

IEC Campaign on PM-JANMAN Mission

Targeting 44.6 Lakh Individuals Across 194 Districts, Campaign to Ensure 100% Coverage in Tribal Regions

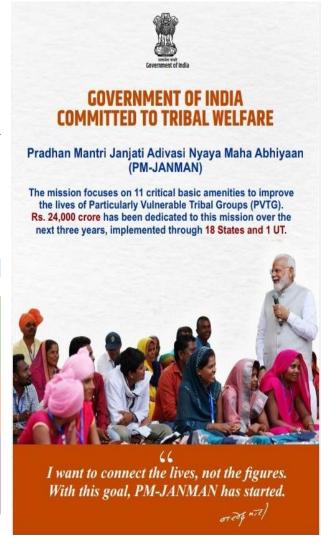
(Ministry of Tribal Affairs)

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The Union Ministry of Tribal Affairs has launched a nationwide Information, Education, and Communication (IEC) campaign to enhance the reach and effectiveness of the Pradhan Mantri Janjati Adivasi Nyaya Maha AbhiyaN (PM-JANMAN) mission. Running from August 23, 2024, to September 10, 2024, the campaign aims to ensure 100% saturation of government schemes in Particularly Vulnerable Tribal Groups (PVTG) majority areas. This initiative seeks to provide PVTG communities vital information and with access government benefits.

Campaign Objectives

- ❖ Increase awareness of government schemes and ensure their implementation in 28,700 PVTG habitations across 194 districts in India.
- Reach approximately 44.6 lakh individuals (10.7 lakh households) within these PVTG areas.
- Provide essential documents and services at the doorstep of PVTG families, addressing challenges such as distance, road, and digital connectivity.



Geographic Coverage

- States and UTs: Andhra Pradesh, Chhattisgarh, Gujarat, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Rajasthan, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand, West Bengal, and Andaman & Nicobar Islands.
- **Coverage Areas:** 16,500 villages, 15,000 Gram Panchayats, and 1,000 Talukas.



Key Activities on the PM-JANMAN IEC Campaign

1. IEC Campaign:

- ✓ *Dissemination of Information:* A wide range of awareness materials, including pamphlets, videos, creatives, and infographics, will be utilized in local and tribal languages to effectively communicate the campaign's message. Additionally, thematic wall paintings bearing key PM-JANMAN messages will be created in PVTG habitations to reinforce awareness and ensure that the campaign's objectives are prominently visible to the communities.
- ✓ Beneficiary Saturation Camps: Efforts will be made to ensure that PVTG beneficiaries receive the benefits of various government schemes, including scholarships, maternity benefit schemes, Kisan Credit Cards, Kisan Samman Nidhi, and disability certificates for Sickle Cell Disease patients.

✓ *Health Camps:* The campaign will include Beneficiary Saturation Camps to provide immediate benefits under relevant schemes to individuals and households. Health Camps will also be organized, focusing on issues specific to PVTG communities, such as screening tests for Sickle Cell Disease.

2. Provision of Essential Documents:

- ✓ Aadhar cards
- ✓ Community certificates
- ✓ Jan Dhan accounts
- ✓ Pattas for Forest Rights Act (FRA) beneficiaries

These documents are crucial for accessing various government schemes.

3. Community Engagement through Success Stories:

Special sessions will be held where scheme beneficiaries and achievers will share their success stories, inspiring other community members to actively participate in the campaign and take advantage of the available opportunities.

Implementation Strategy

- ❖ **District-Level Supervision:** Officers will oversee the campaign's progress in each district.
- ❖ State-Level Coordination: Coordination with State government departments to ensure smooth execution.
- ❖ Workshops and Training: Orientation workshops for regular and contractual staff to ensure effective implementation.
- **Tribal Research Institutes:** Assist in planning and execution at various levels.

About PM-JANMAN

The Pradhan Mantri Janjati Adivasi Nyaya Maha AbhiyaN (PM-JANMAN) is a significant initiative launched by Prime Minister Narendra Modi on November 15, 2023, during Janjatiya Gaurav Diwas in Khunti District, Jharkhand. This mission aims to enhance the development of Particularly Vulnerable Tribal Groups (PVTGs) by providing comprehensive and inclusive support. With a substantial budget of Rs. 24,104 crores for FY 2023-24 to 2025-26, PM-JANMAN focuses on improving the quality of life for PVTG communities through targeted interventions. These include Aadhar enrolment, community certificates, PM-JANDHAN Yojana, and Ayushman cards, among others. The mission emphasizes effective outreach and service delivery by engaging local entities and ensuring robust coordination at district and state levels. Through a multi-tiered approach, PM-JANMAN seeks to bridge developmental gaps, empower PVTG families, and integrate them into the broader socio-economic framework of India.



Financial and Strategic Details

- **❖ Budget:** Rs. 24,104 crores (Central Share: Rs. 15,336 crore; State Share: Rs. 8,768 crore) for FY 2023-24 to 2025-26.
- ❖ Interventions: Focus on 11 critical interventions involving 9 key Ministries/Departments, including Aadhar enrolment, community certificates, PM-JANMAN Yojana, Ayushman cards, and more.

Conclusion

The IEC campaign represents a pivotal initiative to bridge gaps in access to government schemes and foster the sustainable development of PVTG communities across India. By utilizing a multifaceted approach, including targeted awareness materials and thematic wall paintings, the campaign aims to ensure that every eligible household is informed and empowered. This comprehensive effort underscores the government's commitment to inclusivity and equitable growth, striving to enhance the quality of life for the most vulnerable tribal groups and integrate them into the broader socio-economic framework.

References:

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