

# IMPARD Newsletter



**Special Issue**  
**Regional Conference on**  
**“Bringing Citizens and Government Closer**  
**Through Administrative Reforms”**  
**Vol. XXXVIII No. 1**

## REGIONAL CONFERENCE ON BRINGING CITIZENS & GOVERNMENT CLOSER THROUGH ADMINISTRATIVE REFORMS

**May 16-17, 2022, at Sher-i-Kashmir International Convention Centre (SKICC), Srinagar**



**Shri A. K. Mehta, IAS, Chief Secretary, J&K Government (Left); & Shri Saurabh Bhagat, IAS, Director General, J&K IMPARD (Right)**

Printed and published by Publication Wing, J&K Institute of Management, Public Administration and Rural Development (IMPARD) [impapublication015@gmail.com](mailto:impapublication015@gmail.com)  
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## Introduction

Regional Conference on “Bringing Citizens and Government Closer Through Administrative Reforms” was a sequel to Kashmir Aelamia – Behtar Nizam-e-Hukumat (Kashmir Declaration: Good Governance) issued on July 02, 2021, during the Regional Conference on “Replication of Good Governance Practices” held at SKICC, Srinagar, on July 1-2, 2021, which was itself a part of Azadi Ka Amrit Mahotsav, Celebrating the 75<sup>th</sup> Year of India’s Independence.

The present Regional Conference on “Bringing Citizens and Government Closer Through Administrative Reforms” was focussed on “Innovations in Administration”; “Promoting Wellness through Sports under Khelo (Play) India Scheme”; “Jan Bhagidari – Public Participation”; and “Holistic Development through One District One Product Scheme”; etc.

The purpose of the present Conference was to expose the audience to best practices implemented in various areas in the country so that these best practices could be replicated in other areas.

The Conference was organised by Department of Administrative Reforms and Public Grievances (DARPG), Government of India (GoI), in collaboration with the Government of J&K represented, as Nodal Departments, by Administrative Reforms and Inspections (ARI) & Trainings, Government of J&K, and J&K IMPARD.

## Day 1<sup>st</sup>

### Session I

### Innovative Practices (Centre & State)

Dr. Humera Yaqoob, Assistant Professor, managed the dais during the Session.



Dr. Humera Yaqoob, Assistant Professor, conducting the proceedings of Session I

Shri K. Rajeshwar Rao, IAS, Special Secretary, NITI Aayog, Chaired the first Session. He said that the motto of the Conference was to provide platform to Prime Minister’s Awardees, (who had been rewarded for extraordinary contribution in the field of Public Administration), to share their experiences with the audience in order that the latter got encouragement to replicate the best practices for which the Awardees had been rewarded.

The ambience of the Conference was such that Shri Rajeshwar Rao was prompted to describe it (the Conference) as a Festival in Good Governance.



Shri K. Rajeshwar Rao, IAS, Special Secretary, NITI Aayog, throwing light on PM’s Awards

Speaking about PM’s Awards for Excellence in Public Administration, he said the purpose of these Awards was to acknowledge, recognize, and reward the extraordinary contribution of officers in the field of Public Administration. This would motivate others to contribute in their fields of activity to the maximum extent possible. He said that the Awards are conferred upon candidates without any discrimination and strictly according to laid down criteria where only merit counts. The process starts with nomination of candidates. These nominations are sent to Evaluation Committee of the NITI Aayog – (NITI signifies policy in Hindi and is also an acronym for National Institution for Transforming India; and Aayog is Hindi for a Commission).

The Evaluation Committee assesses the innovative component and use of technology, and other parameters, by nominated candidates in their respective fields. This is followed by recommendation of names of candidates by an Expert Committee to an Empowered Committee. By the time the Empowered Committee shortlists candidates, the number of such candidates shrinks to a single digit number.

A film show on PM’s Awards was screened later in the day.

The PM’s Awardees shared their experiences through Power Point Presentations.

Shri Vivek Virmani, Chief Operating Officer, Defence Production, Government of India, introduced iDEX – Innovations for Defence Excellence. He said that India being a net importer of defence equipment, an acute need was felt to go for indigenous defence production through development of indigenous technologies. This would save precious foreign exchange and ensure generation of employment opportunities for India’s own workforce. Therefore, in order to encourage entrepreneurs to set up defence production units, the Government of India launched the iDEX in 2018 to achieve self-reliance, and foster innovation and technology development in Defence and Aerospace Sectors.

In order to nurture defence start-up ecosystem in the country, the iDEX gives grants to the tune of 1.5 crore ( 15 million) rupees or 50% of the project cost, whichever is lower, to the start-ups who design and develop defence equipment of high quality.

Shri Vivek Virmani clarified that in order to suppress favouritism and corruption in the process of release and disbursement of Grant, applications are received online, followed by other formalities which are also executed online, the only exception being the signing of the Deed of Agreement with the start-up which is done on stamp paper. He said that in order for the start-ups to sustain in the field of defence production, the iDEX ensures orders for supply of defence equipment for them. In this way the iDEX, which is just 4 years old, has brought a paradigm shift in the country vis-à-vis defence production and procurement.





PM's Awardee Shri Hukum Singh Meena, IAS, Secretary, Department of Land Resources, Ministry of Rural Development, Government of India, shared his experiences and innovations through Power Point Presentation on National Generic Document Registration System (NGDRS). He informed the audience that the concept of NGDRS was an innovative software application called *One Nation One Software for Registration*, started in 2016-17 whose objective was to make the process of registration of transactions of landed property simple, cost effective, and time saving. This system, he said, has augmented efficiency of Revenue Administration functionaries besides making the registration process of property transactions transparent for citizens, who get information through SMS about change of status of their properties thereby reducing chances of fraudulent transactions, land disputes, and corruption; and increasing accountability and facilitating hassle free collection of registration fee.



Shri Hukum Singh Meena, IAS, Secretary, Department of Land Resources, Ministry of Rural Development, Government of India, explaining the *One Nation One Software for Registration*

PM's Awardee Shri Ravinder Kumar, Administrative Secretary, Agriculture Department, UT of Ladakh, threw light on "*Building of Efficient Greenhouse to Grow Crops*" in the cold desert of Ladakh – an innovation jointly implemented by the Administration of the UT of Ladakh and the DRDO-DIHAR (Defence Research and Development Organisation-Defence Institute of High Altitude Research). He started his Power Point Presentation with eye-opening facts about Ladakh. He said that Ladakh is environmentally fragile with scarce vegetation on the one hand and on the other hand an ever increasing volume of vehicular traffic emitting pollutants in the atmosphere. These vehicles obviously include the ones that are used for transportation of vegetables.

During winters, when the temperature drops down below freezing point, and when Ladakh remains cut off from the rest of the world, non-availability of fresh vegetables becomes a serious problem. Vegetables flown into Ladakh by air transport remain un-affordable for common man. Non-availability of fresh vegetables induces hunger and disease.

In order to overcome these endemic problems of Ladakhi people, the Agriculture Department of the UT and DRDO-DIHAR came up with the innovation of carbon neutral practice of growing vegetables in freezing

winters inside polythene house (called green house) using organic fertilizers like vermicompost.

This practice changed the whole dynamic of Ladakhi life vis-à-vis food security and employment especially that of unemployed youth and women – the latter doing bulk of agricultural activity in the region.

Fresh vegetables are in great demand in Ladakh because armed forces need fresh vegetables on a large scale.

The Government of the UT of Ladakh has fixed a target of constructing 1000 green houses for the farmers of the region, both for kitchen gardeners and commercial/market gardeners. This will ensure availability of fresh vegetables in the market even in December and January, the coldest months in Ladakh; and this will increase farmers' income.

The Government also provides organic fertilizer to them free of cost.



Vegetables thriving in Green House in the freezing temperatures of Ladakh

PM's Awardee Shri Rohit K. Mehta, State Project Advisor, *Vidya Samiksha Kendra*, Government of Gujarat, shared his experience on "*Technology-Driven Transformation of School Education System in Gujarat*" through *Vidya Samiksha Kendra* (VKS).

VKS is predicated on monitoring the Teaching Activities of every teacher and Learning Progress of every student in every Grade across every school. Gujarat has over 54000 schools and 450000 teachers, half of them in Government sector. Therefore, monitoring the education system on such a large scale is possible only with the help of technology. Plus there is the phenomenon of in-migration of workers who arrive in large numbers to work in the industrial sections of the State of Gujarat.

VKS also helps the Education Department of the State to monitor as to which language groups the children of such in-migrant workers belong. This in turn helps the Department to prescribe syllabi for such children vis-à-vis languages to be taught and teacher availability.



Technology-Driven Transformation of School Education System in Gujarat through VKS

Session I was concluded with presentation of mementoes to the distinguished guests.

## Session II

### Innovation Practices of the Districts

Dr. S. Khurshid-ul-Islam, Associate Professor, managed the dais.



Dr. S. Khurshid-ul-Islam, Associate Professor, conducting the proceeding of Session II

Shri Sandip Pradhan, Director General, Sports Authority of India, addressed the audience in virtual mode. He introduced the theme of the current Session, i.e., *Promoting Excellence in Sports and Wellness through Khelo India Scheme*. He said that promoting excellence in sports is the priority programme for Government of India and that the youth should strive to benefit from *Khelo* (Play Sports) India Scheme to the maximum possible extent.

PM's Awardee Shri Kundan Kumar, IAS, District Magistrate, West Champaran, Bihar, shared his experiences on how in West Champaran, the Bihar State Administration turned the disaster of Covid-19 pandemic into an opportunity to convert unemployed workers into business entrepreneurs.

He related the story of challenges faced by the country in general at the time of Covid-19 outbreak. It was a nightmarish experience. No one had heard of Covid-19. Everyone was seized by the fear of the unknown. The Government had to impose lockdown to confine people to their homesteads, and to arrange quarantine camps to put infected patients in isolation.

Testing for Covid-19 infections was an enormous challenge. The Government was at the same time required to ensure distribution of food and other essential items to common people especially the poor.

Common people were in panic. The worst hit section of population was the migrant workers. Lockdown for them meant unemployment and hunger. For them it was all the same to die of starvation or of Covid-19 infection. In desperation they decided to return to their homes in distant villages of north India to join their loved ones back at home. In a matter of days hundreds of thousands of them were on the move, some on trucks, rickshaws, or bicycles, but most of them forced to walk along, often without food and water.

The administrative district of West Champaran alone saw about eighty thousand (80,000) returnee workers coming back during the pandemic from industrial areas of Surat, Ludhiana, Amritsar, Delhi, etc. They were highly skilled. Many were well versed with latest technology and market trends.

It was time to act and exploit their expertise for their own benefit. Therefore, the West Champaran District Administration formulated a strategy to ask these returnee workers to start production units in their own District especially in the fields of apparel production, leather, metal, and wood works.

With Government support in arranging a 20-acre start-up zone, well supplied with electricity and other amenities; expert guidance and banking facilities (these measures were taken online); yesterday's workers soon tuned into owners of small businesses giving employment to others.



Apparel production unit run by returnee workers in West Champaran start-up zone

PM's Awardee Dr. M. S. Lakshmi Priya, IAS, District Collector, Bongaigaon, & Mission Director, National Rural Health Mission (NRHM), Assam, shared her experiences on Project *Sampoorna*.

The motto of the Project *Sampoorna* (Complete) is to end hunger, achieve food security, improve nutrition and promote sustainable agriculture in the Bongaigaon of Assam which practice could be replicated in other parts of the country. The Project is supported by Indian Institute of Technology (IIT), Guwahati; and by Centre for Public Policy & Governance (CPPG), Tezpur University, Assam.

It starts with identification of malnutrition among children; reduction of malnutrition; and sustaining this reduction through education and empowerment of the mothers. To start with, a dietary chart is given to each mother of the malnourished child to follow regularly and the same is monitored daily by Aanganwadi (Village Health Centre) Worker of the area using WHO standards for nutrition assessment.

The mother is provided protein supplements in the shape of eggs and milk to feed her child with, till she becomes economically empowered and stable by becoming a part of self-help groups (SHG) under NRLM – National Rural Livelihoods Mission. The mother is then imparted training on the basics of nutrition and indigenous food practices. She continues to provide nutritious and protein rich food to her child even after three months during which period she had received Project *Sampoorna* intervention and aid.

Thus the Project *Sampoorna* became a great success with 95% of malnourished children becoming healthy and the vicious cycle of malnutrition and ill-health broken in case of such children.



Bongaigaon, Assam: A mother waging war against hunger and malnutrition

PM's Awardee Shri Siddharth Sihag, IAS, District Collector, Churu, Rajasthan, threw light on *Khelo* India.

Despite the fact that Churu District of Rajasthan State is a lagger in most human development indicators, it has successfully made a prominent place in the sporting map of India. A big chunk of the population of children in the District is comparatively malnourished, anaemic, and underweight, especially the girl children.

Yet, it managed to send the second (after Jaipur District) highest number of participants in *Khelo* India Games, 2020, a national sporting event organised at Guwahati. Ten out of fifty-one medals won by Rajasthan in these games were won by sportspersons from Churu, which is 20% of the



total medal haul. Seven out of twenty medals won by Rajasthan in these Games were won by Churu female athletes.

This was made possible by a three-tier development of sports infrastructure at District, Block, and Gram Panchayat levels. A sports centre of excellence for multiple disciplines was created at District headquarters Churu. Here a synthetic athletic track, certified to be of approved standard by IAAF (International Associations of Athletic Federations), was prepared. Also, an Archery Practicing Facility, Table Tennis Centre, Badminton Hall, and Rifle Shooting Facility were made functional in the District Stadium.

There are eight *Khelo* India Centres in the Churu District which are approved by SAI – Sports Authority of India. In addition, there are ten sports centres where the District Sports Council provides coaches for training sports persons.

Two hundred and ninety-two school playgrounds have been developed since 2019 in the Churu District through MGNREGA – (Mahatma Gandhi National Rural Employment Guarantee Act).

This infrastructure has facilitated regular practice of sports persons in Kho Kho, Basketball, Baseball, Badminton, Volleyball, Racing, Boxing, Wrestling, etc. Athletes are allowed to stay in the stadia on nominal monthly fees so that they could exclusively focus on their sporting training.

### Sporting Infrastructure – Facilities at District Stadium



Archery



Table Tennis



Shooting



Para Athlete

Sporting practice in progress at District Stadium, Churu, Rajasthan

## Formal Inauguration

Dr. Ruchi Gupta, Assistant Professor, conducted the proceedings of the Inaugural Session.



Dr. Jitendra Singh, Hon'ble Minister of State (MoS), Independent Charge, Science & Technology; MoS – Independent Charge – Earth Sciences; MoS Prime Minister's Office (PMO); MoS, Personnel, Public Grievances and Pensions; MoS, Atomic Energy; & MoS, Space, Government of India, was the chief guest.



Hon'ble MoS, PMO, Dr. Jitendra Singh, addressing the Conference, May 16, 2022

Speaking on the occasion the Hon'ble MoS, PMO, said that since BJP took over the Government of India on May 26, 2014, the policy of appeasement was done away with. Also done away with was the policy of getting documents attested by gazetted officers; interviews for jobs; etc. These seemingly small things had a significant easing effect on the lives of common people.

He said that India is in its 75<sup>th</sup> year of independence. This is the time to look 25 years ahead and to visualize what sort of country India should be in 2047.



National Anthem, *Jana Gana Mana*, being played at the Conference

The formal inauguration ceremony started with the recital of the National Anthem – *Jana Gana Mana*.



The Hon'ble MoS lighting the Ceremonial Lamp

The Hon'ble MoS formally inaugurated the Conference by lighting the ceremonial lamp in token of mankind's humble prayer to Almighty God:

*Asato ma sadgamyaya*

(From ignorance, lead me to the truth)

*Tamaso ma jyotirgamaya*



(From darkness, lead me to Light)  
*Mrtyorma amartam gamaya*  
 (From death, lead me to immortality)

Shri NBS Rajput, IAS, Joint Secretary, Department of Administrative Reforms and Public Grievances (DARPG), formally welcomed the dignitaries.

Shri Arun Kumar Mehta, IAS, Chief Secretary, J&K Government, addressed the audience on virtual mode. He said that it was a great challenge in J&K to bring citizens and the Government closer. He reminded the audience of early 1990s when there was a total disconnect between the Government and the people of J&K. He hailed the present state of affairs in J&K as a great achievement because the common man in J&K has started trusting the intentions of the Government and has turned into a participant in good governance through Panchayati Raj System.

Shri Mehta said that J&K is the torch bearer in administrative transparency and reforms. Everything is done online. More projects are now completed in time than was previously done.



Shri Saurabh Bhagat, IAS, Director General, J&K IMPARD, represented J&K Government as the Nodal Officer for the Conference. He threw light on the achievements of IMPARD which among other things included organising National Level conferences like the present one

## Session III

### Promoting Jan Bhagidari

Dr. Jehan Ara Jabeen, Associate Professor, J&K IMPARD, managed the dais for the 3<sup>rd</sup> and concluding Session of the 1<sup>st</sup> Day of the Conference.

The theme of the Session was "Promoting *Jan Bhagidari* (Public Participation)" in *Poshan Abhiyan* (Mission Nutrition) and Digital Payments and Good Governance in PM *SVANidhi* (Prime Minister's Street Vendors AtmaNirbhar Fund – Atmanirbhar signifying "self-dependency" and Nidhi meaning "fund").



Dr. Jahan Ara Jabeen, Associate Professor, conducting the proceedings of Session III



Shri A. K. Mehta, IAS, Chief Secretary, addressing the Conference on virtual mode from New Delhi, May 16, 2022

In his address, Shri V. Srinivas, IAS, Secretary, DARPG, GoI, thanked the Hon'ble MoS for taking time out to grace the Conference with his presence.



Shri V. Srinivas, IAS, Secretary, DARPG, GoI, welcoming the Chief Guest during the Conference, May 16, 2022

Shri Saurabh Bhagat, IAS, Director General, J&K IMPARD, highlighted the achievements of J&K IMPARD. He thanked DARPG for extending a hand of friendship and support to J&K IMPARD. This, coupled with deployment of Information & Communication Technology (ICT), helped IMPARD to multiply its activities both qualitatively and quantitatively.

Shri Amar Nath, IAS, Additional Secretary, DARPG, GoI, chaired the Session.

PM's Awardee Shri Rahul Raj, IAS, Collector & District Magistrate, Kumuram Bheem Asifabad District, Telangana State, shared his experiences on Mission *Sampoorna Poshan* (Mission Complete Nutrition).

Kumuram Bheem Asifabad is the farthest District from Hyderabad, the capital city of Telangana. It is predominantly tribal populated.

The tribals of Kumuram Bheem Asifabad had minimal awareness about health, hygiene, and nutrition. As a result large number of children suffered from being malnourished, underweight, and anaemic. In addition, the adolescent girls and women also suffered from multiple deficiencies.

Therefore, the problem of malnutrition could not be addressed at Aaganwadi Health Care Centres alone because these Centres also suffered from deficiencies such as lack of infrastructure and being understaffed.

Moreover, these Aaganwadi Centres suffered other limitations also, as for example, these provided only one daily meal to children while as the children and their parents needed three nutritious meals a day. Therefore, Mission *Sampoorna Poshan*.

Under the Mission a pilot project called "*Decentralized Millet Based Recipes*" was launched with financial assistance of Rs.1.36 crore (one crore is equal to ten million) provided by NITI Aayog. This helped the District

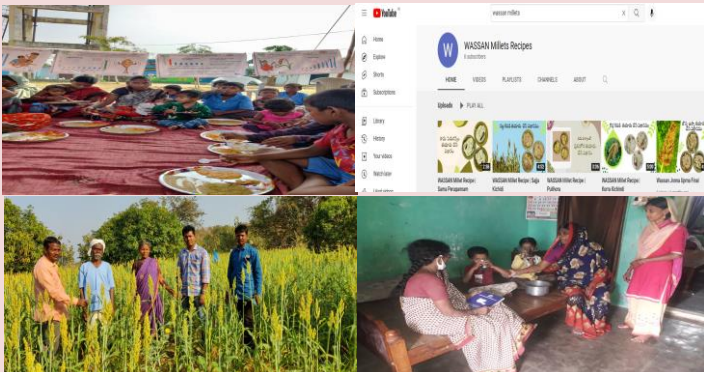


Administration in launching a campaign of informing the general populace of the District about millets, its cultivation, cooking, and consumption.

In a span of three months, the District Administration and the local Aaganwadi Centres organized thirty-three food festivals and conducted ten millet recipe training sessions with all the targeted women falling under the jurisdiction of two hundred twenty-five Aaganwadis. This effort was augmented by circulation of Millet Cooking Videos through WhatsApp and YouTube social media platforms. Millets were made available for purchase locally and the Aaganwadi staff visited each household to ensure millet consumption. The campaign was closely monitored by District Administration Officers.

In order to promote cultivation of Millets, the officers of the Department of Agriculture trained two thousand and five hundred farmers who were also provided seeds on subsidized rates to cultivate millets on one thousand acres of land. Soon a millets selling market sprang up with women, forming part of Self-Help Groups (SHGs), processing and selling millets in all the Aaganwadi jurisdictional areas to make it cheaply available to people.

Millets cultivation was reinforced by encouraging vegetable cultivation. Simultaneously, a campaign was launched to make the District ODF – Open Defecation Free – through spreading awareness about the relation of health with nutrition and hygiene.



Kumuram Bheem Asifabad: “Decentralized Millet Based Recipes” under Mission Sampurna Poshan in progress

PM’s Awardee Shri Sanjay Kumar, District Magistrate, Datia, Madhya Pradesh, shared his experiences on *Poshan Abhiyan (Mission Nutrition)*.

*Poshan Abhiyan* is an overarching scheme for holistic nourishment through *Jan Baghidari* (public participation).

The *Poshan Abhiyan* started with a sub-scheme titled *Mera Baccha* (My Child). Under this Scheme a survey was launched in Datia District to find out SAM and MAM cases among children – MAM signifying Medium Acute Malnutrition and SAM signifying Severe Acute Malnutrition.

*Mera Baccha* is an initiative to address the problem of capacity gap of the family of malnourished child. It aims at capacity building of parents through counselling in figuring out the reasons for malnutrition of their children and to provide them with resources to address the problem.

Through *Mera Baccha Initiative* the malnourished child got “adopted” for proper care. The families of such children were provided resources through the medium of various social welfare schemes of the Government.

School teachers, doctors, and dieticians were deployed to monitor the progress of SAM and MAM children, in addition to spreading awareness about cleanliness and malnutrition.



PM’s Awardee Dr. Piyush Singla, IAS, DC, Anantnag, shared his experiences on *Implementation of PM SVANidhi Scheme in Municipal Council, Anantnag, J&K*.

Un-regulated street vending is a severe handicap to smooth running of road transport as the vendors with their wares spread on the roadsides attract customers. This results in pedestrians using the roadway and blocking the movement of vehicles.

Police and Municipal Council functionaries take advantage of this situation. They criminalize the vendor and demand bribes from him. If he refuses, they confiscate his wares using municipal laws to intimidate him.

The Municipal Council Anantnag faced a dilemma. On the one hand were the street vendors whose livelihoods were rendered insecure by official harassment and on the other hand businesses of these same vendors created traffic problems.

So, the District Administration came up with the vision of *Vending with Dignity*. Implementation of this vision started with establishment of three vending zones in the town of Anantnag – Alaw Market Vending Zone at Dangerpora; Janglat Mandi Vending Zone; and General Bus Stand Vending Zone. In special camps organised under the programme *My Town My Pride*, the District Administration identified vendors and issued certificates of vending (CoV) on spot to the beneficiaries. Three hundred and eighty-one (381) beneficiaries were provided space in the vending zones; low interest, cost effective and hassle free loans from banks were arranged in their favour using transparent process of online registration, and disbursement of loan amount.

In addition, a grievance redressal mechanism was put in place by way of collecting direct feedback from the beneficiaries on fortnightly basis; holding monthly grievance redressal camps in the Townhall; and holding live interactions with beneficiaries via social media. It turned out to be a win-win arrangement for the beneficiaries and the District Administration and Municipal Council authorities.



My Town My Pride: Anantnag, J&K: Vending with Dignity



Shri Saurabh Bhagat, IAS, Director General, IMPARD, presenting memento to Shri Amar Nath, IAS, Additional Secretary, DARPG, Gol



## Day 2<sup>nd</sup>

### Session IV

#### Holistic Development through One District One Product Scheme and Seamless End to End Delivery of Services without Human Intervention

Dr. Shafia Wani, Assistant Professor, J&K IMPARD, conducted the proceedings of Session IV.



Shri Kamal Preet Singh, IAS, Agriculture Production Commissioner, Government of Chhatisgarh, chaired the Session. He is a PM's Awardee himself. He shared his experiences on *Godhan Nyay Yojana*. The latter is predicated on putting cow dung to best use, i.e., vermicomposting. It is a Government of Chhatisgarh initiative on Sustainable Agriculture and Livelihoods.

Vermicompost is rich in nitrogen, phosphorus, and potassium. It improves the texture of the soil, increases its water holding capacity, and consequently its fertility. Vermicomposting helps increase the income of cattle farmers, and at the same time helps in decreasing the use of artificial fertilizers. It also helps in leveraging SHG (Self-Help Group) model in villages by allowing members of SHGs to earn an income.

Vermicomposting involves construction of a pit in which composting of cow dung is done with the help of earthworms. An SHG procures raw cow dung from farmers in which process the group is assisted by *Gothan Samitis* (Committee of Village Elders, who are themselves cattle rearers—*Gothan* signifies a cow shelter and *Samiti* means a committee).

The Agriculture Department, Horticulture Department, and other Departments also provide support.

In less than two years' time from July 2020 to April 2022, about 70 lakh quintals of cow dung were procured and composted yielding an income of about 139 crore rupees to SHGs.

Use of vermicompost proved beneficial to cereal and vegetable farmers because it was now easily available locally and helped in organic farming producing healthy vegetables and cereals besides increasing enthusiasm for cattle rearing.

#### Vermicompost production by leveraging SHG model



PM's Awardee Shri Deepak Meena, IAS, DC Meerut, UP, shared his experiences on production of Kalanamak Rice in Siddharthnagar.

Kalanamak Rice is an indigenous variety of rice in Siddharthnagar District in the Terai region of UP bordering Nepal. It is held to be a gift from Mahatma Buddha to the people of Terai region. It is rich in zinc and iron. It is low in sugar and high in protein. Hence it is good for diabetic persons.

It was cultivated in the region right up to and during British times but its cultivation decreased overtime. Under the theme of *Holistic Development through One District One Product*, the cultivation of Kalanamak Rice was encouraged in Siddharthnagar and measures were taken to make it popular outside the District also.

This of course was full of challenges like the lack of timely supply of high quality seeds; declining genetic purity of the particular variety; lack of rice mills suitable for husking this particular variety; lack of consumer interest due to absence of proper branding; lack of proper storage facilities; loss of aroma (sweet smell) due to loose packaging; and lack of agricultural loan facilities. The District Administration successfully handled these challenges. The result was that the cultivation of Kalanamak Rice increased from 2700 hectares in 2018 by 2950 farmers to 12000 hectares in 2020 by 13500 farmers. With increase in production and online availability and awareness in the markets of the country, its demand increased. The price per kg of Kalanamak Rice jumped from Rs.40 per kg in 2018 to Rs.135 per kg in 2021.



Siddharthnagar, UP: Kalanamak Rice

PM's Awardee Shri Rajeev Raushan, IAS, District Magistrate, Darbhanga, Bihar, shared his experience on production of *Makhana* – Hindi for fox nut.

Darbhanga is home to 8000 water bodies and therefore ideally suited to *Makhana* nut farming.

In addition to having nutritional benefits, *Makhana* is a healthy substitute for coffee.

*Makhana* is a variety of water lily that resembles lotus plant in shape. Its nut is obtained from the fruit of the plant.

The nut is sun dried, roasted, and finally hammered to remove the hard shell. This is a labour intensive process.

The District Administration of Darbhanga introduced improved seed varieties and mechanised processing. It also identified new water bodies and encouraged farmers to initiate cultivation in low lying areas by planting *Makhana* saplings. This led to increased production with low input cost. Entrepreneurs came up with technology driven ideas which paved the way for online marketing.

#### Glimpses of Makhana's Journey from pond to international market



Transformation Of Processing Methods



PM's Awardee Shri Vara Prasad Reddy, IAS, Director, Electronic Delivery of Citizen Services, Government of Karnataka, shared his experiences on *Seva Sindhu*.

*Seva Sindhu* is a Citizen Services Portal. Its salient feature is that it covers 798 services from 74 departments on one platform in a cashless, paperless, and impersonal manner using ICT.

The applications (and fees, if any) are received online. The applicant is informed through SMS about the status of his application. In-built feedback mechanism helps receiving feedback about services availed by citizens. This feedback is analysed for effecting improvements in the system.

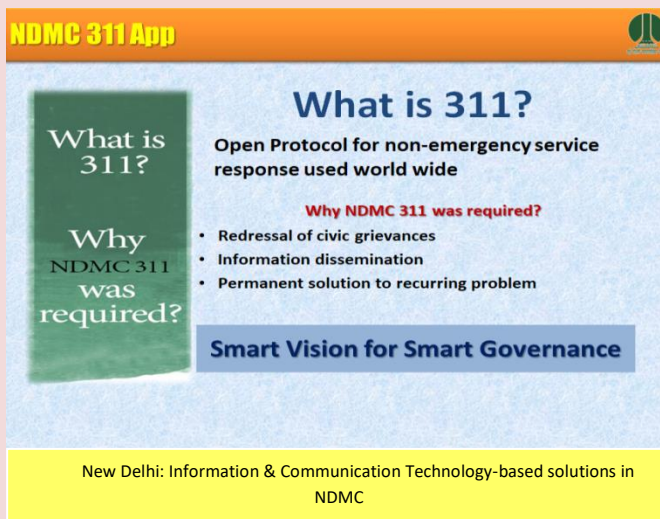
The success of *Seva Sindhu* Citizen Services Portal can be gauged by the fact that 2,19,68,977 services have been delivered through it from March 2018 to April 2022. As for example, *Ayushman Bharat Health Card* (also called Golden Card) was issued to tens of millions of people which enabled them to receive free medical attendance in designated hospitals.



PM's Awardee Shri Dharmendra, IAS, Chairman, NDMC, shared his experiences on NDMC-311 App.

NDMC-311 is a technology driven initiative of *Smart Vision for Smart Governance*. The motivation behind 311 App is redressal of public grievances and information dissemination about matters of public concern. More than forty services are integrated on NDMC-311. Citizens can avail services at the click of their smart phones. They can book community halls, swimming pools, vaccination slots, etc. They can pay all fees and taxes online. They can seek information about location of various places and parking spaces, etc.

Previously common people used to suffer on account of lack of transparency, ineffective governance, and lack of accountability. With the implementation of Information Technology based solutions like 311 App, and the consequent digital transformation in the Government's working, the common man is now empowered to demand services in an efficient manner. Now he is not obligated to make frequent trips to Government offices. This has saved his time. Moreover, digital transactions are cost effective in that they have eliminated use of paper.



## Session V

### Improving e-Service Delivery in J&K

Dr. G. M. Dar, Associate Professor, J&K IMPARD, managed the dais and Shri Ranjan Prakash Thakur, IAS, Chief Vigilance Officer, Oil and Natural Gas Commission (ONGC), chaired the Session.

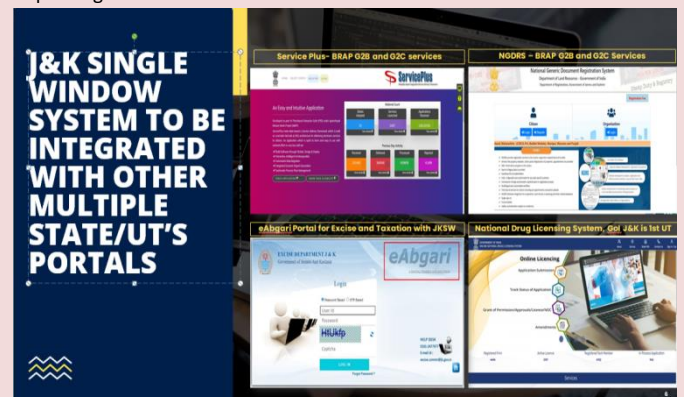


Dr. G. M. Dar, Associate Professor, conducting the proceedings of Session V

Shri Ranjan Prasad Thakur, himself a PM's Awardee, shared his experiences through Power Point Presentation on *Improving e-Service Delivery in J&K*.

*Improving e-Service Delivery in J&K* is predicated on online user friendly single window system with least human touch points. Applicants requesting for services can apply online, and monitor the progress of their cases across departments. The Government is bound to adhere to timelines set for service delivery by J&K Public Service Guarantee Act (PSGA), 2011.

Moreover, Integrated Grievance Redressal and Monitoring System (IGRAMS) has been set up. Under IGRAMS a Nodal Officer has been designated in every Department to ensure timely and qualitative redressal of public grievances.



PM's Awardee Shri Vijay K. Bidhuri, IAS, Commissioner/Secretary, Department of Revenue, J&K Government, shared his experiences on *e-Service Delivery in the Revenue Department of J&K Government*.

The motivation behind e-service delivery is to deploy digital technology to manage, monitor, and mobilize land revenue, records, and resources to the convenience of citizens. This could be achieved through technological interventions for updation and strengthening of institutional, transparent, cost effective, and time saving mechanisms for delivery of services and maintenance of records.

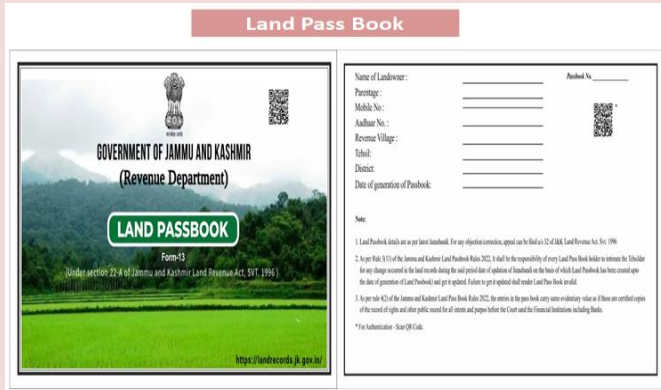
In this backdrop the Department of Revenue, J&K Government, adopted innovative initiatives under the scheme *Aap Ki Zamin Aap Ki Nigrani*, such as, issue of Land Pass Books to fulfill the motto of *Soochit Rahe Sachaet Rahe*; delivery of Revenue related services through online mode; maintenance of 24X7 Revenue helpline; and maintenance of Dashboard containing latest information about mutations, if any, effected in land records so that the owner of property remains informed of the latest status of his property which is also facilitated by real-time SMS sent to his/her connected telephone number.

This was made possible by scanning and digitizing about eight crore (80 million) pages of revenue records and fifty-five thousand Mussavis (maps) and putting these in public domain under Land Records Information System.

Shri Bidhuri was emphatic in informing the audience that the maintenance of land records was already best in Jammu and Kashmir in the whole country which fact made digitization of records easier.

Citizens can view free of cost their records pertaining to their properties on Land Records Information System.

They can also provide feedback vis-a-vis correctness or otherwise of these records which helps in correcting and upgrading these records in real time which in turn helps continue the already prevalent purity in the maintenance of records in J&K.



PM's Awardee, Purna Puri, IAS, IT Secretary, J&K Government, shared her experiences on *Information Technology (IT) Initiatives in J&K*.

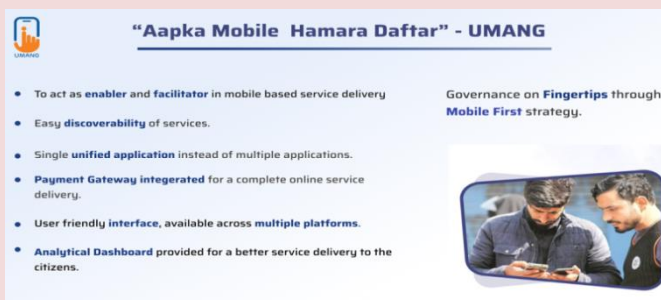
IT initiatives taken in J&K include the introduction of *e-Office*; *Rapid Assessment System*; *Aap Ka Mobile*, *Hamara Daftar*; *My Gov – J&K*; *e-Kitab Kosh*; *Employees Performance Monitoring Portal*; & *UT Dashboard*.

J&K became the first UT to fully implement the e-Office.

The introduction of e-Office rendered the old practice of moving the entire Civil Secretariat along with staff and files (called Annual Darbar Move) irrelevant. This saved the Government an annual expenditure of 400 crore rupees besides the hassles of movement of manpower and files from Srinagar to Jammu and vice versa.

The implementation of e-Office necessitated scanning and digitization of files. This prevented the chances of unnecessary delay in processing cases; pilferage of important documents and misplacement of files.

Rapid Assessment System (RAS) is a digital mechanism to enable citizens to share feedback related to e-Service Delivery by the Government. This helps in identification of areas of improvement to make citizen service delivery mechanisms more efficient.



PM's Awardee, Sanjay Gaden, IT Consultant, J&K, shared his experiences on *Improving e-Service Delivery in J&K*.

A common man, who was in need of Government service, was faced with difficulties like: What to do to get a service? Where to go? When to go? and Whom to meet?

In the Government offices there was a tendency to avoid the applicant and instead to demand documentary evidence, etc. In rural and hilly areas, visiting offices again and again turned out to be a bitter experience especially in winter.

The introduction of e-Service Delivery mechanism eased the living of common man. The IT Department of J&K was the first to rise to the occasion and implement IT initiatives in the UT.

Newsletter prepared by: Dr. B. A. Kumar & Dr. Ruchi Gupta, Editors; Ashaq Hussain Bhat, Assistant Editor; & Ajaz Mohi-ud-din, Composer

Qualitative Aspects	
✓	<b>NeSDA, NeSDA and NeSDA:</b> Say want to follow NeSDA and Do what is in NeSDA
✓	<b>What else needed? In Digital Services</b>
➤	Digital Interface [Web/App]
➤	Digital Appointment
➤	Digital identification [Online]
➤	Digital Selection of Service Centre [Monopoly Barrier]
➤	Digital Notification [SMS]
➤	Digital Backend
➤	Digital Certificate (QR Code)
➤	Verifiable Certificate
➤	Universal Validation
What else needed ? In Digital Services	

## Valediction

Shri Amar Nath, Additional Secretary, DARPG, GoI, conducted the proceedings of the Valedictory Function. He said that if good practices shared by PM Awardees could be replicated in J&K, then they can be replicated throughout the country.

In his valedictory address Shri Rajiv Rai Bhatnagar, Advisor to Hon'ble Lt. Governor, stressed the fact that bureaucracy is the Government's interface. Common man has great expectations with them. Since the job of the Government is public service, the bureaucracy should ensure satisfaction of common man by qualitative service delivery. Also efforts should be made to eliminate human contact to the extent possible through technology interventions.

He said that a bureaucrat should measure his own outcome. The best way to measure one's outcome is to see as to how many people one satisfied while executing one's official duties.



Shri Rajiv Rai Bhatnagar, Advisor to Hon'ble Lt. Governor, addressing the Conference at its conclusion, May 17, 2022

Shri Saurabh Bhagat, IAS, Director General, IMPARD, presented vote of thanks to the dignitaries and the participants in the Conference as a token of gratitude for taking time out of their busy schedules and visiting J&K to share their best practices and to learn from others.



Shri Saurabh Bhagat presenting vote of thanks, May 17, 2022