

# Dharti Aaba Janbhagidari Abhiyan

## Empowering Tribal Communities through Awareness, Access, and Empowerment

### About the Abhiyan

The **Dharti Aaba Janjatiya Gram Utkarsh Abhiyan (DAJGUA)** and **PM-JANMAN** are flagship missions of the **Government of India** dedicated to holistic development and benefit saturation across tribal regions.

From **June 15 to June 30, 2025**, a nationwide **Awareness & Benefit Saturation Campaign** will be conducted across **63,000+ tribal-dominated villages** in **549 districts**, including **29,000+ Particularly Vulnerable Tribal Group (PVTG) habitations** in **207 districts**.

A focused campaign for **Sickle Cell Disease (SCD)** awareness, screening, and counseling will also be held in SCD-affected tribal states during this period.

### Mission Objectives

- Raise awareness of **individual rights, entitlements**, and key **government welfare schemes**
- Ensure **doorstep delivery** of documents and benefits
- Promote **participatory governance** through community mobilization
- Empower tribal youth as **Digital Warriors** and grassroots change-makers
- Conduct **SCD screening, awareness, and counseling** at village and habitation levels

### Mission Statement

**“Bringing Government Benefits to Every Tribal Doorstep.”**

With a vision to achieve **100% awareness and benefit saturation by November 15, 2025 – Janjatiya Gaurav Diwas**, this mission aims to **leave no tribal household behind**.

### Core Principles

- **Janbhagidari** – People’s Participation
- **Whole-of-Government** Approach
- **Grassroots Impact** – Last-Mile Delivery

## Information, Education & Communication (IEC) Strategy

### *Central-Level Strategy: For National Reach*

- Multilingual IEC materials: **Hoardings, banners, selfie points, standees, flyers, jingles, short films, tweet banks**
- Nationwide media engagement: **Press releases, interviews, and feature stories**
- SMS blasts and social media outreach: **Infographics, stories, hashtags, reels**

### *District & Block-Level Strategy: Localized Engagement*

- Visual displays at key locations: **Markets, gram sabhas, public spaces in tribal/regional languages only**
- Radio jingles via **FM and community radio**
- Hyper-local digital updates: **WhatsApp groups, Public App, Inshorts**
- **Mobile IEC Vans** for outreach in remote areas
- Mobilization through **Adi Sakha, My Bharat Volunteers, NSS, NCC**
- Cultural engagement with **folk artists, local influencers, tribal leaders**
- Regular **media briefings** and **local press coverage**
- Strategic use of social media with **proper hashtags and tagging**

### *Village-Level Strategy: Community-Driven Awareness*

- Celebrating completion of key works under **PM-JANMAN** and **Dharti Aaba Abhiyan**
- **Loudspeaker announcements** in tribal dialects
- Interactive events: **Nukkad Nataks, storytelling, “My Village, My Vision”** wall displays
- Real-time updates by **local volunteers**
- Peer-to-peer learning with **SHGs, VDVks, FPOs**
- **Field walk-throughs** with officials, PRI members, and citizens
- Identification and training of **youth change leaders**
- Collection of **feedback** and preparation of **impact reports**

## **Benefit Saturation Camps: Government at Your Doorstep**

These transformative camps ensure **on-ground delivery of entitlements and services** to tribal households, especially in **PVTG habitations**.

## Key Features

- Doorstep delivery of benefits and documentation
- Instant registration and processing of individual entitlement cards
- Coverage of 63,000+ villages and 29,000+ PVTG habitations
- Unified convergence of Central and State schemes

## Categories of Benefits Delivered

Category	Schemes & Services
<b>Identity &amp; Documentation</b>	Aadhaar, Caste Certificate, Domicile
<b>Food &amp; Nutrition</b>	NFSA Ration Card, Poshan Abhiyaan
<b>Health &amp; Insurance</b>	Ayushman Bharat (PM-JAY), PMMVY, TB Mukht Bharat, Nikshay Poshan, Mission Indradhanush
<b>Financial Inclusion</b>	Jan Dhan Yojana, Mudra, Stand-Up India, PM Vishwakarma, Van Dhan Yojana
<b>Agriculture &amp; Livelihood</b>	Kisan Credit Card, PM-KISAN, MGNREGA

## Why It Matters

This campaign is a landmark initiative in tribal empowerment and inclusive governance.


- Bridges last-mile delivery gaps
- Provides legal identity, financial inclusion, healthcare, and nutrition
- Encourages community-led governance and digital facilitation
- Builds a cadre of tribal youth as agents of change

## Together, Toward a Tribal-Rich Future

Every tribal household matters. Every voice counts.

Through awareness, access, and action, we are building a future where **no one is left behind**.

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