

Best Practices

Atmnirbhar Uttar Pradesh

Volume-1



Perspective Planning Division, Department of Planning

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No.

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PRADESH
DESH MEIN**





Yogi Adityanath
Chief Minister, Uttar Pradesh

MESSAGE

Last four years have been transformative for the state. Four years ago, when our government assumed office, the image of Uttar Pradesh was not very encouraging within country as well as abroad. This has negative effect and prevailing environment of fear led the investors to leave the state. Under able guidance of Hon'ble Prime Minister, Uttar Pradesh has made impressive strides in socio-economic development, using many innovative approaches benefitting almost 24 crore citizen of the state. While providing impetus to sectors of production to boost economy, the state has also extended social protection coverage to the vulnerable.

It is a matter of pride that Uttar Pradesh (UP) has jumped from twelfth position to second position in the Ease of Doing Business (EoDB) ranking. State is also second largest in Gross State Domestic Product (GSDP) in country.

Focus on good governance has transformed Uttar Pradesh and our COVID-19 mitigation efforts demonstrate this. It has been, indeed, a test of the effectiveness of state apparatus and governance structures.

This compendium- Best Practices-2020, focuses on examples from districts that demonstrate potential solutions to sector specific issues along with the power of convergence between sectors. Many of these best practices are scalable at state level and can be adapted to various other contexts.

In many ways, this compendium is a testimony to the untapped potential of district administration in result based planning and implementation. Through these efforts the mantra of "Sabka Saath, Sabka Vikas, Sabka Vishwas" is turned into a ground reality.

I do hope that these case studies will inspire all those who are involved in these efforts to do more and transform challenges into opportunities.

(Yogi Adityanath)



Rajendra Kumar Tiwari, I.A.S.

Chief Secretary, Govt. of Uttar Pradesh



FOREWARD

The success of a state is ultimately measured by the expansion of social services and well-being of people. In this regard, the initiative of Best Practices is particularly noteworthy for its innovative implementation and impact.

The 'Compendium of Best Practices from the Districts- 2020' brings together many initiatives in the areas of infrastructure and human development adopted by various districts of Uttar Pradesh. Some of these initiatives illustrate innovative approaches, effective strategies, sustainability and an exemplary capacity to reach the marginalized.

This resource book is presented to districts and departments concerned with a hope that it will stimulate more robust channels of communication across districts on expedient practices through replication and strengthen social sector delivery for the benefit of all.

I would like to thank Hon'ble Chief Minister for his vision and efficient leadership which have been translated into enormous change in various dimensions of governance. During covid-19 in March 2020, there was acute shortage of lab & testing facilities in the state but now there are 383 testing labs in Uttar Pradesh.

This compendium is a product of Planning Department's effort together, organize and disseminate information on successful government interventions in social sector. I thank the efforts of Department of Planning in guiding the district team to identify their good works. Special thanks are due to Prof. K.V. Raju, Economic Advisor to Hon'ble Chief Minister and Additional Chief Secretary, Shri Kumar Kamlesh, IAS and his team members. I thank all the officials of the Department for their effort in bringing out this compendium.

I hope that this compendium will be widely disseminated, discussed and referred for scalability and adoptability of local solution and convergent approach towards sustainable development within and outside the state.

(Rajendra Kumar Tiwari)



Kumar Kamlesh, I.A.S.

**Additional Chief Secretary, Planning Department
Govt. of Uttar Pradesh**



FOREWARD

Sustainable Development Goals-2030 emphasizes localization of SDGs as a crucial component of implementation and achievement of goals. Globally, the year 2020 has been very challenging in an unprecedented manner. Given its proximity to epicenters of COVID-19 and having received a large number of migrant workers, the state of Uttar Pradesh has to be on guard against the spread as well as take strides towards economic recovery. This compendium of Best Practices-2020, shows how districts have been on a solution-innovation mode against all odds. They have performed well in mitigating the pandemic and implemented social protection programmes along with interventions in sectors of production.

The Department of Planning has been coordinating development programmes by providing guidelines and technical inputs to districts. As programmes expand in reach and scale, it is important that tools and methods of implementation are sharpened and become more robust and result oriented.

This compendium covers a whole spectrum of administrative innovations from implementing a bundle of schemes to Mushahar community, CSR collaboration for improved health and education infrastructure, water conservation, organic cultivation of black rice, artificial ponds using modern technology, letter tracking web based software at the office of the District Magistrate, restarting of small and micro enterprise units, restoration of river basins, convergence of efforts to improve institutional delivery. To capture these diverse processes and results, the Department of Planning has developed guidelines and templates.

I am thankful to the Hon'ble Chief Minister for his commendable leadership which led to excellent management of COVID-19 mitigation efforts for migrants worker and are applauded by apex court of India.

Special thanks to Prof. K.V. Raju who conceptualized the idea and provided guidance throughout the documentation.

I thank Principal Secretary of the Department, Shri Amod Kumar IAS for his diligence and commitment in finalizing this compendium. I would also like to thank Shri. R.N.S. Yadav IAS, Special Secretary Department of Planning for his continuance and guidance in developing this compendium. Director, Perspective Planning Division, Dr. Anand Mishra and his team have devoted significant time and effort in coordinating with the districts. I thank UNICEF for their support in finalizing these documents.

It is a collection of 43 case studies from 25 districts, spanning all themes of the development sector - agriculture, livelihoods and skill development, health, education, environment, drinking water and sanitation, handicraft etc.

I am hopeful that the compendium will provide valuable learnings for other districts and line department functionaries so that they can assimilate these best practices for potential replication. To make these cross learning feasible, Planning Department has prepared two annexures. First annexure organizes case studies by sectors and the second one by Sustainable Development Goals.

It is envisaged that this volume will inspire more districts and soon we can bring out a second volume.

(Kumar Kamlesh)

Prof. K.V. Raju

**Economic Advisor of the Hon'ble Chief Minister
Govt. of Uttar Pradesh**



PREFACE

This document describes experiences of implementation of development programmes and schemes by districts through convergence and innovation. It is envisaged that the compendium of best practices-2020 will help other districts in integrating some of the practices into their own programmes to make them more efficient and effective. It could also serve as a referral resource for the districts and add value in developing an understanding of various strategies and models.

It is a collection of 43 case studies from 25 districts, spanning all themes of the development sector - agriculture, livelihoods and skill development, health, education, environment, drinking water and sanitation, handicraft etc.

In this compendium, an effort is made to systematically document examples that address social, environmental and industrial growth and facilitate their scale up. It serves as a repository of learnings and information on potential models.

Past few years have been remarkable for the state of Uttar Pradesh as it has overcome the general perception of being a backward state to be regarded as a preferred destination for investors and innovators. The dedicated efforts put in by the government to create a conducive environment have gained the trust and faith of people to put their best foot forward. This compendium represents the positive actions initiated not only by the administration but also the collective efforts made by people and their institutions to achieve progress.

There are stories of successful individuals such as Mr Zia Khan of Badaun district who started fisheries in an artificial pond to augment his income and Mr Ramesh of Hapur district who took a loan of Rs 4 lakhs under Mukhyamantri Matikala Yojana to expand his pottery work. There are also case studies of Self Help Groups from Saharanpur and Unnao where women members came together to start their enterprises to overcome poverty.

There are also case studies which display the district authority's willingness to support innovative practices especially in agriculture and water resources. The rejuvenation of Ban river in Amroha district and Tamsa River in Ayodhya district may guide other districts in managing river basins to ensure continuous flow of the water bodies. The innovations in agriculture occupy a significant place in the compendium. One such story is from Bagpat district where it has led to an increase of income (Rs. 2.5 to 3.00 lakhs per hectare) of a Farmer from the adoption of Lemon Grass Cultivation an alternate of

sugarcane cultivation. New and progressive efforts to boost industrial sectors can be seen in the initiative undertaken in Amroha district. It illustrates the support to entrepreneurs involved in glassware production and promotion of 'One District One Product' scheme in various parts of the state.

There are also districts which took up the challenge of creating a better environment by way of waste management as done by Nagar Palika Parishad Amroha by introducing door- to- door collection of household waste. Similar is the case study of water conservation initiative in Bijnore district.

In summary, this compendium not only documents good practices, conditions for their replicability and sustainability but also synthesizes lessons that can be adopted by other districts and states. It also contains best practices from four aspirational districts – Bahraich, Balrampur, Chandauli and Siddarthnagar.

At the last I would like to acknowledge the motivation and inspiration extended by the Hon'ble Chief Minister Shri Yogi Adityanath in taking up this task to showcase good practices from Uttar Pradesh. I am thankful to Shri R.K. Tiwari, Chief Secretary, Government of U.P. for taking up this on priority basis. I am also thankful to Shri Kumar Kamlesh, IAS, Additional Chief Secretary, Department of Planning for diligently following up the progress of compendium on a daily basis. I would like to thank Shri Amod Kumar, IAS, Principal Secretary, Department of Planning for coordinating the collection of good practices from various districts. My special thanks to Dr. Anand Mishra, Director, Perspective Planning Division, Department of Planning for his perseverance in completing the tasks and Dr. Piush Antony, Specialist Social Policy, UNICEF for editing of this document.



Prof. K.V. Raju

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DISTRICT-AMROHA

CASE-1 Export Promotion of Glass Handicraft Through Common Facility Centre (CFC)

FACT SHEET

Place of Implementation :	Village Dehri Khurram, Moradabad Road, Amroha District.
Implementing Agency :	Deputy Commissioner, District Industries Promotion and Entrepreneurship
Sector :	Industrial Promotion and Entrepreneurship
Year of Launch :	2019-20



Background

Under the Uttar Pradesh Export Establishment Scheme in Amroha district, the Common Facility Center, Amroha Glass Factory has been established. This will promote employment and export in Uttar Pradesh. It will also help in reducing the cost of production in the surrounding regions of Moradabad, Sambhal, Rampur and Bijnor.

Intervention

On behalf of the Government of Uttar Pradesh, in tandem with the District Industries Promotion and Entrepreneurship Development Center, a Common Facility Centre (CFC) has been established, which brings Special Purpose Vehicle (SPV) to the table.

IMPACT

Social

The Amroha Glass Factory has been established in order to spread the technical knowledge involved in the glass industry to entrepreneurs and exporters around the district. This will quicken the state's industrial development.

Economic

The total cost of the project amounts to 1299.98 lakh rupees, out of which 909.98 lakh rupees have been footed by the Uttar Pradesh government. The share of

the state in this is in the form of margin money subsidy. 2500 people stand to gain direct/indirect employment benefits from this scheme.

The scheme is expected to expand the glass export sector by 25%. With the establishment of this plant, the dependence of the region on Firozabad district will be reduced and local labour will be promoted. Migration to other regions can be reduced by the creation of new jobs within the district. Production costs in the region will also come down.

Key Outcome

Until now, all glass-related work was done mostly by hand. This meant that the production rate was slow. This project aims to increase production capacity by employing automatic machines that promise to make the process far easier. This will, in turn, prove beneficial to entrepreneurs and exporters.

Summary

All kinds of work related to the glass industry, such as - laser cutting, finishing, water jet cutting, laser engraving, itching, glass lamination, insulation, glass coloring, sampling of glass using furnace, and so on, which are required by industries and units of handicrafts, will be undertaken under this initiative. All the work will be done at the Common Facility Center Amroha Glass Factory on the basis of no-profit-no-loss, at the lowest rates. This will provide a boost to regional employment, and also lower the cost of production.

Lesson Learnt

Earlier, glass-related work was carried out by hand and the risk of injury was high. The finished goods did not have a polished look and were not liked by buyers. The current technology hopes to improve this, and produce fine glass, manufactured safely and efficiently. The production will stay in line with international demands and standards.



DISTRICT-AMROHA

CASE-2 Development and Beautification of Dumping Sites

FACT SHEET

Place of Implementation	: Amroha City
Implementing Agency	: Nagar Palika Parishad, Amroha
Sector	: Swachh Bharat Mission (URBAN)
Year of Launch	: 2019-20



Background

The concerned dumping site is located near Bijnore Road, T.P. Nagar Intersection, Amroha. Garbage is collected from residents of the many mohallas in the city and is dumped on the site. This accumulation of garbage has resulted major impediment to the traffic moving through the area.

Intervention

For the purpose of development and beautification, the District Magistrate directed the Nagar Palika to develop this place and curb encroachment in the area. Dustbins are placed on the sides of road to prevent dumping. A low-cost feature wall is designed on the site with water fall construction. Widening of the intersection by placing interlocking tiles, signage and marking was done on both sides of the road to solve traffic congestion.

IMPACT

Bijnore Road Highway is the busiest road in the city, accomodates approximately 30000-40000 commuters everyday. The current project has transformed the site, from a dumping point to a selfie spot. The waterfall is a an especially attractive location, boasting of colorful lights and frequent visitors. The development also highlights issues of cleanliness in the city and helps in spreading awareness. Various public gatherings have also been organised at the location.

Key Outcomes

- Prevention of regular accumulation of tons of garbage
- Resolution of traffic jams in the vicinity
- Removal of a gross eyesore for the citizens of the city
- A reduction in air pollution thanks to less traffic woes

Scale up Options

In small Indian towns, the geometry of narrow intersections can be improved by widening the lanes and promoting beautification. This can be achieved at a relatively low cost, compared to other civil works.

Key Takeaway

- Change in social behavior - Signboards and notice boards encourage people to adopt improved behaviour and do not practice open dumping of garbage.
- Improved aesthetics of the region.
- Smooth traffic flow.

Summary

Continuous dumping resulted in a huge pile of garbage at this particular intersection in Amroha city. The DM's intervention has enabled the transformation of the region into a clean and beautiful public space. Traffic congestion at the intersection has also been addressed by this.

Lesson Learnt

Adding appropriate signages, road markings and building paved pathways for pedestrian movement can improve the aesthetics of a location at a very low cost. Public behaviour can be quickly changed by these development endeavours.



DISTRICT-AMROHA

CASE-3 Sustainable Management of Solid Waste : A Viable Option for Alternative Income Generation

FACT SHEET

Place of Implementation	: NPP Gajraula, District-Amroha
Implementing Agency	: NPP Gajraula
Sector	: Solid Waste Management
Year of Launch	: 2019-20

Background

State is implementing the Swachh Bharat Mission as a dream project to realise the vision of the Prime Minister to make the country clean. Gajraula urban local body has taken up this challenge of making the town free of garbage and waste. As of now the town generates 24 TPD of solid waste on daily basis. Following the guidelines of Solid Waste Management Rules 2016, the ULB prepared a plan for safe collection and transportation of waste generated in the town.

Intervention

The separation and transportation of domestic waste (wet and dry), collected from 25 municipal wards, was undertaken by a 60-ton capacity vermicompost plant. A 500-ton capacity Nadep compost plant was also built. In addition of those 3000 interlocking tiles refashioned from demolition and construction waste from a new plant. Hazardous household waste was disposed by incineration. Other products made from the recycling process were sold off. The processing of organic manure and other products granted economic benefits to the municipal body.

IMPACT

Social

The waste management has led to a reduction in pollution levels in the city. Through public support, a reduction in the prevalence of vector-borne diseases has also been observed. The city itself has been beautified.

Economic

In addition to urban bodies, a new source of income is created, to a tune of Rs 19.5 lakhs annually. Organic agriculture is promoted and farmers are benefited by the production of organic fertilizers at



low prices. Public resources as well as the personal expenses that would have been incurred on account of the diseases spread by the accumulated waste are saved.

Key Outcomes

- Complete disposal of 24 TPD waste generated daily in the urban body
- Generation of new sources of income
- Scientific disposal of legacy waste and garbage dump
- The cleanliness survey ranked the Urban Local body third in the North Zone and first in Citizen Feedback in 2020.

Scale up Option

Generating income sources through urban waste management can be an important tool in a developing country of limited resources.

Key Takeaway

- Promotion of public participation in waste management
- Generation of sources of income
- Reduction in pollution level
- Promotion of health-conscious lifestyles in citizens

Summary

In all the 25 wards of Gajraula Municipal Corporation, door-to-door wet and dry waste collection was organised. Waste was converted into organic manure, nadep manure and in addition of that interlocking bricks were also built from a new plant. New sources of income were created, resulting in a reduction in pollution levels. Health security of residents has been prioritized.

Lesson Learnt

The problem can be turned into an opportunity by social awareness. Legacy waste and daily solid waste generated in urban bodies of Uttar Pradesh is still a huge problem. Large sources of income can be created by disposing the garbage, encouraging public participation and converting the above macro problem into better opportunities.



DISTRICT-AMROHA

CASE-4 Transformation of Redundant Product Into A Viable Small Scale Industry

FACT SHEET

Place of Implementation	: Amroha
Implementing Agency	: District Industries Promotion and Entrepreneurship Development Center
Sector	: Handicraft
Year of Launch	: 2019-2020

Background

To promote small scale industries and create self-employment, the production of Dholaks (percussive instruments), which has been happening since centuries and the production of readymade garments are being encouraged.

Intervention

In this programme, there are mainly four schemes.

- ODOP Training and Toolkit Distribution Scheme - Under this, after imparting 10 days of general technical training and advance training related to the production of dholaks and readymade garments for the district, the trainee shall make money and perform its work, upon the reception of an honorarium-A toolkit.
- ODOP Margin Money Scheme - Under this, a loan amounting Rs 25 lakhs for production, repair and business costs for running a dholak/readymade garments enterprise is provided at the rate of 25% margin money rebate.
- ODOP Marketing Assistance Scheme - Under this, 75 percent of the total amount of expenditure is given to the handicraftsmen in stalls and for carrying goods to the fair site in the state-owned fairs of ODOP.
- ODOP General Facility Center Scheme - Under this, a product testing lab, a development and training center, a technical research and development center, a product demonstration/sales centre and a raw material bank have been established. An amount of up to Rs 15 crore has been provided for setting up a common facility center, of which 90% shall be borne by the state.



IMPACT

Social

Under this scheme, employment benefits are being offered to individuals across the caste-age barrier.

Economic

In this scheme, after providing training to 200 candidates during the year 2019-20, toolkits were distributed, this has helped the beneficiaries in self-employment and strengthen their economic status as small scale industries. Also, interested people established their large units by taking loans and strengthened their economic condition.

Key Outcome

The scheme has provided respectful employment to all sections of the society and the product has got an identity in the country and abroad. The revival of an old product which was being lost in the district is also a boastful point. Earlier, tools for these industries were very scarce. By this scheme, the shortage of tools was bridged and now the beneficiaries have started taking loans for working with wood lathes and other electric machines as well.

Key Takeaway

In the past, due to the preparation of ODOP products by hand, the rate of production was low and the product was also not very attractive. This programme improved the production on both of these counts.

Year 2019-20

- Under One District One Product Scheme, in the year 2019-20, 12 units have been provided Rs.185.8 lakhs of loan benefits.
- Under the Mukhyamantri Yuva Swarozgar Yojana, in the year 2019-20, 31 units have been provided Rs 401.20 lakh loan benefits.
- Under the Prime Minister Employment Generation Scheme, in the year 2019-20, 42 units have been provided with a loan benefit of Rs 472.24 lakhs.

Year 2020-21

- Under One District One Product Scheme, in the year 2020-21, 20 units have been provided Rs 277.00 lakhs of loan benefits.
- Under the Mukhyamantri Yuva Swarozgar Yojana, in the year 2020-21, 15 units have been provided with the benefit of Rs 117.00 lakh loan.
- Under the Prime Minister Employment Generation Scheme, in the year 2020-21, 51 units have been provided with loan a benefit of Rs. 515.40 lakh.

Summary

Government of Uttar Pradesh has tried to convert dying products into a growing small-scale industry.

Lesson Learnt

We learned that grassroots work, if taken up strongly, can enable a lot of opportunities for society at large. The introduction of new technologies can further enhance these avenues. Further growth in the industry has also been envisaged: the building of congo drums, tablas, sitars, drums, guitars, and so on, is also on the table. The entry of e-commerce platforms has also facilitated these kind of ventures.



DISTRICT-AMROHA

CASE-5 Rejuvenation of Ban River

FACT SHEET

Place of Implementation	:	Amroha
Implementing Agency	:	District Administration with the help of block Amroha/Joya
Sector	:	Water conservation
Year of Launch	:	2019-2020

Background

In the year 2019-20, renovation and conservation project on the illegally occupied Ban river that flows through 35 Gram Panchayats of Amroha district was undertaken in MGNREGA. The Hon'ble Governor of Uttar Pradesh Smt. Anandiben Patel oversaw the conclusion of the project.

Intervention

A river conservation project offers a large scope of employment opportunities - for public representatives, doctors, teachers, lawyers, businessmen, school students as well as public and media personnel. Productivity of the villagers was improved and potential for agricultural income from the riverside farm fields was also unlocked.

IMPACT

Social

- Public awakening and public orientation through social movements for social upliftment.
- To increase the process of democratization, encourage public participation in policy execution.
- Curbing of illegal occupation of natural resources.

Economic

- An increase in the agricultural productivity and economic benefit of farmers through plantation and water conservation measures in 35 villages along with the river.
- Promotion of organic agriculture (30 Hectares)

Key Outcomes

- About 250 hectares of illegally occupied land was made free
- For the development of the entire region, the coordination of the Agriculture, Forest, Panchayati Raj and other Departments has been achieved.

Scale up Option

- Public participation in the policy execution can be a tool to accelerate the process of democratization.

- India is a country of limited financial resources and resources saved through public participation and shramdan can be used for other development purpose.

Key Takeaway

- Instead of the total estimated cost of Rs. 4.25 crore, only Rs. 85.31 lakh was spent and 75 percent of the government's money was saved.
- Out of an estimated 273351 persondays, 61434 persondays were paid from MNREGA component and remaining 211917 persondays were met by people's participation and shramdan.

Summary

The work on the conservation of the Ban River was completed by freeing the illegal land occupation of the area, mainly through public participation and shramdan. Large portion (75 percent) of government money was saved. Plantation around the river flow area and improvement of agricultural land and organic farming would ensure the ecological balance of the region in the future as well.

Lesson Learnt

Public participation and shramdan can be a better option for meeting social concerns. In a developing country like India where there is a scarcity of resources, development work can be a better option by connecting the masses to policy implementation for the fulfillment of social responsibilities. There is a need for active policy making that can create opportunities for the masses, while at the same time contributing to social welfare.



DISTRICT-AURAIYA

CASE-6 Propagation of Tissue Culture in Banana Farming

FACT SHEET

Place of Implementation	: Smt. Vitani Devi W/o Shri Harnaryan, Village Bharrapur, Block-Bhagyanagar
Implementing Agency	: Horticulture & Food Processing Department
Sector	: Horticulture
Year of Launch	: 2019-2020

Background

India is an agricultural country. Despite good geographical locations and natural resources agricultural sector has not progressed as it should have due to the lack of advance technology and resources. After independence with the research and experiment conducted by agricultural scientist, the production of the crops like wheat, paddy, pearl millet etc. has multiplied many folds. This has led to the fulfillment of requirement of food but the income of farmer's are still far behind.



Intervention

With the help of new technologies in the field of horticulture, fruit and vegetables, the income of farmer's can be increased many folds.

IMPACT

This was a new experiment in the district in the field of horticulture which has been appreciated by the farmers. Such farming has been adopted by 10 farmers in the year 2020-21.

Key Outcome

For the first time in the district Smt. Vitani Devi W/o Shri Harnaryan, resident of Village Bharrapur Block Bhagyanagar under the guidelines of horticulture department has planted 1543 plants of G-9 breed of “Banana” in the area of 0.5 hectare at 1.8×1.8 m distance. Mulching sheetts were used for moisture conservation and weed control. She has used organic fertilizer while preparing the soil which has not only conserved the soil but also has reduced its dependence of chemical fertilizers. Much better results have been obtained as compared to traditional crops.

Sl. No.	Details of crop	Area (Hectare)	Total production (in Q.)	Production Costs (in Lac)	Total Revenue (in Lac)	Net profit (in Lac)
1	Farming of tissue culture Banana by technical method (first time in district)	0.5	385.75	0.800	3.857	3.057

Vitni Devi is getting a net profit of Rs 3.057 lakh through this innovative experiment in agriculture.



DISTRICT-AYODHYA

CASE-7 Fit India Movement : Establishment Of Gram Park/Open Gym At Village Level

FACT SHEET

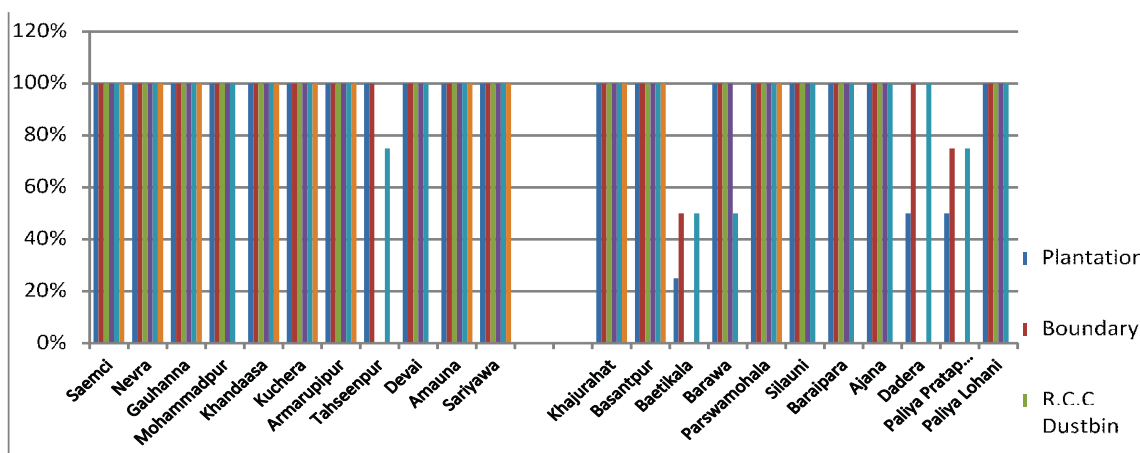
Place of Implementation	: Ayodhya
Implementing Agency	: Panchayati Raj Department
Sector	: Rural Development
Year of Launch	: 2019-2020

Background

Inspired by the Fit India Movement, a pilot project has been started in 22 gram panchayats spread over 11 blocks of the district.

Intervention

In order to attract people towards healthy lifestyle, new and improved gym equipments were installed in the identified park. It was taken into account that the gym equipments are durable and designed in a way to suit human need. The state of art gym equipments were also talk of the panchayat and more and more people, especially youngsters were eager to try their hands on.



Social

This project has greater social influence as it is a project for one of its kind. People generally thought that good quality gym with improved equipments are only available in large cities and towns. As the people in rural India are not exposed or used to such gym facilities, it was a hard task for the agency to create awareness regarding fitness and development using these gym equipments. This has slowly changed and there is a remarkable improvement in the lifestyle of people living in these gram panchayats where these gyms are established. Now more and more people think of keeping themselves fit, follow regular physical exercise and know the importance of healthy lifestyle.

Economic

During the construction of gym and parks all the labour requirements were sourced from nearby areas. Also the construction materials required for civil work were

procured from nearby market. This has boosted the local economy. Also now as the parks and gym are frequented by many small shops are coming up in the vicinity. This way the locals are getting self-employment within their own vicinity.



IMPACT

Keeping physically and mentally fit has long lasting health benefits. The parks and gym are now playing important role in keeping people fit. The habit of regular exercise is now the new norm in these villages. Also it has helped in motivating youngsters to take physical health as an important determinant of their success in life. Apart from this, this has also helped in creating green spaces in the villages and also parks are now serving as an important place for socialisation among villagers. Apart from social benefits, these parks and gym are also serving as important places for developing small business around them. This way it also has great scope for economic benefits.

Key Outcome

The people living around these parks and gyms has benefited in terms of health status. This has also helped in creating common asset in the villages. The green cover is an added benefit for the villages.

Scale up Option

This has great scale up potential as every village can easily adopt this for their area. The long lasting health benefits makes it easily replicable model.

Summary

This project is a good example of cooperation and sustainable development where all the factors of development has been touched and more more lives are benefitted. Also the scheme likes Fit India Movement can be easily taken up at the grassroot level.

Lesson Learnt

The different department working for this project together has now good understanding for working in future projects, such coordinated approach help in cost cutting and implementation in most effective manner. We should be more focused on skill development of local population so that project can be self-development and no human resource will be needed from outside.



DISTRICT-AYODHYA

CASE-8 Tamsa River Rejuvenation

FACT SHEET

Place of Implementation	: Ayodhya
Implementing Agency	: Gram Panchayat
Sector	: Rural development
Year of Launch	: 2019

Background

The Tamsa river is believed to be a very holy river and is currently requires conservation and renovation.



The Tamsa river flows through 10 blocks and 77 gram panchayats of Ayodhya. The river runs approximately 151 Kms through district. The river channel was encroached upon completely at its origins. A minimum channel width of 20m was ensured by removing encroachments with support from the local community.

Intervention

- No external funds were used in the Tamsa project. Convergence was done in MNREGA, State Finance & 14th Finance.
- River rejuvenation across the whole channel length of river has never been done before.
- Integrated report was prepared with the help of revenue, irrigation and MNREGA departments, which led to a single Detailed Project Report, thus ensuring uniformity in work done across the whole length.
- Parallel afforestation of local indigenous trees by MNREGA and the forest department to protect river bank.
- Community Support

IMPACT

- Increased water storage
- Improved moisture region
- Improved soil fertility and crop productivity
- Water logging problem solved
- Preservation of ecology

Key Outcomes

- River channel free of encroachments
- Increase in surface water availability for the local population
- Water conservation and storage
- Flood and soil erosion control
- Increase in ground water level and irrigation area
- Agriculture productivity increased
- Problem of water logging in monsoon solved
- River catchment planning
- Sustainable rural development
- Economic benefits of fishing made possible

Scale up Options

After the success of the Tamsa Rejuvenation, the District Administration is finalizing two more river revivals in the district:

- Bisuhi River (Approx 65 kms.)
- Tilod ki Ganga (Approx 20 kms.)

Since no external funds were used and convergence was accomplished by MNREGA, State Finance & 14th Finance. Henceforth rejuvenation work of river can be easily implemented.

Key Takeaway

- Linking of Tamsa River with Kalyani River, which is a perennial river
- Further plans to build checkdams in Tamsa River
- The Ghats that are to be developed on the banks of the Tamsa
- Development of Ecological Parks

Summary

District Ayodhya has taken a step forward towards water conservation. Life depends on water and Water conservation depends upon us.

Every drop of water counts, Let's save water in large amounts.

Lesson Learnt

It takes a lot of Blue to stay Green.



DISTRICT-BAGHPAT

CASE-9 Lemon Grass Cultivation : An Alternative To Sugarcane Cultivation

FACT SHEET

Place of Implementation	: Basauli, Block- Chaprauli
Implementing Agency	: F.P.O. (Farmer Producer Organization)
Sector	: Agriculture Department
Year of Launch	: 2018



Background

Sugarcane was cultivated in a traditional manner on an area of about 2 hectares by Shri Rishipal in the village of Basauli in Baghpat district. He was heavily dependent on sugarcane cultivation. In such a situation, a publicity and awareness seminar was organised by the Bio Energy Board and the Department of Agriculture regarding the cultivation of lemon grass. This small gathering grew into a much larger one soon enough and with inspiration from the Bio-Energy Board, Lucknow, about 750 farmers were brought together into this union.

Intervention

Technical Training imparted to farmers.

Social

Imitation of the basic spirit of social organization power and spreading awareness about alternatives to sugarcane farming.

Economic

A full grant was given by the Bio Energy Board for the farmers invested in the Lemon Grass project.

IMPACT

Social

- An increase in the income of sugarcane farmers.
- Mutual involvement in union efforts.

Economic

- **Increase in income:** An increase of Rs 2.5 to 3.0 lakhs per hectare of farmland
- **Beneficiary farmer number:** 750
- **Area covered:** 10 hectare
- **Benefits of the scheme:** Positive changes in economic, social, and environmental realms.

Key Outcome

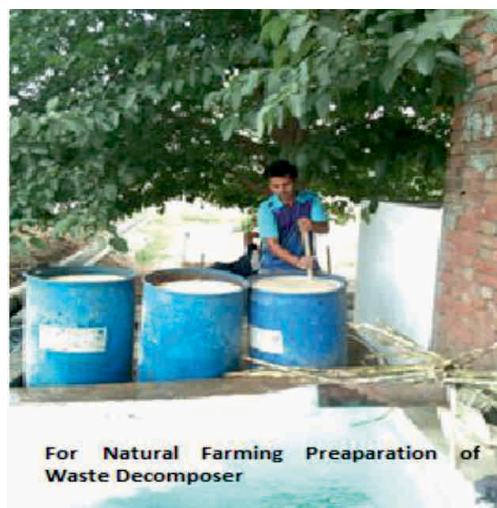
Improvement in soil structure, increase in per capita income and crop diversification are the major outcomes achieved.

Summary

With the introduction of Lemon Grass as an alternative to sugarcane, the dependence on sugarcane has reduced. Soil structure is also being improved and farmers have acquired a better sense of understanding regarding their land and healthy farming practices.

Lesson Learnt

Information about alternative crops through awareness, training and excursion are necessary in the farming sector.



DISTRICT-BAHRAICH

CASE-10 Promoting Institutional Deliveries : Safe Child & Mother

FACT SHEET

Place of Implementation	:	Bahraich
Implementing Agency	:	District Administration
Sector	:	Health
Year of Launch	:	2019-20

Background

Bahraich is one of the aspirational districts in Uttar Pradesh. Here, institutional pregnancies only amounted to 39% and most deliveries were at homes. To understand the problem, District Administration decided to map the areas where most home deliveries occurred (NFHS4). Identification of home delivery pocket was done informally by means of discussions involving the ANM, ASHA, AWWs as well as meeting with mothers in selected areas. Distance matters for rural people in these area. During these discussions, it was found that women and family members do not visit CHCs or district hospital in the area because of distance and time of travel. On the basis of this, the RCA district has decided to convert sub-centres into delivery points. Detailed mapping was done by Medical Officers of CHCs and the list of sub centers (SCs) was shared with Block Development Officers for further process. There are altogether 94 sub centers working as delivery points in the district which is situated in all blocks of Bahraich district (Google Map location may be supplied by the health department)

Intervention

- With the objective of increasing institutional deliveries in the district, all selected L1 centres were to be converted into delivery points. Work on these has been started in phased manners. First of all - the repairing of sub-centres and ANM's residence. This was followed by posting of ANMs who are capable of doing delivery into these L1 centres. For conducting deliveries, ANMs are given hands-on training for conducting deliveries at CHCs. Then they started doing deliveries in their sub-centres.
- It was mandatory for ANMs to stay at sub centres. To ensure their security, a CCTV was installed at the main gate of these sub centres, remotely accessible on the medical officers' mobiles.

Social

It is evident and widely accepted that use of maternal health services reduces maternal morbidity and mortality. Women from rural areas or home delivery pockets were bound to deliver their children at home and be at a greater risk of danger.

Technical

Critical gap, not having the facility of deliveries in their areas has been addressed by strengthening delivery services in Health Sub Centres. To ensure safe delivery of all pregnant women at Health Sub Centres' Infrastructure, human resource and logistics of delivery facility has been considered equally important. To ensure 24x7 delivery services at these Sub Centres ANMs are staying in her residence. Now a pregnant woman can reach out to a health sub centre for delivery within 30 minutes.

Economical

By this timely intervention, district has been able to reduce home deliveries and increase institutional deliveries. Selected Health Sub Centres will be converted into L1 delivery point through convergence with health, Gram Vikash, Panchyati Raj, MNREGA, Jal Nigam, Hydel and other departments. No separate budget has been used by the district. Since ANMs' quarters have been upgraded and repaired with running water and electricity, ANMs are staying here and providing services to community 24X7.

IMPACT

Social

We are getting very good response from the community and now it is easy to mobilize pregnant women for institutional deliveries closer to their area for delivery. Before these L1 sub centres came into existence, it was tough for ASHA to mobilize pregnant women to go for institutional deliveries. Women who came for delivery were also accompanied by family members to the sub centre, increasing travel costs exponentially. Now, these have been reduced as well.

Economic

These sub centers are directly benefiting women in 120000 families. With this intervention, out-of-pocket expenses incurred during childbirth are saved. Institutional delivery has increased and mortality rates during childbirth of both mothers and children have reduced.

Key Outcome

We have 94 functional L1 delivery point with facilities, which has increased institutional deliveries in the district and decreased home deliveries in the area.

Scale up Option

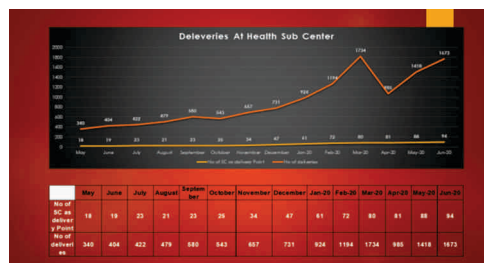
This model is easy to implement and replicable. Sub-Centers have been converted into delivery points. Strategies used for the purpose stand at three levels. To improve the infrastructure of delivery rooms, it is essential to ensure 24 X7 delivery facility. For this, funds can be arranged after deliberation with the the Pradhan.

Key Takeaway

Any strategy prepared with full participation of community to address the need will certainly succeed. We may quote that **“There is no power of change greater than community discovering what it cares about”** by Margaret.J Wheatley

Lesson Learnt

- Administratively, we can say that we do not need an extra budget for everything.
- With convergence action and coordination, resources can be pulled up and used.
- Better planning supervision and monitoring make things happen.
- Existing guidelines may be used by the district for the purpose.
- Policy framework is not required separately.
- Capacity building of different stakeholders is required to address the problem raised by community.



DISTRICT-BALRAMPUR

CASE-11 Sunehra Kal Mission : Unnat Krishi - Sammriddh Kisan

FACT SHEET

Place of Implementation	: District Balrampur
Implementing Agency	: Agriculture & ITC Limited under ITC-Mission Sunehra Kal
Sector	: Agriculture
Year of Launch	: 2019-20

Background

In Balrampur district cereal crops, paddy and wheat is grown on approximately 60-70% of the land. Most of the farmers here use traditional farming systems for agriculture. This increases the cost of production. Also, the use of chemical fertilizers is having an adverse effect on the soil. By using this method, cost of cultivation of the farmers was increasing day by day. Along with this, burning of crop residue after paddy harvesting is a major concern for the district.

Intervention

District Agriculture Officer together with ITC join hands to improve the situation. Under ITC's 'Sunehara Kal' intervention training programme was organized to orient farmers to adopt better agricultural practices to improve this situation and also harvest more crops from their land. This training was started with orientation of block extension officers and reached to all the farmers of the district in a cascade mode.



Area of intervention

Selected 50 villages of 5 blocks which are part of Mission Sunehara Kal by ITC.

IMPACT

By using 'zero tillage' method of cropping farmers treated the seed before sowing and after harvesting paddy crop, sowing wheat directly in the field without land preparation, use basal dose of fertilizers at time of sowing with use of zero tillage machine and super seed drill. Apart from these methods, they also adopted the technique of maintaining adequate



distance. This helped in solving the problem of unwanted growth of weeds. This resulted in saving cost of weed clearing in the fields. This technique of sowing helped farmers save approximately Rs 3000 – 5000 per acre of land. On the other hand, this helped in increasing the per acre productivity by 10%-15%. Looking at the benefits more and more farmers came forward to adopt this method of sowing.

Key Outcome

During the beginning of season this was conducted in 50 demonstration plots with 50 farmers including control plots. The success has led to reach out to more than 300 farmers using this technique in approximately 400 acres of land.



Summary

Using traditional methods of agriculture, a farmer normally spends Rs 12000-14000 per acre for wheat crop. By zero tillage method farmers are now saving Rs 3000-3500 per acre from land preparation and sowing, seed and weed management and fertilizer. This method makes the harvesting of the crop easier and the crop residues remain in the field, which in turn increase the amount of organic matter. This is also helping in management of soil fertility.

Lesson Learnt

This use of alternative method has several lessons for the farmers as follow:

- Timely sowing led to maximize the production
- Saving of the total cost of ploughing of the field
- Requirement of irrigation is 30-40 per cent less
- Seed rate is also less than the traditional method
- Requirement of fertilizer also came down
- Risk of weed management is also less than the traditional method
- Seed germination is more than traditional method due to proper and equal depth of seed sowing
- Per plant number of tillers is also more than traditional



DISTRICT-BIJNAOR

CASE-12 Women Empowerment Through SHG : Jaggery, Jaggery Powder And Vinegar Industry

FACT SHEET

Place of Implementation	:	Village Fatehpur Billandi, Block Budhanpur Seohara, District-Bijnaor
Implementing Agency	:	National Rural Livelihood Mission (Self Help group)
Sector	:	Rural Development
Year of Launch	:	2019-20

Background

Fatehpur Bilandi is a small village in Seohara, a development block in Bijnaor district. Resident of here Mr. Anil Chaudhary and his wife Mrs. Mamta used to do agricultural work on their small land and wanted to do something for themselves and their village. For this, the idea of making products from sugarcane juice like

Jaggery, Jaggery powder and vinegar used to come up again and again, but due to financial constraints, it was left unimplemented.



Intervention

Mrs. Mamta wife of Mr. Anil Chaudhary, was a member of the "Janani Self-Help Group" of Uttar Pradesh Rural Livelihood Mission District Bijnaor, which aims to shift the poor from poverty towards savings and employment. Her husband expressed his desire for support of the group in the said work, which Mrs. Mamta proposed for financial support in her group and village organization. She borrowed 15 thousand rupees from the group as per the rules and started the business of making Jaggery without spices by investing a little from the borrowed money. Expanding their work, both started making all three things simultaneously - Jaggery, Vinegar and Jaggery powder. Their formula was to be manufactured in a purely domestic way. Other women of the group also joined this business, as a result of which this small business turned into a small scale industry.

IMPACT

Initially the products were only sold in local market. When people nearby praised their finished product, they enthusiastically showed their goods in a Shopping Mall in Noida from where they got an order of Rs 3.5 lakhs in year 2019-20 with the

condition that Jaggery, Vinegar and Jaggery powder should be made available in attractive boxes and bottles.

Key Outcome

The order was in hand, the group was together and the inventories were ready. Now, for large scale Vinegar stock, two tanks of 1000 liters, twenty thousand packing cans and twenty thousand bottles were purchased to complete the order. Jaggery is sold at a rate of Rs 80 per kg, jaggery powder at Rs 60 per kg and Vinegar at Rs 55 per liter. There is a huge demand for their products in the district too. Now demand is coming from Noida, Delhi and Chandigarh. Mrs. Mamta further states that she and the group's sisters do this work diligently. The women of all groups do the preparation, packing, weighing etc. for which they are paid accordingly.

Scale up Options

Nowadays there is huge demand of organic product and people are ready to spend few rupees more for such product. Use of jaggery, jaggery powder and vinegar in a meal is a healthy practice. Sugarcane cultivation is predominant in the district, due to which sugarcane is available locally for the manufacture of the above items. As mentioned above, the finished products are being sold to Delhi, Noida, and Chandigarh. Similarly, due to huge demand, we can sell these products to nearby cities as well.

Key Takeaway

Hon'ble Prime Minister's call for "Local to Vocal" is the basic theme of this experiment. Jaggery and jaggery powder is an alternative to sugar. These product now regarded as good alternative to sugar. Use of these product also has health benefits such as improved digestive system and enhanced immunity against various diseases.

Summary

The said business can be started with less capital and less space, at panchayat level. The procurement of raw materials becomes convenient at this level and manufactured goods can be sold in various cities too.

Lesson Learnt

Sugarcane cultivation holds a prominent position in the state. The farmer supplies sugarcane to most of the sugar mills. Most of this affects their future plans and family expenditure due to farmers not getting the price on time. If these products are developed and its benefits are disseminated, the farmer can get income by supplying to these industries, instead of sugar mills as the only source of income.



DISTRICT-BIJNAOR

CASE-13 Save Water Save Life : Rain Water Harvesting Movement

FACT SHEET

Place of Implementation	: Gram Panchayat Syua Development Block, Jalilpur District Bijnaor
Implementing Agency	: Gram Panchayat
Sector	: Rural Development and Panchayati Raj Department
Year of Launch	: 2019-20

Background

In Bijnaor district, blocks Jalilpur and Noorpur are those in which the water level has reached very low conditions. In the year 2019, a special campaign was launched to increase the water level in the critical development blocks under the Jal Shakti Abhiyan, run by the Government of India. During this period, the excellent work was done by Gram Pradhan Syua - Mrs. Hemalata Chauhan and Gram Panchayat Secretary – Mr Anil Kumar Kataria.

Intervention

Due to the ever increasing population currently, the exploitation of ground water is also increasing due to which the reserves of ground water are gradually decreasing. As a result, future generations can face a serious water shortage. During the Jal Shakti Abhiyan by the Government of India, Gram Pradhan Mrs. Hemlata did great work for rainwater harvesting. In the meantime, quality construction of rainwater harvesting was first done for the collection of rainwater

from the roofs of public buildings and soak pits were constructed for the management of water wastage in the hand pumps installed in the Gram Panchayats. She also renovated village ponds and got massive plantations done. To create awareness among the people to save water, people were made aware through various awareness programs at the Gram Panchayat level.



IMPACT

Local efforts of Gram Pradhan, Mrs. Hemlata and Village Panchayat Secretary Mr. Anil Kumar Kataria resulted in local residents and other people from nearby Gram Panchayats helping out. Water conservation campaign was carried out on a large scale in the entire block. Seeing the result of these efforts, the then Block

Development Officer and other government staff came forward to cooperate with them and soon public institutions like schools, colleges, NGOs and voluntary organizations started participating in this campaign. As a result of this, work was done on large scale construction of rain water harvesting, soak pit, reservoirs, plantations and water conservation in the block.

Key Outcome

The main result of this campaign was that 850 Rain Water Harvesting, more than 600 Soak Pits, etc were started on public buildings, private buildings for large scale water harvesting in the entire district. Water harvesting campaigns were carried out in the entire district with full awareness. All government machinery, public and private sector institutions were also included in this. District Nodal



Officer Shri Partha Sarthi Sen Sharma (IAS) Joint Secretary, Fertilizer Department, GOI appreciated the Gram Pradhan and Gram Panchayat Secretary for this important role during his visit to the district and expected better work in water conservation campaign in future.

Scale up Options

The way the ground water is being exploited currently, it seems the future generations may have to face a serious water shortage. For this, strong efforts are very important today. For this various options of continuous water harvesting should be adopted. At house level also, various methods of water conservation such as construction of rain water harvesting plants on the roofs of houses, soak pit with hand pump must be made, so that rain water and water coming out of drains can be recharged. Plantation should be done in Gram Panchayats. Efforts should be made at the local level to ensure that the Village Panchayat does not get dirty in the ponds / reservoirs and it is necessary to clean it from time to time. Such methods of water conservation can be implemented in all Gram Panchayats, for which it is necessary that the Gram Pradhan should take a leading role at the Gram Panchayat level to sensitize the local people and efforts should be made to adopt local methods for water conservation.

Key Takeaway

To avoid the serious problem of absent ground water in the future, efforts are very important today. Adopting various methods of water conservation can prove to be an appropriate way to conserve water for the future. For this, along with rain water harvesting, soak pit, plantation on a large scale, farmers should be motivated to construct bunds, trenches for rainwater conservation in the

fields so that rainwater cannot be taken out of the fields and the rainwater could seep underground again. It is clear from this whole campaign that it is very important to be aware about water conservation, for which efforts should be made that the present young generation should be aware of it and ensure their participation to make this campaign successful.

Summary

This campaign is not a campaign to be run only for some time - constant efforts are necessary for this. Roof top rainwater harvesting should be constructed on public buildings in rural/urban areas and the general public should also be motivated to do water conservation at home level by adopting low-cost techniques for rainwater harvesting and underground. Farmers should be motivated to use such techniques in irrigation to minimize the exploitation of ground water. For this, imparting of such techniques/methods to the farmers is necessary from time to time, so that the farmers can be made aware of the new methods.

Lesson Learnt

For the success of this campaign, it is not only necessary that efforts be made by the government machinery. The participation of local bodies/people is very important. As long as the common man does not get involved with this campaign, its success cannot be ensured. From this campaign launched in the year 2019, it is completely clear that the participation of rural bodies in implementing various methods of water conservation is very important, only construction works can be done with government funds but the public has to be recruited for maintenance. Ensuring the participation of people is very important.



DISTRICT-BADAUN

CASE-14 Modern Technology Driven Rural Aquaculture : An Alternative Of Additional Source Of Income In Rural U.P.

FACT SHEET

Place of Implementation	: Badaun
Implementing Agency	: Fish Farmer Development Agency
Sector	: Fisheries
Year of Launch	: 2019-20

Background

Badaun district of Uttar Pradesh is situated on the banks of river Ganges. In this historic district, people were leasing ponds or fishing in private ponds but Mr. Zia Khan s/o Mr. Mohammed Salim Khan resident of Village-Ikari Basiani Development Block-Jagat, Tehsil-Sadar, District-Badaun raised fisheries at commercial level. Big public works were undertaken during the last five years due to which village Ikari Basiani has emerged as a new employment opportunity. Mr. Zia Khan has transformed fisheries into a big business opportunity. Mr. Zia Khan is a Ph.D scholar of Literature from a University in Delhi.

Intervention

Mr. Zia Khan has made a successful experiment of fisheries by creating artificial ponds on private and pooled lands with farmers, based on modern technology. Fish farming in village Ikari Basiani is different in many ways from traditional fisheries including modern technical high yielding species, balanced fish feeding, maintenance of ponds, scientific testing of soil and water.

IMPACT

Impact

Seeing the production of fisheries in Mr. Zia Khan's Pond, about 10 farmers of village Ikari have dug their private land and built new ponds. Because of this, they are getting many times more production from agriculture.

In the village Ikari Basiani and the surrounding area, there are fisheries in place of cultivation on about 100 acres of land. Through this, local farmers are getting about four to five times more profit from traditional farming through a little extra investment. Apart from fish farmers, hundreds of people have got new employment opportunities as fish sellers, fish grain suppliers and other allied activities. Along with this, all the environmental benefits such as conservation of ground water and improvement in the falling water level have also been done to this sector. With the economic development in the village, there is a growing trend towards new technology and interest of people in finding other income options than traditional farming methods. In fields where pond water is used for irrigation, fertilizer use is lower than other farms.

Key Outcome

The income of the said beneficiary from best practices has increased five times. Apart from this, new employment opportunities have been created for the people. The main three results are:

- Dozens of farmers with small holdings benefit four to five times more than traditional agriculture.
- Direct employment of the people of the area to work on the pond and as a fish seller.
- Improvement in water level and environment.

Lesson Learnt

There is immense scope to adopt the model of fisheries of village Ikri Basiyani in other districts of the state. In districts where there is no scarcity of water, farmers can increase their income manifold with less investment and less hard work.

Interested farmers from other districts can be given site visits, training, and an opportunity to learn many experiences from local fish farmers. Marketing support can be provided to farmers by connecting fish production to outside markets.

It is clear from the experiment done by Mr. Zia Khan that more production can be achieved in the shortest time and in the least space. A record increase in fish farming production has been done by Mr. Zia Khan by testing various species of fish with modern technology. Also, in the absence of natural food, artificial food has been used and water conservation method has also been adopted.

It is clear from the above experiment that good results can be achieved by using good technology. If technical guide lines are used then better results can be obtained.



DISTRICT-BADAUN

CASE-15 Saras Haat And Village Haat: A Hope And Courage Of Rural SHG

FACT SHEET

Place of Implementation	:	Badaun
Implementing Agency	:	Self Help Groups
Sector	:	National Livelihood Mission
Year of Launch	:	2019-20

Background

In the 10 development blocks of the district, 7 Saras Haats and 3 Village Haats were constructed earlier under the SGSY (Swarn Jyanti Swaraj Yojana) scheme. A total of 20 shops were constructed in each Saras Haat and 10 shops in each Village Haat.



Intervention

All the Saras Haats and Village Haats constructed earlier, which were in a dilapidated condition were restored and all the Saras Haat and Village Haat shops were operated by the National Livelihood Mission has been transferred to the support groups.

IMPACT

A total of 07 Saras Haat and 3 Village Haats (20 shops Saras Haat and 10 Shops Village Haat) 170 shops were transferred to the groups in which the products made by the groups were sold and developed at major exhibition centers.

Key Outcome

The above 170 shops are being operated by the Self Help Groups at various centres. The products being produced by the support groups provided a major opportunity to sell at the block and district level and to increase their livelihood and helped to connect their products to the market, in which there was significant progress in their livelihood promotion activities and other self-help groups.

Scale up Options

In this order, various products being made by the groups were also renovated at the district level by a Saras showroom. The products were developed at the district level as the center of sales and exhibition and efforts are being made to expand these operations further.

Key Takeaway

The operation at all the above centres helped in selling and displaying the products being made by the groups, so that their products are being sent to the district level and other districts for sale as well.

Summary

In the 10 development blocks of Badaun district of Uttar Pradesh, one shop has been allotted to eligible and interested members from self-help groups. The sale of products is being done by regular operating shops in Saras Haat and Village Haat, so that the women operating the shop from self-help groups are earning about 3500 rupees a month. Now the self-confidence of women of self-help groups is big and is also becoming a source of inspiration for women.

Lesson Learnt

Various products (general store, fresh green vegetable shop, ration shop, clothing store, shoe shop, cosmetics shop, jute bag shop etc. regularly by self-help groups in Saras Haat and Village Haat) are being sold. The common people residing in rural areas do not have to go far to buy items of necessity. They are getting goods at the village itself.



DISTRICT-BULANDSHAHR

CASE-16 Profitable Organic Farming : Symbiotic Relationship Between Productivity And Soil Health

FACT SHEET

Place of Implementation	: 04 blocks (Syana, Unchagaon, Dibai and Anoopshahr)
Implementing Agency	: APOF Organic Certification Agency (Pune), SIMFED (Gangtok)
Sector	: Paramparagat Krishi Vikas Yojana (PKVY)
Year of Launch	: 2019-20

Background

A sub scheme under Paramparagat Krishi Vikas Yojana (PKVY), EoFC (Establishment of Organic Farm Clusters) is being undertaken in four blocks (Syana, Unchagaon, Dibai and Anoopshahr) of the District Bulandshahr since year 2019-20. APOF Organic Certification Agency (Pune), SIMFED (Gangtok) are the key implementing agencies involved in the establishment of Organic Farm Clusters in Ganga Basin in the state of U.P.



Selection of Farmers in 'Cluster Approach': A group of farmers having an area of 20 hectare in contiguous patch (as far as possible) within a village or closely located village shall be considered a PKVY/PGS Group. The group shall comprise of a minimum of 20 farmers. There may be more farmers in a cluster if individual holdings are less. All the requirements for PGS certification shall be fulfilled by this group (called 'local group' in the PGS Manual). 25-50 such groups covering 500-1000 hectare of area shall constitute one "Cluster".

Objectives

To promote natural-resource based integrated and climate resilient sustainable farming systems

- To ensure maintenance and improvement of soil fertility
- To ensure natural resource conservation
- To promote on-farm nutrient recycling and minimize dependence of farmers on external inputs
- Doubling farmers' income through organic farming.

Procedure

Project Co-ordination UPDASP selected two agencies for implementing this scheme in 39 villages lying in Ganga Basin of District Bulandshahr (1000 hectare): APOF Organic Certification Agency, Pune, Maharashtra and SIMFED, Gangtok, East

Sikkim APOF Organic Certification Agency has completed formation of 50 clusters in 39 villages and also completed training programs in each of the groups/clusters.

The current progress report is as follows:

S. no.	Activity	Progress kharif 2020 (in Hectare)	Progress Rabi crop 2020 (in Hectare)
1	TOTAL NO. OF GRAM PANCHAYATS	30	30
2	TOTAL NO. OF VILLAGES	39	39
3	TOTAL NO. OF GROUPS	50	50
4	TOTAL NO. OF GROUPS UPLOADED ON PGS PORTAL	50	50
5	TOTAL NO. OF FARMERS	1525	1525
6	AREA UNDER ORGANIC FARMING (IN HA)	1031.43	1031.43
7	GRAIN	612	PROPOSED CROP (WHEAT)
8	CORN	104.8	PROPOSED CROP (WHEAT)
9	SORGHUM	113.5	PROPOSED CROP (WHEAT)
10	MILLET	46.5	PROPOSED CROP (WHEAT)
11	URAD	42.96	PROPOSED CROP (VEGETABLE)
12	MUNG	10	PROPOSED CROP (VEGETABLE)
13	VEGETABLE	22.97	PROPOSED CROP (VEGETABLE)
14	SUGARCANE	51	PROPOSED CROP (SUGARCANE)
15	OTHER	27.7	PROPOSED CROP (OTHER)

Intervention

Farmers, as a part of the cluster, are cultivating their crops without adding fertilizer and chemical pesticides. Instead, bio fertilisers like panchgavya, jeevamrit, ghanjeevamrit are being put to use. They are also utilising vermi compost and green manure for crop cultivation.



Certification

The representatives of Simfed, Gangtok have inspected the clusters of farms under organic farming twice. The certification of the same would be done by the agency itself.

Key Outcome

Formation of Farmer Producer Organisations are continuously under process. As of now, 2550 acres of land is being organically farmed. Various cropping patterns along with different crop combinations are being adopted by the farmers, resulting in a productive symbiotic relationship. While the crop productivity is improving, there is no deterioration in soil fertility. By doing away with chemical fertilizers and pesticides, not only has the cost of cultivation reduced but the price of the final produce has increased, thus leading to increase in farmers' income which is, indeed, a milestone achievement. It is expected that in about two years, clusters of farmers undertaking organic cultivation will reap 3-4 times the benefit than they would've otherwise.



DISTRICT-BULANDSHAHR

CASE-17 Good Governance: Letter Tracking Web Based Software (LTWBS)

FACT SHEET

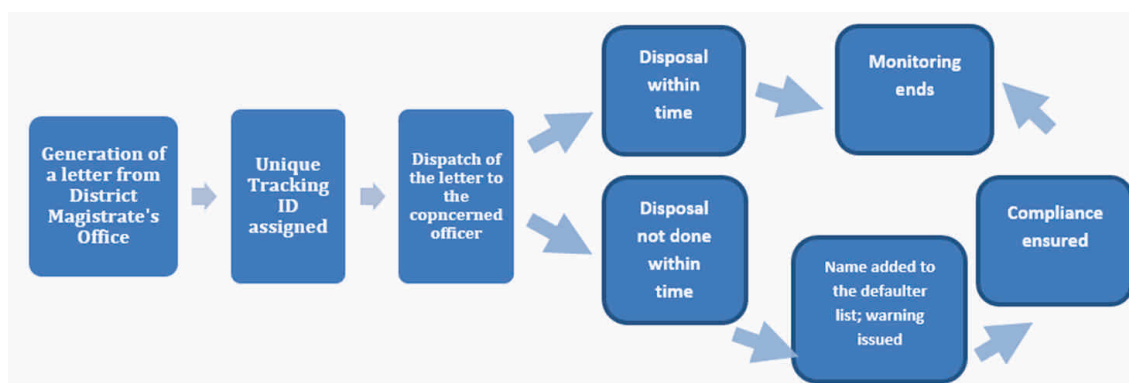
Place of Implementation	: Bulandshahr
Implementing Agency	: District Magistrate Office
Sector	: Information & Technology
Year of Launch	: 2019-20

Background

The district, as a part of its increased focus on e-governance, has been taking a slew of reforms to improve G2G - Government to Government and G2C - Government to Customer interaction. With the use of ICT, deep rooted malaise can be eradicated and transformation can be brought about. In this regard, the district has come up with an innovative intervention in order to ensure swift and smooth functioning of the processes and address problems in an efficacious manner.

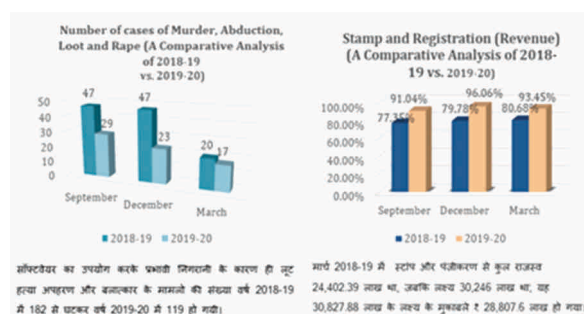
Intervention

DM's office, as they say, is an office of letters; scores of letters are received and sent from the office on a daily basis. The district, thus, came up with a novel intervention of Letter Tracking Web Based Software on 23rd July 2019. The flow chart ahead explains the process in detail:



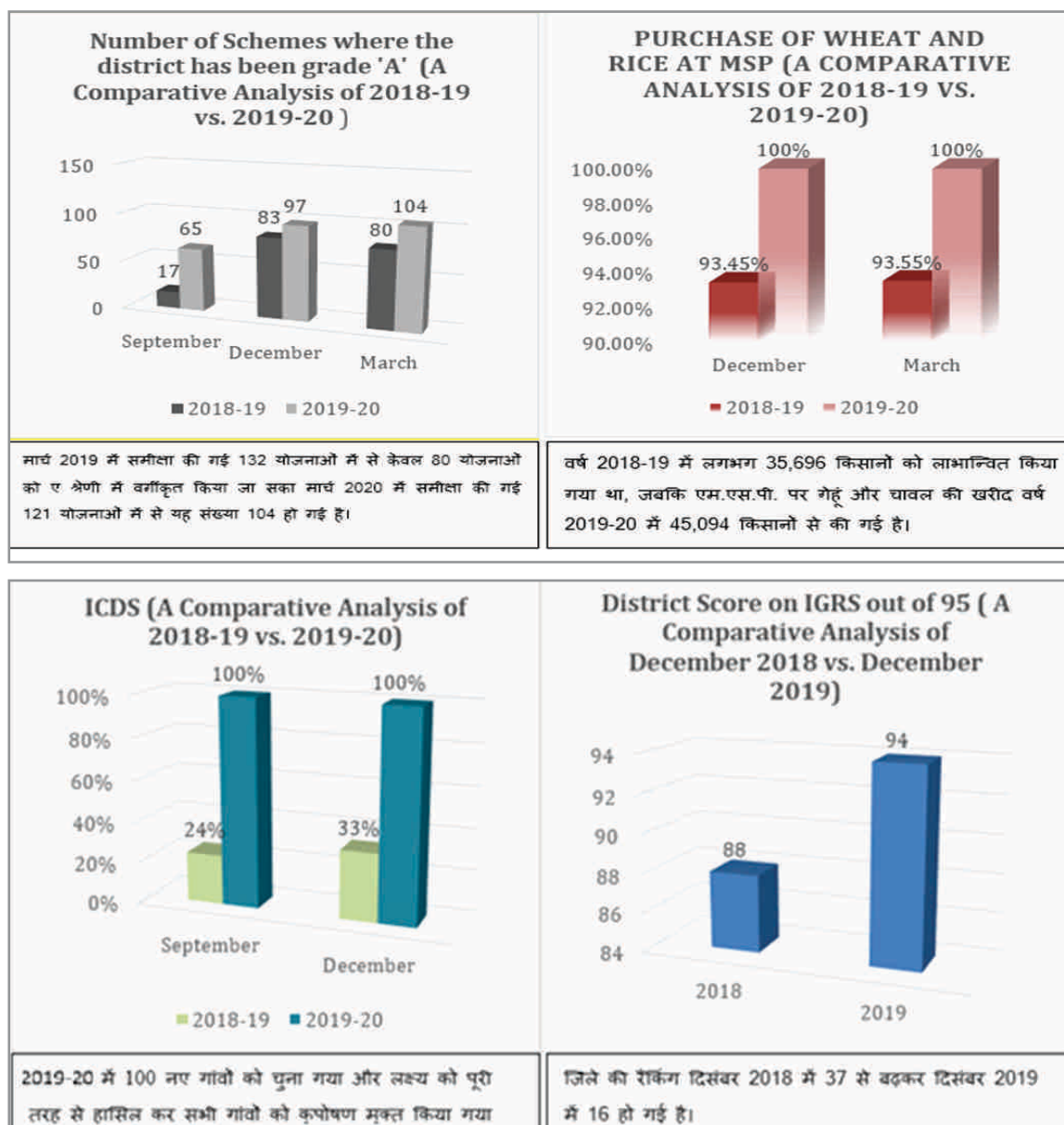
Similarly, all the letters received by the office of the District Magistrate that demand timely action are fed into the software. This ranges from various letters received from the Central and the State Government in the form of GOs (Government Orders) to the letters/orders by various Commissions to other correspondence linked to various court cases.

This has helped the district achieve various objectives ranging from



IMPACT

effective control on law and order to improvement in developmental activities and improved revenue collection.



Lesson Learnt

The detailed study on this major innovation that District Bulandshahr undertook showcases the great change brought in improving communication and delivery interface of the district. It also re-emphasizes the basic ideal of Hon'ble PM regarding rethinking governmental setup with e-governance and bridging the digital divide and displays how with a vision and enabling leadership, major transformations can be brought about: from Armchair Government to Citizen Centric Government and Passive Public to Participatory Public.



DISTRICT-CHANDAULI

CASE-18 Black Rice Farming: Sustainable And Profitable Agriculture

FACT SHEET

Place of Implementation	: Chandauli
Implementing Agency	: Agriculture Department
Sector	: Agriculture
Year of Launch	: 2018-19

Background

Chandauli is an aspirational district, also known as the rice bowl of Uttar Pradesh, where two-thirds of the population is engaged in agricultural work, providing ideal conditions for the production of all types of paddy. District Administration and Agriculture Department Chandauli tried to



innovate in the sustainable agriculture sector to increase the income of the farmers of aspirational district. Black rice was selected as a natural for Chandauli for innovation in cultivation black rice farming is a species that does not require any type of chemical fertilizer. Black rice is cultivated in all blocks of the district.

Intervention

These best practices are based on innovative experiments. Black rice produced in 2018 with the help of Agriculture Department Chandauli, was publicized among farmers of the district through Kisan Pathshala, Farmers Seminar and district level farmers fair exhibition organized at block level. In addition, it was also published through print and mass media. The cultivation of black rice is chemical free and farmers are getting better prices compared to other rice.

IMPACT

Black rice has medicinal properties such as anti-oxidants, vitamins, fibers and anti- inflammation properties. Black rice has high zinc and iron percentages. These properties of black rice reduce the risk to the human body. Another impact this innovative farming is that the average farmer can harvest 4 to 5 times more yield than other variety of rice.

Key Outcome

The result of black rice cultivation is that farmers had to reduce the use of chemical fertilizers and got better price than paddy crop of other species. The

farmers are happy by cultivating black rice and every year area of black rice farming is increasing. Black rice farming is proving to be helpful in increasing the income of the farmers.

Scale up Option

All the Farmers of Chandauli district are adopting this practice and are getting more benefits by cultivating black rice.

Key Takeaway

The Chandauli Kala Chawal Samitee has been formed to sell its crop to the farmers who cultivate black rice in which every farmer is registered and the black rice production of the district is collected in the new mandi and sold at a reasonable price, wholesale.

Summary

Initially black rice was cultivated by 30 farmers in the district which was spread over an area of about 10 hectares, in which 30 quintals of black rice paddy was produced and later the area was increased to 400 hectares with 8000 quintals produced. This production was sold at Rs. 85 per Kg to Sukhbir Agro Private Limited Ghazipur for export through the Chandauli Kala Chawal Samitee which fetch 4 to 5 times the price of normal paddy which encouraged much more farmers in the year 2020 to commit cultivation of black rice in area.

Lesson Learnt

Though this innovative experiment, it was learned that if a good crop is selected and worked properly, maximum profit can be made from it.



DISTRICT-FARRUKHABAD

CASE-19 Sab Padhein, Sab Badhein : "Swara, Laya, Taal Vandana"

FACT SHEET

Place of Implementation	: P.S. Maseni, Rajepur Rathauri, Farrukhabad
Implementing Agency	: Basic Shiksha Parishad
Sector	: Education
Year of Launch	: 2019-20

Background

The aim of Sarva Shiksha Abhiyam is to ensure free and compulsory education for all-“sab padhein, sab badhein”. As in many parts of the country, Farrukhabad District is also facing the challenge of low school enrolment and high drop out. The education department in district came up with this unique approach of – “Swara, Laya, Taal Vandana” to attract more and more children towards school education.

Intervention

Under the "Swara, Laya, Taal Vandana" program before the prayer meeting, a ring sound loudly which indicates that the children walking in the school premises should arrive in their classrooms. After five minutes, drum sound will start after ton-ton, ton-ton (8 times) sound for the prayer meeting. On which the children will move from the classroom to the prayer meeting, following the steps. Each child from class 3 to 8 will represent for praying. Shloka will begin after the order of rest and caution. Shlokas are pronounced by the teacher and repeated by the children. Two children will be given the opportunity to express themselves before the end of the prayer and will be called as 'Star of the Day'. After the prayer, yoga will be practiced.

IMPACT

The conduct of "Swara, Laya, Taal Vandana" program has increased the faith and trust of ordinary citizens and parents towards government schools. Prayers, singing, national anthem, and reading were made interesting with bands, mikes and various musical instruments. Dr. Usha Rajendra Pancia has also YouTube channel on which "Swara, Laya, Taal Vandana" is regularly broadcasted along with Sanskrit Slok. This is creating positive impact among school going children to learn more about Sanskrit and culture.

Key Outcome

Increase in enrolment, decrease in number of drop out and left out children, increase of children before and at the time of prayer. Increase in attendance of parents due to cultural programs in PTM and SMC meetings, increase faith of guardians towards government schools and self-confidence in children.

Scale up Options

By conducting the program in government schools located in various gram panchayats of the state, the common citizens and parents will increase their confidence in government schools, so that ordinary citizens can be saved from the fees and other expenses of private schools.

Summary

Increase enrollment in government schools run in rural areas, generate interest for children to go to school, zero out left children. "Swara, Laya, Taal Vandana" program in the district with an aim to make teaching interesting is being also operated.

Lesson Learnt

With the better management of the resources available at the local level, it is possible to increase the trust of parents and children towards rural government schools and make education interesting and better.



DISTRICT-FARRUKHABAD

CASE-20 Gomay Utpad : Women Empowerment Through Self Help Group

FACT SHEET

Place of Implementation	:	Baseli, Bibipur, Farrukhabad
Implementing Agency	:	Self Help Group
Sector	:	Rural Development
Year of Launch	:	2020-21

Background

Inspired by Hon'ble Prime Minister's call for **"Self-reliant India"**, **"Towards growth from group"** programs are being organized by women of self-help groups in the district of Farrukhabad, in which products of environment friendly **DEEPAK, DHUP BATTI, SHUBH-LABH, OM, SHRI SWASTIK** etc. are being prepared by the women of the group. There is also economic prosperity among the women of the group, which is changing their social status.

Intervention

The work of making Gomay uttpad in Farrukhabad district was started by the women of the group on the occasion of Deepawali in village Baseli of Badpur block, village Bibipur of Kamalganj block, village Ugarpur in Mohammadabad block and village Jhabupur in Kayamganj block. To make a "Deepak" cow dung, cow urine, soil and guargum are mixed in a certain quantity and grinded together. After this, different types of gomay uttpad are made with the help of molds. The group's women as well as rural youth have been positively affected by this innovative work.

IMPACT

While making gomay uttpad created employment opportunities for the women of the group as well as other villagers, cow protection is also being done. The economic condition of about 100 women associated with this work in the district is also strengthening.

Key Outcome

Through this, the conservation of cows has been promoted and people became aware of cow breeding. On the occasion of Deepawali, women aimed to reach more and more households with products made of cow dung. The women associated with this work say that cow dung is considered pure. There is a lot of demand for cow dung Deepak. This is the reason that orders have been received as soon as work starts.

Scale up Options

Assuming the Gaushalas located in different gram panchayats of the state as centers, the production of khadh, cow urine, cow dung etc. can be done, which will provide employment opportunities to the villagers.

Summary

In order to make rural women self-dependent, the work of making deepak, dhoopvatti, om, shree, etc. from gomay uttpad in Farrukhabad district is being done by the women of the group. Families are getting prosperous and employed.

Lesson Learnt

In order to make rural self-employed families self-reliant, there are huge possibilities in this work, for people can be trained and linked to product activities. "Smriti Chinha", can also be made from cow dung in it. This work can be done in a more attractive manner by training the people of the village through workshop at the cowsheds.



Shri Manvendra Singh, District Magistrate, Mob. 9454417552 E-mail : dmfar@nic.in

DISTRICT-HAMIRPUR

CASE-21 Aarogya Setu App

FACT SHEET

Place of Implementation	: Hamirpur
Implementing Agency	: National Informatics Center (NIC)
Sector	: Information & Technology
Year of Launch	: 2020-21

Background

Aarogya Setu App is a COVID-19 tracking mobile app developed by National Informatics Center (NIC) with the purpose to create awareness of COVID-19 and to track corona virus infection. After the launch of this app by the Hon'ble Prime Minister on 2nd April 2020, it was a challenging task for a district like Hamirpur, which is a part of one of the most backward areas of the country, to motivate the people to get the app downloaded in their smartphone. But the determination and accurate strategy and innovative work and efforts on a war scale of the District Administration together with the cooperation of the public resulted in great success of the campaign. Against an estimated population of 13.79 lakhs (estimated 2.7 lakhs household) more than 1.75 lakhs users have downloaded the app on their smartphone which amounts to 12.69 percentage. Thus the district stands on the 9th rank in Uttar Pradesh state rubbing shoulders with far more advance districts like Noida and Lucknow.



Intervention

Ranging from each and every officers to the grass root level worker of every department like gram panchayat sachiv, gram rojgar sewak, primary school teachers, anganwadi workers, SHG



Aarogya Setu app being checked before food grain distribution at a FPS.

members, police force, sanitation workers etc. were engaged to make people aware and to get them download the app in their mobile phones, In an innovative move, this campaign was linked with the work of free food grain distribution to the needy at Fair Price Shops. Nodal officers where appointed on each Fair Price Shop to ensure that the people

coming there must have the Aarogya Setu app downloaded in their smartphone. Vigilance committee were formed in all 330 Gram Panchayats and in wards of Town Areas. These committees did a splendid job. The committees organised regular meetings in respective GP/ward on pre decided dates and after the meeting performed door to door survey to motivate people.

- NGOs, Nehru Yuva Kendra, Yuvak Mangal Dal and other Corona Warriors were identified and were engaged for this herculean task.
- For the awareness of the people regular munaadi (announcements with drum beating), in rural areas, nukkad natak and aarogya setu songs were used.
- Superintendent of Police ensured to get every policeman download the app in their smart phones. The traffic police was engaged to check the smartphones of passengers and commuters in the vehicles. A control room was set up at district headquarter in Vikas Bhawan where list of mobile numbers (in which app had been downloaded) was collected daily in excel sheets for the purpose of checking any possible duplicacy of the mobile numbers. Operators in the control room continuously cross checked, at random basis, the names in the lists by making calls to those mobile numbers to find out whether the list was false or not.
- A whatsapp group named “Corona War Nigarani” was created and every officer to grass root level worker was added in the group. This whatsapp group came handy for monitoring the progress.
- Covid Help Desk was established in every office where the visitors were politely requested to get their smartphones checked for Aarogya Setu app.
- Every bank branch made arrangement for checking of the smartphones of their customer.
- Deputy commissioner (Industry) made regular visits to industrial areas to check whether the employee have got the app downloaded or not.
- Deputy Commissioner (Trade tax) had to take care of the shops in the market to ensure that the customers coming to the shops have got the app downloaded or not.

IMPACT

This great success of app downloading campaign resulted in effective control of corona infection.

Key Outcome

The campaign enabled Hamirpur district to successfully combat COVID-19 and empowered the people to fight against the infection.

Scale up Options

Every one contributed in some way or other in the campaign. Other districts and states can also imitate the experiments done in Hamirpur district in this campaign. We also learn from the whole process that the old methods of functioning of government machinery are not sufficient to do magic in such type of process of reaching out to every household in the area.

Key Takeaway

We learn from this experiment that right strategy and strong will-power determination surely yield results. If we adopt the right method and convince and motivate people in a innovative way, we can successfully implement not only different individual beneficiary schemes but can also bring successfully behavioural changes or tendencies which are beneficial for the society. We all know those mobile phones are an integral part of life of a common man. In this situation even after the end of corona epidemic, such kind of app can still be relevant and useful. It can, with some modifications, prove to be a very useful communication platform between the government and the people. We can easily reach out to people, can get feedback from them, use it in any public grievance redressed system and complete verification work of different schemes very easily.

Summary

It was a difficult task for a district like Hamirpur to make the campaign a success but the district administration, with dogged pursuit, innovative approach and pragmatic strategy, got the support of the people.

Lesson Learnt

The website related to Aarogya Setu “**success.nic.in**” needs modification to become more users friendly and useful. Only those mobile holders are displayed here who have some corona symptoms. Every person who has downloaded the app should be reflected here. Moreover, the app only works in smartphones while the major population of the country still use basic mobile phones. If these discrepancies are removed, we can not only successfully control the spread of the epidemic, but can use this vast network of millions of mobile holders for the successful implementation of government schemes in many ways.



DISTRICT-HAMIRPUR

CASE-22 Goat Rearing : Self Employment Opportunity In Rural U.P.

FACT SHEET

Place of Implementation	: Hamirpur
Implementing Agency	: ICAR National Bureau of Genetic Resources, Karnal Haryana
Sector	: Animal Husbandary
Year of Launch	: 2020-21

Background

As per geographical location of the district Hamirpur (forest area, plateau, udder, big and tributary rivers / rain streams) goat rearing is self-employment by local residents - especially low income/low tillage and landless persons.



Intervention

This work was adopted by the villagers in the past under the Bundelkhand package, encouraged by the goat rearing scheme run by the U.P. government. In addition, the goat found here by the ICAR National Bureau of Genetic Resources, Karnal Haryana has been registered as the Bundelkhandi goat species.

IMPACT

Goat is a multi-functional animal and plays a significant role in the economy and nutrition of landless, small and marginal farmers living in rural areas. Goat rearing as an enterprise, can be easily practiced by these farmers as the initial investment and maintenance is very low compared to rearing other domestic farm animals. Due to small body size and docile nature, housing requirements and managemental problems with goats are less. Goats can efficiently survive on available shrubs and trees in adverse harsh environments in low fertility lands where no other crop can be grown.

Key Outcome

Economically and socially weaker persons have got short term/full time self-employment and their economic/social status has improved.

Scale up Options

By applying this practice in all the districts of Bundelkhand, Naxal-affected areas, border districts, tribal areas, in plateau places, economically and socially backward people are becoming self-employed.

Key Takeaway

This tract should be spread among more and more people so that people can get full-time/part-time self-employment at low expenditure at the village level and so that unemployment is eliminated as well as migration to big cities is prevented. This practice teaches one that there is no need for a special capital/economic package for self-employment.

Summary

In any climate, environment, situation, for socially backward, landless people, as a special occasion in disaster, you can upgrade your social and economic condition by adopting self-employment options.

Lesson Learnt

This gives us the opportunity to learn that after balancing ourselves, we should adopt this practice and raise our social / economic level. For this, the U.P. government should prepare a framework in which the experts of Animal Husbandry Department and Panchayati Raj Department related to this subject should coordinate and study their implementation/survey/evaluation / impact and a special cell should be created for this.



DISTRICT-HAPUR

CASE-23 Stability And Innovation In Pottery : Uttar Pradesh Matikala Board

FACT SHEET

Place of Implementation	: Hapur
Implementing Agency	: Matikala Board
Sector	: Matikala Industry
Year of Launch	: 2020-21

Background

The Uttar Pradesh Matikala Board is making all efforts to reach out to people involved in production of pottery in the state. The Board is also encouraging them to adopt new technology to improve their product and increase income. Motivated by their efforts, Shri Ramesh, a resident of Mau Krishnaganj Kumharo wali gali, Pilkhua, Hapur received Rs 4.00 lakh from the Union Bank of India. The purpose was to expand his art and business.

Intervention

After passing class 8th, Mr. Ramesh started working with his father in pottery business - making and marketing the products. He often accompanied his father to local fair and markets to sell the pottery items. After the formation of Uttar Pradesh Matikala Board in Uttar Pradesh, he approached the office and made application for electrified chalk. After selection in the committee constituted under the chairmanship of the Chief Development Officer on the occasion of Uttar Pradesh Day, he received the electrified chalk which has increased his work and resulted enhanced production and employment.

IMPACT

In spite of lack of higher education and technical knowledge, the people associated with the above business were benefitted when they came in contact with the U.P. Matikala Board. Their product manufacturing has increased further.

Key Outcome

Seeing the diligence of Mr. Ramesh, the department has sanctioned the loan amounting Rs. 4.00 lakh under Mukhyamantri Matikala Rozgar Yojana. Corporation Bank / Union Bank of India, Pilkhua, sanctioned the loan to Mr. Ramesh and a grant of amounting Rs 72,500 was provided.

Scale up Options

The use of electrically driven chalk in the Matikala industry has generated a lot of enthusiasm among the Matikala artisans in the nearby villages of Pilkhua region. The scheme is also operational in other districts of the state.

Key Takeaway

In the Matikala industry, the ever growing demand and coming up of new markets requires upgradation of skills, techniques and equipments. The electrified chalk is one such simple solution to address this need.

Summary

There is a lot of enthusiasm in Matikala Karigar from the schemes operated after the alliance of Matikala Board in the state and all the schemes are helping to develop the social, economic, technical and standard of living of Matikala Karigar.

Lesson Learnt

With the use of technologically advanced tools in pottery art, high-end products can be produced in all-round industries and in which social change can be brought about by creating more jobs and earning more profit.



DISTRICT-KANNAUJ

CASE-24 Mission Shakti: A Step Toward Gender Equality

FACT SHEET

Place of Implementation	: All Primary & Upper Primary School of Dist. Kannauj
Implementing Agency	: Basic Education Department
Sector	: Education Department
Year of Launch	: 2020-2021

Background

District Kannauj is an administrative district of the state of Uttar Pradesh, situated on the banks of the Ganges River in North India. It is a world-famous district for perfume manufacturing. District has total of 1459 elementary school with 75163 girl's enrolment. Also district has 5 Kasturba Gandhi Balika Vidyalyaya (KBGV) exclusive for girls from poor families. There are total of 2019 female teachers employed in Govt. school in Kannauj.



Intervention

Under Sarva Shiksha Abhiyan, all the girls in the age group of 6-14 year are being provided free and quality education by the Council in the schools run in the district, in which the girls of every section of the society were given primary and upper primary education.

IMPACT

Under the multi-dimensional Sarva Shiksha Abhiyan of Basic Education Department, all the girls are being provided with quality education in the school as well as being made self-reliant and equal in the society. There is an increasing enthusiasm in the teaching work of girls studying in council schools.

Key Outcome

- Increase awareness of girl education in all classes
- Increase self confidence in girls
- Increase in decision and leadership capacity
- Increase in feeling of safety

Scale up Options

Women empowerment, society's attitude towards women and the qualities of living side by side with the male section in the society by giving special attention to girl's education in all the council primary and upper primary and KGBV schools of the district are being given diverse education through smart class in schools. In addition, self-defence training (judo-karate, taekwondo etc.) is also being taught in schools.

Key Takeaway

- Increasing self-confidence in education for girls and motivating them for higher education.
- Increased safety and self-reliance in girls.
- Increased awareness on health related topics.
- Through multidisciplinary education since childhood, new energy has been introduced in girls.

Summary

Education department is committed to provide quality education to all the girls in the districts. This will help make them self-reliant and empowered to stand shoulder to shoulder with boys in all fields.

Lesson Learnt

To strengthen the base of education in the girls by developing the ability to lead and make decisions on their own, the Mission Shakti program empowers the girls by ending the stereotypical thinking prevailing in a male dominated society.



DISTRICT-KANNAUJ

CASE-25 Permaculture : Innovations In Agricultural Practices

FACT SHEET

Place of Implementation	: Village-Kishwapur, Block Jalalabad, Kannauj
Implementing Agency	: Horticulture & Food Processing Department
Sector	: Horticulture
Year of Launch	: 2019-20

Background

Despite the conducive geographical conditions & resources, due to lack of advanced technical resources, is negatively impacting development of farmers income and livelihood in this area. An unprecedented increase in production has been achieved in agricultural crops, but it did not get the expected increase in the income of the farmers.

Intervention

Use of new technological improvements to increase cultivation and production of fruits and vegetable leading to enhanced income of farmers.

IMPACT

Improved results have been achieved with this than traditional crops. This was a new experiment in the district in the field of horticulture crops, which was appreciated by the farmers and such farming has been adopted by more than a dozen farmers in the year 2020-21.

Key Outcome

For the first time in the district, Mrs. Manju Devi resident of village Kishwapur, block Jalalabad started mixed cultivation in the year 2019-20 by incorporating advanced technology of capsicum as an intercrop with banana species G-9 on 2.6 hectares under the guidance of Horticulture Department. Drip Irrigation System was used, which saved about 60 percent water and increased the quality and production of the crop. Fertilizer was used through drip irrigation, which saved about 60 percent fertilizer. Mulching sheet was used for moisture conservation weed control. During the preparation of land, use of bio fertilizers reduced dependence on chemical fertilizers.



S. No	Crop Details	Area (Hect are)	Production cost (Rs. Lac)	Total income (Rs. Lac)	Grant given under PMKSY (Rs. Lac)	Net Profit (Rs. Lac)
1	Mixed Farming of Banana and Capsicum (First Year)	2.60	7.80	20.50	2.568	15.26

Scale up Options

Mixed cultivation of banana and vegetables like Capsicum, Tomato, Chilly definitely increase the farmers income 3 to 4 times. About a dozen farmers in the district have already adopted such cultivation.

Key Takeaway

Cultivation of early vegetables along with main crop like banana, sugarcane and fruits crops definitely help in increasing the income of the farmers. Establishment of a Centre of Excellence for vegetable growth plays an important role in spreading technological know-how like drip/sprinkler, mulching and organic manuring, and so on. This not only helps in increasing the production and quality of the produce but also helps in conserving soil and water.

Summary

Mixed cropping of early vegetables and fruit crops with the use of techniques like drip/sprinkler, mulching, organic manuring and high yield varieties not only helps in increasing the income of the farmers but also helps in decreasing the production cost of the crops.

Lesson Learnt

- Adopt commercial cultivation instead of traditional cultivation.
- Early cultivation of vegetables increases the farmers income 3 to 4 times.
- Use of techniques like drip/sprinkler, mulching, organic manuring not only helps in increasing the production and quality of the produce but also help in conserving soil and water.
- There is need to analyze area and production of different horticulture crops according to the need of the state and the country, then frame and implement the policy area wise.



DISTRICT-KANPUR DEHAT

CASE-26 Ear Tagging In Animals To Improve The Outcome Of Vaccination

FACT SHEET

Place of Implementation	: Kanpur Dehat District
Implementing Agency	: Department of Animal Husbandry
Sector	: Social
Year of Launch	: 2020-21

Background

In District Kanpur Dehat, free vaccination for viral infections in cattle - mostly foot and mouth diseases - is being done under the National Animal Disease Control Program during the month of October 2020-21. The said scheme, Hon'ble Prime Minister is included in the "Atmnirbhar Bharat Abhiyan" of the Government of India. Ear tagging of animals is mandatory for foot and mouth vaccination by the Government of India, as vaccination of animals without ear tag does not appear to be genuine. Due to lack of acceptance in cattle ranchers regarding ear tagging in the district, the progress of vaccination was not getting satisfactory.

Intervention

The poor progress of ear-tagging of animals was reviewed at district level by District Monitoring Unit under the chairmanship of District Magistrate. The reasons for the slow progress were analyzed. Lack of staff involved in vaccination and tagging and non-acceptance of ear tagging in cattle ranchers were identified as the main reasons for poor progress. Other NGOs worked to meet the shortage of tagging and vaccination personnel, as coordination was established with the personnel of Baif, Namaste India. Further participation of local employees of Panchayatiraj Department was ensured. At the same time, the selected vaccinators/helpers were encouraged to work.

In order to increase the acceptability of ear tagging in livestock owners, a meeting of Block Monitoring Unit was held in which active participation of the Gram Pradhan and Panchayat Secretary was ensured. Explaining the importance of vaccination and tagging to local public representatives and employees, the social impact of local people's representatives was utilized for successful implementation of the program. Awareness campaigns were conducted at village level involving the Gram Pradhan, BDC members, rojgar sewak to make animal owners aware. Livestock owners were explained the direct benefits received from various government schemes, after they allowed ear tagging their animals. The District Magistrate has prohibited the purchase and sale of animals without ear tag.



IMPACT

Awareness campaigns were conducted covering 75 villages of Kanpur Dehat involving community members and elected representatives. This helped in reaching out to 36000 cattle ranchers and make them understand the importance of the program and increased their level of knowledge about the benefits to be received after the ear tagging. This led to a tremendous increase in the progress of mandatory ear tagging and vaccination.

Key Outcome

Foot and mouth disease Vaccination and Ear Tagging of animals increased unexpectedly and in a short span of one week, 111847 animals were vaccinated and ear tagged.

Scale up Options

This successful effort is being implemented for 10 working days in 150 villages of 10 blocks of the district and an effort were made to ensure that the process is reflected at the ground level in a timely manner.

Key Takeaway

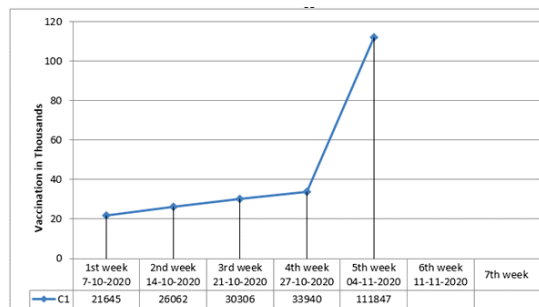
- There has been an unprecedented increase in the progress of vaccination and ear tagging.
- Misconceptions about ear tagging have been cleared within a large number of animal owners in the district.
- Proactive coordination of departmental personnel with local representatives was established, whose benefits will be reflected in application of future departmental schemes.
- Vaccination and tagging personnel revealed a lesson that the rejection by the animal owners from animal husbandry department schemes can be eliminated by encouraging/sensitizing them.

Summary

The physical progress of foot and mouth disease vaccination and animal ear tagging of the animals was very low in district Kanpur Dehat. In district review meeting, lack of vaccination and tagging personnel and inadmissibility of animal tagging to animal owners are the main reasons for poor progress. The process was implemented targeting the major causes identified. To meet the shortage of tagging personnel, help was taken from other NGOs like Baif, Namaste India and local employees of Panchayati Raj Department were included.

Lesson Learnt

Awareness campaigns were conducted at various levels to increase the acceptability of livestock farmers by ensuring the participation of local public representatives and made positive use of their social impact, leading to increased acceptance of ear tagging among animal owners and further unexpected progress found in ear tagging and vaccination.



DISTRICT-KANPUR DEHAT

CASE-27 Every Vote Counts : Booth Friend

FACT SHEET

Place of Implementation	:	Kanpur Dehat District
Implementing Agency	:	Department of Secondary Education
Sector	:	Social
Year of Launch	:	2019

Background

To help the physically challenged and women voters to exercise their voting rights at each booth during general Lok Sabha election year 2019 in the district of Kanpur Dehat, and to bring the voters to the polling station, the students were employed as Boothamitras based on the consent of the parents. Boothamitra was present at the booth with his cap and identity card. All the students employed as Boothamitras were appreciated for their good work and were provided a citation on behalf of the District Collector, Kanpur Dehat. A teacher was employed as master trainer at 05 booths for their inspection and training.



Intervention

It has been a socially innovative endeavor- channelling energy to the students without any political affiliation, motivating people to vote.

IMPACT

This innovative experiment created a sense of obligation among parents to participate in the national program sense of responsibility towards the children working as Boothmitra, with the high energy and enthusiasm. There was a sense of realization regarding voting as a duty and also such initiative strengthen the belief in democratic principles of choosing the best person through elections.

Key Outcome

The voting percentage in Lok Sabha increased from 58.64 percent to 60.11 percent last year due to the employment of students at each booth at the district level in the Lok Sabha election 2019 as booth friends.

Scale up Option

This experiment can also be employed in other tasks related to development of the districts. Students do play an important role of catalyst and their enthusiasm can be tapped for good works.

Key Takeaway

Students are full of energy and potential due to which their role in social activities should be planned. In addition, their usefulness in society and the appreciation received from it prevents them from going wrong.

Summary

Using students to support democratic process has led to increase in number of people coming to vote. On the other hand it also helps in teaching the value of participation to young people.

Lesson Learnt

Young people and students have lot of positive energy and potential. It is important to identify them and channelised towards development work.



DISTRICT-KANPUR DEHAT

CASE-28 Sustainable Management Of Community Toilets : Convergence Of State Rural Livelihood Mission And SBM Grameen

FACT SHEET

Place of Implementation	:	Kanpur Dehat
Implementing Agency	:	Rural Development Department
Sector	:	Social & Economical
Year of Launch	:	2020-21



Background

Kanpur Dehat is the new intensive district of Uttar Pradesh included State Rural Livelihoods Mission (UPSRLM). In the financial year 2020-21, three blocks of this district, Maitha, Rasulabad and Sarwankheda have been made intensive. Now SHGs are being formed and various livelihood activities have been started to uplift the socio-economic status of the poor in rural areas.

Intervention

Swach Bharat mission under Panchayati Raj Vibhag has built community toilets in all the gram panchayats of the district and a total number of 640 community toilets have been constructed. During discussion with the NRLM head, Swach Bharat mission heads, and MNREGA, we got an opportunity for our SHG members as caretakers of community toilets for which they will get Rs 6000 per month as honorarium. Initially 11 SHG members were identified and selected to be the care takers of community toilets. They were also awarded a certificate to work as caretakers.

IMPACT

This intervention is done for the upliftment of the social and economic status of the poorest of the poor in the community. It has a direct impact on the 640 families who have been/will be selected and given the responsibility as caretaker, but it has also a wide impact on the community who will use it. As the SHGs are being involved in the maintenance, quality of cleaning will be ensured and it will benefit the whole gram panchayat. It will be helpful to prevent the community with the various infections and social abuses in the community.

Key Outcome

SHGs are being involved in maintaining the quality of cleaning. The involvement of SHG groups for upkeep of community toilet ensures quality maintenance. This will also help in encouraging people to use clean toilets, inculcate the habit of regular use of toilet for defecation and will help in controlling various infections and diseases which are result of open defecation.

Scale up Options

Initially it was started with 11 members and will soon reach 640 by the end of this financial year.

Summary

District Kanpur Dehat has been made intensive drive to increase number of SHGs in the district and many women are being enrolled in SHGs by the experienced team coming from Hamirpur, known as Internal Community Resource Person (ICRP). The team of three women stays in the village for 15 days to identify the eligible women for SHG, enlist them during the survey and motivate them to join the SHG by telling their real stories. SHG receives funds to enhance their inter-lending. Later on they are also entitled to receive CCL from Banks to start self-employment or establishing small enterprises to increase their income.



DISTRICT-KASGANJ

CASE-29 Rejuvenation Of Holy River Banks : Ganga & Bhagirathi Van Programme

FACT SHEET

Place of Implementation	: Kasganj
Implementing Agency	: Forest Department
Sector	: Environment, Forest and Climate Change
Year of Launch	: 2019

Background

Natural habitation provides crucial link for growth of vegetation and livestock. For the past few years Kasganj district is facing the problem of degrading environmental conditions. This was mainly due to uncontrolled and poorly regulated sand mining from rivers flowing in the district. People often complaint about rising temperature and growing dust pollution in the district.

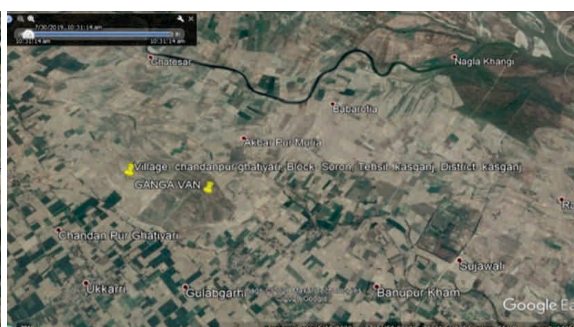
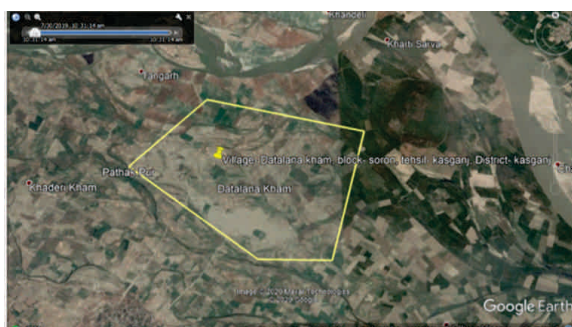
Forest department, Kasganj has taken up the challenge to revive the ecosystem of Kasganj so that climate change issues can be addressed ecosystem is restored and the water bodies are revived. For this the district came up with an idea of involving community for mass plantation and creating forest around banks of river Ganga.

With this aim, Kasganj District Administration launched the Ganga Van Program under the leadership of District Magistrate Mr. Chandra Prakash Singh and with the support of Forest department. The objective of the program was to restore the environmental harmony by planting 1,01,000 trees covering 62.25 hectares of land (of Ganga van) in Chandanpur Ghatiyari Gram Panchayat of Soron Block.

After the grand success of Ganga Van, Bhagirathi Van was constructed in Datlana kham, Kasganj district under the leadership of District Magistrate Kasganj. In Bhagirathi van, 3 lakhs 51 thousand trees were planted in 298 hectares of land.

Ganga van: Village-chandanpur ghatiyari,
Block- Soron, Tehsil- kasganj, District- Kasganj
GPS Location: 27°57'17.41"N 78°42'22.22"E

Bhagirathi van - Village- Datalana kham ,
Block- Soron, Tehsil- kasganj, District- kasganj
GPS Location - 27°56'39.17"N 78°48'18.78"E



IMPACT

After the plantation of 4,52,000 trees and the rejuvenation of the water bodies, the following positive impacts were observed:-

- Increase in forest cover and restoration of the natural habitat for birds and the other herbivorous animals in the area.
- Prevention of soil erosion as the area is having lot of green cover and fodder for the animals.
- Water conservation and increase in ground water levels, as now the shallow tube wells are not going dry in the summer season and the water table has increased by a few inches.
- Improved air quality and the air is dust free.
- Improved natural beauty.
- Livelihood improvements, as lot of timber trees and fruit trees have been planted and the gram panchayats have been given stake in these forests.
- Potential of developing eco-tourism along forest and water bodies.
- Employment generation through plantation of timber.

Key Outcome

This intervention will provide long term benefits to the people in the region. This includes conservation of soil, recharge of ground water, increase in the precipitation, etc. This will also support farming, help fight global warming & climate change, restore forest ecology and provide economic benefits etc.

Scale up Options

A lot of barren land along the River Ganga, Yamuna and its subsidiaries is lying vacant in various district of U.P. These lands can be used to raise Ganga van type man made forest.

Key Takeaway

This intervention will provide long term benefits to the people in the region. This includes, massive social forestry program in the district in and around Ganga River for controlling erosion, sand lifting, restoring the native flora and fauna, stopping the river pollution and better recharge of the ground water in the area for farming and drinking.

Summary

The forest cover near the riverbank was depleted, which was adversely affecting the environment. The resultant effect was soil erosion, lack of water conservation, loss of forest biodiversity, increase in pollution, increased heat and poor air quality. Also, all this was indirectly affecting the economy of the district. To overcome these problems, Kasganj District Administration and Forest Department has launched the Ganga van program, in the form of a vast manmade forest. The First “Ganga Van” of U.P has been established by Hon’ble Governor Mrs. Anandiben Patel on 9th August 2019 and largest “Ganga Van” is also established in the form of “Bhagirathi Van” at Datlana kham Kasganj.

Lesson Learnt

River Ganga is the ancient and holy river of India. Creating manmade forests with the creation of Panchvati vatika, Nakshatra vatika, Navgrah vatika, Hari shankari Vatika, Dhanvantari vatika, sugandhit vatika etc can have longlasting impact on the lives of people around it. This also helps improve environmental condition of region.



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DISTRICT-LAKHIMPUR KHERI

CASE-30 Operation Chaturbhuj : A New Strategy In MGNREGA

FACT SHEET

Place of Implementation	: Lakhimpur Kheri
Implementing Agency	: Rural Development
Sector	: Rural Development
Year of Launch	: 2020

Background

MGNREGA has so far been seen merely as a tool for earning a few days' livelihood especially for the eligible poor families in rural areas.

- In the new approach, this scheme, apart from the above, solves the deep-rooted problems of rural areas.
- In the analysis of public complaints, it was found that due to encroachment of sector roads/Chak Roads, ponds and public lands, in rural areas problems such as mutual rivalry, court cases, fighting and cross FIRs arise, affecting the economy of rural area by reducing agricultural productivity.
- A strategy for sustainable solution for encroachment was devised by using MGNREGA as an encompassing tool. It was named as "Operation Chaturbhuj".
- MGNREGA scheme in the form of Operation Chaturbhuj provides massive employment opportunities along with offering permanent solution to the above revenue/legal problems.

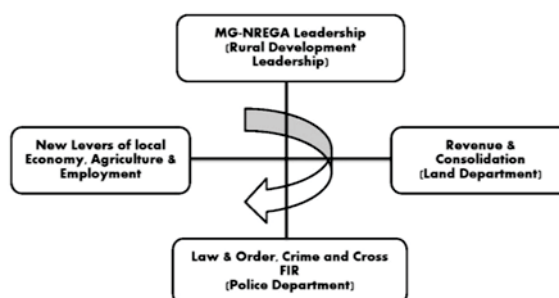
Intervention

Sector Marg/Chak Road, public pond, huge plantation and Individual beneficiary works was carried out by Rural Development, Revenue, Police and Agriculture other Department with consolidated effort.

- Gram Panchayat Parsa block - Nakaha, Kheri was selected as a pilot project for Operation Chaturbhuj.

Operation Chaturbhuj

Lakhimpur Kheri, Rural Development



IMPACT

Through this Operation, mostly the small and marginal farmers got direct access of transportation right from their farm to the market, who otherwise were very much dependent on others' land for passage. Agricultural implements and machineries can now easily reach each field. This has reduced the land disputes to a good extent. By constructing ponds and ensuring that it is being given on lease to the fishing community, water conservation efforts have received an impetus, along with providing employment to families. Plantation drive across the ponds will surely help in environment improvement. All this has created huge employment opportunity in the villages of Lakhimpur Kheri, that too during the COVID-19 pandemic when migrant laborers were coming in huge numbers.

Key outcome details of Gram Panchayat Parsa selected as a pilot project	A glimpse of the district Kheri (from 21.04.2020 to 31st Oct. 2020)
Total persondays created – 47257, as compared to 28716 of last full FY 2019-20	Total persondays created – 80 Lakh, as compared to 6234078 of last full FY 2019-20
Provided employment to 909 local / migrant workers	290652 local / migrant workers employed
296 local / migrant workers were added by creating new job cards.	29204 Local / migrant workers were added by creating new job cards.
3 ponds have been built in Gram Panchayat Parsa in FY 2020-21.	850 ponds have been built in the district
103 beneficiaries were covered by individual beneficiary works in Gram Panchayat	4000 beneficiaries were covered by individual beneficiary works in Gram Panchayat
72 Chak Roads were constructed, which are 52.00 km in length.	1600 km of Chak Roads has been built till date

- The district Kheri has also ranked No-1 in the state in providing employment during the Covid-19 pandemic under this campaign. It was also highly appreciated by all the Hon'ble MPs, Hon'ble MLAs and other delegates present at the DISHA meeting organized by the Government of India.
- In the minutes of review meetings of rural development programs by Department of Rural Development, Government of Uttar Pradesh, which issued letter no. 499-38-7-2020-10 NREGA -2020 TC-2 Block-7 dated 05-05-2020, a special mention has been made regarding the success of the above operation chaturbhuj.

Scale up Options

- After the positive results of the campaign conducted in the Gram Panchayat Parsa, Operation Chaturbhuj was expanded to other blocks of district Kheri where positive result was again achieved. Since this campaign was developed under the built-in incentive structure, which includes community participation of even illegal occupiers, it was successful in providing a permanent solution.

- Operation Chaturbhuj not only provided ample employment opportunities but also helped in preventing migration. Women SHGs were greatly benefitted since the consequent MGNREGA CIB construction work was provided to the NRLM SHGs.
- Due to adequate employment opportunities and development of rural infrastructure, the possibility of upgrading the rural economy increased.
- Due to the construction of sector/Chak Roads, there is an increase in the market price of lands of farmers on both the sides of the newly constructed Sector/Chak Roads.
- The process of allotting lease of about 1670 constructed/renovated ponds is under process, which will increase the livelihood of the allotted families.

Summary

- Lakhimpur-Kheri was one of the top performing districts in Uttar Pradesh in daily employment generation in a disaster like Covid-19 under the Operation Chaturbhuj.
- Permanent solution of disputes related to land disputes leading to reduction in law and order issues/cross FIRs etc.
- Along with harmony and trust, extensive employment generation, infrastructure creation, jump in local economy, improvement in agriculture, environment and water conservation was achieved.

Lessons Learnt

Under Operation Chaturbhuj, the illegal encroachers of Public Roads and Ponds were provided with a win-win option. Thus, they too felt that this will not only benefit, but also others. Further different departments of varied mandate collaborated because under an umbrella approach the problems of all of them could be amicably resolved. This proves that if any model has an in-built incentive structure for all the stakeholders and is practiced in a collaborative manner, it will suo moto generate momentum in the positive direction with very little resistance and will have the potential of creating long term impact. Thus, MGNREGA is being used under Operation Chaturbhuj as **“Panacea to Multiple Ills of Rural India”**.



DISTRICT-LUCKNOW

CASE-31 Community Policing : One Stop Centre, Campus - Lucknow

FACT SHEET

Place of Implementation	: Lucknow
Implementing Agency	: One Stop Centre
Sector	: Social
Year of Launch	: 2019

Background

A woman was brought to shelter at 10:45 PM on 04-04-2019. She was a native of Panigaon. With the help of canteen caretaker, it became possible to communicate with her own language. During the interaction it came to light that the woman is a victim of human trafficking. Names of people involved in the trade also came to light. Gang leader was brought to the centre by the team after many efforts and case was registered along with all the documents. Gang leader was arrested and woman was safely handed over to her family members. This event is related to Charbagh Railway Station.

Intervention

Timely intervention and human approach help to trace and reunite the trafficked women with family.

IMPACT

The greatest impact of this case is rebuilding the trust in law and administration among common people.

Key Outcome

An innovative experiment revealed how to resolve such cases in future.

Lesson Learnt

If we approach such sensitive cases with love and care, we can reinstate community confidence and trust in system, especially law and administration. A drive for mass awakening is needed so that innocent women and girls may be saved from such crimes.

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Shri Sudhakar Sharan Pandey, Probation Officer Lucknow, Mob. 751802401

E-mail : lkodpo34@gmail.com

DISTRICT-SAHARANPUR

CASE-32 Supporting Children Through Child Protection Services

FACT SHEET

Place of Implementation	:	Saharanpur
Implementing Agency	:	Department of Women Welfare
Sector	:	Education
Year of Launch	:	2020

Background

In the year 2020 District Saharanpur under the sponsorship scheme operated under Child Protection Service Scheme by the Govt. of India .During this period the district identified and enrolled 40 children under this scheme, which is the highest in the entire state of Uttar Pradesh. Financially aided girl child



under the Sponsorship Scheme Anshika Gagneja (16 Years) studied in Saraswati Bal Vidya Mandir Inter College at Baba Laldas Road, Saharanpur achieved 88.5% marks in High School Examination of Uttar Pradesh Secondary Education Council, Prayagraj in year 2020. The girl's family live in the two room old house. Due to weak physical and mental condition of father, he could not do any work. Mother is a house wife. District Child Protection unit came to know about this girl living with her 5 siblings and in dire need of support to continue with her studies. They supported her and got her enrolled in the scheme which ensures payment of Rs 2000 per month to the girl child. This timely financial help make Anshika continue her study and clear the high school examination with flying colours. She has become a source of inspiration for other children under similar constraint.

Now Anshika is helping other children who are learning free in the child education centre established for children under sponsorship scheme and operated by the NGO Navjeevan Seva Kendra at Numaish Camp, Saharanpur. Anshika serves as a girl child teacher in this center (Shiv Mandir, Gopal Nagar) and help the poor children of locality in Saharanpur.

Summary

Such kind of social protection scheme helps children who are in dire need of financial support to complete their education. This scheme will surely prove to be beneficial in enrolling children for education and eliminating child labour.



DISTRICT-SAHARANPUR

CASE-33 Wood Craft : Collective Mobilization For Skill Development

FACT SHEET

Place of Implementation	: Saharanpur
Implementing Agency	: Uttar Pradesh State Rural Livelihoods Mission
Sector	: Skill development
Year of Launch	: 2019



Background

District Saharanpur is world famous for its wood art and craft. Artisan practising this art can easily be located in many parts of district. Surrounded by timber as it is situated at the foot of the Shivalik Mountain range. Earlier this art was confined to urban areas, but is now fast spreading to rural areas through wooden toys making. Its background was created by special motivation of commissioner Saharanpur and the inspiration and constant guidance of the Chief Development Officer of Saharanpur. This program materialized through the hard work & expertise of Miss. Nazia Block Mission Manager Nagal. Fifty women members of 16 self-help groups covering 12 gram panchayats of three development blocks under the Uttar Pradesh State Rural Livelihoods Mission were trained & skills were developed through RSETI Matki Jharauli in two batches.

Intervention

Members of SHG groups who were interested in wooden toy making were identified by the block level teams. The training programme was developed and conducted by PNB Rural Self Employment Institute Matki Jharauli. They provided hands on training using latest equipments and techniques required for making wooden toys.

IMPACT

This has led to change in norms - women making wooden toys which was traditionally practiced only by men. This has also proved to be a potential income generation activity for rural women. This was particularly helpful during COVID-19 pandemic when many people lost their livelihood. This came as a new employment opportunity for them.



Key Outcome

This intervention helped in taking the wooden art and craft to rural areas. Earlier Rural areas are generally used to provide labor only, but this innovative effort has also given the opportunity for women of rural areas to come forward in this activity and make wooden toys.

Scale up Options

With quality training such traditional art forms can be started in different parts. Women of self-help groups were unfamiliar with wood art but due to their interest and training, this art entered the rural area too. While displaying the toys made by them in the blocks, other women of the group also showed a keen interest, which led them to start training for it as well.

Summary

The wood carving art popular in the urban area of Saharanpur district has been spread to the rural areas through self-help groups. This activity will make rural women self-reliant on one hand, and also develop Saharanpur district as a for wood craft industry.



DISTRICT-SHAMLI

CASE-34 Rejuvenation And Renovation Work Of Krishni River

FACT SHEET

Place of implementation	:	District- Shamli
Implementing Agency	:	Rural Development/Panchayat Raj
Sector	:	Environment/Water Resources
Year of Launch	:	2019-20

Background

The Krishni River originates from Krishni Nawada in Saharanpur district and enters the village Chandenamal, Block Thanabhavan in Shamli district and has a total length of 68.40 km in the district. It joins the Hindon river in Barnava in Baghpat district, passing through Block Thanabhavan, Block



Shamli, Nagar Panchayat Banat, Block Kandhla. It is a tributary of the Hindon river. A total of 25 Gram Panchayats of the district are situated on the either side of the banks of the Krishni River. The river also passes along the borders of Banat nagar panchayat. Krishni river is also serve as carrier of the drainage system of 5 urban bodies of the district. About 35-40 years ago, the water of this river was potable, but over a period, it became highly polluted and the original form of the river changed into a runnel. Much of the river's land was encroached and cultivated by local farmers. Due to the continuous increase in the amount of effluent draining from the gram panchayats and urban bodies located on both sides of its embankment directly, the river water is severely contaminated. Except for rainy days, the water that used to flow in the river was only from these drains, so it was challenging to get this work done at the local level. There was no separate budget allocated for the restoration of this river.

Intervention

In Shamli district, a coordination meeting was held between several departments like – Revenue, Irrigation, Rural Development, Panchayati Raj , Minor Irrigation Departments to prepare an action plan for the restoration of the Krishni River. Firstly, a team of Revenue Department was formed and 155.8 hectare land of Krishni River was freed from encroachment. An action plan of Rs. 587.54 lakh was prepared for the renovation work of the river; however, no separate budget was allocated for this work. At the local level, a meeting of the heads of 25 Gram Panchayats on both sides of the river embankment and the

president of 5 urban bodies was convened and they all agreed to work with the state finance / central finance and MGNREGA for the renovation work of the Krishna River in accordance with the aspirations of the stakeholders. In all 25 Gram Panchayats along the banks of the Krishna river, work began on state-level/ central finance and MGNREGA at full tilt and currently, it has been completed in 22 Gram panchayats (covering about 51.25 km). A detailed Project Report of Rs. 221.48 lakhs have been approved in 5 urban local bodies along the river and as a result, the construction work of phytoremediation ponds on drains in urban areas is being executed.

IMPACT

Due to the renovation work of the Krishna River, the river gained its original form and its pollution level decreased significantly. With the completion of this work, about 3 lakh people of the district will have a positive environmental surrounding. A green belt will also be developed in the district consisting plants of different species which are to be planted on both sides of embankments of the river. It will help improve environment conditions over the time.

Key Outcome

The renovation work of the Krishna River has resulted in an increase in its catchment capacity as the river is transformed into its true form, as well as a substantial reduction in pollution of water.

Scale of Option

Inspired by the renovation work of Krishna River, awareness can be seen among the people to make other water bodies of the district clean. Efforts are being made to clean and renovate the biggest Mammor lake in Shamli district.

Key Takeaway

The river was converted to its original form by freeing the encroached land of the Krishna River. Substantial reduction in water pollution was realized, as well as the concept of a green belt in the district was embodied by the planting of plants of different species on both the embankments of the river.

Summary

With Coordinated and consultative efforts, involving urban local bodies and all the gram panchayats along the banks of river Krishna helped in reviving the lost glory of the river. This intervention successfully demonstrates the convergence of administration and community members to take up the local issue affecting the lives of millions and address it. This intervention clearly shows that where there is a will, there is a way - funds can never be the constraint for development, participation is more important.

Lesson Learnt

Participation of local people is needed to rejuvenate rivers and make pollution free. This kind of work will increase awareness regarding importance of rivers and water bodies and motivate them to improve environmental condition in their surroundings.



DISTRICT-SHAMLI

CASE-35 Save Water And Save Earth : Management Of Micro Catchment Area 2C6B4b3 Of Ganga River

FACT SHEET

Place of implementation	: District Shamli
Implementing Agency	: Gram Panchayat Kheri Karmu
Sector	: Environment
Year of Launch	: 2019-20

Background

By 2019, the biggest problem of Gram Sabha Kheri Karmu, Block & District-Shamli was the contamination of water and environment. The biggest reason for this was the mixing of water from the industrial units in the small Krishni river. In such a situation, the Biodiversity Management Development and Planning Committee was formed by the villagers and took the help of Dr. Omar Saif, Coordinator Ganga Vichar Manch, who are local environmental scientists also. After this, using equipment provided by the Gram Sabha and the Central Government, the catchment area was explored. Local fauna was registered and their species identified, by creating a biodiversity register. A small Krishini River revitalization plan was prepared by the committee. The plan was prepared in the year 2019, under the scheme, the polluted water drains falling in the river were connected together and a 3-meter wide drain was constructed under the MNREGA scheme. The polluted water was treated and recycled by the plants. After explaining to the owners, treatment plants were installed in their industries, which made the water pollution free and the smell is contained. Raw check dams were built to manage the catchment area so that the water seeps into the ground and recharges the groundwater. At present, the river has become completely cleaned up to 1 km near Kheri Karmu. Pollution has been reduced to zero and fish and butterflies have returned. The whole environment becomes clean.

Intervention

This practice has been implemented to improve environment conditions of the area.

IMPACT

Contaminations free quality water and improvement in ground water levels.



Key Outcome

Through this scheme, we were able to achieve the goal of fully recovering and managing the Ganga's micro watershed 2C6B4b3, which can be used to revive the remaining micro watersheds of Ganga.

Scale up Options

This scheme has been prepared according to the national policies and guidelines, so it can be replicated not only in Uttar Pradesh but all over India with some minor changes and modifications.

Key Takeway

Through this scheme, we got clean water instead of polluted water, rehabilitated fishes and butterflies for biodiversity. In the future, we will be working on water economy and there are plans to rehabilitate turtles, crocodiles etc.

Summary

To achieve the Sustainable Development Goal Number 6, 13, and 15 components of the Samagra Gram Vikas Yojna at local level, the Gram Panchayat Kheri Karmu, Block & District- Shamli tried and successfully achieved the mission of clean water for all. This Gram Panchayat contributed its share in the revival of the Ganga, making its water pollution-free, rehabilitating the plants and animals and also ensuring its sustainability.

Lesson Learnt

To improve the socio-economic level of the local people, it is necessary that we must keep the environment around us clean. For such interventions it is important to include voluntary organisations, social institutions, academia etc. to create awareness at the local levels.



DISTRICT-SIDDARTHANAGAR

CASE-36 Modernization And Upgradation Of Govt Schools Through CSR Fund

FACT SHEET

Place of Implementation	: Primary & Upper primary schools of 14 blocks
Implementing Agency	: Education department
Sector	: Education
Year of Launch	: 2019-20

Background

Being an aspirational district, District Administration has tried to harness the potential of CSR funds.

Intervention

Various initiatives taken under CSR in the field of education are -

1-MoU with PFC (Power Finance Corporation) for Upgradation of Govt. Schools

PFC has sanctioned in 2019-20 of an amount of Rs.9.29 crore for the following project/work:-

- Creating smart classes in 352 primary schools
- BaLA paintings in 1067 primary schools
- Repair and renovation of 43 schools



IMPACT

- BaLA Painting works- already 813 Primary & Upper Primary Schools has completed.
- Schools Repair/Renovation- 41 Schools building has renovated/ repaired.
- Smart Class- Procurement Process of the all kind of equipment has been completed.

Key Outcome

- Provision of quality education to the students of rural areas through innovative techniques and methods of education.
- Renovation of the school by undertaking general repair work in 43 schools.

2-MoU with Smile Foundation

- **Enhancing Learning Level** - Projects approved by Smile Foundation New Delhi for improvement in the 12 higher primary schools and 03 State Inter Colleges in the district.

9.29 करोड़ के प्रोजेक्ट को सीएसआर के तहत मिली स्वीकृति

स्कूलों की बदलेगी सूरत बनेंगे स्मार्ट क्लास

विद्यार्थीजन | शिक्षा संकाय

बेसिक शिक्षा

• प्राथमिक शिक्षा के अन्तर्गत स्कूलों की सुधार प्रक्रिया को तेजी से आगे बढ़ाने के लिए

• छात्रों को बेसिक शिक्षा के अन्तर्गत स्कूलों की सुधार प्रक्रिया को तेजी से आगे बढ़ाने के लिए

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संयुक्त रूप से चलेगी स्मार्ट क्लास

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प्रोजेक्ट एक नजर में

- 1067 स्कूलों में कार्य
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- **Projects Detail** - English labs, numeric lab sets, water purifiers, solar panels, tests for improving teaching quality of teachers, base line survey of schools and children in the above schools & health tests.

Utility/Impact of the Projects

- To provide quality education to the students of rural areas through innovative techniques and methods of education.
- Availability of pure drinking water in schools.
- Regular health checkup of children.
- Power system through non-conventional energy source (solar light).
- Availability of quality trained teachers.

3-MoU with Shiv Nadar Foundation

To improve the overall learning outcomes of students under its Shiksha initiative. It intends to do so by:

- Providing digital content and support in various innovative teaching and learning techniques
- Building capacities of teachers on ICT and ensuring effective teaching of curriculum.

4-MoU with Naandi Foundation (Nanhi kali project)

- Class 1 to 10, six days a week, 2 hour tuition for math / language and role model from her own community
- TLM design is friendly and activity based Digital learning through tablets

5-MoU with IRCTC

- Sanctioned Rs.10.03 Lacs for girls toilets in 10 school premises, 05 girls toilet has completed which will be useful for health & hygiene

6-Operation Kayakalp: Inception : 2018-19

- Schools covered : 1698
- Major Work are: Tiles, Toilet Construction, Boundary wall & BaLA Painting.

Summary

All of the above projects have led to the following.

Transition rate		
Primary	60.87 (As on 31st March, 2018)	82.36
Upper Primary	77.15 (As on 31st March, 2018)	92.3
Girls Toilet	59.98 (As on 31st March, 2018)	100
BaLA painting – 1023 completed	201 (Year 2019-20)	822
Drinking water facility		100%
Smart Class – 374	22 (Year 2018-19)	(352 on progress)
Electricity Secondary Level	73.1 (As on 31st March, 2018)	100
Regular health checkup of children	poor	15 PS/UPS
Solar Light (Non-conventional energy)	N/A	15 PS/UPS
Enrollment (Primary Schools)	291983 (2017-18)	296885
Operation Kayakalp	Target 2667 Schools	1698
SAT-1 and SAT-2 examination	SAT-1 Examination around 38% kids were lying A and A+ grade means they were scored more than 70% in their Assessment where as In SAT-2 examination A and A+ grade constitutes of 47% kids that clearly means our 9% kids performed well in assessment in comparison with SAT-1	



DISTRICT-SIDDARTHANAGAR

CASE-37 Reform in Health Sector Through CSR Fund

FACT SHEET

Place of Implementation	: Combined district hospital & 14 Primary and Community health Centres
Implementing Agency	: Health Department
Sector	: Health
Year of Launch	: 2019-20 and 2020-21

CSR Initiatives

1-MoU signed with HPCL-for purchase of medical equipment's worth Rs.1.283 Crore in year 2019-20

Medical Equipment's purchase under CSR

- Oxygen concentrator, Radiant warmers, Orthopedic app set, C-Arm machine, Fetal Doplor, KMC Chair, Auto Analyzer, labor tables, tube sealer, Diathermic machine, Donor Couch, incubators, IOCT Machine, LR Frieze, Boyle Operators & Blood bank Refrigerators etc.
- All the Equipment are now installed and are in operation in PHC/CHC & District Hospital Siddharthnagar.

Objectives of the projects

- Healthcare spending in rural community has a significant impact on the local economy. Quality medical equipments and devices in the rural hospitals ensure better health facilities with lesser time and no expenditure.
- In remote areas, the means of communication and transportation are not enough, so it is difficult and expensive to go to other districts in normal or Critical situation.



Impact of the Project: Provision of quality health care services to people living in rural areas. Also affordable treatment against severe diseases for poor families in rural areas.

2-MoU signed with PFC for 02 Modular O.T

In the year 2020-21, for the construction of 02 Modular OT in District Hospital Siddharthnagar, worth Rs 93.41 lakhs has been approved.

Objective of the Project

- Reduce the Maternal Mortality Rate (MMR) & Infant Mortality rate (IMR) in catchment area.
- Reduce Neonatal Mortality rate (NMR)

Health Situation of the District

Bordering Nepal's hilly terrain, district Siddharthnagar is one of the poorest and backward area of the state. It also finds itself in the list of aspirational districts. As per the AHS data 2011-12, MMR (Maternal mortality rate) 304 for per lakh live birth, Infant mortality rate 87 for per 1000 births. NMR (Neo-natal Mortality Rate) 70.

Impact of the Project: After the Construction of the 02 Modular O.T (Operation Theatre) in District Hospital Siddharthnagar, there will be a decrease in MMR, IMR and NMR in local areas.

CSR project carried out by UPSICL

IREDA has sanctioned some projects under CSR. Projects are being carried out by the UPSICL. Most of the work has been done in the district hospital of Siddharthnagar. These projects will be supportive to the hospital facilities. Projects are - High mast Solar light, Solar streetlight, Water Vending machine, HP Solar water Pumping system with Bore well, Sanitary napkin vending machine & unit Toilets (2 each for male & female).



Full Immunization Improvement - MMR, IMR, and NMR are higher in the district. Literacy rate of 60%, low health awareness among people, are also crucial points. Other important strategies includes:-

- Block Weekly review meeting
- District Weekly review meeting
- Implementing various IEC activities to improve RI coverage like - Bulwaparchi & wall Painting
- Divide responsibility of poor performing blocks.
- After Review/meeting by DM at block level and district level it has increased to 78.6%.

Monitoring of IMI Sessions Perceptible Improvement

- Complete immunization (12-23 months) is 78.6%
- Improvement of health services of rural masses due to availability of equipment's provided by HPCL under CSR programmed.
- After the completion of 2 modular O.T. MMR, IMR & NMR will be reduced significantly.



DISTRICT-SITAPUR

CASE-38 Organic Farming: A Solution To Soil Sustainability

FACT SHEET

Place of Implementation	: Sitapur
Implementing Agency	: Agriculture Department
Sector	: Agriculture
Year of Launch	: 2020-21

Background

Unbalanced use of chemicals is leading to rise of many new diseases. Human health is severely affected due to growing pollution and degrading environmental conditions. It is high time that we all must work towards reducing use of chemical in farming. Organic farming or a mixed use of chemical farming is the need of the hour.

Objective

Adopting integrated nutrient management by reducing the use of chemical fertilizers in agriculture.

Intervention

Plot A- Experiment Plot- Paddy crop variety –NDR-2064. 50% of recommended chemical fertilizer from biomass (Green manure + Organic Fertilizer+Vermi Composting). 50% chemical fertilizer from Urea or DAP.

Plot B-Control Plot- Paddy variety NDR-2064. 100% of recommended chemical fertilizer.



IMPACT

Environmental degradation caused by chemical fertilizer can be reduced.

- In district Sitapur paddy is sown in approximately 163000 hectare area. Use of new method can save upto 2.3 bags of urea per hectare. This will save government expenditure by Rs. 38.51 Cr.
- Farmers will be able to save around Rs. 618.00 per hectare on Urea which they can invest in organic fertilizers.

Key Outcome

- Less irrigation is required due the improvement in soil structure as compared to chemical farming.
- Healthy plants are more resistant that results in less diseases and insects outbreak.
- Similar productivity when compared to chemical farming with better quality will affect farming in total area of 163000 hectares in the district.

Scale up Option

Use of fertilizers can be reduced by alternative nutrition methods. This can be implemented in whole state to improve soil health and food grain quality.

Key Takeaway

Per hectare Rs. 2300.00 (on Urea, DAP and Potash) can be saved. The amount of soil organic matter is increased which leads to less fertilizer demand during Rabi season.

Summary

If instead of 100% chemical fertilizer 50% organic and 50% chemical fertilizer is used up to Rs. 2300.00 per hectare can be saved. If equal mixture of chemical and organic fertilizer in farming is encouraged, Rs. 38.51 crore of government subsidy can be saved over urea only. This innovative experiment is affecting the surrounding regional farmers at the block level. It is also being promoted at district level.

Lesson Learnt

Policy formation is needed at the government level.

- Government subsidy up to 50 to 100 percent on the seeds of Dhaincha and Sanato encourage the use of green manure in 1/3rd part of the total area of paddy.
- Arrangement of grant per hectare on the use of vermi compost/compost.



DISTRICT-SULTANPUR

CASE-39 Every Drop Counts : Water Conservation Through “Roof Top Water Harvesting In PMAY-G Pucca House”

FACT SHEET

Place of Implementation	: Sultanpur
Implementing Agency	: Gram Panchayat
Sector	: Water and Sanitation
Year of Launch	: 2020-21

Background

To achieve the objective of **housing for all by 2022** MoRD has targeted 2.95 crore PMAY-G Houses out of which 14.6 lakhs houses are in Uttar Pradesh.

In para 8.1 (h) of PMAY(G) guideline it is mentioned that the State/UT may develop group/individual amenities like house sites, bio fencing ,paved pathways, approach roads, soil

conservation and protection work etc. through convergence of MGNREGA for the beneficiary of PMAY-G.



In above context one of the basic amenities **“Roof top water harvesting in every PMAY-G Pucca house”** was visualized and constructed in **“Deeh dhaggupur”** gram panchayat in Sultanpur as a pilot basis, which increased ground water table through rejuvenation of aquifers. This helped in water logging problem around constructed pucca house as well as addresses issue of roof seepages which ensured the durability of PMAY-G House.

This small initiative upgraded the socio-economic status of the marginalized section of society.

Intervention

Every PMAY-G house have a Roof top rain water harvesting system consist of a PVC down pipe, filter chamber and two recharge pits. These pits are sufficient enough to recharge rain water up to 20000 liters annually. Beneficiaries were mobilized to work in this project. Through social mobilization people developed the habit to conserving water and change in behavioral pattern regarding sanitation and hygiene. Beneficiary started making **“Poshan Vatika”** a small kitchen garden to fulfil their nutritional needs for women and children. This project helped PMAY-G beneficiary to earn both skilled and unskilled wages in this pandemic of COVID-19.

IMPACT

- Increased ground water table with developed sense of saving water, sanitization and hygiene among beneficiaries.
- Promote income generation through 100 Mandays in MGNREGA.
- Ensured nutritional supplement through “Poshan Vatika”.
- Employment opportunity to Skilled Masons.
- Sense of belongingness towards PMAY-G.
- Minimize maintenance cost of PMAY-G.
- Promotion of Cash Crop farming and more yields too.

Key Outcome

This project helped in raising water table availability of potable water throughout the year, more water for irrigation purpose, economically empowered the beneficiary family, ensured the durability of dwelling unit, social and behavioral changes among the masses, sense of belongingness to the government scheme.

Scale up Option

S. no.	Implantation area	Avg annual rainfall mm	Number of PMAY-G Units	Volume of Water to be recharged per year (in lakh Liters approx.)^
1	Single PMAY-G Unit *	1009	1	0.20
2	Gram Panchayat deeh Dhaggupur	1009	197	39.40
3	Block Kurebhar	1009	4326	865.20
4	District Sultanpur	1009	44796	8959.20
5	Uttar Pradesh	990	1461516	292303.20
6	Pan India	650	22144067	4428813.40

*As per PMAY-G guideline min roof area is 25sq meter/269 sq ft.^ calculated on the basis of table 1 bureau of Indian standard rooftop water harvesting guideline.

The above table clearly depicts the picture of scaling up of this practice to all over country.

Summary

Roof top water harvesting in every PMAY-G pucca house is an innovative project constructed with convergence of MGNREGA. There are many benefits to the beneficiary and to the society at large. This project helped in raising water table, availability of potable water throughout the year, more water for irrigation purpose, economically empowered the beneficiary family and ensured the durability of dwelling units.

Lesson Learnt

This best practice needs scaling up of the project, clear policy framework and robust training module.



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DISTRICT-SULTANPUR

CASE-40 Convergence Of Government Schemes For Upliftment Of Socio Economic Status Of The Mushar Family

FACT SHEET

Place of implementation	: Village Dikhauli, Block Dubepur, District Sultanpur
Implementing Agency	: Gram Panchayat
Sector	: Social and Economic
Year of Launch	: 2020-2021

Background

Mushars are regarded as one of the most socially and economically backward caste in the state. Mushar belongs to the schedule castes which are found in low gangetic zone and tarai belt of U.P. To uplift the socio economic status, government has initiated several schemes. It is important to have a convergent approach to increase the coverage and impact of schemes. This is demonstrated in village Dikhauli of Block Dubepur in Sultanpur District.

Intervention

Bringing the positive impact in socio economic status of the MUSHAR family.

Initially the 14 mushar families were selected from Gram Panchayat Dikhauli to uplift their socio economic status, the major scheme that were implemented are:-

- All the families were given the benefit of Pradhan Mantri / Mukhyamantri Awas Yojna so all of them get a personal niche.
- Under Swachh Bharat Mission all the families were entitled to sanitary toilet.
- Under the scheme of Pradhanmantri Ujjawala Yojana these families are also entitled to gas cylinder.
- These households were also electrified under Soubhagya Yojana.
- They all are also linked to bank under Pradhanmantri Jan Dhan Yojna.
- Families are brought under the National Food Security Mission to receive the food grain in subsidized rate.
- Enrolled to receive benefit from Animal Husbandry department (back yard poultry) which includes 50 chicks and 30 kg ration.
- Provided job cards under MGNREG Scheme.
- Women members were encouraged to participate in SHGs under NRLM to promote cooperation and strengthen their economic status.
- Under MGNREG scheme, beside 100 days employment they are linked to PROJECT UNNATTI which promotes traditional occupation Dona Pattal for promoting the group activity.



- In every family Goat shed has been constructed. With the coordination of Animal Husbandry Department 10 lambs are provided to make them economically sound.
- Women member are encouraged take up traditional occupation Dona pattal. They were supported by constructing work shed under MGNREGA.

IMPACT

Mainstreaming one of the most backward castes of Uttar Pradesh (MUSHAR) through government welfare scheme. This supported enhancing socio-economic conditions of mushar families. Convergence led to social inclusion and mainstreaming of these families with all the entitlements.

Key Outcome

Bundling of entitlements and schemes help improve socio-economic status of poor households.

Scale up Option

In Uttar Pradesh the population of Mushar is approximately 298000. Enhancing their lifestyle can help in mainstreaming vulnerable communities and can contribute to development of state and nation.

Key Takeaway

By convergence and bundling of schemes for poor deprived, Socially backward family may bring a desirable change. "PROJECT UNNATI" can empower them with self-confidence and livelihood.

Summary

This best practice demonstrates efforts made by district to ensure dignity of life for Mushars.

Lesson Learnt

Implementation of scheme in an organized way and convergence of scheme can bring the desired changes in the social economic status of the deprived.



DISTRICT-UNNAO

CASE-41 Prosperity From Poverty

FACT SHEET

Place of implementation	: Unnao
Implementing Agency	: SHG Vaibhav Laxmi Mahila
Sector	: Social
Year of Launch	: 2019

Background

Seema aged about 32 years, have 05 family members joined Vaibhav Laxmi Mahila SHG 03 years back at Rani Kheda Khalsa, Block-Hasanganj, District-Unnao was born in a poor family. Due to being financial weak my parents could not afford my education. My family comprises of five members including my husband and two children. My husband is a tailor who stitches men attires, but as market is flooded with readymade clothes the income generation is very low, which hardly meets our daily expenses properly.

Financial stability after joining SHG

In February 2018 I became a part of Uttar Pradesh National Rural Livelihood Mission by joining self Help Group with the help of my neighbours who were already part of it. The name of my SHG is Vaibhav laxmi Self Help Group. It has been three years since I joined SHG and I can proudly say that this three year journey has given a new direction to my life. After joining SHG my financial as well as my social status got transformed.

From happiness to prosperity

In my journey of SHG I started weekly meetings and weekly saving of rupees 10 along with other SHG members. Along with this we SHG members started internal loaning so that we can increase our livelihood medium and fulfill our small needs. Gradually the doors of income started opening up for the poor.

Livelihood Activity

In order to increase our livelihood I took loan of Rs 50,000 from SHG and I started making idols, clay pots and clay lamps (diyas). This activity increased my earnings.

My journey as an ICRP

After being part of SHG and being its beneficiary I decided to become internal community resource person so that I can reach out to other females so that they can also be benefited like me. I got training regarding ICRP and joined ICRP team. I started working as ICRP and my income generation was about Rupees 400-500 per day. Now, I also provide a helping hand to my husband in financial matters.

Became a helping hand during Covid 19-

During the COVID 19 when whole world was suffering from the crisis, we as a SHG members took the responsibility and started door to door campaign so that we can make awareness regarding the COVID-19 situation. We SHG member also helped our village member by organising a small programme named " A Fistful of Grains" under which every SHG member donated a fistful of grain so that we can help the poor by providing them food.

Experience regarding being a part of SHG

After being part of SHG I became self sufficient and helped my family to be financially stable. Now we are capable of helping our family and society.

“ SHE BELIEVED SHE COULD, SO SHE DID IT ”



DISTRICT-UNNAO

CASE-42 Ease Of Doing Business: Ensuring Solutions To The Problems Of The Industries

FACT SHEET

Place of implementation	:	Unnao
Implementing Agency	:	District Magistrate
Sector	:	Economic
Year of Launch	:	2020

Background

District unnao, which is situated between administrative capital lucknow and industrial capital Kanpur, has always faced the challenge of establishing its individual identity. The commencement of three months lockdown from 25th March posed a grave economic crisis for more than 600 registered /unregistered SMEs and for more than one lakh people employed directly or indirectly in them and some industrialists had, even made up their minds to shift their base from unnao.

Intervention

In that condition, District Magistrate Unnao constituted a committee having City Magistrate, Assistant Commissioner Industry and Assistant Labour Commissioner as its members and instructed them to ensure daily disposal of all complaints received on the very same day and daily review of the same was done by District Magistrate himself in team -11 meeting at 11 a.m. and industrial review meeting at 8 p.m. besides meeting the entrepreneurs to listen and to solve their agonies. In the same context, a special meeting was convened on 11th May followed by district Udyog Bandhu meeting on 25th May with prominent entrepreneurs to ensure relief to all industries along with ensuring justified solution to the problems of the labourers.

IMPACT

As a result of this regular follow-up, District Unnao became the first district in Uttar Pradesh where operation of more than 12 thousand units started , at the earliest, during the lockdown period including 9 large, 67 medium, 113 small, 09 rice mills, 09 flour mills, 2 oil mills, 52 tanneries, 69 leather goods units and more than 100 organic manure units along with other registered and unregistered micro units.

Key Outcomes

As a result of time bound qualitative solution of the offline and online applications received on Nivesh Mitra portal along with feedback of the entrepreneurs, District Unnao has won the honour of achieving 1st rank for consecutive fourth month in Ease Of Doing Business ranking of Uttar Pradesh. This is a remarkable achievement of the district.

Scale Up Options

In compliance of the instructions of the District Magistrate, regular convening of Samadhan Diwas and Nivesh Mitra Samadhan Diwas is ensured respectively on every Friday at 12 noon and every Wednesday and Thursday from 1 to 4 pm in district industry centre, whose regular revision is done by District Magistrate himself on quarterly/monthly basis.

Key Takeaway

As a result, a special positive environment has been built up in Unnao towards industrial development, which has stamped a special recognition of the district in the industrial scenario of Uttar Pradesh.

Summary

This practice of ensuring regular monitoring and immediate solution to all the applications of 146 services of 20 departments has, now, been taken up as a personal responsibility by the concerned departments. Immediate cognizance of the problems of entrepreneurs regularly by the District Magistrate, even during this exceptionally busy covid -19 routine, is a worth mentioning aspect of the whole process

Lessons Learnt

Immediate monitoring and solution of any problem, not only ensures relief to the applicant, but also paves the path of progress by creating a qualitative positive environment.



DISTRICT-VARANASI

CASE-43 Solar Charkha And Solar Loom

FACT SHEET

Place of Implementation	: Sri. Gandhi Ashram Khadi Gramodyog Vidyalaya, Sewapuri Varanasi
Implementing Agency	: Khadi and Village Industries
Sector	: Handloom
Year of Launch	: 2017-18

Intervention

Manual Charkha and looms are being operated by using Solar Power.

IMPACT

To attract local spinners and weavers for employment.

- No of persons affected- about more than 100 to 150 persons
- Area affected- more than 10 villages nearby

Key Outcome

Unemployed persons (especially women artisans) of the area getting regular job through spinning and weaving. Women artisans used to come at centre after finishing their household works and earning additional income working about 5 to 6 hours. This has also helped in upgrading social and economic status of the artisans. Earlier they earned hardly Rs.100/- to Rs.125/- per day, now by using the Solar Charkha and Solar Loom they are earning Rs.200- to Rs.250, the production has also increased and human efforts are minimised.

Scale up Option

This programme (Solar Charkha and Solar loom) can be implemented easily in other areas also which are still using electric looms or power looms.

Key Takeaway

- Awareness regarding use solar power as an alternative energy among people
- Training related to the spinning and weaving.
- Marketing arrangement.

Summary

After establishing the Solar Charkhas and Solar looms during the year 2017-18 at Sri. Ghandhi Ashram Khadi Gramodyog Vidyalaya, Sewapuri more than 10 villages, spinners and weavers mostly ladies were trained and allowed to work on Solar Charkha and Loom. Earlier spinning and weaving were undertaken by manual Charkha and Loom which demands more hard labour and less production and income. This new technology i.e. Solar Charkha and Loom, reduced the hard labour, increased the production as well as their daily income. Ladies artisans are meeting out their day to day domestic expenses by their own income.



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Case-5	AMROHA	Rejuvenation Of Ban River	Rural Development	09
Case-8	AYODHYA	Tamsa River Rejuvenation	Rural Development	15
Case-13	BIJNAUR	Save Water Save Life : Rain Water Harvesting Movement	Rural Development & Panchayati Raj	25
Case-29	KASGANJ	Rejuvenation Of Holy River Banks : Ganga & Bhagirathi Van Programme	Environment, Forest and Climate Change	57
Case-34	SHAMLI	Rejuvenation And Renovation Work Of Krishni River	Namami Gange	66
Case-35	SHAMLI	Save Water And Save Earth : Management Of Micro Catchment Area 2c6b4b3 Of Ganga, River	Environment, Forest and Climate Change	68
Case-39	SULTANPUR	Every Drop Counts : An Initiative Of Water Conservation Through "Roof Top Water Harvesting In PMAY-G Pucca House"	Namami Gange	76
Sector: I.T. & Electronics				
Case-17	BULANDSHAHR	Good Governance : Letter Tracking Web Based Software (LTWBS)	I.T. & Electronics	33
Case-21	HAMIRPUR	Aarogya Setu App	I.T. & Electronics	40
Case-31	LUCKNOW	Community Policing : One Stop Centre, Campus - Lucknow	Home	62
Sector: Sanitation				
Case-2	AMROHA	Development And Beautification Of Dumping Sites	Urban Development	03

Annexure-2 Sustainable Development Goals (SDG) wise Best Practices

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Case-22	HAMIRPUR	Goat Rearing : Self Employment Opportunity In Rural U.P.	Animal Husbandary	43
Case-26	KANPUR DEHAT	Ear Tagging In Animals To Improve The Outcome Of Vaccination	Animal Husbandary	51
Case-28	KANPUR DEHAT	Sustainable Management Of Community Toilets : Convergence Of State Rural Livelihood Mission And SBM Grameen	Rural Development	55
Case-30	LAKHIMPUR KHERI	Operation Chaturbhuj : A New Strategy In MGNREGA	Rural Development	59
Case-41	UNNAO	Prosperity From Poverty	Rural Development	80
Goal No.2				
Case-6	AURAIYA	Propagation Of Tissue Culture In Banana Farming	Horticulture	11
Case-9	BAGHPAT	Lemon Grass Cultivation : An Alternative To Sugarcane Cultivation	Agriculture	17
Case-11	BALRAMPUR	Sunehra Kal Mission : Unnat Krishi-Sammridh Kisan	Agriculture	21
Case-16	BULANDSHAHR	Profitable Organic Farming : Symbiotic Relationship Between Productivity And Soil Health	Agriculture	31
Case-18	CHANDAULI	Black Rice Farming : Sustainable And Profitable Agriculture	Agriculture	35
Case-25	KANNAUJ	Permaculture : Innovations In Agricultural Practices	Horticulture	49
Case-38	SITAPUR	Organic Farming : A Solution To Soil Sustainability	Agriculture	74
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Case-7	AYODHYA	Fit India Movement : Establishment Of Gram Park/Open Gym At Village Level	Panchayati Raj	13
Case-10	BAHRAICH	Promoting Institutional Deliveries : Safe Child & Mother	Health and Family Welfare	19
Case-21	HAMIRPUR	Aarogya Setu App	I.T. & Electronics	40
Case-37	SIDDARTH NAGAR	Reform In Health Sector Through CSR Fund	Health and Family Welfare	72
Goal No.4				
Case-19	FARRUKHABAD	Sab Padehe, Sab Badhe : "Swara, Laya, Taal Vandana"	Basic Education	37
Case-36	SIDDARTH NAGAR	Modernization And Upgradation Of Govt Schools Through CSR Fund	Basic Education	70
Goal No.5				
Case-20	FARRUKHABAD	Gomay Utpad : Women Empowerment Through Self Help Group	Rural Development	39
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Case-2	AMROHA	Development And Beautification Of Dumping Sites	Urban Development	03
Case-3	AMROHA	Sustainable Management Of Solid Waste : A Viable Option For Alternative Income Generation	Urban Development	05
Case-13	BIJNAUR	Save Water Save Life : Rain Water Harvesting Movement	Rural Development & Panchayati Raj	25
Case-35	SHAMLI	Save Water And Save Earth : Management Of Micro Catchment Area 2C6B4b3 Of Ganga, River	Environment, Forest and Climate Change	68

Case	District	Sector/Best Practices	Department	Page No.
Case-39	SULTANPUR	Every Drop Counts : An Initiative Of Water Conservation Through “Roof Top Water Harvesting In PMAY-G Pucca House”	Namami Gange	76
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Case-43	VARANASI	Solar Charkha And Solar Loom	Handloom	83
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Case-1	AMROHA	Export Promotion Of Glass Handicraft Through Common Facility Centre (CFC)	Micro, Small and Medium Enterprises	01
Case-4	AMROHA	Transformation Of Redundant Product In : To Viable Small Scale Industry	Micro, Small and Medium Enterprises	07
Case-12	BIJNAUR	Women Empowerment Through SHG : Jaggery, Jaggery Powder And Vinegar Industry	Rural Development	25
Case-14	BADAUN	Modern Technology Driven Rural Aquaculture : An Alternative Of Additional Source Of Income In Rural UP	Fisheries	28
Case-15	BADAUN	Saras Haat And Village Haat : A Hope And Courage Of Rural SHG	Rural Development	30
Case-23	HAPUR	Stability And Innovation In Pottery : Uttar Pradesh Matikala Board	Micro, Small and Medium Enterprises	45
Case-33	SAHARANPUR	Wood Craft : Collective Mobilization For Skill Development	Vocational Education & Skill development	64
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Case-17	BULANDSHAHR	Good Governance : Letter Tracking Web Based Software (LTWBS)	I.T. & Electronics	33
Case-42	UNNAO	Ease Of Doing Business : Ensuring Solutions To The Problems Of The Industries	Industrial Development	81
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Case-40	SULTANPUR	Convergence Of Government Schemes For Upliftment Of Socio Economic Status Of The Mushar Family	Rural Development	78
Goal No.12				
Case-29	KASGANJ	Rejuvenation Of Holy River Banks : Ganga & Bhagirathi Van Programme	Environment, Forest and Climate Change	57
Goal No.13				
Case-5	AMROHA	Rejuvenation Of Ban River	Rural Development	09
Case-8	AYODHYA	Tamsa River Rejuvenation	Rural Development	15
Case-34	SHAMLI	Rejuvenation And Renovation Work Of Krishni River	Namami Gange	66
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Case-27	KANPUR DEHAT	Every Vote Counts : Booth Friend	Secondary Education	53
Case-31	LUCKNOW	Community Policing : One Stop Centre, Campus - Lucknow	Home	62
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Pradesh Vahi, Soch Nayi

Record Sugarcane Payment Over
₹ **1.40** lakh Crore

4
New Expressways

Completion of
Ban Sagar Project

5
International Airports

4.25 lakh
Govt. Jobs

8 Airports Operational,
Development of **13** other
Airports & **7** Airstrips in fullswing

Filmcity at Noida,
investment and
employment
opportunities created

Metro Rail Projects
in
10 Cities

7 lakh **60** thousand
Girls benefitted from
Mukhyamantri Kanya
Sumangla Yojana

30 New
Medical Colleges
2 AIIMS

Over **1** lakh **52** thousand
girls married under
Mukhyamantri
samuhik vivah Yojana

Uttar Pradesh becomes Second
Largest Economy in India

Per Capita Income Doubled

Grant
increased to ₹ **51,000**
from ₹ **30,000**

2nd Rank in
'Ease of Doing Business'
Ranking in India

'Har Ghar Nal Yojana'
Launched in **30,000**
Gram Panchayats

Makeover of
1.38 lakh Govt. Schools



