प्रशासनिक सुधार और लोक शिकायत विभाग Department of Administrative Reforms & Public Grievances





National Good Governance Webinar Series

WEBINAR

on

"PM's Award Winning Initiatives"

under

"Aspirational District Programme"

June 24th 2022

12:00 Noon - 01:30 PM

CHAIRPERSON

Shri Amitabh Kant Chief Executive Officer (CEO) NITI Aayog Government of India

LEAD SPEAKER

Shri Deepak Meena District Magistrate Meerut Government of Uttar Pradesh

LEAD SPEAKER

Shri Rahul Raj District Magistrate Asifabad Government of Telangana

Organized by:

National Centre for Good Governance Department of Administrative Reforms & Public Grievances Ministry of Personnel, Public Grievances & Pensions Government of India

BACKGROUND

To realize the vision of the **Hon'ble Prime Minister of India Shri Narendra Modi** of a self-reliant India, the NCGG under the aegis of the Department of Administrative Reforms and Public Grievances, Government of India is organizing the National Good Governance webinar series for the year 2022-2023. These webinars covering Award Winning Initiatives which will help different stakeholders to broaden their skills, as well as to attain new knowledge that can supplement or complement their work areas.

The thirteen webinars would be on different themes and sectors under the good governance initiative that have been felicitated with the Prime Minister's Award for Excellence in Public Administration. Award winning nominations under the PM Awards since the inception of the scheme which have proved replicable and sustainable will present their experiences.

The purpose of conducting the webinars is to highlight the best practices and awardwinning achievements to create a precedence for other states to follow. Doing so would also infuse a new spirit and enthusiasm among administrators and other stakeholders involved in the implementation of different government governance schemes.

As a part of the National Good Governance Webinar Series (NGGWS), NCGG has convened the 3rd Webinar on "PM's Award Winning Initiatives under Aspirational District Program

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• WELCOME ADDRESS BY **SHRI V. SRINIVAS**, SECRETARY, DEPARTMENT OF ADMINISTRATIVE REFORMS & PUBLIC GRIEVANCES, GOVERNMENT OF INDIA & DIRECTOR GENERAL, NCGG

On the commencement of the 3rd National Good Governance Webinar Series Shri V. Srinivas, Secretary, Department of Administrative Reforms & Public Grievances, Government of India and Director General, NCGG, welcomed all the participants and dignitaries present in the Webinar. He praised distinguished lead speakers Shri Deepak Meena, IAS, District Magistrate, Meerut, Government of Uttar Pradesh and former District Collector of Siddharth Nagar Government of Uttar Pradesh Shri Rahul Raj, District Magistrate, Asifabad, Government of Telangana for their exemplary work. He welcomed senior officials of DARPG, secretaries state IIT, secretaries, district collectors present. He also extended a warm and hearty welcome to Shri Amitabh Kant, Chief Executive Officer (CEO), NITI Aayog to the 3rd National Good Governance webinar series entitled Prime Minister's award-winning initiatives under aspirational district program. He felt elated that current webinar is being conducted in the gracious presence of Shri Amitabh Kant, Chief Executive Officer (CEO), NITI Aayog the man who conceptualised the program.

He further elaborated that on the occasion of Civil Services Day that is April 21,2022 forty-seven awards were conferred by the honorable Prime Minister under the scheme Prime Minister's Awards for Excellence in Public Administration. The honourable Prime Minister has mandated the department of administrative reforms and public grievances to conduct virtual conferences/ Webinars with state governments and district collectors over the next 12 months to disseminate award-winning initiatives which have been conferred the prime minister's award for excellence in public administration in the years since its inception in 2006. He said that accordingly, DARPG will be conducting 13 national good governance webinars,

one webinar a month, over 13 months from April 2022 to April 2023. He said, the themes selected for the National Webinars are proposed to cover multiple sectors like health, education, environment, disaster management, priority programmes, Jal/water management etc. The awarded States/Districts will present their exemplary work in these National Webinars, the purpose being to highlight the best practices and award-winning initiatives for replication by other States/Districts. The second webinar in the series was held on 27th May, 2022 on "PM's Award Winning Initiatives in Health Sector – Sickle Cell Anaemia Control Programme of Government of Gujarat and Making Medicines Affordable – Chittorgarh of Government of Rajasthan".

• INAUGURAL ADDRESS BY SHRI AMITABH KANT, CHIEF EXECUTIVE OFFICER (CEO), NITI AAYOG, GOVERNMENT OF INDIA

Shri Amitabh Kant, Chief Executive Officer (CEO), NITI Aayog, said such programs would educate participants in terms of innovations, data governance, ranking and about competition. He made a presentation and mentioned 112 backward districts were selected through a very transparent database process. These districts were not termed as backward districts but are called as aspirational districts. Districts have made significant progress in a short span of time and the program has emerged as a template of good governance. He spoke about journey of the program, where some states have expanded this template to other districts and blocks. He further stated that through his presentation he wants to highlight that this program can be extended to many other areas because it's all about data, ranking and competition. He stressed that prime minister himself has interacted with the DM's on a regular basis and recently interacted with them at the chief secretary's conference. He said that 49 performance indicators were identified and are given marks like, 30 marks to health and nutrition, 30 to education, 20 to agriculture and water resources, 10 to financial inclusion and 10 to basic infrastructure. There was a

baseline ranking which was released in march 2018 the dashboard captures ranking on real time basis. He further said that the champions of change dashboard illustrate ranking announced by NITI Aayog every month. Ranking is on incremental progress so every district has a chance to come first. He mentioned the main features of the program are data based governance, real time monitoring, ranking of districts on delta, competition among district teams and support from development partners. 49 key performance indicators were identified from all 112 districts the dashboard created is world-class that are created to help district magistrates in real time monitoring and analytics to do better. He further emphasised that states and districts to work as team to transform India on social indicators through this template.

Vote of Thanks was extended by **Prof. Poonam Singh**, Head Office, NCGG, New Delhi, who while thanking Shri V. Srinivas Secretary, Department of Administrative Reforms & Public Grievances, Government of India and Director General, NCGG, for organising these webinar series. She expressed heartfelt gratitude to Shri Amitabh Kant, Chief Executive Officer (CEO), NITI Aayog for accepting the invitation to attend the program. She thanked the eminent speakers for their presentation and the exemplary contribution they made to bring the difference in their serving districts. On behalf of NCGG, she thanked all the participants of the webinar comprising of State AR Secretaries, District Collectors, Additional Chief Secretaries/Principal Secretaries/Secretaries of Health & Family Welfare, Mission Directors of National Health Mission of States/UTs, Chief Medical & Health Officers, Principal Medical Officers/Community Health Centres of all Districts and Faculties of Indian Institute of Public Administration and its Branches all over India, Sr. Officials from DARPG and NCGG Team who joined the event virtually.

INITIATIVE – "HOLISTIC DEVELOPMENT THROUGH ONE DISTRICT ONE PRODUCT SCHEME- SIDDHARTH NAGAR"

Lead Speaker – Shri Deepak Meena, IAS, District Magistrate, Meerut, Govt. of Uttar Pradesh

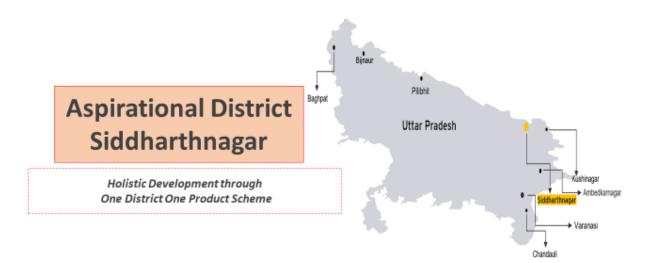
In the beginning of his presentation the speaker greeted the participants and shared that he was posted at Shravasti in 2017 and in 2018 the aspirational district program came into existence and for the last five years he has been associated with the program. He further mentioned about his tenure as being the longest serving DM for the district Shravasti and also was the longest serving DM for district Siddharth Nagar, the districts are very remote on the Indo-Nepal border in the terai region. He further said that the districts had their challenges in sectors like, health, education, etc. and primarily flood affected districts. During britishers era there was a variety of Kalanamak rice and the britishers used to export it. The rice is very famous for its aroma and around in 1950s in Siddharth Nagar it was cultivated in more than 50,000 hectares of area. The first initiative they took was the training of the farmers like 400 farmers through KVK and one district one product (ODOP) cell Kisan Pathshalas in 152 nyay panchayats (23,040 farmers). There were a lot of farmers who needed the financial support, so they dispersed around more than five crore of loan to 60 beneficiaries giving priority for farmers who were doing the Kalanamak rice production. NABARD also provided a financial support to more than 14 to 15 lakhs farmers and basically the support was provided to form the FPOs. Once the production increased the next that was done, a lot of branding and marketing the products were made available at commercial online portals with brand name and lot of people in Singapore and southeast Asia requested for its purchase.

INITIATIVE – "PROMOTING JAN BHAGIDARI OR PEOPLE'S PARTICIPATION IN POSHAN ABHIYAN- ASIFABAD"

Lead Speaker – Shri Rahul Raj, District Magistrate, Asifabad, Government of Telangana

The speaker shared that award winning district is the most backward district in Telangana with people having minimal awareness on Health and Nutrition. The backwardness is mainly because of its distance from Hyderabad and mostly it is predominantly a tribal dominated district. It lacked basic infrastructure facilities at Anganwadis in addition to shortage of staff. Addressing problems at Anganwadis alone was not sufficient as it deals with only one meal a day, but a "SAMPURNA Poshan" covering 3 meals a day was necessary and essential to eradicate malnutrition permanently from the district. After introduction of Prime Minister's Aspirational District Program, special focus was made on Capacity building, Infrastructure development and Monthly monitoring of NITI Aayog Parameters. As a result, NITI Aayog sanctioned Rs.1.36 Crore for pilot project "Decentralized Millet based Recipes". Awareness programs on millets cultivation, cooking and consumption were taken up across all 335 panchayats and 973 Anganwadis along with necessity of inclusion of vegetables to have a balanced nutritional meal was clearly explained. SHG women were trained in production, processing and marketing through whom 973 "Mission SAMPURNA Shops" were established covering all 973 Anganwadis where Millets were made available at cheaper price. Awareness programs were conducted in all schools, PHCs, Villages and Rythu Vedikas. Millets are grown, procured, processed, packaged and sold locally to local villagers at cheaper prices, transforming it in to a decentralised millet village circular Economic Model. Now instead of depending on Government to get free meal, they are now growing, procuring, processing, packaging, selling, purchasing and consuming required quantities of millets and vegetables in their own village. Visible impact is that 80% of beneficiaries are now consuming millets and nutritional vegetables in other 2 meals, outside regular Anganwadi meal. Thus the district is achieving SAMPURNA poshan in true spirit.

ANNEXURE – I – PRESENTATION – Presentation on "Holistic Development through One District One Product Scheme"



Introduction:			
 "Gift of Lord Buddha" Featured in speciality rices of the world by FAO -UN 	A		
Nutrition Value of Kalanamak Rice Micronutrients like Iron and Zinc are in higher	Particulars	General Rice	Kala namak Rice
proportion	Amylose Protein	24% 5-6%	19-20% 10%
 Low glycemic index, thus better for diabetic people 	Fat Iron Zinc	0.52 1 mg 0.1mg	0.51 3mg 0.4mg

Carbohydrate

Glycemic Index

88%

85%

Higher protein content

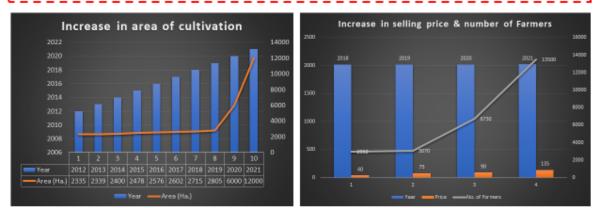
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87.96%

49%

Increased cultivation area & Price of Kalanamak Rice

- The district has increased the production from 2,700 hectares in 2018 to 12,000 hectares in 2021.
- The cost of Kalanamak rice has been increased from Rs 40/kg in 2018 to Rs 135/kg in 2021.
- Number of farmers increased from 2950 (2018) to 13500 (2021).
- Profitability from Kalanamak rice is 3 times per unit area as compared to normal rice.



Challenges

- Lack of timely supply of high quality seeds
- Declining genetic purity
- Underperformance in yield
- Lack of dedicated rice mills for Kalanamak rice
- Difficulty in access to finance
- Lack of consumer interest due to absence of proper branding
- Lack of proper storage facilities
- Loss of aroma due to loose packaging

Key efforts and initiatives

Formation of District Task Force and District Action Plan

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Renewal of GI Tag

Scientific research and field trials

- KVK research on 40 acres of land (on 10 varieties, 46 farmers) higher yield, climate resilient varieties.
- IRRI detailed nutritional profiling
 - On farm evaluation of Kalanamak panel (71 accessions)

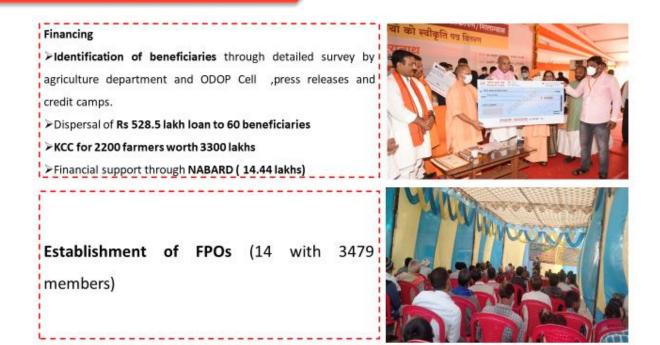


Certified seed production for first time (80 quintal seeds, 4 hectares)

Training ≻400 farmers through KVK and ODOP cell ≻Kisan Pathshalas in 152 nyay panchayats (23,040 farmers)









Branding and marketing



- Participation by more than 10,000 farmers
- >50 exhibition stalls by different stakeholders
- Conferences and workshops on different themes
- Kalanamak Food zone





Irrigation

- Dredging and rejuvenation of ponds through MGNREGA
- Desilting of canals
- Operationalization of Saryu Canal

Promotion of exports

- Export conclave
- Support through APEDA (in training, quality control, certifications)
- Identification of Buddhist majority countries as
- export markets and branding as "Buddha Rice"
- Export has increased from 10 tonnes (2019) to 56



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Branding and marketing

Promotional packs made and sent to more than 1000 dignitaries

Exposure visits to various state, national and international trade fairs

E-marketing of Kalanamak rice





Way forward

Proposal to establish 5 acre IRRI Research Centre (14 crores)
Proposal for another CFC (12.87 crores)
Establishment of community Seed Banks at all 14 blocks
Advanced training centre
Diversifying export markets
Establishment of Kalanamak Board
Improving storage infrastructure

Media Coverage 1_



Tweets about Kalanamak Rice

11 You Retweeted

Flipkart Stories 🔿 @FlipkartS... - 21 Jun 21 @Flipkart is deeply invested in creating G. economic opportunities & market access for

farmers with technology. We are proud to bring the unique 'Kala Namak rice' from Uttar Pradesh onto our marketplace through our partnership with @UP_ODOP

@dmsid1 @ Kalyan K @rajneeeshkuma





NITI Aayog 🔵 1 @NITIAnyug

One of the finest quality of rice in the country - the Kalanamak Rice, a #MakeinIndia product from #AspirationalDistrict Siddharthnagar, is now available on @Flipkart.

For over 7 years, the @makeinindia clarion call has been an inspiration for small businesses. @amitabhk87



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PMO India and 6 others 17:06 - 25 Sep 21 - Twitter for Android

18 Partweets 98 Likes veet your reply

#AspirationalDistrict Siddharthnagar organised a Kalanamak Mahotsava to promote the production, processing, marketing & export of Kalanamak rice. 🌾 🥥

Conferences were conducted & stalls were placed, where farmers showcased different varieties of the rice. #AatmanirbharKrishi



6:09 PM - Apr 13, 2021 - Twitter Web App

NITI Aayog O

Exposure Visits





Kalanamak rice for export



Kalanamak Rice on flipkart



Kalanamak rice on Amazon



Kalanamak Rice on ODOP Mart



Kalnamak Rice on ODOP Mart



Kalanamak Rice on flipkart



Potential Export Countries

ANNEXURE – II – PRESENTATION – "Promoting Jan Bhagidari or People's participation in Poshan Abhiyan"



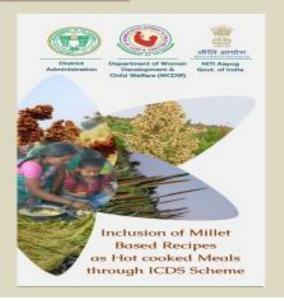
Why SAMPURNA Poshan was necessary

- Predominantly Tribal and most Backward district in Telangana with people having minimal awarness on Health and Nutrition.
- Being farthest district from Hyderabad, it lacked basic infrastructure facilities at Anganwadies in addition to shortage of Staff.
- As a result large number of children with multiple deficiencies like being uderweight, wasted and Anemic at the same time was prevalent in the district, which was also common among adolescent Girls and Women.
- So, addressing problems at Anganwadis alone was not sufficient as it deals with only one meal a day, but a "SAMPURNA Poshan" covering (3) Meals a day was necessary and essential to eradicate malnutrition permanently from the District



How Aspirational District Program helped us

- After introduction of Prime Minister's Aspirational District Programme, special focus was made on Capacity building, Infrastructure development and Monthly monitoring of NITI Aayog Parameters.
- By comparative analysis with other Aspirational Districts, and bridging the gaps in each and every parameter and converging central and state schemes, the district started improving its Health and Nutrition indicaters.
- As a result, NITI Aayog sanctioned Rs.1.36 Crore for pilot project "Decentralized Millet based Recipes"



How the Millet Project was introduced

- In a span of (3) Months , (33) Food festivals , (10) Millet recipe trainings were conducted covering (225) Anganwadis.
- Millet Cooking Videos were circulated through whatsApp YouTube and Bluetooth to the beneficiaries.
- (10) Millet Cooking training sessions in (10) Days across each of (225) Anganwadis were conducted by teachers, training all the targeted women.
- Millets were made available for purchase locally and Anganwadi Teacher visited each House Hold daily to ensure Millets consumption. A report on this was monitored by Supervisors and District officers daily.
- To promote Millet cultivation, Agriculture Officers trained (2500) farmers covering more than (1000) Acres, for which subsidised seeds were distributed.



Why it needed expansion and How it expanded

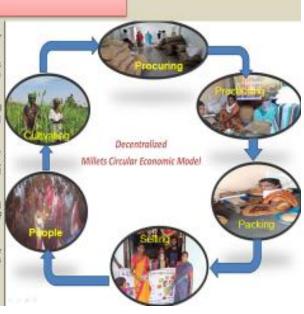
- Problem of Malnutrition was not limited to few centers, it was prevalent among all centers.
- A day lost at present would result in a death in future, which was to be prevented.
- So, awareness programmes on millets Cultivation, Cooking and Consumption were taken up across all (335) panchayaths and (973) Anganwadis along with neccessity of inclusion of vegetables to have a balanced nutritional meal was clearly explained.
- SHG Women were trained in Production, Processing and Marketing through whom (973) "Mission SAMPURNA Shops" were established covering all (973) Anganwadis where Millets were made available at cheaper price.
- Special emphasis was made on improving sanitation in villages and hypine among public moving towards ODF +.



How it transformed into a Jan Andolan

(Decentralized Village Circular Economy)

- Awareness programmes were conducted in all Schools, PHCs, Villages and Rythovedikas.
- Discussions and Debates were held in every SHG women meetings and with all Tribal and Community leaders on importance of Helath and Nutrition.
- SAM-MAM day is conducted every Thursday by involving all Panchayath Secretaries, Sarpanches, word members and standing committee members, who review status of malnourished children.
- Last week of every month is conducted as Nutrition week by conducting community based events, where all village elders, teachers, ANMs, ASHAs and community leaders take part and discuss on the progress of Nutrition.
- Nutri Gardens are raised in all schools and Anganwadis and Sufficient Vegetables are grown in household backyards for self consumption.
- Millets are Grown, Procured, Processed, Packaged and Sold locally to local Villagers at cheaper prices, transforming it in to a Decentralised Millet Village circular Economic Model.



What we could achieve through Jan Bhagidari

- Complete behavioural change is noticed in people because of involvement of all sections of society.
- Problems of Poshan, which was on the plates of every individual across all ages for all (3) meals was addressed thorugh SAMPURNA Poshan.
- Instead of depending on Goverment to get free meal, they are now Growing, Procuring, Processing, Packaging, Selling, Purchasing and Consuming required quantities of millets and vegetables in their own village.
- Visible impact is that 80% of beneficiaries are now consuming Millets and Nutritional vegetables in other (2) meals, outside regular Anganwadi meal.



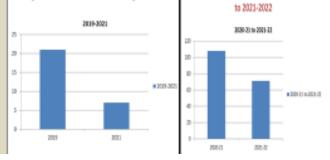
How we are now

- Maternal Mortality reduced from 21 in 2019 to 7 in 2021, out of which Anemia related deaths reduced from 18 to Zero.
- Infant Mortality reduced from 108 in 2020-21 to 71 in 2021-22.
- Under weight children decreased from 13109 to 4106 and wasted children from 6612 to 877.
- Due to this we could save at least 30 to 40 precious lives of women and children of the district.
- Thus the district is achieving SAMPURNA poshan in true spirit

Trends showing reduction of underweight and wasted children from 2019 to 2021

 after getting identified for treatment & intervention
 Number of wasted children (0-6 years) available in the district after petiting identified for treatment & intervention

Comparison of Maternal Mortality 2019-2021 Comparison of Infant Mortality from 2020-21







Mission SAMPURNA Poshan Accomplished Thank you



Rahul Raj P.S I.A.S.,

Collector & District Magistrate Kumuram Bheem Asifabad

Swachh Jal - Swachh Jungle - Swachh Jameen

ANNEXURE – III – LIST OF PARTICIPANTS

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