

ED MK 4590
DATE 12/12/23

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Viksit Bharat Sankalp Yatra in Urban areas - reg.Suraj Kumar to: chairman, md ceo, md ceo, mdceo, mdceo, md, md, md, cmd, cmdseccalcutta, mdceo, chairman, slbckerala, slbctn, slbckarnataka, slbctelangana, mohan, gm2 lhohyd, slbc bihar 11-12-2023 17:38
Cc: "M P Tangirala", "M G Jayasree", "Sameer Shukla", "Mukesh Kumar Bansal", "Pankaj Sharma", "SURJITH KARTHIKEYAN", "Kumar Shailendra", "Shri Surinder Kumar", "Golak bihari"

1 Attachment



MoHUA Urban v3-VBSY -PPT- Urban campaign Phase III from 14th Dec-08122023.pptx

URGENT

आदरणीय महोदय/ महोदया,

कृपया संलग्न फाइल का अवलोकन करें। Please refer to the Review Meeting of Secretary (FS) on VBSY held on 11.12.2023 at 3 p.m. and find attached the presentation from M/o Housing and Urban Affairs on VBSY in urban areas.

Further, as discussed in the meeting, in addition to the the earlier responsibility of Coordination for VBSY to PSBs (SLBCs & LDMs) and NABARD, the following additional responsibility has been given to organisations of DFS.

1. Kerala and Karnataka (Urban) - Canara Bank(SLBCs & LDMs) with logistic arrangement/ support by Oil Marketing Companies (M/o Petroleum and Natural Gas).
2. Tamil Nadu (Rural & Urban) - Indian Overseas Bank (SLBCs & LDMs) with logistic arrangement/ support in urban areas by Oil Marketing Companies (M/o Petroleum and Natural Gas).
3. Telangana (Rural & Urban) - State Bank of India (SLBCs & LDMs) with logistic arrangement/ support in urban areas by Oil Marketing Companies (M/o Petroleum and Natural Gas).
4. Bihar (Urban) - State Bank of India (SLBCs & LDMs) in close cooperation with NABARD with logistic arrangement/ support in urban areas by Oil Marketing Companies (M/o Petroleum and Natural Gas).

The concerned organisations and SLBCs/LDMs are requested to leave no stone unturned for greater participation in VBSY and maximise sharing the Meri Kahani Meri Jubani by beneficiaries of flagship schemes.

MO NO.	10929
DATE	11/12/23
प्रति व. कार्यवाही MD & CEO	C
का. प्र./ED-1	
का. प्र./ED-2	✓
ED-3	
Dept.	ASBD

धन्यवाद,

शुभकामनाओं सहित

Handwritten notes:
ASBD
P.L. (Kumar Shailendra), Under Secretary, Ministry of Finance
13/12
G.M
one report for
of SLBC
[Signature]

(कुमार शैलेन्द्र)/(Kumar Shailendra), अवर सचिव(समन्वय)/ Under Secretary(Coord.), वित्तीय सेवाएं विभाग /Department of Financial Services, वित्त मंत्रालय/Ministry Of Finance, जीवन दीप भवन /Jeevan Deep Building संसद मार्ग /Sansad Marg, नई दिल्ली/New Delhi, Phone No. 23748767 / 23748740

हम हिंदी में पत्राचार का स्वागत करते हैं

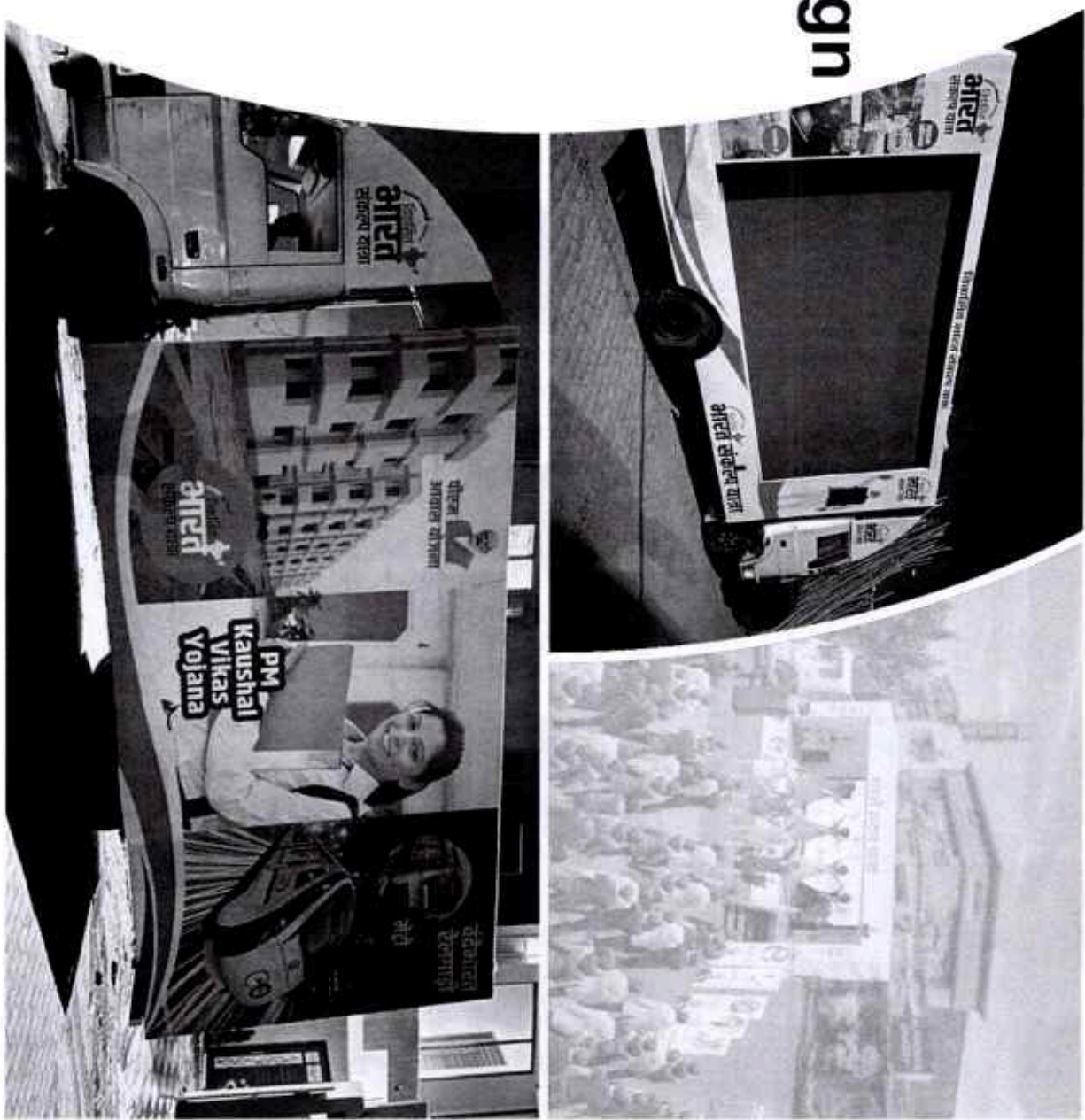
महामारी COVID -19 से स्वयं समाज और देश को बचाने के लिए, (1) मास्क/फेस कवर पहनें (2) दूसरों से कम से कम 2 गज की दूरी रखें (3) अपने हाथों को नियमित रूप से और अच्छी तरह साबुन और पानी से धोएं और (4) टीका लगावाएं

To save Self, Society and Country from pandemic COVID-19, (1) wear mask/face cover (2) maintain a minimum distance of 6 feet from others (3) wash hands, frequently and thoroughly with soap & water and (4) get vaccinated.

क्र.सं.	134
दिनांक/Date	13-12-23
प्र.सं./OP	1
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प्र.सं. पाठ्य	✓
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Viksit Bharat Sankalp Yatra – Urban Campaign

हमारा संकल्प विकसित भारत



Background & Vision

The Government of India, along with State/ UT Governments has been striving continuously for saturation of schemes, like

- **Gram Swaraj Abhiyan** (April - May 2018)
- **Extended Gram Swaraj Abhiyan** (June - August 2018)
- **“Achieving saturation, coverage of schemes and ensuring last mile delivery of flagship schemes” - National Conference of Chief Secretaries at Dharamshala, HP**

Taking the same forward, the **Viksit Bharat Sankalp Yatra** is planned - **to raise awareness through outreach activities to achieve saturation of schemes.**

❖ **In Rural as well as Urban Areas**

Objectives

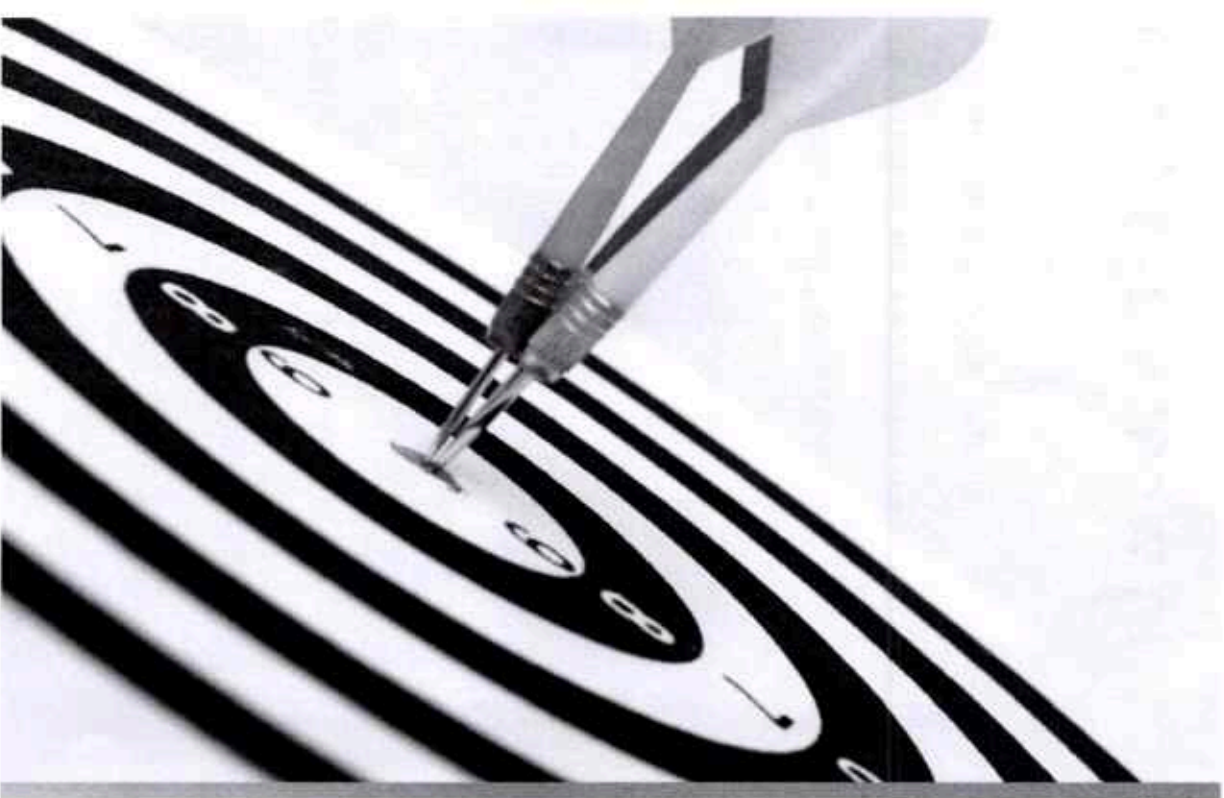
- **Reaching the unreached** - reach out to the vulnerable who are eligible under various schemes but have not yet benefited
- **Dissemination of information and generating awareness about schemes**
- **Learning from the citizens** - Interaction with beneficiaries of through personal stories / experience sharing
- **Enrolment of potential beneficiaries** through details ascertained during the campaign

Key Features of the Campaign

- **Launched in 70 districts having significant ST population from 15th November 2023 (Jan-Jatiya Gaurav Divas), other districts/ Urban Areas from 4th week of November 2023**
- Flexibility for North-Eastern States/ high altitude areas/ local festivals etc.
- Nodal Ministries: **M/o Agriculture & FW, MoTA, MoRD (Rural), MoHUA and M/o I&B (Urban)**
- Small IEC vans in Rural and bigger Theatre Vans in Urban areas for information dissemination
- IT Portal, Mobile Responsive Platform to be used
- Local context & local language
- **Planning, Coordination and Monitoring** - State, District & Gram Panchayat & Urban Local Body Level Committees and Central Government Organisations/ Institutions

Key Features of the Urban Campaign

- 4,900 ULBs at approx. 15,400 locations
- Around 160 Vans across India
- 1 van to cover 2 locations in a day
- 1 Location to cover approx. 25,000 population
- **Nodal Ministries:** MoHUA and MoI&B
- **Overall Branding:** हमारा संकल्प विकसित भारत
- **Components of Campaign:**
 - IEC Mobile Theatre Vans to cover all locations in 2 months
 - camps to be organized by District Adm/ ULB /Health Dept. on day of Van arrival
 - Outdoor hoarding campaign
 - Flash Mobs in 200 locations and 2,000 Selfie Points in Urban Areas



In what ways Urban Campaign is different from Rural?

- **Scale and Duration**
 - Limited durations in district. Less than 5-10 Vans in any State at any point of time
 - Metro cities and Million Plus cities are to be treated separately
- **Type of Mobile Van**
 - Bigger size and different branding than Rural campaign
 - It contains LED screen and other scheme awareness material
- **Locations of events and Route Plan of Van is being prepared by MoIB State Nodal Officer in consultation with State Urban Dev Dept/Municipal Commissioner/ District Magistrate.**
- **Municipal Commissioners and District Magistrates have authority to modify event locations**

Mechanism for Urban Campaign

- **Different Coordination mechanism for Metro cities –**
 - Zone/ Ward to be unit for preparation
 - Delhi, Mumbai, Chennai, Kolkata, Bangalore, Hyderabad, Ahmedabad, Surat, Pune
- **For Million Plus Cities – Bigger Municipal Corporation**
 - Need to have Corporation Level “Committee of Senior Officers” and City Nodal Officer in rank of Additional/Deputy Municipal Commissioner
 - Liaison with Police Commissioner/Superintendent of Police for permissions
- **1-10 lakh Population - Municipal Corporation/ bigger Municipal Councils**
 - ULB to have Coordination with District Level Committee
 - Team at Corporation/council also needed for organisation of camps
- **Less than 1 lakh population – Nagar Panchayats/ Small Councils**
 - Executive Officer of Nagar Panchayat/ Municipal Council to be City Nodal Officer and to work within overall guidance of the Collector

Projected Locations/ Vans for Urban Campaign

S. No.	State	Total No. of ULBs with More than 10K Population	Very Small ULBs	Total ULBs	Tentative No. of Locations	Projected Vans Needed	Remarks
1	Andhra Pradesh + Yanam	120	4	124	461	4	
2	Bihar	216	47	263	812	7	
3	Chhattisgarh	92	77	169	307	4	
4	Goa	11	3	14	45	1	
5	Gujarat	165	0	165	939	8	Ahmedabad -226
6	Haryana and Chandigarh	88	3	91	350	3	
7	Himachal Pradesh	15	53	68	74	2	
8	Jammu & Kashmir	38	42	80	162	4	
9	Jharkhand	46	3	49	229	2	
10	Karnataka	288	26	314	1107	10	Bangalore - 400
11	Kerala and Mahe	95	0	95	292	3	
12	Madhya Pradesh	332	79	411	986	13	
13	Maharashtra	364	54	418	2084	17	Mumbai -500
Every Van will cover 2 locations per day (forenoon, afternoon). 1 location for every 25,000 population in all ULBs.							
Cities may modify the camp locations as per local conditions and update on portal well before time.							
14	Odisha	106	00	106	407	4	8
15	Delhi	100	00	100	407	4	

Projected Locations/ Vans for Urban Campaign

S. No.	State	Total No. of ULBs with More than 10K Population	Very Small ULBs	Total ULBs	Tentative No. of Locations	Projected Vans Needed	Remarks
16	Rajasthan	231	11	242	754	10	
17	Tamil Nadu	509	142	651	1428	12	Chennai -196
18	Telangana	129	14	143	370	5	Hyderabad - 88
19	UP West	372	70	442	1492	12	
20	UP East	250	85	335	849	7	
21	Uttarakhand	57	53	110	177	5	
22	West Bengal	125	4	129	774	7	Kolkata-180
23	Arunachal Pradesh	20	26	46	54	2	
24	Assam	73	23	96	169	2	
25	Nagaland	15	24	39	46	1	
26	Mizoram	11	17	28	42	1	
27	Tripura	17	3	20	21	1	
28	Meghalaya	10	0	10	16	1	
29	Delhi (areas)	70	0	70	608	5	NCTD Complete Metro
30	Puducherry	3	0	3	58	1	
31	Daman Diu and DNH	3	0	3	7	1	
Total		4,009	904	4,913	15,440	158	

Every Van will cover 2 locations per day (forenoon, afternoon). 1 location for every 25,000 population in all ULBs. Cities may modify the camp locations as per local conditions and update on portal well before time

Status of Urban Campaign

➤ Progress as on 07.12.2023:

- 701 Urban Event Locations Covered
- 5,00,195 People Attended
- 2,421 Meri Kahani Meri Zubani Beneficiaries
- 2,71,792 People Took Sankalp of Viksit Bharat

■ After completion of all locations in a Municipal Corporation, van will cover other locations of other ULBs of same district and then move to another District of same state.

■ As on today, Campaign fully operational in Andhra Pradesh, Arunachal Pradesh, Assam, Chandigarh, Delhi, Gujarat, Haryana, Himachal Pradesh, Ladakh, J&K, Maharashtra, Meghalaya, Nagaland, Tripura, Uttar Pradesh and Uttarakhand

■ By 14th Dec, Chhattisgarh, MP, Rajasthan and Odisha will also be covered fully.

Status of Urban Campaign

- Out of planned 158 vans, 64 vans of phase -1, 2 are already in states and 35 vans to reach and start operations by 14th December.
- **Phase -I - 28th November 2023**
 - Covering 8 crore+ Urban Population in 42 corporation cities, 9 States, 42 Vans
 - Assam, Chandigarh UT, Delhi, Gujarat, Haryana, J&K, Maharashtra, Uttar Pradesh, Uttarakhand
- **Phase -II - 7/9th December 2023**
 - Covering 8 crore+ Urban Population in 22 corporation cities, 9 States, 22 vans
 - Remaining vans of Gujarat, Maharashtra, Uttar Pradesh, Uttrakhand and States of Andhra Pradesh, Arunachal Pradesh, Himachal Pradesh, Meghalaya, Nagaland, Tripura, Ladakh to be covered.
- **Phase -III – 14th December**
 - Covering 2.6 crore+ Urban Population in 40 cities, 7 States, 35 Vans
 - 1,038 Camp Locations
 - Remaining vans of phase - I & II states with Chhattisgarh, Madhya Pradesh, Rajasthan, Odisha, Bihar, and Punjab to be covered.
- **Phase - IV – 14-19th December**
 - Any remaining Van in Phase- I, II, III and Campaign in Jharkhand, Karnataka, Kerala, Tamil Nadu, Telangana, West Bengal and Puducherry= 59 Vans

Locations/ Vans for Urban Campaign- Phase- I, Started from 28th November 2023

Sr. No.	State Name	District Name	ULB Code	ULB Name	Population	No. Of Camp Locations	Total Location	No of Vans
1	ASSAM	KAMRUP	801627	GUWAHATI	957352	38	38	1
2	ASSAM	KOKRAJHAR	801547	KOKRAJHAR	34136	2	2	1
3	CHANDIGRAH UT	CHANDIGARH UT	800286	CHANDIGARH	970602	39	54	1
4	DELHI UT	DELHI UT			16800000	672	672	5
5	GUJARAT	AHMEDABAD	802484	AHMEDABAD	5633927	96	96	1
6	GUJARAT	RAJKOT	802501	RAJKOT	1323363	36	36	1
7	GUJARAT	SURAT	802629	SURAT	4501610	60	60	1
8	GUJARAT	JAMNAGAR	802516	JAMNAGAR	600943	16	16	1
9	GUJARAT	BHAVNAGAR	802551	BHAVNAGAR	605882	13	13	1
10	GUJARAT	JUNAGARH	802529	JUNAGARH	319462	15	15	1
11	GUJARAT	VADODARA	802596	VADODARA	1752371	38	38	1
12	GUJARAT	GANDHINAGAR	802479	GANDHINAGAR	292797	11	11	1
13	HARYANA	FARIDABAD	800436	FARIDABAD	1809733	72	110	1
14	HARYANA	GURGAON	800429	GURGAON	960063	38		
15	J&K	JAMMU	800071	JAMMU	576198	22	22	1
16	MAHARASHTRA	AURANGABAD	802765	AURANGABAD	1175116	47	47	1
17	MAHARASHTRA	MUMBAI	802794	GREATER MUMBAI	12442373	498	498	4
18	MAHARASHTRA	THANE	802787	THANE	1841488	74	134	1
19	MAHARASHTRA	THANE	802790	KALYAN DOMBIVALI	1518762	60		
20	MAHARASHTRA	NAGPUR	802710	NAGPUR	2405665	96	96	1

Locations/ Vans for Urban Campaign- Phase- I, Started from 28th November 2023

Contd..

Sr. No.	State Name	District Name	ULB Code	ULB Name	Population	No. Of Camp Locations	Total Location	No of Vans
21	MAHARASHTRA	SOLAPUR	802856	SOLAPUR	951558	38	38	1
22	MAHARASHTRA	NASHIK	802776	NASHIK	1486053	60	60	1
23	MAHARASHTRA	PALGHAR	802785	VASAI VIRAR	1222390	49	49	1
24	MAHARASHTRA	PUNE	802814	PUNE	3124458	125	125	1
25	MAHARASHTRA	PUNE	802811	PIMPRI CHINCHWAD	1727692	69	69	1
26	UTTAR PRADESH	KANPUR	801005	KANPUR (M. Corp)	2765348	110	110	1
27	UTTAR PRADESH	PRAYAGRAJ	801086	PRAYAGRAJ (M. Corp)	1536518	60	60	1
28	UTTAR PRADESH	VARANASI	801235	VARANASI (M. Corp)	1581049	62	62	1
29	UTTAR PRADESH	AGRA	800804	AGRA (M. Corp)	1585704	64	64	1
30	UTTAR PRADESH	GORAKHPUR	801160	GORAKHPUR (M. Corp)	770772	30	30	1
31	UTTAR PRADESH	LUCKNOW	800951	LUCKNOW (M. Corp)	3086569	120	120	1
32	UTTAR PRADESH	MEERUT	800716	MEERUT (M Corp)	1305429	52	52	1
33	UTTAR PRADESH	GB NAGAR	900364	NOIDA	637272	25	30	1
34	UTTAR PRADESH	GBNAGAR	900506	GREATER NOIDA	102054	4	4	1
35	UTTAR PRADESH	GHAZIABAD	800734	GHAZIABAD (M. Corp)	1648643	66	66	1
36	UTTAR PRADESH	BAREILLY	800866	BAREILLY (M. Corp)	985752	39	39	1
37	UTTAR PRADESH	JHANSI	801030	JHANSI (M. Corp)	505693	20	20	1
38	UTTARAKHAND	DEHRADUN	800309	DEHRADUN	574840	23	23	1
39	UTTARAKHAND	DEHRADUN	800310	DEHRADUN CANTT	52716	2	35	1
40	UTTARAKHAND	HARIDWAR	800359	HARIDWAR	251197	10	10	1
TOTAL					8,24,23,550	2,971		42

Locations/ Vans for Urban Campaign- Phase- II, Started from 7/9th December 2023

SR. NO.	State Name	District Name	ULB Code	ULB Name	Population	No. Of Camp Locations	No of Vans
1	ANDHRA PRADESH	NTR	802969	VIJAYAWADA	11,43,232	72	1
2	ANDHRA PRADESH	TIRUPATI	803014	TIRUPATI	3,74,260	43	1
3	ANDHRA PRADESH	VISAKHAPATNAM	802947	VISAKHAPATNAM	18,81,686	80	1
4	ANDHRA PRADESH	ANANTAPUR	803009	ANANTAPUR	2,67,161	44	1
5	MAHARASHTRA	AMRAVATI	802690	AMRAVATI	6,47,057	49	1
6	MAHARASHTRA	LATUR	802840	LATUR	3,82,940	28	1
7	MAHARASHTRA	RAIGADH	802801	RAIGADH	20,743	34	1
8	MAHARASHTRA	KOLHAPUR	802887	KOLHAPUR	5,49,236	48	1
9	UTTAR PRADESH EAST	MATHURA	801134	MATHURA -VRINDAVAN	1,14,046	30	1
10	UTTAR PRADESH EAST	AYODHYA	801109	AYODHYA	3,44,197	34	1
11	UTTAR PRADESH WEST	MORADABAD	800682	MORADABAD	8,87,871	47	1
12	UTTAR PRADESH WEST	SAHARANPUR	800630	SAHARANPUR	7,05,478	45	1
13	UTTAR PRADESH WEST	ALIGARH	800768	ALIGARH	10,71,930	57	1
14	UTTAR PRADESH WEST	FIROZABAD	800816	FIROZABAD	6,04,214	36	1
15	UTTAR PRADESH EAST	AZAMGARH	801189	AZAMGARH	1,10,983	17	1
16	UTTAR PRADESH WEST	SHAHJAHANPUR	800889	SHAHJAHANPUR	3,56,269	27	1
17	TRIPURA	WEST TRIPURA	801523	AGARTALA	4,00,004	18	1
18	ARUNACHAL PRADESH	PAPUM PARE	801428	ITANAGAR	59,490	6	1
19	MEGHALAY	EAST KHASI HILLS	801544	SHILLONG	3,54,759	5	1
20	LADAKH	LEH	800047	LEH	30,870	4	1
21	NAGALAND	DIMAPUR	801457	DIMAPUR	1,22,834	5	1
22	HIMACHAL PRADESH	SHIMLA	800137	SHIMLA	1,69,578	4	1
				TOTAL	1,05,98,838	733	22

Projected Locations/ Vans for Urban Campaign- Phase- III, To start from 14th December 2023

Sr. No.	State Name	District Name	ULB Code	ULB Name	Population	No. of Camps as per Population	No. of Vans required
1	CHHATTISGARH	BILASPUR	801975	BILASPUR	4,97,347	20	1
2	CHHATTISGARH	DURG	802008	BHILAI NAGAR	6,27,734	26	
3	CHHATTISGARH	DURG	802009	DURG	2,68,806	11	1
4	CHHATTISGARH	RAIPUR	802034	RAIPUR	10,48,120	42	1
5	CHHATTISGARH	KORBA	801949	KORBA	3,65,253	15	1
6	MADHYA PRADESH	BHOPAL	802312	BHOPAL	1798218	72	1
7	MADHYA PRADESH	DEWAS	802248	DEWAS	2,89,550	12	1
8	MADHYA PRADESH	GWALIOR	802100	GWALIOR	1159032	46	1
9	MADHYA PRADESH	INDORE	802273	INDORE	19,94,397	80	1
10	MADHYA PRADESH	JABALPUR	802361	JABALPUR	1081677	43	1
11	MADHYA PRADESH	RATLAM	802222	RATLAM	2,64,914	11	1
12	MADHYA PRADESH	REWA	802189	REWA	2,35,654	9	1
13	MADHYA PRADESH	SAGAR	802159	SAGAR	2,74,556	11	1
14	MADHYA PRADESH	SATNA	802170	SATNA	2,82,977	11	1
15	MADHYA PRADESH	UJJAIN	802230	UJJAIN	5,15,215	21	1
16	RAJASTHAN	AJMER	800570	AJMER	5,42,321	22	1
17	RAJASTHAN	ALWAR	800490	ALWAR (M CL)	3,22,568	13	1
18	RAJASTHAN	BHARATPUR	800498	BHARATPUR	2,52,838	10	1
19	RAJASTHAN	BHILWARA	800592	BHILWARA (M CL)	3,59,483	14	1
20	RAJASTHAN	BIKANER	800460	BIKANER	6,44,406	26	1

- After completion of all locations in a ULB, van will cover other locations of other ULB of same district before moving to another District.
- In other cities, vans will reach in phased manner as per van arrival and route plan. Information will be conveyed by MoIB /state UD accordingly.

Projected Locations/ Vans for Urban Campaign- Phase- III, To start from 14th December 2023 Contd..

Sr. No.	State Name	District Name	ULB Code	ULB Name	Population	No. of Camps as per Population	No of Vans required
21	RAJASTHAN	GANGANAGAR	800446	GANGANAGAR (M CL)	2,37,780	10	1
22	RAJASTHAN	JAIPUR	800522	JAIPUR HERITAGE (MC)	13,40,550	54	1
23	RAJASTHAN	JAIPUR	900600	JAIPUR GREATER (MC)	17,15,613	69	1
24	RAJASTHAN	JODHPUR	900595	JODHPUR NORTH (MC)	5,49,050	22	1
25	RAJASTHAN	JODHPUR	800544	JODHPUR SOUTH (MC)	5,37,109	21	1
26	RAJASTHAN	KOTA	800609	KOTA SOUTH (MC)	11,06,646	40	1
27	RAJASTHAN	KOTA	900596	KOTA NORTH (MC)	10,01,694	40	1
28	RAJASTHAN	UDAIPUR	800623	UDAIPUR (M CL)	4,51,100	18	1
29	BIHAR	BHOJPUR	801385	ARRAH	3,59,000	14	1
30	BIHAR	DARBHANGA	801319	DARBHANGA	2,96,039	12	1
31	BIHAR	PATNA	801373	PATNA	16,84,297	67	1
32	BIHAR	BHAGALPUR	801354	BHAGALPUR	4,00,146	16	1
33	BIHAR	GAYA	801404	GAYA	4,74,093	19	1
34	ODISHA	KHORDHA	801859	BHUBANESWAR	8,85,363	35	1
35	ODISHA	PURI	801863	PURI (M)	2,00,564	8	1
36	ODISHA	CUTTACK	801844	CUTTACK	6,10,189	24	1
37	ODISHA	GANJAM	801881	BRAHMAPUR (M CORP)	3,56,598	14	1
38	PUNJAB	BATHINDA	800226	BATHINDA	2,85,788	11	1
39	PUNJAB	PATIALA	800242	PATIALA	4,46,246	18	1
40	UTTARAKHAND	NAINITAL	800335	HALDWANI	2,80,604	11	1
				Total	2,60,43,535	1,038	35

• After completion of all locations in a ULB, van will cover other locations of other ULB of same district before moving to another District.

• In other cities, vans will reach in phased manner as per van arrival and route plan. Information will be conveyed by MoIB /state UD accordingly.

Schemes For Urban Awareness

1. PM SVANidhi	M/o Housing & Urban Affairs
2. PM Vishwakarma	M/o Micro, Small & Medium Enterprises
3. PM Ujjwala Yojana	M/o Petroleum and Natural Gas
4. PM Mudra Loan	M/o Finance
5. Startup India, Standup India	
6. Ayushman Bharat - PMJAY	D/o Health and Family Welfare
7. PM Awas Yojana (Urban)	
8. Swachh Bharat Abhiyan (Urban)	M/o Housing & Urban Affairs
9. PM eBus Sewa	
10. Atal Mission for Rejuvenation and Urban Transformation (AMRUT)	
11. PM Bhartiya Jan Aushadhi Pariyojana	D/o Pharmaceuticals
12. UJALA Yojana	M/o Power
13. Saubhagya Yojana	
14. Digital Payment Infrastructure	M/o Electronics & Information Technology
15. Khelo India	M/o Youth Affairs and Sports
16. RCS:UDAN	M/o Civil Aviation
17. Vande Bharat Trains and Amrit Bharat Station Scheme	M/o Railways

Urban IEC Vans: Activities

M/o Information & Broadcasting will provide Mobile Vans for public outreach at camp:

➤ **Audio-Visuals resources**

- Video messages
- 2 movies of 5 minutes each on achievements at National & State level in Flagship schemes
- 2-3 min short videos on individual scheme as fillers
- Theme song
- Popular film with social message

➤ **Print material**

- Pocket Booklet on nation-wide achievements
- Pamphlet (State/District level achievements)
- Standees, Calendar, badges etc.

Urban Campaign: Activities

States & Urban Local bodies will arrange for the following:

- **Deciding camp locations and Van route plan along with State I&B Nodal Officer**
- **Various Permissions for camp, movement and security of Mobile Van**
 - Coordination with Police Commissioner/SSP and District administration
- **Facilities at Location of Camp**
 - Basic cleaning, logistic arrangement, public order, table, chair etc.
- **On spot Camps to be organised by ULB/ Health Dept/ District Administration**
 - PM-SVANidhi Camp
 - Health Camp
 - Ayushman Card Camp
 - Aadhar updation camp
 - PM-Ujjwala Camp

Support expected from State/UT Government

- Ensure **Participation of Principal Secretary (Urban Dev.)** and SUDA as part of core team at State/UT Level
- **Issue instructions** to districts for:
 - Nomination of Nodal officers at Municipal Corporations, ULBs level
 - Constitution of committee of senior officers at District/Corporation/ Municipal Council/ DUDA/ Nagar Panchayat
 - Implementing agencies to create awareness, publicity and promotion of the campaign in the cities/ beneficiaries of various schemes
 - Organising training and orientation of officers deployed
 - Coordination with MoIB State Nodal (ADG PIB/CBC) regarding of route plan and calendar of Vans

Support Expected at District/ Corporation/ Council Level

- Set up Control Room at District Level
- Constitution of Committees at Corporation/ Municipal Council/ Cantonment Board/ Nagar Panchayat
- Logistic support such as various permissions from local authorities, security, etc. to in-charge of theatre Van
- Nomination of ULB Nodal officer for each ULB providing logistic support including permission for movement of Van in the city, location permission, other required approvals, etc. *In case of small Municipal Council/ Nagar Panchayat, Town Panchayat, Executive Officer self may be Urban Nodal Officer.*

Support Expected at District/ Corporation/ Council Level

- Create awareness, publicity and promotion of the Yatra in the cities/ beneficiaries of various schemes, selection of beneficiaries for experience sharing
- Publicity Plan within district/ULB for awareness Deployment and Orientation:
 - Nodal Officers at ULB level
 - Department-wise staff (10-12) posted at ULB level for mobilization awareness generation, logistical arrangements, etc.
 - door to door outreach through SHGs and Sanitation workers
- Nomination of 'Urban Day camp Officer' (*urban equivalent of 'Day Nodal Officer'*) to be overall in-charge for any day with van from ULB side.
- Monitoring progress made on saturation of schemes and uploading of data/ information/photos/videos on IT portal/mobile App

Urban Campaign: Organising Camps

Organisation of Camps:

1. PM-SVANidhi Camp by ULB

- Onboarding of new vendors
- Finalise list of eligible vendors
- Collect details of vendors including Aadhar information
- Linkage and update the status of application as sanctioned or rejected

2. Health Camp by ULB/ Health Dept.

- NCD Screening - hypertension, diabetes, anaemia; TB screening,
- Routine health check-ups (OPDs)
- Various tests may be carried out to identify health risks

3. Ayushman Card Camp

- Register urban citizens for Ayushman Bharat card
- One computer operator/computer knowing person from Local PHC/CHC/Hospital can generate Ayushman cards
- District/ULB to assist in organizing the camp

4. PM-Ujjwala Camp by Oil Companies/

Local Field functionaries

- MoPNG has identified District Nodal officers
- Biometric authentication and generation of sanctions
- Changes in details
- Collection of new applications including PMUY beneficiaries

5. Aadhar update camp

- To be organised by the Local Operators in association with the ULB
- Update mobile numbers, address, names and other details of beneficiaries
- The camp will have an Enrolment operator along with kit
- State IT Dept is Registrar of UIDAI
- UIDAI Regional Directorate will give permission to identified update centres to operate at camp by relaxing lat-long

Activities to be done by ULB: 7 days before camp

- Arrange for **Door to Door campaign** to spread the awareness, Urban SHGs and Local citizens
- **Public Announcement/Miking** about the date/time/venue of the camps
- Coordinating with MoIB District Nodal and Van in-charge regarding movement of van and permissions of camp
- Deploy Day Nodal Officer for the Van, He will be with van for the entire day coordinating with other functionaries
- Identification of **potential beneficiaries** to seek benefits under various schemes
- Identification of Beneficiaries to share their experiences
- Preparation of necessary **logistic arrangements** in association with line departments for camps

Activities to be done by ULB: 1 day before camp

- Coordination meetings with respective departments for preparedness
- **Preparation of Welcome and See off of Vans in the City/ward**
- Ensure arrangement of **cleaning/kiosks/banners** etc.
- Cross check with the **beneficiaries/potential beneficiaries** for their participation
- Ensure participation of **Civil Society Organisations/Local NGOs** etc.
- Check with **respective departments** for arrangements in their camps (power supply/ manpower/ kit /equipment etc.)
- Ensuring logistics, Site Cleaning and marking of Camp sites

Activities to be done by ULB: on day of camp

- Early review of all preparedness
- **Welcome of Mobile Van** to camp
- Availability of **manpower/kits/equipment** etc at the camp
- **Facilitation at the camp** regarding any contingency
- **Upload of photos/ videos** etc on IT platform
- **See off of Mobile van** for the next location

Allotment States/UTs to Senior Officers of MoHUA

S. No.	Name	Designation	Contact No.	Assigned States/UTs
1.	Shri Satinder Pal Singh	Additional Secretary	9816249400	Punjab, Haryana, Himachal Pradesh, Chandigarh
2.	Shri Surendra Kumar Bagde	Additional Secretary	9820285569	Delhi
3.	Ms. D. Thara	Additional Secretary	9978533344	Gujarat, Tamil Nadu
4.	Ms. Roopa Mishra	Joint Secretary	9437300545	West Bengal, Odisha, Jharkhand
5.	Shri Kunal Kumar	Joint Secretary	976675335	Maharashtra, Karnataka
6.	Shri Deepak Agarwal	Joint Secretary	9792905000	Uttar Pradesh, Uttarakhnad
7.	Shri Kuldip Narayan	Joint Secretary	9430917909	Bihar, Andhra Pradesh
8.	Shri Rahul Kapoor	Joint Secretary	9717653574	Madhya Pradesh, Chhatisgarh
9.	Shri Dinesh Kapla	Economic Advisor	9811379876	Assam, Rajasthan
10.	Ms. Bindu Sreedathan	DDG	9213834733	Kerala
11.	Shri R. K. Gautam	Director	9868992637	Other Union Territories

Roles & Responsibilities:

- Overall Coordination & Monitoring of the Yatra in the State from MoHUA
- Monitoring of deployment and movement of Vans
- Coordination with State Prabharis/ District Prabharis regarding launch of campaign and sort out any coordination issues.
- Specific coordination with Municipal Commissioners/Police Commissioners of million plus cities regarding preparation of urban campaign.
- Coordination with Nodal Officers of other line Ministries wherever needed.
- Regular Monitoring with Control Room

Van Status – Arrival and contact persons

Details will be shared subsequently

Chhattisgarh

State Name	District Name	ULB Name	No. Of Performances/ Locations	No of Vans	Agency Name	Name and Contact of Agency Nodal Person	Name and contact of Agency State Nodal Person	Van Status	Current Van Location
CHHATTISGARH	BILASPUR	BILASPUR	20	1					
CHHATTISGARH	DURG	BHILAI NAGAR	26						
CHHATTISGARH	DURG	DURG	11	1					
CHHATTISGARH	RAIPUR	RAIPUR	42	1					
CHHATTISGARH	KORBA	KORBA	15	1					

Madhya Pradesh

State Name	District Name	ULB Name	No. Of Locations	No of Vans	Agency Name	Name and Contact of Agency Nodal Person	Name and contact of Agency State Nodal Person	Van Status	Current Van Location
MADHYA PRADESH	BHOPAL	BHOPAL	72	1					
MADHYA PRADESH	DEWAS	DEWAS	12	1					
MADHYA PRADESH	GWALIOR	GWALIOR	46	1					
MADHYA PRADESH	INDORE	INDORE	80	1					
MADHYA PRADESH	JABALPUR	JABALPUR	43	1					
MADHYA PRADESH	RATLAM	RATLAM	11	1					
MADHYA PRADESH	REWA	REWA	9	1					
MADHYA PRADESH	SAGAR	SAGAR	11	1					
MADHYA PRADESH	SATNA	SATNA	11	1					
MADHYA PRADESH	UJJAIN	UJJAIN	21	1					

Rajasthan

State Name	District Name	ULB Name	No. Of Performances/ Locations	No of Vans	Agency Name	Name and Contact of Agency Nodal Person	Name and contact of Agency State Nodal Person	Van Status	Current Van Location
RAJASTHAN	AJMER	AJMER	22	1					
RAJASTHAN	ALWAR	ALWAR (M CL)	13	1					
RAJASTHAN	BHARATPUR	BHARATPUR	10	1					
RAJASTHAN	BHILWARA	BHILWARA (M CL)	14	1					
RAJASTHAN	BIKANER	BIKANER	26	1					
RAJASTHAN	GANGANAGAR	GANGANAGAR (M CL)	10	1					
RAJASTHAN	JAIPUR	JAIPUR HERITAGE (MC)	54	1					
RAJASTHAN	JAIPUR	JAIPUR GREATER (MC)	69						
RAJASTHAN	JODHPUR	JODHPUR NORTH (MC)	22	1					
RAJASTHAN	JODHPUR	JODHPUR SOUTH (MC)	21						
RAJASTHAN	KOTA	KOTA SOUTH (MC)	40	1					
RAJASTHAN	KOTA	KOTA NORTH (MC)	40						
RAJASTHAN	UDAIPUR	UDAIPUR (M CL)	18	1					

Bihar

State Name	District Name	ULB Name	No. Of Performances/ Locations	No of Vans	Agency Name	Name and Contact of Agency State Nodal Person	Name and contact of Agency State Nodal Person	Van Status	Current Van Location
BIHAR	BHOJPUR	ARRAH	14	1					
BIHAR	DARBHANGA	DARBHANGA	12	1					
BIHAR	PATNA	PATNA	67	1					
BIHAR	BHAGALPUR	BHAGALPUR	16	1					
BIHAR	GAYA	GAYA	19	1					

Odisha

State Name	District Name	ULB Name	No. Of Performances/ Locations	No of Vans	Agency Name	Name and Contact of Agency State Nodal Person	Name and contact of Agency State Nodal Person	Van Status	Current Van Location
ODISHA	KHORDHA	BHUBANESWAR	35	1					
ODISHA	PURI	PURI (M)	8						
ODISHA	CUTTACK	CUTTACK	24	1					
ODISHA	GANJAM	BRAHMAPUR (M CORP)	14	1					

Punjab

State Name	District Name	ULB Name	No. Of Performances/ Locations	No of Vans	Agency Name	Name and Contact of Agency Nodal Person	Name and contact of Agency State Nodal Person	Van Status	Current Van Location
PUNJAB	BATHINDA	BATHINDA	11	1					
PUNJAB	PATIALA	PATIALA	18	1					

Uttarakhand

State Name	District Name	ULB Name	No. Of Performances/ Locations	No of Vans	Agency Name	Name and Contact of Agency Nodal Person	Name and contact of Agency State Nodal Person	Van Status	Current Van Location
UTTARAKHAND	NAINITAL	HALDWANI	11	1					

State Nodal Officers

S.No.	OFFICER	NAME	DESIGNATION	EMAIL	PHONE NUMBER
Madhya Pradesh					
1	State Nodal Officer - MoPNG	Dipak Kumar Basu	ED & SH, MPSO	dipakbasu@indianoil.in	8879770802
2	State Nodal Officer - MoIB				
3	State Nodal Officer - UIDAI	Dharmveer Kushwah	Deputy Director	ddmp.rodclhi@uidai.net.in	8595395215
Chattisgarh					
1	State Nodal Officer - MoPNG	Amit Kumar	Divisional Retail Sales Head	khayaliaak@indianoil.in	9425602066
2	State Nodal Officer - MoIB				
3	State Nodal Officer - UIDAI	Chaitanya Reddy. T	Deputy Director	dd3-roh@uidai.net.in	7387873144
Rajasthan					
1	State Nodal Officer - MoPNG	Alok Kumar Panda	ED & SH, RSO	alokpanda@indianoil.in	9930122527
2	State Nodal Officer - MoIB				
3	State Nodal Officer - UIDAI	Ashwunu	Deputy Director	ddl.rodclhi@uidai.net.in	9958840678
Bihar					
1	State Nodal Officer - MoPNG	Sanjeev Kumar Choudhary	ED & SH, BSO	choudharys1@indianoil.in	7045993673
2	State Nodal Officer - MoIB	S.K. Malviya	ADG	pijpatna@gmail.com	8797993444
3	State Nodal Officer - UIDAI	Shashi Ranjan	Deputy Director	dd3-rornoc@uidai.net.in	7692002909
Odisha					
1	State Nodal Officer - MoPNG	Niraj M Nimje	CGM & SH, OSO	nmnimje@indianoil.in	9429904817
2	State Nodal Officer - MoIB	Shri P.K Pati	DDG, AIR	prakashstii@yahoo.co.in	9437037057
3	State Nodal Officer - UIDAI	Chaitanya Reddy. T	Deputy Director	dd3-roh@uidai.net.in	7387873144

State Nodal Officers

S.No.	OFFICER	NAME	DESIGNATION	EMAIL	PHONE NUMBER
Punjab					
1	State Nodal Officer - MoPNG	Jitendra Kumar	ED & SH PSO	kumarij@indianoil.in	9582807501
2	State Nodal Officer - MoIB	Rajinder Chaudhary	ADG	piibchandigarh@gmail.com	9818433670
3	State Nodal Officer - UIDAI	Ashutosh Kaushik	Deputy Director	dd1-rochd@uidai.net.in	9463503450
Uttarakhand					
1	State Nodal Officer - MoPNG	Prabhat Kr Verma	Divisional Retail Sales Head 'G'	pkverma@indianoil.in	9515001838
2	State Nodal Officer - MoIB	Ashok Sachan	Dir (Eng)	ddkddun@rediffmail.com	9897622098
3	State Nodal Officer - UIDAI	Ashwunu	Deputy Director	dd1.rodelhi@uidai.net.in	9958840678

Municipal Commissioner – Immediate Activities

SI No	Activities	Timeline
1	All Municipal Commissioner should nominate Urban Nodal Officers for the whole programme and enter details on IT portal	11.12.2023
2	All ULB Nodal Officers to contact Van Agency and verify the arrival of the vans in their cities (<i>2 days before the 1st camp</i>)	11.12.2023
3	Nominate Urban Day Camp Officer who will accompany van from ULB side to both camps of a particular day	11.12.2023
4	Identify the date wise locations of camps, enter/edit and geotag on IT portal . Ensure collaboration with State I&B Nodal officer for the same	11.12.2023
5	Prepare activity chart of the camps and identify nodal person for each activity	11.12.2023
6	Prepare Minute To Minute programme of camp for minimum next 15 days	11.12.2023
7	Training of Manpower for activities and IT portal (Contact persons Gaurav Sharma -9871235353, Pooja Gupta - 9910832238)	12.12.2023
8	Publicity for the Camps, Community Mobilisation	13.12.2023
10	Support Health department and other line departments for organisation of on-spot camps	14.12.2023
11	Organisation of camps and contact to control room (011-23388972) if needed	14.12.2023 onwards
12	Uploading information/ phot media by Day camp officer same day after camp on IT portal	At the end of the day of camp

Check list of Van

S.No.	Particulars	Remarks
1.	Branding with QR code	Yes/No
2.	Master of Ceremony (MC)	Yes/No
3.	Functional LED SCREEN	Yes/No
4.	Function Generator	Yes/No
5.	Cordless mic at least two	Yes/No
6.	Sound system	Yes/No
7.	Standies-9	Yes/No
8.	Selfie point -01	Yes/No
9.	Flood light	Yes/No
10.	Wi-Fi	Yes/No
11.	GPS Tracker installed	Yes/No

Activity Check List

12.	Recorded message of Hon'ble PM Played	Yes/No
13.	Movie/film on VBSY Played	Yes/No
14.	Meri Kahani Meri Zubani	Yes/No
15.	Calendars – to be distributed 300/location/performance	Numbers distributed.....
16.	Brochures to be distributed 300/location/performance	Numbers distributed.....
17.	Booklets - to be distributed 50/location/performance	Numbers distributed.....
18.	T shirts – to be distributed -5 per performance/ location	Numbers distributed.....
19.	Caps – to be distributed -5 per performance / location	Numbers distributed.....
20.	Badges	Numbers distributed.....

Discussion Points:

- State I&B Nodal to coordinate with van provider and Municipal Commissioner/Collector and ensure that van reach two days before 1st camp.
- State I&B Nodal Officers (ADG – PIB/CBC) to finalise the camp locations and schedule in consultation with State HQ and Municipal Commissioner immediately
- Publicity of camps– Door to Door campaign etc
- Preparations of Camps:
 - (Health Camp, Ayushman camp) by Health Dept
 - Training by NHA to manpower for Ayushman card generation
 - Aadhar Update Camp and Ujjwala camp by UIDAI and Oil companies
 - Manpower to be identified and deputed.
 - PMSVANidhi camp by ULBs
- Daily data entry on IT portal for events conducted/reporting by all stakeholders

THANK YOU
