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Subject: Mission Antyodaya – A State-led initiative for making a real difference to the lives of poor households spread over 50,000 Gram Panchayats/5,000 Rural Clusters.

'Mission Antyodaya' is a completely state-led initiative where the intention is to demonstrate the power of convergence in transforming rural areas. I would like to thank the State Government for having made concerted efforts to purposively select Gram Panchayat with proven social capital under 'Mission Antyodaya'. It has been possible, with help of states, to identify gaps in physical infrastructure, human development and levels of economic activities in these Gram Panchayats. We have now the challenge to make a real difference to the lives of the poor in these Panchayats over the next thousand days.

The following suggestions are made for implementation of Mission Antyodaya:

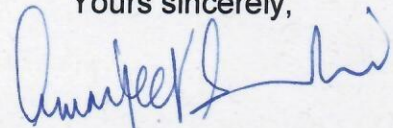
- 1) **Building implementation strategy for implementation of 'Mission Antyodaya' at the State:** As mentioned earlier, 'Mission Antyodaya' is a completely State-led initiative where the intention is to demonstrate the power of convergence in transforming rural areas. A detailed Framework for Implementation of 'Mission Antyodaya' has been prepared in consultation with all the States and UTs. A copy of the same is enclosed. The State government may create detailed strategy for making a real difference to lives of deprived households in 'Mission Antyodaya' GPs, drawing inputs from this Framework.
- 2) **Establishing coordination structure at various levels in the State for guiding the implementation of 'Mission Antyodaya':** The enclosed Framework for Implementation of 'Mission Antyodaya' recommends a 'State-level coordination committee under Chief Ministers of the States' and 'State level steering committee under Chief Secretary of the State' for providing direction to implementation of 'Mission Antyodaya'. I would like to urge you to kindly establish the institutional arrangements at State, District and Block level for better monitoring of interventions and outcomes in these

- 3) **Including fast-tracked interventions at Mission Antyodaya GPs/Cluster in the plans for FY 2018-19: Timing of interventions is very important** since all programmes of the Government for 2018-19 are entering their planning phase. While priorities are being decided and interventions are being finalised, a good beginning would be to prioritise convergence-based interventions in the selected clusters/GPs. Delineating resource envelope for Gram Panchayat Development Plan by aggregating resources available under central and state government schemes would be crucial for this purpose.
- 4) **Capacity building of PRIs:** The involvement of local leadership and the centrality of the Gram Panchayat in the process of convergence-driven planning and implementation for transformation will be critical. Appropriate capacity development programmes may be designed and conducted for PRIs and local leadership as per the convergence strategy of the State government.
- 5) **IEC Activities:** The success of the rural cluster/Gram Panchayat led transformation lies in leadership at that level. Repeated publicity campaigns and inter-personal communication creates objective condition for such major transformation. An effort was made during the *Gram Samridhi Evam Swachhta Pakhwada* from October 1-15, 2017 to actually create such a momentum for rural transformation. To assist such momentum you may like to initiate IEC activities on large scale in these selected clusters. A critical IEC activity could be installation of photograph of Mahatma Gandhi in the Panchayat Bhavan with a clear challenge of earning the statue of Mahatma Gandhi through progress in one thousand days to make the Gram Panchayat poverty free.
- 6) **Supporting women SHG institutions:** The challenge of sustainable economic activity requires relevant physical infrastructure as well as vibrant local institutions including women Self Help Groups (SHGs). 'Mission Antyodaya' sees women SHGs as key enabler to sustainable livelihood generation to bring its members out of poverty. Timely bank linkage of these SHGs is important to promotion of economic activities.
- 7) **Promoting partnership with non-governmental sector:** Besides bank linkage, partnership with non-governmental sector for value chain development and higher levels of market penetration will be required. The Ministry has prepared a draft Expression of Interest (copy enclosed) for such non-financial partnership in order to speed up the level of economic activity in these clusters.
- 8) **Rationalising Human Resource at field level for effective implementation of development programmes:** The Ministry constituted Sumit Bose Committee on "Performance based payments". The summary of recommendations of the committee is kept as annex in the Framework. These may be considered for optimising and converging the implementation of various government schemes.

- 9) **Supporting the integrated dashboard for monitoring of 'Mission Antyodaya'**: The Ministry is working to build a robust web-based MIS which fetches relevant data from MISs of participating Ministries/Departments seeded with Local Governance Director (LGD) codes. This will give an integrated view of the development outcomes at selected GP/Cluster. It is urged that LGD seeding of MISs wherever required may be encouraged for better monitoring.

In the end, we would like to re-emphasise that 'Mission Antyodaya' is a state-led initiative to demonstrate the potential of convergence in transforming rural areas. I am quite confident that a focused attention at your level with periodic reviews will lead to creation of 5,000 rural clusters/50,000 Gram Panchayats as 'islands of excellence' over the next one thousand days. While we remain committed to provide all support in this direction, we remain assured, with your support, in transforming rural lives.

Yours sincerely,



(Amarjeet Sinha)

15/11/17

Encl. As above.

To

Chief Secretaries of all States & UTs

Copy to: Addl. Chief Secretary/Principal Secretary/Secretary, Rural Development Departments of State/UTs.
Commissioners of Rural Development Departments of States/UTs