



**Research Unit**  
Press Information Bureau  
Government of India

## 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)

August 28, 2024

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 with vital information and access to 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.

  
 Government of India

**GOVERNMENT OF INDIA  
COMMITTED TO TRIBAL WELFARE**

**Pradhan Mantri Janjati Adivasi Nyaya Maha Abhiyaan  
(PM-JANMAN)**

The mission focuses on 11 critical basic amenities to improve  
 the lives of Particularly Vulnerable Tribal Groups (PVTG).  
**Rs. 24,000 crore** has been dedicated to this mission over the  
 next three years, implemented through **18 States and 1 UT.**

*“I want to connect the lives, not the figures.  
 With this goal, PM-JANMAN has started.”*  
 श्री 2024 नरेंद्र

## 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.



BASIC AMENITIES COVERED UNDER PM JANMAN	DOVETAILED SCHEMES OF GOVT. OF INDIA
 <b>Sabko Pucca Ghar</b> Pucca house as per locally preferred design with toilet	 <b>Free Ration</b> Under Pradhan Mantri Garib Kalyan Yojana
 <b>Har Ghar Nal Se Jal</b> Clean Drinking Water/Community Water Supply	 <b>Free LPG connection</b> Under Pradhan Mantri Ujjwala Yojana
 <b>Gaon-Gaon Tak Sadak</b> <b>Strengthening of Road Infrastructure</b> through Road Connectivity for each habitation with population of 100 or more	 <b>Ayushman Bharat</b> Pradhan Mantri Jan Arogya Yojana
 <b>Har Ghar Bijli</b> <b>Electricity under Revamped Distribution Sector Scheme</b> through solar power scheme	 <b>Financial Assistance to pregnant women</b> Through Pradhan Mantri Matru Vandana Yojana
 <b>Shiksha Ke Liye Hostel</b> <b>Improved access to Education</b> - Hostel attached to school, where required	 <b>Nutrition to pregnant &amp; lactating mothers</b> Through Pradhan Mantri Poshan Yojana
 <b>Kaushal Vikas</b> <b>Improved access to Vocational Education / Skilling</b> - adult literacy, if required, through MY Bharat Volunteers	 <b>Institutional Delivery</b> Pradhan Mantri Surakshit Matritva Abhiyaan
 <b>Door Daraz Goan Tak Mobile Medical Unit</b> <b>Improved access to Health Coverage</b> through ANM in multipurpose centre and Mobile Medical Van	 <b>Sickle Cell Anaemia</b> Testing in area where disease is prevalent
 <b>Sabko Poshan</b> <b>Improved access to Nutrition</b> - Anganwadi centre for population up to 100 / Anganwadi services in multi-purpose centre.	 <b>100% Immunisation</b>
 <b>Unnat Aajeevika</b> Through Vandhan Vikas Kendra	 <b>TB Elimination</b>
 <b>Door Daraz Goan Tak Mobile Network</b> through coverage under Universal Services Obligation Fund (USOF)	 <b>Mid Day Meal</b> For school children through PM Poshan
	 <b>PM Jan Dhan Yojana</b>
	 <b>Sukanya Samridhi Yojana</b>

## 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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