

No. J-11060/48/2017-RH  
Government of India  
Ministry of Rural Development  
Department of Rural Development  
(Rural Housing Division)

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Krishi Bhawan, New Delhi  
Dated: 13<sup>th</sup> September, 2017

To

The Addl. Chief Secretary / Principal Secretary/Secretary (RD)  
of All States and UTs  
dealing with Pradhan Mantri Awaas Yojana-Gramin.

Subject:- Gram Samridhi Evam Swachhata Pakhwada from 1<sup>st</sup> to 15<sup>th</sup> October, 2017 – Activities pertaining to PMAY-G to be taken up - Reg.

Sir,

You are aware that on the eve of Gandhi Jayanti, it has been proposed to organise Gram Samridhi Evam Swachhata Pakhwada from 1<sup>st</sup> to 15<sup>th</sup> October, 2017 in all the Gram Panchayats of the country. As a part of the pakhwada awareness activities of different schemes implemented by Government of India are to be taken up in a campaign mode. Ministry of Rural Development in this direction has published a booklet indicating the various activities that are to be taken up under different schemes to create awareness among the people living in rural areas.

2. In this connection, I wish to draw your kind attention to the D.O. letter No. J-11012/40/17/IEC, dated 22<sup>nd</sup> August, 2017 from Shri Amarjeet Sinha, Secretary, Department of Rural Development, Government of India wherein the illustrative list of activities to be carried out during the Pakhwada have been indicated. Further, it has been urged that State specific action plan for the campaign needs to be prepared and nodal officers at each level should be appointed for smooth and effective conduct of the campaign.

3. In this regard, I wish to state that one of the important schemes on which awareness is to be created on the features and transparency aspects is Pradhan Mantri Awaas Yojana – Gramin (PMAY-G) which is being implemented to fulfil the objective of the Government “Housing for All” by 2022. Accordingly, various activities pertaining to the scheme of PMAY-G have been proposed to be taken up during the pakhwada from 1<sup>st</sup> to 15<sup>th</sup> October, 2017. The activities that are proposed to be taken up are as follows :-

a) Announcing the permanent wait list of beneficiaries before Gram Sabha, display

of the village wise list of the same in the GP Bhawan through wall writing, flex boards etc.

- b) Public reading of the list of completed houses.
- c) Grihpravesh (house warming) for the completed houses and Bhoomi Poojan for new houses may be done ceremoniously in the concerned Gram Panchayat.
- d) Nukkad natak/skit based on housing scheme showcasing transparency in scheme implementation and saying no to corruption/middlemen.
- e) PMAY-G film screening
- f) SMS/Whatsapp messages against rent seeking must be sent to all PMAY beneficiaries.
- g) Flagging-off mason training in select villages.
- h) Distribution of mason training certificates if completed in some villages.
- i) Display of flexes showing PMAY-G program features.
- j) Sharing of success stories pertaining to benefits of E-payment/AwaasSoft/AwaasApp, with the gathering.
- k) Q & A sessions with audience on scheme features.
- l) Reporting of activities undertaken during the Pakhwada must be reported using the following reporting form. The Reporting Format will be filled by the officer incharge decided by the State Govt. for District/Block/Gram Panchayat.

4. The list of activities mentioned above pertaining to PMAY-G is only suggestive and not exhaustive. The State / UT may carry out various other activities also.

5. Accordingly, it is requested that requisite instruction may be given to the officials concerned to ensure undertaking the prescribed activities of PMAY-G during the Pakhwada in all the Gram Panchayats of your State / UT with the active involvement of functionaries at different levels for creating awareness of the features and transparency aspects of the scheme. The report on the activities taken up during the pakhwada pertaining to PMAY-G in all the Gram Panchayats may be collected in the prescribed format and a consolidated report for the State as a whole may be furnished to Ministry of Rural Development.

Encl: As above.

Yours faithfully

  
(Prasant Kumar)

Joint Secretary to Govt. of India

Tel: 011-23389828

अमरजीत सिन्हा  
AMARJEET SINHA



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भारत सरकार  
ग्रामीण विकास मंत्रालय  
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DO.No.J-11012/40/17/IEC-

August 22, 2017

Dear Colleagues,

This is with reference to the upcoming Gram Samridhi Evam Swachhta Pakhwada, from 01/10/2017 to 15/10/2017. A detailed consultation was held with the States on the agenda of the campaign on 01/08/2017. I hope you would have initiated preparations for the Pakhwada in your State.

While the basic objective of the campaign; sanitation drive, creating mass awareness of Government programmes and Gram Samridhi remain the same, based on the feedback given by the States certain modifications have been carried out in the list of activities to be carried out during this period. An illustrative list of activities is attached.

You are requested to make a state specific Action Plan for the campaign and appoint nodal officers at each level for smooth and effective conduct of the campaign.

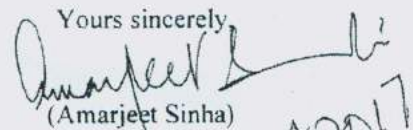
It has now been decided that during the Pakhwada, household survey will be restricted to a pilot in 324 SAGY Gram Panchayats. A base line survey for the 50,000 GPs/5,000 Clusters to be taken up under Mission Antyodaya, for ranking of Gram Panchayats will be carried using the SECC and 2011 Census data. The methodology of survey and questionnaire are being circulated shortly.

The States had been asked to furnish names of nodal officers for the campaign and also give names of media officers who would be responsible for IEC activities in the State.

Please ensure to send the same to Ms. Alka Upadhyaya, JS (IEC) at [ualka@nic.in](mailto:ualka@nic.in). I would be holding a video conference with you on preparation of Swachhta Pakhwada activities on 1<sup>st</sup> September, 2017 from 5.15 PM onwards.

I look forward to success for completion of the campaign with the active involvement of the State

With regards,

Yours sincerely,  
  
(Amarjeet Sinha)  
22 August 2017

(By E-mail) To  
Principal Secretaries/Secretaries (RD) of all states.

अमरजीत सिन्हा  
AMARJEET SINHA



सचिव  
भारत सरकार  
ग्रामीण विकास मंत्रालय  
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**SECRETARY**  
Government of India  
Ministry of Rural Development  
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Illustrative schedule for Swachchata Pakhwada evam Gram Samridhi

Date	Activity	Resource Person
Sept 28 to 30th:	Preparation for the pakhwada in GPs, awareness and environment buiding, display of IEC material, beneficiary information in GP Bhavans	Gram panchayat sachiv/ GRS/CRP
October 1, 2017	<ol style="list-style-type: none"> <li>1. General information about the campaign.</li> <li>2. Flaggging off of sanitation campaign.</li> </ol>	Gram Panchayat Sachiv/ GRS/CRP
October 2, 2017	<ol style="list-style-type: none"> <li>1. Prabhat Feris during morning (involving school children, in coordination with School Education Department)</li> <li>2. Bal Sabhas to be organized alongside the above.</li> <li>3. Gram Sabhas               <ol style="list-style-type: none"> <li>a. Presentation of overall works taken in last FY and first 6 months of current FY</li> <li>b. GPDP review</li> <li>c. Inform the GPs about base line ranking under Mission Antyodya</li> </ol> </li> <li>4. Gram Panchayats Council Meetings</li> <li>5. Preparing roadmap for               <ol style="list-style-type: none"> <li>a. Clean Green Villages</li> <li>b. Gram Samridhi</li> </ol> </li> <li>6. Cultural Programs like Film shows, Street Plays etc. in the evening.</li> </ol>	Gram Panchayat Sachiv/ GRS/CRP School teachers
October 3-5, 2017	<p>Sanitation Campaign</p> <ul style="list-style-type: none"> <li>• Clean Green village: Village clean up drive, cleaning garbage from roadside, common places, cleaning of drains.</li> <li>• Cleaning, repairing/ maintenance of internal village roads.</li> <li>• States may take up State/District specific interventions on sanitation               <ul style="list-style-type: none"> <li>○ WASH</li> <li>○ Inspecting the MDM arrangements in schools.</li> <li>○ Meeting of SMCs and SHGs</li> </ul> </li> </ul>	Gram Panchayat Sachiv/ GRS/CRP/ ANM/ ASHA/ ICDS workers  SHG members and CRPs to be actively involved.

## Illustrative schedule for Swachchata Pakhwada evam Gram Samridhi

	<ul style="list-style-type: none"> <li>• Health related activities such as <ul style="list-style-type: none"> <li>○ Weighing children in ICDS centers.</li> <li>○ Health check up of children in schools.</li> <li>○ Awareness on malnutrition in ICDS centers, schools etc.</li> <li>○ Female health check up camps.</li> <li>○ Health camps along with FNHW.</li> <li>○ Above activities shall be coordinated with the help of GHGs/ ANMs/ ASHA/ ICDS workers</li> </ul> </li> </ul>	
October 6-9, 2017	<p>Krishi Sabhas: GPs with the help of KVKs and Agriculture extension workers to explain the importance of convergence for improving productivity and diversified livelihood opportunities. List of proposed activities:</p> <ul style="list-style-type: none"> <li>• Awareness of latest techniques of agriculture and improved variety of seeds</li> <li>• Promotion of Dairy, Poultry, Pisciculture as additional source of income through convergence</li> <li>• Special Mahila Sabhas/ SHG members meeting.</li> <li>• As part of sanitation drive vermi compost pits to be made.</li> <li>• Discussions on micro credit plan for the village.</li> <li>• Value chain development.</li> <li>• Formation of producer companies.</li> </ul>	<p>Gram Panchayat Sachiv/ GRS/CRP</p> <p>Krishi Vigyan kendras/ Agriculture/ Horticulture/ Animal Husbandry/ Fisheries extension workers</p> <p>CRPs and SHGs</p>
October 10, 2017	<p>GPDP detail review and discussion about implementation.</p> <p>Estimation of resources from FFC / SFC and other Government funds</p> <p>Details of the works done to be made public.</p>	Panchayat Sachiv
October 11, 2017	<ul style="list-style-type: none"> <li>• Preparation of MGNREGA Action Plan</li> <li>• Special focus on SLWM</li> <li>• Action plan to lay emphasis on water conservation</li> </ul>	Panchayat Sachivs/ GRS
October 12, 2017	<ul style="list-style-type: none"> <li>• Reading out beneficiary list of</li> </ul>	Gram Panchayat

Illustrative schedule for Swachchata Pakhwada evam Gram Samridhi

	PMAY-G. <ul style="list-style-type: none"> <li>• PMAY-G: Bhoomi Pujan and inauguration.</li> <li>• Individual entitlements under various schemes:             <ul style="list-style-type: none"> <li>a. Verification of old age/other pensions, scholarship, food distribution, LPG, Solar Lightening.</li> <li>b. Identification of left out beneficiaries</li> </ul> </li> <li>• Verification from the beneficiaries whether payments are made on time</li> </ul>	Sachiv/ GRs
October 13 <sup>th</sup> -14 <sup>th</sup> , 2017	<ul style="list-style-type: none"> <li>• Skills             <ul style="list-style-type: none"> <li>a. Youth registration and mobilization camps</li> <li>b. PIAs/Employers connect with candidates</li> </ul> </li> </ul>	Gram Panchayat Sachiv/ GRS/CRP/ SHGs
October 15, 2017	<ul style="list-style-type: none"> <li>• Presentation on the Action taken Reports (ATR)</li> <li>• Sharing of GP ranking wherever applicable</li> </ul>	Gram Panchayat Sachiv

While the above activities are mentioned to be conducted date wise, it is also proposed to conduct base line survey for GP ranking in about 50,000 Panchayats. The Gram Sabha should be informed of the purpose of the same in the 2<sup>nd</sup> October Gram Sabha, before this activity is initiated and the results be shared at the end of the campaign on 15<sup>th</sup> of October.