

डा० बिजय कुमार बेहेरा, आई.ई.एस.  
आर्थिक सलाहकार

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पंचायती राज मंत्रालय  
भारत सरकार  
टावर-II, 9वाँ तल  
जीवन भारती बिल्डिंग  
नई दिल्ली-110001  
**MINISTRY OF PANCHAYATI RAJ**  
GOVERNMENT OF INDIA  
TOWER-II, 9th, FLOOR  
JEEVAN BHARTI BUILDING  
NEW DELHI-110001

D.O. No.: J-11011/59/2020-Media

Dated 10<sup>th</sup> June 2021

Dear Sir / Madam,

Please refer to the D.O. letters of even number dated 11.03.2021, 16.03.2021, 01.04.2021 and letter dated 17.05.2021 *vide* which the Ministry had forwarded week-wise suggestive activities for **Azadi Ka Amrit Mahotsav** – a 75-week long programme for celebration of 75 years of India's Independence (India@75) and week-wise list of indicative activities upto **Week 13** (04.06.2021 – 10.06.2021).

2. I would like to reiterate that while discussing the suggestive activities with participants / attendees of the National Webinar organised on 12<sup>th</sup> March 2021, it was informed that set of activities suggested by the Ministry can be revised/ customized according to their suitability/ convenience/ choice/ content/ theme etc. With regard to organising week-wise activities, certain activities (**enclosed**) in respect of the forthcoming **five weeks** i.e. **Week 14 – Week 18** have been identified /outlined to be carried out by Panchayati Raj Institutions under guidance of States/UTs, with strict adherence to the COVID-19 protocols/ guidelines/ appropriate behaviours, after taking into account the prevailing scenario arising out of the second wave of COVID-19 pandemic in the respective State/ UT/ District/ Panchayat.

3. I would also like to request all the States/UTs to provide the information regarding the activities planned / undertaken so far with regard to India@75 at email: <ak.tiwari12@nic.in> with copy marked to [behera.bk@nic.in](mailto:behera.bk@nic.in) and reports with photos and videos etc. may please be arranged to be uploaded on the Google Drive Link shared by the Ministry of Culture and in turn shared by this Ministry with all the States/UTs vide our earlier mails.

4. I would also like to inform that the Ministry is contemplating to provide financial assistance, particularly to the 225 number of Beacon Panchayats to supplement and compliment their efforts in this regard and the same will be communicated separately.

with regards,

Encl.: as above.

Yours sincerely,

  
(Bijaya Kumar Behera)

**Addl. Chief Secretary/ Principal Secretary/ Secretary,**  
**Department of Panchayati Raj,**  
All States/ UTs, except Chandigarh and Delhi.

**Ministry of Panchayati Raj**  
**(Azadi Ka Amrit Mahotsav)**

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Proposed activities during **Week 14 [11.06.2021 - 17.06.2021]** for Panchayati Raj institutions to conduct Yuva Samvad, in a COVID-19 compliant manner, to inform them about scholarship schemes / skill development initiatives of the Central Government / State Government:

**Objective:** To develop the personality of the youth, to facilitate building the core skills the youth need for life and to engage them in nation-building activities. Youth are the builders of India's future. Be it education, employment, entrepreneurship or sports, a number of initiatives have empowered youth and strengthened their hands. Youth are expected to work for 'New India' through 'Atmanirbhar Bharat', and 'New India' means better opportunities for the youth. Education is not just about classroom learning however; it is also about gaining skills for life so that people can stand on their own feet if necessary, thus creating meaningful empowerment.

**Proposed activities:**

- (i) Panchayats may collect IEC materials from Department of Youth Affairs, Department of Education, Department of Skill Development, Department of Sports and other line Departments regarding the Schemes/ Programmes under implementation.
- (ii) Panchayats may conduct virtual Yuva Samvad or assemble at any open space, where physical distancing can be maintained, to discuss issues relating to the youth and their aspirations.
- (iii) Themes of Yuva Samvad may also be invited from youngsters two days in advance through WhatsApp Groups etc.
- (iv) Panchayats may arrange for interactive sessions with educationists to support the youth to enhance their professional skills and manage their career.
- (v) Youth may be informed about youth centric activities for youth development through the three major schemes of the Ministry of Youth Affairs, namely (a) Rashtriya Yuva Sashktikarana Karyakram (b) National Service Scheme (NSS) and (c) Rajiv Gandhi National Institute of Youth Development (RGNIYD)
- (vi) Panchayats may inform the youth about activities of National Young Leaders Programme, National Programme for Youth and Adolescent Development, National Youth Festival, Youth Hostels, Youth Clubs, National Youth Corps, Skill Development Programme for NSS Volunteers etc.
- (vii) Panchayati Raj Institutions may inform the students and their parents, schools and colleges under their purview about the Scholarship Schemes for students belonging to economically weaker sections of six notified minority communities (Buddhist, Christian, Jain, Muslim, Parsi and Sikh) under Pre-Matric, Post Matric and Merit-cum-Means Scholarship Schemes of Ministry of Minority Affairs.
- (viii) Youth may also be informed about National Young Leaders Awards (NYLA), Tenzing Norgay National Adventure Awards, National Youth Awards, National Service Scheme (NSS) Awards and Awards to Outstanding Youth Clubs (NYKS).

- (ix) Young volunteers can play an important role in overcoming vaccine hesitency encouraging people to come forward for getting vaccinated against COVID-19 when their turn comes
- (x) Panchayats may conduct awareness campaigns/ activities to inform every youth regarding government initiatives/ programmes relating to youth affairs, career opportunities as well as education, health and sanitation, environment, awareness on social issues, women empowerment, civic education, disaster relief and rehabilitation etc.
- (xi) Message from dignitaries exhorting the youth / students to avail benefits under several government schemes / programmes
- (xii) Live virtual talk shows / interactive programmes [Field experts / professionals / researchers may be invited to deliver lecture on their experience / success-stories / best practices]
- (xiii) Active involvement of local government machinery / functionaries of Panchayats

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Proposed activities during **Week 15 [18.06.2021 - 24.06.2021]** for Panchayati Raj institutions to conduct Awareness Campaign involving officials/ functionaries of the concerned / line Department(s) to discuss and sensitize the villagers regarding the initiatives relating to awareness campaign on localisation of **SDG Goal 4 - Quality Education**, as listed among a set of 17 Sustainable Development Goals (SDGs) to end poverty, fight inequality and injustice, and tackle climate change by 2030:

**Objective:** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. Education liberates the intellect, unlocks the imagination and is fundamental for self-respect. It is the key to prosperity and opens a world of opportunities, making it possible for each of us to contribute to a progressive, healthy society. Learning benefits every human being and should be available to all.

The role of education in facilitating social and economic progress is well accepted. Access to education is critical to access emerging opportunities that accompany economic growth. Keeping in view of this accepted fact there has been a major thrust on education since independence, but as far as ensuring quality education in rural India is concerned, Panchayati Raj Institutions, as the closest level of government to the people, are expected to accept the challenge and upgrade the rural education system, mobilize & manage the existing resources / infrastructure in a better way and find ways to provide quality education to each and every child of the village.

**Proposed activities:**

- (i) Panchayats may collect IEC materials relating to Right of Education from Department of Education and make aware everyone in Panchayat that Right to Education is the primary right of every citizen of India, whether a child resides in a high profile society or in a far away village.
- (ii) Panchayats may rope in local educationists / academicians / social workers and even those parents who understand the importance of education in their children's lives to encourage the families / parents to send their kids/ children to schools so that they can start learning at an appropriate age.
- (iii) With the changing times, the positive changes are being witnessed in the rural society as well and there are well managed schools in several Gram Panchayats across the country. Panchayats may take initiatives to ensure that children don't have to travel far away distances to avail such facilities.
- (iv) Panchayats may take-up the matter with District Administration/ District-level authorities to ensure that there are sufficient numbers of schools in the rural areas having all basic facilities such as library/ computers/ separate washrooms/ drinking water / playground etc.
- (v) Panchayats, with active involvement of teachers, may ensure promoting computer literacy and bringing innovative teaching methods in government schools run by the Panchayati Raj Institutions.
- (vi) **International Day of Yoga (IDY)**, to be observed on **21<sup>st</sup> June 2021**, presents an occasion for Panchayati Raj Institutions to come forward and spread the message about the rewards of regular practice of Yoga among the citizens / residents.

- (vii) Since **International Day of Yoga (IDY)** will be celebrated on **21<sup>st</sup> June 2021**, Panchayats may create awareness among all villagers, especially the youngsters, about importance of Yoga as the education with Yoga would improve mental faculties, develop positive health, inculcate higher values, provide peace and tranquillity and build up moral character which can lead the students to attain highest goal of life as well as education.
- (viii) Depending on the local circumstances, people may be encouraged to participate in International Day of Yoga-2021 from their homes or in small gatherings, following all the COVID-19 related safety protocols and Government guidelines on the management of the pandemic – especially physical distancing norms and the use of basic protective measures such as masks and sanitizers etc.
- (ix) Awareness-raising activities should also aim to build / increase everyone's immunity through regular Yoga practice and fight against the pandemic / infectious diseases.
- (x) All the residents may be advised to incorporate the following everyday practices to their daily routine for the general upkeep of their health: (a) drink warm water daily, (b) practice the art of meditation including Yoga and Pranayam for at least 30 minutes everyday, (c) make sure adding spices like Haldi, Jeera, Dhaniya and Garlic to cooking to help ensure that people have a strong immune system that can fight this infection.
- (xi) Panchayats may conduct IEC activities based on local situation / requirement / suitability.
- (xii) Panchayats may inform / sensitize the masses about various guidelines issued by the Government of India or State Government regarding prevention of COVID-19.
- (xiii) Panchayats may sensitise the villagers about simple tips and step-by-step guide to book COVID-19 vaccination slot, and extend help to the poor, widows, elderly, persons with disabilities (Divyang) and other disadvantaged persons for this purpose.

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Proposed activities during **Week 16 [25.06.2021 - 01.07.2021]** for Panchayati Raj institutions to conduct Awareness Campaign involving officials/ functionaries of the concerned / line Department to discuss and sensitize the villagers regarding the initiatives / schemes relating to **Fisheries** as listed among 29 subjects/ matters in the Eleventh Schedule of the Constitution of India with an aim to achieve Aatmanirbhar Panchayat:

**Objective:** To increase the overall fish production in a responsible and sustainable manner for economic prosperity; to modernize the fisheries with special focus on new technologies; to ensure food and nutritional security; to generate employment and export earnings; and to ensure inclusive development and empower fishers and aquaculture farmers.

Fisheries are an important source of food, nutrition, employment and income in India. Fish being an affordable and rich source of animal protein, is one of the healthiest options to mitigate hunger and malnutrition. Fisheries industry is an important sector in India. It provides employment to millions of people and contributes to food security of the country.

**Proposed activities:**

- (i) Panchayats to collect information about decision of Department of Fisheries, Government of India for introducing a comprehensive and integrated 'National Fisheries Policy, 2020' by integrating the National Policy on Marine Fisheries, 2017 (NPMF), the Draft National Inland Fisheries and Aquaculture Policy (NIFAP) and the Draft National Mariculture Policy (NMP) along with the elements of Post Harvest.
- (ii) Panchayats may also like to impart information about the Guidelines for regulating Coastal Aquaculture appended to the Coastal Aquaculture Authority Rules, 2005 under the Coastal Aquaculture Authority Act, 2005 which provides various measures, which *inter alia* include environment impact assessment, environment monitoring and management plan, waste water management and integrated coastal zone management in order to address the environmental issues and to ensure environmentally responsible and socially accepted aquaculture in coastal areas.
- (iii) Panchayats may inform the residents about a dedicated scheme for fisheries sector announced by the Government of India namely **Pradhan Mantri Matsya Sampada Yojana** (PMMSY) under Atmanirbhar Bharat COVID-19 Relief Package. The Pradhan Mantri Matsya Sampada Yojana (PMMSY) under its various components provide financial assistance for traditional fishers including fish workers for various enlisted activities in the scheme including livelihood and nutritional support for socio-

economically backward active traditional fishers' families during fishing ban/lean period for conservation of fisheries resources.

- (iv) The Department of Fisheries, which is one of the two Departments under the Ministry of Fisheries, Animal Husbandry & Dairying, came into existence with effect from 05.02.2019 through carving out Fishery Division from the erstwhile Department of Animal Husbandry, Dairying and Fisheries in February 2019, and Panchayats may collect lots of useful information about schemes and initiatives from the website of Department of Fisheries (<http://dof.gov.in/>).
- (v) Panchayati Raj Institutions may conduct awareness campaigns/ activities to inform every villagers / farmers regarding planning, implementation and monitoring of schemes / programmes relating to fisheries and benefits under these schemes / programmes with an aim to achieve Aatmanirbhar Panchayat.
- (vi) Message from dignitaries exhorting the villagers to avail benefits under several government schemes / programmes
- (vii) Live virtual talk shows / interactive programmes [Specialists / fisheries industry experts / professionals / researchers may be invited to deliver lecture on their experience / success-stories / best practices]
- (viii) Active involvement of local government machinery / functionaries of Panchayats

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Proposed activities during **Week 17 [02.07.2021 – 08.07.2021]** for Panchayati Raj institutions to organise **Exhibition on Local Products (Vocal For Local)** and conduct Awareness Campaign involving officials/ functionaries of the concerned / line Department(s) to promote local products with an aim to achieve the goal of Aatmanirbhar Panchayat:

Objective: A well-organised exhibition has the potential to provide physical and virtual platforms for buyers and sellers to communicate, resulting in effective business offering livelihoods and employment opportunities to the youth, women and local entrepreneurs. Success of 'vocal for local' and 'Aatmanirbhar Abhiyan' is dependent on involvement of all, especially the youth.

**Proposed activities:**

- (i) Panchayats may ensure active involvement of local Self-Help Groups, NGOs, societies, entrepreneurs and District-level Chamber of Commerce.
- (ii) Panchayats may make residents aware that Vocal for Local is an initiative to empower local products in the market which is competitive at par global standards and are truly able to draw out the essence of local brands in both domestic as well as international market.
- (iii) Panchayats may also make clear that by going vocal for local, we are not putting a stop to purchasing other products in the market; rather, we are increasing the availability of local products, which stand to be equally valuable in terms of both price and quality as compared to its competitors.
- (iv) Panchayats may collect IEC materials from Department of Industries/ MSME, Department of Handicrafts, Department of Textiles, and other line Departments regarding the Government Schemes/ Programmes to promote and extend support to find markets / virtual platforms for local products.
- (v) Exhibition on Local Products will expose the local producers/ artisans/ craft persons/ entrepreneurs to new world of opportunity. Many people/ buyers may come forward with suggestions to export the local products.
- (vi) Panchayats may disseminate relevant information in regional language among local producers/ artisans/ craft persons regarding the better business prospects.
- (vii) Panchayats may arrange for orientation / briefing sessions for local producers/ artisans/ craft persons about participation in National/ State-level Trade fairs/ Saras Mela/ Hastshilp Mela/ Hunar Haats/ Delhi Haats etc.
- (viii) Panchayati Raj Institutions may conduct awareness campaigns/ activities to inform local producers/ artisans/ craft persons regarding benefits offered under the relevant Schemes with an aim to achieve Aatmanirbhar Panchayat.
- (ix) Message from dignitaries exhorting the villagers to avail benefits under several government schemes / programmes



- (x) Live virtual talk shows / interactive programmes [Specialists / Local Businessmen/ Market experts / professionals / researchers may be invited to deliver lecture on their experience / success-stories / best practices]
- (xi) Active involvement of local government machinery / functionaries of Panchayats

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Proposed activities during **Week 18 [09.07.2021 – 15.07.2021]** for Panchayati Raj institutions to conduct Awareness Campaign involving officials/ functionaries of the concerned / line Department to discuss and sensitize the villagers regarding the initiatives relating to awareness campaign on localisation of **SDG Goal 5 – Gender Equality**, as listed among a set of 17 Sustainable Development Goals (SDGs) to end poverty, fight inequality and injustice, and tackle climate change by 2030:

**Objective:** To achieve gender equality and empower all women and girls. Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world. There has been progress over the last decades: More girls are going to school, fewer girls are forced into early marriage, more women are serving in parliament and positions of leadership, and laws are being reformed to advance gender equality.

Background: ‘Panchayat’, being “Local government”, is a State subject and part of State list of Seventh Schedule of Constitution of India. Clause (3) of Article 243D of the Constitution ensures participation of women in Panchayati Raj Institutions by mandating not less than one-third reservation for women out of total number of seats to be filled by direct election and number of offices of Chairpersons of Panchayats.

As per the information available with the Ministry, 20 States namely Andhra Pradesh, Assam, Bihar, Chhattisgarh, Gujarat, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttarakhand and West Bengal have made provisions of 50% reservation for women in Panchayati Raj Institutions in their respective State Panchayati Raj Acts. Now, women will have 50 percent share in the Panchayat elections in Haryana.

As the closest level of government to the people, Panchayati Raj Institutions are well-placed to raise awareness about the importance of addressing the issues relating to gender equality and women empowerment at all levels in every sphere of the life/ societies.

**Participation:** Gender equality requires a whole-of-society response. Panchayats can play an important role in addressing the issues relating to Gender Equality at grassroots level with active involvement of elected members of Panchayats, functionaries of public dealing departments, teachers, youth volunteers, social organizations, NGOs, civil society and all the sections of the society.

**Proposed activities:**

- (i) Panchayats may conduct awareness campaigns regarding various government programmes and schemes launched in an attempt to provide equal opportunities for men and women.
- (ii) Panchayats may conduct awareness campaigns about Reservation Policies of the Government which have helped to increase the number of jobs of women in government sector.

- (iii) Panchayats may ensure that women and girls, everywhere, must have equal rights and opportunity, and be able to live free of violence and discrimination.
- (iv) Panchayats may facilitate discussion among women and all concerned that women's equality and empowerment is one of the 17 Sustainable Development Goals, and also integral to all dimensions of inclusive and sustainable development. In short, all the SDGs depend on the achievement of Goal 5 (Gender Equality).
- (v) Panchayats may conduct IEC activities on enhanced health and quality education for women/ girls based on local situation / requirement / suitability.
- (vi) Panchayats may take necessary steps to conduct health check-ups for women & children and also ensure testing facility /quick diagnosis and treatment of the patients, especially women of all age-groups, through active surveillance at the community-level.
- (vii) Panchayats may explore the provision of separate Women Wards in Isolation Centres/ Quarantine Centres at Gram Panchayat-level for prevention and mitigation of COVID-19.
- (viii) Panchayats may inform / sensitize the masses about various guidelines issued by the Government of India or State Government regarding prevention of COVID-19.
- (ix) Panchayats may sensitise the villagers about simple tips and step-by-step guide to book COVID-19 vaccination slot, and extend help to the poor, widows, elderly, persons with disabilities (Divyang) and other disadvantaged persons for this purpose.
- (x) Panchayats may download video programmes depicting success stories on Elected Women Representatives (EWRs) from YouTube Channels of the Ministry of Panchayati Raj and screen/share the same with all concerned.