

प्रशासनिक सुधार और लोक शिकायत विभाग DEPARTMENT OF ADMINISTRATIVE REFORMS & PUBLIC GRIEVANCES





Proceeding Report

National Good Governance Webinar Series

PM's award-winning initiatives under the theme -'Innovation at District Level'

28th November 2023 | Tuesday

Session - I

Administrative Reforms in France

Session - II

Navpravartan Startup Zone, Chanpatia, West Champaran, Bihar Session - III

Sampoorna in Bongaigaon, Assam

Organized by

National Centre for Good Governance

Department of Administrative Reforms & Public Grievances, MInistry of Personnel, Public Grievances & Pensions, Government of India "When history will make an assessment after 100 years of independence, you have the opportunity that your name should figure prominently in it. You can say with pride that you have played a role in creating new systems for the country and improving the systems. I am sure all of you will continue to expand your role in nation building. Capacity building should be our endeavour at every moment, for ourselves, for our colleagues and also for the system. We will have to keep on making efforts to surpass new heights."

- Prime Minister Narendra Modi [1]

[1] Speech of the Hon'ble Prime Minister Shri Narendra Modi ji at the Civil Services Day dated 21 April 2023

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Background

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The Hon'ble Prime Minister had mandated the Department of Administrative Reforms & Public Grievances (DARPG) to hold virtual conferences/webinars with District Collectors and other officers. A specific theme/sector may be taken up in each month, in which past award winners since the inception of the scheme under that sector be invited to present their experiences.

Accordingly, DARPG and NCGG jointly conducts National Good Governance Webinars, one webinar a month on different themes, on the last Friday of every month. The purpose of the webinars is to highlight and disseminate the best practices and sharing of experiences of the award-winning institution to facilitate replication by other States/Districts.

These webinars were attended by about 1000 officials from Ministries/ Departments, State Governments and District Collectors. Given the encouraging response of these webinars in 2022-23, it has been decided to continue the initiative of organizing the National Good Governance Webinar Series in the year 2023-2024.

Eighteen (18) webinars have been held in the last eighteen months from April, 2022, on the PM award-winning initiatives.

In this backdrop of the National Good Governance Webinar Series, DARPG, in collaboration with NCGG, has convened the 19th webinar on PM's Award-Winning Initiatives under the theme "Innovation at District Level" on 28th November 2023.



Overview

The Department of Administrative Reforms and Public Grievances has initiated a unique initiative of organizing National Good Governance Webinar Series on a monthly basis from April 2022, which has been very popular amongst practicing administrators. The Hon'ble Vice President of India released the compendium of the National Good Governance Webinar Series 2022-23 on 20th April 2023 in the inaugural session of Civil Services Day events 2023. It has been decided to continue the initiative of

The awardees present their exemplary work in these national webinars, to highlight the best practices adopted by the award-winning initiatives for replication by other States/Districts. Doing so would also infuse a new spirit and enthusiasm among administrators and other stakeholders involved in the implementation of different government programmes. These webinars covering award-winning initiatives help in broadening of skills, dissemination of best practices as well as in replication of best practices.

organizing the National Good Governance Webinar Series.

One webinar a month on the last Friday of the month is held, on different themes under the good governance initiative that have been felicitated with the Prime Minister's Award for Excellence in Public Administration. Webinars would cover multiple areas like Health, Education Sports, Har Ghar Jal, Aspirational Districts Programme, Innovations, One District One Product (ODOP), PMSVANIDHI Yojna etc., wherein the initiatives have bagged the award for their exemplary work. The webinar series are fully documented.

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Concept

Navpravartan Startup Zone, Chanpatia in West Champaran, Bihar

Navpravartan Startup Zone Chanpatia is an innovative solution in addressing the plight of returnees who lost their livelihood due to the unprecedented crisis of COVID-19. Champaran created a database of migrant workers with their specialized trade after an extensive skill mapping exercise. Udyami Mitra Mandals were formed to take their ideas in the project planning and implementation.

Under Plug and Play, production units of textile, apparel, footwear etc., a big Startup Zone, was set up for returnees. Design studios, service centers, Quality Assurance (QA) facility, importing of big machines were also carried out.

Each Udyami was assigned an officer as SPOC (Single Point of Contact) for handholding and facilitation at each step. Weekly meeting with the banks and regular loan melas were organized which resulted in sanctioning of PMEGP (Prime Minister Employment Generation Programme) loans in record time. It nurtured Startup Ecosystem in the District.

Impact

- Many youth have set up their Technology Startups like EaseMySaloon Valmikiyatra, NearMeShop, AgriDhaan etc. Concept of One officer attached as a SPOC with each Beneficiary expedited the processes in specialized projects.
- This initiative provided a ray of hope to those who were forced to leave their native place for employment. These returnees have grown from migrant workers to become owners and they never want to go outside again as they are now settled in their homes. This has created a pull factor for others also who are working outside.
- The Setting up of the Navpravartan Startup Zone Chanpatia has not only helped returnee migrants from different parts of the country to set up their own brand with the help of district administration but also created thousands of direct and indirect employment in the home district.



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Concept

Project Sampoorna in Bongaigaon District, Assam

Sampoorna initiative is aimed at reduction of malnutrition among children in Bongaigaon district, Assam. It employs a decentralized, technology based model using communityparticipation and women empowerment as positive deviancefactor to achieve the result and has caused 95.6% of malnourished children to become normal just in one year and the results are sustainable by way of empowerment of the mothers of the children. Project Sampoorna assessed and identified 2416 malnourished children and mothers. 95.6% of malnourished children became normal in just one year. Google Live sheets and WhatsApp were used to update and monitor data captured.

A simplified 6X6 vinyl printed WHO Color coated Growth Chart (weight/height) forboys and girls was put up in each Anganwadi Centre. These centers assessed and identified Severe Acute Malnourished (SAM) and Moderate Acute Malnourished (MAM) children using WHO growth chart as compared to less effective underweight children being identified using the weight for age growth chart used all over the country. Mothers of these children were also identified. Each of them was tagged with the mother of ahealthy child and each healthymother was called as Buddy Mother.

Buddy pairs were given questionnaires before the project started to assess their knowledge. Then mothers were given trainingon best practices including best indigenous food practices. The same questionnaire was given after six months to assess their present knowledge. To ensure children don't relapse into malnutrition againa convergence between ICDS and National Rural Livelihood Mission was done by involving all mothers in SHGs. They ensured regular income through livelihood activities for empowerment of the mothers and sustenance of the efforts to avoid and managemalnutrition.

Impact

- After 3 months of active intervention using protein supplements, 88% of SAM children became healthy and 96% MAM children became healthy. 2416 pairs of Buddy Mothers were created.
- A marvelous achievement was that only 1178 children were newly identified to be malnourished in September 2021 as compared to 2416 in September 2020.

National Good Governance Webinar Series



Proceedings

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Welcome address & Introductory remarks by

Shri V. Srinivas

Secretary, Department of Administrative Reforms & Public Grievances, Government of India &

Director General, National Centre for Good Governance

Shri V. Srinivas, Secretary, Department of Administrative Reforms & Public Grievances and the Department of Pension and Pensioners' Welfare, Government of India, and also the Director General of the National Centre for Good Governance, commenced the 19th National Good Governance Webinar Series with a warm welcome to the distinguished participants to this webinar on the Prime Minister's award-winning initiatives under the theme "Innovation at District Level".

Shri V. Srinivas extended a special welcome to the French civil servants participating in this webinar, namely Ms. Pauline Martin and Ms. Sandra Senichault.

These representatives from the Ministry of Public Sector Transformation and Civil Service of the Republic of France were invited under the



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Proceeding Report

memorandum of understanding between India and France, on exchanges of civil services experiences and insights into the transformative reforms.

He acknowledged the participation of the French dignitaries, highlighting their role in presenting the French Civil Service Transformation Policy. This understanding between India and France, aimed to provide a platform for sharing the experiences and policies driving changes in the civil service sector. Acknowledging the significance of international collaboration, he emphasized the value of cross-country learning and understanding, underlining the mutual benefits and the value of cross-country learning from such exchanges.

Shri V. Srinivas introduced the distinguished Prime Minister's award winners who presented their initiatives in public administration excellence.



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Shri Kundan Kumar who presented the "Navpravartan Startup Zone Chanpatia, West Champaran, Bihar," and Dr. M.S. Lakshmi Priya presented the "Project Sampoorna in Bongaigaon, Assam."

Shri V. Srinivas underlined the importance of showcasing innovative practices at the district level, aligning with the overarching theme of the webinar.



Session - I

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1st Session – Administrative Reforms in France

The session on Administrative Reforms in France, by speakers representing the Ministry of Public Sector Transformation and Civil Service of the Republic of France. Ms. Pauline Martin, Deputy to the Head of the Department for European and International Cooperation, and Ms. Sandra Senichault, International Project Manager, shared insights into the complexities and strategies involved in the French Civil Service Transformation Policy.

Ms. Pauline Martin commenced the session with an illuminating overview of the French civil service, elucidating its composition of both permanent and contract staff. Notable statistics revealed that the civil service constitutes 20% of all jobs in France, employing a staggering 5.7 million workers. She shed light on the three branches of the civil service: state civil service, territorial civil service, and public health establishments. Emphasizing adaptability, Ms. Martin highlighted the increasing inclusion of contract staff, especially in specialized fields like digital expertise, constituting 20% of the workforce.

Following this, Ms. Sandra Senichault provided a comprehensive insight into the Ministry's structure, formed in 2020 to spearhead innovation and transformation. She delineated the roles of various divisions, including Direction générale de l'administration et de la fonction publique (DGAFP) focusing on civil servant support, public transformation direction centered on user-centric initiatives, and the digital direction facilitating digital processes for civil servants. Underscoring the Ministry's commitment to navigating the evolving landscape of public service.

Insights into the Direction générale de l'administration et de la fonction publique (DGAFP) provided a deeper understanding of policy formulation and implementation.

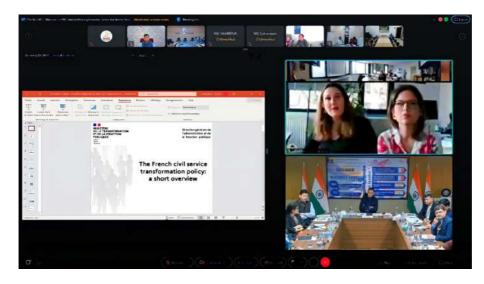
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Ms. Martin presented how DGAFP's coordination with HR professionals, ensures effective policy implementation through social dialogue agreement and the forward-looking approach, encapsulating international cooperation, preparation for future needs, and the Ministry's proactive stance in policy development.

Ongoing transformations were outlined by Ms. Senichault, highlighting national agreements for teleworking and initiatives to build an employer brand. The Ministry's commitment to civil servant well-being, addressing health concern, and streamlining processes demonstrated a holistic approach to organizational development.

In her closing remarks, Ms. Pauline Martin reiterated the adaptability and attractiveness of the French civil service, the focus on attracting top talent through improved working conditions and the meaningfulness of jobs which underscored the Ministry's commitment to creating a dynamic and appealing work environment.

In conclusion, the session provided an in-depth exploration of the Administrative Reforms in France, presenting a nuanced understanding of the strategies and initiatives employed by the Ministry of Public Sector Transformation and Civil Service. The comprehensive insights shared during the session position the French civil service as a dynamic and forward-thinking entity in the realm of public administration.



Session - II



2nd Session – Navpravartan Startup Zone, Chanpatia in West Champaran, Bihar

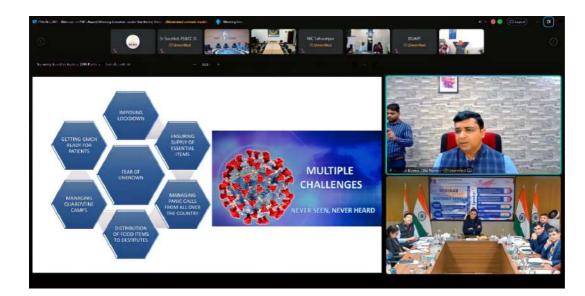
Shri Kundan Kumar presented the remarkable journey of the Navpravartan Startup Zone in Chanpatia, West Champaran, Bihar, against the backdrop of the global pandemic during which the district faced unprecedented challenges that required innovative solutions.

Shri Kundan Kumar recalled the challenges encountered during the COVID-19 outbreak, such as the imposition of lockdowns, managing essential supply chains, and handling the return of over 80,000 people from various industrial areas across India. The presentation highlighted the following:

- Despite initial assumptions about the returnees being unskilled laborers, taking care from the observations a transformative revelation occurred during a visit to a quarantine camp in Mongolia. The administration realized the returnees possessed diverse skills, including knowledge of the latest technology and market linkage. This realization sparked the idea of leveraging their expertise to foster local entrepreneurship.
- To harness this potential, the district administration initiated an extensive skill-mapping exercise across quarantine camps. Textile, apparel, leather and food sectors emerged as key areas with a high concentration of skilled returnees. The administration engaged with these individuals encouraging them to consider initiating production units locally.
- One of the significant hurdles was securing financing for these beneficiary to be transformed into enterpreneurs. Banks hesitated due to the perceived risk associated with laborers to be turned into entrepreneurs.

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- In response, the administration organized weekly meetings with banks, establishing a structured loan miller system to ensure timely financial support.
- To provide a conducive environment for startups, the administration introduced the Plug and Play model. Utilizing approximately 25 acres of unused silos and warehouses, this model streamlined the establishment of more than 52 startups, covering an extensive area of 25 lakh square feet. The provision of essential amenities and electricity facilitated a seamless transition.
- Overcoming logistical challenges, the district successfully facilitated the relocation of advanced machinery, including computer-aided embroidery machines and laser-operated jeans manufacturing units. These imported machines became the backbone of the startups, contributing to the cost-effectiveness and efficiency of production.
- The startup ecosystem flourished, producing an array of products such as footwear, sanitary products, cosmetic items, and more. The district witnessed a remarkable transformation in its industrial landscape, with a growing number of startups both inside and outside the designated startup zone.



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• The efforts of the Navpravartan Startup Zone garnered international recognition, with exports reaching countries like Spain and Malaysia. The district received the prestigious Business Membership Organizations (BMO) award, further validating the success and impact of the innovative initiative.

The presentation concluded by highlighting personal success stories, testified by individuals who transitioned from a laborer to a successful business owner, providing jobs to a significant percentage of the local workforce.

The Navpravartan Startup Zone stands as a testament to the district administration's innovative and collaborative approach to transforming challenges into opportunities. The initiative not only revitalized the industrial landscape of Bihar but also empowered individuals and communities, fostering economic growth and sustainability.





Session - III

3rd Session- Project Sampoorna in Bongaigaon District, Assam

Dr. M.S. Lakshmi Priya, IAS, Mission Director of the National Health Mission in Assam presented the comprehensive and transformative journey of Project Sampoorna unfolded against the backdrop of Bongaigaon, a district grappling with the formidable challenge of malnutrition among its children. Dr. Lakshmi Priya, an IAS officer from the 2014 batch with roots in the Assam cadre, presented her initiative as the District Collector of Bongaigaon, as follows:-

- Her initial foray into combating malnutrition coincided with the onset of the COVID-19 pandemic. Bongaigaon, a district with a population of approximately ten lakhs situated on the banks of the Brahmaputra River, faced annual flooding, adding layers of complexity to any sustained intervention. The district reported an alarming 2,416 malnourished children, a situation demanding urgent and innovative solutions.
- The crux of the intervention lay in adopting the concept of positive deviance. This involved identifying small practices by specific groups and scaling them up. An illustrative example highlighted mothers in rice paddy fields catching crabs to feed their children, showcasing a simple yet effective approach to combat malnutrition. Building on this concept, the project formed pairs of "buddy mothers," creating a support system for mutual guidance and education.

- Empowering women emerged as a strategic pillar of the intervention. Recognizing the challenges faced by women, especially in rural areas dependent on agriculture, the project enrolled mothers into self-help groups. A need was felt to shift the decision-making power to women, particularly those from low socioeconomic backgrounds. The objective was not only to address malnutrition but to create sustainable solutions through economic empowerment.
- Technical support played a crucial role, with collaboration sought from institutions such as IIT Guwahati and Tezpur University to ensure unbiased project design. Underscoring the importance of building a motivated and trustworthy team, weekly meetings, frequent field visits, and community engagement formed the bedrock of the project's implementation strategy.



 She showcased the project's structure, growth charts, and community participation. The results, displayed graphically, demonstrated a remarkable reduction in malnourished children over time, reinforcing the success of the intervention. Dr. Lakshmi Priya attributed this achievement to the collaborative efforts of the team and extensive community awareness campaigns.

In her insightful advice to fellow officers, Dr. Lakshmi Priya discouraged a sole focus on awards, urging a concentration on the quality of work. The importance of meticulous documentation for awards and personal reflection was underscored. The report highlighted the invaluable support received from political leaders, emphasizing the significance of garnering political backing for initiatives of such magnitude.

In a poignant conclusion, Dr. Lakshmi Priya expressed gratitude for the recognition received, emphasizing the broader impact on policy and the lives of malnourished children nationwide.

Proceedings



Vote of Thanks by

Shri NBS Rajput

Joint Secretary, Department of Administrative Reforms & Public Grievances, Government of India

Shri NBS Rajput, Joint Secretary, Department of Administrative Reforms & Public Grievances, Government of India, extended gratitude during the vote of thanks.

He expressed appreciation to the diverse audience of the webinar, including administrators from all states and UTs of India, District Collectors, IT Secretaries, AR Secretaries, esteemed academicians, senior officers from DARPG, and the NCGG team.



The 19th webinar under the National Good Governance Series witnessed the participation of 343 attendees from Districts/ State level officers.



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1st Session - Administrative Reforms in France





Direction générale de l'administration et de la fonction publique

The French civil service transformation policy: a short overview

General overview of the French civil service

All public workers, both permanent and contract staffs (20% of workers), holding a position in the civil service of the State, of a local authority or of public health establishments.



Among the 5.7 millions workers :

- 68% are professional civil servants;
 - 20% are contract staffs;
 - 12% belongs to other categories.

Direction générale de l'administration et de la fonction publique

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1st Session - Administrative Reforms in France

General overview of the French civil service

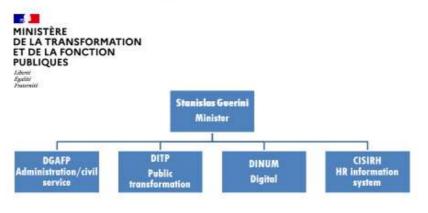


Direction générale de l'administration et de la fonction publique

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The Ministry of Public Sector Transformation and the Civil Service : structure



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1st Session - Administrative Reforms in France

The Ministry of Public Sector Transformation and the Civil Service : roadmap

- Bring public services and public workers closer to users, especially those who need them most, through France Services.
- Make the daily lives of the French people ever simpler, in particular through "proactive" administration and the introduction of solidarity at source.
- 3. Encourage experimentation as a means of transforming public action and public services.
- Continue to report on the implementation of public policies and their concrete impact on the lives
 of the French ("last mile").
- 5. Make the civil service more fulfilling and attractive by restoring the meaning of the general interest and public service, rewarding commitment and offering appropriate career paths, which also promote a civil service that is exemplary in terms of gender equality and open to diversity.
- 6. Implement the reform of the senior civil service and drive managerial transformation
- 7. Plan the ecological and digital transition of the administration and the civil service for an exemplary State.

Direction générale de l'administration et de la fonction publique

The directorate general for administration and the civil service : what do we wo?

Created in 1945 : mainly responsible for the implementation of civil service policy (status and HR policies)

LA DIRECTION GÉNÉRALE DE L'ADMINISTRATION ET DE LA FONCTION PUBLIQUE



Direction générale de l'administration et de la fonction publique



1st Session - Administrative Reforms in France

The DGAFP : how do we work ?



Direction générale de l'administration et de la fonction publique

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The DGAFP : our partners







1st Session - Administrative Reforms in France

Civil service transformation policy : recent reforms

Civil service transformation act of 6 August 2019;

Employer brand

Senior management reform that acts on all the levers of human resource management for senior managers:

- Recruitment;
- Training;
- > Career management.

National agreements:

Telework;
 Supplementary social protection.

Pension reform.



Civil service transformation policy : priorities for the next months

- Protection for civil servants (functional protection, health...)
- Improving working conditions (fonction publique+) : management, working environment, tools and workspace, HR support and practices, professional equality, housing
- Carreers and remuneration
- Supporting the ecological transition through a massive training plan.







1st Session - Administrative Reforms in France



Direction générale de l'administration et de la fonction publique

Thank you for your attention!

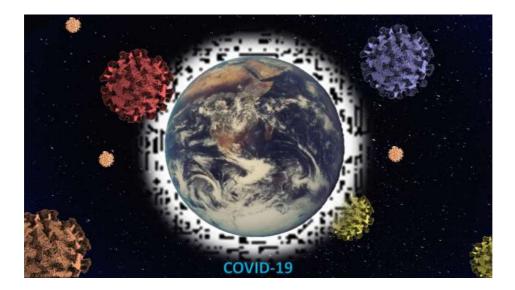
We look forward for our discussions!

















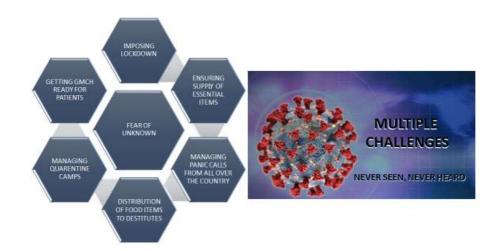
2nd Session - Navpravartan Startup Zone, Chanpatia in West Champaran, Bihar



आपदा में अवसर मज़द्र ्र मालिक बन से मालिक... बन्तने का सफरज्जत

आत्मननर्रभ र्ारत

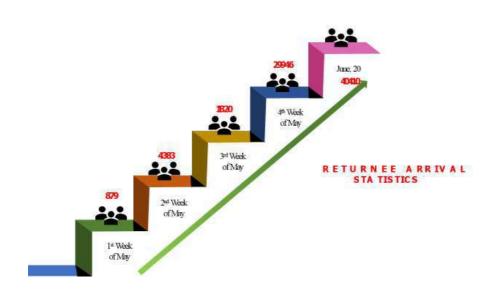










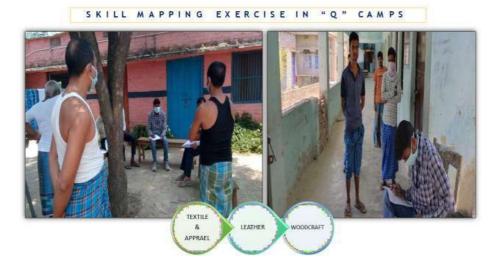








- Highly Skilled
- Knowledge of the Latest Technology.
- Latest Trends, Raw material, Equipment
- Knowledge of Market Linkages.
- Formation of Udyami Mitra Mandal
- Make a Plan to Start Production Units
- Contact Details of Owners/ Udyamis
- Job Work/Shifting of Production Unit









2nd Session - Navpravartan Startup Zone, Chanpatia in West Champaran, Bihar

MEETING WITH RETURNEES&UDYAMIS



- STRATEGY TO START PRODUCTION UNIT:
 CONFIDENCE BUILDING MEASURES
 ASSURANCE FOR EVERY SUPPORT
- SPOC: SINGLE POINT OF CONTACT
- IDEA IMPLEMENATION PARADOX.
- CREATING A ROBUST TEAM
- TACKLING THE NAYSAYERS
 PICKING THE BELIVERS
- PICKING THE BELIVERS

PRESENTATION OF SKILLS/PRODUCTS





2nd Session - Navpravartan Startup Zone, Chanpatia in West Champaran, Bihar



FINANCING-BANK LINKAGES



WEEKLY MEETING WITH BANKS, UDYAMIs & SPOCS





















2nd Session - Navpravartan Startup Zone, Chanpatia in West Champaran, Bihar





SHIFTING&IMPORTING NEW MACHINES





2nd Session - Navpravartan Startup Zone, Chanpatia in West Champaran, Bihar

SHIFTING&IMPORTING NEW MACHINES



IMPORTED: COMPUTER ADDED ADVANCED EMBROIDERY MACHINES



SHIFTING&IMPORTING NEW MACHINES



2nd Session - Navpravartan Startup Zone, Chanpatia in West Champaran, Bihar



IMPORTED: COMPUTER ADDED ADVANCED EMBROIDERY MACHINES







2nd Session - Navpravartan Startup Zone, Chanpatia in West Champaran, Bihar



LATEST TECHNOLOGY MACHINES BULK PRODUCTION MODEL













2nd Session - Navpravartan Startup Zone, Chanpatia in West Champaran, Bihar



POWER LOOM WITH JACQUARD MACHINE











2nd Session - Navpravartan Startup Zone, Chanpatia in West Champaran, Bihar



MACHINES

























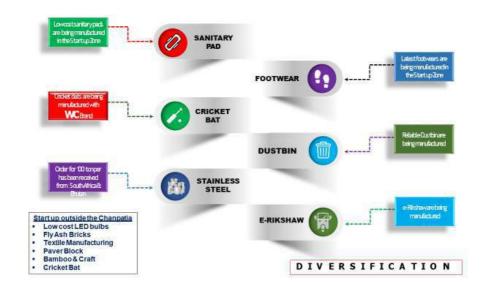


























2nd Session - Navpravartan Startup Zone, Chanpatia in West Champaran, Bihar





WOOD & CRAFT



2nd Session - Navpravartan Startup Zone, Chanpatia in West Champaran, Bihar



STEEL UTENSILS







2nd Session - Navpravartan Startup Zone, Chanpatia in West Champaran, Bihar





प्रवासी उद्यमियों को मिलेगा हरसंभव सहयोग: नीतीश



मुख्यमंत्री ने दी नववर्ष की बधाइ



















2nd Session - Navpravartan Startup Zone, Chanpatia in West Champaran, Bihar



मज़दूरों को Startup king बना देगी IAS Kundan Kumar की ये योजना! Bihar | Asar... LT Premium जॉइन करने के लिए नीये दिए लिंक पर ... www.youtube.com

https://youtu.be/KejzxpPA1YM?si=uMgLN6JNBeDSU8Nc



Now a 'start-up hub' that generates jobs, West Champaran no longer needs to s... #StartUpHubBihar #MigrantWorkersWhen m...

https://youtu.be/VPowFPRoKHM?sl=hgMSSPLZByY3XFCt



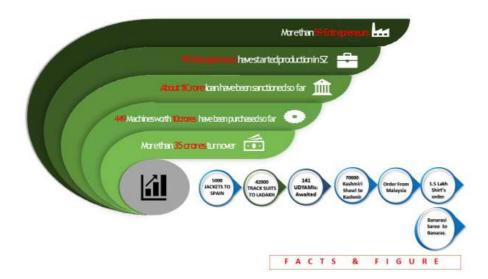
पश्चिम चंपारण: Lockdown में लौटे मजदूरों का कमाल | चनपटिया को बनाया Textile Hub बिहार के पश्चिम चंपारण के छोटे से शहर चनपटिया की च...

https://youtu.be/rxhnaCdcfcY?si=1lWguRorBmP43_df



वया है Chanpatia Model? जिसने Bihar के दर्जनों मजदूरों की बदल दी जिंदगी बिहार (Bihar) के पश्चिमी चंपारण (West Champaran...

https://youtu.be/fZx11_78gkw?si=ldvldbnLWP-RGkx7

















Thank you





3rd Session- Project Sampoorna in Bongaigaon District, Assam



Implementation Strategy Project Sampoorna

5. Regular Follow up 6. Providing Protein

A Dietary chart was

given to each mother of SAM/MAM child to follow regularly and the same was monitored daily by AWWs. Supplement (Eggs & Milk) for 3 months Supplements provided till the mothers become economically empowered by being a pert of the self help groups. After 3 months , since they were financially stable by then and educated about nutrition through Project Sampoorna

 Education of the mothers regarding nutrition
 Pre and Post Questionnaires to Si)

the Mother by inclusion in

economic empowerment of the mothers of SAM & MAM

Children by inclusion in Self Help Group under National

Rural Livelihood Mission

8. Economic empowerment o

SHG under NRLM

The project facilitated

assess the relevant knowledge of the buddy pairs. Based on the assessment,

training was imparted on the basics of nutrition and indigenous food practices







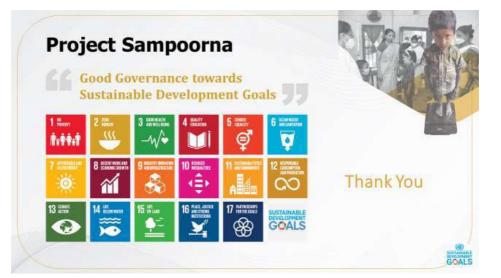












List of attendees

S.NO.	NAME	EMAIL
1.	A D M saharanpur	archanagarchana1978@gmsil.com
2.	AC to DC Chamba	ac2dc-cha-hp@nic.in
3.	AC2DC Bilaspur HP	ac2dc-bil-hp@nic.in
4.	ADM BIJNOR	kumar.singh.24@gmail.com
5.	ADM Dhalai	admdli2015@gmail.com
6.	ADM FR Dehradun	admfr.deh@gmail.com
7.	ADM KORAPUT ODISHA	adm.kora@nic.in
8.	ADM MAYURBHANJ	admmbj@gmail.com
9.	ADPS CHITTORGARH	sampark.collcor@gmail.com
10.	ADPS Udaipur	adpsudr@gmail.com
11.	ADSS	adssbokaro@gmail.com
12.	ADSS BOKARO	adssbokaro@gmail.com
13.	ALAPPUZHA	admalappuzha@gmail.com
14.	APDCL Sivasagar	kalyan.krishna.saikia@gmail.com
15.	AS,E&IT,Odisha	mkpattnaik@gmail.com
16.	Abhishek	abhiabhishekbhatt19@gmail.com
17.	Agam	agam.aggarwal@nic.in
18.	Ajay Jamatia	ajayjamatia1@gmail.com
19.	Alaka Jena	alkajena72@gmail.com
20.	Alok Kumar Dhar	alokdhar1981@gmail.com
21.	Alwar Collectorate	
22.	Amandeepsingh Sohal cmo office chamba	deepaman622@gmail.com
23.	Anil Kumar sharma	locopkl1@gmail.com
24.	Annanya Tripathy	annanya.tripathy93@gmail.com
25.	Archana Das Pattanaik Additional Secretary to Govt.	adaspattanaik@gmail.com
26.	BSA CHITRAKOOT UP	bsa.chitrakoot@gmail.com
27.	Bhiwani - Haryana	
28.	Bhupen	phukanbhupen054@gmail.com
29.	Bikaner	bikaner@ga.com

30.	C&ICW	tradecommerce09@gmail.com
31.	CDMA-ANDHRA PRADESH	itsection.dma@cdma.gov.in
32.	CDO AMETHI	csmnagar1amethi1@gmail.com
33.	CDO Bahraich	cdobahraich@gmail.com
34.	CDO Bareilly	cdobareilly@gmail.com
35.	CDO GB NAGAR	cdo-gbn@up.gov.in
36.	CDO Ghaziabad	cdogzb@gmail.com
37.	CDO pithoragarh	cdoddopithoragarh@gmail.com
38.	CEO ZP Bilaspur	zp-bilaspur.cg@nic.in
39.	CEO ZP Chhatarpur	ceozpchhatarpur@gmail.com
40.	COLLECTOR GAJAPATI	gajapaticollector@gmail.com
41.	COLLECTOR MAYURBHANJ	dm-mayurbhanj@nic.in
42.	COLLECTOR OFFICE SABARKANATHA	chitnis-sab@gujarat.gov.in
43.	COLLECTOR WARDHA	wardhardc@gmail.com
44.	COLLECTORATE, EAST GODAVARI	egcporjy@gmail.com
45.	COMMISSIONER TUDA	tudacommissioner@gmail.com
46.	CP CC	cpvspc@gmail.com
47.	CPO Doda	deputycommissionerdoda@gmail.com
48.	CPO pali	palicpo@gmail.com
49.	CTM Bhiwani	ctmbhwn@gmail.com
50.	Charkhi Dadri 1 - Haryana	
51.	Chhatarpur	vcroomchp@gmail.com
52.	Collector Amravati	amravaticollector@gmail.com
53.	Collector Aravalli	collectoraravalli@gmail.com
54.	Collector Chandrapur	collector.chanda@gmail.com
55.	Collector Nagapattinam	deocngt2020@gmail.com
56.	Collector Nagpur	collector.nagpur2020@gmail.com
57.	Collector Navsari	gujnav@nic.in
58.	Collector Office Beed	beedcollector@gmail.com
59.	Collector Office Nashik	aonsk2@gmail.com
60.	Collector Office Pune	gbpune2016@gmail.com
61.	Collector Panchmahal	collector@gmail.com

62.	Collector Porbandar	nicpbr@gmail.com
63.	Collector, Jharsuguda	collectorjharsuguda1994@gmail.com
64.	Collector-Banaskantha	banaskantha0@gmail.com
65.	Collectorate Navsari	collector.navsari.vc@gmail.com
66.	Collectorate Ranipet	papdranipet@gmail.com
67.	DARPG	
68.	DARPG Board Room- New Delhi	
69.	DC NONEY	skchun181@gmail.com
70.	DC NRLM Etawah	suryanarayan0001@gmail.com
71.	DC OFFICE, LAWNGTLAI	dorislalrinawmi610@gmail.com
72.	DC Office Ambala	ctmamb@hry.nic.in
73.	DC Office Leh	vcsuprt.leh@gmail.com
74.	DC Ramban	dc-ramban@jk.gov.in
75.	DC Serchhip	davidlalthantluanga@gmail.com
76.	DCHS	dchswestgodavari2020@gmail.com
77.	DCHS VIZIANAGARAM	dchsvzm@gmail.ccom
78.	DCP PKL	dcppanchkula@gmail.com
79.	DCTVM	tvpmvc@gmail.com
80.	DD north	p.o.icdp2@gmail.com
81.	DDA north tripura	ddanorthtra2020@gmail.com
82.	DDA, North	ddanorthtripura2020@gmail.com
83.	DDC DUMKA	ddcdumka@gmail.com
84.	DDC Gumla	drdagumla2013@gmail.com
85.	DDC KISHANGANJ	mgnregahelp@live.com
86.	DDF Hoshiarpur	zoya.siddiqui98@punjab.gov.in
87.	DDO	ddokheri@gamil.com
88.	DDO Mathura	upmet@nic.in
89.	DEO KOHIMA	deo.kohima000@gmail.com
90.	DESO Kohima	josemathew114@gmail.com
91.	DESTO BIJNOR	mrdeep2492@gmail.com
92.	DETC Excise Panchkula	detcspkl1@gmail.com
93.	DGAFP	sandra.senichault@finances.gouv.fr

94.	DIC KARGIL	kargilindustries@gmail.com
95.	DIC PKL	jddic_pkl@yahoo.com
96.	DIC kargil	mudasirr16@gmail.com
97.	DIO KHUNTI	dio-knt@nic.in
98.	DIO NIC Hoshiarpur	pradeep.singh@nic.in
99.	DIO NTR District AP	diontrdistrict@gmail.com
100.	DM ARARIA	dmarariaconf@gmail.com
101.	DM CHHATARPUR	mpcht@gmail.com
102.	DM GZB	gdagzb@gmail.com
103.	DM Jhunjhunu	bachanesh@yahoo.com
104.	DM Khowai	nic.dmkhowai@gmail.com
105.	DM Kishanganj	dm-kishanganj.bih@nic.in
106.	DM Mainpuri	neha.bandhu1995@gmail.com
107.	DM NORTH	nicnorthtripura@gmail.com
108.	DM Pune	dmpunemaha@gmail.com
109.	DM Rampur	dmram@nic.in
110.	DM Sirohi	dm.sirohi.rj@gmail.com
111.	DM Tehri	dmtehri20@gmail.com
112.	DM Washim	collector.washim@maharashtra.gov.in
113.	DM office Buxar, Bihar	kumar.khagendra1@gmail.com
114.	DM office, Buxar	kumar.khagendra1@gmail.com
115.	DM&HO, Palnadu	dmhopalnadunrt@gmail.com
116.	DM, Malkangiri	adnaikor@gmail.com
117.	DMHO sri sathya sai distriy	dmhosrisathyasaidist@gmail.com
118.	DOIT Sirohi	dlo.doit.sirohi@rajasthan.gov.in
119.	DOP jharkhand	dopjharkhand@gmail.com
120.	DPO Anand	jcdpo50@gmail.com
121.	DPO Chamba	dpochamba1@gmail.com
122.	DPO Shimla	dposhimla@gmail.com
123.	DPO Una	dpo2002una.hp@gmail.com
124.	DPO VALSAD	dpovalsad@gmail.com
125.	DPO Valsad	dpo-val@gujarat.gov.in

126.	DPO Wayanad	dpowayanad@gmail.com
127.	DRO Kakinada	viswanadhasastrya@gmail.com
128.	DS 2 Tumkuru	dsdev-tumakuru@gov.in
129.	DS ARTD GUJARAT	ds-artd1-gad@gujarat.gov.in
130.	DS P&ARD	ar11pard@gail.com
131.	DS-P&ard	pareforms@yahoo.com
132.	DSO	dsoklu@gmail.com
133.	DSO,Charaideo	dharitrigogoi54@gmail.com
134.	DSP HQ Charkhi Dadri	itcelldadri@gmail.com
135.	DWO Kohima	kohimadwo@gmail.com
136.	DWSM Dehradun	dwsmjjmdehradun@gmail.com
137.	Dcpu Namakkal	dcpunmkl1@gmail.com
138.	DeGM Chhatarpur	vcroomchp@gmail.com
139.	Debabrata Mallick	d_mallick@yahoo.com
140.	Deputy Collector District Authority	collectorate.kkl@gov.in
141.	Deputy Collector LA South Goa	cols.goa@nic.in
142.	Deputy Collector Nayagarh	tapaswinihansdah1996@gmail.com
143.	Deputy Collector Nayagarh Odisha	tapaswinihansdah1996@gmail.com
144.	Deputy Commissioner Tumkur	deo.tumkur@gmail.com
145.	Deputy Director fishery north tripura	ddf.north@gmai.com
146.	Deputy Secretary, Meghalaya	personnelarc12@gmail.com
147.	Desto Muzaffarnagar	muzesd@nic.in
148.	Devajyoti Gogoi	devajyoti07@gmail.com
149.	Dinkar Kumar	dinkarncgg@gmail.com
150.	District Collector	dcrev.pon@nic.in
151.	District Collector Ananthapuramu	ccoantp@gmail.com
152.	District Collector Tirunelveli	collrtnv@gmail.com
153.	District Revenue Officer - Bhadradri Kothagudem	drobhadradri@gmail.com
154.	Divya	divya23000@gmail.com
155.	Dm Ghaziabad	dmgha@nic.in
156.	Dm bik	collector.bikaner@gmail.com

157.	Dm dholpur	pgcell.dholpur@gmail.com
158.	Doit Jhalawar	dlo.doit.jhalawar@rajasthan.gov.in
159.	Dpo incharge ex magistrate lthr	oraonajay23jcm@gmail.com
160.	Dr Zaid Fakhar	zaidsocialwork22@gmail.com
161.	Dr. Abdul Kabir Dar Secretary Tech	drkabircfs@gmail.com
162.	Dr. Hitashi Lomash SSIFS	faculty4.ssifs@mea.gov.in
163.	Dr. Mcrhrdit	mcrhrdi@gmail.com
164.	Dy Secy AR	saini333@gmail.com
165.	Dy. Collector, North Goa	coln.goa@nic.in
166.	Dy.DirectorP&S-Dhenkanal ,Odisha	dpmu-dhe.plg@nic.in
167.	Dysp Charkhi Dadri HQ	dspashok.haryana@gmail.com
168.	EDC, gumla	sumitjha@gmail.com
169.	EDM	edmwgbvrm@gmail.com
170.	EEDWS DMN	debbarman909@gmail.com
171.	East Singhbhum	edpm.purbisinghbhum@gmail.com
172.	G S Nanda	gourisankar.nanda@gmail.com
173.	G. Sethi, Addl. Secy., Odisha, Law Deptt.	lawsec.or@nic.in
174.	GARHWA - JHARKHAND	dc-gar@nic.in
175.	GIPARD	gipardsdu3@gmail.com
176.	GULSHAN	angural.gulshan@gmail.com
177.	Garhwa_NIC	dc-gar@nic.in
178.	Goa Traning Hall	
179.	Gomati-Tripura	
180.	Gonda-Uttar Pradesh	
181.	Gulshan	angural.gulshan@gmail.com
182.	HARYANA-PANCHKULA	
183.	HIPA Gurugram	hipatrainingbranch@gmail.com
184.	HR KAITHAL	dckaithal.hry@gmail.com
185.	HR-Kurukshetra SWAN	
186.	HRD department haryana	navdeepgupta.ditech@hry.gov.in
187.	Hamirpur HP	ac-ham-hp@nic.in

188.	Hingoli	collector.hingoli@maharashtra.gov.in
189.	Home	tikhirj@gmail.com
190.	IIPA, New Delhi	iipawebinar@gmail.com
191.	IT Manager Araria	araria.itmanager3@gmail.com
192.	J&K, Srinagar	
193.	JITENDRA SINGH NARUKA	admsawaimadhopur@gmail.com
194.	ЈК	mtariq786@gmail.com
195.	Jagatsinghpur Odisha	ori-djagatsinghpur@nic.in
196.	Jammu Secretariat	
197.	Jhunjhunu_JSK	
198.	Joint Collector Eluru	jceluru@gmail.com
199.	Joseph Lalrinfela	josephpautu17@gmail.com
200.	K Madhavi Latha	egodcollector@gmail.com
201.	KARNATAKA YADGIR NIC	nicyadgir@gmail.com
202.	Kaithal-Haryana	
203.	Karbi Anglong	edistka405@gmail.com
204.	Kargil	kargilnic@gmail.com
205.	Kargil-Ladakh	dckgl-jk@nic.in
206.	Kheri	abc@gmail.com
207.	Khowai-Tripura	
208.	Kundan Kumar, DM Purnea	dm-purnea.bih@nic.in
209.	Ludhiana	advocateharshagrawal@gmail.com
210.	MD-NHM, Assam	mis.nrhmassam@gmail.com
211.	MGNREGS Thiruvarur	drdamgnregs.tntvr@gmail.com
212.	MORBI-DC	
213.	Mainpuri	upmai@nic.in
214.	Manisha	manisha756@gmail.com
215.	Mohit Khanna Fellow, The/Nudge, DoGR, Punjab	mohit.khanna83@punjab.gov.in
216.	Murari Lal Sharma ADM Jhunjhunu	murarilalsharmaras@gmail.com
217.	Mustafa Ali NFE NIC	mustafaalimir3i@gmail.com
218.	NAAA Shimla	naaa@cag.gov.in
219.	NCGG, GOVERNMENT OF INDIA	akashsikdar3@gmail.com

220.	NGGWS	balbhawanpkl14@gmail.com
221.	NIC	na@gmail.com
222.	NIC BANDA	yoge664@gmail.com
223.	NIC Ballia	upbal@nic.in
224.	NIC CHARKHI DADRI	vc.charkhidadri@gmail.com
225.	NIC HAMIRPUR	nichamirpur@gmail.com
226.	NIC KAUSHAMBI	kaushambinic@gmail.com
227.	NIC Kurukshetra	nickkr@gmail.com
228.	NIC Mirzapur	upmir@nic.in
229.	NIC PRATAPGARH	uppra@nic.in
230.	NIC Ranchi	reema.p@nic.in
231.	NIC Rewari	dcrewari1989@gmail.com
232.	NIC SANT KABIR NAGAR	upskn@nic.in
233.	NIC Saharanpur	upsah@nic.in
234.	NIC Sambhal	sambhalnicvc@gmail.com
235.	NIC Shamli	shamlielection2022@gmail.com
236.	Namita Malik Joint Director ISTM	namita.malik@gov.in
237.	National Institute of Defence Estates Management	nidem-dgde@gov.in
238.	Nava Raipur-Chhattisgarh NIC 3	
239.	Niranjan Konwer	niranjan7896@gmail.com
240.	OD-Gajapati	
241.	PAG Kancheepuram	pag.tnkpm@nic.in
242.	PANCHKULA - HARYANA	
243.	PHE Sivasagar	eephesiv@rediffmail.com
244.	PODTT ATP	podtt.atp@gmail.com
245.	Pali	rajsamparkpali@gmail.com
246.	Panipat-Haryana	
247.	Pherzawl-Manipur	
248.	Prabhakar Singh	prabhakar.singh84@punjab.gov.in
249.	Prakash Borachiya	dpm-porbandar@gujarat.gov.in
250.	Pranjal das Ldm Baksa District	pranjaldas2083@gmail.com
250. 251.	Pranjal das Ldm Baksa District Prl. Secy. to Govt. WCDA	pranjaldas2083@gmail.com peshisw1@gmail.com

	252.	Prl.Secy SW,Andhra Pradesh	peshisw1@gmail.com
	253.	RDC SD	rdcbmp@nic.in
	254.	RDO Pala	sdmpala@gmail.com
	255.	Rahil	rahilarshid600@gmail.com
	256.	Rakesh Kumar	dio-bls@nic.in
	257.	Rakesh Rana	ranarakesh0958@gmail.com
	258.	Rakesh singh	upmir@nic.in
	259.	Reseach Officer	dsoblp@gmail.com
	260.	Rohtak - Haryana	
	261.	Ronald	rokhumron1972@gmail.com
	262.	SANKARLAL NAIK	sankarlalnaik26@gmail.com
	263.	SCERT ODISHA	tescertodisha@gmail.com
	264.	SHAILAJA	asartrg@gmail.com
	265.	SSRAO	sreenivas.rao@nic.in
	266.	SUPERINTENDENT	sastry.asv@ap.gov.in
	267.	Secretary, FCS&CA, J&K	jk.fcsca@jk.gov.in
	268.	Shad JOYNAL ABEDIN / Embassy of France	shad.joynal- abedin@diplomatie.gouv.fr
	269.	Shamin Sebastian	shamin.sebastian@gmail.com
	270.	Shillong EKH-Meghalaya	
	271.	Siddharth	siddharthgadhvi@gmail.com
	272.	Solan	dc.ma6582@gmail.com
	273.	Sonia Behera	ssepdodisha@gmail.com
	274.	Sonipat-Haryana	
	275.	Spl. Secy. AR	
	276.	Sr Scientist, FE&CC Dept. Govt of Odisha	acsasmal@gmail.com
	277.	Sridhar R	papd.tntlr@gmail.com
	278.	Srikanta	dpokalahandi@gmail.com
	279.	Sunanda Acharya	sunandaacharya1992@gmail.com
	280.	Surajpur C.G.	xyz@gmail.com
	281.	TN-Virudhunagar	
	282.	Tirunelveli District Collector	collrtnv@gmail.com
	283.	Training Collector Karaikal	vstsambandam@gmail.com
-			

284.	UNDER SECRETARY, DPAR AR	dpartraining@gmail.com
285.	Unakoti-Tripura	
286.	Upasana	umohapatra02@gmail.com
287.	VADODARA-DC	
288.	VIRUDHUNAGAR DISTRICT	asectionvnr@gmail.com
289.	Vijay Kumar ADA	vspdao1@gmail.com
290.	Wcd Mizoram	wcdmizoram@gmail.com
291.	Yaksh Chaudhary	yakshchaudhary@gmail.com
292.	Yamuna Nagar - Haryana	
293.	abdul	dm-jha-rj@nic.in
294.	acg hoshiarpur	vyombharadvaj@hotmail.com
295.	adps	sampark.collcor@gmail.com
296.	adps tonk	adpstonk@gmail.com
297.	archana	archanadsto@gmail.com
298.	bbartwal	bbartwal67@gmail.com
299.	bsa office chitrakoot	bsa.chitrakoot@gmail.com
300.	col	apputhegod@nic.in
301.	collector amreli	collector-amr@gujarat.gov.in
302.	collector jamnagar	admn.jam@gmail.com
303.	collectorate PTA	collectoratepta@gmail.com
304.	ср сс	cpvspc@gmail.com
305.	cp vizag	cpvspc@gmail.com
306.	cp vsp	cpvspc@gmail.com
307.	ctmpalwal	pwl.dhq-hry@gov.in
308.	dc office chd	nfo2dc.chd@nic.in
309.	ddee	ddeeshimla04@gmail.com
310.	ddo Mathura	upmat@nic.in
311.	deepak	adpstonk@gmail.com
312.	district patna	itmanager.patna@bihar.gov.in
313.	dpc	dpc.pkl@gmail.com
314.	dsto bareilly	baresd@nic.in
315.	dveo visakhapatnam	dveo.visakhapatnam@gmail.com

316.	dwo gumla	dwo.gumla@gmail.com
317.	dysp pth	co.mussoorie.ddn.uk@gmail.com
318.	gumla nrhm	cs.gumla@gmail.com
319.	jd pr&rd Geetha rani	geetharanikavuru@gmail.com
320.	jose	josemathew114@gmail.com
321.	kamal	kamaljindal12@gmail.com
322.	kheri	rinisri6@gmail.com
323.	kohima DESO	josemathew114@gmail.com
324.	ludhiana	kprajpoot975@gmail.com
325.	manosh	manoshpratimthkr@gmail.com
326.	market committee pkl	mcpanchkula20@gmail.com
327.	oa to dc	hqa.shimoga@gmail.com
328.	office	icvspurban@gmail.com
329.	p.D west siang	drdawestsiang@gmail.com
330.	punam kunari	punamkumarisbg5@gmail.com
331.	sandeep biswas	controlroomvns72@gmail.com
332.	sanjeeverma123@gmail.com	sanjeeverma123@gmail.com
333.	sdmghu-bil-hp@nic.in	sdmghu-bil-hp@nic.in
334.	shahjahanpur UP	ddospn2019@gmail.com
335.	shivprasad sharma	128shivprasadsharma@gmail.com
336.	sirsa	dcsrs@hry.nic.in
337.	sp yamunanagar office	somwatinigah12@gmail.com
338.	sp ynr	somwatinigah12@gmail.com
339.	sportgpr	sportsgpr@gmail.com
340.	srinivas	pssrinu.kurapati@gmail.com
341.	sudhanshu	sudhanshu.ditech@hry.gov.in
342.	sumit jha	sumitjha@gmail.com
343.	syed sirajullah	visakhapatnam@apsmfc.com



Glimpses

NGGWS



















सत्यमेव जयते Government of India



011 - <mark>2616</mark> 9139

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www.ncgg.org.in