



स्वातंत्र्याचा अमृत महोत्सव



प्रो. (डॉ.) सदानंद भोसले

एम्.ए., पीएच्.डी.

संचालक (अतिरिक्त कार्यभार)

सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)

राष्ट्रीय सेवा योजना

गणेशखिंड, पुणे - ४११ ००७



कार्यालय क्र. : ०२०-२५६२२६८८/८९

: ०२०-२५६२२६९०/९१

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: ०२०-२५६९७३४९

संदर्भ : रासेयो/२०२५-२६/९६

दि. २७/०६/२०२५

प्रति,

मा.प्राचार्य/संचालक,

रासेयो संलग्नित सर्व महाविद्यालये परिसंस्था,

पुणे, अहिल्यानगर व नाशिक जिल्हा,

सावित्रीबाई फुले पुणे विद्यापीठ.

विषय : 'धरती आबा जनभागीदारी' अभियानामध्ये रासेयो स्वयंसेवकांच्या सहभागाबाबत....

महोदय,

मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचलनालय, भारत सरकार, पुणे यांच्या पत्रानुसार आणि युवा व्यवहार आणि क्रीडा मंत्रालय, रासेयो, नवी दिल्ली, भारत सरकार यांच्या निर्देशानुसार जनजाती गौरव वर्ष (दि. १५ नोव्हेंबर २०२४ ते दि. १५ नोव्हेंबर २०२५) अंतर्गत आदिवासी भागात 'धरती आबा जनभागीदारी अभियान—जागरूकता आणि लाभ संतृप्ति शिबिरे' ही देशव्यापी मोहीम राबविण्यात येत आहे. या मोहीमेचा उद्देश जनजागृती निर्माण करणे आणि आधार कार्ड, रेशन कार्ड, आरोग्य कार्ड, पेन्शन योजना आणि उपजीविकेशी संबंधित फायदे यासारख्या प्रमुख वैयक्तिक हक्कांचे वितरण करणे हा आहे.

तरी आपल्या महाविद्यालयातील रासेयो स्वयंसेवकांना या उपक्रमामध्ये सहभागी होण्याकरिता सुचित करण्यात यावे. तसेच आपल्या माहिती व उचित कार्यवाहीकरिता सोबत जोडलेल्या पत्राचे अवलोकन करावे. सदर उपक्रम संपन्न झाल्यानंतर त्वरीत उपक्रमाचे फोटो व अहवाल त्वरीत nss_student_list@pun.unipune.ac.in या मेलवर 'धरती आबा जनभागीदारी अभियान' या विषयासह पाठवण्यात यावा. कळावे, ही विनंती.

संचालक

राष्ट्रीय सेवा योजना

सोबत : मा. क्षेत्रीय संचालक, क्षेत्रीय संचलनालय, भारत सरकार, पुणे यांचे पत्र

IMPORTANT / URGENT

To
NSS Program Coordinators
in Maharashtra & Goa
Sir/Madam,

I am directed to forward the attached D.O. letter dated 10 June 2025 along with the Action Plan received from the Ministry of Tribal Affairs; regarding the "Dharti Aaba Janbhagidari Abhiyan – Awareness & Benefit Saturation Camps" to be conducted from 15th to 30th June 2025 across 550 tribal-dominated districts, as part of JanJatiya Gaurav Varsh (15th November 2024 – 15th November 2025).

In this regard, NSS Program Coordinators in Maharashtra & Goa are requested to ensure maximum participation of NSS volunteers in their respective jurisdictions' tribal-dominated areas in the aforementioned campaign. This campaign aims to create mass awareness and ensure the delivery of key individual entitlements such as Aadhaar cards, ration cards, health cards, pension schemes, and livelihood-related benefits.

As per directions received from Ministry of Youth Affairs & Sports New Delhi NSS volunteers shall participate in the nationwide campaign titled "Dharti Aaba Janbhagidari Abhiyan – Awareness & Benefit Saturation Camps", to be conducted from 15th June to 30th June 2025 across tribal-dominated areas as part of *Janjatiya Gaurav Varsh* (15 Nov 2024 – 15 Nov 2025).

NSS Volunteers/ Youth in the jurisdiction to be involved in following activities

- 1) Assisting in the organisation of village level & Cluster level Camps
- 2) Organisation of Door to door Awareness drives & Community meetings
- 3) Helping Citizens with Documentation and access to digital services
- 4) Managing Helpdesks & supporting district Administration at Camps
- 5) Promoting Campaign through local media , social media and IEC material

It is requested involve maximum NSS Volunteers in the tribal dominated Districts to support the Dharti Aaba Janbhagidari Abhiyan – Awareness & Benefit Saturation Camps" to be conducted from 15th to 30th June 2025

Further, a report on the campaign, including photographs, may also be submitted to this office by 1st July 2025 for onward submission to the Ministry.

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AJAY B SHINDE
Regional Director (Maharashtra & Goa)
Regional Directorate of N.S.S.
Government of India, Ministry of Youth Affairs & Sports
A Block, College of Agriculture Campus,
Shivaji Nagar, Pune- 411005

Fwd: IEC Campaign under DAJGUA

Rajiv Kumar Singh <rajivk.singh@nic.in>

Thu, 12 Jun 2025 10:35:27 AM +0530

To "Gopal SO"<nss-section-doya@gov.in>

1 Attachment(s)

DO letter to Secretary, Do Yout...

644.8 KB

Please put up.

===== Forwarded message =====

From: Nitesh Mishra <js-youth@gov.in>

To: "salilkumar" <salilkumar@ord.gov.in>, "vanditapandey" <vandita.pandey@nic.in>, "Subrata Hazra" <subrata.hazra@nic.in>

Cc: "rajivk.singh" <rajivk.singh@nic.in>, "ravik.srinivasan" <ravik.srinivasan@gov.in>

Date: Wed, 11 Jun 2025 11:31:07 +0530

Subject: Fwd: IEC Campaign under DAJGUA

===== Forwarded message =====

===== Forwarded message =====

From: Secretary Youth Affairs <secy-ya@nic.in>

To: "Nitesh Mishra" <js-youth@gov.in>, "salilkumar" <salilkumar@ord.gov.in>, "vandita pandey" <vandita.pandey@nic.in>

Date: Wed, 11 Jun 2025 10:52:51 +0530

Subject: Fwd: IEC Campaign under DAJGUA

===== Forwarded message =====

Office of Secretary (Youth Affairs)
Department of Youth Affairs
Ministry of Youth Affairs and Sports
Shastri Bhawan, New Delhi - 110001
Tel.: 011-23387418, 23382897

16/6/25

Sh. Rahul

===== Forwarded message =====

From: Aditya Gosain <dajgua-section@tribal.gov.in>

To: "Secretary Youth Affairs" <secy-ya@nic.in>

Cc: <rdofficealipurdelhi@gmail.com>, <nyksalipur@yahoo.co.in>, <sdnyksdelhi@gmail.com>, "Vandita Pandey" <vandita.pandey@nic.in>, "Mr MANISH THAKUR" <manish.thakur@nic.in>, "JAFAR MALIK" <ds-dajgua@tribal.gov.in>, "Shital Prashad Kalra" <kalra.shital@tribal.gov.in>, "Shikha Dhingra" <shikha.04@nic.in>, "NITIN NITIN" <nitin.khatkar@tribal.gov.in>

Date: Wed, 11 Jun 2025 10:35:38 +0530

मनीष ठाकुर, भा.प्र.से.

Manish Thakur, IAS

अपर सचिव

Additional Secretary

जनजातीय कार्य मंत्रालय

Ministry of Tribal Affairs



सत्यमेव जयते

भारत सरकार

GOVERNMENT OF INDIA

Room No. 740, 'A' Wing,

7th Floor, Shastri Bhawan,

New Delhi-110001

Tele. : 011-23073489

e-mail : manish.thakur@nic.in

D.O. No.- 12017/01/2025-DAJGUA-Part (1)

Date: 10th June 2025

Dear *Madam,*

As you are aware, the Government of India has launched two landmark missions — the Pradhan Mantri Janjati Adivasi Nyaya Maha Abhiyaan (PM-JANMAN) and the Dharti Aaba Janjatiya Gram Utkarsh Abhiyan (DA-JGUA) — to ensure saturation of services, infrastructure, and entitlements in tribal regions through convergence-led, time-bound implementation.

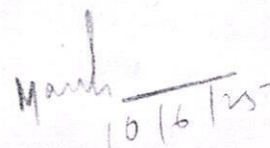
2. Under the guidance of Hon'ble Prime Minister Shri Narendra Modi, the Ministry of Tribal Affairs is spearheading a nationwide campaign — “Dharti Aaba Janbhagidari Abhiyan – Awareness & Benefit Saturation Camps”, from 15th June to 30th June 2025, across 550 tribal-dominated districts, 207 PVTG-dominated districts, and over 1 lakh villages and habitations, as part of Janjatiya Gaurav Varsh (15 Nov 2024 – 15 Nov 2025)
3. The campaign aims to create mass awareness and ensure last-mile delivery of key individual entitlements such as Aadhaar, ration cards, health cards, pension schemes, and livelihood-related benefits. These efforts will be coordinated by 550 District Magistrates/ Deputy Commissioners and 30 senior State-level officers.
4. In this context, the Ministry of Tribal Affairs seeks the active support of the Ministry of Youth Affairs and Sports in mobilizing youth networks — particularly My Bharat volunteers, Nehru Yuva Kendra Sangathan (NYKS), and National Service Scheme (NSS) cadres — to enhance grassroots engagement and amplify the campaign's visibility and impact.
5. With their strong presence across districts and deep community connect, these youth volunteers can play a transformational role in:
 - Assisting in the organization of village-level and cluster-level camps
 - Conducting door-to-door awareness drives and community meetings
 - Helping citizens with documentation and access to digital services
 - Managing help desks and supporting district administration at camps

- Promoting the campaign through local media, social media, and IEC materials
6. This campaign embodies the ethos of Janbhagidari (people's participation) and represents a whole-of-government, whole-of-society effort towards building a Viksit Bharat. The energy, commitment, and reach of India's youth can serve as a critical force multiplier in achieving saturation and inclusivity in tribal empowerment.

We look forward to your active cooperation and request that necessary instructions be issued to State-level NYKS/NSS coordinators for swift mobilization and deployment of volunteers during this national campaign.

With warm regards,

Yours sincerely,


10/6/25

(Manish Thakur)

Dr. Pallavi Jain Govil
Secretary
Department of Youth Affairs
New Delhi

Copy to:

- Director General, Nehru Yuva Kendra Sangathan
- Director, National Service Scheme

Dharti Aaba Janbhagidari Abhiyan – Strategic Action Plan (May–November 2025)

The **Dharti Aaba Janbhagidari Abhiyan** is a flagship outreach and entitlement saturation campaign being launched by the Ministry of Tribal Affairs (MoTA) under their flagship scheme **Dharti Aaba Janjatiya Gram Utkarsh Abhiyan (DAJGUA)** to ensure holistic development and empowerment of tribal communities across India. The campaign, rooted in the principles of equity, dignity, and tribal empowerment, integrates behavioral nudges, digital interventions, and community mobilization to drive awareness and ensure last-mile delivery of government schemes and entitlements to tribal populations across India.

Objectives

- Achieve 100% saturation of key individual entitlements (Aadhaar, Ayushman Bharat, PM Jan Dhan Yojana, PM Kisan) by **15 November 2025**.
- Mobilize tribal communities through culturally resonant IEC strategies.
- Foster convergence across ministries, departments, and local governance structures.
- Promote participatory development through community-led vision and storytelling.

Target Audience

- **Primary:** Tribal citizens, PVTGs, SHGs, VDVks, youth volunteers, etc.
- **Secondary:** Policymakers, elected representatives, administrative officers, media, and influencers.

Strategic Framework

- **Targeted, Multi-Channel Outreach:** Customized communication for diverse stakeholders using a mix of traditional media, digital platforms, and grassroots methods like mobile units carrying IEC messages, involving local influencers, and storytelling.
- **Community-Led Mobilization:** Active involvement of SHGs, tribal leaders, youth volunteers, and Gram Sabhas to drive awareness, participation, and ownership at the village level.
- **Real-Time Monitoring and Capacity Building:** Use of dashboards for performance tracking and updates along with training modules and workshops to empower field teams and ensure effective implementation.

Key IEC Activities

- **Mass Media:** Press releases, radio talks, TV ads, digital campaigns in local tribal dialect.
- **Community Engagement:** Mobile units, nukkad natak, storytelling, wall paintings, and activating Adi Sakha & My Bharat Volunteers, etc.
- **Materials:** Multilingual handouts, hoardings, selfie points, entitlement cards.
- **Social Media:** Regular IEC updates via WhatsApp, Facebook, Instagram, Twitter.
- **Events:** Village-level celebrations, “My Village, My Vision” sessions, peer learning, and walk-through campaigns.

Stakeholders

- **MoTA:** Strategic oversight, funding, and national coordination.
- **State Govts./TRIs:** Implementation, local content creation, and media engagement.
- **District Admins (DMs/DCs):** Ground-level execution, IEC distribution, monitoring, and campaign popularizing.
- **NGOs/SHGs/Volunteers:** Awareness drives, beneficiary support, and community mobilization.
- **Media Units (AIR, Doordarshan):** Broadcasts, success stories, and thematic programs.

Key Timeline and Milestones (May–November 2025)

Level	Key Activities	Timeline
National	IEC material distribution, dashboard launch, virtual launch, review	20 May 2025 onwards
State	Orientation, press briefings, mega launch, media campaigns	22 May 2025 onwards
District	Team formation, IEC distribution, public events, monitoring	20-30 May 2025
Block/Village	Benefit camps, community events, door-to-door drives	15 June 2025 onwards
Milestone	Nation-wide review and 100% entitlement saturation for all tribal communities	15 November 2025

Progress at a Glance through Targeted Approach (as of May 2025)

- 23,000+ awareness and benefit camps conducted.
- 7 lakhs+ beneficiaries including PVTGs received PM Kisan Samman Nidhi.
- 12 lakhs+ Ayushman Cards approved (As per Setu Dashboard of NHA).
- 2 lakh Aadhaar cards issued.
- 400+ media coverage so far; extensive social media outreach.

Through strategic convergence, community mobilization, and culturally resonant IEC activities, the Dharti Aaba Janbhagidari Abhiyan campaign aims to achieve 100% entitlement saturation by 15 November 2025. The progress made thus far underscores the potential of fostering collaborative efforts in driving meaningful change. As we move forward, continued engagement, monitoring, and adaptation will be key to realizing the vision of an inclusive and empowered tribal society.