PUBLIC POLICY AND GOVERNANCE

LECTURE AT HCMRIPA JAIPUR DATED OCTOBER 18, 2019

NEW INDIA

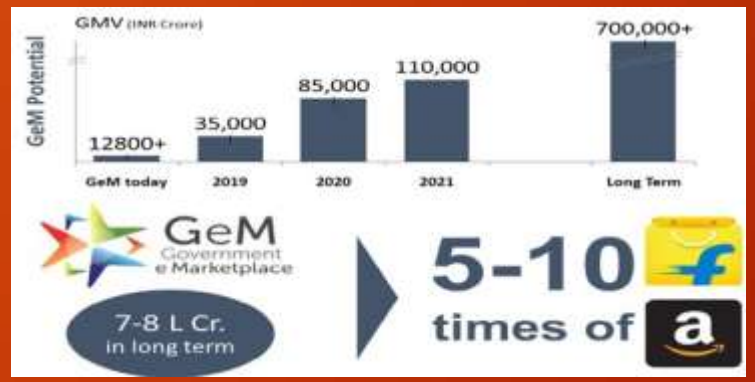
PRIME MINISTER NARENDRA MODI :

"This dawn heralds the resolve of 1.25 billion people of India. The world may never have thought about the team of 1.25 billion citizens working together to take the Nation to new heights, build the Nation and protect it. People's participation is the biggest strength of democracy"

On India's 69th Independence Day

NEW INDIA@75

- To ensure that Development becomes a People's Movement
- Successful Implementation of Priority Programs
- To bring together innovation, technology, enterprise and efficient management
- Clean and Fair Public Administration
- 3 critical new institutions – Lok Pal, GST Council and NITI Aayog



DIGITAL TRANSFORMATION IN INDIA'S GOVERNANCE

- **Scaling Up Policy Programs**
  - Aadhar Cards – 1.2 billion
  - E-Transactions since launch of Digital India in July 2015 – 89.19 billion
  - Common Service Centres – 0.31 million
  - Number of Govt Services offered on UMANG - 339
  - Jan Dhan Bank Accounts – 3.16 million
  - Construction of Toilets – 85 percent coverage
  - 2nd largest digital consumer base
  - Benefits of technology accepted by rural societies

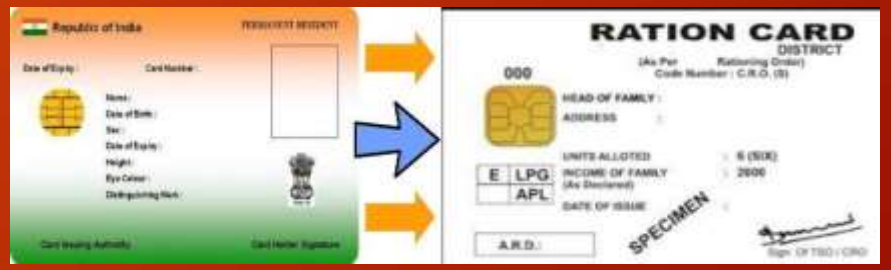
An Inclusive Digital Model of Governance

- India's Trillion Dollar Digital Opportunity
- Reducing the Digital Divide
- Expansion of Internet Access
- High Speed Internet Connectivity
- Technology enabled interventions in
  - Health care
  - Education
  - Energy
  - Next Generation Financial Services
  - E-Governance
  - Doubling Farmers income

Digital India
Power To Empower

Technology progress in Welfare State Programs

- Digital Identity through Aadhar
- Pradhan Mantri Jan Dhan Yojana
- Direct Benefits Transfer
- Digital Payments using UPI/ BHIM
- Goods and Services Tax Network
- Digital India Land Records Modernization Program
- Digitalization of Ration Cards/ Fair Price Shops/ LPG subsidies
- Labor Payments under NREGS



New India@2022

Swachh Bharat

Success Stories from

- *Banko Bikano*
- *Ambikapur*
- *Vizianagaram*

Rural Development

- *Unnayan Banka*
- *Padhe Dantewada, Likhe Dantewada*
- PMJY Gramin

Skill India

- Vocational Education
- Jobs

Financial Inclusion

Success Stories from

- *UP*
- *Assam*

Digital India

- Common Service Centers
- Promoting digital payments

Startup India

HELLO DOCTOR555

Common Services Centers Scheme (CSC)

Department of Electronics And Information Technology
Government of India

राष्ट्रीय इ-गवर्नेंस योजना
National e-Governance Plan

Public services closer home

DIGITAL INDIA

DIGITAL LAND

Government e-marketplace

BHIM

BHARAT INTERFACE FOR MONEY

DIGITAL INDIA

- DIGITAL INDIA
  - Campaign to transform India to
    - a digitally empowered society and knowledge economy
  - High Speed Digital Highways to Unite the Nation
  - Government is open and Governance is Transparent
- DIGITAL AIIMS
  - https://www.youtube.com/watch?v=N78MINLhiOw

Swachh Bharat Mission

150th Anniversary of the Mahatma

- Satyagraha in South Africa, the Mahatma on his life in Tolstoy Farm:

"The Spring was about 500 yards away, and water had to be fetched, we had no servants, everything from cooking to scavenging was done with our own hands.. inspite of a large number of settlers, one could not find refuse anywhere on the farm. All the rubbish was buried in trenches…A small spade is the means of salvation from a great nuisance"

Swachhagraha

- Prime Minister Narendra Modi:

  "If Satyagraha was necessary for India's Independence, Swachhagraha is necessary for New India"

- Swachh Bharat Mission – transformed implementation modalities
- Rural Sanitation coverage – 87.5 percent, 0.77 billion toilets constructed, 413 districts ODF in 19 States
- Swachhta Hi Sewa Campaign – clarion call to build and use toilets

स्वच्छ भारत

एक कदम स्वच्छता की ओर

Success Stories in SBM

Gramin – Banko Bikano

- In Bikaner preparations for the campaign were in the form of branding the campaign as “Banko Bikano”
- The triggering strategies included awareness generation on dignity of women, spread of diseases via vectors, lower expenditure on medical needs and highlighting the problems of old and differently abled persons
- The construction of toilets was community led creating a sense of ownership by not involving any third party

Gramin – Banko Bikano

- The Swachh Bharat Gramin Campaign in Bikaner district covered 17 lakh (1.7 million) rural population in 290 Gram Panchayats and its 1035 villages
- On January 26, 2016 Bikaner was recognized as the first open defecation free district in Rajasthan and second in India. Studies revealed that 97.8% of the population used toilets which was a huge increase from 29 percent coverage reported in 2011 census

Foot Soldiers - Ambikapur

- The Ambikapur model offers a green solution adopting a mohalla approach driven by women self-help groups. Over 600 women have been enlisted, trained and divided into 20 self-help groups with one garbage clinic being assigned to one self-help group
- 225 garbage collection routes were charted in the city covered by 137 teams. Women workers commenced garbage collection at 7 am and ended at 2 pm

Foot Soldiers - Ambikapur

- The second half of the day was devoted to segregation and cleaning with 17 wet categories and 20 dry categories of trash
- Trash Segregation Centres were established which further segregated trash into 156 categories, including 133 inorganic and 33 organic categories
- The Ambikapur model made people aware of the basics of municipal waste management and understand terms like dry waste, wet waste and segregation at source and has been replicated in 165 towns of Chattisgarh

Gramin –Vizianagaram

- Vizianagaram district is one of the most backward districts of India, ranked second last in Andhra Pradesh with a sanitation coverage of only 21.8% with 29 of the 34 blocks having less than 30% sanitation coverage
- Vizianagaram district built 10,000 Individual Household Latrines under the Swachh Bharat Mission in a record time of 100 hours resulting in 71 villages becoming open defecation free villages
- The mission for constructing “10,000 toilets in 100 hours” was entered into the Limca Book of Records

EDUCATION

EDUCATION

- RIGHT TO EDUCATION
  - Single Scheme for School Education
  - Continuum from Pre-School to Class 12
  - Mid Day Meal Scheme for School Children
  - Kendriya Vidyalaya Sangathan
  - Navodaya Vidyalaya Scheme
  - Global Initiative for Academic Networks - GIAN

School On Wheel - Quality Education In LWE Affected Areas

Success Stories in Education

Education Initiative Dantewada, Chattisgarh

Unnayan Banka

- District Banka, Bihar with large parts affected by left wing extremism faced the challenge of lack of quality education, low learning outcomes, shortages of trained teachers, lack of motivation and commitment, poor attendance of students, high rate of teacher absenteeism and lack of monitoring and evaluation
- Unnayan Banka is a multi-platform model in which students are getting modern day animated, contextualize and comprehensive videos on various technological platforms like LCD/ LED TVs, projectors, laptops and mobile phones

Unnayan Banka

- Unnayan Banka has reinvented education through audio-visual aids - ‘anytime-anywhere’ model - “Mera Mobile – Mera Vidyalaya”
- A complete learning cycle with online assessments has been provided
- Unnayan Banka initiative has had a significant impact in increasing attendance from 17% to 53% and average marks have increased from 26% to 77%

UNNAYAN Classes in Schools
[5 To 40 Schools- On Demand]

Dantewada

पढ़े दन्तेवाड़ा लिखे दन्तेवाड़ा
जिला प्रशासन, दक्षिण बस्तर की पहल

सर्व शिक्षा अभियान
सब पढ़ें सब बढ़ें

- Padhe Dantewada- Likhe Dantewada initiative benefitted 38,299 students from class 3rd to 8th as the primary beneficiaries of this intervention
- Students have reached to a level where they can speak correctly & write with almost 70% accuracy. Further the initiative also enabled maintenance of health profile of students in Government schools
- Results of Class 10th & 12th - the pass percentage of the district was only 63%, but after implementation of the program, it has reached 84% in the year 2016–17

प्रधान मंत्री
आवास योजना–ग्रामीण
Pradhan Mantri Awaas Yojana-Gramin

RURAL DEVELOPMENT (PMAY)

Rural Development – Thrust Areas

- Policy aimed at livelihoods, infrastructure, reducing poverty
- Pradhan Mantri Awas Yojana – 10 million houses
- Effective Implementation of Rural Employment - MGNREGS
- Doubling the pace of rural roads – PMGSY
- New Schemes
  - National Livelihoods Mission
  - National Social Assistance Program
  - National Rurban Mission
  - Mission Antyodaya

National Rural Livelihood Mission

PMAY - Grameen

- **Housing for All by 2022**
  - Permanent Houses – 10 million
  - Construction time is 114 days
  - Direct Benefits Transfer adopted
  - Each Stage of house contruction geo tagged
  - Toilet/ LPG Connection/ Electricity Connection/ Drinking Water

Pradhan Mantri Awaas Yojana-Gramin
प्रधान मंत्री आवास योजना - ग्रामीण

SUCCESS STORIES IN RURAL DEVELOPMENT

RURAL - Kabirdham

- Samora Bai and Budhwaro Bai were from the Baiga Tribe, worked as wage employees under the MGNREGS
- Government sanctioned Rs. 13000 per unit and 95 days of MGNREGS labor. Together the 2 women built 2 pucca houses
- Toilets under the SBM, 25 chicks each, Ration cards, Mosquito nets and Rs. 50,000 smart cards for their free treatment in private or public hospitals were given

RURAL - Raipur

- The New India Nagar colony is an all PMAY-R beneficiary residential colony with 40 houses, a garden a gazebo and dustbins
- Toilets under the SBM, LPG connections under the Ujjwala Yojana, LED light bulbs under the Ujala scheme, man-days under MGNREGS, bank accounts under Jan Dhan Yojana and pensions/ insurance under the Bima schemes
- The district administration had worked on a vision called ‘Sankalp se Siddhi’

ADSENA AAWAS

SKILL INDIA

DDUGKY

- The Deen Dayal Upadhyaya Grameen Kaushal Yojana (DDU-GKY) focuses on rural youth between the ages 15 and 35 years from poor families. As part of the Skill India campaign, it plays an instrumental role in supporting the social and economic programs of the Government like Make in India, Digital India, Smart Cities and Stand-Up India campaigns.

SUCCESS STORIES IN SKILL DEVELOPMENT

Karimnagar

- In Karimnagar district awareness generation was created at Panchayat level through various media platforms. District officials visited various junior colleges where young unemployed were briefed about the program.
- The courses offered were duly accredited by the National Council for Vocational Training, Sector Skill Council or the Ministry of Rural Development.
- The course duration was 90 days and 75 percent assured placements. 2209 candidates were trained under the program and 2072 candidates were placed in jobs for 3 months or more

Karimnagar

- Bharati was a widow with 3 daughters namely Krishnaveni, Shubhashri and Shreya. She obtained basic training in tailoring and earned Rs. 2500 per month
- Krishnaveni and Shubhashri passed the screening test at the Employment Generation and Marketing Mission in Karimnagar and qualified for the English Readiness and Computers Course.
- The 2 girls learnt soft skills, behavioral skills, professional etiquette, leadership and management skills and basic computers during the 90-days period of training
- Placed at the Heritage Retail Stores Hyderabad and each earned Rs. 9500 per month. From a meager Rs. 2500 per month, the girls have increased their family's annual income to Rs. 2,58,000 per annum

Financial Inclusion (PMJDY)

PRADHAN MANTRI JAN DHAN YOJANA

- **National Mission on Financial Inclusion – PMJDY**

One of the biggest success stories of financial inclusion in the world

- One Banking Account for every Household
- RuPAY Debit Card – inbuilt accident cover of Rs. 100,000/-
- Channeling all Govt benefits through Direct Benefits Transfer
- PMJDY – 196 million accounts
- RuPAY Cards – 247.1 million debit cards

SUCCESS STORIES IN FINANCIAL INCLUSION

Jaunpur

- Md Azim, applied for a vacancy of Bank Mitra under the PMJDY with the Union Bank of India. He was selected for the job by the service provider FINO Pay Tech, with strengths in financial inclusion and network operations
- Md Azim emerged as a high performing Bank Mitra with considerable expertise on use of his hand-held Point of Sale (POS) devise
- Md Azim started providing services to 2500 account holders, the majority of whom are women account holders who never expected banking at their door step. Md Azim presently earns Rs. 15000 to Rs. 18000 per month

Naogaon

- Pooja Karmasaki, a tribal girl, turned into a Bank Mitra. The village had 500 tribal households and 600 tea garden workers. She went door to door creating awareness about the PMJDY scheme and motivated the villagers to open bank accounts
- Within 6 months, Pooja Karmasaki was successful in opening 1800 bank accounts in the village achieving 100 percent financial inclusion and coverage of bankingservices
- She became an inspiration for many Bank Mitras around her village, spreading the culture of savings amongst the tribal population

Digital India
Power To Empower

DIGITAL PAYMENTS

Daman

- Rekha Bagul, worked in Banswada Garments Daman and did not have a bank account, her salary was paid in cash
- She opened her bank account in HDFC bank with her Aadhaar number and a reference from the company
- Soon 85000 garment workers in Daman opened their bank accounts and digital transactions touched a monthly high of 175000 by the industrial workers, covering 3000 industries
- Even small hawkers in Daman use digital payments like BHIM and Paytm
- Clearly Daman had switched from a cash dependent society to a digital society

STARTUP INDIA

#startupindia

Gujarat

- Hunny Bhagchandani, a student of industrial engineering with the Pandit Deendayal Petroleum University who incubated a simple, smart gizmo to help the visually impaired to move around safely
- The hand held device called “Torch It” helps in mobility and navigation through technology making lives smarter, safer and easier. Torch It detects all kinds of obstacles, vertical and horizontal well before the person gets dangerously close to them and even gives the user an idea of how close they are

Karnataka

- One of the startups, incubated at the Government of Karnataka – IAMAI (Internet and Mobile Association of India) supported Mobile 10X Accelerator "Chikitsak"
- For a moderate sum of Rs. 50/- Chikitsak uses a portable Bluetooth enabled kit to screen for vitals, blood pressure, ECG, oxygen saturation, temperature, weight, BMI, heart rate, pulmonary function and vision.
- For an additional Rs. 50/-there is a connect to a doctor for consultation. The data is placed on cloud and can be retrieved anytime in future

Combating Corruption

- Zero Tolerance Approach to Corruption
- Institutional and Legislative Frameworks to Fight Corruption
- Preventive Vigilance
- Vigilance Awareness Weeks
- Strengthening Auditing and Accounting Processes
- Lok Pal and Lok Ayukta Act
- Crackdown on Benami Transactions

NITI Aayog

Strategy for New India@75

New India@2022

- The NITI Aayog says New India@2022 will be a model to the world, by making development a mass movement in the period 2017-2022
- The key thrust areas are poverty free India, dirt and squalor free India, corruption free India, terrorism free India, caste free India and communalism free India
- HEALTH CARE FOR ALL – AYUSHMAN BHARAT/ NATIONAL HEALTH POLICY 2017

Ayushman Bharat

Conclusion

- India's economy grew at 6 percent a year from 1980 to 2002 and at 7.5 percent from 2002 to 2006 making it one of the best performing economies for a quarter century, the size of the middle class quadrupled and 1 percent of the country's poor crossed the poverty line every year
- India has the potential of growing at 10 percent per annum over the next 2 decades. The strategy focuses on reducing fiscal deficits, completion of the Goods and Services Tax reform, cutting subsidies – particularly LPG subsidies, raise capital expenditures and recapitalizing banks

“

Governance is not just for the people, it is also of the people. That participatory process distinguishes governance from mere government

”

THANK YOU