



Ministry of Housing and Urban Affairs
Government of India



Ministry of Information and Broadcasting
Government of India

Viksit Bharat Sankalp Yatra

विकसित भारत संकल्प यात्रा

हमारा संकल्प विकसित भारत

Standard Operating Procedure

November 2023



1. Background

The Government of India, with participation of States and Union Territories, is actively engaged in the mission of saturation of its flagship schemes for providing basic amenities like sanitation, essential financial services, access to LPG connections, housing for all, food security, proper nutrition, reliable healthcare, clean drinking water, quality education etc., and making required services accessible to all targeted and eligible beneficiaries. Government is also targeting to ensure awareness of benefits and various facilities available to citizens so as to facilitate last mile delivery.

1.2. With this aim, a nation wide “**Viksit Bharat Sankalp Yatra**” has been proposed from 15th November 2023 to 26th January 2024 to raise awareness through series of outreach activities to achieve saturation of Urban schemes being implemented by Government of India. A concerted effort will be required across the board as well as active Jan Bhagidari to ensure last mile delivery and reaching out to the most vulnerable effectively. For conducting this yatra in urban areas, Ministry of Information and Broadcasting (MoIB) and Ministry of Housing and Urban Affairs (MoHUA) are the Nodal Ministries.

1.3. This Yatra will be launched on the occasion of Janjatiya Gaurav Diwas on 15th November 2023 by flagging off the Information Education & Communication (IEC) Vans in 70 Tribal districts across India.

1.4. For **urban areas**, the Yatra begins from third week of November onwards. This Yatra will be conducted in around 15,400 locations of all 4,900 Urban Local Bodies (ULBs) across the country. A comprehensive outreach plan has been devised by adopting a Whole of Government approach through approximately 160 Mobile Theatre Vans which would cover minimum two prominent places per day focusing on densely populated urban areas.

2. Aim and Objectives:

The Viksit Bharat Sankalp Yatra aims to raise awareness through outreach activities and achieve saturation of various flagship schemes implemented in urban areas with the following objectives:

- (i) **Reaching the unreached:** Reach out to the vulnerable who are eligible under various urban schemes but have not availed the benefits so far.
- (ii) **Dissemination of information** and generating awareness about urban schemes.
- (iii) **Learning from citizens:** Interaction with beneficiaries of Government schemes through personal stories/experience sharing.
- (iv) **Enrolment** of potential beneficiaries through details ascertained during the Yatra.

3. Coverage and Duration:

- (i) This Yatra shall be conducted in all urban areas across the country including all Municipal Corporation, Municipal Council, Nagar/Town Panchayat.
- (ii) The **campaign period for urban areas** will be from 20th November 2023 to 26th January 2024. In poll bound states/constituencies it will commence after model code of conduct is over.

4. Target Audience:

- (i) General public including citizens/beneficiaries who have availed benefits of flagship urban schemes.
- (ii) Citizens who want to be enrolled to avail benefits of various urban schemes.

4.1 Schemes for Urban Outreach/Awareness

The identified schemes of urban areas are as follows:

S.No	Name of the Schemes	Name of the Ministry/ Department
1.	PM Vishwakarma	Ministry of Micro, Small & Medium Enterprises
2.	PM Ujjwala Yojana	Ministry of Petroleum and Natural Gas
3.	PM Mudra Loans	Ministry of Finance
4.	Startup India, Standup India	
5.	Ayushman Bharat - PMJAY	Department of Health and Family Welfare
6.	PM SVANidhi	Ministry of Housing & Urban Affairs
7.	PM Awas Yojana (Urban)	
8.	Swachh Bharat Mission (Urban)	
9.	PM eBus Sewa	
10.	Atal Mission for Rejuvenation and Urban Transformation (AMRUT)	
11.	PM Bharatiya Jan Aushadhi Pariyojana	Department of Pharmaceuticals
12.	UJALA Yojana	Ministry of Power
13.	Saubhagya Yojana	
14.	Digital Payment Infrastructure	Ministry of Electronics & Information Technology
15.	Khelo India	Ministry of Youth Affairs and Sports
16.	RCS: UDAN	Ministry of Civil Aviation
17.	Vande Bharat Trains and Amrit Bharat Station Scheme	Ministry of Railways

5. Components of the campaign:

- (i) Organizing various Camps along with Mobile Theatre Vans on selected locations of ULB
- (ii) Community mobilization and Pre event publicity of camps
- (iii) Mobile Theatre Vans to incorporate AVs, short films, standees, pocket booklets, pamphlets, leaflets etc in local language
- (iv) Conducting community engagement activities like competitions, quiz programs, 'Viksit Bharat pledge' and selfie booths
- (v) IT platform and mobile responsive platform for real time effective monitoring of all activities conducted under the Yatra
- (vi) Control Rooms at Centre, State and District, Corporation levels for effective coordination and implementation among different stakeholders

6. Campaign Methodology

- 6.1 The entire organization of this campaign at the ground level would require detailed planning at the National, State, District and ULB levels 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 & orientation of the officials, finalization of routes of the vans and the calendar of dates of the vans to generate awareness and enthusiasm in a "Jan Bhagidari Mode".
- 6.2 In order to have synergy, Ministry of Information & Broadcasting and Ministry of Housing and Urban Affairs are Nodal Ministries at Gol level. State/District Prabhari Officers appointed by DoPT for Viksit Bharat Sankalp Yatra will also look after urban campaign.
- 6.3 This Yatra will have a pan India coverage through 160 Mobile Theatre Vans which will travel through all ULBs in two months. Each van would cover two prominent/ more populated locations per day.
- 6.4 The planning, coordination and monitoring for this yatra at State, District & Urban Local Body Level including Central Government Organisations/ Institutions will be done by the concerned stakeholder at the appropriate level.
- 6.5 Central Government will appoint State Prabharis for overall monitoring of the preparedness of the event at State/UT, District and ULB levels. These Central Prabharis will coordinate with District Prabharis and Central Government agencies/PSUs at State/District level.
- 6.6 Central Government will also appoint District Prabhari for overall monitoring of preparedness of the event at District and ULB levels and also to coordinate with District Collector/District Magistrate and other State/Central govt. Agencies/PSUs at District level.
- 6.7 Similarly, State/UT Government at State/District/ULBs Level will appoint Nodal Officers for organizing, supervising, monitoring and facilitating the Yatra for the entire event period.
- 6.8 States/UTs are advised to prepare detail plans in phase-wise manner, for e.g., one week before the zero day, during the event day and lastly, after the event day.
- 6.9 There shall be flexibility in the implementation strategy of the Yatra especially for North-Eastern States/high altitude areas/and during local festivals etc.
- 6.10 A total of 15,400 camps at selected locations will be conducted which shall also include Health camps, Ayushman Bharat camps, PM-Ujjwala camps, 'SVANidhi se Samridhi' camps and Aadhar updation camps.
- 6.11 Location of camps and route plan will be finalised by Ministry of Information and broadcasting in consultation with Districts/ULBs and other stake holders. Calendar of movement will be conveyed to States/Districts.
- 6.12 One camp will be organised for every 25,000 population. For smooth implementation of the Yatra, the ULBs shall be divided in four different categories based on their population:
 - (i) **Category-I: 9 Metro Cities** i.e., Delhi, Mumbai, Chennai, Kolkata, Hyderabad, Bengaluru, Ahmedabad, Surat and Pune. These cities will be divided into zones/ wards for planning purpose. For such Metros, Municipal Commissioner will appoint "Committee of Senior Officers" and zone/ward level task nodal officers for organisations of camps. Zone level task nodal officers will be coordinating with other line departments and Collectors. "State Nodal Prabhari" will particularly review the preparations in such metros.

- (ii) **Category-II: Other Million Plus Cities:** These cities usually represent bigger corporations and these will also be divided into zone/ward and which will be considered for planning events. Municipal Commissioner will form core team to coordinate with District level "Committee of Senior Officers". "District Nodal Prabhari" of the district will particularly review the preparations in such million plus cities and synergise efforts of corporation and district.
- (iii) **Category-III: Cities having population from 1-10 lakh population.** These represent smaller corporations and bigger municipal councils at district HQ or subdistrict levels. CEO/EO of such corporation/council will be nodal officer for all camps in ULBs. They will also be members of District level "committee of Senior Officers". Under guidance of Collector, they will coordinate with other line departments and oversee the organisation of camps.
- (iv) **Category-IV: Cities having a population of less than 1 lakh:** These represent smaller municipal councils or Nagar Panchayats. EO of such municipal council/Nagar panchayat will be nodal officer for all camps in ULBs. Under guidance of Collector, EO of ULB will coordinate with other line departments and oversee the organisation of camps.

In all ULBs, one camp location will be selected for approx. population of 25,000 each and be considered for conducting one event where Mobile Theatre van will stay along with other camps. As need be, Collector will depute officers/manpower from line departments for successful conduct of camps.

7. Formation of Committee:

Various Committees shall be constituted at multiple levels to monitor, coordinate and facilitate end-to-end activities in coordination with District Magistrate/ District Collector/ Deputy Commissioner as per the details below:

- (a) **Committee of Senior Officers in Metro Cities** is to be constituted in all mentioned Metros. This committee will also include: -
- Commissioner/Additional Commissioner of Municipal Corporation
 - Chief Medical Officer department of health
 - Medical Officer of ULB, if available
 - Representatives of lead bank & other PSU banks
 - Representatives from Food & Civil Supplies Department
 - Representatives from any other participating schemes implemented in urban areas.
- (b) **District level Committee of Senior Officers** is being constituted in all districts. Except Metros, in all other districts this committee will also include: -
- CEOs/Executive Officers of all Municipal Corporations/ULBs
 - Chief Medical Officer department of health
 - Medical Officer of ULB, if available
 - Representatives of lead bank & other PSU banks
 - Representatives from Food & Civil Supplies Department
 - Representatives from any other participating schemes implemented in urban areas.
- (c) **Municipal Corporation/ Council Level Committee** is required to be constituted where population is more than 1 lakh. CEO/Executive Officer will head the committee and include such officers of the ULB who may be required to provide support for the campaign in urban areas. It will do planning and monitoring of camps and movement of Vans from one location to other. It will work in overall guidance of District level committee.
- (d) **Municipal Council/ Nagar Panchayat level Committee** may be constituted where population is less than 1 lakh with the following members:
- Sub Divisional Magistrate/ Sub Divisional Officer
 - Executive Officers of the ULB
 - Medical officer of concerned PHC/ CHC
 - Representatives from Food & Civil Supplies Department
 - Representatives from any other participating schemes implemented in urban areas.

8. Activities to be conducted:

Under this yatra, different community participative/engagement activities through 'Mobile Theater Vans' will be done at selected location. Apart from this, different scheme related camps will also be conducted in urban areas such as:

- (a) PM SVANidhi camp
- (b) Ayushman Bharat camp
- (c) Health camp
- (d) Ujjwala camp
- (e) Aadhar updation camp

The camp-specific activities have been defined as follows:

(i) PM SVANidhi camp: During the camp, it is proposed that following activities will be carried out:

- Existing PM SVANidhi beneficiaries will be informed about the Yatra for knowledge sharing
- Potential beneficiaries will also be invited to visit the camp and applications to be collected
- Linkage of PMSVANidhi beneficiaries with other schemes for which they are eligible – "SVANidhi se Samriddhi"
- Collection of missing information about existing PMSVaNidhi beneficiaries

(ii) Ayushman Bharat camp: During the camp, it is proposed that following activities will be carried out:

- Register urban citizens for Ayushman Bharat card
- ASHA etc to mobilise potential Ayushman Card beneficiaries
- Issue Ayushman Bharat Cards in coordination with respective State Health Department for eligible citizens
- Educate urban citizens to self-register and avail health card through mobile
- Health dept of State/ULB will provide a computer operator for generating Ayushman card
- NHA will organise for training of such personnel

(iii) Health Camp: The health camps will be conducted to address the health needs of urban citizens. State Health Dept/ Health Mission will organise health camp with personnel taken from PHC/CHCs/ Local Hospitals. At the camp, different tests/screening will be done which are:

- Urban citizens will be screened for common NCDs - hypertension, diabetes, anaemia, amongst others
- Screening for Tuberculosis
- Routine health check-ups (OPDs)
- Various tests to be carried out to identify health risks
- Health experts present at the site to provide guidance on diagnosis through screenings/tests
- Build awareness among the people about different health schemes and services provided by the Government

(iv) Ujjwala camps: During the camp, it is proposed that the following activities will be carried out by Field formation of Oil companies:

- Enrolment of new beneficiaries
- Biometric authentication of beneficiaries and updation of details
- Generate awareness on the criteria and benefits of scheme
- Engagement of dealer network in the campaign
- Uploading of information/progress
- MoPNG will nominate District Nodal officer for the purpose who will organise it with help from District Administration/ULBs.

(v) Aadhar updation camp: During the camp, it is proposed that the following activities will be carried out:

- Readily available services, such as update of mobile numbers, address and other details, will be provided at the camp location, such as updating of Aadhar details with usual charges.
- The camp will have an Aadhaar updation operator along with kit
- UIDAI Regional Directorate will identify the personnel with help of State IT dept to carry out camp and give them permission to operate in camp

8.1 Pre-event activities:

- 1) The Mobile Theatre Vans will be prepared by Government of India for dissemination of information through audio-visual content, brochures, pamphlets, pocket booklets, theme songs, beneficiary testimonials, etc.
- 2) MoB State Nodal officers will communicate the dates/ locations of camps and route plan of vans in district/ULB.
- 3) ULB to Arrange for **Door-to-Door campaign** to spread the awareness, Urban SHGs, waste collection personnel, and Local citizens.
- 4) **Swagat Samiti** shall be formed to welcome the Vans as they enter the district and ULB.
- 5) Mera Yuva Bharat volunteer registration in camps.
- 6) Viksit Bharat pledge in schools and Mobilisation for 'MY BHARAT' volunteers.
- 7) Experience sharing by beneficiaries is termed as "Meri Kahani Meri Jubani".
- 8) In order to create widespread awareness ahead of the Yatra, Jan Bhagidari activities like cleanliness and plantation drives shall be conducted by district/ULB along with organising different competitions and cultural performances in schools on themes related to National importance.
- 9) Announcements through loudspeakers/mics shall be made for reaching out to the masses and vulnerable. Local artists may be engaged for wider outreach and promotion of the Yatra.
- 10) Logistic arrangements such night halt arrangement, camps, etc., as per requirement should be taken up by the concerned.
- 11) Ensure arrangement of cleaning/kiosks/banners etc.
- 12) Ensure participation of Civil Society Organisations/Local NGOs etc.
- 13) Check with respective departments for arrangements in their camps (manpower/ kit /equipment etc.)
- 14) Ensuring logistics, Site Cleaning and marking of Camp sites

8.2 Activities during each event:

- 1) Early review of all preparedness
- 2) To organise camp at selected location with help of line department and district administration.
- 3) Basic cleaning, logistic arrangement, public order, table, chair etc.
- 4) Availability of manpower/kits/equipment etc at the camp
- 5) Facilitation at the camp regarding any contingency
- 6) Upload of photo videos etc on IT platform
- 7) Learnings from Citizens - interaction with beneficiaries of government schemes through personal stories / experience sharing.
- 8) Performances by Local citizens/ Students - before the arrival of the Van Swagat.
- 9) Sankalp (pledge) for Viksit Bharat shall be taken.
- 10) Wide media coverage of all activities shall be conducted during the event.
- 11) Enrolment of potential beneficiaries through details ascertained during the Yatra.
- 12) Special focus on achieving saturation in different flagship schemes & ensuring benefits of flagship schemes reach the eligible beneficiaries in a time-bound manner.
- 13) See off of Mobile van for the next location

8.3 Post event activities:

- (i) Uploading data/information/photos/videos on IT platform/ mobile responsive app.
- (ii) Post event documentation.

9. Roles & Responsibilities

9.1 Government of India:

- 1) Nomination of State & District Nodal Officers for necessary coordination as being undertaken in the Aspirational District Program, Gram Swaraj Abhiyan, Jal Shakti Abhiyan, etc.
- 2) Deployment of IEC vans along with pre-defined route plans.
- 3) Development of awareness and publicity materials like:
 - a. AV content: Video message of Hon'ble Prime Minister, Videos on Schemes, Theme song, etc.
 - b. Print material: Brochures, Pocket Booklet on schemes, Standees, etc.
- 4) Developing the IT platform and Mobile Responsive Platforms for effective monitoring of the event.
- 5) Setting up of Control Room at Central Level.
- 6) Follow up with State/UT Governments to monitor progress made for saturation of schemes.

9.2 State/UT Government

- 1) Ensure participation of Principal Secretary (Urban Development) and SUDA as part of core team at State/UT Level.
- 2) Set up Control Room at State/UT Level.
- 3) Coordinate with MoIB and State Nodal officer with respect to route plan and calendar of event dates for the Van.
- 4) Issue suitable directions to districts for:
 - a. nominating Nodal officers at municipal corporations, ULBs level.
 - b. constitution of committee of senior officers at Metro/ District/ DUDA / Corporation/ Municipal Council/ Nagar Panchayat
- 5) Create awareness, publicity and promotion of the campaign in the cities and for beneficiaries of various schemes by the implementing agencies.
- 6) Organise training & orientation programmes for officers deployed to conduct the event.
- 7) Coordination with concerned Departments, stakeholders and Central organizations/ institutions in the state.
- 8) Provide guidance and orientation to district Administration and ensure all logistic arrangements are in place.

9.3 District/ Corporation Level

- 1) Constitution of committees at Municipal Corporation/Municipal Council/Cantonment Board/Nagar Panchayat level
- 2) Set up Control Room at District/Corporation Level.
- 3) Nomination of Nodal officer for providing logistic support including permission for unhindered movement of Van in the District/city, location permission, other permissions from local authorities, security, etc. to in-charge of theatre Van.
- 4) Publicity Plan within district/corporation for awareness, deployment and orientation of:
 - a. Nodal Officers at ULB level
 - b. Department-wise staff (10-12) posted at ULB level for mobilisation awareness generation, logistical arrangements, etc.

9.4 Corporation Zonal / Council/ Nagar Panchayat Level

- 1) Ensure adequate publicity for widest possible participation & organise camps a week before the date at which the Yatra begins at that particular ULB.
- 2) Each ULB shall nominate a Nodal officer to facilitate passage/halt of theatre van in the identified routes/locations by providing necessary permissions.
- 3) Selection of beneficiaries based on their good work for sharing life transforming experiences.
- 4) Adequate publicity and promotion of the Yatra should be done among the public, including beneficiaries at the selected location of the theatre van.
- 5) Updation of information/photos/ videos and data in IT platform in coordination with District office through mobile app.

10. Roles & Responsibilities of Prabhari Officers (Checklist as per Annexure-I)

10.1 Roles & Responsibilities of State Prabhari Officers

- 1) Coordinate with District Prabhari and Central Government agencies/ PSUs at State/District level.
- 2) Review circulars issued by the States/UTs to districts articulating roles, responsibilities and actions to be taken as a follow up of the letter issued by the Government of India.
- 3) Specific review with Chief Executive Officers/Municipal Commissioners/Police Commissioners of million plus cities regarding preparation of urban campaign.
- 4) Coordination with Chief Secretary/DGP/Principal Secretary (Urban Development) of the State for smooth movement of urban vans in the State/UT.
- 5) Review van route map provided by MoI&B Nodal officer in the State.
- 6) Ensure coordination/support of Central Organization/ Institutions
- 7) Oversee preparedness of the districts and share with the State level monitoring team
 - a. Visit to oversee preparedness of Yatra
 - b. Visit for launch and conduct of Yatra
 - c. Similar visits to be undertaken to oversee preparedness for other districts (before and during the campaign)

10.2 Roles & Responsibilities of District Prabhari Officers

- (1) Follow-up on the advisory issued to Municipal Commissioners/ Chief Executive Officers/Executive Officers of Municipal Corporation/Council and Town Panchayats for extending necessary help for Urban Campaign.
- (2) To ensure whether CEO/EOs of ULBs are a part of 'District level committee of Senior officers' and Coordination committee in each ULB level has been constituted.
- (3) To ensure suitable locations and route plan have been finalized and co-ordination with District Magistrate/Collector/Police Commissioner for smooth movement of urban vans in districts.
- (4) To ensure advance planning of camps is done in all ULBs.
- (5) Review with Chief Executive Officer/Executive Officer of ULBs, particularly ones with 1 Lakh plus population, about preparations of campaign in Urban Areas of the district.

10.3 Roles and Responsibilities of ULB level Nodal Officers

- (1) Coordinate with local authorities for arrangements of Yatra.
- (2) Ensure all arrangements are complete as pre-event activities to successfully launch of Yatra in their region. Distribution of IEC materials, spreading awareness about the event in the region with the help of different stakeholders associated with the Yatra.
- (3) Arrange logistic arrangements for movement of mobile theatre vans.

11. Documentation

- (i) Post completion of Viksit Bharat Sankalp Yatra, all Ministries shall prepare a post event document comprising of comprehensive coverage of all the activities conducted during the performance in 15,400 locations.
- (ii) Ministries shall also prepare a separate report highlighting the status of saturation of Urban schemes with number of beneficiaries who have availed the benefits.
- (iii) A compendium including photographs, success stories of the beneficiaries from various Urban schemes, experience of officials associated with the Yatra shall be prepared.
- (iv) A separate section including the Media/Social Media outreach of the Yatra shall be part of the compendium.

