meri Zubani' - event coordination	Day of outreach program
		Selection and Felicitation of Women achievers	Day of outreach program
12	M/o Information and	Roll out plan of Mobile IEC Vans and deployment of the Vans with 10% spare vans - State wise Rural and Urban	

	Broadcasting	Setting up of Media Cell for monitoring	
		Arrangement for capturing of participation through AI enabled 360° cameras	
		Branding of Mobile IEC Vans with inputs from all participating Ministries/ Departments	
		Printing of Publicity Materials (in regional languages) shared by Ministry/ Departments and delivery of the same to respective districts	
		Newspaper Advertisement at District Level	Before the launch of the program in the district
		Mike announcements at the venue	1 day before event
		'Dharti Kahe Pukar Ke' and Sankalp for Viksit Bharat	
		Publicity and coverage of event through cable/ AIR/ DD, etc.	Continuous Task
		Arrangements for live relay of 'Mann ki Baat'	
		Hon'ble PM's address via video conferencing	Day of outreach program
13	M/o Tribal Affairs	Preparation for Cultural performances ('Dharti Kahe Pukar Ke' by students of Eklayya Residential Schools, where applicable)	3 days before the arrival of Van
14	D/o Fisheries	Mobilization of Sagar Mitras in coastal districts for GP level activities	Pre-arrival of the Van
15	D/o Animal Husbandry and Dairying	Mobilization of MAITRIs for GP Level activities	Pre-arrival of the Van
16	D/o Drinking Water	Sharing information for celebration of achievements of the Gram Panchayat	
17	D/o Sanitation	Sharing of information for celebration of Achievements of the Gram Panchayat - ODF Plus Status	
18	M/o Ayush	Support in organizing Health Camps (wherever possible)	Day of outreach program
19	D/o Land	Sharing of information for celebration of	Pre-arrival of the Van

	Resources	Achievements of the Gram Panchayat - 100% digitization of land records	
20	M/o HRD - D/o School Education, D/o Higher Education	Viksit Bharat Sankalp to be taken at Schools	
		Organize competitions in school/ colleges on various themes of national importance	1 week before the arrival of the van
		Cultural performances on arrival of Van at the event site	Day of outreach of the program
21	M/o Culture	Sharing scripts of Dharti Kahe Pukar Ke (modified version)	
		Prepare Sankalp for the Campaign	
22	M/o Housing and Urban Affairs	Coordination of Urban events	
23	M/o Agriculture and Farmers' Welfare	Setting up of Central Control Room at Krishi Bhawan, New Delhi	
		ATMA BTM/ ATM/ TAs to mobilize progressive & women farmers and beneficiaries of KCC and PM Kisan Samman Nidhi	1 week before the arrival of the van
		Satat Krishi Sessions on Natural Farming and Soil Health Card	Day of outreach program
		Overall coordination	

d. Day Nodal Officer

S.No.	Particulars
1	VBSY Portal Login - Day Nodal Officer

2	Pre- Event: Two-Three days before the schedule of event
2.1	Deployment of Gram Panchayat functionaries for making arrangements

Formation of Swagat Committee and Utsav Committee	Mobilization of Beneficiaries	Meeting with PACS member
Meeting with SHG/VO/CLF Members for mobilisation	Meeting with School Principals for competitions	Meeting with Asha Worker
Identification of Meri Kahani Meri Zubani Beneficiaries	Identification of SHG members for Dharti Kahe Pukar ke	
Identification of Natural Farming Farmers for Interaction	Identification of KVK Scientists for Soil Health Card Demonstration	Drone Demonstration Planning

2.2	Preparation for On Spot Activities
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Health camps	TB Screening	Sickle Cell Anaemia Screening in Tribal Area
KCC Enrolment	MY BHARAT volunteer	Ayushman Card enrolment
PM Ujjwala new enrolment and biometric authentication		

2.3	Identification of Person for felicitation:
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Women achievers	Local Artist	Local Sportspersons	Any Others
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2.4	Selection of theme for GP Celebrations
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GP with 100% digitisation of land records	GP with 100% ODF Plus status	GP with 100% Jal Jeevan Mission saturation
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3	Make Arrangements with GP Level Functionaries for Minute to Minute Program on the day of Event
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<p>-Swagat</p> <p>-Recorded message of President for Tribal areas</p> <p>-Recorded message of Hon'ble Prime Minister</p> <p>-Sankalp (pledge) video for Viksit Bharat</p> <p>-Opening Movie</p>	<p>Session on Satat Krishi Activities:</p> <ul style="list-style-type: none"> -Drone demonstration -Interaction with progressive farmers on Natural Farming -Soil Health Card" <p>Cultural Performances:</p> <ul style="list-style-type: none"> -Dharti Kahe Pukar ke', Swachata song, etc. by women SHG Members/ school students/ Local Artists" On spot Quiz Felicitations and Rewards of Women achievers, Local Artist, Local Sportspersons, etc. <p>Celebration of Achievements of GP -</p> <p>100% digitisation of land records, ODF+ status, saturation of Jal Jeevan Mission, etc."</p> <p>On-Spot Services</p> <ul style="list-style-type: none"> -Health camps (TB Screening, Sickle Cell Anaemia
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-Meri Kahani Meri Zubani - Successful beneficiaries of schemes to share their experiences	Screening in Tribal Areas), -PM Ujjwala new enrolment -MY BHARAT volunteer -KCC enrolment -Ayushman Card enrolment"
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4	Update on Portal: To be completed with in same day of scheduled event
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No of Event Proposed Vs No of Event held in GP	Proposed Event Done If Not, No of Event Conducted	No of GP Covered
No of People Attended the Event Per GP	No of People took Sankalp in GP	Dharti Kahe Pukar ke SHG performances
Name and Contact Number of Meri Kahani Meri Zubani Beneficiaries	Name of Scheme	
	Total No of Beneficiaries	
	Name of Beneficiaries	
Name and Number of NF Farmers for Interactions	Name and Number of KVK Scientist for SHC Demonstration	Name and Number of Drone Demonstration Officer
Total No of felicitation Done	Total No Celebration Done	On Spot Quiz conducted
VVIPs attended and information uploaded (Union Minister, MP, MLA/MLC, Governor, Chief Minister, State Govt Minister, Celebrities, Others)		

4.1	On Spot Activities: through API integration
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Health camps	TB Screening	Sickle Cell Anaemia Screening in Tribal Area
KCC Enrolment	MY BHARAT volunteer	Ayushman Card enrolment
PM Ujjwala new enrolment and biometric authentication		

4.2 **Satat Krishi Activities:**

No of Drone demonstration	No of Natural Farming Practitioner farmer Interactions	No of Soil Health Card Demonstrations
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4.3 **Felicitation Done:**

Women achievers	Local Artist	Local Sportspersons	Any Other
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4.4 **Celebrations Held At GP**

GP with 100% digitisation of land records	GP with 100% ODF Plus status	GP with 100% Jal Jeevan Mission saturation
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e. Van Emcee (Master of Ceremonies)

S.No	Particulars
The Van Emcee must ensure:	
1	The effective announcement, management, and engagement of programs with the audience.
2	Van is equipped with GPS technology.
3	Van is equipped with non digital branding material (i.e. Canvas Print etc.)
4	Van with a LED screen of size 7ft x 5ft of P4 Quality for the outdoor display behind the stage for showcasing audio-visual content
5	Sound system of Van capable of accommodating at least 300 individuals, with a minimum of 4 cordless microphones.
6	Is Vans equipped with Wi-Fi so that the public can connect to the Wi-Fi by Hotspot and download the relevant apps and live sharing of any programme specified by CBC/client.
7	Van is Installed with a 360-degree HD camera
8	Van is having facility for Video Conferencing on the LED Screen of the Van
9	Van has Client/CBC-developed apps which enables people to participate in a quiz with 20 questions from a question bank. Reward top performers with merchandise and certificates via the mobile app. (Best performers to be given merchandise like T- Shirt, Key Ring etc. as reward and also certificate with name on the mobile app.)
10	Uploading of beneficiaries videos on the app for feedback from VVIPs via WhatsApp is done
11	Provision of collage of photos and videos to be sent back to those who register from the village. Selfies with VVIPs to be sent back to the participants and also to be shown on the collage on the India map.

Upload on IT Portal

Geo Reference Date

Latitude	Longitude	Device ID	Km Traveled	GP Name
Upload Media files (Video,Photographs) of Following Activities: Y/N ▾				
People Attended the Event Per GP	People took Sankalp in GP	Meri Kahani Meri Zubani Beneficiaries Interaction	Dharti Kahe Pukar ke SHG performances	
Drone Demonstration	NF Farmers for Interactions	KVK Scientist SHC Demo	Attendees of Health camps	
On Spot Quiz	Felicitations	Celebrations	VVIPs attended	

Note: The Van MC is also required to assist the Day Nodal Officer for event related activities and uploading of information, videos, and photographs in the portal

VBSY - Event flow /Order on arrival of IEC van at Gram panchayat*		
S.No.	Activity	Responsible Person (Indicative)
1	<i>Swagat</i>	Swagat Samiti/ Panchayat Secretary
2	Recorded message of Hon'ble Prime Minister	Day Nodal Officer/ Van Emcee
3	<i>Sankalp (pledge) video for Viksit Bharat</i>	Day Nodal Officer/ Van Emcee
4	Opening Movie	Day Nodal Officer/ Van Emcee
5	<i>Meri Kahaani Meri Zubaani</i> - Successful beneficiaries of schemes to share their experiences	Coordination by Panchayat Secretary with other GP level functionaries - Day Nodal Officer
6	Session on Satat Krishi Activities	
6.1	Drone demonstration	Fertilizer company / KVK scientist
6.2	Soil Health Card demonstration	ATMA/ State Extension officials
6.3	Interaction with progressive farmers on Natural Farming	Progressive Farmer (identified by ATMA/ KVK/ State Extension Officials)
7	Cultural Performances - 'Dharti Kahe Pukar ke', Swachata song, etc. by women SHG Members/ school students/ Local Artists	Local School Headmaster, Women SHG Members, local artists
8	On spot Quiz	Van Emcee
9	Felicitations and Rewards of Women achievers, Local Sportspersons, etc.	Coordination by Panchayat Secretary with other GP level functionaries
10	Celebration of Achievements of GP - 100% digitisation of land records, ODF+ status, saturation of Jal Jeevan Mission, etc.	Coordination by Panchayat Secretary with other GP level functionaries
11	On-Spot Services -	
11.1	Health camps	Health Department officials

11.2	TB Screening	supported by PHC, Asha workers, Anganwadi workers, etc.
11.3	Sickle Cell Anaemia Screening in Tribal Areas	
11.4	Ayushman Card generation	
11.5	PM Ujjwala new enrolment	Local LPG dealer
11.6	MY BHARAT volunteer enrolment	Nehru Yuvak Kendra Officials
11.7	KCC enrolment	ATMA/ State Agriculture Dept officials
12	Uploading of information on the Data Portal	Day Nodal Officer/ Van Emcee

* The above list is indicative and any other GP level functionary or Central Government Agencies/ Institution official may be deployed/ undertake the above-mentioned activities.

4. Standard Operating Procedures

a. State Administration/ State Nodal Officer

S.N	Suggested SOP of State Government
1.1	Overall management of the Yatra in the state
1.2	To designate a State Nodal officer and Nodal Department for coordination
1.3	Formation of Committees of Senior Officials at State Level with Principal Secretary (Urban Development) and State Urban Development Department/ Agency as part of core team
1.4	To issue appropriate instructions and provide guidance & orientation to District Administration/ DM/ Collector and ensure all logistics arrangements are in place
1.5	Monitoring and review on regular basis

b. District Administration/ District Collector/ District Nodal Officer

2	Suggested SOP of District Administration
2.1	District Collector to monitor preparedness of the event at the District
2.2	Constitute a District Level Committee with Senior Officials
2.3	Constitution of Gram Panchayat Level committee
2.4	Finalization and uploading of information on IT platform
2.5	Constitution of Committees for coordination of Campaign in Urban Local Bodies
2.6	Nomination of: 1. District nodal officer 2. Nodal Officer for the GP (Block Level Officer) - They should be in-charge of overseeing arrangements for the GPs the Van will visit on a particular day
2.7	GP Level Committee with department-wise functionaries for dissemination & coverage outreach
2.8	Follow up of all activities at the GP level: Before, During and After the event

c. Gram Panchayat

3	Suggested SOP of Gram Panchayat
3.1	Gram Panchayat to lead
3.2	Nodal Officer for the GP to review
3.3	GP level functionaries to be assigned specific duties*: 1. Dissemination, outreach & awareness generation activities - invite scheme beneficiaries 2. Coordinate meetings of Gram Sabha, members of CBOs - FPOs, SHGs, VOs, CLFs, PACS, etc. 3. Arrange Cultural performances - Dharti Kahe Pukar ke, etc. 4. Jan-bhagidari - Swachhta Campaign, school/ college competitions, etc. 5. Finalisation of beneficiaries for “Meri Kahaani Meri Zubaani” 6. Logistics & Venue for IEC Van
3.4	Conduct Minute to Minute Activities when Van reaches at Gram Panchayat: - Swagat - Recorded message of Hon’ble Prime Minister - Sankalp (pledge) video for Viksit Bharat - Opening Movie - <i>Meri Kahaani Meri Zubaani</i> - Successful beneficiaries of schemes to share their experiences - Cultural Performances - ‘ <i>Dharti Kahe Pukar ke</i> ’, Swachata song, etc. by women SHG Members/ school students/ Local Artists - Felicitations and Rewards of Women achievers, Local Sportspersons, etc. - Celebration of Achievements of GP - 100% digitisation of land records, ODF+ status, saturation of Jal Jeevan Mission, etc. - On-Spot Services - Health camps (TB Screening, Sickle Cell Anaemia Screening for Tribal Areas), PM Ujjwala enrolment, MY BHARAT volunteer enrolment, KCC enrolment, etc.
3.5	Uploading of information/ photos/ videos through Mobile.
	<i>*illustrative list of deployment of GP level functionaries for Ismailpur GP, Barabanki District, Uttar Pradesh is enclosed for reference</i>

Indicative Staff Deployment in Ismailpur GP, Barabanki district, Uttar Pradesh				
Day Nodal Officer (Van): Block Level Officer, GoI Support Official (NABARD, etc.)				
S.N	Dept.	Designation	Beneficiary Mobilisation	Roles and Responsibilities
1	Revenue	Lekhpal	Svavitva scheme	Overall Conduct of the Program and Documentation
2	Panchayati Raj	Panchayat Secretary	Meeting at Gram Panchayat	Logistics and Coordination
3	WCD	Anganwadi worker	Mothers and Adolescent girls	Beneficiaries for Meri Kahaani Meri Zubaani
4	Health & Family Welfare	ASHA worker	Ayushman card scheme-	Health Camps, TB Screening, Sickle Cell Anemia, Beneficiaries for Meri Kahaani Meri Zubaani
5	Education	Headmaster of local school	High school and college students and their parents	Organise Competitions, Cultural Performances
6	NRLM/ SRLMs	Samuh Sakhi	SHG Members	Dharti Kahe Pukar Performance, Beneficiaries for Meri Kahaani Meri Zubaani
7	Agriculture & KVK (ICAR)	ATMA BTM/ ATM/ TA	Progressive & women farmers, PM Kisan	Natural Farming, Soil Health Card, Beneficiaries for Meri Kahaani Meri Zubaani
8	Rural Dev.	MGNREGA Gram Sevak	MGNREGA Workers, PM Awas	Beneficiaries for Meri Kahaani Meri Zubaani
9	Cooperation	Cooperative Secretary	PACS members	
10	AH&D and Fisheries	MAITRIs and Sagar Mitras	KCC beneficiaries	
11	Fertilizer	Field Functionary		Drone Demonstration and Nano Fertilizer
12	Petroleum and Natural Gas	Field Functionary	Ujjwala Beneficiaries Mobilisation	Beneficiaries for Meri Kahaani Meri Zubaani

5. Contact of Control Room & IT Help Desk

Control Room

Room No 1, Krishi Bhawan, New Delhi

Contact Number: 011-23388972, 011-23388973

Email: cr-vbsy-agri@gov.in

IT Help Desk

Contact Number: 1800-203-7499

Email ID: ithelpdesk-vbsy-agri@gov.in

CBC Control room - for Van related information

Contact Number: 011-24365783, 011-24369716